

After attracting over 120K people this year, the 11-day CRAFT SAKE WEEK event will return to Roppongi, Tokyo, next April!

## **“CRAFT SAKE WEEK at ROPPONGI HILLS” returns in 2019**

◇CRAFT SAKE WEEK, Grand prize winner at the Golden World Award—the most prestigious international PR award!

◇Enjoy the finest selection of sake, artisan sake ware & food from Japan’s best restaurants throughout the event!

**【Dates】** Friday, April 19th~Monday, April 29th, 2019 12:00~21:00

**【Venue】** Roppongi Hills Arena (6-10-1 Roppongi, Minato-Ku, Tokyo)



**Tokyo, Japan, November 12, 2018** – We are happy to announce that JAPAN CRAFT SAKE COMPANY (President/CEO: Hidetoshi Nakata) will present CRAFT SAKE WEEK at ROPPONGI HILLS 2019, an eleven-day SAKE event where a selection of the best sake breweries from across Japan serve their sake for guests to enjoy and appreciate the beauty of sake. The event will be held in Roppongi Hills Arena, in Roppongi, Tokyo on April 19th–29th, 2019.

“CRAFT SAKE WEEK” aims to provide an opportunity for guests to enjoy and learn about high-quality, well crafted sake. First held at Roppongi Hills Arena in 2016, the event concept was conceived by Hidetoshi Nakata, the CEO of JAPAN CRAFT SAKE COMPANY, who has visited over 300 sake breweries across Japan.

Featuring a carefully curated selection of 110 top sake breweries from throughout Japan over eleven days, each day of the event will showcase a line-up of 10 breweries whose sake relates to a particular theme. CRAFT SAKE WEEK allows participants to taste the diversity of the nation’s sake and discover their own personal favourites.

CRAFT SAKE WEEK will also feature food trucks serving gourmet dishes, specially created for pairing with sake, by Japan’s top restaurants – some of which are introduction-only or nearly impossible to book.

Since 2017, CRAFT SAKE WEEK has also been held in regional cities such as Hakata and Sendai, and has grown to become the most highly anticipated sake event in Japan. Over the past three years the events have attracted approximately 400K guests from both Japan and overseas.

In order to fulfill Nakata’s vision of elevating awareness of sake and Japanese culture around the world, the event also features stylish sake glassware and architectural design. In October 2018, CRAFT SAKE WEEK won the highest honour in the Arts & Entertainment category at the Golden World Award, the most prestigious international PR award. The award recognised CRAFT SAKE WEEK’s efforts to create a platform for the people of all ages and nations to experience Japanese sake culture.

CRAFT SAKE WEEK will return to Roppongi for its fourth year from April 19th to 29th in 2019.

Stay tuned for more updates on Tokyo’s premier sake, food and culture experience.

(※More details including brewery and restaurant line-up will be announced at a later date)

All media enquiries:

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## ■What's special about "CRAFT SAKE WEEK"

### ✓ Carefully curated line-up of 10 sake breweries feature in 11 uniquely-themed days

CRAFT SAKE WEEK is designed to be enjoyable for all sake-lovers, from beginners to experts. CRAFT SAKE WEEK showcases a line-up of ten breweries that changes daily for the eleven-day event period—allowing participants to appreciate the diversity of sake's styles, flavors and expressions and to discover their own personal favourites.

### ✓ Personal interaction and communication with brewers and sake sommeliers

Guests can speak directly with the sake brewers and sake sommeliers on site about how to best enjoy or select sake that suits their preferences. By learning the story behind each sake brewery, as well as how the brewing methods, natural resources and local character that are unique to each brewery influences the sake's final flavour, participants will discover—or rediscover—the glorious appeal of sake.

### ✓ Delicious sake and gourmet food pairings created by Japan's best restaurants

Only CRAFT SAKE WEEK can present the sensational line-up of Japan's best restaurants which Hidetoshi Nakata personally selects each year. Participants will enjoy superb gourmet dishes created specially for the event to pair with sake—all at reasonable prices.

## ■CRAFT SAKE WEEK at ROPPONGI HILLS 2019 Event Details

Dates: April 19th (Friday) – April 29th (Monday; National Holiday) – 11 Days.  
12:00pm–9:00pm (last order at 8:30pm)  
Location: Roppongi Hills Arena (6-10-1 Roppongi, Minato-ku, Tokyo)  
Sake Breweries: 10 different breweries each day (total of 110 breweries)  
Restaurants: 15 in total  
※Participating sake breweries and restaurant will be announced at a later date.

