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**FOR IMMEDIATE RELEASE**

**HAND-CRAFTED HIRO SAKE® FROM JAPAN  
ANNOUNCES NEW DISTRIBUTION ARRANGEMENT**

***Names Monsieur Touton Selection Ltd as Distributor For Metro New York and Beyond  
Effective August 1, 2012***



**New York, NY (June 19, 2012)** – [Hiro Sake](#)®, the recently launched, hand-crafted, premium spirit from Japan, announces the appointment of [Monsieur Touton Selection Ltd](#) as the exclusive distributor for Hiro Junmai Sake and Hiro Junmai Ginjo Sake in the Metro New York area, effective August 1, 2012. The deal brings new opportunities for expansion into more than nine states for Hiro, a brand that is positioned to be the first premium Japanese sake to be recognized and ordered, easily, by name.

Monsieur Touton Selection Ltd, a well-respected wine distributor with more than 30 years of experience, will give the Hiro brand access to hotels, restaurants, bars and liquor stores in more than nine states throughout the East Coast. With a team of more than 100 experienced and highly motivated sales people, Monsieur Touton Selection Ltd supplies a comprehensive range of more than 3,500 wines from around the world – from Bordeaux to New World wineries and now from the Hiro brewery in famed Niigata prefecture, the premiere sake-producing area of Japan.

“In choosing Monsieur Touton Selection Ltd to distribute Hiro, we have chosen a company that understands taste, quality and authenticity in a product in addition to their exceptional distribution network,” says Carlos Arana, president of Hiro Sake LLC. “Hiro is poised to educate consumers and trade about the beauty that is Japanese sake and it’s many drinking opportunities and with Monsieur Touton Selection Ltd, we have found a perfect partner to begin this awareness journey.”

**Hiro Sake** is a world class; hand crafted Japanese sake, created using only the finest ingredients. Hiro's Toji - or Sake Master - has created an exquisite brew that bridges the heritage of the past with today's modern drinking patterns. Hiro Sake can be used in an infinite number of cocktails, usually standing in for vodka, rum or gin and with only half the alcohol of traditional spirits. Hiro offers both a **Junmai (Hiro Red)** sake which has been traditionally brewed to be served warm, and a **Junmai Ginjo (Hiro Blue)** sake which is produced with rice that is 'polished' or milled to remove at least 45% of it's original weight and has the added character and body to be served chilled, on the rocks or in a cocktail. Hiro Red retails for a suggested \$29.99 (720ml). Hiro Blue and retails for a suggested \$39.99 (720ml).

Carlos Arana launched Hiro Sake in September 2011. Mr. Arana's extensive background in the spirits business – Managing Director for Jose Cuervo International, Commercial Director for Seagram Spirits & Wine Group Asia, Category Director on Patron Tequila, International Marketing Director for Chivas Regal and Marketing Director for Fortune Brands – has helped him create a solid sales and marketing program for Hiro Sake that includes trade education, key event sponsorships for sampling opportunities, in-store sampling programs and more, to make Hiro a brand that consumers recognize by name and bottle, whether perusing a restaurant wine list or on a retailer shelf. Mr. Arana's goal is to de-mystify sake and promote Hiro as an exceptional and authentic Japanese sake that is a great accompaniment to many different foods, can be enjoyed on its own or in cocktails AND has a name that is easy to pronounce and remember.

#### **ABOUT HIRO SAKE**

Hiro Sake is premium Japanese sake brewed in the Niigata prefecture, the premiere sake-producing region of Japan. Hiro is offered in both Junmai (Hiro Red) sake and Junmai Ginjo (Hiro Blue) sake. It is imported to the U.S. by Hiro Sake USA in Manhasset, NY and is currently available in the New York Metro area in fine restaurants, bars and retailers. In 2011 Hiro's Toji (Sake Master) was awarded first prize in a Japanese national sake competition, regarded as one of the most important sake competitions in the world. More information about the company can be found at [www.hirosake.com](http://www.hirosake.com), on [Facebook](#) and Twitter @hiro-sake.

Please enjoy Hiro Sake – and Kanpai responsibly.

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