



S A K E

— *selection* —

EXPERIENCE THE EXCELLENCE

by Concours Mondial

**The leading competition
dedicated to the ancient japanese beverage**

www.sakeselection.com

SAKE Selection

The Concours Mondial de Bruxelles lends its expertise to sake

"With this competition we want to launch a real and proper think tank on the Japanese drinking culture focusing on the best sake of all Japan. We allow international consumers not only to know the multiple categories, but also to analyze the millennial history and the different traditions related to this ancient drink, the coolest drink of the moment.

Regarding the participants, as already happens with the Concours Mondial de Bruxelles in the wine competition field, we offer the winners an effective instrument of exposure, with a view to global promotion".

Thomas Costenoble, director of the Sake Selection by CMB



Experience



Networking & Communication



Excellent reputation



Independence

The first edition of Sake Selection



The partnership between Concours Mondial de Bruxelles and Mie Prefecture has led to the creation of an independent competition with no ties to any producers associations or organisations

PURPOSE

- To promote Japanese excellence in producing sake and reveal to international consumers the diversity, character and different customs involved in drinking sake
- To help spread the reputation of sake which is witnessing an increase in exports
- To offer winning producers recognition and an effective promotional tool in global markets by capitalising on their accolade

BEHIND the scenes

CONCOURS MONDIAL DE BRUXELLES The United Nations of Fine Wines

The **Concours Mondial de Bruxelles** is an organisation boasting 25 years' expertise in the wines and spirits industry and is recognised for its independence, its rigour and its proficiency in organising international competitions and promotional events.

Twenty-five years of experience have enabled the competition to become a benchmark amongst international wine contests.

The Concours Mondial de Bruxelles' primary ambition is to provide consumers with a guarantee: that it will single out wines of irreproachable quality offering a truly pleasurable drinking experience, wines from across the globe and the price points.

www.concoursmondial.com



Concours
Mondial





Concours Mondial de Bruxelles **A KEY EVENT FOR THE WORLD OF WINE**

Also, organizing the competition in a different country every year enhances the event's international scope and provides better exposure for award-winning wines worldwide.

The 26th edition from May 2-5, 2019 - Aigle (Switzerland)

The travelling Concours Mondial de Bruxelles will host its next edition in Aigle, in the Swiss region of Vaud. The City is magnificently located on the edge of the Rhone valley, surrounded by the impressive Swiss Alps.



ABOUT Sake

Japan's most iconic drink, also known as
Nihonshu

For **over 2,500 years**, the Japanese have been making and drinking sake, a sacred drink initially designed to be enjoyed only by the Emperor. Brewing techniques have evolved considerably over the centuries and continue to improve.

Interest in this beverage freighted with symbols continues to **grow beyond the borders of Japan**, with emphasis being placed on its ability to pair harmoniously with Italian, French and Korean cuisine.



SAKE is more than just a drink...

It epitomises Japanese heritage, culture and lifestyle, with its distinctive nobility, refinement and elegance.

The **quality of the rice and the water** used to produce sake, like grapes for wine, are pivotal to the quality of the finished drink.

The **expertise** of the master sake brewer (toji) is crucial too, considering the many processes involved in brewing sake.

In 2015, sake was designated as a **geographical indication** and can therefore only be made in Japan from home-grown rice. Like wine, each region has its own distinctive style.





In recent years, sake has garnered international acclaim, partly because of the increased popularity of Japanese cuisine worldwide but also due to the unique ceremonial surrounding it.

The share of sake consumption worldwide increases year-on-year. In 2017, global sake exports witnessed a 19% increase.

Europe is still a burgeoning market with significant potential for sales development. France, for example, increased its direct imports of sake from Japan by 58% in 2017 compared with the previous year.

ABOUT Mie Prefecture

Host region 2018

Mie Prefecture has been called the “Land of Beauty” since ancient times for its wealth of sea, mountain and river products.

