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Niigata Sake Brewers Association  
JETRO Hong Kong, JETRO Niigata

October 2017

## Information about the Niigata Sake Festival in Hong Kong

Host: Niigata Sake Brewers Association

Co-hosts: JETRO Hong Kong and Niigata; Niigata City

Supporting Organization: Consulate-General of Japan in Hong Kong

Partner Organization: Niigata Prefecture, Hong Kong Japanese Restaurant Association



The Niigata Sake Brewers Association will host the Niigata Sake Festival in Hong Kong from November 2, 2017. Niigata prefecture is the **No. 1 producer of premium sake in Japan**, and in keeping with this status, 30 sake producers from the prefecture will exhibit at the event.



In addition to hosting Hong Kong's first Niigata sake pairing event, entitled "Niigata Sake and Oysters: Pairing of Niigata Sake and Seafood", this year we also plan to host a follow-up event—"Niigata Sake X Oyster Pairing Week"—at restaurants below in Hong Kong.

### **1. Niigata Sake Tasting and Business Meeting**

- Date/Time: November 3, 2017 (Friday): 14:00–17:30  
Part 1: 14:00–15:00 Part 2: 16:30–17:30
- Venue : The Ballroom, The Mira Hong Kong Hotel
- Exhibitors : 30 sake maker
- Participation Fee: Free \*Only for B2B visitors
- Overview : A premium sake tasting event involving a total of 90 sakes, with 30 breweries each offering three of their brands. An interpretation service is also provided, enabling meetings in Cantonese.

### **2. Niigata Sake Festival in Hong Kong**

- Date/Time: November 3, 2017 (Friday); 19:00–21:00
- Venue : The Ballroom, The Mira Hong Kong Hotel
- Participation Fee: HK\$550 (Early Bird: HK\$400)
- Overview: A huge, one-night-only event where visitors can sample over 200 brands of premium Niigata sake. Visitors can taste approximately 200 brands of sake representing the vast majority of sake breweries in Niigata.

### **3. Niigata Sake Night**

- Date/Time : November 2, 2017 (Thursday); 19:00–21:00  
(Times may vary slightly depending on the restaurant)
- Venue : See separate leaflet
- Participation Fee: Normal price of meals at participating restaurants must be paid
- Overview : An event hosted in collaboration with various bars and restaurants in Hong Kong. Enjoy a delicious meal at a Hong Kong restaurant while being treated to a special paired tasting of Niigata sakes provided by the sake breweries, together with explanations about the sake itself.

<http://afoods247.com/sakefestival.html#events>



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**4.—NEW EVENT—**

**" Niigata Sake and Oysters: Pairing of Niigata Sake and Seafood"**

- Date/Time: November 3, 2017 (Friday); 15:15–16:15
- Venue : The Ballroom, The Mira Hong Kong Hotel
- Speaker: Micky Chan, Wine & Sake Educator
- Participation Fee: Free
- Overview: Niigata sake—represented by the Japanese word "tanrei" (light with a clean finish)—utilizes an abundance of water from Niigata containing a low mineral content. This is a golden opportunity to experience Niigata sake's wonderful affinity with seafood, such as raw oysters. Includes tasting.

**5. —NEW EVENT—**

**Follow-up Event: Niigata Sake × Oyster Pairing Week**

- Dates: Starting November 4, 2017 (Saturday) and continuing for one week up to approximately one month (depending on the restaurant)
- Place :

  1. Ambrosia Oyster Bar & Grill  
Shop 2802, 28th Floor, iSQUARE, 63 Nathan Road, Tsim Sha Tsui
  2. Dot Cod Seafood Restaurant & Oyster Bar  
Basement, B4, Prince Building, 10 Chater Road, Central
  3. HokaHoka  
Shop 51-52, Houston Centre, 63 Mody Road, Tsim Sha Tsui
  4. ZUMA  
Levels 5&6, Landmarak, 15 Queen's road, Central, Hong Kong

- Overview: Restaurants offer limited-time pairing menus focusing on Niigata sake (approx. 7 types/ depending on the restaurant) and oyster dishes!



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## List of Exhibiting Sake Breweries and Main Brands



Brewery Name	Brand	Brewery Name	Brand	Brewery Name	Brand
1 Taiyo Sake Brewery	Taiyozakari	11 Takano Shuzo	Koshiji Fubuki	21 Midorikawa Shuzo	Midorikawa
2 Miyao Sake Brewing	Shimehari tsuru	12 Obata Shuzo	Manotsuru	22 Hakkaisan Brewery	Hakkaisan
3 Ichishima Sake Brewery	Aumont	13 Hokusetsu Sake Brewery	Hokusetsu	23 Aoki Sake Brewing Company	Kakurei
4 Kanemasu Sake	Kanemasu	14 Yahiko Shuzo	Koshino hakusetsu	24 Shirataki Shuzo	Jozen Mizuno Gotoshi
5 Kondo Shuzo Sake Brewing	Koshino karoku	15 Yoshinogawa	Yoshinogawa	25 Matsunoi Shuzojo	Matsunoi
6 Kinshihai Shuzo	Echigo Toji	16 Koshimeijo	Koshino-tsuru	26 Naeba Shuzo	Naebasan
7 Kinrinzan Brewery	Kinrinzan	17 Nakagawa Shuzo	Koshinohakugan	27 Uonuma Sake Brewery	Tenjin Bayashi
8 Kaetsu Sake Brewery	Kirin	18 Kawachu Shuzo	Sotenbo	28 Musashino Shuzo	Kasugayama Ten To Chi
9 Imayotsukasa Sake Brewery	Imayotsukasa	19 Asahi Shuzo Sake Brewing	Kubota	29 Myoko Shuzo	Myokosan
10 Ishimoto Sake Brewery	Koshi No Kanbai	20 Niigata Meijo	Koshino kanchubai	30 Maruyama Brewing	Hidamori



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# Application for “Niigata Sake Tasting and Business Meeting” And “Niigata Sake and Oysters: Pairing of Niigata Sake and Seafood”

To make an application,  
fill in the below form and send by fax  
to the JETRO Hong Kong office.

**Deadline: October 25 (Wednesday)**

**Fax: +852-2868-1455**

<b>Name:</b>			
<b>Company:</b>			
<b>Address:</b>			
<b>Line of Work:</b> (Please tick a box)	<input type="checkbox"/> Importer <input type="checkbox"/> Distributor <input type="checkbox"/> Restaurant <input type="checkbox"/> Hotel-related <input type="checkbox"/> Restaurant Chef <input type="checkbox"/> Sommelier <input type="checkbox"/> Media <input type="checkbox"/> Other ( )		
<b>Tel:</b>		<b>Fax:</b>	
<b>E-mail:</b>			
<input type="checkbox"/> I will attend <b>No. of Participants:</b> ____ <input type="checkbox"/> I will not attend <b>Date/time of arrival:</b> <b>November 3, 2017 (Friday); Approx. ____ p.m.</b>			

## Application for Niigata Sake Festival in Hong Kong

### [Enquiries]

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