



**Sake in Europe.  
A market and cultural challenge.**



# Chi siamo / Who we are



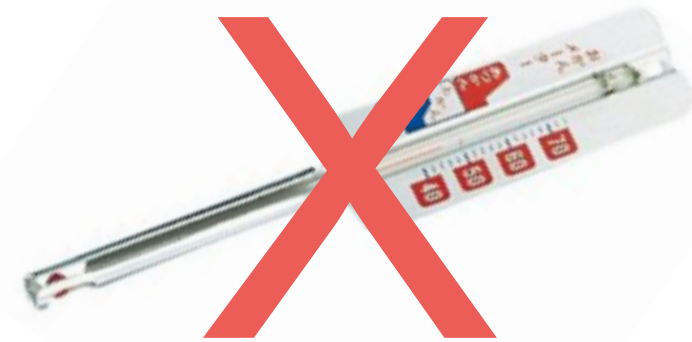
- Kiki-Sake-Shi (Sake Somemlier) presso il SSS di Tokyo
- Sake Award Level 3 presso WSET London
- Organizziamo **degustazioni** e serate **sake/food matching**
- **Seminari** e corsi di **formazione**
- **Sake-advisor** e Sake-list design
- **Distribuzione** di sake selezionati su fascia “TOP”
- **Tour** enogastronomici
- **Milano Sake Festival**
- Comunicazione e **promozione culturale**



