



香飲家
-kOU IN KA-
Portfolio





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Created by KOU IN KA

What is KOU IN KA?

KOU IN KA is a unit working to spread scented beverages to the world.

I work all over Japan and around the world.

Scented beverages are drinks that create drinking memories.

Of the five senses, scent is the most memorable, and it is said that it evokes emotions along with memories.

Delicious food and sweets create an atmosphere for lively conversation and fun times that are etched in our memories.

How do we coordinate pairing drinks to suit such situations?

By choosing ingredients that match the season and adjusting the amount of liquid, temperature, and concentration, you can enjoy them naturally.

By connecting the lingering aroma to the main dish, you can create an impressive drink that will become a memory.

As the one and only specialists who can realize such coordination, KOU IN KA proposes, provides, and even educates on scented beverages suitable for various situations.

We look forward to hearing from you if you are looking for the perfect drink for your situation.

* Scented beverage is a non-alcoholic drink created with the theme of enjoying the aroma.

It is not a mocktail (a drink that resembles a cocktail).



Welcome Message

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01

Activities to promote non-alcoholic drinks

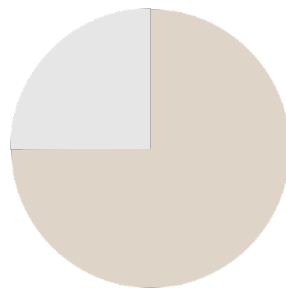
In order to create a new food culture that matches the modern era of people moving away from alcohol, it is necessary to create an environment where everyone can be satisfied by providing a wide range of non-alcoholic drinks that can be enjoyed by those who cannot drink alcohol.

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Market Overview ①

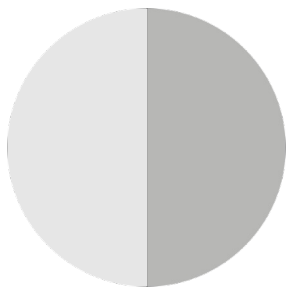
1/4 of the world's population

Muslims do not drink alcohol.
This means that a quarter of the world's
Population does not drink alcohol.



Half of Japanese adults do not drink alcohol

The results show that the majority of
Japanese adults do not drink alcohol.
38.1% of men and 70.3% of women.
※See the National Health and Nutrition
Survey by the Ministry of Health, Labour
and Welfare of Japan.



【 Drinking is on the decline in developed countries 】

The percentage of people who drink alcohol is on a downward trend of about 10%.
The population is growing by just under 20%, and alcohol consumption is increasing in
developing countries.

【 Coexistence of alcoholic and non-alcoholic drinks 】

The shift away from alcohol has become a social phenomenon.

- In Japan, the Ministry of Health, Labor and Welfare has issued guidelines on drinking alcohol that encourage people to limit their alcohol intake.
- In New Zealand, 78,277 years of healthy life expectancy were lost due to alcohol in 2018. Research has shown that more than 90% of these losses were due to fetal alcohol spectrum disorder (FASD), 6.3% were due to traffic accidents, and 3.4% were due to violence.

Around the world, the sober curious lifestyle of not drinking alcohol or only drinking small amounts is becoming more widespread.

It is becoming more important to move away from a society dependent on alcoholic drinks and towards a world where people can enjoy non-alcoholic drinks as well.
If we can become a society that values non-alcoholic drinks as much as alcoholic drinks, it will become a food culture that everyone can enjoy.

Market Overview ②

【 Rather than eliminating alcoholic drinks, we want to create a world where people who can't or don't drink can enjoy themselves together. 】

The current food and beverage industry has an excessive number of alcoholic drinks on the menu. Although there are many alcoholic drinks on the menu, non-alcoholic drinks tend to be low quality, with many pre-made drinks or drinks with syrup added. Some restaurants have sommeliers developing drinks, but sommeliers are only service professionals, not the ones making them.

You can't make delicious food just because you eat delicious food, but it's because an experienced chef makes it.

