

# LONDON 酒SAKE CHALLENGE

*A challenge of the finest quality*

## **London Sake Challenge 2020 -Virtual-**

**We responded flexibly according to each applicant's situation and request. In addition, due to the impact of COVID-19 on the transport situation, it took an unexpected amount of time for the entry Sake to arrive, and finally all of them arrived safely at the end of September. The result will be announced on our website and SNS by 15th October.**

### **Event Outline**

#### **Objectives**

**The London Sake Challenge**, created and organised by the Sake Sommelier Association, is a fantastic opportunity to boost the market presence of sake. Utilising our world-renowned sake sommelier and sake educators as judges, this competition is a great chance for competitors to enter the European market and expand their established market in Japan.

One of the key features of the London Sake Challenge is that it introduces sake to the younger generation in both the UK and in Japan. By providing a focus on pairing sake, as a fashionable drink, with non-oriental food it helps to create new markets and possibilities for sake to be bought and enjoyed.

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

- Provide all Entrants with an independent evaluation of their products.
- Optimize 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 or Japanese cuisine.
- Use the international nature of the competition to maximize awareness of the Award-Winning Sake Entries within Japan.

#### **Judges**

The **London Sake Challenge** recruits some of the industry's most noted experts as judges. We believe that assessing sake is as difficult as judging wine. For that reason all of our judges have earned their Certified Sake Sommelier qualification or higher (Advanced or Master Sake Sommelier).

Each year's judges have been chosen to reflect Sake Sommeliers from different backgrounds from across the UK, in order to gain as wide a perspective on taste and quality as possible. At the

London Sake Challenge, we take pride in our passion and knowledge of sake; and approach sake with the same love & respect as a master brewer would.

## Judging Criteria

Each sake entry is scored individually and not comparatively when tasted. After the professional tasting, each sake is also judged on its label's elegance and its packaging.

In order to guarantee a fully objective judgement, each scored provided by individual judges are combined and averaged, to reach a final score for the entry.

The professional tasting is based on aroma and flavour profile, examining the sensory qualities of each sake by measuring the following:

- **The Eye** determines the intensity, appearance, type, and brilliance.
- **The Nose** discovers the bouquet and the aroma.
- **The Mouth** reveals the flavour and taste.
- **The Harmony** of the nose and the mouth gives a final, global, appraisal of the entry.
- **The Elegance** of the packaging is also judged.

Scores are then indicated by a number of stars, ranging from 0 – 10. These numbers reflect the following:

- 0 Stars            Does not meet the standard of the Challenge
- 1-2 Stars        Fair
- 3-4 Stars        Good
- 5-6 Stars        Very Good
- 7-8 Stars        Highly Recommended
- 9-10 Stars      Outstanding

## Advantages of Entering the London Sake Challenge

Entrants that are granted Platinum, or Gold level awards will receive 250 complementary award stickers, at their appropriate award level, ready to be affixed to bottles of the relevant sake. If Entrants need more stickers please enquire via email.

Alongside this, Entrants of all award levels will be sent a short summary of the judges' comments on their sake to help Entrants successfully introduce their sake into the international market.

Each Platinum level awarded sake will be showcased via official social media channels to ensure maximum exposure to new customers and to give these exceptional sake the celebration they deserve. Furthermore, where possible, Toji or top representatives of each Platinum level sake will be invited to be interviewed, so they can share what they believe makes their sake so special.

# Terms and Conditions

## I. Organiser

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

Website <https://www.sakesommelierassociation.com/>

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

## II. General

1. By submitting your Entry Sake into this competition; you, the Entrant, agree to be bound by these Terms and Conditions.
2. 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.
3. No responsibility will be accepted for any Entries that are lost, delayed, or damaged for any reason whatsoever. Proof of sending will not be accepted as proof of receipt, and no refund of costs will be given.
4. 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.
5. The Organiser, and its associated 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.
6. The Organiser's decision in all matters relating to the Competition is final and binding and no correspondence will be entered into.
7. This Competition is subject to the laws of England and Wales and the exclusive jurisdiction of the English courts.

## III. Eligibility Criteria

1. Entering in the Competition is open to all producers, distributors, exporters, consultants and importers of sake.
2. Sake made by all methods and types can be entered into the Competition (*Honjozo, Junmai, Ginjo, Junmai Ginjo, Daiginjo, Junmai Daiginjo, Koshu, wine produced in Japan* etc.). Alcohol percentage should be below 24% to be entered into the competition.
3. Entry Sake products must carry a bottle label that conforms to the regulations of the country in which it is intended for sale.
4. Entry Sake products that are available (or is intended to become available) in an EU member state must carry a label that conforms to European Union regulation.

