

HANA UMAMI RED

UMAMI SOUND - WONDERFUL TASTE IN MUSIC

The **HANA-Umami Red** hand-built MC cartridge embodies *Umami*, officially coined in 1908 by Japanese chemist Kikunae Ikeda-san, a very pleasing or delicious flavor on the palette, a synergistic effect resulting in higher taste intensity.

INDULGE YOUR SENSES



Hana's Master cartridge designer Masao Okada-san brings over 50 years of experience to this design, successfully applying the *Umami* concept of synergy with the **HANA-Umami Red** as he combines brilliant materials and classic Japanese techniques with modern audio engineering.



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