

A Special Taste Not Found on the Market

“GOHOBİ SATONISHIKI IPA” is crafted using only fully tree-ripened premium Sato Nishiki cherries from Yamagata. Normally, such perfectly ripe cherries cannot be shipped through regular distribution, but by flash-freezing them and applying our patented anti-browning puree method (patent pending), we made it possible to use these cherries at their very best. This craft beer delivers the ultimate indulgence—once reserved only for cherry farmers—as a luxurious reward for everyone to enjoy.



Purchase of fully ripened Sato Nishiki cherries that cannot be shipped



Anti-browning puree (patent pending)

The Sato Nishiki cherries used in GOHOBİ SATONISHIKI IPA are not just a certain percentage of juice, but 100% pure Yamagata-grown Sato Nishiki, used as they are without any additives or blends.



The purchased ripe Sato Nishiki cherries are stored by special freezing

GOHOBİ SATONISHIKI IPA

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Features of GOHOBİ SATONISHIKI IPA

Aroma: Elegant fragrance of Sato Nishiki cherries
Taste: Rich fruitiness, yet balanced
Style: Gentle bitterness and sweetness, smooth to drink
Truly, a unique “Sato Nishiki IPA style.”

GOHOBİ SATONISHIKI IPA 2025	
Ingredients	Malt (foreign-made), Sato Nishiki cherries (Yamagata), Sato Nishiki puree (Yamagata), Hops, Use of half malt: 50% or more, 600L tank of wort: 50 kg of Sato Nishiki cherries + 30 kg of Sato Nishiki puree added
Alcohol content	5.5%
Best before	Indicated on the crown cap
Storage	Refrigerate below 10°C
Distributor	Agit Co., Ltd. 834 Yamabe, Yamabe-machi, Higashimurayama-gun, Yamagata Prefecture
Manufacturer	Hideoto Makiyama, Yonezawa Jack's Brewery
Production Site	Yonezawa Jack's Brewery 5471 Riyama, Yonezawa City, Yamagata Prefecture
Bottle	330ml (¥1,650 tax included)

※Drinking alcohol by persons under the age of 20 is prohibited by law.

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GOHOBİ SATONISHIKI IPA

A New Genre of Premium Luxury Beer

Cocktail Sparkling Beer



GOHOBİ SATONISHIKI IPA 2025

Reward Sato Nishiki Cherry Beer

BEER TASTE CHART

Quickly check the beer's character at a glance

	Weak  Strong				
Bitterness					
Aroma					
Richness					
Sweetness					
Sourness					
Fruity					



A treat for yourself,
a gift for someone special

GOHOBI SATONISHIKI IPA is a luxurious new genre of premium craft beer, made with an abundance of the finest fully ripened Sato Nishiki cherries. Crafted with meticulous handmade techniques, it offers a fruity flavor without being overly sweet—an exquisite drink especially recommended for women.

Our Challenge

Sato Nishiki cherries are called “Jewels of Fruit,” yet many are wasted because they are too ripe to survive distribution. To fight food loss and support aging cherry farmers struggling with successors, we spent 10 years of trial and error to develop this product. This is not just a fruit beer, but a story-filled craft that embodies the farmers’ passion.

GOHOBI SATONISHIKI IPA

Handcrafted Brewing Method

We use not only cherry flesh, but also stems and seeds, fully incorporating the fruit. At Yonezawa Jacks Brewery, we handcraft the wort with time and care, even performing processes normally done by machines by hand. This creates an extraordinary richness and locks in the true flavor of ripe Sato Nishiki cherries.

The Luxury Born from Handmade Craftsmanship



The wort is carefully and completely handmade, with malt and fully ripened Sato Nishiki cherries added to a large pot for saccharification.
Mr. Hideto Makiyama, Representative of Yonezawa Jack's Brewery

A Supreme Craft Born from Co-Creation

After tasting by 496 craft beer enthusiasts from across Japan and gathering a wealth of feedback, we refined the recipe repeatedly. Finally, we proudly present what we believe is the “perfect pint.”



Woman in her 20s

It's fruity and refreshing, yet not too light—that's what I liked about it. It was so easy to drink that I finished it in no time during the presentation.



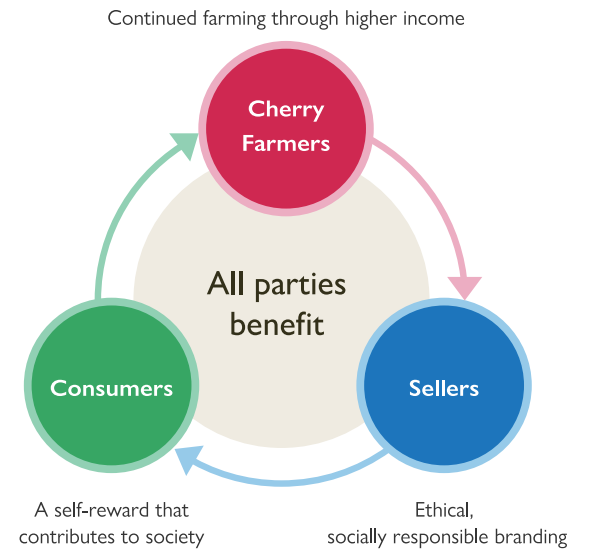
Woman in her 30s

The uniqueness of cherry beer and its fruity flavor, combined with a solid bitterness, makes it a perfect choice for beer lovers.

GOHOBI SATONISHIKI IPA

Three-Way Win: Upcycling for Farmers, Sellers, and Consumers

“GOHOBI SATONISHIKI IPA” was born to solve the challenges faced by cherry farmers—aging, lack of successors, farmland abandonment, and food loss—while also creating benefits for sellers and consumers.



Since 2019, our company has been purchasing fully ripened Sato Nishiki cherries from nearby cherry farmers. These cherries, which were originally destined for disposal, have become a source of income for the farmers, helping to prevent large-scale food waste.

GOHOBI SATONISHIKI IPA