



The New “Sugo-Awa” Beer Tap

— Engineered for Exceptionally Creamy Foam and Superior Retention —

KIRIN R&D DAY 2025
Kirin Holdings Company, Limited
Institute for Package Innovation
Research & Development Division

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The New “Sugo-Awa” Beer Tap Ver.4

— An Unforgettable Foam Experience with a Rich, Whipped-Cream-Like Smoothness —

The “Sugo-Awa” Tap delivers remarkably smooth, delicate foam with exceptional retention by dispensing beer infused with nitrogen gas.

Starting Tuesday, November 25, 2025, the “Sugo-Awa” Tap experience will be available at both SPRING VALLEY BREWERY Tokyo and Kyoto locations.

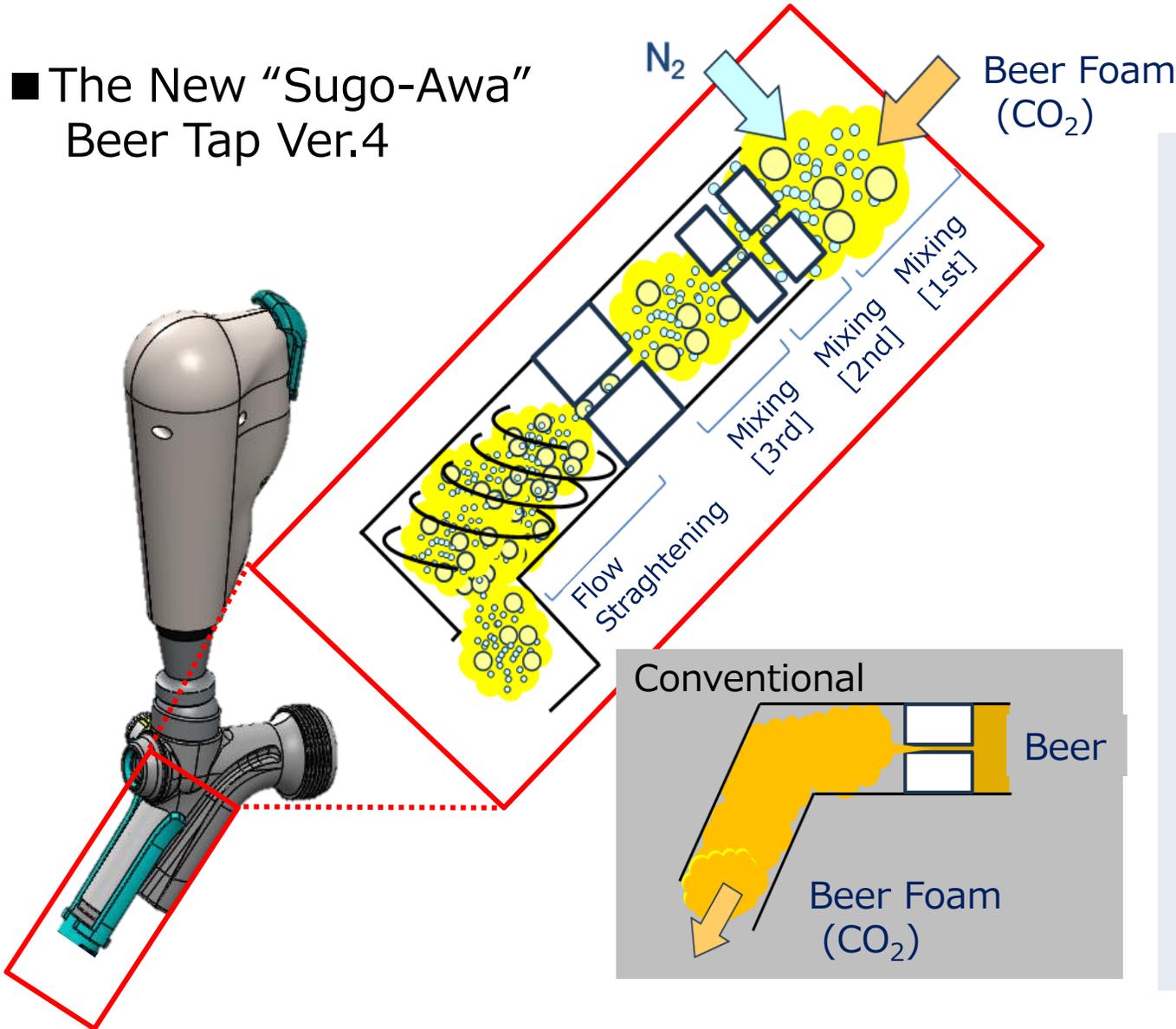
In addition to the existing lineup—SPRING VALLEY BREWERY Hojun Lager 496 and SPRING VALLEY BREWERY Silk Ale (Shiro)—one seasonal beer aligned with the current theme will also be served using the “Sugo-Awa” pouring method.



