

*A challenge of the finest quality...*

## London Sake Challenge

### Event Outline

#### Objectives

**The London Sake Challenge** was created and organised by Sake Sommelier Association consisting of world-renowned sake sommeliers and sake educators.

The aim of this competition is to boost the market presence of sake.

The competition is a fantastic opportunity for competitors to enter the European market and expand their established market in Japan.

The importance of the London Sake Challenge is that it brings the pleasure of sake to a younger generation in the UK and Japan. It also opens up a totally new market by combining sake, as a fashionable drink, with non-oriental food.

**The London Sake Challenge** is intended to identify and reward sake of outstanding quality. It is also designed to enhance the overall profile of sake and:

- Provide all Entrants with an independent evaluation of their products.
- Optimise the introduction of quality sake to a relatively unexploited market.
- Promote the quality, diversity and excellence of the Award Winning Sake Entries.
- Encourage the expansion of sake internationally.
- Reinforce consumer appreciation of sake outside of Japan.
- Use the international nature of the competition to maximize awareness of the Award Winning Sake Entries within Japan.

#### Judges

**London Sake Challenge** has recruited some of the industry's most noted experts as judges.

We believe that assessing sake is as difficult as assessing wine. For that reason, all our judges are certified sake sommeliers. The London Sake Challenge has chosen sake sommeliers from around the world in order to gain an international perspective on taste and quality. We at the London Sake Challenge take pride in our passion and knowledge of sake, and approach the sake with the same love and mutual respect as the master brewer.

#### Judging Criteria

Each Entry Sake tasted is scored individually and not comparatively. After the professional tasting the sake will be also judged for label elegance and packaging.

In order to guarantee a fully objective judgment, all the scores given by the individual judges are added up and averaged to reach a final score for each Entry Sake product.

The tasting procedure is based on aroma and taste.

The sensory quality of a product is measured as follows:

- The eye will determine the intensity, appearance, type and brilliance of the Entry Sake product.
- The nose will discover the bouquet and aroma.
- The mouth will reveal the flavour and taste.
- Harmony of nose and length in the mouth will give a final global appraisal of the product.
- Elegance and packaging will also be judged.

Scores are indicated by stars from 0 to 5 as follows:

- 0 star (Does not meet the standard of the challenge)
- 1 star (Fair)
- 2 star (Good)
- 3 star (Very Good)
- 4 star (Highly recommended)
- 5 star (Outstanding)

### **Pros of entering the London Sake Challenge**

Entrants that submit Award Winning Sake Entries will be sent by post 200 complementary Gold, Silver, or Bronze Award stickers, as appropriate for the level of Award, ready to be affixed to bottles of the relevant sakes. If Entrants need more stickers please enquire via email. For each Entry Sake, Entrants will be sent a short summary of comments from the judges to help them successfully introduce their sake to international market.

# **Terms and Conditions**

## **Organiser**

The Organiser of the London Sake Challenge (the Competition) is the Sake Sommelier Association.

Website [www.sakesommelierassociation.com](http://www.sakesommelierassociation.com)

Email: [info@londonsakechallenge.com](mailto:info@londonsakechallenge.com)

## **1. General**

- By submitting your Entry Sake to this competition, you, the Entrant, agree to be bound by these Terms and Conditions.
- Entry instructions form part of these Terms and Conditions. Entries submitted with incomplete information, or found to contain invalid information, shall be deemed invalid entries.
- No responsibility will be accepted for any Entries that are lost, delayed, damaged for any reason whatsoever. Proof of sending will not be accepted as proof of receipt, and no refund of costs will be given.
- The Organiser reserves the right to cancel, amend, terminate or temporarily suspend the Competition at any time with no liability to any entrant or any third party.
- The Organiser, and its associated agencies and companies, accept no liability for any loss, expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with the Competition, other than such liability that cannot be excluded by the law including death or personal injury through negligence.
- The Organiser's decision in all matters relating to the Competition is final and binding and no correspondence will be entered into.
- This Competition is subject to the laws of England and Wales and the exclusive jurisdiction of the English courts.

