

Modern History of Soft Drinks (Ramune & Cider)
in Japan from the Meiji to Taisho Periods

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Prologue

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Purpose of this Work

In my search for materials about the history of Japanese Sodas, I stumbled across the *Modern History of Soft Drinks (Ramune & Cider)* by Kumiko Akiyama. The original document was written in Japanese, so I began the task of translating and transcribing this document into English. Luckily, with the help of modern AI language interpreting tools, this project was completed swiftly.

For the most part, this project was undertaken for my personal research purposes. In the future, I believe that this resource may become useful to both American and Japanese spheres of collectors. I have observed through my research, that for the most part, the Japanese collecting community has few academically motivated resources pertaining specifically to antique bottles.

In large part, and perhaps due to my rudimentary understanding of the Japanese language, I have had to rely on unofficial sources of information. Aside from acquiring the physical bottles upon which I base my research, YouTube videos, and online blog posts, in particular, have been most helpful.

I would, however, like to highlight the fact that I am by no means an expert. I have no formal training in the work of historiography or language translation. Some original meaning of the text has surely been lost and I suspect that this translation has numerous errors. Further, I have mildly edited the translation for the sake of brevity and clarity. Page numbers have also been removed.

I thank all of those who have encouraged me and fostered my interest in collecting antique bottles. I hope that this translation and the notes that I will include below will be useful to all who read it.

Notes and Definitions

The Japanese language is wildly different from English. Its writing system, lexicon, and grammar structure are unique in this world. Likewise, when it comes to the lexicon of a collector of antique bottles, some words do not translate well into English. I would once again like to highlight the fact that I am not an expert and the following notes and definitions are based solely on my understanding of the subject.

ENGLISH TERM	JAPANESE TRANSLATION	PRONUNCIATION	FURTHER NOTES
Antique	アンティーク	An-tee-ku	“Antique”, is sometimes used
	アンチク	An-chee-ku	“Antique”, is rarely used
	レトロ	Le-to-ro	“Retro”, is mainly used when describing something as being “old” or “vintage”
Bottle	ボトル	Bo-to-ru	“Bottle”, usually denoting a bottle made of plastic. This is not always the case and it sometimes refers to a glass bottle.
	瓶「びん」	Bee-n	Literally “Vessel”, can mean either being made of glass or ceramic. Sometimes 「ガラス」(Ga-ra-su) “Glass”, is used to denote a glass bottle
Eras and Calendar	不明「ふめい」	Foo-may	“Unknown”, concerning the originating time period or user of a bottle.
	江戸「えど」	E-dough	“Edo”, 1603-1868 C.E.
	明治「めいじ」	May-jee	“Meiji”, 1868-1912 C.E.
	大正「たいしょう」	Tie-show	“Taisho”, 1912-1926 C.E.
	昭和「しょうわ」	Show-wa	“Showa”, 1926-1989 C.E.
	平成「へいせい」	Hey-say	“Heisei”, 1989-2019 C.E.
	令和「れいわ」	Rey-wa	“Reiwa”, 2019-Pres. C.E.
	時代「じだい」	Jee-dai	“Period” or “Era”, used in conjunction with a period name

Ramune	ラムネ	La-moo-nay	“Ramune”, a corruption of the English “Lemonade” is used to describe a lemon-candy-flavored carbonated drink. “Ramune Bottle” refers to the “Codd Style” or “Marble Stopper” type of bottle.
Soda	サイダー	Sigh-da	“Cider”, is used to denote what would typically be described as a “Soda” in America. A carbonated, is usually fruit-flavored, non-American drink.
	ソーダ	Sō-da	“Soda”, same as above but of American origin (e.x. Fanta)
	シトロン	Shee-to-ro-n	“Citron”, Western-styled lemon soda
	ラムネ レモン	La-moo-nay Le-mon	As mentioned above “Lemon” Western-styled lemon soda (e.x. Kirin Lemon)

Modern History of Soft Drinks (Ramune & Cider)

Kumiko Akiyama

Modern History of Soft Drinks -Ramune & Cider

Introduction

During the Showa era, soft drinks, especially when carbonated, were a summer staple, loved by both children and adults. In 1986, carbonated drinks were the most popular, with production volumes reaching approximately 2.7 million kiloliters, surpassing other soft drinks. However, according to 2004 statistics, the share of carbonated drinks among soft drinks was 16.0%, half of the 32.0% share of teas! This rapid change is worrisome.

In considering these recent trends, we thought it necessary to investigate the history of carbonated drinks in Japan from their introduction into the Taisho Era. The “Modern Japanese Food History” by Showa Women’s University’s Food Science Laboratory and other books published by soft drink-related organizations were used as materials. I have excerpted the history and summarized it.

In this report, we have limited ourselves to summarizing the descriptions of each document in chronological order. But, we plan to conduct detailed verification of the descriptions in the future. In addition, unless necessary for the purpose of writing, reports should be changed to modern kana (writing style).

