

“Nihonshu de Kampai !” (Kampai with Sake)

News

Release

Japan Sake and Shochu Makers Association

Japanese Seasonal Tradition – Good Luck Custom – New Year Sake Offering

We offer you “Taru zake” (cider cask flavored sake)

at Japan Sake and Shochu Information Center / at the entrance

on January 5th, 2016 (Tuesday) ①12:00 noon & ②17:00

The first 200 guests will get Wooden Masu cup !

Every New Year, Japan Sake and Shochu Information Center offer guests free Taru zake, as the first task of the year. We perform “Kagami-biraki” ~ opening the new sake cask ceremony. This is to celebrate the new year together and share our National Drink “Koku-shu” with you.

2016 is the year of Monkey in zodiac sign. You will be celebrated by Monkey year born people with free sake !

We also give out free gift of Special Monkey Wooden Masu Cup to the first 200 guests. Some people find it as lucky charm and collect them every year.

This Monkey year is the Ninth of 12 animals. Let's start collecting 12 animal printed Wooden Masu Cup, shall we?

As a celebration sake, Taru zake ~ cider cask flavored sake~ is very popular. As the start of your new year, the sound of wooden mallets can be very refreshing and encouraging.

Please come and join us for the new year celebration with sake, and make your 2016 to be great year !

<Time and Place>

① Time : January 5th 2016. (Tuesday)

12:00 NOON & 17:00

② Place: Japan Sake and Shochu Information Center, the 1st floor, Entrance.

(1-1-21 Nishi-Shimbashi, Minato-ku, Tokyo)

③ Access: Subway :

Ginza Line- Toranomom Station, Exit 1 & 9, 3min walk

Chiyoda Line –Kasumigaseki Station, Exit C3, 3min walk

Mita Line – Uchi Saiwaicho Station, Exit A4, 3min walk

JR Line – Shimbashi Station, Hibiya guchi Exit, 10min walk

- ④ Remarks: Participation fee is free. You must be age 20 or older. No services for drivers.

For more information:

Japan Sake and Shochu Makers Association, PR dept. 03-3501-0108

<http://www.japansake.or.jp/sake/>