Japanese Sake Seminar

- Marriage of Japanese Sake Tasting and Local Cooking -

Speaker: Takenosuke Yasufuku Date: October 5-11, 2015
Sites: Australia (Perth), Fiji (Nadi)

■ Dispatched Expert: Takenosuke Yasufuku

President & CEO, KOBE SHU-SHIN-KAN BREWERY

KOBE SHU-SHIN-KAN BREWERY has been operating as a sake producer in Kobe's Nada area since 1751. Its sake, which combines the natural gifts of Kobe's Mount Rokko and refined technology with a 260-year history, is very highly reviewed, and was served at the Nobel Prize dinner reception in 2015. KOBE SHU-SHIN-KAN BREWERY contributes to regional vitality with its overseas promotion of Japanese sake and its integration of Japanese sake with culture and the arts.

■ Review of Activities

● October 6

Mr. Yasufuku conducted a lecture and tasting session for hotel and restaurant industry representatives at the official residence of the Consul-General of Japan in Perth. He explained the charm of Japanese sake as an alcohol that can be enjoyed with local cooking. During the tasting session, local foods (snacks) that pair well with Japanese sake were served. Participants then experienced the excellent match themselves.

● October 7

A Japanese sake seminar and tasting session was held at the West Coast Institute (a hospitality and culinary school) located in northern Perth. Many participants tasted Japanese sake for the first time, and the event provided a description of the production process while making comparisons between sake and wine.

● October 9

A Japanese sake seminar and tasting session was held for local hotel and distribution industry representatives in Nadi (Fiji). During the tasting session, Fijian foods using local ingredients such as *dalo* (taro) were served and Japanese sake was promoted as an alcoholic beverage that can be enjoyed with local foods. The participants were able to experience the excellent combination.

● October 10

A Japanese sake seminar and tasting session was held at the International Food Festival at Fiji National University's (FNU) Namaka campus. Festival visitors had the opportunity to gain an understanding of the diversity of Japanese sake, accompanied by dishes from well-known local chefs.

■ Achievements

Local newspapers, websites, and other media extensively covered the events. The initiative contributed to future business opportunities, including the possibility of trading sake by local firms and a decision to hold another Japanese sake event.

【Tasting session at the West Coast Institute】

【Lecture at the International Food Festival】

Sake Master Takes Prime Spot in FNU Food Fest

AGM to focus on challenges facing tourist town

Sake brewing demo at FNU food fest by Japanese firm

【Local news articles】