The Beginning of Carbonated Drinks

Cleopatra is said to have been the inventor of carbonated drinks. It is said that people dissolved pearls in wine and drank it as an elixir for beauty and longevity. The main component of pearls is calcium carbonate which reacts with acid (in the wine) and generates carbon dioxide gas. It is assumed that “pearl wine” was a drink similar to modern-day champagne. But, the truth is far from certain.

Humans' relationship with carbonated drinks began with drinking from naturally occurring mineral springs and hot springs. Mineral spring water, unlike ordinary water, was known to be beneficial to the human body and help improve health and was often drunk by the sick. Research into natural mineral springs began in Switzerland in the early 16th century. Research was conducted to artificially create something similar to natural mineral water. In 1750, the French chemist Venel added carbonates, such as baking soda, to acidic water, to produce a type of aerated water (mineral water) containing carbonic acid.

Carbonated drinks were first introduced to Japan in 1853 when Admiral Perry led his fleet to Uraga. Lemonade was loaded onto his ship as part of the drinking water. After that, it began to be produced in Japan and spread throughout the country as a refreshing drink and sometimes as a drink to prevent cholera.

History of Carbonated Drinks in Japan (Meiji and Taisho Eras)

Focusing on “Modern Japanese Food History”, we have excerpted descriptions of soft drinks (Ramune and Cider) and presented them in chronological form along with various materials published by the soft drink industry. (See Table 1)

Table 1 History of Ramune and Cider in Japan (Meiji and Taisho)

Western Date	Japanese Date	Event	Explanation of Related Matters
1853	Kaei 6 (Edo Era)	Drinks were introduced to Japan for the first time	When Commodore Perry arrived at Uraga with his fleet, he had lemonade on board as part of his drinking water supply. He gave the carbonated drink to the Shogunate officials (the Magistrate of Uraga and interpreter Tatsumosuke Hori) to drink. It is said to be the first soda in Japan. “When I opened the bottle I heard a loud popping sound and a hissing of bubbles came out. The official was taken aback and without thinking he put his hand on the sword at his waist, thinking, ‘Well, it’s a new style of gun!’ This is carbonated lemonade.”

Western Date	Japanese Date	Event	Explanation of Related Matters
1860	Ansei 7 (Edo Era)	Ramune was brought to Nagasaki by a British ship.	Afterward, Italians (or possibly Americans) living in Nagasaki manufactured and exclusively sold the drink. Ramune at that time was bottled not in Codd or marble stopper bottles but in round-bottomed bottles locally called “Cucumber bottles”. (The original text may have also been referring to Torpedo-style bottles.)
1863	Bunkyo 3 (Edo Era)	A British man named Norsley opened a pharmaceutical business called “North, Leigh & Co.” in Yokohama. It is said that he may have been the first producer of ramune in Japan.	Around this time, carbon dioxide gas was already being imported. (North could alternatively be spelled “Norse” and “Leigh” could be “Ley”. Also, Noresley itself may have been “Norse and Lee”. The original text is highly ambiguous but it seems to have been a partnership of sorts. More research in this matter is needed.)
1865	Keio 1 (Edo Era)	Fujise Hanbei, a merchant from Nagasaki, learned how to make ramune and sold it under the name “lemon water” 「レモン水」.	However, this name (Lemon Water) was quickly changed to “Ramune”. The name “Ramune” is said to be a corruption of the word lemonade. Fujise may have been the first Japanese manufacturer of Ramune, but, there are no reliable records. His store reopened in Nagasaki in 1885 and then moved to Tokyo in 1890.
1868	Meiji 1	Norseley produced carbonated drinks such as lemonade, ginger ale, mineral tonic, and champagne cider in Yokohama.	North, Ley & Co. played a major role in the early days of Japan's soft drink manufacturing industry. They served as an importer of machinery, bottles, flavoring extracts, acids, and other raw materials for soft drink manufacturing.

Western Date	Japanese Date	Event	Explanation of Related Matters
1871	Meiji 4	At Karushi Bridge in Tsukiji, Tokyo, Chinese company Unsho Yasu produced and sold lemonade. This is thought to be the first in Tokyo.	There is also a theory that the company dates back to the first year of the Meiji Era (1868).
1872	Meiji 5	In Nagoya, he manufactured and sold lemonade without permission and was punished, as it was published in the Aichi Shimbun.	[Unclear who this entry was referencing]
1873	Meiji 6	Kogyosha was established in Shinagawa, becoming the foundation of modern glass production.	
1873	Meiji 6	Around this time, Mikawaya in Shintomicho, Kyobashi became famous for its Ramune.	
1875	Meiji 8	Monjiro Goto, who returned from France, began manufacturing Ramune in Yokohama.	

