

# Japan Brand Public Diplomacy Program

## Sake

### - The Amazing and Evolving World of Sake Brewing -

Lecturer : Ms. Maho Otsuka

Date: March 23-24, 2015      Place: Melbourne, Australia

The MOFA sent Ms. Maho Otsuka, Japanese Sake Master Brewer, of the Shoutoku Co., Ltd. established in 1645, to Australia, and organized seminars targeting government officials, intellectuals, the general public as well as industry affiliates and media. There she offered Sake sample tastings, enjoyed media interviews, and had exchange of views with traders.

Ms. Otsuka gave lectures about Japanese climate and culture in connection with sake, as well as the evolving brewing techniques. Both Sake tasting together with matching with Australian appetizers and the talk were both well received. Further, in the meetings and opinion exchange sessions with the industry affiliates, Ms. Otsuka enjoyed the questions and answer sessions with queries such as the drinking technique for respective brand labels, the preservation methods, and how to enjoy Sake in daily life.

After the session, local suppliers made inquiries on import, and bars and restaurants expressed their interests in visiting the Shoutoku Co., Ltd. Japanese Sake has established a firm foundation for its wider reception in Australia.