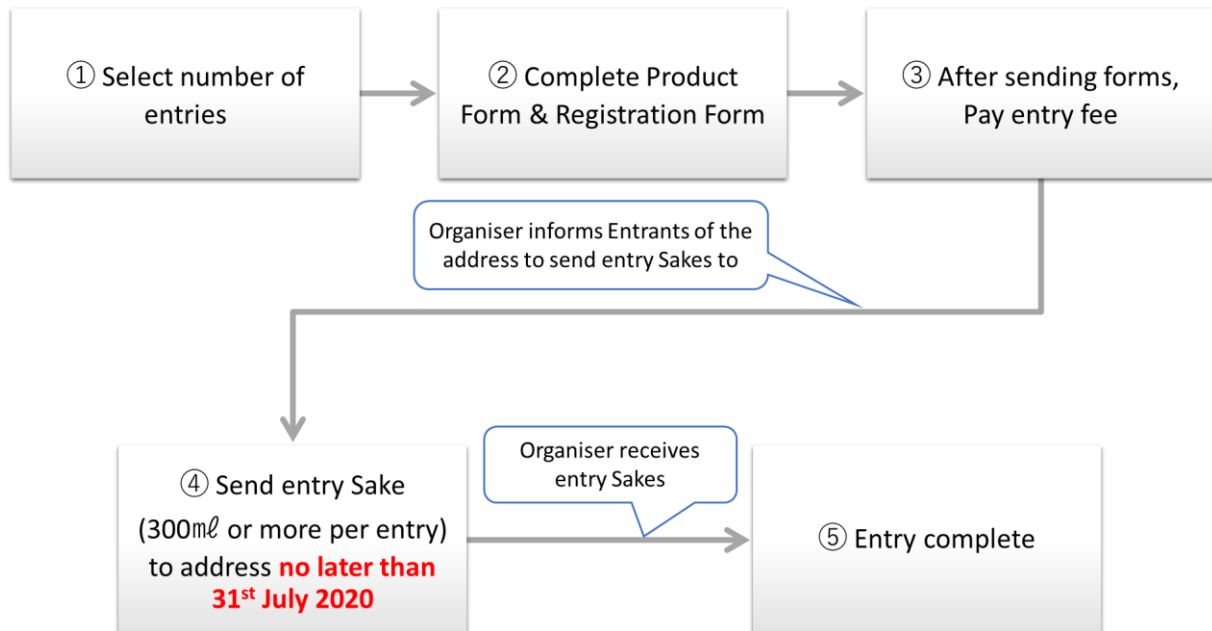
## IV. Entry Fee

1. Each Entry Sake product submitted to the Competition is subject to a £185 Entry Fee. (£165 Early birds discount until 19th June 2020)
2. If an Entrant submits three or more different Sakes the Entry Fee will be reduced by 10%.
3. Payment of the Entry Fee can be made via direct bank transfer to the Organizer's nominated account, PayPal, or TransferWise through the Organizers website <https://www.sakesommelierassociation.com/>
4. The Organizers will not be liable for any bank charges resulting from payment of the Entry Fee.
5. All Entry Fees are non-refundable in the event of the withdrawal of the entry.

## V. Entry bottles to be sent

1. There are no requirements on the product size. However, the total amount of 300ml (or greater) must be submitted in order to qualify in the competition.
2. Total amount of 300ml (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 Organizers.

## VI. Entry process



## VII. Entries Submitted from Outside the UK

1. Cost, insurance and freight for submissions are the responsibility of the Entrants.
2. The Organizer will pay the costs associated with duty, storage, UK clearance and taxes on entries submitted.
3. The Entrants are responsible for arranging shipping to ensure receipt by the Organizer by the Closing Date (31<sup>st</sup> July 2020).

## VIII. Deadlines for Entry

1. All Entrants must submit by 31<sup>st</sup> July 2020: a completed Product Form for each Entry Sake, an Entry Fee for each Entry Sake, and Entry Sake product (total of more than 300ml).
2. Completed Product Forms and Entry Sake products should be sent to the address the Organizer will inform Entrants after confirming their payment.
3. The Organizer reserves the right to refuse any entries submitted after the Closing Date (31<sup>st</sup> July 2020).

## IX. Mailing Address of the Entry Sake products

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

## X. Award Winning Sake Entries

1. The Organizer will award Platinum, Gold, Silver and Bronze medals in each sake category (Awards), with the winners to be announced by no later than 15<sup>th</sup> October 2020. Winners will be notified by email.
2. Entrants that submit Award Winning Sake Entries agree that the Organizer may publish details and particulars of the Entries.
3. Reference by Entrants to an Award must always be accompanied by the official award level (Platinum – *Platinum*, Gold - *Kin*, Silver - *Gin*) and reference to the year of the award.

4. Awards are granted to particular products not to the Entrants or their companies.
5. Entrants agree that they will only use the Organisers and Competition names, logos and Awards to promote specific Winning Entries.
6. 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 Organizers requiring them to do so.
7. The Organisers logo is the property of the Organiser and any unauthorized use, reproduction or alteration is strictly prohibited.

**XI. Withdrawal of Entries**

1. 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.