



## MORRIS スピリッツは焼酎の聖地、 薩摩の大地から生まれた

五百年もの焼酎の歴史を持つ薩摩の大地。そこは桜島の火山灰を含んだシラス大地の清冽な水と良質なさつまいも「黄金千貫」の産地です。

MORRISの酒質は、焼酎に最適な黄金千貫の甘い香りと風味の良さ、時流に乗った黒麹仕込みによるコクの深みが特徴です。製造過程で華やかな芳香を引き出す独自の手法を用い、絶妙なブレンドに成功したことで、甘やかな香りと味わい、フワリッな飲み心地が実現。試飲を何度も重ねて、思い通りの「香福」の滴が仕上がりました。

## The Birth of MORRIS Spirits - A Shochu of Exceptional Quality

Kagoshima has a tradition of more than 500 years in producing quality Shochu. The rich volcanic soils fertilized by Sakurajima in the region are optimal for producing sweet potatoes, the key ingredient found in Shochu products.

MORRIS has a distinctive sweet aroma because of its quality Kogane Sengan (Golden Skin) potatoes. The rich smooth flavour comes from the fermented black malted rice. The distillery uses its own unique techniques to extract the flowery scent in the production process. The blending process resulted in the creation of a flowery and smooth Shochu. It took years of experimenting and tasting refinement for Chie Imai to achieve the flavour that she was looking for.

## The Story of MORRIS - The Pioneer Spirit

MORRIS reflects designer Chie Imai, her father Morie and her grandfather Takeji Miyata.

Takeji was born in Kagoshima, Japan, in 1889. He crossed the Pacific Ocean in 1906 and settled in Colusa, California. He was one of the successful pioneers in inventing and cultivating Japanese short grain rice in the state. He admired one of his colleagues, Morris, for his leadership and fairness so much, he named his son “Morie” (Morris in Japanese) after him.

Takeji eventually returned to Japan and to Kagoshima with his family in 1937. He dedicated most of his retirement to developing the regional economy where he was originally from. Morie was also proud to introduce many fresh ideas from the west as the mayor of Hayato, Kagoshima. Takeji's pioneer spirit was succeeded by his own son Morie. Morie was involved in local politics for more than 60 years.

It was Morie's unrealized dream to develop a local Japan and to brand of Shochu with his daughter Chie. MORRIS spirits finally arrived in 2010 after many years of developing and tasting. Chie Imai succeeded in producing the product that her father Morie had dreamed of. She named the Shochu “MORRIS” to commemorate her ancestors and their pioneer spirit.

Ears of rice from California are still stored at their house to this day.



写真中央は宮田武二とその一家。左上が今井千恵の祖父・武二、右上が祖母・静子、右下・守恵、左下・稔（沖縄で戦死した守恵の兄）  
The family picture - From the top left clockwise, Takeji Miyata, Sizuko, Morie and Minoru (Morie's brother) who perished in the battle of Okinawa in WW2

## MORRIS スピリッツ誕生の物語ー祖父のバイオニア精神の継承ー

ラグジュアリーブランドCHIE IMAIから

本格芋焼酎

MORRIS

grace

CHIE  
CHIE IMAI

新しいコンセプト、新しい時代の本格芋焼酎MORRIS スピリッツ

MORRISのMをあしらった個性的なデザインはハーバード大学修士課程修了の一級建築士 川口麻紀によるデザインです。

The iconic MORRIS logo “M” was created and designed by Maki Kawaguchi, Harvard Graduate School of Design.

本格芋焼酎 MORRIS スピリッツ

種別／本格芋焼酎 原材料／さつまいも(鹿児島県産)、米麹(国産米)  
アルコール度数／25度 容量／720ml

Product / Single Distilled Honkaku Shochu  
Ingredients / Sweet Potatoes, Malted Rice / 25% ALC. / 720ml VOL.

販売元／CHIE IMAI GROUP 株式会社ロイヤルファアー  
〒810-0004 福岡県福岡市中央区渡辺通1-1-1 サンセルコビル内

製造元／薩摩金山蔵株式会社H  
〒893-0053 鹿児島県いちき串木野市下名13665

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# MORRIS

いまだかつてない  
甘やかな香りと味わい、  
フラワリーな余韻に充ちた  
本格芋焼酎MORRIS

A flowery top note  
with a hint of sweetness  
and taste that will bring  
lasting satisfaction.



New York  
ソーシャライツにも大好評！  
「飲みやすくて糖質0！」

MORRIS spirits  
wowed New York socialites!  
“Smooth and zero sugar!”



ニューヨークの若手社交界をリードするソーシャライツは、流行に敏感で新しいものが大好き。セレブ御用達でマディソンアベニューにあるイタリアンレストラン「ネロ」で開かれた本格芋焼酎MORRISスピリッツお披露目パーティーは、駆けつけたソーシャライツで大盛況。そのリーダー格の一人、ティンズリーモーティマーさんは「気に入ったわ。軽くて花みたい。」とコメントしました。ニューヨークでは蒸留酒が人気。本格芋焼酎MORRISスピリッツも新しい蒸留酒としてニューヨークソーシャライツの間で大人気！

New York socialites are extremely sensitive to the latest trends. They like to try new things. The introduction party of MORRIS spirits was held at NELLO, an Italian Restaurant on Madison Avenue. Participants were absolutely excited to try the new spirits which were being introduced. American socialite and television personality, Tinsley Mortimer, commented “I love it! It is very smooth and flowery!” Distilled spirits are popular in New York City. MORRIS is a new favourite!



ニューヨークで大人気のモーリスカクテル  
写真左より、MORRISマルガリタ、  
MORRISマティーニ、MORRISモヒート

The Popular MORRIS cocktails in New York City  
From left to right, MORRIS Margarita,  
MORRIS Martini and MORRIS Mojito.



デザイナー  
今井千恵のサプライズ。  
それは「飲む香水」！  
edible fragrance!  
A surprise from designer Chie Imai

今井千恵は作品の素材、質に妥協を許さない日本のラグジュアリーブランドCHIE IMAIの会長兼リードデザイナーです。ファッション界では、次なるブランドアイテムとして香水が多く発表されるなか、香水も焼酎も蒸留して造るという製造工程が共通しているという発想から「飲む香水」、本格芋焼酎MORRISスピリッツを発表しました。鹿児島県出身で焼酎カルチャーの中で育ったデザイナー自身がテイステイングを幾度も重ね「焼酎」という固定観念に捉われない新しいコンセプト、新しい時代の焼酎を発表しました。常にユニークさを求め、世界基準で作品作りをする今井千恵は世界中の人が楽しめる本格芋焼酎を完成させました。

Chie Imai is the Chairperson and the Lead Designer of the luxury fashion house CHIE IMAI Group. She never compromises on the materials and quality in her products. The introduction of fragrance products is a way in which product extension takes place in the fashion industry. Chie Imai thought it was ordinary. She noticed that the distillation process is akin to fashion designers producing flowery top note fragrances in factories. She eventually introduced her next fashion item “edible fragrance MORRIS spirits”. Chie Imai grew up in Kagoshima, Japan, which has a very deep and rich Shochu culture. She participated in the project team and tasted the prototype over and over. She finally found the right aroma and flavour that she had been dreaming about. She is thrilled to introduce MORRIS spirits which people all around the world will enjoy. Experience the fresh taste of MORRIS spirits!