

AI Reputation Analysis and Signal Evaluation - HAKUTSURU SAKE BREWING CO.,LTD.

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation:
HAKUTSURU SAKE BREWING CO.,LTD.
(hakutsuru-sake.com)

<https://hakutsuru-sake.com>

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

HAKUTSURU SAKE BREWING CO.,LTD. has 9.4 points more reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

This is a low-BS legacy site that suffers from extreme digital neglect rather than intentional deception. While it avoids marketing hyperbole, the technical implementation is archaic and the content is functionally a 'ghost ship' that hasn't been updated since 2022. It is a credible but stagnant corporate brochure.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site maintains a high ratio of specific nouns to power words, avoiding typical industry jargon like 'cutting-edge' or 'disruptive.' Specificity is anchored by the founding year 1743 and the distinct geographical location of Nada, Japan. However, the overall substance is sparse, with sub-pages providing only brief historical blurbs and dated product announcements like the 'SAYURI NIGORI SAKE' release.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage gateway and the regional sub-pages. The primary signal of being a Kobe-based sake manufacturer is consistently supported across the US, EU, and China pages. The content remains disciplined, repeating the 'Since 1743' value proposition without introducing conflicting service models or pricing tiers.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

The site does not engage in trust theatre; review_count is 0 across all pages, and no fake 'five-star' graphics are present. However, it suffers from a lack of current proof paths, with only one proof_links_count on the US page. The claim of being 'loved in over 55 countries' remains an unsubstantiated figure without a linked distribution map or sales report.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to fluff is moderate; the date 1743 and the Nada location serve as strong historical proof points. However, the lack of current accolades, recent product awards, or active social proof (review_count: 0) results in a low density of contemporary evidence. The site relies almost entirely on its legacy rather than recent performance metrics.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses standard template_fingerprints such as 'Our Company' and 'Our Brands,' which are typical for corporate brochures. The value proposition 'brewing in Nada since 1743' is highly unique and could not be easily copy-pasted by competitors, reducing the commodity feel. Cliché usage is limited to cultural tropes like 'auspicious symbol' and 'happiness and good fortune.'

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

There are significant technical authority gaps: every page crawled lacks an H1 tag and contains null schema_json. While the brand claims historical authority, it fails to provide modern digital footprints for its brewmasters or leadership. The news section is critically stale, with the most recent update dated July 29, 2022, creating a 46-month gap from the current system date of May 30, 2026.

EVIDENCE: PERFORMANCE VS. CLAIMS

The brand makes bold claims about global reach ('over 55 countries and regions') but provides no modern evidence to support this scale of operation. The 'News' section is functionally dead, with no updates in nearly four years, suggesting a disconnect between the claim of being a globally active brand and its stagnant digital presence. There are no case studies or certifications (e.g., GI Nada) linked to substantiate 'fine sake' claims.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Food, Restaurants & Delivery Reputation: HAKUTSURU SAKE BREWING
CO.,LTD. (hakutsuru-sake.com)**

Reputation: 67 / 100

INDUSTRY CLASSIFICATION

The site aligns perfectly with the food and beverage manufacturing sector, specifically sake brewing. The content focuses on historical production since 1743 and global distribution in over 55 regions, confirming its status as a large-scale producer rather than a single restaurant.

"The score of 67 is primarily driven by technical authority gaps (Step 5) and the staleness of the evidence (Step 3). The site earns a low BS score because it refrains from using the industry_jargon and generic_claims found in the dictionary, relying instead on a verifiable (albeit thin) historical narrative."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://hakutsuru-sake.com> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 30, 2026

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