**花見自粛しないで　復興支援に東北の地酒を　岩手の蔵元**

Don’t hold back on the Hanami parties, help with the revival of Tohoku Sake, says Iwate Brewmaster.

自粛は無用。東北の地酒を飲んで、被災地に元気を――。岩手県二戸市の酒造会社「南部美人」など３社が、動画投稿サイト「ユーチューブ」を使って東北の地酒をＰＲしている。

Self-discipline is pointless. Drink Tohoku local sake, to help out the afflicted area -- ! Sake brewer “Southern Beauty” and two other companies are using the online video site Youtube to promote the local sake of Tohoku.

　「被災地岩手から『お花見』のお願い」と題し、ユーチューブに投稿したのは同社専務で５代目蔵元の久慈浩介さん（３８）。東日本大震災で工場の煙突が壊れたり、蔵の壁が崩れたりする被害が出たが、製造ラインは無事で、一日も休まず酒造りを続けている。

Kuji Kousuke (38), the 5th managing director of the Iwate company, posted a film called “I’d Like a ‘Hanami’ from Stricken Iwate’”. The smokestack’s at the firm’s factory was damaged, and the walls of the warehouse collapsed, as a result of the Tohoku Earthquake. But their production line was unharmed, and they have continued to brew sake without missing a day.

　例年なら歓送迎会や花見のため出荷量が増える時期だが、震災の影響で３月の出荷量は４割減った。岩手県酒造協同組合によると、県内の２３カ所の酒蔵のう ち沿岸部の３カ所は全壊。ほかにも停電の影響などで現在も生産ラインが止まっているところがあり、南部杜氏（とうじ）で知られる地元の酒造業界の被害は深 刻だ。

At this time in an average year, shipments normally increase for hanami parties and corporate welcome parties, but because of the earthquake this year the shipments have been cut by a factor of four. According to the Iwate-ken Sake Brewer’s Association, of the 23 sake breweries in the region, 3 coastal breweries have been completely destroyed. Also, some production lines have been stopped because of power outages and other problems. (???) the damage to the sake brewing industry is quite serious.

南部美人は出荷先の半分を県外が占める。「被災地を気遣っての自粛の気持ちはありがたいが、このままでは経済的な二次被害を受けてしまう。被災地以外の方は普通に生活し、経済活動をすることが中長期的に被災地の支援につながる」と久慈さん。

Southern Beauty ships half of its sake outside the province. “We appreciate that people wish to refrain from alcohol in the wake of the disaster. But at this rate, we will suffer additional economic damage. People not in the disaster area should continue with their lives, and conduct their economic activity as usual, to help the victims” said Kousuke.

　２日の投稿以来、ユーチューブでの再生回数は２６万回を超えた。久慈さんは「東北の酒はどれも高い技術で造られ、おいしい。日本酒には人を元気にする力がある。東北の地酒を飲んで、みなぎった活力を被災地に送って欲しい」と話している。（京谷奈帆子）

Since it was posted on the 2nd, the Youtube video has been viewed more than 260,000 times. In it, Kuji states that “Tohoku Sake is made with an advanced technique to be delicious. Japanese sake has the power to lift people’s spirits. Please drink special Tohoku sake, and help send vitality to the disaster areas”.

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