

To All Concerned
Press Release
28 April, 2026
Sake Sommelier Association (SSA)

Announcement of Award-Winning Sake at the International Sake Competition “Tokyo Sake Challenge 2026”

The second “Tokyo Sake Challenge” was held in Tokyo on 28 March 2026, and the prestigious award-winning sake have now been announced. Under the theme of “Rediscovering Sake,” the “Tokyo Sake Challenge 2026” welcomed participation from numerous breweries both within Japan and overseas. From traditional expressions to highly innovative entries, the competition showcased an even greater diversity. As before in addition to established sake categories, the inclusion of other categories such as craft sake, doburoku, or international sake made the competition highly inclusive and reflective of the evolving landscape of the sake industry as we find it today.

The “Tokyo Sake Challenge”, unlike other local Sake Challenges organised by the Sake Sommelier Association, brings together an international judging panel, this year consisting of Certified, Advanced and Master Sake Sommeliers with deep knowledge of international market trends from 15 countries. Additionally, evaluating quality aspects such as aroma and flavour, each sake was assessed from multiple perspectives, including food pairing compatibility. Awards included Platinum, Gold, Silver, and Bronze prizes, as well as a Best Design Award recognising excellence in label design.

We extend our heartfelt congratulations to all award-winning breweries. Through this competition and related initiatives, we hope that our association can contribute, even in part, to the preservation and transmission of Japan’s valuable cultural heritage.

Following last year, the event was locally organised by Cindy Bissig and Giulia Maglio, leading figures whose dedication and ongoing efforts to promote the sake industry, are actively creating new opportunities for breweries and industry professionals both within Japan and internationally. We would be honoured if this competition, driven by such passionate organisers, has served as a stepping stone for participating breweries to explore new markets and as a meaningful opportunity to connect with industry professionals, including sake sommeliers.

In conjunction with the competition, an open tasting session under “Japan Life”-brought together these experienced professionals with a global perspective, who engaged in lively discussions about the vast potential of sake through networking.

With the support of everyone involved, “Tokyo Sake Challenge 2026” concluded successfully. We would like to express our sincere gratitude to all participating breweries, partners, and attendees.

Award Results

Please refer to the following URL for the full list of award-winning sake:

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

Once again, we extend our deepest appreciation to everyone who supported “Tokyo Sake Challenge 2026.” Being able to host the second edition of the “Tokyo Sake Challenge” in Japan, the birthplace of sake, is a great source of encouragement for us. The SSA will continue to devote itself to the promotion and education of sake, and we sincerely appreciate your continued support.

Contact:

SSA Sake Sommelier Association (SSA)

Email: pr@sakesommelierassociation.com / info@tokyosakechallenge.com

SNS: @sakechallenges / @sakesommeliers