Reasons for choosing Mie Prefecture as the venue for the competition include its experience in hosting the G7 Summit in 2016, the region’s long-standing history and the deep-rooted traditions of the Ise Sanctuary, where the best sake was offered to the deities. Starting with the Ise-Shima National Park, there is also the Ise Shrine, the ancient pilgrimage road Kumano Sankei Iseji and Ninja of Iga-ryu. There are also Kumano Sankei Iseji, Ninja di Iga-ryu and the “Ama” divers.

Mie’s food specialties include:
Ise shrimp, oysters, Matsuzaka beef and Iga beef.

The variety of sake has evolved along with the local dishes and it encapsulates the local culinary culture.



Toba city, the home city of the world pearl king Kokichi Mikimoto, is the original birthplace of the cultured pearl. The topography of the district includes the rugged Ria coastline and four remote yet manned islands, as well as splendid scenery. The Toba coast is also blessed with a rich array of seafood and is a popular area for many women divers called AMA with the highest numbers in Japan. Female divers have been diving in the sea here for the past 3,000 years and catch delicious seafood such as abalones.



Ise city, a natural city, rich in local resources, delicious food and historic sites, has always had a thriving trade thanks to the famous pilgrimage to its Sanctuary.



Tsu city, capital of Mie Prefecture, is located almost in the center of Japan. It has a privileged location in terms of infrastructure with excellent road, railway and airport connections. After the economic boom in Japan, since the mid-1900s, the city has become famous for leading technology companies, mainly the electrical and shipbuilding industries.





S A K E
— *s e l e c t i o n* —
EXPERIENCE THE EXCELLENCE

Date

10 -13 October 2018

Venue

Mie Prefecture, Ise-Shima (Japan)

Organisation team

Mie Prefecture & Vinopres

Touring competition

A different sake-producer region every
year

Involvement of the major sake producers (i.e. Miyasaka
Brewery Company, Suntory)

Partnerships with distribution chains
(Suntory)

IT ACHIEVED RECORD SCORES

**35 FOREIGN JUDGES
FROM 19 COUNTRIES**

(including Italy, France, Germany, the United States, China, South Korea and Australia)

611 LABELS OF SAKE



36 PLATINUM MEDALS



52 SILVER MEDALS



67 GOLD MEDALS



IT ACHIEVED RECORD SCORES

13 JAPANESE PREFECTURES



280 JAPANESE PRODUCERS



7 CATEGORIES OF SAKE
IN COMPETITION

(Junmai, Junmai Ginjo, Junmai Daiginjo, Ginjo,
Hon-jozo, Sparkling Sake, Jukusei Koshu)



3 DAYS OF TASTING AND VISITS
AROUND THE ICONIC PLACES OF
JAPAN



BUSINESS PROMOTION



- **Press meetings**
- **Ceremonies**
- **Trade fairs**
- **Tasting events**

...is central to the post-competition program

The medal awarded by the Sake Selection represents only the beginning of a path and not a point of arrival.

**THE MAIN AIM OF THE COMPETITION IS TO PAVE THE WAY FOR
MARKETING SAKE IN OTHER PARTS OF THE WORLD**

JURY PANEL

The judges are professional experts who work in various fields in different parts of the world (sommeliers, journalists, traders, distributors, sake researchers).

The purpose of each judge is to taste sake so that its quality can be recognized internationally.



For information on reviews, please visit the following website: <http://sakeselection.com/jury-panel>

35 professional tasters (80% non-Japanese) were called to blindly taste seven sake categories to then award the prestigious medals (awards in platinum, gold and silver).

Judges' countries of origin

France	3	India	1
Italy	3	Malaysia	1
Germany	2	Philippines	1
Belgium	1	Vietnam	1
UK	1	Australia	1
Spain	1	China	1
Denmark	1	Taiwan	1
USA	5	Rep. of Korea	1
Canada	2	Japan	7
Mexico	1	TOTAL	35

The custodian of the competition's professionalism and reliability



S A K E



Sylvain Huet

International Technical Expert for Sake Selection

Organizer of « Salon du sake Paris »

Promoter of sake, Sake Samurai

He is chairman of the judging panel, guaranteeing that the tastings run smoothly, that the sake is served professionally and that the results are totally impartial.

