

PRESS RELEASE

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FOR: THE JOY OF SAKE
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The Joy of Sake Announces 2015 Festival Schedule

Honolulu, Las Vegas & Tokyo
Celebrating the World's Finest Sakes

HONOLULU—The Joy of Sake celebrates its 15th year with a new destination on its 2015 world tour. This fall, Las Vegas takes its place between Honolulu and Tokyo as the second stop for the world's largest sake tasting event outside Japan.

Las Vegas has seen interest in sake soar in recent years. "The Joy of Sake provides an opportunity for sake connoisseurs, novices and beverage professionals to sample the world's finest premium sakes," says organizer Chris Pearce. "With the event in Las Vegas this year, anyone who loves sake can fly in for the occasion."

The Joy of Sake is the public tasting that follows the U.S. National Sake Appraisal, which is held in Honolulu every July. Brewers from every region in Japan enter their best junmai, ginjo and daiginjo labels, which are blind-tasted by judges from Japan and the U.S. The most exceptional win gold and silver awards. Festival-goers sample these outstanding entries, including over 200 labels which are not even available in the U.S.

The entries display styles from every sake-brewing region in Japan, with an increasing number coming from the U.S. For sake fans, there is no better scenario: nearly four hundred premium labels in peak condition, along with sake-themed appetizers from top restaurants in each city.

The Joy of Sake Honolulu

Friday, July 31, 2015
6:30–9 p.m.
Hawaii Convention Center

The Joy of Sake Las Vegas

Saturday, September 19, 2015
7–10 p.m.
Caesars Palace

The Joy of Sake Tokyo

Thursday, November 5, 2015
6–9 p.m.
TOC Building, Gotanda

For more information, visit www.joyofsake.com



About The Joy of Sake

The Joy of Sake is a non-profit organization dedicated to fostering appreciation for the ancient craft of sake-making. Now the largest sake-tasting outside Japan, the annual event has grown from 124 sakes in 2001 to over 370 sakes last year. More than half are ultra-premium daiginjo sakes, made from the innermost core of the rice grain. Every year The Joy of Sake travels around the world, presenting hundreds of sakes, many not otherwise available in the U.S., along with sake-themed appetizers from top local restaurants in a lively festival setting.

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