



MILANO SAKE FESTIVAL

The event celebrating
the japanese “way of drinking”.

October 8th, 9th & 10th 2016



Milano: the city where fashion and trends begin, the entry point for italian market.

Milano is **Italy's food capital**. In the heart of the most important italian **food district** (Piemonte / Emilia - Toscana / Lombardia) where Olive oil, *fresh* Pasta, balsamic vinegar, Parmesan Cheese, Parma Ham and many more protected food specialties come from Milano is also **the city of trends and innovation**. The best italian bars and restaurants are here and every innovation happens in Milano first. Milano was **the host city for the World Expo 2015**. A real entry point city for Europe and the entire world, who is expected to look at Milano, together with 20 million visitors during the six months of Expo.



The Milano Sake Festival offers to Japanese producers and exporters the unique opportunity to:

- **meet the key people** for italian market (journalists, distributors, chefs, authorities)
- **learn how to enter this market** and to promote their sake

present their product in preview to the gourmet community of the city of EXPO 2015

offer and start to sell your product at the Festival shop



What is Milano Sake Festival and who will attend

What happens at Milano Sake Festival?

At its third edition Milano Sake Festival is the event of reference in Italy for sake and japanese beer, sake and spirits. More than 20 among producers and distributors have attended the last edition, with a **public of 2.000 people most of which professionals (barman, sommelier, restaurateurs)** and a great opportunity of **business matching and market test**.

This year Milano Sake Festival will collaborate with **Milano's japanese and Michelin restaurants** with a series of “**sake collaboration lunches and dinners**”: the most innovative and creative chefs from Milano will prepare a special lunch/Dinner menu to match with sake from a single producer/region/brand.

During the festival people who buy the entrance will have **free tasting of sake and meeting with producers/distributors**, can participate to **special tasting and masterclasses**. On sunday a special **award to the best italian sake barman and sommelier** will be given.

*= in case no person is available the organisation can provide a trained italian speaking persone to serve and present sake under the guidelines of the producer and promoting the brand for a fee of 300€ x single day

Who comes to Milano Sake Festival?

- Japanese sake and shochu and drinks producers
- Italian and european sake and japanese food distributors
- Milan authorities, Milano chamber of commerce, Milan Jetro and consulate
- Italian food/wine journalists and blogs
- Italian chefs, barmans, sommelier
- Milano experts on commerce, restaurants, wine/food
- Milano gourmet community
- Milano japanese community



The program: a week of events in preparation of Milano Sake Festival

	Saturday October 1st	Sunday October 2nd	Monday October 3rd	Tuesday October 4th	Wednesday October 5th	Thursday October 6th	Friday October 7th	Saturday October 8th	Sunday October 9th	Monday October 10th
Morning	-	-	-	-	-	-	-	WSET Level 1 course	Festival Inauguration	Event for professionals + PRO Seminars
Lunch	-	-	-	-	-	-	-	-	Free sampling / Panels / Tasting & food matching / Business matching	Event for professionals + PRO Seminars
Afternoon	-	-	-	-	-	-	TRUSSARDI	WSET Level 1 course		Sake Maestro Award Ceremony
Dinner	Sake Day Global Kanpai. / Sake Festival Press Conference	-	VINODROMO Sake collaboration dinner	ENTER SAKE/??? collaboration dinner	SAKE COMPANY / KIYO collaboration dinner	IWATE/WICKY'S collaboration/ dinner	Japanese Consulate Reception	Gala Dinner	JSS/??? collaboration/ dinner	

PRIVATE CLASS. NO PRESENCE OF BREWERS AND EXHIBITORS

TBC

Only individual exhibitor participating

Partner/ Exhibitor must be present



Milano Sake Festival, the program: october 8th, 9th & 10th

	Saturday October 8th	Sunday October 9th	Monday October 10th
11:00	WSET Level 1 course & Exam	Festival inauguration & opening to the public for free sampling	Festival reserved to professionals (Barman, sommeliers, chefs)
12:00			Sake & Food matching masterclass
13:00		Bento & Cup sake Lunch	“Sake Aperitivo”: a masterclass for barman & wine bars on sake service.
14:00		Sake intro class & tasting	Sake & Food matching masterclass
15:00		“Sake & Cheese” Class.	“Sake Aperitivo”: a masterclass for barman & wine bars on sake service.
16:00		Sake intro class & tasting	Sake & Food matching masterclass
17:00		“Sake and italian food” Class	“Sake Aperitivo”: a masterclass for barman & wine bars on sake service.
19:00		JSS/???collaboration/dinner	Gala/networking dinner
20:00			

