

## 16<sup>th</sup> International Organic EXPO 2017

### Coverage Guidance for Overseas Press

#### Premiere Seminar and Tasting of "Evolving Organic Sake"

#### Hosted by "Bio SAKE Village"

##### Introducing the allure of sake, which is becoming highly popular all over the world

Our sixteenth International Organic EXPO 2017 will have exhibits by sake breweries who produce their sake with organically grown rice. There will be a pavilion showcasing organic sake from around Japan. We will also be hosting seminars by sake breweries and organize a tasting event with about twenty sake brands.

Since it is the first attempt to gather only "organic sake", the event has been attracting attention from the parties involved in Japan. This time, it has been planned especially for overseas press in Japan to deepen interest and understanding of sake, so representative of Japanese food culture. Among Japanese food culture, sake is said to be held in high regard by foreigners, and, in particular, "organic sake" has a special presence due to its rarity even in Japan.

We cordially welcome you to the seminars and tasting event. We are planning tours to sake breweries, and are currently in the process of considering the region and timing of visit.

We will be sending out more information at the Organic EXPO 2017.

We look forward to you joining us.

## 16<sup>th</sup> International Organic EXPO 2017

Date and time: 10:00AM to 5:00PM on 24 Aug Friday, 25 Aug Saturday, and 26 Aug Sunday 2017

Venue: Hall B, Pacifico Yokohama (1-1-1 Minato Mirai, Nishi-ku, Yokohama 220-0012)

Please register at the press room before entering.

For further details on EXPO content and access please follow this link: URL: [organic-expo.jp](http://organic-expo.jp)

### <Overview of seminar and organic sake tasting event for overseas press>

Date and time: Friday, August 25, 2017

Seminar: 1:00PM to 2:00PM

Tasting party: 2:00PM to 3:30PM

Venue: Jungle Mall Seminar Room, International Organic EXPO at Pacifico Yokohama

Capacity: 50 people \* The door will be closed when capacity is reached.

Lecturer: Yasuhiko Niida, President of Niida-Honke \* English interpretation available.

Sake for tasting: sake from about 20 breweries including Niida-Honke, Tentaka-Shuzo, Yamana-Sake-Brewery, Toyonaga-Kura, and Seiunsyuzo.

In addition, sake from around sixty breweries will be introduced and on display.

Application Form

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Please apply via e-mail or fax. Mail: [info@ovj.jp](mailto:info@ovj.jp) FAX: 03-3532-0463

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