Similarly, there were no professionals in the world who could make non-alcoholic drinks, so there was no experience or research, and nothing changed, but experience is required to make non-alcoholic drinks that are as satisfying as alcoholic drinks.

KOU IN KA researches the food culture of countries around the world and creates unique drinks that utilize theories of cooking and confectionery. The aroma makes it taste delicious and makes you want to drink it again. Alcohol evaporates in the mouth, making it easy to smell, but it is important to balance the mouth in order to make non-alcoholic drinks smell good. Providing delicious, fragrant non-alcoholic drinks increases the satisfaction of both non-drinkers and drinkers, encouraging conversation and creating memorable moments for both parties. The aroma of the meal is linked to the memory, and when you smell the same aroma in another place, it flashes back to a happy memory, making you want to try it again. This is possible because we offer 100% shared non-alcoholic drinks that can be enjoyed by many customers who can't drink as well as those who can.



02

KOU IN KA About

KOU IN KA is a unit formed by drink specialists.
We are currently recruiting members from all over the world,
and members with expertise in drinks are involved in projects.

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KOU IN KA

About

EVENT

New experiences spark conversations between customers, leading to fun memories.

Regularly hosting events will help you retain and increase customers. Word of mouth will lead to the acquisition of new customers.

PRODUCT DEVELOPMENT

We develop drinks that match the food culture, times, and needs of our customers. Customer satisfaction leads to repeat visits.

CATERING

We provide a full range of services from drink suggestions to catering that match the brand worldview and design theme of exhibitions and fashion shows.

PRODUCE

In addition to our experience in launching various types of drink shops and in the food and beverage industry, we can also propose any type of drink based on our research information on drink shops around the world.

TRANING

I am a special lecturer on drinks at food and beverage vocational schools around the world. I also provide training for staff at restaurants, hotels, etc.

CONSULTANT

Ideas are not born without experience. By eliminating fixed ideas and trying new things, you can create a new era. If you maintain the status quo, things will gradually decline. By trying new things, things will continue to persist.

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PAIRING EVENT

For the past 16 years, we have been working to promote the pairing of non-alcoholic drinks.

Sweets and non-alcoholic drinks pairing event

Pairing event with "LE CHOCOLAT DE H", "Mont St.Clair", "FORTISSIMO H", "LE MUSÉE DE H" and "KOU IN KA" by world-famous pastry chef Hironobu Tsujiguchi. H PAIRING

Food and non-alcoholic drink pairing event

A pairing event where you can enjoy the world of "Scented beverages" A pairing event where you can enjoy the world of "Scented beverages" with a course meal created by a grand chef along with the dishes of a luxury hotel's executive chef



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We will propose non-alcoholic drinks inspired by the theme and even provide catering.
 Because it is completely custom-made, you can differentiate yourself from other companies.
 In addition, the taste, appearance, and aroma of the beverage will allow you to enter the brand's worldview in a more natural way than by thinking about it, and you can enjoy the seasonal theme more deeply with all your senses.

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CATERING

We propose non-alcoholic drinks inspired by the theme and even provide the catering. You can differentiate yourself from other companies with fully custom-made catering. In addition, the taste, visuals, and aroma of the beverages will naturally and unconsciously immerse you in the world of the brand, allowing you to experience the seasonal theme more deeply and enjoy it with all your senses.



香飲家

Original drink development for events and TV programs



Fuji TV's "Ex-boyfriend Mania" collaborated with Japan's first tapioca Thai tea specialty store "Piyanee" to develop a tapioca drink.



SB Foods Easy spice and herb flavored drink that you can carry in your own bottle!



Get excited with HANDS! "Non-alcoholic/Slightly Alcoholic"! Introducing the latest mocktails!