Hosted by: JAPAN CRAFT SAKE COMPANY  
In collaboration with: Roppongi Hills  
Support by: J-WAVE 81.3FM  
Official website: <http://craftsakeweek.com/rh/>  
Official app: Sakenomy <http://www.sakenomy.net/>

## ■Sakenomy: Official App of CRAFT SAKE WEEK at ROPPONGI HILLS

A constantly updated database of over 10,000 sake in the palm of your hand with information in English, French, Chinese, Korean, and Japanese.

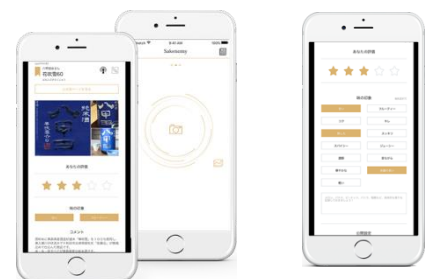


### ◆New Sake Discoveries

Find new and interesting sake by seeing what other sake-lovers are enjoying and how the world is rating sake.

### ◆Simple Label Scan Function

A quick label snapshot will provide you with everything you need to know about the sake you're drinking, then automatically adding it to your personal sake library for quick and easy reference and sharing.



[\\*Be sure to check out the Sakenomy app during CRAFT SAKE WEEK for special news and offers!](#)

Sakenomy: <http://www.sakenomy.net/>

## ■SHUKI-YA" Sake Ware Pop-Up Store

The "Shukiya" brand was developed to create artisan sake ware (or "shuki" in Japanese) to enhance the flavour and enjoyment of drinking sake. Throughout CRAFT SAKE WEEK, the pop-up store will sell original sake ware created by artisans exclusively for Shuki-ya, as well as limited edition sake-based sweets.



## ■Hidetoshi Nakata – Profile

Following retirement from his professional soccer career, Hidetoshi Nakata spent several years travelling to over 100 countries and regions, before returning to his homeland to begin another journey throughout all forty-seven of Japan's prefectures. In order to share with the world the inspiration that he gained from his travels—the richness, refinement and beautiful of Japanese sake and craftsmanship—Nakata produced Japanese cultural events at the London 2012 Olympics, the 2014 FIFA World Cup Brazil, and EXPO Milano 2015. Nakata established JAPAN CRAFT SAKE COMPANY CO., LTD. through which he organises the premier sake event “CRAFT SAKE WEEK” as well as fulfills his vision of elevating awareness of Japanese sake and culture in the growing international market. Nakata also supports the sake industry in a variety of ways including consulting and promotion.



JAPAN CRAFT SAKE COMPANY: <http://craftsake.jp/>

## ■CRAFT SAKE WEEK – Past Events

### ◆2016 CRAFT SAKE WEEK at ROPPONGI HILLS

- Date:February 5~14, 2016 (10 days)
- Venue:Roppongi Hills Arena (Roppongi)
- Breweries:10 breweries each day, 100 breweries in total
- Restaurants:5 restaurants
- Visitors:Approx. 76,000 people



### ◆2017 CRAFT SAKE WEEK in HAKATA

- Date:March 21~26, 2017 (6 days)
- Venue:JR Hakata Station Plaza (Hakata)
- Breweries:10 breweries each day, 60 breweries in total
- Restaurants:5 restaurants
- Visitors:Approx. 36,000 people



### ◆2017 CRAFT SAKE WEEK at ROPPONGI HILLS

- Date:April 7~16, 2017 (10 days)
- Venue:Roppongi Hills Arena (Roppongi)
- Breweries:10 breweries each day, 100 breweries in total
- Restaurants:10 restaurants in total
- Visitors:Approx. 110,000 people



### ◆2018 CRAFT SAKE WEEK TOHOKU

- Date:March 21~25, 2018 (5 days)
- Venue:Kotodai-Koen Civic Plaza (Miyagi City, Sendai)
- Breweries:10 breweries each day, 50 breweries in total
- Restaurants:5 restaurants •Visitors: Over 50,000 people



### ◆2018 CRAFT SAKE WEEK at ROPPONGI HILLS

- Date:April 20~30, 2018 (11 days)
- Venue:Roppongi Hills Arena (Roppongi)
- Breweries:10 breweries each day, 110 breweries in total
- Restaurants:15 restaurants in total
- Visitors: Over 120,000 people



All media enquiries:

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