

JSS Overseas PR promotions

Overseas Operation Division

Senior Manager

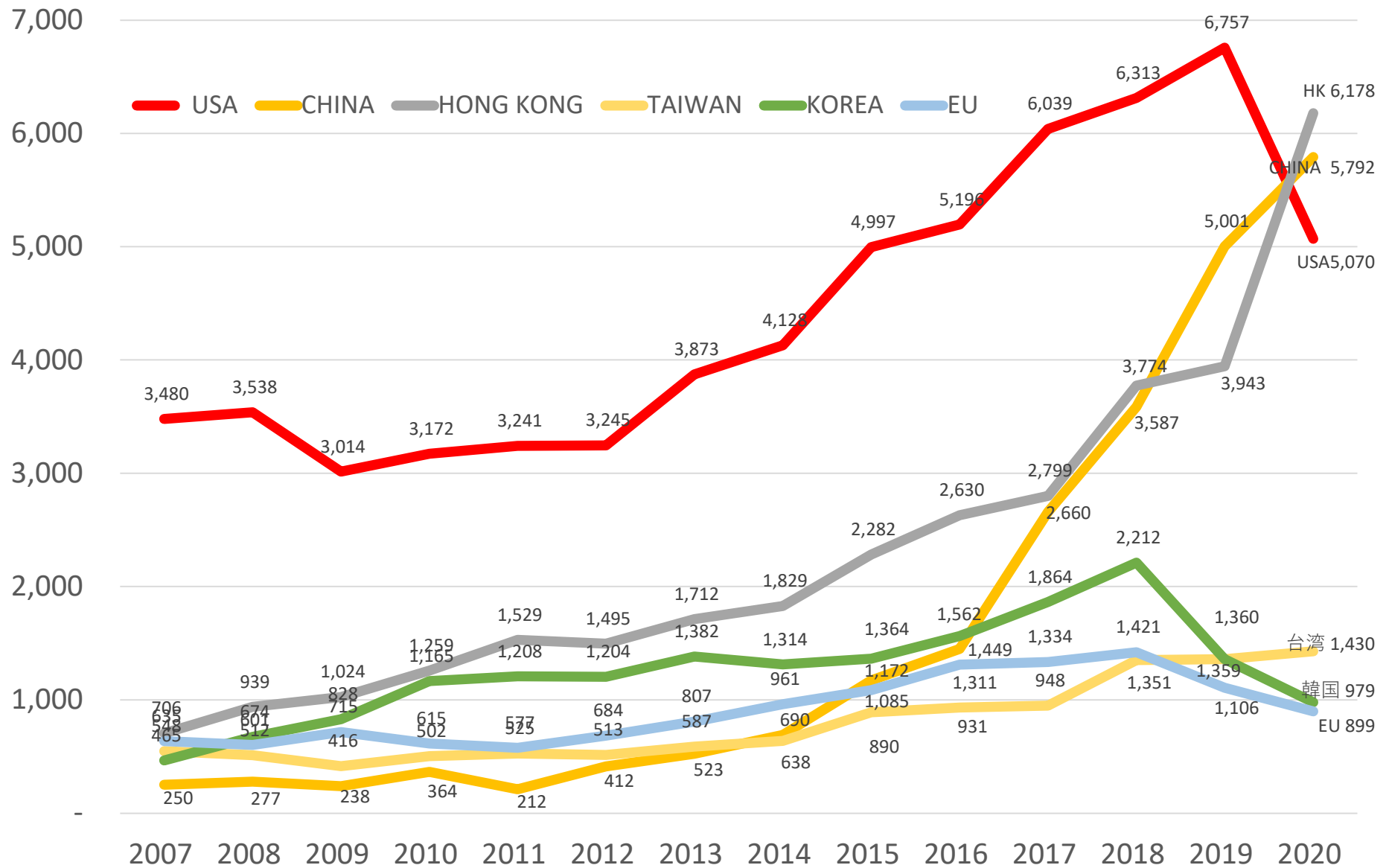
Hiromi Iuchi



Topics

- Sake Export Stats
- JSS Overseas Sake Promotion Strategy
- Overseas Promotion Activities 2020
- Projects 2021

Sake Export Amount History by Countries (1 million yen)



Export Amount 2020

(1 million Yen)



	2019年	2020年	(百万円)
USA	6,757	5,070	75.0%
China	5,001	5,792	115.8%
Korea	1,360	979	72.0%
Taiwan	1,359	1,430	105.2%
Hong Kong	3,943	6,178	156.7%
Canada	548	429	78.3%
Thailand	276	225	81.5%
Singapore	857	1,113	129.9%
Australia	439	491	111.8%
Germany	242	207	85.5%
Vietnam	376	279	74.2%
England	373	215	57.6%
Italy	129	89	69.0%
France	285	213	74.7%
Malaysia	242	278	114.9%
Brazil	119	76	63.9%
Netherlands	142	178	125.4%
Others	965	899	93.2%
合計	23,412	24,141	103.1%