Western Date	Japanese Date	Event	Explanation of Related Matters
1875	Meiji 8	Orange and Lemon juice, began to be sold everywhere.	As a result of the development of these beverages, the barley tea shops became deserted, and by 1888, most of them had turned to Amazake or soup shops. (Tokyo Akebono Shimbun, July 21st, 1876)
1876	Meiji 9	Ministry of Engineering established a glass manufacturing plant in Shinagawa.	Glass was essential for Western liquors and soft drinks at the time. Before this, bottles could not be made domestically and had to be imported or made by foreigners. From now on, domestically produced bottles would take over. ("100 years of history in the food industry", Published in 1967)
1876	Meiji 9	A store called Seikansui Honten in Ginza 3-chome, run by Ginka Kishida released a product called "Reimusui"「藜檬水」. It may have been a flavoring syrup instead of a drink	In the early Meiji period, Ginka Kishida was a famous journalist for his reviews and food essays. Newspaper advertisements for Ginka Kishida's Reimusui were found in 1877. One bottle cost 35 sen, and a small bottle cost 20 sen. From Meiji 9-10 (1876-1877) it was heavily advertised in the Tokyo Nichi-Nichi Shimbun and the Tokyo Akebono Shimbun. Ginka himself used his own writing to extensively promote its popularity. (Tokyo Nichi-Nichi Shimbun, July 1876, same, June 1877, etc.) In the end, not only advertisements, but even newspaper reporters praised Reimusui, making the excuse that "We do not flatter and praise people in return for gifts." (Asano Shimbun, July 18, 1877)
1877	Meiji 10	Western liquor, ice shops, and soft drinks became more popular.	Along with Western liquor, the production of ice water and soft drinks finally became popular. For example, according to correspondence from Kyoto, there were very few ice shops around 1875, but by the summer of 1877, there were ten in one town, and they were all very prosperous. (Tokyo Nichi-Nichi Shimbun, July 20, 1877, and Yubin-Hochi Shimbun, July 26, 1877)

Western Date	Japanese Date	Event	Explanation of Related Matters
1878	Meiji 11	Beverage control regulations were enacted and well water testing began.	
1879	Meiji 12	Charihesu 「チャリヘース」[Japanese corruption of Charles?]began manufacturing Ramune and cider in Tsukiji, Tokyo.	
1884	Meiji 17	Mitsubishi released bottled mineral spring Hirano water in Hirano-go, Settsu Province.	
1885	Meiji 18	Yushichi Matsumoto of Osaka started manufacturing Ramune.	Ramune was being sold by Sheam Co. 「シーム商会」 in the 18th building of the Kobe Foreign Settlement. It later became synonymous with No.18 Ramune. It is said that all the Ramune shops in the Hanshin region that opened after that sold it under the label of so-and-so Juhachiban.
1885	Meiji 18	Mitsuya Cider's predecessor, Hitotsuya Cider, was released by Meijiya.	Hitotsuya Cider's predecessor was "Hirano Water". Meijiya sold carbonated water from Hirano, Hyogo Prefecture. It was decided to sell and advertise it as "Mitsuya-Hirano water" or "Mitsuya carbonic acid". The Imperial Household Ministry uses high-quality mineral springs to entertain foreigners. Out of multiple places, the spring in Hirano was found to be the best. In fact, Hirano water was sold at the 4th National Industrial Exhibition.

Western Date	Japanese Date	Event	Explanation of Related Matters
1885	Meiji 18	Dainippon Pharmaceutical Co., Ltd.	Dainippon Pharmaceutical Co., Ltd. released a bottle of Ramune for 3 ½ Sen and advertised it as being “purchased by the Imperial Household Agency.”
1885	Meiji 18	Yoneyama Cider begins production.	
1885	Meiji 18	A ramune production facility was established at the Kyoto Prefecture Sanitary Laboratory. (Later, it was sold to the private sector in 1898)	
1886	Meiji 19	In the summer of 1886, there was a cholera epidemic.	The name Ramune had been gaining popularity little by little since the early Meiji period, but suddenly became popular during the cholera outbreak when it was advertised as safer than natural water. Sales of ramune rapidly increased after that as it was considered a summer soft drink for ordinary people. Until then, the only options available were ice water and barley tea. (Jiji Shimpo, April 30, 1888)
1887	Meiji 20	The British Codd style marble stopper bottle, was imported for the first time.	
1887	Meiji 20	The Tokunaga Glass Factory in Osaka created Codd bottles, which was sold by Yamame Glass.	

