

J●POP
SUMMIT
FESTIVAL
2013

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

The 2013 J-POP SUMMIT FESTIVAL ANNOUNCES TAKARA SAKE USA AS FESTIVAL SPONSOR AND PRESENTS HUMAN BEAT-BOX DAICHI FOR A SPECIAL SERIES OF LIVE PERFORMANCES

*Takara Sake USA's Popular Sparkling Cocktail "JPOP"
Returns To J-POP SUMMIT Festival Along With An Amazing 22 Year-Old
Human Beat-box Star From Tokyo*

San Francisco, CA, July 18, 2013 – The 2013 J-POP Summit Festival is honored to welcome Takara Sake USA, Inc. as a Platinum Sponsor for the 2013 J-POP Summit Festival, taking place across San Francisco's Japantown on Saturday and Sunday, July 27th and 28th. Takara Sake USA will host a booth to promote its popular sparkling cocktail Takara Can Chu-hi "JPOP" on Saturday and Sunday, July 27th and 28th, from 11:00am to 6:00pm each day.

Takara Sake USA and the 2013 J-POP Summit are very pleased to also present Takara's J-POP Ambassador, 22-year-old Japanese human beat-box – Daichi – for a special free live concert on the J-POP Summit Main Stage in Peace Plaza at 11:30am on Saturday, July 27th and 12:00pm on Sunday, July 28th.

Daichi will also perform at series of special appearances at Takara Sake's booth. The brewer invites attendees to enjoy a refreshing Japanese-style sparkling cocktail, Takara Can Chu-hi "JPOP," and new flavors of "Grapefruit" and "White Peach," while catching Daichi's beats

Daichi Takara Sake USA Booth Performance Times

Saturday, July 27th
12:45PM
2:15PM
4:30PM

Sunday, July 28th
12:45PM

4:15PM

Daichi will also perform along with Japan's Official Ambassador of Kawaii, **Kyary Pamyu Pamyu**, J-Pop singing sensation **Kylee**, and ex-Morning Musume star **Reina Tanaka's** new girls band **LoVendoЯ**, as part of the "Make Kawaii Universal!!" *free* concert taking place on Sunday, July 28th from 2:00pm-4:00pm in Union Square, presented by the 2013 J-POP Summit in partnership with Union Square Live.

22-year-old Japanese human beat-box, Daichi, taught himself his amazing vocal skill beginning at the young age of 10. Without using any instruments or machines, Daichi can create more than 50 different sounds using his only voice, and moreover, can play rhythm beat and sing melody at the same time. Daichi is known internationally for his talents and he has opened for the likes of Boys II Men and collaborated with numerous singers, dancers, DJs and performers.

The Takara Shuzo Company has been a leading producer of sake in Japan for over 160 years. In 1982, it established an American brewery, Takara Sake USA, in Berkeley, California. SHO CHIKU BAI is Takara's premier sake and the #1 selling sake brand in the U.S. Takara will serve wide selection of sake at J-POP Summit, including its newest product, SHO CHIKU BAI Rei, JUNMAI GINJO DRAFT, which offers a rich, floral bouquet with full taste and won a gold medal at the 2013 Los Angeles International Wine & Spirit Competition. Takara will also offer visitors samples of MIO, a sparkling sake brand that has grown to become internationally popular. Because of its mellow taste and smooth texture it has become a new alternative to champagne. **More information on Takara Sake USA, available at: <http://www.takarasake.com>**

"We're honored to welcome festival sponsor Takara Sake USA to celebrate the 5th anniversary of J-POP Summit," says Seiji Horibuchi, the President/CEO of NEW PEOPLE, Inc. and Chairman of the J-Pop Summit Festival Committee. "We invite attendees to catch the phenomenal human beat-box Daichi in a series of special intimate performances live at the Takara Sake USA booth!"

About J-POP SUMMIT FESTIVAL

The J-POP SUMMIT FESTIVAL is an annual Japanese Pop Culture celebration that features live bands and artists from Japan, pop culture panel discussions, film premieres, fashion and DJ dance events, and celebrity appearances. The Festival is hosted by NEW PEOPLE in cooperation with the Japantown Merchants Association. In 2012, the two-day event attracted 65,000 attendees. More information about J-POP Summit Festival is available at: J-POP.com.

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