

J●POP
SUMMIT
FESTIVAL
2013

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

The 2013 J-POP SUMMIT FESTIVAL PRESENTS SAKE TASTING EVENT AS PART OF BRAND NEW "POP GOURMET FOOD FESTIVAL" FOR THIS YEAR'S JAPANESE POP CULTURE CELEBRATION

A Unique Japanese Food Industry Collaboration Takes Place For The 5th Annual J-POP Summit In S.F.'s Japantown With Premiere Sake Brewers And Distributors Presented In Association With Consulate General Of Japan In San Francisco

San Francisco, CA, June 13, 2013 – The 2013 J-POP Summit Festival, San Francisco's annual celebration of Japanese pop culture, music, fashion and film, will launch a brand new component to this year's programming with the launch of a Sake Tasting Event. A dream-come-true collaboration as three of the largest sake brewers and three of the largest sake distributors come together for the first time at J-POP Summit. The Sake Tasting Event is presented as part of the "POP GOURMET Food Festival", the newest addition to the annual J-POP Summit.

The J-POP Summit Festival's Sake Tasting Event takes place in San Francisco's Japantown and runs Saturday and Sunday, July 27th and 28th, from 11:00am to 6:00pm each day. Admission is \$5.00 and participants must be at least 21 years of age (IDs will be checked). *Additional details are available at: www.J-POP.com.*

Multiple sake tasting booths will be located near the intersection of Post St. and Webster St., in San Francisco's Japantown, where attendees can enjoy real Japanese sake and gain historical insight into the roots of Japan's national spirit, as well as how it is made, how it should be enjoyed, and what foods it complements in an informative lecture delivered on both days by the Consulate General of Japan in San Francisco.

"We are extremely excited to present this special new component of J-POP Summit Festival," says Takeshi Yoshida, General Producer of J-POP SUMMIT Festival, "Presented within the context of the POP GOURMET celebration of Japanese food and spirits, attendees will be able

to sample a wide array of sake brews and learn about the rich history of sake in a special presentation by the Consulate General of Japan in San Francisco. We invite anyone that enjoys good food and drink and a festive atmosphere celebrating one of Japan's most colorful aspects to attend the 2013 J-POP Summit Festival!"

Kikkoman (<http://www.kikkomanusa.com>), the global brand of soy sauce, will also provide a variety of scrumptious Japanese appetizers to complement the sake samples offered by the following premiere brewers and distributors.

Participating Sake Brewers Include

Takara Sake USA, Inc. (<http://www.takarasake.com>)

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 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.

Ozeki Sake USA, Inc. (<http://www.ozekisake.com>)

In 1711 Ozeki Sake was established in Imazu, Hyogo prefecture, which has been praised for centuries for its great water quality. Over the years, Ozeki Sake has become one of the most prominent sake brewers in Japan. In 1979, Ozeki became the first Japanese sake brewer to locally brew sake within the U.S. During J-POP Summit, Ozeki Sake will be proud to serve wide range of sake at J-POP Summit, including following best-sellers such as KARATANBA, which is light, smooth and dry, OZEKI KARATAMBA, the masterpiece of the Tamba Toji (brew master), whose unique brewing methods and techniques produce a superb, dry and crisp sake that feels smooth on the palate. HANA AWAKA, a sparkling, fragrant and sweet sake brew, and OZEKI HANA AWAKA (Sparkling Flower) is a refreshing, fizzy, low-alcohol sake. This light, pleasant bubbly sake is just perfect as brunch and after-work drinks. OZEKI HANA AWAKA has a mild sweetness and acidity and should be served well chilled.

Gekkeikan Sake USA, Inc. (<http://www.gekkeikan-sake.com>)

Gekkeikan's state-of-the-art sake brewing facility in Folsom, California, is the latest chapter in a continuing success story that began almost 380 years ago in Fushimi, Japan. Just as Fushimi was ""discovered"" centuries ago, Folsom was found to offer high quality water and an abundance of rice –the perfect setting for a skilled brew master backed by over three-and-a-half centuries of experience. Gekkeikan will offer sample tastings of its premium HORIN JUNMAI DAIGINJO sake (imported from Japan) as well as ZIPANG Sparkling Sake, (imported from Japan), and HAIKU TOKUBETSU JUNMAI sake (made in U.S.A) , among several others.

Participating Sake Distributors Include

Nishimoto Trading Company, Ltd. (<http://www.ntcltdusa.com>)

Nishimoto Trading celebrated its centennial in 2012. The company been serving customers by providing excellent customer service and quality Japanese products. For J-POP Summit, Nishimoto Trading will introduce sophisticated sake including, TSUKASABOTAN YAMA YUZU,

a sake made from a Japanese citrus called Yuzu. NARUTOTAI NAMAGENSHU is un-pasteurized sake that has sharpness and sweetness, while MU sake possesses a smooth, light, and refreshing taste, in contrast to the taste of KATANA sake, which has a sharp and dry flavor like Japanese sword.

N.A. Sales Company, Inc. (<http://www.nasales.com>)

The philosophy of N.A. Sales is "BRING JAPAN CLOSER" and builds on its mission is to introduce not only Japanese food, beverage and dishes, but also food culture to S.F. Bay Area. For J-POP Summit, N.A. Sales will introduce several flavors of sakes including KIKUSUI JUNMAI GINJO, which offers a crisp, smooth and well-balanced taste, KIKUSUI FUNAGUCHI NAMA GENSHU, an undiluted, rich brew that used to be only enjoyed by sake brewers, KIKUSUI PERFECT SNOW, another undiluted sweet brew with clean finish, and OZE NO YUKI DOKE OH KARAKUCHI JUNMAI SHU, a dry, full bodied sake with a complex and crisp finish.

JFC International Inc. (<http://www.jfc.com>)

JFC International's roots date back to the early 1900's. Today's modern JFC International was formally established in 1958. Ever since, the corporation has broadened and enhanced its 15,000-item product line by penetrating new geographic and consumer markets in fulfilling its commitment of leading the way to tomorrow. They are committed to developing "Sake" that offer a whole new concept and vision by working together with Japanese brewers. At J- POP SUMMIT, they serve and promote Sake including MIZBASHO, very soft and pure sake inspired by elegant Mizubasho water flowers, as well as SUMIDA COCKTAIL BASE, the Japanese best cocktail mixes for CHU-HI, which is one of the most popular Japanese alcoholic cocktail drinks among young customers.

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 the J-POP Summit Festival is available at J-POP.com.

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