Western Date	Japanese Date	Event	Explanation of Related Matters
1888	Meiji 21	It was around this time that “cucumber bottles” (round bottom or torpedo style bottles) became obsolete and marble stoppers, now known as Ramune bottles, became popular.	Newspaper advertisements for soda, lemonade, etc. were seen occasionally. (Yomiuri Shimbun, June 26th, 1888)
1890	Meiji 23	Ramune in Codd bottles were sold throughout the city of Tokyo by Yosuishia. Manufacturing began to take place in various regions.	
1890	Meiji 23	Clifford Wilkinson of England discovered an excellent natural mineral spring near Arima, Hyogo Prefecture.	He founded Wilkinson Tansan. It mainly produced Tansan, ginger ale, tonic water, etc. After that, Wilkinson Tansan became famous. It is said that it sold better than Hirano water. (Tokyo Nichi-nichi Shimbun, August 8, 1912) [Tansan is still a popular product in Japan.]
1890	Meiji 23	Gennosuke Fukuda begins manufacturing Ramune in Kyoto.	
1893	Meiji 26	Fugetsudo branch in Azabu opened a coffee shop called “Natsumise” specifically for women.	The menu is “Ice cream for 6 sen, a selection of Japanese and Western sweets, Ota Ice is 6 sen, a cup of coffee costs 4 sen, black tea is the same, syrup (sweets flavored) 5 sen per bottle, Ramune is 6 sen as well as various types of Western alcohols. (Jiji Shimpo, July 9, 1893)

Western Date	Japanese Date	Event	Explanation of Related Matters
1894	Meiji 27	The Sino-Japanese War has begun.	A large amount of Ramune was sent to the battlefield.
1894	Meiji 27	A cholera epidemic broke out.	Western liquors and Ramune were also added to the military goods. (Tokyo Nichi-Nichi Shimbun, September 2, 1894)
1894	Meiji 27	More and more Ramune manufacturers in Tokyo began to organize into two unions. One in the east and the other in the west.	Amid intense competition, each manufacturer struggled to develop their own unique characteristics, including ramune produced using Western methods (Jiji Shimpo, July 5, 1899). Magazines even showed how to make homemade Ramune by adding bicarbonate soda to a seasoning of sugar and tartaric acid. (Jogaku Hizushi No. 348, July 8, 1893) An unusual feature was the creation of a Ramune mix by a Kojimachi manufacturer. It looks like a sugar cube, but when mixed with water, it becomes Ramune. (Yomiuri Shimbun, July 15, 1890)
			At that time, sales of Ramune were doubling after the change from Cucumber bottles to Codd bottles. As with the old bottles, defective products frequently occurred, and they were often subject to sanitary regulations. (Tokyo Asahi Shimbun, August 18, 1899) Ramune was only distributed in and around a limited number of cities, such as Tokyo and Osaka, due to its shelf life and the need to collect empty bottles. On the other hand, cider was still relatively unknown.
1900	Meiji 33	Soft drink business control regulations were established.	As factory production of processed foods progressed, the use of various additives became essential. At that time, of course, the term “food additive” did not exist.

Western Date	Japanese Date	Event	Explanation of Related Matters
			Equivalent to the current Food Sanitation Law, the “Law Concerning the Control of Food, Beverages, and Other Goods (Food and Beverage Control Law)”, was established in February 1900. Control regulations were used to control illegal food and drink. Soft Drink Water Business Control Regulations (June 1900) (Story of Confectionery Volume 1: Overview of Confectionery, published in 1928)
1900	Meiji 33	The use of saccharin has been banned under artificial sweetener regulations.	
1900	Meiji 33	Crown-top bottles were imported, and beer companies began using them to manufacture and sell carbonated drinks.	“Sodol”, a product that allows you to instantly make ramune at home, was widely advertised in newspapers. (Jiji Shimpō, June 16, 1909, etc.)
1903	Meiji 36	A factory for crown-top bottles was established in Yokohama and production began.	
1903	Meiji 36	Somenosuke Yamamoto of Yokohama released Gunkan Seal Cider.	“Gunkan Cider” could refer to multiple different brands. Other sources suggest an establishment date of 1906 as the founder was said to have served in the Russo-Japanese War before beginning the company in Hokkaido rather than Yokohama.
1904	Meiji 37	Akimoto of Yokohama released Kinsen Cider in a Crown-top bottle.	Since 1904, the crown stopper has been used for cider and Codd bottles for Ramune. However, there was also Cider with a cork stopper.

Western Date	Japanese Date	Event	Explanation of Related Matters
			<p>Tokyo Kagetsu Cider, which was released around this time, used a cork stopper. Ramune was generally for the common people. Mitsuya carbonated water (also known as Hirano water) became more famous around this time. It was a slightly more luxurious drink. (Photo 1.2) Ice water was the cheapest summer drink, but with the epidemic, Ramune, which was said to prevent the disease, was more popular. (Jiji Shimpo, May 15, 1909, etc.) In addition, you can see advertisements for Ramune bottles. (Kyushu Nichi-Nichi Shimbun, February 26, 1900) As in the previous period, there was also something called Ramune made with distilled water. (Jiji Shimpo, July 5, 1899) In local cities, Ramune halls were sometimes set up temporarily during festivals with advance notice that they would open. (Kyushu Nichinichi Shimbun, May 5, 1902) Around this time, syrups colored and scented with imported essences and pigments began to be widely used and became popular as summer drinks. (Jiji Shimpo, July 10, 1904)</p>
1905	Meiji 38	Isuke Wada from Kobe begins producing cider.	
1905	Meiji 38	Mitsuya Cider begins using crown-tops.	
1907	Meiji 40	Teikoku Kosen imported cider flavor extracts and released “Hirano Champagne Cider.”	<p>The Hirano factory produced approximately 400,000 wooden boxes per year containing 48 bottles each. Sometimes also called Mitsuya-Hirano Champagne Cider. It is said that the Hirano name wasn’t dropped until 1921.</p>

