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THE FLYER

FRANKTON'S LOCAL MAGAZINE

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THE MONTH
- DEEP FOCUS -

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MAMA BLOG
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Staying young

The secret's in the sake

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FRONT PAGE CONTINUED...

Above left-right:
Sake kasu face mask,
sake kasu soaps
created by local
Japanese women



Ever wondered why Japanese women look so young and seem to stay so healthy? The secret's in the sake.

Local Japanese women have been pretty much pounding the door of the tiny Queenstown sake brewery, where New Zealand's first ever sake is being produced, since it began production in late 2015. The sake – a famous rice wine – may be a big hit with their husbands, but it's the by-product of its brewing – kasu – that the women are after.

Zenkuro Sake – a trio of three Queenstown Kiwi lads married to Japanese women, and their Christchurch-based Japanese business partner, scooped international sake making gold within their first year of production. Their first export order lands in the United Kingdom this month – believed to be the first sake export order to the UK outside of Japan. The 17 cases, containing four varieties of their boutique handmade sake, is set to dock in England in a few weeks.

Zenkuro's Kiwi head brewer and director Dave Joll, says as soon as local Japanese women heard that sake was being produced they were lining up for the kasu – the pressed sake lees (sediment). Kasu is in high demand in Japan for its renowned cosmetic and health benefits, so it wasn't long before local Japanese women were producing facial soap, face and body lotions and facial spray out of this highly-sought after product. Two local women Mayu Kakefu and Noriko Sharpe now produce their Zenshiro facial spray using Zenkuro Sake brewing kasu. Zenshiro means 'all white' in Japanese, while its Zenkuro properties mean 'All Black'.

Zenkuro is also now supplying its brewing kasu to the Japanese owner of Wellington beauty spa Hana-Akari, Miki Tameishi, who makes it into facial masks. Miki mixes up her own facial mud packs for her spa, using the Queenstown kasu and yuzu, a small yellow-green citrus fruit, as the base. Sake kasu is full of amino acids, B vitamins and yeast and is known to help prevent diabetes, obesity, cancer and constipation. It breaks

down blood clots, lowers blood pressure and can reduce bad cholesterol build-up. The feluric acid in it helps with anti-aging and the tyrosinase prevents age spots and pimples. It's also known to alleviate allergies and skin conditions like eczema.

With Zenkuro Sake now sold in about 40 restaurants New Zealand-wide, including locally, the super-food properties of kasu are also in demand with upmarket restaurant chefs around the country, says Dave. Sake kasu brings out the umami (subtle richness and tastiness) in cooking.

Innovative chefs experimenting with fermented foods are now lining up. "We just had a chef from Blanket Bay contact us recently and Trent Watson, senior sous chef from The Grille by Eichardts, is also experimenting with our kasu," says Dave. Chefs from other top local restaurants, including The Rees Hotel and Crowne Plaza, also take away kasu with their sake orders.

Kasu can only be produced by making sake and the porridge-like consistency of its fermenting rice particles and yeast team up beautifully as the perfect marinade for meats and fish. It's also delicious in miso soup, says Dave's wife Yasuko Joll.

The local kasu soap produced by female friends of Yasuko's comes in different varieties – some containing Frankton's Tiny Fury Manuka honey, and others with coconut oil, lemongrass and essential oils.

Another group of local Japanese ladies is producing a face whitening spray. "Japanese women like to have a white complexion and kasu has whitening properties," says Yasuko.

"We don't want to waste our kasu because we know about its huge benefits," she says.

What we've been up to...

THE TEAM



FAREWELL TO CAIT

Awesome send off for Cait who is going to Europe on her big OE. We had a space-themed fancy dress party to celebrate!



ENJOYING THE SKIES

How amazing have the sunsets been recently? Don't blink or you'll miss.



BOOKS, BOOKS, BOOKS!

We found a few gems at the St. Joseph's book fair. As well as a sneaky home bake or two...



Azumi Brewster making sake kasu soap in Queenstown.

Zenkuro Sake blitzed the big time at one of the world's leading sake competitions – the prestigious London Sake Challenge – in 2016, winning gold and silver for its fledgling Drip Pressed and Nigori White Cloud varieties.

Back home, the Japanese Ambassador to New Zealand, Toshihisa Takata – a huge Zenkuro Sake fan – hosted a special Zenkuro Sake degustation-style dinner for dignitaries at his residence in Wellington last month.

In another great honour for the Queenstown company, Deputy Prime Minister (Acting Prime Minister) Winston Peters will also be presenting bottles of Zenkuro Sake to the Prime Minister and Deputy Prime Minister of Japan during his next visit to Japan.

FROM THE TEAM

Just like that our surrounds are transformed into a winter wonderland, I am often shocked by how quickly summer turns into winter down here. I feel like it's a sudden change from not knowing what to have your car temperature on to de-icing and starting up 10 minutes before you leave. Ski fields are set to open this month and the instant boost of people arriving to take part in our glorious winter is obvious as the streets and roads pack out. It's always great to see our little town bustling though, and as the years go by, that bustle seems to be consistent throughout all the months of the year, not only during winter. I look forward to winter – I feel like there's always something to do. Inside you'll find loads to do for the month of June and some new people doing new things in town.

We hope you enjoy, as we do every month!

Manager – Georgia Russell

Have you got a
good idea for a story?

Contact
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