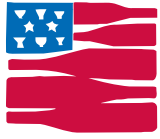


U.S. National
Sake
Appraisal

The 17th Annual U.S. National Sake Appraisal

AUGUST 1-2, 2017

HONOLULU, HAWAII



U.S. National Sake Appraisal

The 17th Annual U.S. National Sake Appraisal

The Kokusai Sake Kai is pleased to announce that the 2017 U.S. National Sake Appraisal will be held in Honolulu, Hawaii, on August 1 and 2. Once again, experts from Japan and the U.S. will convene to taste approximately 400 sakes over two days and judge them based on the four criteria of aroma, taste, balance and overall impression.

The Appraisal was started in 2001 as a way of recognizing breweries that, overcoming challenges of distance and overseas distribution, have made sakes of outstanding quality available in the U.S. It honors the late researcher and brewmaster Takao Nihei, whose charisma, knowledge and deep affection for the pleasures of the sake cup inspired hundreds of people to learn about sake and sake culture.

The Appraisal is conducted by ten judges under the auspices of the Japan National Research Institute of Brewing, which has supervised Japan's national sake appraisal since its establishment in 1910. The tasting is conducted "blind" and in two phases: a first tasting for all entries and a second tasting for those placing in the top fifty percent of the first tasting.

There is no limit to the number of entries that can be submitted by each brewery. In addition to labels currently available in the U.S., sakes which have not yet received FDA approvals can also be submitted. Last year, there were 408 entries from Japan and U.S. breweries.

Following the Appraisal, Joy of Sake events have been scheduled for Honolulu in August, New York in September and Tokyo in November. Every entry submitted is presented for tasting, giving guests an opportunity to sample—in peak condition—the wonderful range of sakes being made today. The combination of superb sake, original sake-themed appetizers by top chefs in each location and a friendly party atmosphere have made The Joy of Sake the most eagerly anticipated event of the year for sake aficionados across the U.S. In 2016 over 3500 people attended The Joy of Sake in Honolulu, New York or Tokyo.

During the year smaller "More Joy" tasting sessions are held each year in U.S. cities, using the entries submitted to the U.S. National Sake Appraisal. Each event features 40 entries, with an average 100 people attending. The Joy of Sake is a non-profit organization, and these events help fulfill its mission of sake education.

We would like to express our appreciation to brewers in Japan and the U.S. for their continued support of the U.S. National Sake Appraisal and The Joy of Sake.

Entries Committee
U.S. National Sake Appraisal



Schedule of Events

Schedule of Events

March 24 (Fri)	Entry packet mailing
May 20 (Sat)	Entry application form submission deadline
May 31 (Wed)	Entry fee payment deadline
May 29 (Mon)–May 31 (Wed)	Japan entry sake delivery deadline
July 6 (Thu)	US entry sake delivery deadline
August 1 (Tue)–2 (Wed)	Appraisal of Entries (closed to public) Hawaii Convention Center
August 4 (Fri)	Announcement of Gold and Silver awards The results will be posted on the U.S. National Sake Appraisal website and printed in the Joy of Sake Honolulu program.
Early August	Announcement of Grand Prize, 2nd Grand Prize, 3rd Grand Prize and Emerald awards The results will be posted on the U.S. National Sake Appraisal website.
Early September	Mailing of award certificates
November 1 (Wed)	Award ceremony for Grand Prize, 2nd Grand Prize, 3rd Grand Prize and Emerald awards TOC Building, Gotanda

Related events

August 3 (Thu) 6:00 pm–9:00 pm	Kuramoto Dinner The Kahala Hotel & Resort
August 4 (Fri) 6:30 pm–9:00 pm	The Joy of Sake Honolulu (www.joyofsake.com) Hawaii Convention Center *Admission free for brewers who submitted entries (up to two tickets)
September 27 (Wed) 6:30 pm–9:30 pm	The Joy of Sake New York Metropolitan Pavilion
November 1 (Wed) 6:00 pm–9:00 pm	The Joy of Sake Tokyo TOC Building, Gotanda



Entry Submission Guidelines

Purpose

To recognize, through a rigorous judging process, entries of outstanding quality and to elevate the awareness and appreciation of premium sakes in the United States and Japan. In addition, through Joy of Sake events, to present a great variety of regional sakes in peak condition to the public.

Entry Categories

The judging will be conducted for entries in the following four categories:

Daiginjo Section A	Polishing ratio 40% or less
Daiginjo Section B	Polishing ratio 50% or less
Ginjo Section	Polishing ratio 60% or less
Junmai Section	Polishing ratio 70% or less

- Junmai ginjo sakes should be entered in the “Ginjo” category, and junmai daiginjo sakes should be entered in the “Daiginjo” category.
- The category designation stated on the bottle label (junmai, ginjo, daiginjo) is the basis for determining the category.
- Genshu sakes may be submitted as entries. However, they will be judged separately from the other entries in each category.
- **Yamahai and kimoto entries do not have a separate section. Please enter in one of the four categories above.**

Ineligible Entries

Please read carefully.

