

# J●POP SUMMIT 2016

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## PRESS RELEASE

### FOR IMMEDIATE RELEASE

## **J-POP SUMMIT 2016 ANNOUNCES LINE-UP OF RAMEN, SAKE and FOOD VENDORS AT THIS SUMMER'S FESTIVAL**

*The San Francisco Bay Area's Premiere Japanese Pop Culture Event  
Announces Slate of Japanese Food and Drinks Participants at Fort Mason  
Center This Summer*

**San Francisco, CA, June 14, 2016 – J-POP SUMMIT 2016**, one of the world's biggest Japanese pop culture events, has announced an exciting and diverse line-up of Japanese ramen chefs, sake producers and food and drink vendors set to be featured **on Saturday and Sunday, July 23<sup>rd</sup> and 24<sup>th</sup>** from 11am - 5pm at Fort Mason Center's Festival Pavilion, located at 2 Marina Blvd, San Francisco, CA 94123. The two-day slate of Japanese food and drinks are paired alongside the extensive roster of attractions, participants and exhibits, and other live programming. **Tickets are available at: [www.J-POP.com](http://www.J-POP.com).**

This year, **J-POP SUMMIT** presents the **RAMEN SUMMIT** – with five top-rated ramen restaurants gathered in the Food Park located outside of the Festival Pavilion. The Ramen Summit is produced by Yoshiyuki Maruyama, the General Manager of Orenchi Beyond. This will also be a rare opportunity to sample the ramen restaurants making their San Francisco debut including: Hinodeya Ramen Bar from Japan, and Naruto Ramen from New York. Bay area favorite ramen restaurants participating include Orenchi Beyond, Iza Ramen, and Ramen Taka. Ramen is priced at \$8 a bowl (for a half portion). **[The Ramen Summit Line Up.](#)**

**Prominent sake-makers**, importers and distributors from Japan and the US join together again for the ever-popular **SAKE SUMMIT**. A ticketed enclosure features **seven sake producers and over a dozen sake tasting options** for \$10 per person (21-years and older) for a one-hour tasting. The featured sake tasting menu includes:

Sequoia Sake (Genshu, Nama and Nigori); Kikusui Sake (Funaguchi Kikusui Aged and Perfect Snow); Gekkeikan Sake (HORIN, SUZAKU, ZIPANG, HAIKU Premium, and Black & Gold); Otokoyama; Hakushika Sake; Kirinzan; Kakurei; Kurosawa; Hananomai; Yaegaki; Hatsumago; Okunomatsu; Fukuju; Kenbishi and Takara Sake (Sho Chiku Bai Daiginjo Classic, Mio Sparkling Sake, Yuki Nigori White Peach, Yuki Nigori Lychee, and Yuki Nigori Coffee). **[The Sake Summit Line Up.](#)**

Also returning will be seven **local food trucks and booths offering Japanese soul foods available for purchase**. The Food Trucks and booths will be located in the Food Park located outside of the Festival Pavilion. The menu includes Takoyaki (Japanese Octopus Fritter) by Hirotaiko; Sushi-wich (Sushi-sandwich) by Shige Sushi; Japanese Curry by JapaCurry; Kushiyaki (Grilled Skewered Meats & Veggies) by Kushi Yaki Kuishinbo; Sushi Rolls and Burrito by We Sushi; Japanese Flavored Tapioca Drinks by Wapioca; and Japanese style Crêpes by J-Shack. [J-Pop Food Line Up](#).

Inside the Festival Pavilion is the **food court** features sampling and sales of **favorite Japanese shochu, sake, beer, green tea; snack foods, and desserts**. The curated group includes: Iichiko (Shochu beverages); Takara Sake (Sake beverages); SAPPORO (Beer); ITO EN (Green Teas and “Matcha Love” Teas; Soft Serve Ice Cream); Choya (Umeshu Drop Drink); Calbee (Shrimp chips); Minamoto Kitchoan (Wagashi Matcha, mochi sweets); Kikkoman (Chilled appetizers) and Shimadaya (Udon and Soba Noodles).

This year, J-POP SUMMIT attendees will be able to experience a vibrant 2-Day celebration of Japanese pop-influenced culture including edgy fashion events, pop art exhibits, live music, a technology summit and display, and interactive activities, accented by ramen vendors, sake-tasting, and additional attractions also highlighted by celebrity Guests of Honor. **Full details on 2016 J-POP SUMMIT are available at: [www.J-POP.com](http://www.J-POP.com)**.

