

## About Centrair Original Craft Beer “TABI ALE”

Central Japan International Airport Co.Ltd. happy to announce release of “TABI ALE”, Centrair Original Craft Beer produced in collaboration with “Ise Kadoya Craft Beer” to commemorate the airports 15 anniversary.

This is Centrair’s first attempt at developing and releasing an original craft beer. Employees have been involved in the entire process from planning to manufacturing the original craft beer.

### 1. Details

Name: TABI ALE

Sale period: From November 22th,2019 to March 2020.

Sale location: Christmas Market held in Chubu Centrair International Airport Terminal 1(4F)

Price: 550 yen (taxes included)

Bottle Size: 330ml



### 2. Name Origin

Centrair is welcoming travellers from all over the world as Central Japan gateway, since its establishment long-established Nikenchaya Kadoya also welcomed travellers as the gateway to Ise City (Mie Prefecture). The beer was named TABI ALE coming from the desire of both parties to continue supporting travel (“tabi” in Japanese) .

### 3. Taste profile

This original beer brings to mind Centrair's clear sky and deep sea. It features a “refreshing and clean body” reminiscent of the refreshing and beautiful environment of the airport and Ise. The company's own yeast “KADOYA-1”<sup>\*1</sup> used to brew the beer is collected by the president of Ise Kakuya Beer himself and produces a fruity fragrance.

### 3. Reference

[History of the founding of the Nikenchaya Kadoya Honten]

Nikenchaya Kadoya Honten was founded in 1575 and is a tea house serving tea at a boat landing port up the stream from Ominato Shrine, which is located at the port where travelers making the pilgrimage to Ise Shrine land. It is reported that Kadoya and another teahouse at the boat landing were called the Nikenchaya. Even today, Kadoya still offers “Nikenchayaya mochi,” a powdered rice cake with a simple taste.

[About Ise Kadoa Beer]

In 1997, Narumi Suzuki, the 21st head of Kadoya, began brewing beer as a new initiative with the slogan "From Ise to the World" and "Encourage the World's Beer Fans." In 2003, it became the first Japanese beer maker to receive the AIBA Gold Award and the Best Off Class Winner Award, followed by awards at many international competitions.

\*<sup>1</sup>About "KADOYA-1"

This yeast is characterized by a spicy ester fragrance (scent of apple or vanilla). The craft beer "Hime White" of Ise Kadoya Beer using this yeast won the bronze award in the Specialty Wheat Beer category of the International Brewing Award 2019 held in England.