Only individual exhibitor participating

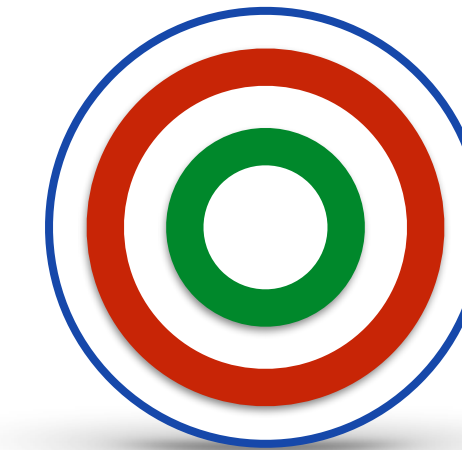
Partner/ Exhibitor presence not necessary

Partner/ Exhibitor must be present



Education, events and a special award.

- **“SAKE MAESTRO”AWARD.** A selected jury of professional and sponsors will select the best italian talent of the year for sake. **The challenge of 2016 is ”Sake-aperitivo”:** candidates will submit a sake based aperitivo recipe and information on their sakeclit and bar. The winner will win a trip to Japan to learn about sake making and mixology.
- **EDUCATION.** La Via del Sake is the italian partner of the WSET from London and will issue a “Level 1 award in Sake” class and exam (basic level) and a “Level 3 award in Sake” class and Exam (advanced) during the Festival, so people traveling to Milano will have the chance to educate themselves to sake.
- **SPECIAL TASTINGS WITH SOMMELIER AND BARMAN.** La Via del Sake is collaborating with the italian professional sommelier association and cheese taster association to organise to special guided tasting. We are also collaborating with the main bar tender medi ain Italy to organise a special master class for sake cocktails.



Sake Maestro



WSET
WINE & SPIRIT
EDUCATION TRUST



Reserved to single Brewers and Importers/Distributors (FREE PARTICIPATION)

BASIC STAND

- Name on our website and on all materials
- Regular Stand (m 0,90 x 0,90) for 2 days
- Assistance in shipping/customs/storage
- 2 invitations at gala dinner (dinner price NOT included)

Contribution for organization: FREE

Bring the sake you want to offer and the otsumami. We expect 1.000/2.000 people.. Bring your promotional material, maekake etc etc.

KING SIZE STAND

- Name on our website and on all materials
- King Size Stand (m 1,80 x 0,90) for 2 days
- Participation in business matching
- 4 invitations at gala dinner (dinner price NOT included)
- Up to 2 products in the shop for selling (regularly imported and supplied, with 20% commission for the shop).

Contribution for organization: €.500

Bring the sake you want to offer and the otsumami. We expect 1.000/2.000 people.. Bring your promotional material, maekake etc etc.



Reserved to Brands, Company, Government or Associations

PARTNER

- Mention on our website and on all materials
- King size sake stand (m 1,80 x 0,90)
- Up to 3 products in the shop
- 1 free seat at gala dinner

CONTRIBUTION € 2.500 (JPY 350.000)

GOLD PARTNER

- Name on our website and on all materials
- 1 post on our website
- King size stand for the 2 days (m 1,80 x 1.80)
- Up to 5 products in the shop
- One product presented in one class or tasting
- 3 free seats at the gala dinner

CONTRIBUTION € 5.000 (JPY 750.000)

PLATINUM PARTNER

- Name in top position on website and all materials
- 1 post and video interview / promo video (supplied by sponsor) on our website
- Participation in opening ceremony
- Giant size stand for the 2 days (m 3,60 x 1.80)
- Personalized shop corner with unlimited products
- Dedicated business matching session
- Personalization of one class or one tasting
- One product served in the gala dinner menu
- 5 free seats at the gala dinner

CONTRIBUTION € 7.500 (JPY 1M)

Private companies, government agencies or local authorities or associations can benefit from a range of sponsorship opportunities and a highly selected audience. **At the partner stand is possible to serve food, matching with sake and to exhibit local artisanal crafts.**



Collaboration dinners: your sake in the best Milano's restaurants

In collaboration with: the Japanese Restaurateur Association of Italy (AIRG), JETRO Milan and the Milan chamber of commerce LA VIA DEL SAKE will select the best restaurants in Milano and organise a “collaboration dinner” inspired by the best Japanese sake.

Each producer will have the opportunity to book one of these dinners and have the chef of the restaurant study a menu matching his sake.

Dinners will be promoted on the media and be part of the MILANO SAKE FESTIVAL program. The “special menu” will be offered to those who make a reservation for that night as well as to normal guests of the restaurant.

