

Japan's Number One: Sake

Alcohol consumption has seen an amazing increase during the post war economic growth in Japan. After the 1980's, local wine and sake breweries boomed with people enjoying nihon-shu (rice wine), beer and shochu (distilled spirits) on various times, places and occasions. In recent years, the quality of carbonated alcoholic beverages has improved and liqueur consumption has increased, due to the popularity of cocktails with women...

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