

For Tohoku's Sake

To think about and help the affected sake region without compromising on taste

On the 16th of February 2012, the Consulate-General of Japan in Melbourne hosted the Japanese Sake Tasting Event “For Tohoku’s Sake” at a hotel in Melbourne. As evident from the title, we hope that this event will contribute to assist the Tohoku region which was greatly affected by the Great East Japan Earthquake through promoting sake, one of the leading products in the region. Mr Koichi Saura, CEO of Urakasumi Breweries, Mr Kazunari Shata, Vice-President of Tengumai Breweries, and Mr Keisuke Irie, Sake Samurai travelled from Japan to give lectures on sake. About 70 chefs, sommeliers and owners of popular Melbourne restaurants attended to listen to the lectures and put questions to the guest speakers, as well as to taste eight varieties of sake matched with European canapés.

After the event, we received such positive comments as suggesting that guest restaurants are considering including sake in their business.

The Consulate-General of Japan will put together the responses to the questionnaire delivered then and by sharing them with Japanese sake promoters and distributors here, among others, to contribute to developing the sake market here.



All other photos: Nanae Takeuchi/ Go Go Melbourne