- Entries submitted to the 2017 Japan National Sake Appraisal cannot be submitted to the U.S. National Sake Appraisal unless they are in 720ml bottles and available to the public.
- There are no judging categories for **Nama** (unpasteurized), **Nigori**, **Koshu**, **Kijoshu**, **Honjozo** and **Sparkling Sakes**. Please do not submit entries in these categories.

Number of Entries

There is no limit to the number of entries per brewery. Please complete one entry form for each label and submit by fax.



Judging Method

- The judging is conducted blind, with a first tasting of all entries followed by a second tasting of those scoring in the top 50%.
- In order to achieve an fair judging process among many entries exhibiting diverse styles the following procedures will be followed:
 1. Junmai entries will be divided into two groups, one with polishing ratios above 58% and one with ratios under 58%. The two groups will be judged separately.
 2. Commencing this year, entries in each category will be placed on the tasting tables in order of glucose density (low to high).
- Please refer to Page 8 for a more detailed explanation.

Judging Results

Gold and Silver award certificates will be presented to entries with the highest scores. Judging results will be posted on the U.S. National Sake Appraisal website (www.sakeappraisal.org) and printed in the Joy of Sake programs. Award certificates will be mailed out after the Appraisal. Digital files of the Gold and Silver award stickers for both print and online usages will be available upon request.



Gold and Silver Award Stickers
(design may be revised)

In addition, “Grand Prize,” “Second Grand Prize” and “Third Grand Prize” awards will be presented to the three entries that receive the highest marks in their respective categories from the ten judges. The “Emerald Award” is presented annually to the brewery with the highest cumulative total of gold and silver awards from 2001 to 2017.



Entry Submission Guidelines (continued)

Fax Number

U.S. National Sake Appraisal
From Japan: **(03) 3779-1268** From U.S.: 1-808-739-1000

Deadline for Submission of Entry Form

Saturday, May 20, 2017

Entries from the U.S.

Basic Entry Fee	\$180
Shipping and Storage Fees (Honolulu–New York–Tokyo)	\$60
Total per Entry Submitted from U.S.	\$240

For breweries submitting more than one entry, please multiply the number of entries by \$240.

Sample Submission

1800ml 6 bottles
720ml / 1000ml 12 bottles
500ml 12 bottles
300ml 18 bottles

Allocation of Samples

(for 720ml submissions)

Appraisal, International Sake Association,
Joy of Sake (Honolulu and New York) and
More Joy events Total: 10 bottles
The Joy of Sake Tokyo Total: 2 bottles

Shipping Method

Please ship samples via FedEx or UPS to The Joy of Sake.

The Joy of Sake
1144 Tenth Avenue, Suite 430
Honolulu, HI 96816

Shipping Deadline

Samples shipped from the U.S. Mainland to Hawaii must be received by Thursday, July 6.



Entry Submission Guidelines (continued)

Payment Method from U.S.

Basic Entry Fee + Shipping and Storage within U.S.: \$240

Please mail checks to:

The Joy of Sake
1144 Tenth Avenue, Suite 430
Honolulu, HI 96816

Payment Deadline: **Wednesday, May 31, 2017**

- Entries for which payments have not been received will not be submitted for judging. All payments are nonrefundable.

Inquiries

Please contact the e-mail address below for inquiries.

Contact : Naoko DeCosta

Email: info@joyofsake.com

Website

www.sakeappraisal.org



Judging Method

The judging method for the U.S. National Sake Appraisal is based on the method followed by the Japan National Institute of Brewing at its “Zenkoku Shinshu Kanpyokai,” but differs in some respects.

The judging is conducted in two stages, with a first tasting (*isshin*) of all entries followed by the *nishin* (second tasting) of entries scoring in approximately the top 50% of the first round. Entries are poured into traditional professional tasting cups, with temperature maintained at 65 degrees Fahrenheit. The tasting is conducted “blind”: entries are prepared in a separate room, and at no time do the judges come into contact with the bottles.

For a more accurate judging process, junmai entries are divided into those with polishing ratios above or below 58%, with those in each section tasted separately. In addition, this year entries in each category will be arranged in order of glucose density. This practice, which is quickly gaining acceptance in Japan, is believed to result in a more even-handed judging process.

As a general guideline, judges’ score based on 30% for balance, 40% for taste and 30% for aroma. Taking these scores into account, each entry is then graded for its “overall impression” and given a score of from one (outstanding) to five (noticeably flawed). Those with the highest scores in the *nishin* (second tasting) are designated “gold award” winners, while those that fall below this level are given silver awards.