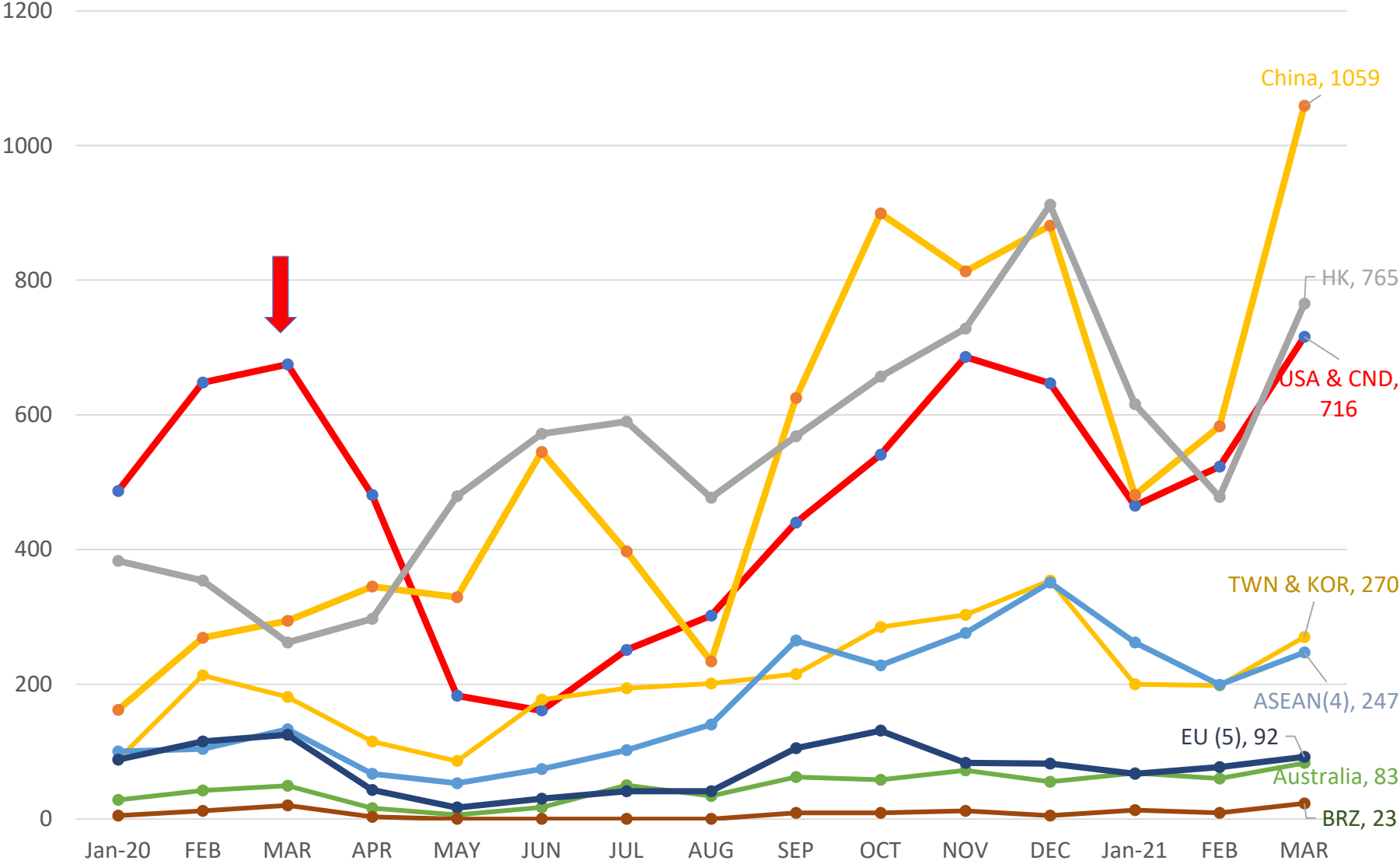
Sake Export Volume (KL) 2020



	2019年	2020年	(KL)
USA	6,452	5,270	81.7%
China	5,145	4,772	92.8%
Korea	2,912	1,535	52.7%
Taiwan	2,246	2,273	101.2%
Hong Kong	1,926	2,629	136.5%
Canada	715	549	76.8%
Thailand	627	498	79.4%
Singapore	609	688	113.0%
Australia	483	525	108.7%
Germany	477	402	84.3%
Vietnam	437	342	78.3%
England	352	220	62.5%
Italy	339	242	71.4%
France	270	222	82.2%
Malaysia	253	309	122.1%
Brazil	248	146	58.9%
Netherlands	247	288	116.6%
Others	1,188	850	71.5%
Total	24,928	21,761	87.3%

