

Sake Tasting Program by the Long-Established Brewery “Koganei Shuzo” (On-Site Dispatch Type) ~ Hosted and Guided by a Kimono-Clad Miss SAKE ~

Kanagawa / All Areas



The Experience

Koganei Shuzo's "Morimasu" sake has won gold awards in 3 categories at the "The Fine Sake Awards Japan 2026," first place gold at "Sake Competition 2025," and gold awards for 5 consecutive years at the "Annual Sake Awards"! This is a tasting program featuring sake that has earned numerous prestigious accolades.

This is a sake tasting program in which **Koganei Shuzo**, a brewery with over 200 years of history in Kanagawa Prefecture, travels to a venue of your choice to conduct the tasting. Koganei Shuzo uses high-quality underground water from the Tanzawa mountain range as its brewing water, continuing a tradition of sake-making that draws on the rich nature and climate of Kanagawa. In this program, participants can experience the profound appeal of sake—even sake brewed at the same brewery can vary greatly in aroma, flavor, and taste, depending on the rice used, the rice polishing ratio, the yeast, the brewing method, and the aging period—through tasting and comparing multiple varieties. A sake expert from the brewery will explain the history of sake, the brewing process, and the characteristics of each variety in an easy-to-understand way, engaging in dialogue with participants throughout. This is an experiential program combining learning and interaction, **offering a taste of the local sake culture nurtured by Kanagawa's natural climate while savoring fine sake from this venerable, long-established brewery representing Kanagawa Prefecture** (An English interpreter -one "Miss SAKE" titleholder- will guide the session.)

Sales Points

As a program that allows participants to experience Japan's unique food culture, as well as Kanagawa's sake culture and regional charm, without having to visit the brewery itself, it can be utilized across a variety of MICE settings, including international conference receptions, corporate incentive trips, and VIP hospitality events. **In addition, a kimono-clad Miss SAKE with expert knowledge of sake will provide interpretation and introductions, making this content an even more immersive way to experience Japan.**

General Information

- Contact: Kanagawa DMO
- Business Hours: 9:00-17:00
- Website: <https://www.kanagawa-kankou.or.jp/>
- Phone: 045-681-0007
- Email: product@kanagawa-kankou.or.jp

Tour Type

International conference, Corporate incentive

Target

Culture seekers, Authenticity seekers, International VIP

Price (Tax Included)

Please inquire.

Includes

Sake Lecturer Fee (Koganei Shuzo) x 1
 ※Miss SAKE x 1 (dispatched)
 (Purchase)
 Tasting Kit for 6 Types of Sake (4 standard varieties, 2 seasonal recommendations, tasting notes/introduction sheets, tasting cups) (Rental / Not for Take-Home)
 Brewery tablecloth, banner flags and poles, 10 masu
 ※The number of sake bottles will be adjusted according to the number of participants.
 ※Additional fees for more Miss SAKE.
 ※Venue arrangement and setup are the responsibility of the organizer. (In principle, the program can be conducted with approximately 2 tables.)

Meeting Point

Reception or Banquet Hall arranged by the client

Access

Depends on venue

Reservation Period

From 6 months to 1 month prior

Reservation Accepted

Unavailable during the period from December to **approximately January 10th**

Duration

Conducted within the reception hours: 2 hours
 ※Including setup and teardown, approximately 3.5 hours of venue use is required, within 10:30-22:00.

Group Size

From 1 person up to the venue's capacity

Private Tours

Available for exclusive-use venues only

Languages

☒English ☒Chinese ☐Korean ☐Others:
 Interpreters for Chinese are limited in number, so transportation costs may be higher in some cases.

Guide Provided?

Yes; One "Miss SAKE" will be dispatched.

Program Overview (Reference)

Image of the Koganei Shuzo Tasting Program

A4-size leaflets describing the characteristics of each sake variety (all images shown below) will also be distributed at the venue.



One set

Full Set of Tasting Program Preparations

Standard for a 100-person reception (tasting for approximately 30 guests)

- ①Koganei Shuzo Sake
 - Award-Winning: 1 variety
 - Standard: 3 varieties
 - Seasonal Recommendations: 2 varieties — Total: 6 varieties
 - ※Tasting portion: approximately 20mL per glass
 - ※720mL bottles: 1 bottle per variety × 6 varieties — Total: 6 bottles
 - Reference: Assumes preparation for approximately 30% of total reception attendees
- ②Sake Introduction Sheets: Approximately 100 copies prepared
- ③Tasting Cups: 200
 - ※Standard cups are plastic.
 - ※If eco-friendly cups are preferred, please consult with us (additional charges will apply).
- ④Sake Lecturer from the Brewery: 1 person
- ⑤Koganei Shuzo Promotional Items (Rental)
 - ※Dedicated tablecloth, banner flags, and 10 display wooden sake cups
- ⑥Miss SAKE: 1 person

Additional orders of specific varieties can be arranged upon request. However, any sake ordered in advance as an additional order will be treated as a purchase (non-returnable).

The Role of Miss SAKE

All of the below are sample activities
(image of Miss SAKE hospitality).

Serves as an ambassador for Japanese sake and culture, engaging in community contribution activities both in Japan and abroad.

Miss SAKE, who serves as a goodwill ambassador promoting the appeal of Japanese sake and culture both in Japan and abroad, **will provide hospitality for your guests.**

(Image of Miss SAKE activities)