## **2. Eligibility Criteria**

- Entering in the Competition is open to all producers, distributors, exporters, and importers of sake.
- Sake made by all methods and types can be entered into the Competition (*Honjozo, Junmai, Ginjo, Junmai Ginjo, Daiginjo, Junmai Daiginjo, Koshu* etc.).
- Entry Sake products must carry a bottle label that conforms to the regulations of the country in which it is intended for sale.
- Entry Sake products that are available (or is intended to become available) in a EU member state must carry a label that conforms to European Union regulation.

## **3. Entry Fee**

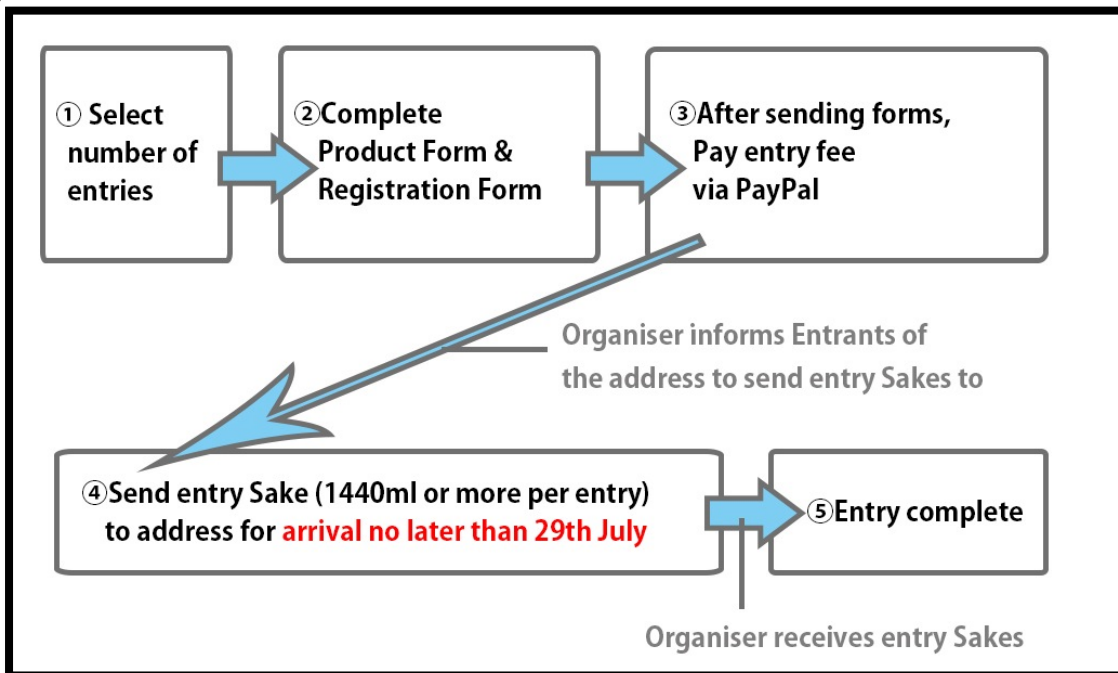
- Each Entry Sake product submitted to the Competition is subject to a £175 Entry Fee.
- If an Entrant submits four or more different Sakes the Entry Fee will be reduced by 10%.
- Payment of the Entry Fee can be made via direct bank transfer to the Organiser's nominated account (detailed below) or PayPal through the Organisers website: [www.londonsakechallenge.com](http://www.londonsakechallenge.com).
- The Organisers will not be liable for any bank charges resulting from payment of the Entry Fee.
- All Entry Fees are non-refundable in the event of the withdrawal of the entry.