Western Date	Japanese Date	Event	Explanation of Related Matters
1907	Meiji 40	A Ramune cooperative was established in Osaka.	
1909	Meiji 42	First use of crown-top bottles from Dainippon Beer Co., Ltd. Ribbon Citron was also released.	The first product released by Dainippon Beer Co., Ltd., Ribbon Citron's popularity skyrocketed due to its taste and trust in the manufacturer. In the Taisho era, similar products also called "Citron" appeared. (Hokkai Times, May 6, 1916, etc.) It seemed that "Citron", which may have originally been a proper noun, became a general term to describe these products as a whole.
1909	Meiji 42	The Japan Soft Drink Association was established.	
1910	Meiji 43	The Tokyo Soft Drink Industry Association was established.	
1910	Meiji 43	The first bottling machine for ramune was built.	Later, high-pressure gas-filled beverage machines were also developed.
1912	Taisho 1	Empty cider bottles with their signatures became a trademark issue.	A problem occurred when empty Ribbon Citron bottles were sold in Muroran along with Ryosuisha's Mercury Citron, which had a label that was almost identical to Ribbon Citron. (Hokkai Times, November 22, 1920) It is said that there were many incidents similar to this in various places. Meanwhile, products from major beer companies began to dominate the soft drink market around this time. Dainippon Beer's Ribbon Citron and Meijiya's Mitsuya Hirano Water were famous.

Western Date	Japanese Date	Event	Explanation of Related Matters
			Citron in particular was advertised as much as beer in newspapers and magazines with pictures. (Fujin no Tomo no. Volume 7, No. 8, August 1, 1920, etc.)
1914	Taisho 3	Rokutaro Takagi, Yuzuru Kurashima, and others established the Soft Drink Research Institute. (Hibiya intersection corner)	Soft drinks such as citron and cider are researched so it has a good flavor. (Sanyo Shimpo, July 18, 1919)
1916	Taisho 5	Nippon Glass and others developed an automatic bottle-making machine.	Good bottles are important for automating bottling operations. It was essential to develop a bottle-making machine that could be mass-produced. Manual bottle-making machines, used from the late Meiji into the Taisho era, were unable to meet demand.
1916	Taisho 5	Teikoku Kosen released “Corona” and held a sweepstakes sale of Mitsukoshi Kimono Store products with stamps attached.	This product was made from fruit juice, Mitsuya Hirano water, and natural carbon dioxide gas. (Tokyo Asahi Shimbun, July 2, 1915)
1917	Taisho 6	The issue of taxing soft drinks arose, but the opposition campaigns were successful and the bill was scrapped.	Since around 1919, soft drinks have been taxed. As a result of this movement, a national association of traders was formed. Ramune has been loved by people since the Meiji era but declined somewhat during the Taisho years, while sales of cider and citron rapidly increased. Kinsen cider, which had been produced in Yokohama since the Meiji period, remained a representative product. But around this time, Mitsuya cider and Ribbon citron began to outperform it.

Western Date	Japanese Date	Event	Explanation of Related Matters
			At the same time, sales of “Diamond Lemon”, which Meijiya had been selling since the end of the Meiji period, gradually increased, and it was well-received by upper-class people in the Kansai region, especially in Kyoto. The name Diamond Lemon was always mentioned in Meijiya's advertisements, along with Kirin Beer and Gekkeikan Sake. (Tokyo Asahi Shimbun, July 13, 1919, etc.)
1917	Taisho 6	Mishima founded the current Calpis.	A beverage made by culturing lactic acid bacteria in cream was first sold under the name “Daigomi”, but in 1919 it was renamed “Calpis” and launched with extensive advertising.
1918	Taisho 7	The National Soft Drink Industry Association was established.	
1919	Taisho 8	Meijiya released “Cola Carbonated”.	
1919	Taisho 8	In 1919, there were 240 to 250 ramune and cider manufacturers and over 1,000 sales outlets in Tokyo alone. (Tokyo Nichinichi Shimbun, July 5, 1919)	
1919	Taisho 8	Every year, all prefectures conducted simultaneous inspections for defective drinking water.	Similar inspections were conducted in Kumamoto, and 5 to 10 percent of the ramune and cider were found to be spoiled or contaminated. (Kyushu Nichinichi Shimbun, July 24, 1919)