A variety of affordable ticket options and V.I.P packages will give J-POP SUMMIT attendees the maximum amount of flexibility to customize a memorable festival experience. Adult single-day passes start at only \$25.00 each; 2-day passes start at only \$40.00 each. **Ticket details are available at [www.J-POP.com/Tickets](http://www.J-POP.com/Tickets)**.

### **About J-POP SUMMIT**

J-POP SUMMIT is one of the world’s biggest Japanese pop culture events, held every summer in San Francisco, CA. By introducing the latest in Japanese music, fashion, film, art, games, tech-innovations, anime, food, as well as niche subcultures, the festival has become a landing platform for new trends from Japan.

Official website: [www.j-pop.com](http://www.j-pop.com)

Official YouTube: <https://www.youtube.com/user/JPOPSUMMIT/featured>

## **J-POP SUMMIT 2016 FOOD & DRINK VENDORS**

### **RAMEN SUMMIT / FOOD PARK (Outside Pavilion)**

Hours: 11:00am – 5:00pm on both days. (Press preview: 10:00am-11:00am)

#### **Orenchi Beyond (Tonkotsu Ramen)**

From Yoshiyuki Maruyama of Orenchi Beyond, SF branch of the Bay Area’s most famous ramen restaurant Orenchi Ramen in Santa Clara. Their pork-bone ramen broth takes 18 hours of slow simmering to prepare. The thick savory broth is complimented with special blended soy sauce, garlic, and thick noodles.

<http://orenchi-beyond.com/>

#### **Hinodeya Ramen Bar (Seafood Ramen)**

★ *Making its US debut all the way from Japan*

Don’t miss the new ramen experience with Hinodeya Ramen Bar straight from Japan

Enjoy authentic ramen broth made from the maximum *umami* of bonito flakes, kombu seaweed and shellfish. The delicate flavor of the seafood broth is rich, deep and smooth. Hinodeya has chosen as a best Ramen shop in north Tokyo area in 2014 and Final nominated of Japan Ramen Award 2016!

<http://www.hinodeya.me/>

### **Naruto Ramen (Shoyu Ramen)**

★ *Making West Coast debut from New York City*

New York's favorite Naruto Ramen serves its signature Shoyu Ramen, a rich, dense soup using pork and chicken as the base and original handmade curly ramen noodles.

<http://narutoramenex.com/>

### **Iza Ramen (Tsukemen)**

Iza Ramen serves the Tokyo-style dipping noodles — snag some noodles, slow-cooked shredded pork, soft-boiled egg and other tasty toppings from one bowl with your chopsticks and dip them in a bowl of hot broth before tasting. The combination of their rich dipping broth made with pork, chicken and fish bones, and thick chewy noodles makes the perfect flavor.

<https://izaramen.com/>

### **Ramen Taka (Spicy Miso)**

Ramen Taka serves Spicy Miso Ramen, a carefully selected blend of miso flavors with a variety of toppings that match perfectly with their thin Hakata-style noodle and rich soup! They formulate special miso sauce that is mixed several types of miso and seven types of vegetables to be added into 14-hour cooked pig bone soup.

[www.yelp.com/biz/ramen-taka-santa-clara](http://www.yelp.com/biz/ramen-taka-santa-clara)

## **SAKE SUMMIT (Inside Pavilion)**

Hours: 11:30am – 4:30pm on both days. (Press preview: 10:00am-11:00am)

### **Sequoia Sake (Maker)**

#### **Tastings: Genshu, Nama, and Nigori**

Sequoia Sake specializes in creating the best NAMAZAKE outside of Japan. Namazake (or nama, for short) means it is live, unpasteurized sake. Using four simple ingredients: Sacramento Valley rice, Yosemite water, Koji and yeast, it contains no sulfites, tannin and is always 100% gluten free.

**Presented by Sequoia Sake (Maker).** Sequoia Sake is the first and only sake microbrewery in the Bay Area. The company is founded upon a mission to create fresh, live and accessible sake. Producing small batches of handcrafted, premium sake to ensure the highest quality product possible, Sequoia Sake is proud to be a part of the new American micro-sake revolution.

<https://sequoiasake.com>

### **Kikusui (Maker)**

#### **Tastings:**

#### **1.) Funaguchi Kikusui Aged**

Funaguchi has a rich, full-bodied flavor but with a refreshing clean finish. Because this Sake is unpasteurized this fresh fruity flavor matures day-by-day in the can. In six months it transforms into a rich brandy-like flavor. After one year it comes to resemble a Chinese rice wine. Also being un-diluted instead of the usual 15% alcohol Funaguchi has 19% alcohol opening it up to the possibility of interesting cocktails. Experience the difference of un-pasteurized, un-diluted Sake.

