



24 January 2025

SSA / Sake Sommelier Association

"TOKYO SAKE CHALLENGE 2025"

CONFIRMED FOR SATURDAY, 15<sup>TH</sup> MARCH 2025

# T O K Y O 酒 SAKE CHALLENGE

A challenge of the finest quality

The Sake Sommelier Association (SSA), headquartered in London, UK, which is dedicated to promoting and educating people about sake, will co-host the "Tokyo Sake Challenge 2025" with Obsessed with Japan GK, based in Tokyo.

## ■ "Sake Challenge" Comes to Japan, the Homeland of Sake!

The international sake competition, "Sake Challenge," which has achieved success in cities like London, Milan, Bordeaux, Luxembourg, and Singapore, is finally making its way to Japan—the birthplace and cultural hub of sake.

The "Tokyo Sake Challenge 2025" invites entries across a wide range of sake categories, including not only traditional sake but also sparkling sake, craft sake, and doburoku (unfiltered sake), reflecting recent trends and unique offerings. This event aims to rediscover the depth of sake culture, create new trends, and introduce sake to a broader audience, ultimately boosting the entire sake industry.

The event will serve as a platform for sake enthusiasts, certified sake sommeliers, and industry professionals to gather, fostering international exchange and creating new business opportunities through the appreciation of sake.

## ■JUDGING CRITERIA

The judging panel will consist exclusively of internationally certified sake sommeliers, who will evaluate the entries through blind tastings from a global perspective. Key evaluation criteria include:

- Color and clarity
- Aroma and flavour profiles
- The harmony of taste and aftertaste
- Overall evaluation with a focus on pairing potential with both Japanese and international cuisines
- Label design and bottle aesthetics, assessed from an international viewpoint

Awards will be given in the Platinum, Gold, Silver, and Bronze categories. While the primary judges will be sake sommeliers residing in Japan, the evaluation process will be conducted in English.

In support of sake breweries aiming to expand internationally, feedback will be provided in English, helping breweries take their products from Tokyo to the global market.

[Official Website]

<https://tokyosakechallenge.com/ja/>

## ■Japan Life

The event will also feature opportunities for sake sommeliers, guests, brewers, and sake fans to connect, creating a more intimate and engaging experience with sake. Leveraging the SSA network, the accompanying sister event "Japan Life" will further promote sake to new customer bases, expanding its reach.

## ■Program Overview

[Date] Saturday 15<sup>th</sup> March 2025

The event will be held in two parts:

1. Sake Competition: A solemn blind tasting session focused on evaluating sake.
2. Japan Life: A private event held at the same venue, featuring networking opportunities primarily for those in the food and beverage industry.

Venue: [BPM](#)

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<報道関係の方からのお問い合わせ先>

## ■ Contact Information

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Social Media: @sakechallenges / @sakesommeliers

## ■ ABOUT THE SAKE SOMMELIER ASSOCIATION (SSA)

Headquartered in London, the SSA is a pioneer in sake education, dedicated to cultivating globally recognized sake sommeliers and revitalizing the sake market both domestically and internationally. Its efforts focus on three pillars:

### 1. SAKE SOMMELIER TRAINING (EDUCATION)

The SSA offers tiered certification courses on sake knowledge, tasting, and service. The flagship "Certified Sake Sommelier®" course, launched in Europe in 2009 for wine professionals, has since produced numerous qualified experts who contribute to industries such as hospitality and sake trade. Currently, "Sake Educators®" operate in over 90 regions across 66 countries, including Japan.

<https://sakesommelieracademy.com/ja/>

### 2. SAKE CHALLENGE (SAKE COMPETITIONS)

An international sake competition designed to promote sake worldwide while providing brewers with opportunities to enter new markets. Judging emphasizes how sake fits into the target market, with sake sommeliers conducting evaluations through blind tastings and pairing considerations. Since its debut in London in 2012, the Sake Challenge has been held in collaboration with SSA across various global cities.

<https://sakechallenges.com/>

### 3. SAKE SOMMELIER OF THE YEAR (TALENT DEVELOPMENT)

This global competition honors individuals who have significantly contributed to the sake industry. First held in the UK in 2013, the event became global in 2019 with its Malaysian debut.

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