LA VIA DEL SAKE will prepare a printed, branded menu, coordinate communications between the producer and the restaurant promote and invite media and associates to the dinners.



COLLABORATION DINNER

- Collaboration with Top Milano restaurant/chef
- Invitation sent to journalist, industry, sommelier/ barman associations
- Promoted in the official program of Milano Sake Festival
- Press release and invitation to La Via del Sake associates.
- **4 free seats at the dinner** for your guests or local media

Contribution for organization: €750 +

30 bottles of sake (up to 5 types)



Main partners 2016

Platinum Partner



Gold Partner



Technical Partner



Exhibitors



CHOYA

TakaRa
— 宝酒造 —



The location

“**Cascina Cuccagna**” (an old farm by the Milan city walls) and its creative restaurant “**Un Posto a Milano**” are the perfect set for Milano Sake Festival. The place is usual set of many events connected to food culture. During the expo has been known as a place with many events connected to Japan. There’s usually a food market on weekdays and is very easily reachable with public transport or walking.

We will have:

- entire top floor + 2 terraces
- dedicated entrance
- courtyard available for “kagamibiraki”
- 2 nights at restaurant
- refrigerated room and sake market at ground floor
- joint communication



Contacts

<http://www.milanosakefestival.it>

For references, further info and project status please contact:

Mr Marco Massarotto (English, Italian, 日本語)

