



Media Release  
1/6/2023

## **“A celebration of sake, food and culture of Japan”, Australian Sake Festival 2023 is coming to Melbourne**

A fun-packed Japanese festival “Sake Festival & Edo Digital Art Exhibition” where visitors can taste Japanese sake and experience its traditional culture, will be held at Queen Victoria Market in Melbourne on Saturday 1 to Sunday 2 July!

Sake Festival will be held for the second time this year after the success last year in Sydney, and will be bigger this year, upgraded even further with four themes: sake, food, culture and tourism in Japan!

The event will have two main areas at the venue. Area for Sake Festival is where visitors can fully taste Japanese sake and other alcoholic beverages. Sake breweries and sake makers from Japan will introduce their products, and there will be over 200 different types of Japanese sake available for taste for free and purchase bottles on the spot. Various Japanese foods cooked by the local restaurants that accompany sake will also be available. Moreover, sake related products and selected made-in-Japan products will be available to purchase!

And another exciting program concurrently held is the Edo Digital Art Exhibition, a special feature on the theme of the Edo period (1603 - 1867) in Japan. The digital screen will introduce the most famous Japanese art, Ukiyo-e paintings, the life in Edo, and the historical charm that began in the Edo period, all information-laden visual contents that are enjoyable for people of all ages. At this zone, Japanese traditional crafts, performing arts, fashion and other Japanese products will be on display and some of them for sale, as well as live performances and workshops.

From this year, you can accompany under 17 for free with you, the event is an all-ages festival to experience Japanese sake and traditional culture. Come to experience it as if you are travelling in Japan!

=====

### **Event Details:**

Australian Sake Festival

Date: Saturday 1 & Sunday 2 July 2023, 10am - 4pm

Venue: Queen Victoria Market, Queen St, Melbourne, VIC 3000 (enter via Peel Street)

- Sake stalls by multiple Australian distributors and Japanese sake breweries directly from Japan
- 200+ sake tastings for free on site
- Sake available for purchase on site (takeaway only)
- Sake-ware (pottery), artisan Japanese ceramics and products for sale
- Edo Digital Art Exhibition (large LED screen)
- Artworks done by local artists
- Free Sake 101 seminars and food pairing sessions
- Panel talks by Australian sake industry professionals

- Live Japanese drum (taiko) performance, singer, DJ, sword fighting performance, HANNANINGEN show
- Food stalls by local restaurants

**Tickets:**

General admission: \$69

Group discount for 4 people: \$260

Free entry for under 17

Tickets include:

- Tasting glass to take home
- Sake brewers from Japan and local wholesalers to meet
- 200+ sake to taste for free
- A variety of umeshu, yuzushu and other fruit liquor to taste
- Shochu, Awamori and Whisky to taste
- Bottles available for take home purchase
- Foods (sushi, sashimi, wagyu, vegan & vegetarian Japanese foods) available for purchase
- Access to Edo Digital Art Exhibition and Artwork display

Tickets are available from <https://sake-festival.com.au>

Responsible Service of Alcohol practices will be observed.

Please note ticket sales will end as soon as it reaches the capacity.

Be sure to purchase a ticket before they are sold out!

=====

Australian Sake Festival in Melbourne

Beverage stall holders:

- Altitude Attitude Beverage
- Asahi Shuzo Co., Ltd.
- Chiyomusubi Sake Brewery
- Daiwa Food Corporation Pty Ltd
- Gojin Enterprise Pty Ltd
- Hakkasian Brewery Co., Ltd.
- Hakutsuru Sake Brewing Co., Ltd.
- Honda Sake Bar & Dining/Mino Liquor Shop
- Jun Pacific (VIC) Pty Ltd
- Kamotsuru Sake Brewing Co., Ltd
- Kawabu Brewery Co.,Ltd.
- Kodama Brewing Co., Ltd.
- Kyoto Trading Corp
- Niigata Daiichi Shuzo Co.,Ltd.
- Japan Prestige Sake Association
- Ozeki Corporation
- Sakelier
- Sakenet Australia
- SuperSake
- TakaMasamune Co., Ltd.
- Tanaka Shuzoten Inc.
- Tatsuuma-Honke Brewing Co. Ltd.
- Toji Sake
- Yorozyua Jozoten Co., Ltd
- Yoshikubo Brewery

Food stall holders:

- Eazy Peazy
- Flamin Skewers
- Japanese Artisan & Co Pty Ltd
- Kadocho Co., Ltd
- Leonie Upstairs
- Mamé Cocoa
- Ramen Try On
- Sakedokoro Namara
- Shimbashi Soba & Sake Bar
- Yuzu Cafe by Tryber

Product stall holders:

- Hashitou-Honten Co., Ltd
- SAOL
- Sake Festival Official Merchant

Entertainment:

- Simone Maynard - Introduction to sake
- Philip Harper - Tamagawa sake
- Wadaiko Rindo - Japanese taiko drumming
- RIN-PA - Sword performance
- Mizuki - Singer
- Hannaningen - Floral arrangement technique
- DJ Naru

=====

Australian Sake Festival

Website: <https://sake-festival.com.au/>

Facebook: @AustralianSakeFestival

Instagram: @australiansakefestival

Australian Sake Festival 2023 Team

Organiser: JAMS.TV Pty Ltd

Designers: Kentaro Yoshida (Instagram: @kentaro\_yoshida)

Yosuke Ando (Instagram: @yske\_jp)

Videography: Maiko Shinohara (Instagram: @ma\_ishot88)

SNS, PR, Media: WomenCanFly (Instagram: @womencanfly.co)

For all media enquiries, please contact Kimiyo Aizawa by email on [team@womencanfly.co](mailto:team@womencanfly.co)

For promotional uses, advertising images of the Sake Festival are available here:

<https://www.dropbox.com/sh/6sakv3gplmti2rl/AACZb0tJpj7vY2BtH3RrdRFxa?dl=0>

Image copyright at JAMS.TV Pty Ltd