

Press Members

4 December 2025  
Sake Sommelier Association

### **Applications Now Open for the International Sake Competition “Tokyo Sake Challenge 2026”**

The second “Tokyo Sake Challenge” is scheduled to take place on the 28<sup>th</sup> of March 2026, and applications are now officially open. We are honoured to host the Sake Challenge once again in Tokyo, the birthplace of sake. Under the theme — “**Rediscovering Sake**” — the event will be held alongside its sister event, **Japan Life**. We will create broader opportunities for breweries. We hope that even more breweries will find this competition enriching and inspiring. The “Tokyo Sake Challenge” aims to be a platform where all genres of sake can be presented and where participants can gain fresh insights and perspectives on this beautiful drink.

Similar to the previous Sake Challenge, the event will be organised by Cindy Bissig and Giulia Maglio, in collaboration with the Sake Sommelier Association. Both are deeply passionate advocates within the food and beverage industry: Cindy brings extensive expertise in tourism and media promotion related to the sake industry and beyond, while Giulia has contributed as both a Sake Educator and brewer. The organisers are committed to creating new opportunities for breweries and fostering meaningful connections with Sake Sommeliers, enriching this international competition with global diversity. Building on the success of the previous event, we also aim to welcome even more breweries from around the world and to further share the uniqueness of sake globally in 2026.

The judgment remains consistent with the established “Sake Challenge”. Certified Sake Sommeliers will conduct rigorous blind tastings of all entries. Evaluations will consider not only quality, such as aroma and flavour — but also pairings with Japan’s diverse regional climates and cuisines. We are pleased to announce that applications for the “Tokyo Sake Challenge 2026” are now open. We warmly encourage breweries to apply. Please keep updated through promotional emails and social media.

Sake, crafted in Japan’s beautiful natural environment with exceptional skill and delicacy, expresses a remarkable range of characteristics. We hope to introduce these qualities to a wider global audience and support breweries in exploring international markets. We would greatly appreciate your continued support and interest as we work to further promote the diverse charms of Japanese sake to the world.

<Tokyo Sake Challenge 2026>

Date: Saturday, 28th March 2026

Official Website: <https://tokyosakechallenge.com>

Application Page: <https://tokyosakechallenge.com/how-to-enter/>

#### **Contact:**

Sake Sommelier Association

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