[http://www.kikusui-sake.com/home/en/p/funaguchi\\_aged.html](http://www.kikusui-sake.com/home/en/p/funaguchi_aged.html)

#### **2.) Perfect Snow**

The king of Nigori Sake from the birthplace. Japan's top Nigori Sake (unfiltered sake) brewer, Kikusui. Now available in the US. Perfect Snow is a white, cloudy sake reminiscent of pure snow, with a crisp, dynamic flavor despite its sweet, full-bodied palate. Kikusui Perfect Snow, the next sake sensation to hit the United States.

<http://www.kikusui-sake.com/home/en/perfectsnow/>

**Presented by N.A. Sales (Distributor).** For more than 40 years, N.A. Sales has been an importer-wholesale distributor in San Francisco, and northern California area representing premium Japanese sake, shochu and other restaurant supplies.

[www.nasales.com](http://www.nasales.com)

#### **Gekkeikan (Maker)**

##### **Tastings:**

- 1.) **Horin Junmai Daiginjo**
- 2.) **Suzaku Junmai Ginjo**
- 3.) **Zipang Sparkling Sake**
- 4.) **Haiku Premium Select Junmai**
- 5.) **Black & Gold Junmai**

**Presented by Gekkeikan Sake USA (Maker).** Gekkeikan Sake USA was established in Folsom, California in 1989. Today, Gekkeikan's passion for pleasing the sake connoisseur remains unchanged. Dedicated just as the founder was over 370 years ago, both Gekkeikan Japan and Gekkeikan USA continue the tradition of both taste and quality.

[www.gekkeikan-sake.com](http://www.gekkeikan-sake.com)

#### **Kurosawa, Hananomai, Yaegaki, Hatsumago, Okunomatsu (Makers)Tastings:**

- 1.) **Kurosawa Kimoto Junmai Ginjo**
- 2.) **Hananomai "Katana" Junmai Ginjo**
- 3.) **Yaegaki "MU" Junmai Diaginjo**
- 4.) **Hatsumago Junmai Ginjo**
- 5.) **Okunomatsu Tokubetsu Junmai**

**Presented by Wismettac Asian Foods (Distributor,** formally Nishimoto Trading, known as Shirakiku Brand), one of the oldest and most experienced importer, wholesaler and distributor of Asian food products in North America.

<http://www.ntcltdusa.com>

#### **Kobe Shushin-Kai, Kenbishi (Makers)**

##### **Tastings:**

##### **1.) Kobe Shushin-kai, Fukuju**

The main aroma is tropical fruits like mangos, pineapples and papayas. Citrus fruit sweetness and acidity unfold on the palette. It goes down very smoothly and leads to a refreshing and crisp finish.

##### **2.) Kenbishi, Kenbishi**

Medium dry with fragrance lingering and shows flavor of kenbishi kojii rice to its fullest.

**Presented by JFC International (Distributor).** The modern JFC company 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.

<http://www.jfc.com>

#### **Otokoyama, Hakushika, Kirinazn, Kakurei (Makers)**

##### **Tastings:**

##### **1.) Otokoyama**

Otokoyama is a high quality sake backed by 330 years of tradition, produced in Hokkaido, which is Japan's northern most island. It has ideal climate and water conditions needed to make superior sake.

[www.otokoyama.com/english/goods\\_d/index.html](http://www.otokoyama.com/english/goods_d/index.html)

##### **2.) Hakushika Junmai Ginjo**

Over 350 years of sake making history, Hakushika Sake has brewed the finest quality of sake, nourished from nature's best water and selected rice in Hyogo prefecture, by focusing on maintaining Hakushika's time-honored traditional formula.

<https://www.hakushika.co.jp/en/top.html>

### 3.) Kirinzan Junmai

Kirinzan is a sake maker with more than 170 years of history, located in the town of Aga, in Nigata Prefecture, the snowy center of Japan's finest rice-producing and sake producing, utilizing 100% local ingredients.

<http://www.kirinzan.co.jp/en/about.html>

### 4.) Kakurei Daiginjo

After hundreds of years, snow turns into groundwater and springs out from the well in the storehouse of Kakurei. Mother water used for sake brewing determines the taste of sake. The water in Uonuma (Nigata Prefecture) is soft, which is best suited to create the "tanrei-umakuchi (light & tasty)" taste that Kakurei aims for.

