PRESS RELEASE  
Date: March 1st, 2021

Award-Winning Sake Breweries Launch SakeVoyage.com to Promote High-End Sake Tourism Experiences

North of Tokyo, four award-winning, family-run sake breweries have banded together to launch “Sake Voyage,” the first comprehensive, informational website that includes online booking for high-end sake tourism experiences, including English-led brewery tours.

The breweries, all located in Tochigi Prefecture, are: Tonoike Sake Brewery, Shimazaki Sake Brewery, Watanabesahei Sake Brewery, and Katayama Sake Brewery.

Sake Voyage is a collaborative effort between the breweries and local governments, artists, restaurants, and businesses to craft a holistic, authentic high-end experience of Japanese culture through sake tourism geared toward foreign travelers. Notable partners include The Ritz-Carlton, Nikko and Otowa Restaurant, owned by the internationally acclaimed and award-winning chef Kazunori Otowa.

Because the process of brewing sake involves the maintenance of delicate bacteria cultures, many sake breweries in Japan are hesitant to welcome the general public. Of those breweries that are open to the public, often they only offer reservation by telephone for services exclusively conducted in Japanese. Sensing that travelers would benefit from a resource that provides comprehensive information and English-language resources related to sake tourism, these small-scale breweries teamed up to create Sake Voyage.

In addition to brewery tours led in English by the brewery owners, guests can also participate in sake tastings, artisan craft workshops, and enjoy fine dining meals with custom sake-pairings. The experiences range from very affordable to extravagant and many can be booked online using the Sake Voyage website.

What people are saying about Sake Voyage:  
"I recently visited Tonoike Sake Brewery in Mashiko, Tochigi. It was my first time going to a sake brewery and I was blown away learning about the delicate process of brewing sake. On top of tasting some of the best sake I've ever had, the brewery staff were warm and welcoming. I can't wait to go back!"

END
Contact Information

For Press Inquiries:

Mr. Angus Miyaji
Japan World Link Ltd.
www.japanworldlink.com
Tel: +81 (0)80 4123 4430
Email: angus@japanworldlink.jp
Address:
Utsunomiya Ventures, 3rd Floor, 3-1-4 Chuo,
Utsunomiya-shi, Tochigi-ken Japan 320-0806

Sake Voyage:

Mr. Shigeki Tonoike
(Tochigiken Sakagura Yottemikke Kyogikai)
www.sakevoyage.com
Tel: +81 (0)90 3131 7112
Address:
Tonoike Sake Brewery, 333-1 Hanawa, Mashiko-machi,
Haga-gun, Tochigi-ken, Japan 321-4216