# I pregiudizi degli europei sul Sake / Europeans' prejudice about sake



**NON** è un superalcolico o un distillato. E un vino a tutti gli effetti.



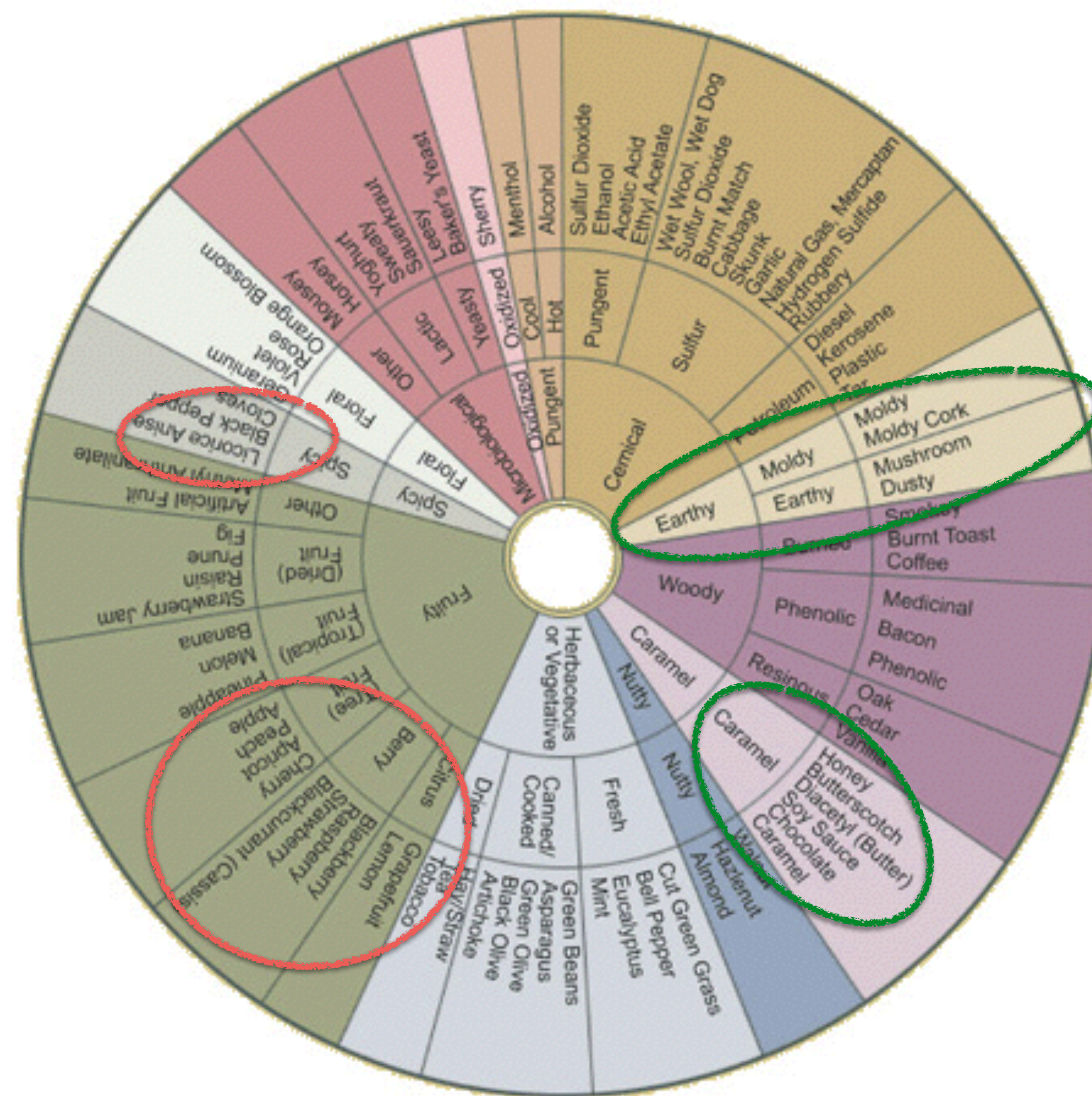
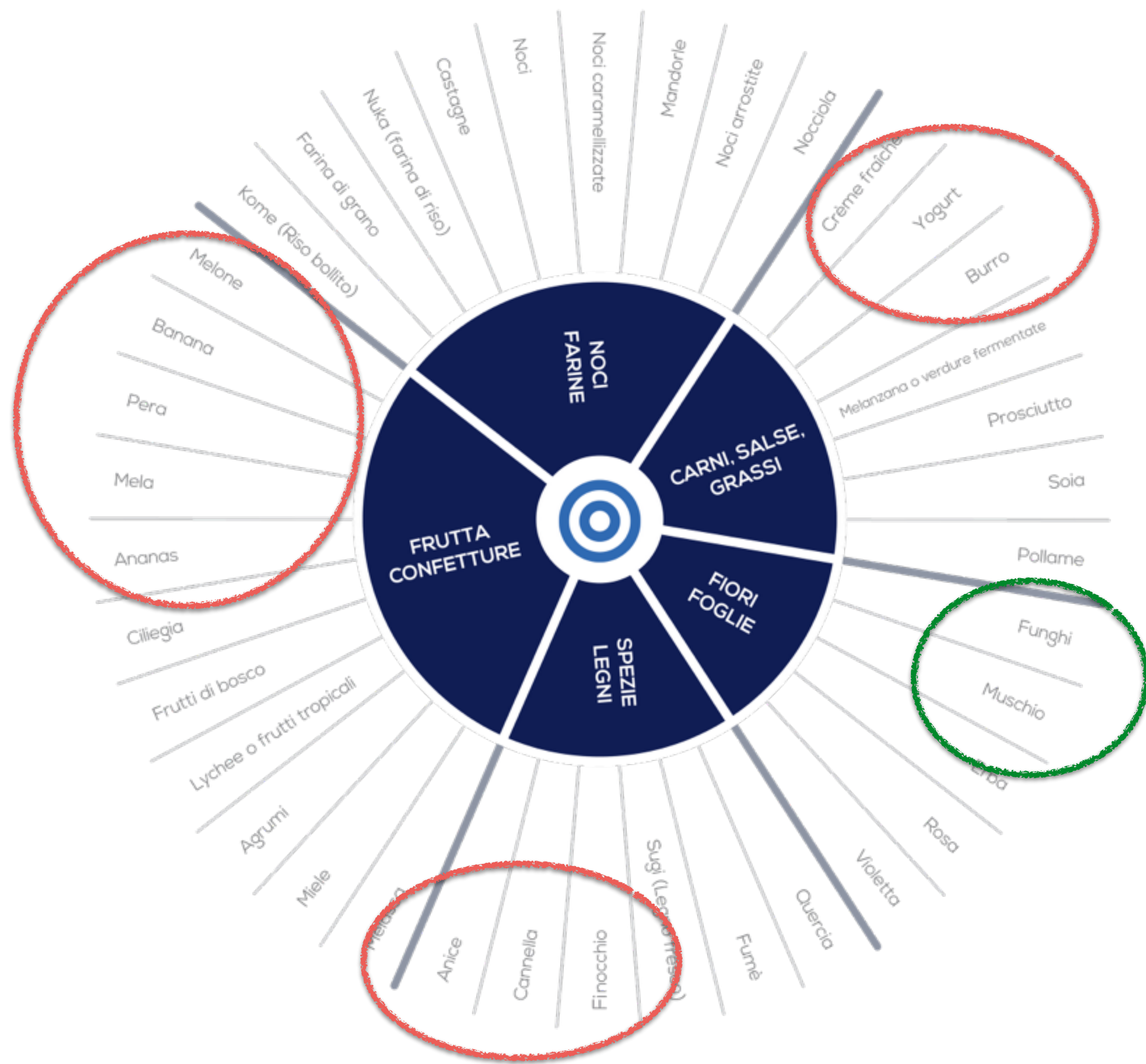
**NON** si beve solo **caldo**.