"HOLIDAY MARKET with TODAY'S SPECIAL" Developing original drinks using Perrier at a collaboration event between Perrier and TODAY'S SPECIAL



Gurunavi PRO Make your own alcoholic and non-alcoholic drinks with our original syrups



RADWIMPS ANTI ANTI GENERATION TOUR 2019 Development of original drinks for the tour



Appeared on NHK's Asaichi
 ■ "Perfecting Spring Tea Time" - Recommended for breaking the monotony of your daily tea time! A new type of tea drink using things you have at home
 ■ "Easy Tips Chocolate Revolution" - Easy hot chocolate
 ■ "Easy Tips: Medicinal Food at Home in Winter" - Easy to enjoy medicinal tea



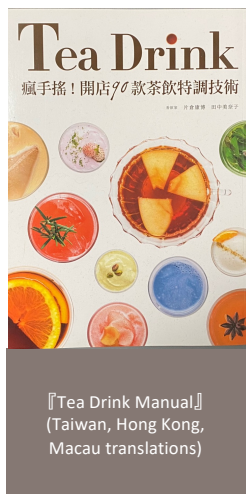
『Tapioca milk tea fruit tea drink』



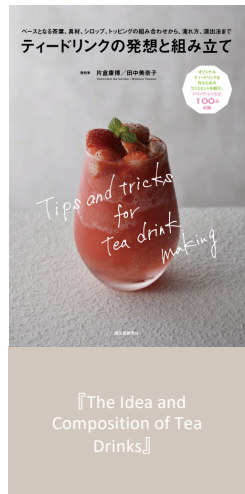
『Tapioca milk tea fruit tea drink』
(Taiwan, Hong Kong, Macau translations)



『Tea Drink Manual』



『Tea Drink Manual』
(Taiwan, Hong Kong, Macau translations)



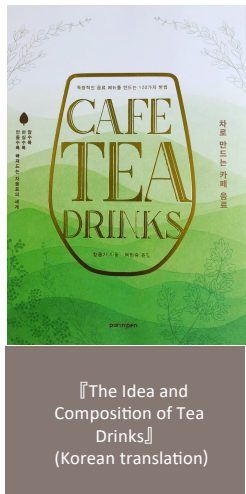
『The Idea and Composition of Tea Drinks』



『The Idea and Composition of Tea Drinks』
(Chinese translation)



『The Idea and Composition of Tea Drinks』
(Taiwanese translation)



『The Idea and Composition of Drinks』
(Korean translation)



『Textbook of Drinks for Restaurants: Basics and Applications』



『Textbook of Drinks for Restaurants: Basics and Applications』
(Taiwanese translation)



『The Drinks Textbook for Restaurants: Customization Bible』



『The Drinks Textbook for Restaurants: Customization Bible』
(Taiwanese translation)



『A Textbook on Drinks for Restaurants: Theory and Recipes for Creating Borderless Menus that Both Drinkers and Non-Drinkers Can Enjoy』



『Sweets x Drinks Pairing Ideas and Combinations: Ideas and Cooking Techniques to Enhance the Taste of Each Other』

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PUBLISHING

PRODUCT DEVELOPMENT

AEON TOPVALU non-alcoholic drink "CRAFTEL"

19 Nineteen is a unique drink that combines various ingredients such as herbs, spices, and fruits to create a taste and aroma that you can enjoy.

Craftel is a new type of drink that is neither alcoholic nor a soft drink.

It is a new drink category that Topvalu has carefully developed under the supervision of professionals.

It is not just sweet, but also combines various ingredients such as herbs, spices, and fruits to create complex tastes and aromas such as astringency, bitterness, richness, sourness, and saltiness.

19 Nineteen with unique flavors and names

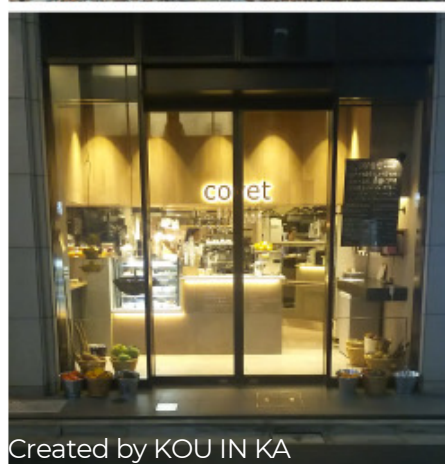


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PRODUCE

Producing light dining and drink shops

As drink specialists, we at KOU IN KA receive offers from Japan and overseas to produce light eateries and drink shops serving all kinds of drinks, including coffee, tea, non-alcoholic drinks, and alcoholic drinks. By developing new drinks that are based on food culture during local research conducted in countries around the world for drink lectures, we are able to reflect new drinks to suit the style of the store. By utilizing our real-life experiences and knowledge in our production, we are able to develop attractive stores.