<http://www.kakurei.co.jp/english/index.html>

**Presented by Hosoda Brothers (Distributor)**, California's largest importers and wholesalers of fine Japanese and Hawaiian products. Since 1918, Hosoda Brothers is carrying a wide variety of specialty food and beverages products from Japan, Hawaii, the U.S. and other countries for distribution to restaurants and retail trade in the United States.

[www.hosodabros.com](http://www.hosodabros.com)

### Takara Sake (Maker)

#### Tastings:

1.) **Sho Chiku Bai** Daiginjo Classic. Junmai, the most traditional style sake, it pairs perfectly with mildly seasoned dishes. 2011 Gold Award winner at the U.S. National Sake Appraisal.

2.) **Mio** Sparkling Sake

3.) **Yuki Nigori** White Peach

4.) **Yuki Nigori** Lychee

5.) **Yuki Nigori** Coffee

**Presented by Takara Sake USA (Maker)**. With more than 150 years of sake making history in Japan, Takara USA was established in 1982 in Berkeley, California. Takara Sake USA takes pure snow melt from the Sierra Nevada Mountains and superior rice from the fertile Sacramento Valley and applies traditional sake making craftsmanship and modern technology to produce a sake worthy of the Takara mark.

[www.takarasake.com/sake.php](http://www.takarasake.com/sake.php)

## JAPANESE SOUL FOODS/ FOOD PARK (Outside Pavilion)

Hours: 11:00am – 5:00pm on both days. (Press preview: 10:00am-11:00am)

### Hirotao / Takoyaki (Japanese Octopus Fritter)

The favorite street-style fritter from Osaka. The fritter is creamy and crispy, with juicy octopus inside and topped with a tasty sauce.

<http://www.hirotako.com>

### Shige Sushi / Sushi-wich (Sushi-sandwich)

Shige Sushi, a popular Japanese izakaya in Cotati returns for a second year. Sushi-wich is an original sushi "sandwich" with fillings including spicy tuna, California-style, and Natto.

<http://shige-sushi.com/>

### JapaCurry / Japanese Curry

Curry is one of the most popular family meal served at homes throughout Japan, and JapaCurry is the first Japanese food truck to offer this authentic comfort food in the Bay Area. JapaCurry makes its curry from scratch with secret spices and best ingredients, and the end result is a delicious meal that is made with care and provided at a reasonable price for all.

<http://japacurry.com>

### J-Shack / Japanese Style Crepe

Japanese crêpes are the kings of street food in Japan, and unlike the traditional French style, Japanese crêpes are casual and the folding of it makes it a convenient hand held treat. J-SHACK is the first food truck in the San Francisco Bay Area specializing in these Japanese-style Crêpes. Their menu ranges from traditional dessert to unique and exclusive savory crêpes. Their specialty delights are combined with popular dishes like "okonomiyaki" and "arabiki sausage."

<http://www.jshacksf.com>

### **Kushi Yaki Kuishinbo / Kushiyaki (Grilled Skewed Meats and Veggies)**

Kushi Yaki Kuishinbo will feature a variety of authentic Japanese dishes on a skewer, including grilled meats and vegetables, deep fried dishes and desserts. Kushi Yaki Kuishinbo brings you authentic Japanese street food and an authentic experience to your door.

Kushi means chargrilled foods in Japanese and Kuishinbo means food lover or foodie in Japanese. <http://www.kushiyakikuishinbo.com>

### **We Sushi / Sushi Rolls and Burrito**

Founded in November 2011, We Sushi has been serving the Bay Area with authentic fresh sushi and Japanese cuisine right at its doorstep. The team selects fish from local and global markets every morning, and all sauces are house-made using traditional techniques.

<http://www.wesushi.net>

### **Wapioca / Japanese Flavoured Tapioka Drinks**

Wapioca is a tapioka drink featuring different flavors: Matcha Latte, Hoji Cha (roasted green tea ) Latte, Adzuki Bean Latte, Black Sesame Latte, Kinako Kuromitu Latte, and Zunda (edamame) Latte.

<http://www.wapioca.com/>

## **SNACK & DRINKS/ FOOD COURT (Inside Pavilion)**

Hours: 11:00am – 8:00pm on both days. (Press preview: 10:00am-11:00am)

### **lichiko / Shochu**

At the lichiko Booth, you can enjoy the new American exclusive lichiko Bar Yuzu and Ume Drinks which won the *Double Gold Medals at the 2014 San Francisco World Spirits Competition*. lichiko Bar drinks are a liquor made with 100% natural ingredients: Japanese grown yuzu citrus juice and real fruits topped with honey and lemon to give you the natural delicious fruity taste and flavor. lichiko is a brand dedicated to their motto, "Quality comes first." They carefully select the finest natural ingredients and water and then apply their advanced brewing and distilling technologies to produce the highest quality shochu and sake.