**NON** si ordina a **fine pasto**, ma in abbinamento al cibo.



# Ruota organolettica di Sake e vino / Wine and Sake tasting wheel



## Getting closer to the customer: explore local cuisines matching possibilities



- **Junmai** --> pesce grigliato, Soba e spaghetti, formaggi, bottarga, salame, carni alla griglia (caldo)
- **Junmai Ginjo** -->Pesce alla griglia, carni bianche, baccalà
- **Junmai Daiginjo** ---> Verdure alla griglia, pesce crudo, frutti di mare, ostriche, tartufo
- **Nigorizake** --> Gelato, dolci, cibi speziati
- **Namazake** --> pesce grigliato, essiccato, cibi sapidi e speziati
- **Koshu** (aged sake) --> erborinati, patè
- **Umeshu** --> Formaggi a pasta molle



# I principali abbinamenti del Sake

DAIGINJO



NIGORIZAKE



GINJO



UMESHU



JUNMAI



KOSHU  
(SAKE AFFINATO)



HONJOZO



SCHOCHU



NAMAZAKE  
(SAKE NON PASTORIZZATO)



# Arts & Crafts: one (or many) more reason to attract people to sake

Sake traditional vessels are a key element to attract customers and help explain sake history, production and characteristics. They tend to position the products as exotic, and in some cases this might be a limit (luxury ambiance). Selecting the proper vessels and crafts, though, in accordance with the type of sake, the ambiance and the customer makes the sake experience fully enjoyable and helps making sake more appreciated.



Honni-daru

Hadaka-taruzume



## Presentation: a key element for sake service in a new market.



**Invest in training and education for professionals and personnel who is in direct contact with the public. Sake needs to be “sold”: introduced, presented, served with guidance.**

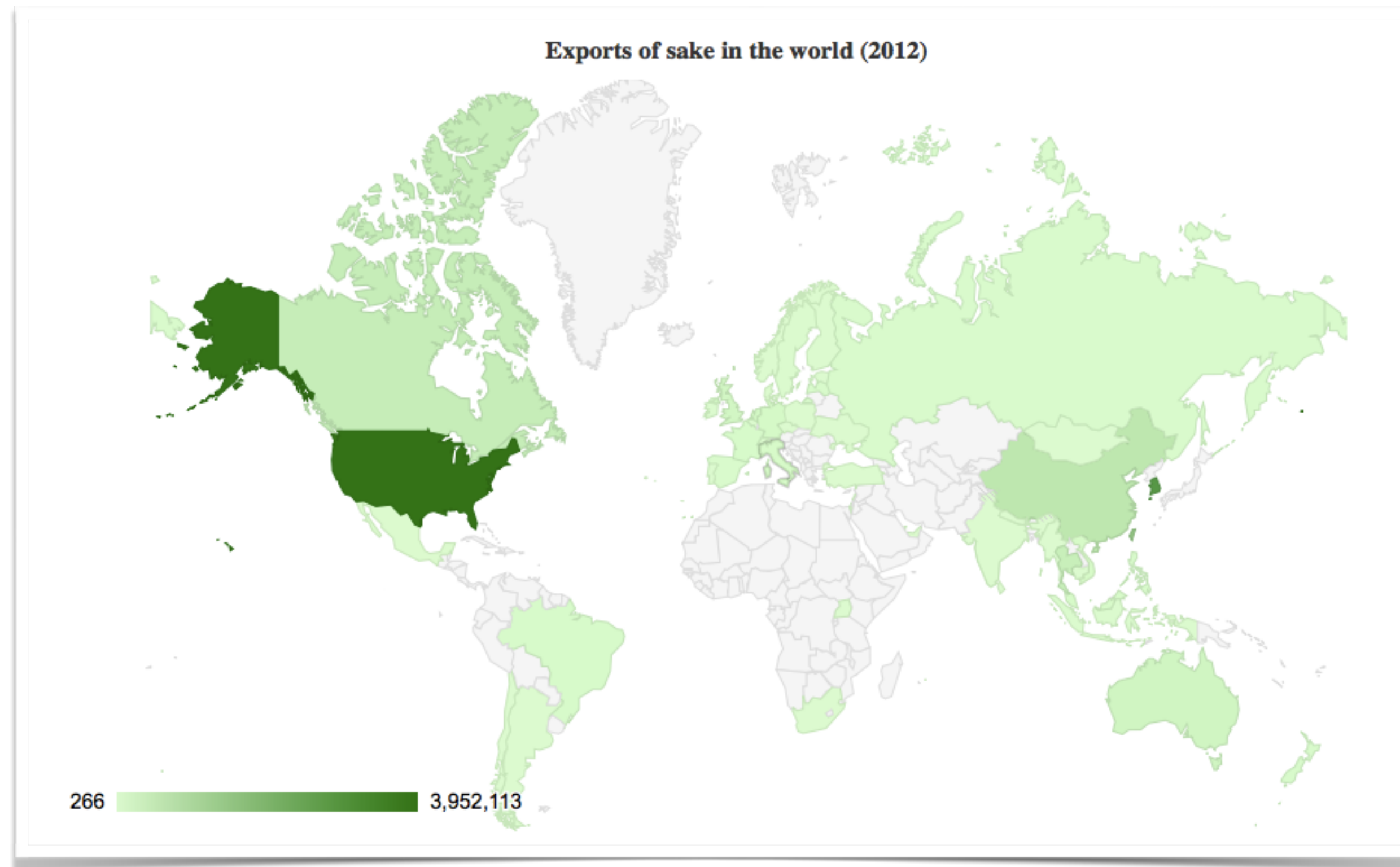
### Key points when selling/presenting/recommending sake in Europe.

