

June 4, 2013

To those who are interested in Sake

“Special SAKE Seminar”

Dear ,

We, the Japan Sake and Shochu Makers Association, are a union established pursuant to the Japanese Act on Securing of Liquor Tax and on Liquor Business Associations, to which more than 99 percent of sake, shochu, and awamori makers from all over Japan belong. We are pleased to announce that “The Special SAKE Seminar” will be held at Sunshine City, Ikebukuro, Tokyo, on Friday, June 14, 2013, with the details specified below.

This seminar will be held for the first time with a view to introducing the diversity and appeal of Japanese sake culture to diplomats, ambassadors, and others who live in Japan.

1. Date:

June 14, 2013 (Fri.)

2. Venue:

Conference Room, Ikebukuro Sunshine City

3-1-1 Higashi-ikebukuro, Toshima-ku, Tokyo 170-0013 Japan

Access: 8 minutes on foot from Ikebukuro Station; 3 minutes on foot from Higashi-Ikebukuro Station (Tokyo Metro Yurakucho Line); 4 minutes on foot from Higashi-Ikebukuro 4-Chome Station (Toden Arakawa Line) (Please see the map on the attached flyer.)

3. Time

Please come to the aforementioned venue by 3:00 p.m.

4. Program

The program is made up of the following. Please be advised that there may be minor changes to the content without a notice.

Special SAKE Seminar (3:00 p.m. – 4:30 p.m.)

- Opening address

- Special guest speaker: John Gauntner (Sake Evangelist)

Theme: “The Appeal of Sake”

- Tasting and matching of a wide array of Japanese sake and food
- Networking with Japan’s leading sake brewers

5. Admission Free

Moreover, we will also hold the SAKE Fair 2013, where we will co-host the Public Testing - *Kanpyokai* and National Sake Contest - with the National Research Institute of Brewing and host the 7th All Japan Sake Exhibition that will be participated by prefectural sake and shochu makers associations. You can taste various sake and snacks from all over Japan at the same venue. The details are as the attached flyer.

Please RSVP to the following no later than Monday, June 10, 2013.

Note that seating is limited for the Special SAKE Seminar, so in case of oversubscription, you may not be able to join the seminar. But even in that case, entrance tickets of the SAKE Fair 2013 will be sent to you for you can enjoy the Fair.

We would like to encourage as many of you to attend these events as possible. We look forward to your visit.

Sincerely yours,

Shigeyuki Shinohara, Director
Japan Sake and Shochu Makers Association

For further information or inquiries, please contact the following persons:

Goko/Funato (persons in charge)

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