Western Date	Japanese Date	Event	Explanation of Related Matters
		<p>If there was a defective product, the whole store was confiscated, but from this year the law was changed to require only the spoiled product to be disposed of. (Tokyo Nichinichi Shimbun, July 5, 1919)</p>	<p>Consumption continued to grow during this period, but for hygienic reasons, it was one of the least reliable products for consumers, along with milk. The city's Sanitation Bureau and Metropolitan Police Department tightened their enforcement even more in the summer. (Yomiuri Shimbun, May 26, 1919) However, it was practically difficult to completely control it as some beverage companies labeled their products with manufacturing dates and others did not. Due to this difficulty, some articles said that new control laws were being considered to eliminate this problem. (Hokkai Times, June 23, 1922) Unlike today, inspections and enforcement of adulterated foods and drinks were carried out by the police, but the results of these inspections were reported in newspapers in various locations. (Sanyo Shimpo, August 14, 1922, etc.) Some of the defective products that were ordered to be discarded contained sediment, used artificial sweeteners, and in some cases were even contaminated with several flies. (Kobe Matashin Nippo, June 18, 1922) Sanitary laboratory technicians and others published safety identification methods in newspapers. According to the report, the identification methods that can be used at home include</p> <ol style="list-style-type: none"> 1. That the bottle is transparent when shaken. 2. The bubbles do not come out when in the bottle, but they come out quickly when poured into a cup. 3. That the bottle is not discolored.

Western Date	Japanese Date	Event	Explanation of Related Matters
1920	Taisho 9	The Minors Prohibition of Drinking Bill was passed by the House of Peers in 1919 and went into effect on April 1st, 1920.	<p>Soft drinks at the time contained organic acids. instead of using hydrochloric acid or sulfuric acid. Products were colored with tar pigment (it was stipulated that the containers used must be clearly labeled as artificially colored, but many defective products were in violation of this rule), and foaming agents were added to compensate for carbonation. (Yomiuri Shimbun, July 6, 1920, etc.) In some regions, to prevent overproduction due to excessive sales competition, police stations took the lead in agreeing on selling prices and, in return, trying to guarantee stable quality. (Sanyo Shimpo, May 31, 1921) On the other hand, there are also ways to safely make fruit juice and other soft drinks at home as seen in a few newspapers. (Yomiuri Shimbun, July 14, 1920, etc.) The most expensive soft drinks at the time were drinks such as soda water served at coffee shops such as Shiseido and Fujiya, and the difference from popular soft drinks was in the ingredients and flavorings. An article appeared in the newspaper in which the manager of Ginza Shiseido explained the origin of these luxury drinks. (Yomiuri Shimbun, April 15, 1919) 2)</p> <p>Western restaurants and cafes that catered to underage students were affected by the prohibition. Sales of whiskey, vermouth, and beer plummeted while sales of cider and carbonated water increased somewhat. However, most people only drank coffee. It is said that sales of tea in April were reduced to about half of the previous year's sales. (Sanyo Shimpo, May 9, 1922)</p>

Western Date	Japanese Date	Event	Explanation of Related Matters
1921	Taisho 10	Nationwide, there were 669 cider and carbonated water manufacturers, 1143 ramune producers, and 609 cider and ramune producers, and the production volume of cider alone was 70,756 koku (12,736 kiloliters). (Hokkai Times, June 23, 1922)	Looking at soft drinks as a whole, ciders accounted for only a small portion. Comparing only the number of bottles produced, approximately 95% of the total was Ramune. (Sanyo Shimpo, July 10, 1920) ²) The difference between cider and ramune lies in the sterilization and filling methods rather than the substance, and small businesses were limited to ramune. Ramune was therefore more popular and cheaper, but the prevalence of inferior products was almost the same as in the Meiji era.
1922	Taisho 11	Fujiya, which was famous in Yokohama as a stylish modern store that catered to foreign residents, opened a branch in Isezaki-cho that catered exclusively to Japanese customers, as its “soda fountain” became popular.	In August 1920, the store expanded to Ginza, Tokyo, but shortly after that, the Great Kanto Earthquake struck and the store was reduced to ashes.
1922	Taisho 11	Katomito Beer merged with Teikoku Kosen Co., Ltd. and Nippon Seisaku Co., Ltd. to become Nippon Beer Kosen Co., Ltd.	This company expanded its production of Kabuto Beer and Mitsuya Cider until it was merged with Dainippon Beer in 1933. (Dainippon Beer Co., Ltd. 30-year history) For soft drinks, Nippon Beer Kosen Co., Ltd., in addition to Mitsuya Cider, also sold Mitsuya Remora, a drinking water made from natural lemon and orange juice that contains vitamins. (Hokkai Times, May 3, 1925) In 1925, the company merged with Kinsen Beverage Co., Ltd., which was a large manufacturer of ciders.