- Recommend a product that matches with the food people is eating. Even different suggestions if people has different plates.
- Present the product main characteristics (sweet, dry, fruity) before bringing it.
- Open the bottle in front of the client or show it before pouring
- Present the product main characteristics: alcohol, area of production, main flavours/aromas
- Choose vessels according to ambiance, prefer wine glasses
- Add some historical, traditional, production elements





## Data: sake in Europe



**Uk 237.686 liters**

**Netherlands 205.664**

**Germany 175.716 liters**

**Italy 116.932 liters**

**France 101.988 liters**

**Spain 65.847 liters**

**Sweden 15.282**



# Positioning Sake in EU



Aperitivo al Cerulean Tower Hotel di Tokyo

Pros	Cons	Strategic areas to invest
Matches with food	Misconceptions	Restaurants & <b>Chefs</b>
New, exotic drink ("japanese")	Needs "to be sold".	<b>Education</b> and training
Natural and pure	High retail prices	Serve " <b>by the glass</b> "
Variety and freshness	Storage, customs & shipping fees	Enter as a <b>luxury</b> product. (High end bars-restaurants)



# Widen the field: explore opportunities to promote “*japanese drinking culture*”, not just “sake”.



Shochu



Japanese Craft beers



Umeshu -Vino di prugna



Japanese Whiskey

- **Umeshu** Fermentato di prugna (8/10° Acido e dolce adatto a formaggi e aperitivi)
- **Shochu** La *Vodka giapponese*, distillato di: riso o patate o Shiso o orzo. 23/25° Liscio o per cocktail.
- **Japanese beers**
- **Japanese whiskeys**



## European key sake players/events



**International wine challenge.** London, UK.

*Test the market, meet the wine gotha.*

**Salon du Sake.** Paris, France.

*Meet distributours, chefs, gourmet.*

**WSET.** London, Uk

*Education and professionals certification/training.*

**Museum of Sake.** London, UK.

*Cultural promotion, networking, events.*

**Hyper Japan London - EAT Japan / Sake Experience.** London, UK.

*Introduce sake to foodies, meet local players.*

**Sake Service Institute,** Tokyo and worldwide

*Education and certification*

**Sake Sommelier Association.** London and Worldwide.

*Newly born education player connected to importing group*

**Milano Sake Festival / La Via del Sake** Milan, Italy.

*Meet distributours, chefs, media, gourmet. Cultural promotion, education, advisor, E-commerce, tours.*

(...)



# European sake importers/distributors



**Uniontrade**, Milano, Italy

**JFC**, Europe

**Yoigokochi**, NL

**Ueno Gourmet**, Germany

**Ghilardi selezioni**, Bergamo, Italy

**Foodex**, Milano, Italy

**iSake**, London, UK

**Ake Bono**, Sweden

**F-T trading**, Milano, Italy



# Kanpai



## La Via del Sake

Associazione culturale No Profit

Degustazioni, formazione, viaggi  
enogastronomici in Giappone e Italia.

<http://www.laviadelsake.it>

[info@laviadelsake.it](mailto:info@laviadelsake.it)

Twitter: @LaViadelSake