Created by KOU IN KA



STORE DRINK DEVELOPMENT

Drink development

One of the problems in the food and beverage and hotel industries is that staff change jobs quickly, making it difficult to train them.

When staff leave, the product level tends to drop and become unstable.

No matter how delicious the food you eat on a regular basis, you cannot cook like a chef without cooking experience. In the same way, you cannot make drinks of the same quality as food unless you are conscious of the target taste and aroma and have a theory.

There are no professionals who make non-alcoholic drinks, so the current situation is that most staff do not know what kind of drinks to come up with.

While we, the KOU IN KA, are contracted as specialists in non-alcoholic drink development and education, we can continue to make high-quality proposals.

We also develop cutting-edge drinks that are highly sensitive to the development of various genres of drinks and global trends, and use them in our development.

There are various contract contents, and we will respond to your requests, from proposals to join the development team as a behind-the-scenes person, to introducing new menus to staff and training them.



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CONSULTANT

Promotional Activities

We promote products as drinks and contribute to increasing sales in the cafe and restaurant industry. We create recipes that fit a variety of food and beverage businesses. By creating recipes, it becomes easier to reflect them in stores, leading to increased product sales.

New Product Development

We develop new drink products that are easy to use in stores and are useful for creating unique menu items that are not available from other brands.

BASE

FRUIT DRINK BASE



ノンアルコールドリンクの可能性を無限に！

- フルーツ100%の風味豊かな本物志向のドリンクベースです。
- 無糖タイプですので、様々なドリンクにご使用いただけます。
- 注ぎやすく、容易に保存ができる口栓付き容器入りです。



製品名	原料産地	BX	アレルギー	入数	保存方法
BASE カベルネソーヴィニヨン	山形県	18	なし	500gx6	-18℃で保存
BASE グラッドオレンジ	愛知県	13	オレンジ		
BASE ままさら	福岡県	10	なし		



les vergers boiron

香飲家

■ 香飲家 (Kouinka) とは

音りは五感の中でも1番記憶に残り、それと共に感情も呼び起こします。美味しい食事やスイーツに欠かせないドリンク。全てのバランスが整った時にその環境を自然に感じることができ、人間の無意識の中に持つ感覚に違和感のない心地よい環境づくりを理念に、世界で活動しているユニットです。

メンバーは片倉康博さん、田中英奈子さん、黒岡響さん。



香飲家

Recettes de boissons

香飲家ドリンクレシピ




定番



香飲家

Recettes de boissons

香飲家ドリンクレシピ




春夏

Introduction



03

- Drinks lectures at food and beverage vocational schools around the world
 - Drinks development and catering to match the event themes of fashion shows, exhibitions, international conferences, and VIP parties hosted by major banks
 - Non-alcoholic drink supervision for luxury and resort hotels
 - Pairing events for food and sweets courses at luxury and resort hotels
 - Promotional activities using ingredients in drinks
 - Catalogue production and drink development for wholesale customers
 - Production of specialty drink stores (coffee, tea, fruit)
 - Drinks product development for a long-established Japanese confectionery store
 - Drinks product development for a long-established tea shop in Uji, Kyoto
 - Taichung Drink product development for the Tea Museum
 - Consulting, menu development, and restructuring
 - Development of non-alcoholic drink menus to match meals at restaurants, izakayas, and other eateries
 - Product development of non-alcoholic drink pairing menus to match restaurant and patisserie dishes and sweets
 - Catering of non-alcoholic drinks to match event themes for fashion shows and exhibitions
 - Promotional activities as a drink master for a French dairy company throughout China
 - Promotional activities as a drink master for Japanese ingredients (yuzu, matcha, etc.) throughout China, Hong Kong, and Macau
 - Promotional activities as a drink master for a French puree company
 - Promotional activities as a drink master for a Japanese fruit processing company
 - Drink promotion to spread Japanese ingredients overseas at the request of a trading company
 - Pairing event of sweets and non-alcoholic drinks with top Japanese patissiers active around the world
 - Promotion as a drink master for koji drinks
 - Product development for AEON Top Value non-alcoholic drink "Craftel" (trademark application pending) nationwide 12 products released
 - Contracted with Super Sweets Alliance Co., Ltd. (<https://www.super-sweets.co.jp/>)
 - Books
 - 14 drink recipe books currently published (including translated versions)
- *Published a book on pairing sweets and drinks in October 2024, co-authored with pastry chef Chef Tsujiguchi. Next year, plans to publish "How to think about and assemble coffee drinks" and "How to think about and assemble milk drinks"
- Many TV and radio appearances
 - Contracted with Super Sweets Alliance Co., Ltd. (<https://www.super-sweets.co.jp/>)