For **each tasting session** there are 7 expert judges commissions, each composed of 5 international tasters and one Japanese tasting 10 sakes.

Additional distinctive features are the representation of a different country for each commission and the variety of professional profiles of the judges.

Each commission don't taste more than 30 sake products for maximum half a day.

This is to ensure maximum reliability of the decision-making process.



MESSAGES

Ambassador: Masaya Tasaki
President of the Japan Sommelier Association



First of all I would like to thank all those who support the Concours Mondial de Bruxelles, a competition with a historic tradition, which has decided to add the Sake Category, an important and very significant decision not only for sommeliers but also for buyers. On December 25th, 2015 the term "Japanese sake" was adopted as an IGT (Typical Geographical Indication). This is the first sake competition since the introduction of the term "Japanese sake" in the foreign trade agreement. I hope that in this way it will be possible to introduce new criteria for tasting and evaluating Japanese sake, which usually goes with food in order to make it more flavorful. Award-winning sakes will become important brands which through promotion both in Japan and abroad, will strengthen the export chain and become one of the main choices for buyers. In conclusion, I wish the competition every success.

Consultant: Yataka Takano
General Director of Takano-So-Honten and Master Sommelier



Japanese sake is produced with the most advanced techniques in the world. The competition is an event that allows specialists to become familiar with the renowned quality of sake, known since antiquity and featured in mythology under the name "Yashiori-no-sake" through to the present-day "Junmai-Daiginjo". Sake has one of the most complicated fermentation systems in the world and uses three types of ferments: Koji-kin, Kobo-kin and Nyusan-kin. This competition is the only occasion where it is possible to present its quality, techniques and history to the world. I invite sake producers to take part in this competition, through which sake can be developed and disseminated.

Sake Selection Director: Yasuyuki Araki
President- Hyakugo Research Institute Co. Ltd.



Sake, called "Omiki (literally sake to offer to deities)" has a long history related to Shinto. At the Ise Shrine in Mie Prefecture, there is an important festival called "Niname-sai" which is held every year in October and Omiki is offered by national sake producers. Mie Prefecture, also called "The land of food", is rich in seafood products as there was a tradition of bringing these products to the imperial family. The competition aims to spread the culture of Japanese food overseas and to pair sake with food. Mie Prefecture was chosen as the first location for the event because of its experience in hosting the G7 Summit at Ise-Shima. The competition is a great opportunity for judges from all over the world to have direct contact with Japan's culinary culture. In conclusion, I hope that through this event, knowledge and understanding of sake will increase both in Japan and abroad, allowing everyone to enjoy high quality sake. I also hope that this will become the key to innovation in the Japanese regions through tourist promotion.



S A K E

SAKE Selection by Concours Mondial is more than just a competition...

A new information centre to promote engagement with sake

Few enthusiasts are well-versed in the intricacies of sake!
Made from fermenting rice and water, sake is served in the finest restaurants but must now increase its exposure to international consumers in search of discoveries and new sensations.



What do we know, for example, about the importance of the rice and yeast?

What is the fundamental role of the Toji?

Why does sake pair so well with Western cuisine?

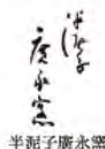


In a bid to answer these and other questions, the organisers of the SAKE selection competition have decided to set up an
INFORMATION CENTRE
comprising 5 Japanese sake professionals
with proven editorial skills combined with excellent knowledge of the product.



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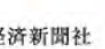
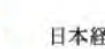
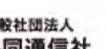
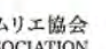
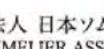
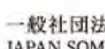
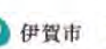
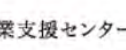
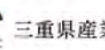
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