At SPRING VALLEY BREWERY Tokyo (second floor only), an exclusive course offering guests a hands-on “Sugo-Awa” pouring experience will begin on the same day.

Key Features and the Evolution of Foam Technology

■ The New “Sugo-Awa” Beer Tap Ver.4



Achieves a higher foaming rate, resulting in finer and more uniform foam.

1. Enhanced Foam Quality Texture:
The foam now delivers a noticeably smoother, creamier mouthfeel—often described as being “between foam and liquid.”
2. Evolved Aroma and Flavor Depth of Character:
The aroma and flavor profile have evolved to offer greater complexity and depth, enhancing the overall tasting experience.

Exceptional Foam Retention with “Sugo-Awa”

Seeing Is Believing. See It for Yourself.

■ Performance Demonstration



“Sugo-Awa” Foam: 30-Minute Time Lapse

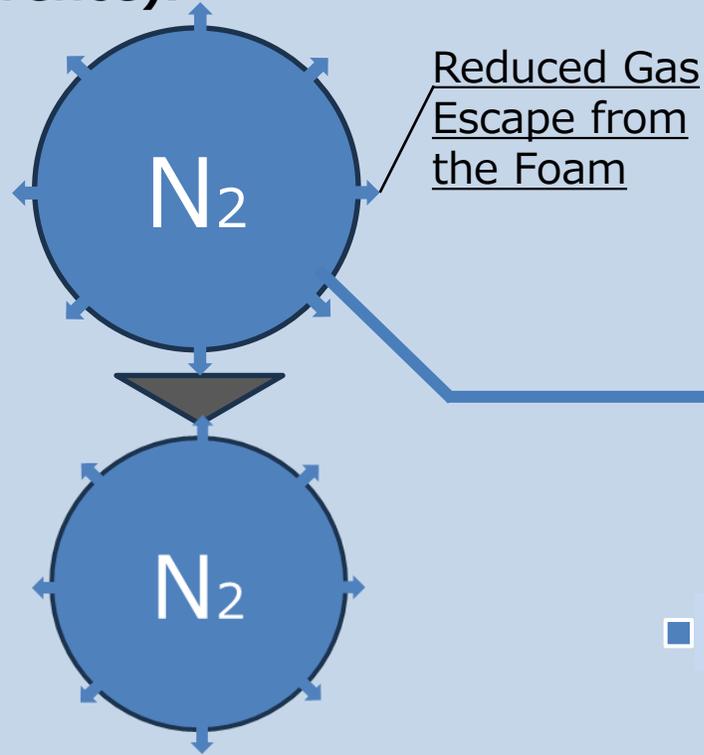


The Science Behind Long-Lasting “Sugo-Awa” Foam