[www.iichiko.co.jp/en](http://www.iichiko.co.jp/en)

### **Takara Sake / Chu-Hi**

Featuring two sake based beverages JPOP White Peach and JPOP Grapefruit. With more than 150 years of sake making history in Japan, Takara USA was established in 1982 in Berkeley, California. Takara Sake USA takes pure snow melt from the Sierra Nevada Mountains and superior rice from the fertile Sacramento Valley and applies traditional sakemaking craftsmanship and modern technology to produce a sake worthy of the Takara mark.

[www.takarasake.com](http://www.takarasake.com)

### **Sapporo / Beer**

Featuring Sapporo Premium, Sapporo Reserve, and Sapporo Premium Light. Sapporo U.S.A., Inc. founded in 1876, Sapporo is Japan, the oldest beer brand and the #1 selling Asian beer in the United States. Sapporo lagers have been enjoyed for almost half a century in America. The combination of select barley and hops with an extreme attention to quality give Sapporo beers their crisp taste, refreshing flavor, and mild, refined bitterness. Sapporo, uniquely shaped silver can represents the distinctive style and flavor one can enjoy from Japan, the most iconic beer.

<https://sapporobeer.com>

**ITO EN / Green Teas and Matcha**

ITO EN will be featuring ice-cold tea based drinks including Oi Ocha and TEAS' TEA.

The popular ITO EN "MATCHA LOVE" a specialty store only found in the San Jose Mitsuwa Market will debut at J-POP SUMMIT this year and will feature matcha drinks and soft serve ice cream. ITO EN (North America) Inc. was founded in May 2001 with the mission of introducing ITO EN's line of green tea products and establishing a green tea culture and interest in the United States and beyond. With the attention of industry, the media, and the public, ITO EN is well on its way to making green tea a true part of the new American culture.

[www.itoen.com/matcha\\_love](http://www.itoen.com/matcha_love)

**Choya / Umeshu**

Choya will feature the UMESHU DROP drink at J-POP SUMMIT which is a lively combination of Umeshu (plum liquor) and beer. Choya specializes in producing Umeshu, a traditional Japanese liqueur made from ume fruit. More than half a century has passed since CHOYA began producing Umeshu. Today, it is a brand with countrywide recognition, available across the whole of Japan. The delicious tang of Umeshu comes from citric acid in the fruit, and the refreshing flavor stimulates the appetite.

[www.choya.com](http://www.choya.com)

**Calbee / Snacks**

The Ever popular Japanese snacks featured at the Calbee booth will the popular Shrimp Chips in the original flavor and special flavors including wasabi and hot garlic. Calbee is a company committed to harnessing nature's gifts, to bringing taste and fun, and to contributing to healthy lifestyles.

[www.calbee.com](http://www.calbee.com)

**Minamoto Kitchoan / Wagashi and Mochi Sweets**

Minamoto Kitchoan will feature Wagashi Japanese matcha and mochi sweets that pair perfectly with tea. Our international branches are spread over 7 countries, which proudly serve mochi (rice cake), manju (bean cake), jelly and more. Delight in the finest ingredients available including seasonal fruit, teas and nuts. Complement each flavor and variety with a cup of Green tea for an experience you will not forget. Inside each beautifully wrapped Wagashi item you will find the warm heart of Japanese culture.

[www.kitchoan.com](http://www.kitchoan.com)

**Kikkoman / Soy Sauce**

Kikkoman will join J-POP SUMMIT once again to bring appetizers and snack foods. Menu includes steamed rice with the new gluten-free sweet soy sauce, chilled tofu with gluten-free soy sauce, ponzu, and sesame sauce options, as well as veggie sticks with wasabi sauce and sriracha mayo options.

Since 1957, KIKKOMAN SALES USA, INC., produces soy sauce and other convenient Asian-style sauces for distribution in the United States and Canada.

[www.kikkomanusa.com](http://www.kikkomanusa.com)

**Shimadaya / Udon and Soba Noodles**

One of biggest noodle manufacturers in Japan. They will serve cold udon and soba noodles!

[www.shimadaya.co.jp](http://www.shimadaya.co.jp)