



The Attraction of Sake

Sakura Business Webinar

25th March 2021 Embassy of Japan in Poland





Sake offered to the Gods
at shrines



Sake and Japanese Culture

Sake is not just a drink
but the lifblood of the Japanese people



Traditional
Wedding Ceremony



Kagamibiraki
Barrel Opening



Sake for all seasons

Hanami
Sakura viewing and Fresh sake

A top-down view of a group of people's hands holding various small cups and bowls, likely participating in a toast. The cups are of different materials and designs, including white ceramic, gold-rimmed, and patterned. The background shows a table with food and other glasses.

KAMPAI!

KAMPAI!

Kampai!

KAMPAI!

KAMPAI!

Facts of sake

in a nutshell

- **Japan's National Drink together with Sochu**
A history and tradition dating over 2000 years
Produced all over in Japan - 47 prefectures
Over 1400 sake breweries
- **'Nihonshu' 日本酒**
'Geographical Indication (GI) in 2015
Being marketed as **SAKE** overseas
Alcohol average 14-16%
- **Sake Export tripled in last 10 years**
Overseas market is growing rapidly



Sake Export Trend over 30 years





Introduction of premium sake

GINJO

since 1980s

What is sake made from? Ingredients of sake



Rice

+



Water

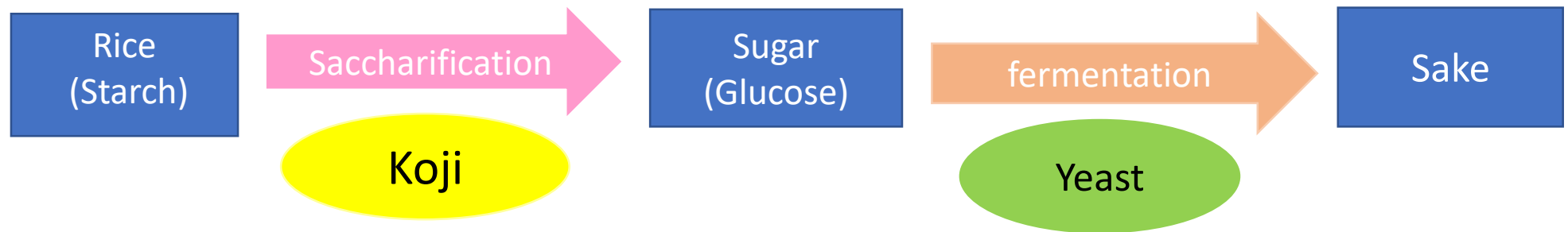
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Micro-organism

Koji Mould and Yeast

- ✓ No additives, No sugar
- ✓ Probiotic and full of Amino Acids

How is sake made? Unique alcohol making Process



Multiple Parallel Fermentation

Saccharification and fermentation happen simultaneously in the same tank



*Wine is created by the Gods
Sake is the art created by Men*

Sake
is an expression of
true craftsmanship

Varieties of Sake

By Style



Sparkling Sake



Nigori (Cloudy Sake)



Koshu (Aged sake)



Dessert sake (Plum Sake)

How to enjoy sake: Temperature

Depending on sake, season and your mood

Japanese Name	Celsius	Fahrenheit	English Name
Tobikirikan	55°C	133°F	Very Hot Sake
Atsukan	50°C	122°F	Hot Sake
Jokan	45°C	113°F	Slightly Hot Sake
Nurukan	40°C	104°F	Warm Sake
Hitohadakan	35°C	95°F	Body Temperature
Hinatakan	30°C	86°F	Sunbathing
Jo-on	20°C	68°F	Room Temperature
Suzuhie	15°C	59°F	Autumn Breeze
Hanahie	10°C	51°F	Chilled Spring Flower
Yukihie	5°C	41°F	Winter Snow
Mizore-zake	-5°C	23°F	Sake Slushie

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How to enjoy sake: Sake Cups and Glasses



Masu



Sakazuki



Tokkuri & Ochoko



Glassware for Chilled Sake



Sake Glass by Riedel



Sake & Food Paring

‘Sake doesn’t fight with food’

Sake beyond sushi





Let's taste sake!



KUHEIJI 'Eau du Desir' 2017

Category: Junmai Daiginjo (Polishing rate 50%)

Producer: Banjo Jozo sake brewery, Aichi Prefecture
Founded 1648, 15th Generation

Alcohol : 16% ABV

Rice: Yamadanishiki

- One of the most renowned and sought-after brand. Cutting-edge, modern style of sake who can state ***Terroir*** and ***vintage***
- Aroma: Elegant fruity aroma of grapefruits, pear and peach
- Flavour: Honey, fresh acidity, juicy, mineral
- Food matching: All types of European cold dishes as well as Japanese. Polish 'tartar' is perfect fit.



KUHEIJI



TATSURIKI 'KIMOTO'



Category: Tokubetsu Junmai (Polishing rate 65%)

Producer: Honda Shoten sake brewery, Hyogo Prefecture

Rice: Yamadanishiki Class A

Alcohol: 16% ABV

Sake Profile:

Made from the most expensive sake rice called Yamadanishiki rice from special Class A in Hyogo prefecture

Made by a traditional labour-intensive method called Kimoto.

Aroma: Rich , dried fruits of pear, banana and almond.

Flavour: dry, rich, opulent

Serving: Both chilled and warm.

'Kimoto' : traditional sake making method



AGED UMESHU (Plum sake)

Category : Sake based Liqueur

Producer: Fukunishiki sake brewery, Hyogo prefecture

Alcohol: 10% ABV

Plum sake is very popular in Japan and usually shochu based. In this special Umeshu, fresh plums were infused in matured sake. Complex aroma with a contrast of sweetness and acidity of the fruits. Drink chilled or on the rock.





Thank you and Enjoy our lecture!