

Sake School Osaka -Japanese sake to the world-

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For Immediate Release

Sake School Osaka for foreign visitors!

Become a sake master in 90 minutes

Osaka, June 15, 2017 – A-Nippon, an organization specializing in tourism, is starting Sake School Osaka(SSO) at Hana Sake Bar in Shinsaibashi, Osaka. SSO provides opportunities to learn about sake for tourists, residents and visitors from all over the world. This educational and enjoyable sake course is conducted in English by a certified sake sommelier/adviser on every Sunday evening from June 18th. SSO is operated by the cooperative relation with J-Hoppers inc., a leading company in Japan's hostel industry, which also runs Hana Sake Bar.

-Become a Sake Master in 90 min-

A 90 minutes sake master course provides participants opportunities to get know about sake and Japanese culture deeply with lots of information including its history, brewing method, classifications, tastings and food pairing exeperience.

The number of foreign tourists have been steadily increasing in Japan. It reached 24 million in 2016, and the government has already set the next goal, 40 million in the Olympic year, 2020. Japanese food is now registered as UNESCO Intangible Cultural Heritage from 2013 and foreigners' interest in Japanese food including sake has been notably growing. However, dipite of their popularity among them, it has also been reported that they often encounter difficulties to enjoy them because of language barriers and insufficient information in restaurants. The main objective of Sake School Osaka is to bridge the gap and also help them understand better the Japanese culture.

[Founder: Koji UENOYAMA]

Run an international guesthouse, Guesthouse CaminoRo(2010-2017), in Osaka and welcomed more than 7,000 people from over 60 different countries with his family members. Started sake educational event in 2013 and his passion to support foreign visitors continues.

* 2017 Member of Japan-U.S. cultural exchange project "Walk in U.S., Talk on Japan"

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