

Traditional knowledge and skills of *sake*-making with *koji* mold in Japan

1st Anniversary Commemorative Event for Registration UNESCO Intangible Cultural Heritage

From the Past,
To the Future,
The Craft lives on.



2025 **12.6** (Sat)

12:00-16:00

Free Admission

[VENUE]

Asakusa Culture Tourist
Information Center
2-18-9 Kaminarimon, Taito City

Symposium

6F

Panel Exhibition/
Workshop

7F

Tasting Experience

8F

Symposium

12:00-13:30

(Registration opens at 11:30)

For the first 20 people
(approximate number)

*Numbered tickets distribution starts: 10:30

*Location details posted: 9:00 at the Asakusa Culture Tourist Information Center entrance.

MC	Keynote Speaker	Panelist				
 Mariko Kojima Writer, Consultant	 Shinuemon Konishi Preservation Society of Japanese Koji-based Sake Making Craftsmanship Chair	 Chikara Urazato Urazato Shuzoten Toji(Master Brewer)	 Sanae Sagara Sagara Shuzo CEO / Toji	 Naoko Yugawa Yukawa Shuzoten CEO		
Facilitator	Panelist				Guest	
 Hitoshi Utsunomiya JAPAN SAKE AND SHOCHU MAKERS ASSOCIATION Director	 Masayuki Okuda "Al Checciano" Owner Chef	 Shuzo Nagumo Spirits&Sharing,inc CEO	 Natsuki Kikuya Sake Specialist, WSET (Wine and Spirit Education Trust) Sake Consultant	 Kenchi Tachibana EXILE/ EXILE THE SECOND		

Workshop

Original Masu Making
Following the symposium,
scheduled to begin
around 13:30

For the first 45 people



Image is for reference only.

Tasting Experience

Following the symposium,
scheduled to begin
around 13:30

For the first 160 people

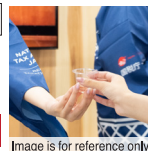


Image is for reference only.

Panel Exhibition

12.4(Thu)-12.10(Wed)
9:00-20:00

Follow the facility's opening hours



Image is for reference only.

*12.4(Thu) from 13:00-
/12.10(Wed) to 18:00 (TBA)

* Please note that we cannot handle individual inquiries.

* Event details and the latest updates are available on the National Tax Agency website,
accessible via the 2D code on the reverse side of this flyer.

* Photos and videos taken during the event may be used for public relations, etc.

Organizer : National Tax Agency / Co-organizer : Agency for Cultural Affairs
Cooperation : Preservation Society of Japanese Koji-based Sake Making Craftsmanship
Event Production : TOPPAN Inc.

*The consumption of alcoholic beverages
by persons under the age of 20 is prohibited by law in Japan.

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Asakusa Culture
Tourist Information
Center

“Traditional sake making” refers to the making techniques developed by master brewers and brewery workers using koji mold, based on years of accumulated experience. It is said that the prototype was established over 500 years ago. Developed in response to the climate and natural features of various regions across Japan, these techniques have been passed down for the production of sake, shochu, awamori, mirin, and other beverages. An event commemorating the first anniversary of its inscription on the UNESCO Intangible Cultural Heritage list on December 5, 2024 (Japan time) will be held. Experience the charm and depth of traditional sake making in Asakusa, where Japanese tradition and culture thrive.

Symposium

12:00-13:30 (Reception begins at 11:30)

6F

MC



Mariko Kojima

Writer, Consultant

Tokyo-born. After working as a lifestyle magazine editor and in public relations for a global spirits company, founded TOAST in 2025, a consulting firm specializing in the world of alcoholic beverages. Also work for promoting Japanese sake and authentic shochu.

Facilitator



Hitoshi Utsunomiya

JAPAN SAKE AND SHOCHU
MAKERS ASSOCIATION
Director

Born in Matsuyama City, Ehime Prefecture. After joining the National Tax Agency in 1983, he engaged in research and education on brewing technology. Since 2019, serving as a director of the Japan Sake and Shochu Makers Association.

Keynote Speaker



Shinuemon Konishi

Preservation Society of Japanese
Koji-based Sake Making Craftsmanship
Chair

Joined Konishi Brewing Co. (Itami, Hyogo) in 1975. Studied in the UK before becoming President in 1991. Dedicated to preserving and promoting Japan's sake culture, serving as Vice Chairman of the Japan Sake Brewers Association.

For the first 20 people
(approximate number)

Talk Session 1 - Connecting “Traditional Sake Making” to the Future

Panelist



Chikara Urazato

Urazato Shuzoten
Toji (Master Brewer)

Sixth-generation brewer and toji at Urazato Shuzoten, known for its signature brands Kiri Tsukuba and Urazato. Member of the Nanbu Toji Guild, one of Japan's three major brewing groups, and in 2021 became the youngest ever to earn first place in the Nanbu Toji Sake Competition.

Panelist



Sanae Sagara

Sagara Shuzo
CEO / Toji

Tenth-generation brewer and toji at Sagara Shuzo, founded in 1831. The brewery pursues a clear, refined taste while preserving Japan's traditional brewing culture through dedicated craftsmanship as Toji.

Panelist



Naoko Yugawa

Yukawa Shuzoten
CEO

Sixteenth-generation brewer of Yukawa Shuzoten, whose signature brands are KISOJI, 16th KUROUEMON. Focuses on brewing that embraces the local environment, enhancing the value of the brewery as a regional infrastructure while building a sustainable future with the community.

Talk Session 2 - Japan's “Traditional Sake Making” in the World Its charm and potential

Panelist



Masayuki Okuda

“Al Checciano” Owner Chef

Born in 1969 in Tsuruoka, Yamagata. After training in Italian and French cuisine in Tokyo, opened “Al Checciano” in 2000, specializing in local ingredients. Conducting culinary events across Japan and overseas. 16th “Sake Samurai” in 2021.

Panelist



Shuzo Nagumo

Spirits & Sharing,inc CEO

Creating innovative cocktails under the concept of “transforming every liquid into a cocktail.” Operates bars and develops products in Tokyo while expanding globally as one of Japan's leading mixologists.

Panelist



Natsuki Kikuya

Sake Specialist, WSET
(Wine and Spirit Education Trust)
Sake Consultant

Since 2009, Natsuki has played a key role in sake industry in UK launching the sake qualifications at WSET and now helps market development as WSET Sake Specialist, Panel Chairman for the sake at the International Wine Challenge (IWC) since 2011. 10th “Sake Samurai” in 2015.

Guest



Kenchi Tachibana

EXILE/EXILE THE SECOND

Performer with EXILE and EXILE THE SECOND. Published Kenchi Tachibana's Ultimate Sake Bible in 2023, a comprehensive book on sake, Food PR Ambassador of Fukui City in 2021, and Social Innovation Officer at LDH JAPAN in 2023. 13th “Sake Samurai” in 2018.

For more information on
Traditional Sake Making



For Event Details
and Updates



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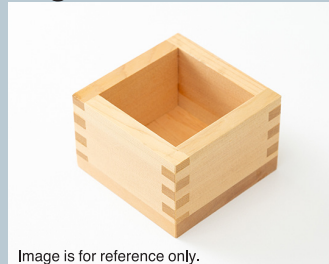


Image is for reference only.

Create your own original masu by decorating traditional sake cups used at drinking parties with stamps and other embellishments.

*This is a small box for storing small items. It cannot be used for liquids.

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