

PRESS RELEASE



July 2023

SAKE SOMMELIER ASSOCIATION (SSA)

**International Sake Competition**  
**“SINGAPORE SAKE CHALLENGE 2023”**  
**Sunday 1st October 2023**

This year sees the inaugural Singapore Sake Challenge, co-hosted by the Sake Sommelier Association – the UK based organisation dedicated to the global education and promotion of Sake – and Whistler Wine & Spirits Pte Ltd – the Singapore based company.

Official website: <https://singaporesakechallenge.com/>



**What are Sake Challenges?**

Sake Challenges are competitions for sake producers to have their products judged by a local market. Our aim with Sake Challenges is to “connect Sake and locals” by focusing on how to pair the flavours with the markets of each region. Utilising the Sake Sommelier Association’s extensive network of qualified Sake Sommeliers from across the world, local course alumni gather to judge the entered sake. Sake Challenges are a fantastic approach to introduce a new sake to a region or boost the profile of sake already available.

## **Background of the Singapore Sake Challenge**

Sales of sake in overseas markets are growing dramatically, and sake's popularity continues to rocket across the world. Singapore's sake market is growing remarkably, with further continued growth predicted for the future. Singapore is one of Southeast Asia's most interesting cities, and a global hub. The Singaporean market truly is the perfect place to introduce new sake or boost your product's profile even further.

This year's Singapore Sake Challenge will welcome SSA accredited Sake Sommeliers from across Southeast Asia to achieve a diverse judging panel, and a broader outreach.

### <Judging Criteria>

Entered Sake will be judged in the following ways:

Part 1 : Judging the quality in a blind tasting

Part 2 : Judging how entered sake pairs with local foods

Part 3 : Judging the design of the bottle

## **Japan Life**

After the diligent judging at the Sake Challenge, a 'Japan Life' event will be held to introduce new customers directly to sake and Japanese culture. All the sake and products which are entered into the Singapore Sake Challenge will be showcased, which provides a great opportunity to promote the sake straight to buyers and wholesalers in the local beverage industry. This is an event that welcomes the general public to become more familiar with and enjoy the sake too! Producers, Sake Sommeliers and wholesalers from different platforms can meet and network too.

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## **Contact Information**

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## **About the Sake Sommelier Association (SSA)**

As the pioneer of global sake education, the SSA has become a leading authority on spreading knowledge. Through their innovative Sake Sommelier courses, taught by independent Sake Educators who ably infuse courses with a local touch, the SSA has helped to develop and invigorate the sake market both in Japan and internationally. The SSA focuses on three key pillars with the goal of spreading sake appreciation and popularity worldwide:

1. **Sake Sommelier Academy** (Education)

The Sake Sommelier Academy offers qualification courses for each level that allow students to acquire knowledge based on sake tasting and service skills. In particular, the Certified Sake Sommelier® course, which is aimed at professionals to utilise their traditional sommelier skillset but with sake. A large number of alumni are active in a wide range of fields, particularly across the service industry and

the sake trading industries, making use of their expertise. Currently our experienced Sake Educators® are providing our range of Sake Sommelier educational courses across more than 90 regions in 66 countries including Japan.

<https://sakesommelieracademy.com/>

**2. Sake Challenges**

Our international Sake Challenges are dedicated to promoting sake and furthering its global standing. Giving sake breweries from around the world the opportunity to enter new, specific, markets. Our Sake Challenges aim to judge sake within a region's context and culture in mind. Utilising local Sake Sommeliers, regional food pairings and keeping an eye on how sake fits into their cultures. Local hosts and SSA HQ hold Sake Challenges in cities around the world.

<https://sakechallenges.com/>

**3. Sake Sommelier of the Year**

To honour the achievements of those who have excelled their passion for sake, the SSA hosts the international Sake Sommelier of the Year competition. This began in London in 2012 and seeks out the best Sake Sommeliers in the world, to honour them for their skills & prestige.

<https://www.sakesommelieroftheyear.com/>