

Japan Brand Program

Japanese Sake Seminar

– Traditions and Innovations in Japanese Sake Production –

Date: November 4-12, 2015 Sites: U.S.A (Nashville, Atlanta)

■ Dispatched Expert



Maiko Tsuji
Master Brewer (Toji),
Tsuji Honten

Tsuji Honten was founded in 1804 and operated as a brewery creating sake for the nobility, handled by purveyors in a castle town of Okayama Prefecture. As the brewery's successor, Ms. Tsuji maintains the quality of well-known brands from the Edo Period, and her new self-launched brands targeting women and young people have been well received. She is an active member of next-generation sake culture.

■ Review of Activities

● Nashville



Seminar for industry representatives at a Japanese restaurant in Nashville



Lecture and tasting session for newspaper journalists and radio station reporters



Lecture and tasting session for the general public

● Atlanta



Lecture for restaurant industry representatives and others at the Consulate-General of Japan in Atlanta



Lecture and tasting session for professors and students at Kennesaw State University, which has its own culinary department



Lecture and tasting session at the Samurai Exhibit at the Georgia Museum of Art

■ Achievements

Lectures and tasting sessions were held for a variety of people, including alcoholic beverage distribution industry representatives, the general public, students studying cooking, and contributors to the Georgia Museum of Art with an interest in Japanese culture. Many local websites and other media covered the events, which contributed to future business development and interaction, including the possibility of trading in sake and expressions of interest in visiting the brewery from the participants.