Western Date	Japanese Date	Event	Explanation of Related Matters
1926	Taisho 15	A new soft drink tax was established (7 yen per ramune store, 10 yen per cider store, and 3 yen per kiloliter of soda gas).	Nippon Beer Kosen Co., Ltd. became a large company with a capital of 10 million yen. The following year, in 1926, the company increased its capital to 20 million yen. From 1925 to 1926, it established factories in Kawaguchi and Nishinomiya, making it the king of the soft drink industry in both name and reality. Through this series of mergers, the soft drink industry, which was still dominated by small businesses, finally saw large, modern companies taking the lead, along with Dainippon Beer's Ribbon Citron. (Meijiya 73 Years History)

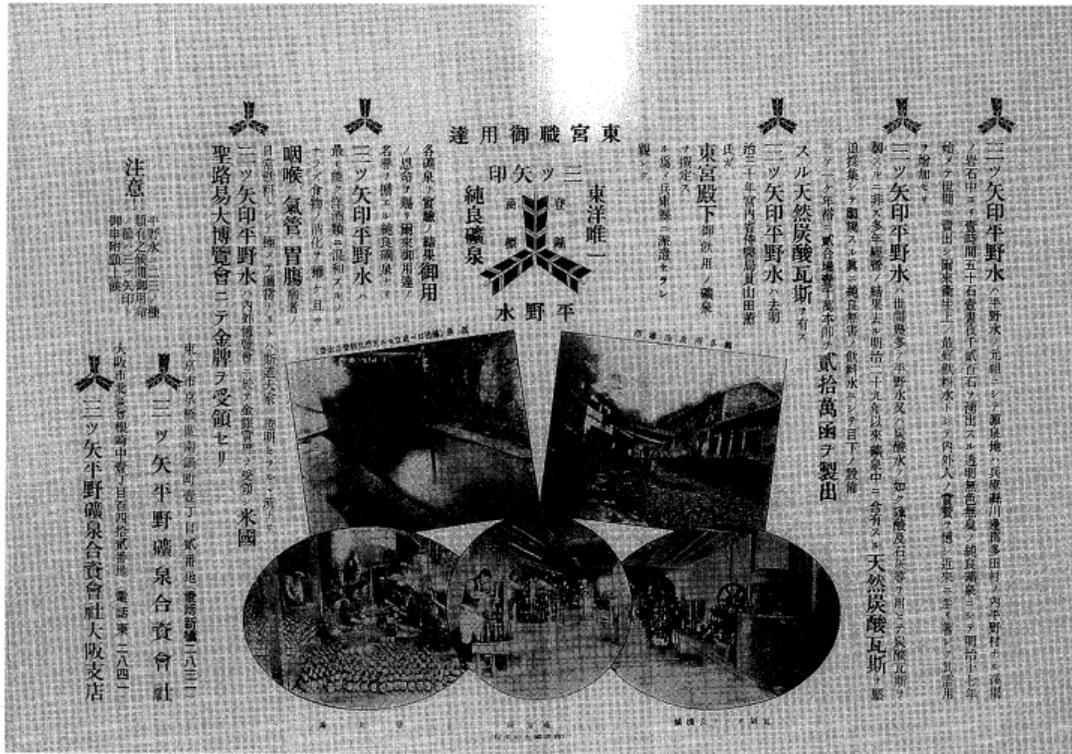


Photo 1 Promotional pamphlet for Mitsuya Hirano Mineral Spring “Mitsuya Hirano Water” (provided by Asahi Breweries, Ltd.)

