

J●POP SUMMIT FESTIVAL 2014

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TAKARA SAKE USA INC.

PRESS RELEASE

FOR IMMEDIATE RELEASE:

J-POP SUMMIT NAMES TAKARA SAKE USA'S TOKYO SPARKLING "J POP" COCKTAIL THE OFFICIAL FESTIVAL BEVERAGE AND PRESENTS THE HUMAN BEAT-BOX STAR DAICHI FOR MULTIPLE LIVE PERFORMANCES

Takara Sake USA's Popular Sparkling Cocktail "J POP" Becomes Official Alcoholic Libation For Bay Area's Premiere Japanese Pop Culture Event In July; Catch The Return Of Amazing 23 Year-Old Human Beat-Box Star

San Francisco, CA, June 5, 2014 – The **2014 J-POP SUMMIT Festival** welcomes one of the world's premium sake brewers – **Takara Sake USA, Inc.** – as a Platinum Sponsor for the second consecutive year and is proud to present its **Tokyo Sparkling "J POP" Cocktail** as the official alcoholic libation for San Francisco and the Bay Area's largest annual celebration of Japanese pop culture, music, fashion and film.

Takara Sake USA will anchor a prominent "JPOP" booth in Beverage Area on Post Street at Webster Street and promote its popular **sparkling cocktail Takara Can Chu-hi "J POP."** The brewer also will host a second booth in the Sake Tasting Area as part of this year's edition of the popular **POP GOURMET Food Festival**, to be located on Post Street at Webster Street on **Saturday and Sunday, July 19th and 20th**, to promote their sake spirits and offer samples

Takara Sake USA and the 2014 J-POP SUMMIT Festival are also pleased to present **Takara's Official J-POP Ambassador**, the amazing 23-year-old Japanese **human beat-box – DAICHI** – for a pair of special **FREE** live concerts at **J-POP LIVE AT UNION SQUARE** on **Saturday, July 19th**, and also on the **Pagoda Main Stage in Japantown** on **Sunday, July 20th**. Additional info and event times will be available at: <http://www.j-pop.com/2014/DAICHI>.

Festival attendees should stop by Takara's "J-POP" booth to enjoy DAICHI's beats as he performs a series of intimate mini-performances throughout the day on both Saturday and Sunday. Takara Sake USA invites attendees to enjoy DAICHI along with its unique refreshing Japanese-style sparkling cocktail, Takara Can Chu-hi "JPOP" in Grapefruit and White Peach.

The **J-POP SUMMIT Festival's Sake Tasting Event** takes place across San Francisco's Japantown on **Saturday and Sunday, July 19th and 20th, from 11:00am to 6:00pm** each day. At Takara booth in Sake Tasting Area, one may sample a range of premium sakes including its new spirit, SHO CHIKU BAI REI, JUNMAI GINJO DRAFT and the bestselling sparkling sake brand, MIO. Admission to the Sake Tasting Festival is \$10.00; Participants must be at least 21 years of age to enter (IDs will be checked). **Information on the J-POP SUMMIT Sake Tasting & POP GOURMET Food Festival is available at: <http://www.j-pop.com/2014/pop-gourmet>.**

DAICHI will perform at the *J-POP LIVE AT UNION SQUARE* concert on the evening of Saturday, July 19th along with some of Japan's top pop artists including the Japanese teen idol vocal group, Tokyo Girls' Style, iconic Harajuku model/pop singer Una, and a very special appearance by Japanese pop/rock/anime star May'n.

Festival attendees also can catch DAICHI live on-stage at NEW PEOPLE Cinema on Saturday July 19th at 2:15pm as he opens *J-POP Splash! 2014*, a special *FREE* music video event presented by the Consulate General of Japan in San Francisco and featuring the latest J-Pop artists! Enjoy a danceable audio/video party with musical acts topping the Japanese pop, rock, and modern charts on the big screen including Kyary Pamyu Pamyu, Perfume, World Order, Sekai no Owari, Mr. Children, Rip Slyme, and many more! Additional details at: <http://jffsf.org/2014/jpop-splash-2014>

The 23-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, he can create more than 50 different sounds using only his voice, and moreover, can play the rhythm beat and sing melodies simultaneously. 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 around the world. **Visit DAICHI's YouTube channel at <https://www.youtube.com/daichibeatboxer>; one of his posted videos has been viewed more than 23 million times!**

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's new product, SHO CHIKU BAI REI, JUNMAI GINJO DRAFT, 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 J-POP SUMMIT 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 compelling alternative to champagne. **More information on Takara Sake USA, available at: <http://www.takarasake.com>**

The annual J-POP SUMMIT Festival including the *J-POP LIVE AT UNION SQUARE* are *FREE* to attend (although certain activities/vendors will require a modest admission fee). J-POP SUMMIT has become one of the largest events in the United States dedicated to showcasing the many facets of Japanese pop culture, entertainment media and fandom. Attendance in 2013 exceeded 80,000 people. Full Festival details and updates are available at: www.j-pop.com.

Stay tuned for additional J-POP SUMMIT Guest of Honor, programming and event announcements!

About J-POP SUMMIT Festival

Launched in 2009, J-POP SUMMIT Festival is an annual street fair held in San Francisco, CA that celebrates Japanese popular culture. By introducing the latest in Japanese music, film, art, fashion, gaming, anime, food, as well as niche subcultures, the festival has become a prominent platform to showcase the latest pop trends and creative innovations from Japan.

The 5th annual J-POP SUMMIT held in July 2013 welcomed more than 80,000 attendees, making it one of the largest Japanese festivals in the United States. In addition to the original Festival held in Japantown, new attractions include the *J-POP LIVE AT UNION SQUARE* concert in downtown San Francisco, the Bay Area's premier dedicated Japan Film Festival of San Francisco, and sake-tasting and fine foods events at the POP GOURMET Food Festival, which have each further enriched the experience. Additional information about J-POP SUMMIT Festival is available at: J-POP.com.

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