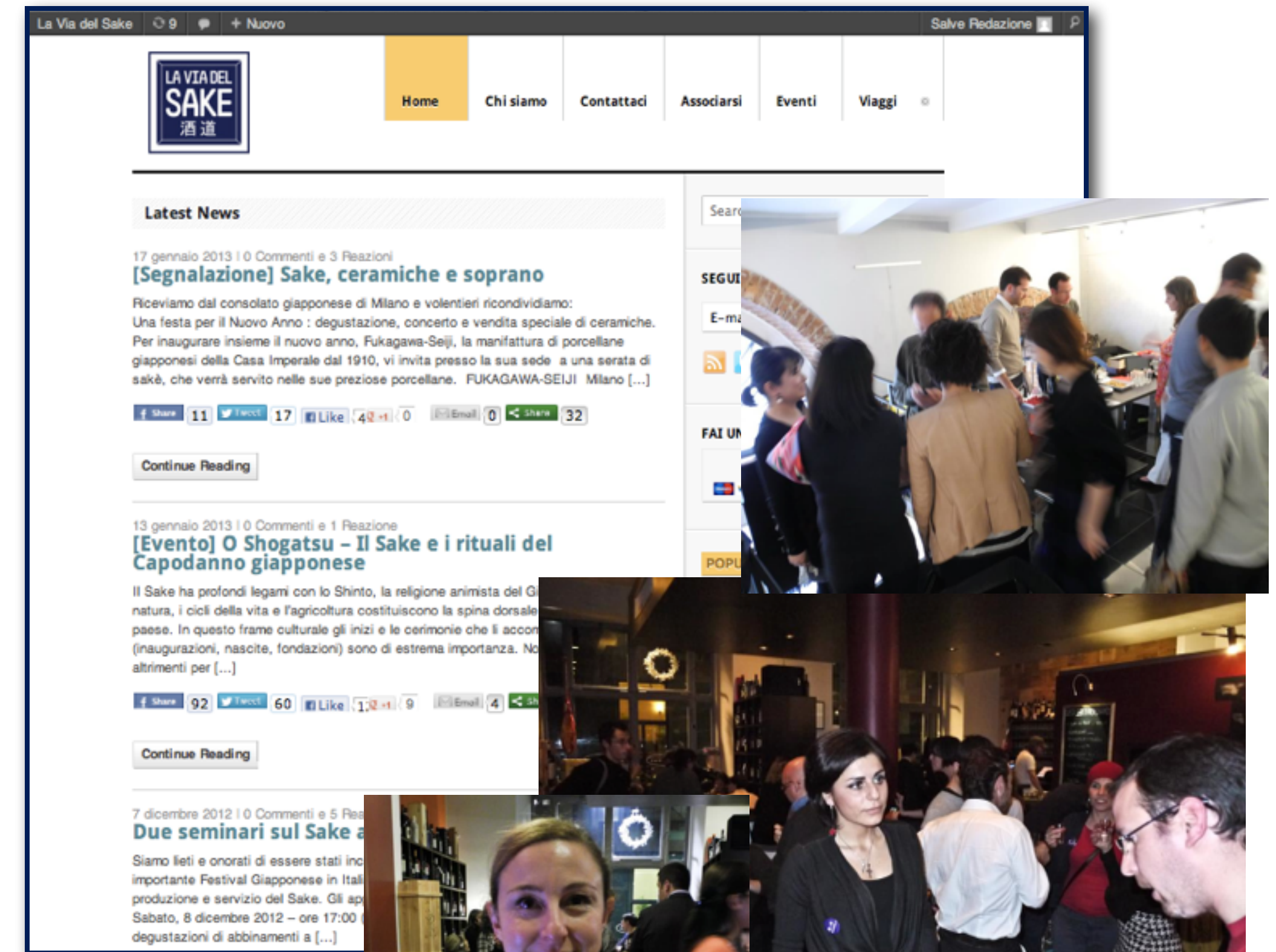
info@laviadelsake.it



Background: La Via del Sake

“La Via del Sake” is an NPO cultural association that promotes Japanese Sake, drinking culture and food culture among Italian gourmet community and people. The association operates through:

- **Website** <http://www.laviadelsake.it> and social networks to spread history and information about sake and Japanese food traditions
- **E-commerce**, starting in June 2015, selling first quality, selected Washoku products
- **Events and meetings** (“*degustazioni*”) where people can **taste nihonshu and traditional foods**
- **Courses and classes** (“*seminari*”). La Via del Sake is the Italian partner of WSET for sake courses.
- **Tours in Japan** where selected groups of Italian people travel through Japan discovering all aspects of “Shoku Bunka” through daily gourmet experiences (Tea Ceremony, Kaiseki, Sake Kura visit...)



Milano Sake Festival 2015 in numbers

- 20 japanese kura and all top european importers/distributors present
- More than 100 labels
- more than 2.000 participants
- more than 10.000 samples served
- more than 600 bottles sold
- hundreds of articles and blog posts
- 70 participants to "invitation only" gala diner for producers, distributors and VIP
- 15 panels, special tastings, events and movies



Media coverage 2014/2015: demystifying sake

All main italian (and also some japanese) newspapers wrote about the Milano Sake Festival, providing exhaustive information about sake.



Click on the image to open link



Media coverage 2014/2015: demystifying sake



Click on the image to open link



Media coverage 2014/2015 (Japan).

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政策・市況

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ヨーロッパの「SAKE」文化は次の段階へ 今後の動きから目が離せない (1/3ページ)

2014.10.5 06:00

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確実に好意を抱かせる、コミュニケーション術[PR]

日本酒はフランスでも人気で、パリのミシュランの星つきフランス料理店で食中酒としてワインと並んで扱われている…という日本の記事をよく見かける。そうするとフランスはヨーロッパの売り上げ上位ランキング市場と想像するだろう。

しかし、フランスが周辺国で突出した市場規模を誇るわけではない。英国やドイツなどと比べると圧倒的に小さい。フランスの人口の3分の1にも満たないオランダよりも小さい。イタリアの市場も小さいが、「酒先進国」フランスと「酒後進国」イタリアの酒イメージ差ほどに実数に乖離があるわけではない。

およそフランス、スペイン、イタリアと「ワインで飯を食っている人」が多い国で特に酒(日本酒はSAKEと呼ばれるので、酒と記す)がマイナーであることには変わらないのだ。

そのワイン大国イタリアのミラノで第1回酒フェスティバルが行われ、9月20日と21日の2日間(土曜日は半日)のイベントが計画されている。



(C)La via del Sake




(C)La via del Sake【拡大】

The Japan Times

19°C CLEAR TOKYO (4 a.m.) MARKETS 108.52 ¥/\$ (5 p.m.)

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Salute: Guests drink at the Milano Sake Festival (Marco Massarotto center-left, with brown curly hair). | MELINDA JOE

FOOD & DRINK | KANPAI CULTURE

Selling the Italians on sake, 'the wine of Japan'

BY MELINDA JOE

At 4:30 p.m. on a Sunday in Milan — the height of the *aperitivo* hour — the courtyard of the stately Chiostrì dell'Umanitaria building was filled with people sipping drinks.

As the late-afternoon sun splashed over the trees, the scene was bathed in the warm and familiar glow of incipient intoxication. But instead of Negronis or spritzes, this well-heeled crowd was drinking sake, at the first edition of the Milano Sake Festival. The two-day event, which took place in September, drew a mix of restaurant-industry professionals, sake neophytes, Japanophiles and fashionistas in town for Milan Fashion Week.

OCT 7, 2014
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Salute - 乾杯 - Kanpai.



La Via del Sake - 酒道イタリア

イタリア日本酒協会

Non profit cultural association for the promotion and exchange of enogastronomic culture between Japan and Italy.

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