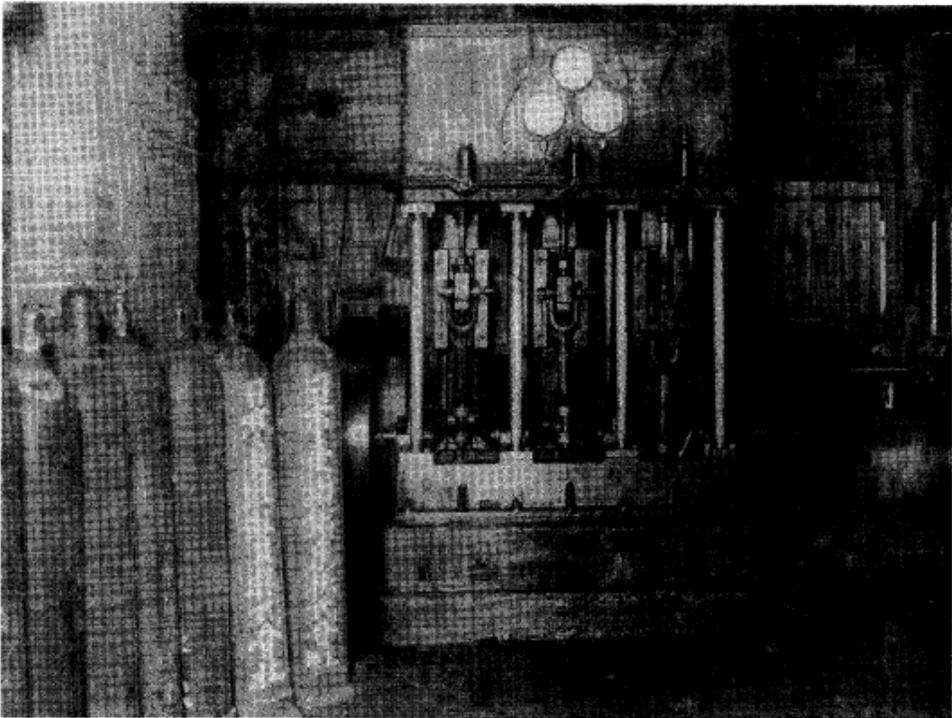


Photo 2 Drinking water production equipment at the Hirano factory (provided by Asahi Breweries, Ltd.)



Photo 3: Teikoku Kosen's "Mitsuya Champagne Cider" label (provided by Asahi Breweries, Ltd.)

Until the early Meiji period, barley tea was the most popular summer drink, but around 1880, orange juice, lemonade, and other drinks began to be sold everywhere. As a result, barley tea shops became completely deserted, and by around 1888, most of them had turned into Amazake shops, Kuzuto, Tamagoyu, etc. Thought to have been one of the first beverage brands, “Reimusui”, which was sold by Ginka Kishida in 1876, is thought to have been a thick syrup. Although there were hardly any ice shops to be seen around 1875, by the summer of 1877, it is said that there were as many as ten in one town, all thriving.

Ramune, which Fujise Hanbei of Nagasaki learned to manufacture and sold in 1865, was produced by a method that was transferred from Nagasaki to Kobe. It then spread to Yokohama. During the cholera outbreak in the summer of 1886, sales of ramune rapidly increased due to advertising claims that it was safer than natural water. On the other hand, as for cider, Hitotsuya Cider, the predecessor of Mitsuya Cider, was released in 1885. The difference between ramune and cider lies in the sterilization and filling methods rather than the substance, and ramune was more popular and cheaper. After Kinsen Cider was released in a crown-top bottle in 1901, carbonated drinks with a crown stopper were called cider while those with a marble stopper were called ramune.

Colors and scents added with imported essences and pigments were widely used as syrups or fruit honeys. These became widely popular around 1902. The first time the name "soft drink" was used publicly in Japan was in June 1909, when the Soft Drink Business Control Regulations was created. According to the same regulation, "Soft drinks include Ramune (including fruit juice, lemonade, and Nikki Sui), soda water, and other carbonated drinks, as well as fruit juices, fruit nectars, and other carbonated beverages that are offered for sale, and similar products that are intended for drinking."

Kaiun Mishima manufactured Daigomi, the predecessor of Calpis, in 1912. Additionally, in 1919, Meijiya released "Cola Carbonated". In this way, various soft drinks were produced and sold during the Meiji and Taisho periods. Around 1920, there were 2,421 manufacturers of carbonated drinks, including ramune and cider. It is thought that they had become a standard soft drink.

Conclusion

In the early Meiji period, carbonated drinks, which were originally intended for foreign residents, gradually spread to the Japanese people. In this era when nutritional intake was not sufficient, carbonated drinks, which could not be expected to supply nutrients, were said to be nutritious. Furthermore, they were sought after for their palatability even though they were not cheap. It is very interesting that the price at an ice shop in 1889 was 1 sen for ice water, 2 sen for iced coffee, 3 sen for siphon ramune, 5 sen for high-quality ramune, and that it had only spread recently. This was thought to be an important factor when considering trends in carbonated beverages. In the future, we plan to further investigate and examine historical facts, as well as advance research into the Showa period and beyond.

As the primary source for summarizing the *Modern History of Soft Drinks (Ramune & Cider)*, I chose *Modern Japanese Food History* which was published in 1972 by the Showa Women's University Food Science Laboratory. I found the following: "We started by extracting descriptions of soft drinks available in the market. This book is a large book that summarizes the changes in Japanese eating habits from the Meiji era to the Taisho era. Starting in 1960, senior students selected from the Department of Life Sciences and the Department of Food Science began collecting articles about food from newspapers and magazines under the guidance of their instructors. More than 100 people participated, and more than 20,000 manuscripts were copied. The author group, with the cooperation of many senior and junior colleagues, published a series of 36 articles in this magazine, Gakuen, and in 1971, it took more than ten years to compile a huge amount of material. The details of this process are described in the book's inscription."

I would like to express my deepest gratitude to the many senior members who were involved in writing *Modern Japanese Food History*, and to the Asahi Breweries Company History Archives for kindly providing valuable photographic materials.

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