#### 4. Entry bottles to be sent

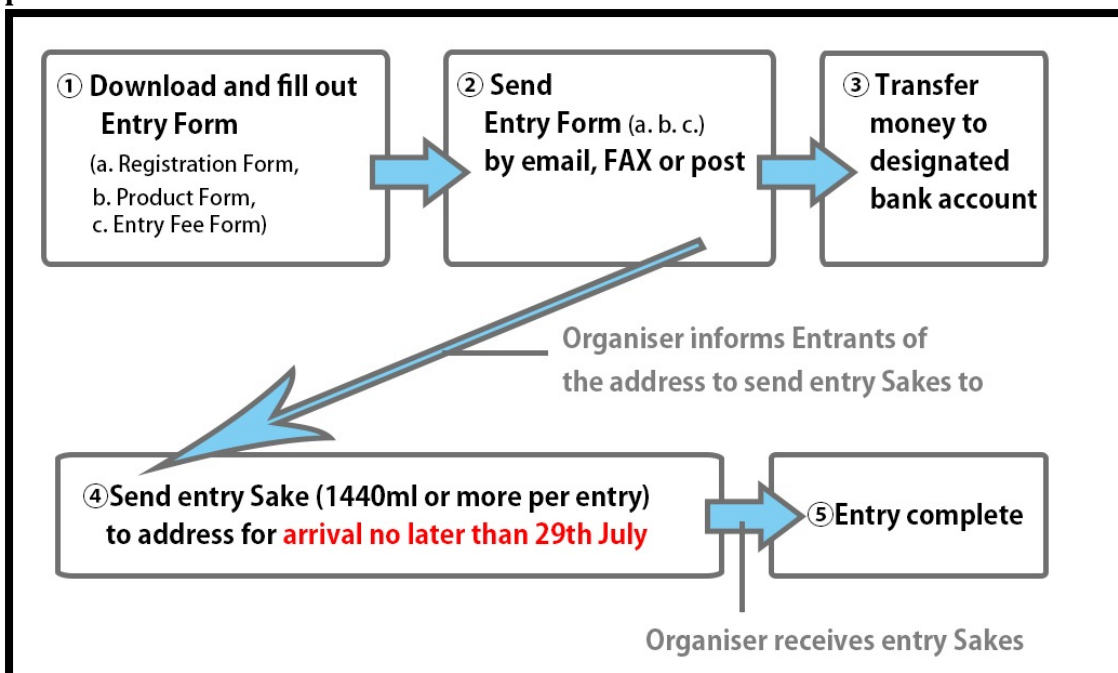
- There are no requirements on the product size. However, the total amount of 1440ml (or greater) must be submitted in order to qualify in the competition.
- Total amount of 1440ml (or greater) of each Sake being entered plus a completed Product Form must be submitted for each entry. All Sake submitted will become the property of the Organisers.

#### 5. Entry process

##### a. by Online form



##### b. by post



## **6. Entries Submitted from Outside the UK**

- Cost, insurance and freight for submissions are the responsibility of the Entrants.
- The Organiser will pay the costs associated with duty, storage, UK clearance and taxes on entries submitted.
- The Entrants are responsible for arranging shipping to ensure receipt by the Organiser by the Closing Date (29th July 2016).

## **7. Deadlines for Entry**

- All Entrants must submit by 29th July 2016: a completed Product Form for each Entry Sake, an Entry Fee for each Entry Sake, and Entry Sake product (total of more than 1440ml).
- Completed Product Forms and Entry Sake products should be sent to the address the Organiser will inform Entrants after confirming their payment.
- The Organiser reserves the right to refuse any entries submitted after the Closing Date (29th July 2016).

## **8. Mailing Address of the Entry Sake products**

- The Organiser must notify the Entrant of the mailing address of the Entry Sake products upon confirming completed forms and payment.

## **9. Award Winning Sake Entries**

- The Organiser will award gold, silver and bronze medals in each sake category (Awards), with the winners to be announced by no later than 26th September 2016. Winners will be notified by email.
- Entrants that submit Award Winning Sake Entries agree that the Organiser may publish details and particulars of the Entries.
- Reference by Entrants to an Award must always be accompanied by the official award level (Gold - *Kin*, Silver - *Gin*, Bronze - *Dou*) and reference to the year of the award.
- Awards are granted to particular products not to the Entrants or their companies.
- Entrants agree that they will only use the Organisers and Competition names, logos and Awards to promote specific Winning Entries.
- Entrants agree that they will cease to use the Organisers and Competition names, logos and Awards at any time upon 14 days' notice from the Organisers requiring them to do so.
- The Organisers logo is the property of the Organiser and any unauthorised use, reproduction or alteration is strictly prohibited.

## **10. Withdrawal of Entries**

- Entries can be cancelled by emailing the Organiser with the name of the Entry Sake product being removed, and the name of the Entrant. The Registration Fee is non-refundable and the Entry Sake products will not be returned.