<RECENT> SAKE EXPORT AMOUNT BY AREAS (1 million yen)

JAN 2020~ March 2021 Last 15 months



日本酒の輸出基本戦略
Sake Export Strategy

by Sake Export Council

Subject:

- Raise further awareness of Sake as a category, disseminate the appeal and correct understanding of sake globally.
- Expand sales channels overseas.
- Support for producers, exporters.
- Regional Strategies

JSS Overseas PR promotions

Market development Strategy

ISSUES → Challenges

- Limited Distribution Channel

Mainly Japanese Restaurants

→ Expand beyond Japanese/

go into Wine Market

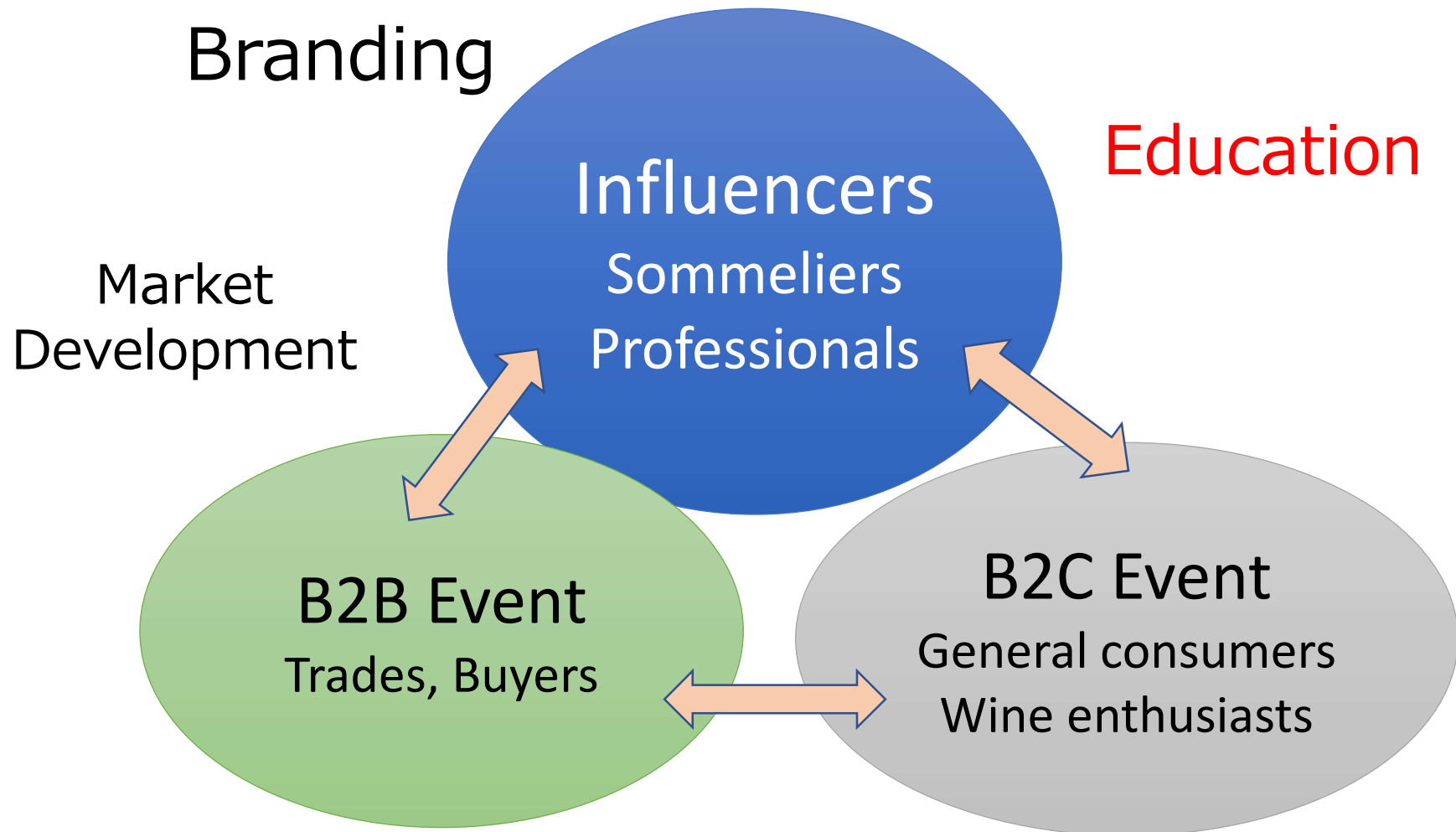
→ Need Online/ E-Commerce Channels

- Storage Problem

Need quality control

→ Temperature controlled distribution

JSS Overseas Projects



JSS 2020 **Overseas** Promotion Activities

< **Sommeliers, Professionals** >

★ **Partnership with UDSF** (Union de la sommellerie Francaise)

