

## 1. Opening

- Distinguished guests, ladies and gentlemen, it is my great honour and delight to welcome you all to "An Evening with Japanese Sake 2019".
- This is the third edition of our Sake event, following the great success in 2017 and 2018, and the biggest Japanese Sake event ever in India.
- First of all, I would like to express my sincere gratitude to the "Indian Heritage Hotels Association (IHHA)" for taking the initiative to jointly host this event with the Embassy of Japan. And as a representative of IHHA, today, we are delighted to having Mr. Lakshyaraj Singh Mewar, who specially came from Udaipur for tonight's event.
- My sincere gratitude also goes to "Hospitality Purchasing Managers' Forum (HPMF)" and "India-Japan Friendship Forum (IJFF)" for working with us for this event.

- I am grateful to the “Japan Sake and Shochu Makers Association” and “Japan Awasake Association”. I am pleased to announce that today we have 9 Sake Breweries and 2 exporters. They have travelled all the way from Japan to Delhi to support us in materializing this event. The number of Sake Breweries participating in “An Evening with Japanese Sake” has more than doubled compared to 2018.
- Furthermore, Japan Airlines (JAL) and All Nippon Airlines (ANA) are kindly providing the high-class sake, which is served on board their flights, for today’s event, for the first time.
- I am also pleased to introduce Miss Sae Haruta, Miss Sake 2019. With the kind collaboration of Miss SAKE organization, she has come to India to spread the charm of Sake amongst us.

## 2. Introduction of Sake

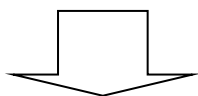
- As you may well know, Sake has long been appreciated by Japanese people for thousand years. Sake is now being increasingly appreciated in many parts of the world.
- Sake has also gradually, but significantly, increased its presence in India. When we started this event three years ago, it was difficult to find Sake in India even if you wanted to enjoy it. But, now, we are able to enjoy this traditional Japanese drink in many restaurants and hotels.
- Tonight, the 9 eminent Sake breweries who come from different regions of Japan will showcase various types of Sake produced by them. Some Sake are dry, and some are sweet. There are sparkling Sake, plum wine, and Shochu, traditional Japanese distilled alcoholic beverage, as well. I am confident that you will discover variety and depth of Sake and other traditional Japanese alcoholic beverage tonight.

### 3. Sake with Indian cuisine

- Sake is of course the perfect match for Japanese cuisine. But today, we are proposing a new interesting pairing between Japanese Sake and Indian cuisine as well.
- I hope you will appreciate the taste of Sake while savoring traditional Indian cuisine and that you will discover that Sake can be enjoyed here even on a daily basis.

### 4. Concluding remarks

- With Japanese cuisine receiving an increasing level of recognition and popularity in India, I sincerely hope more and more people will become interested in Sake, and there will be further opportunities for them to taste Sake in India.



- Today, we have the pleasure of welcoming here many guests from food-related industries and businesses. I am sure all of you will get to meet new people and establish new networks. I hope such networks will prove to be mutually beneficial in the long run and lead to further deepening of our ties.
- Please enjoy this Sake-tasting occasion and have a pleasant evening!

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