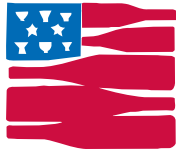
Following the Appraisal, certificates are sent to the award winners. In addition, “Grand Prize” awards are presented to the three entries that received the highest scores in the judging for each category. Certificates for these awards are presented at the Award Ceremony in Tokyo.

<p>US National Sake Appraisal (First Tasting) 全米日本酒飲評会 (一番)</p> <p>Balance バランス</p> <p>Good 素晴らしい Average どちらでもない Poor 難点あり</p> <p>Aroma 香り</p> <p>Good 素晴らしい Average どちらでもない Poor 難点あり</p> <p>Overall Impression 総合評価</p> <p>1 Outstanding 素晴らしい 2 Good 良好 3 Acceptable どちらでもない 4 Slightly Flawed やや難点 5 Noticeably Flawed 難点あり</p>	<p>DAIGINJO A Sample No.:</p> <p>Taste 味</p> <p>Good 素晴らしい Average どちらでもない Poor 難点あり</p> <p>After Impression アフター・インプレッション</p> <p>Good 素晴らしい Average どちらでもない Poor 難点あり</p>
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Judging sheet (first tasting)

<p>US National Sake Appraisal (Second Tasting) 全米日本酒飲評会 (二番)</p> <p>Overall Impression 総合評価</p> <p>1 Outstanding 素晴らしい 1.5 Good 良好 2 Average どちらでもない 2.5 Slightly Flawed やや難点 3 Noticeably Flawed 難点あり</p>	<p>DAIGINJO A Sample No.:</p>
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Judging sheet (second tasting)



U.S. National Sake Appraisal

17th Annual U.S. National Sake Appraisal Entry Form

- Entry Submission Deadline: **Saturday, May 20, 2017**
- Please use a separate entry form for each entry, making copies of this form as necessary.
- Please keep copies of your entry forms for your records.
- Please check the “Name of Company” and “Name of Sake Label” carefully. These names will appear on the Appraisal web link, website, award certificates and other printed materials.
- Please write “undisclosed” for any items on the form that you do not wish to disclose.
- Upon completing the information below, please fax to:
From Japan: (03) 3779-1268 • Within U.S.: 808-739-1000

■ Name of Company _____

■ Contact Person _____ ■ Title _____

■ Address _____

■ Telephone No. _____ ■ Fax No. _____ ■ Email _____

■ Name of Sake Label _____

■ Entry Category (Please circle) Daiginjo A Daiginjo B Ginja Junmai
Polishing ratio 40% or less Polishing ratio 50% or less

■ Brewing method (Please circle) Sokujo Yamahai Kimoto Koon Tokamoto Genshu
速醸 山麩 生酛 高温糖化酛 原酒

■ Volume _____ ml/bottle ■ No. of bottles (No./Case) _____ ■ Suggested retail price in Japan _____

■ Availability in the U.S. (Please circle) Sold in U.S. Not sold in U.S.

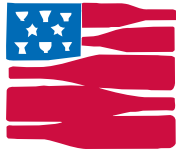
■ Name of importer (if sold in U.S.) _____ ■ FDA registration number _____

■ Rice variety used _____ ■ Yeast variety used _____

■ Glucose percentage ____ ■ Polishing ratio ____ % ■ Alcohol percentage ____ % ■ Acidity ____ ■ Amino acid ____

■ Sweetness/Dryness (Please circle) Sweet Slightly Sweet Slightly Dry Dry

■ Submission Method (Please circle) Ship from Yokohama We will arrange shipping ourselves



U.S. National Sake Appraisal

The 17th Annual U.S. National Sake Appraisal Participants Registration Form

We extend a warm welcome to brewery representatives from Japan and the U.S. attending the Joy of Sake events in Honolulu and New York. Brewery visitors present for the opening ceremonies are requested to kindly wear happi coats.

- Please complete the following information and fax to:
From Japan: (03) 3779-1268 • Within U.S.: 808-739-1000
- Please keep a copy for your records.
- Please check in at the Kuramoto Desk to register and purchase tickets.

Name of Company	
Contact Person	Telephone No.
	Fax No.
	Email

Thursday, August 3 Kuramoto Dinner (Honolulu) Place: The Kahala Hotel & Resort	Name of brewery representative	
	Number of guests attending	Dates of stay from to
Friday, August 4 The Joy of Sake Honolulu Hawaii Convention Center \$95/person *Admission free for brewers who submitted entries (up to two tickets)	Name of brewery representative	
	Number of guests attending	Dates of stay from to
Wednesday, September 27 The Joy of Sake New York Metropolitan Pavilion	Name of brewery representative	
	Number of guests attending	Dates of stay from to