片倉 康博
YASUHIRO
KATAKURA



During his time as a bartender, he learned about QSC, face-to-face service, various cocktail drink knowledge and balance, the importance of TPO, etc., and applied that experience to the cafe industry, spreading espresso extraction techniques based on his own theory.

He works as a consulting barista for hotels, restaurants, cafes, and patisseries, and as a special drink lecturer at culinary and confectionery schools. He also receives many requests from overseas, and has served as a special drink lecturer in Taiwan, Shanghai, Nanjing, Beijing, Tianjin, Shenzhen, Guangzhou, Xiamen, Hangzhou, Changsha, and Spain.

He has been lecturing on pairing food, sweets, and non-alcoholic drinks for over 16 years.

He also produces restaurants, sets up and rebuilds stores, trains staff, provides drink catering, consults, acts as a sales agent, and provides drink catering and product development to match the event themes of VIP parties, fashion shows, exhibitions, and international conferences.

田中 美奈子

MINAKO TANAKA



From the apparel industry, she moved to the drinks world. After working as a cafe manager at DEAN&DELUCA and developing drink menus, she went independent. After working as a cafe restaurant owner chef and barista, she is involved in product development, consulting, and food coordination for cafe stores.

LIFEKITASANDO ✕ Collaboration with Gentosha GINGER
MINISTOP Salad Production

Custom-made for exhibitions to match the collection theme
Mainly for catering and fashion magazines, catalogs, advertisements,
Delivery during web shoots is popular for dishes centered around
seasonal vegetables.

Publishes food and drink recipes mainly for fashion magazines,
and also coordinates.

■ Gentosha GINGER web currently serializing cooking recipes.
<https://gingerweb.jp/tag/minako-tanaka>

■ Cooking books
"Box Food in a Catering Mood" (Bunka Publishing Bureau)
"NEW Salad Design" (Asahiya Publishing)

■ TV Appearances
TV Asahi Onegai Ranking "Unexplored Restaurant"
Nippon TV Hirunandesu! "Professional Kitchen Goods"

藤岡 響 HIBIKI FUJIOKA



He has been working on the path to becoming a barista since 2005.

He has been involved in the launch of many cafes and coffee shops in Tokyo, such as "Bread and Espresso".

In 2013, he participated in the launch of Cafe Kitsune.

He is the head barista behind the counter and is also responsible for developing menu items such as collaborations with Kitsune Cider and Toraya.

In 2015, he participated in the launch of Blue Bottle Coffee. After working as the lead barista, he has been involved in training many baristas as a trainer.

In 2018, he founded Enzaisha Co., Ltd. He launched a Japanese tea specialty store Satén Japanesetea together with Japanese tea experts and hosted the Japan macha competition, working on the extraction of coffee and Japanese tea with the aim of building a unique cafe style that fits the daily life of Japanese people.

He also works as a vocational school instructor and store producer (Komaba lim., etc.).

Created by KOU IN KA

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HP Address:

<https://www.kouinka.com/>



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