- Sake seminar & Tasting Session in 21 regional Associations
- Sake Master Class Webinars for Sommeliers (March)

★ **Sake Online Event**

- CANADA – Sake Master Class for Sommeliers (Nov)
- England – Sake Basic /Koji effect Class for UK Bartender Guild (Mar)
- Germany – Sake-Pairing Contest for Sommeliers (Mar)

Collaboration with Sommelier Association of Germany,
Switzerland, Austria

★ **ASI** (Association of Sommelier International)

Europe & Africa contest final → Postponed to 2021

JSS 2020 Overseas Promotion Activities

In-Person Events / B2B Events

July & Nov: Taiwan	Taipei Wine & Spirits Festival
Nov: China	ProWine Shanghai 2020
Dec: Malaysia	Seminar • B2B Trade Tasting
Feb: China	2 Sake Master Class (Shanghai & Beijing)
Feb: Vietnam	JSS Sake South East Asia Outreach B2B Trade Business Matching / B2C-Vietnam 2021
Mar: Singapore	Sake & Local dish Pairing Class

★ **JSS Sake and Shochu Academy (Feb)**

JSS 2020 Overseas Promotion Activities

Online Sake Events / B2C

Jan: England	w. Japan House London Webinar Series (sake & shochu)	Consumers
Jan: Japan	Sake & Food Pairing Webinar	Diplomats (Tokyo)
Feb: Japan	Virtual Sakagura Tour 2days (Shiga, Nara, Kyoto)	Consumers
Mar: USA	Sake tasting & pairing Webinar	Consumers
Mar: Brazil	Japan Sake Week (7days)	Consumers
Mar: Australia	Gourmet Traveler Wine Magazine - Sake 101, Tasting Class	Wine Enthusiasts

JSS **2021** Overseas Projects (as of May 26th)

★ASIA / OCEANIA

Jul/Aug ?: Australia	Sake Master Class (online)	Professionals (Sommelier)
Oct: Malaysia	Japan Embassy Event (Seminar • B2B Trade Tasting)	B2B, B2C
Nov: China	ProWine Shanghai 2021	B2B

★N.America

Nov: Canada	SOMM360 Sake Master Class	Professionals (Sommelier)
USA	Sake Master Class online	B2C

JSS **2021** Overseas Projects (as of May 26th)

★EUROPE

May 31 st : France	Sake PR at UDSF Best Sommelier of France 2020 Final	Professionals (Sommelier)
June: Spain	Madrid Fusion 2021	Professional (Chefs, Sommeliers)
Sep/Oct: Central/Eastern EU	Seminar+B2B tasting	B2B
Nov: Cyprus	Sake Master Class at ASI Best Sommelier of Europe & Africa 2020 Final	Professionals (Sommelier)
Feb: France	VINEXPO Paris /WINE EXPO	B2B
Mar: Germany	ProWein Dusseldorf 2022	B2B

★JAPAN

- Influencers Sakagura Visit Tour (Jan)
- JSS Sake and Shochu Academy (Feb)

JSS Support Desk **2021**

Sake

- UK – **Rie Yoshitake**
- EU (Italy) – **Marco Massarotto**
- Asia (HK) – **Micky Chan**
- US/Canada - **Michael Trembley**

NEW

- CHINA – **Huang Fall**
- Southeast Asia (Malaysia)
– **Thomas Ling**

Honkaku Shochu & Awamori

- US/Canada
– **Chikako Ichihara**
- Asia(Taiwan) – **Kenny Yang**

NEW

- EU (France)
– **Keiichiro Miyagawa**
- CHINA
– **Teppey Yoshimoto**

JSS Global Site
Renewed in April 2021

<https://japansake.or.jp/sake/en/>

Basic

Sake 101 for Beginners

Professional

Info for Professionals

Sakagura Search

Info of each member brewery
(by area and prefecture)

Fact

Rice, Export stats etc.

Topics

News, Events, where to buy
info etc.

JSS YouTube/ SNS

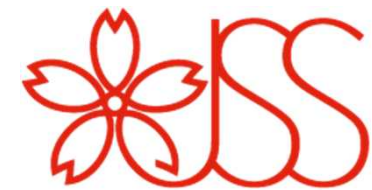
Sake

- Youtube:
JapanSakeOfficial
- FB: @japansakeshochu
- Instagram:
@japansakeshochu
@jsssa_hk

Honkaku Shochu & Awamori

- Youtube:
 - JapanShochuOfficial,
 - Japan Sake and Shochu Makers Association
- Website:Shochu.guide
<https://shochu.guide>
- Instagram
@jss_shochu

Kampai !



**JAPAN
SAKE AND SHOCHU
MAKERS
ASSOCIATION**