

Japanese Sake Evening

The Distinct Charms of Japanese Sake

Lecturer: Mr. Keisuke Irie & Mr. Noriyoshi Nagai

Date: November 1-6 2014 Place: Peru & Jamaica

The MOFA dispatched Mr. Noriyoshi Nagai, sake brewery owner, and Mr. Keisuke Irie, Sake-samurai secretariat representative to Peru and Jamaica. They offered lectures and organized Sake sample tastings at the Japanese “Cuisine Festival” in Peru as well as forming part of the “50 year Anniversary of the Japan-Jamaica Diplomatic Relations” events. Mr. Nagai and Mr. Irie introduced the Japanese attractiveness of Japanese Sake as well as perseverance, care, and sensitivity of the Japanese people and climate, all essential elements for sake making.

The visit, coupled with the local media coverage of the events, provided an effective Japanese Sake promotion opportunity in both countries where Japanese Sake of quality has not widely spread.

