

October 15, 2018

Japan Sake and Shochu Makers Association

Long-running Annual Sake Tasting Competition for Japan's Top Amateur Sake Taster since 1981!

“The 38th National Sake Tasting Competition”

～ Everyone in the press can also challenge for sake tasting ～

The Japan Sake and Shochu Makers Association (based in Minato, Tokyo; Chairman Shigeyuki Shinohara) will be holding **“The 38th National Sake Tasting Competition”** on Friday, October 26, 2018 at Grand Prince Hotel New Takanawa.

Eligible participants are amateurs. The representatives for each prefecture who got through the prefecture-level preliminaries will compete with each other for the position of Japan's top sake taster through a written test about sake and an actual “sake tasting” session where they have to distinguish seven kinds of sake by tasting and smelling.

At the competition, a university division where pairs from different universities compete with each other and an international division for foreigners will also be offered.

Event Overview

■ Host: Japan Sake and Shochu Makers Association

■ Name: The 38th National Sake Tasting Competition

■ Date and Time: Friday, October 26, 2018

Competition: 12:30–16:05, Awards Ceremony and Party: 16:20–17:50

■ Venue: “Gyoko”, International Convention Center Pamir 1F, Grand Prince Hotel New Takanawa
(〒108-8612 Takanawa 3-13-1, Minato-ku, Tokyo)



< Press Application information for inquiries >

Competition Organizer: JTB Corporation (ask for Shimura and Kurebayashi at Promotion Department)

Tel: 03-5909-8299 (10:00 – 17:00 on weekdays), E-mail: jss@jtb.com

If you wish to attend the competition, please fill out the form below
and send it back by fax or E-mail by 17:00 on October 19 (Fri).

Fax to JTB Promotion Department: 03-5909-8445

E-mail: jss@jtb.com

[For media reporters]

取材申込書 Application Form for Reporting on the 38th National Sake Tasting Competition

<Date and Time> 12:00 – 17:50 on October **26** (Fri), 2018

<Venue> International Convention Center Pamir 1F, Grand Prince Hotel New Takanawa (Takanawa 3-13-1, Minato-ku, Tokyo)

<Access> (1) about 5 minutes on foot from Shinagawa Station (Takanawa Exit) on Shinkansen, JR, and Keikyu lines, (2) about 3 minutes on foot from Takanawadai Station on Toei Subway Asakusa Line

Your company's name		Channel/media name	
Your name		Number of participants	<u>Total</u> <u>person (s)</u>
Tel		E-mail address	
Notes			

The personal information you have entered on this form will be used solely for the purpose of this matter and will never be used for any other purpose.

Entry into the international division for the Sake Tasting Competition

If you are interested, you are welcome to participate in the international division for this Sake Tasting Competition.

Would you like to enter into the Sake Tasting Competition?

Yes! No thanks!

*You will be hearing from us with more details.