



Press Release

February 25, 2016
Miss SAKE Association

2016 Miss SAKE Finals

Selecting an Ambassador to Promote the Appeal of Japan's Traditional Culture of Sake

19:00–21:30, March 10 (Thu), 2016 Kyoto Hotel Okura (Kyoto)

The Miss SAKE Association (3-7-16 Ginza, Chuo-ku, Tokyo; Representative Director: Nobuaki Aiba) will hold the **2016 Miss SAKE Finals** on March 10 (Thu). On this day 2016 Miss SAKE will be selected, who will serve as an ambassador to promote the appeal of Japanese sake to the world

2016 Miss SAKE Finals Overview

[Date] 19:00–21:30, March 10 (Thu), 2016 (doors open at 18:30)

[Venue] Kyoto Hotel Okura 3F Suiun (Kawaramachi-Oike, Nakagyo-ku, Kyoto)

[Host] Miss SAKE Association

[Sponsors] Ministry of Foreign Affairs; Ministry of Agriculture, Forestry and Fisheries; Ministry of Economy, Trade and Industry; National Tax Agency; Japan Tourism Agency; Japan Sake and Shochu Makers Association; Japan Sake Brewers Association Junior Council; Kyoto Prefecture; Kyoto City; The Yomiuri Shimbun; and Kyodo News.

[Cooperation] THE JOY OF SAKE; Kyoto Hotel Okura; Tanita Corporation; Dydo Drinco, Incorporated; Nippon Matsuri Network; KYO-MONO is COOL! Project; Mimatsu Co., Ltd.; Marie Co., Ltd.; Gaba Corporation; Apprico Inc.; Taru Publishing Co., Ltd.; Ikebana Mishoryu-Sasaoka Headmaster Ryuho Sasaoka; Japanese classical dance Soke Fujimariyu Master Toyoyu Fujima; photo-and-style Co., Ltd.; Main Mode Co., Ltd.; and Think Pearl Association.

2016 Miss
SAKE

[Contestants: 2016 Miss SAKE 16 Finalists]



2016 Miss SAKE Hokkaido Representative
Rie Segawa
28, from Hokkaido
Curator



2016 Miss SAKE Akita Representative
Saori Chiba
27, from Akita
Company employee (hotel)



2016 Miss SAKE Miyagi Representative
Kahori Ikeda
28, from Miyagi
Child body therapist



2016 Miss SAKE Tokyo Representative
Yumi Ando
27, from Tokyo
Yoga instructor



2016 Miss SAKE Chiba Representative
Miki Sugimoto
27, from Chiba
Company employee (gallery)



2016 Miss SAKE Ibaraki Representative
Minami Suwa
21, from Ibaraki
Junior at Keio University



2016 Miss SAKE Yamanashi Representative
Anna Aoyagi
21, from Yamanashi
Dance instructor



2016 Miss SAKE Aichi Representative
Manami Miyahara
28, from Mie
Company employee (travel agency)



2016 Miss SAKE Osaka Representative
Momoko Fujita
25, from Osaka
Company employee



2016 Miss SAKE Kyoto Representative
Sagiri Kobayashi
23, from Kyoto
Senior at Doshisha University



2016 Miss SAKE Nara Representative
Chikako Nakajima
25, from Nara
Kamigata-mai dance master



2016 Miss SAKE Wakayama Representative
Kisaki Shimada
30, from Wakayama
Company employee (kimono shop)

2016 Miss
SAKE



2016 Miss SAKE Hyogo Representative
Akari Mizutani
27, from Osaka
Former Takarazuka Revue member



2016 Miss SAKE Hiroshima Representative
Ayane Shimoyama
24, from Hiroshima
Company employee (food manufacturer)



2016 Miss SAKE Ehime Representative
Ayaka Ohama
30, from Ehime
Classical author



2016 Miss SAKE Nagasaki Representative
Sayuri Tanaka
28, from Nagasaki
Reporter

* Ages as of March 10, 2016



2016 Miss SAKE USA to Be Held

In FY2016, for the first time the pageant will go overseas with the inaugural Miss SAKE USA being held in New York. The 2016 Miss SAKE USA will be held in Chelsea, New York on March 3, 2016 (<http://misssakeusa.org>) ahead of the Miss SAKE World Summit. The noted American economic newspaper *The Wall Street Journal* praised the program, noting that it is a cultural program without a swimsuit competition that promotes the dignity of women and equality. The fourth pageant, 2017 Miss SAKE, will further improve and expand to regional and overseas pageants and continue to evolve as a new cultural program centered on Japanese sake.

Activities of Miss SAKE To Date

Miss SAKE is hosted by the Miss SAKE Association, which aims to select an ambassador with an aesthetic sense and knowledge to promote traditional sake and Japanese culture in and outside Japan. Supported by the Ministry of Foreign Affairs; Ministry of Agriculture, Forestry and Fisheries; National Tax Agency; Japan Tourism Agency; and Japan Sake and Shochu Makers Association, the pageant started in August 2013. In October of the same year, the first Miss SAKE was selected. To date, Miss SAKE has traveled throughout Japan, as well as to around 20 cities worldwide including Hawaii, New York, London, Milan, and Barcelona, taking part in over 200 events annually to raise awareness about Japanese food and culture starting with sake and promoting tourism to Japan. In Japan, Miss SAKE's activities are not limited to participating in events; they include cooperating with brewers, sake manufacturers, and chefs to promote sake. While the consumption and shipment value of sake in Japan are falling, sake consumption is on an upward trend overseas, linked to a Japanese cuisine boom. Miss SAKE will travel not only in Japan but overseas as well throughout the year to promote the appeal of sake.

[Activities in FY2015]

(Japan) Japan Sake Fair 2015; IWC 2015 award-winning sake tasting event; 2015 Kyoyaki Summit in Tofukuji; Niigata Sake-no-jin; Pia Sake Festival; and others

(Overseas) JAXA sponsored Space Symposium; Milan Expo; Presenting Japan 2015 London; THE JOY OF SAKE: Honolulu, Las Vegas; Salon del Manga Barcelona; Salon du Sake Paris; Sports Festival in Sri Lanka; and Sake event at Hong Kong

To **apply to cover the event** please fill in and return the attached Application form by March 3 (Thu).

Contact for Press Inquiries:

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Application
To the 2016 Miss SAKE Finals Secretariat

Attendance	Attending/Not attending *Circle one
Company	
Media	
Department	
Name	
Telephone	
Email	
Camera	Still camera/Video camera/None Circle
Accompanied by	() persons /none Circle

[Date] March 10 (Thu), 2016

17:45 Media admission

18:00 Media briefing

18:30 Doors open

19:00–21:30 2016 Miss SAKE Finals

[Venue] Kyoto Hotel Okura 3F Suiun

Kawaramachi-Oike, Nakagyo-ku, Kyoto



[Contact for press inquiries] Miss SAKE Association (Onishi or Aoyama) TEL: 03-6869-1700

Please submit this application by March 3 (Thu).

The information in this press material is current as of the time of announcement. Contents may change without prior notice with the passage of time or due to subsequent events. Thank you for your understanding.