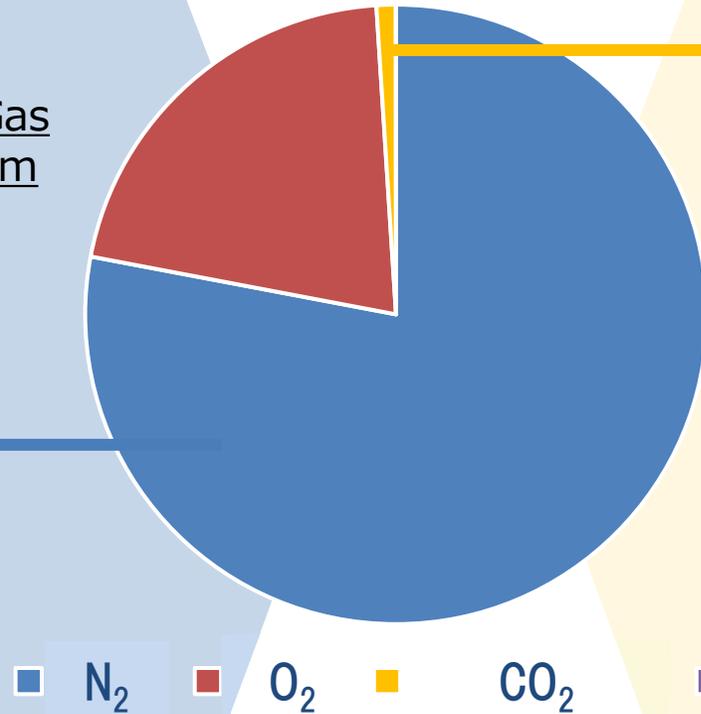
■ Nitrogen-based foam is more stable and longer-lasting due to its smaller partial pressure difference with the atmosphere.

Nitrogen makes up 78% of the atmosphere. (low partial pressure difference).

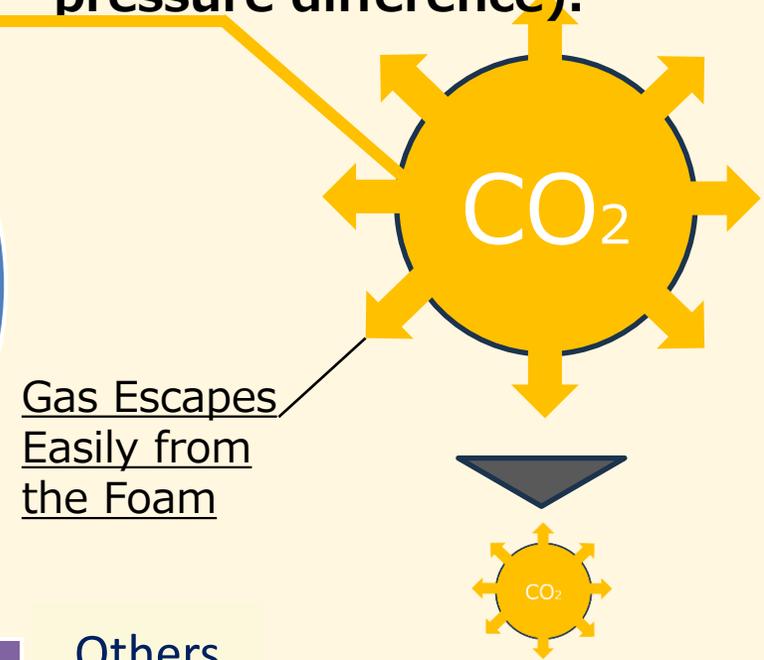


Enhanced Foam Stability

Atmospheric Gas Composition



Carbon dioxide accounts for 0.04% of the atmosphere (high partial pressure difference).



Poor Foam Retention

The Beer Customers Choose—Powered by “Sugo-Awa”

Ver.3
(\$1,475 USD)
2024

Ver.4
(\$192 USD)
2025

2026～ Food and Beverage
Establishments Nationwide



“Sugo-Awa” Tasting Impressions

A rich, springy texture with a smooth mouthfeel
and excellent foam retention

Feels more like liquid beer, with
clear, pronounced flavor

The True Flavor of the
Beer Comes Through

Less bitter, creamy, and not prickly
on the palate

Dense and creamy, with the foam and
liquid feeling like one