

SAKE EXPERIENCE Returns to HYPER JAPAN!



SAKE EXPERIENCE, 2015

One of Europe's largest public sake-tasting events, [SAKE EXPERIENCE](#) will return to this year's tenth HYPER JAPAN Festival 2016 at Olympia, London.

The area within the HYPER JAPAN festival will once again invite people to come and taste the finest sake brews on offer. The best breweries from all across Japan will be presenting their various premium sake such as Gekkeikan Sake brewery from Kyoto; Kikusui Sake brewery located in Niigata; Nihonsakari and Shirakabegura breweries from Hyogo; Urakasumi Sake Brewery of Miyagi; Koimari Shuzojo of Saga; Ichinokura of Miyagi; and Ozeki of Hyogo.

SAKE EXPERIENCE 2016 also allows visitors to purchase their sake of choice and vote for their favourites. This year, the votes will determine the winners of 'The Best Sake for Beginners'; 'The Best Match with non-Japanese food' and 'The People's Favourite'.

Natsuki Kikuya, ex Zuma and ROKA Sake Sommelier and [Museum of Sake](#) Founder, will also be holding a separate seminar at the HYPER Theatre stage to discuss the joys of sparkling sake - a bubbly and often fruity sake of lower alcohol content. The popularity of sparkling sake is evident among women, sake novices and young people and Natsuki Kikuya hopes to showcase the beverage to those whom are yet to be acquainted with sparkling sake.

Speaking ahead of the upcoming seminars at HYPER JAPAN, Natsuki Kikuya said, "sparkling sake is getting recognized as a new style of sake by people who enjoy bubbly alcoholic beverages such as champagne. This seminar is a rare opportunity where one can taste as well as learn how to enjoy sparkling sake with different foods. There are also other types of sake on offer in *SAKE EXPERIENCE* other than sparkling, so please do come join us."

HYPER JAPAN Festival 2016 will be taking place from **Friday 15 July to Sunday 17 July 2016** at **Olympia London**. *SAKE EXPERIENCE 2016* will be open every day during the festival and will charge an additional £15 for attendance.

Natsuki Kikuya's seminars will take place on **Friday 15 July** from **18:30 to 19:00** and **Sunday 17 July** from **12:30 to 13:00**. Interviews with Natsuki can be arranged before and during the event.



Notes to Editor:

HYPER JAPAN Festival 2016 is organised by CROSS MEDIA, LTD.

HYPER JAPAN is curated by local Japanese people, and intends to introduce the 'eclectic' Japan to the UK.

HYPER JAPAN Festival 2016 marks the tenth HYPER JAPAN festival held in London.

Event Information:

Date: Friday 15 July 2016 to Sunday 17 July 2016

Venue: Olympia Grand, Hammersmith Road, London W14 8UX

Tickets: Single session passes range from £15 - £17 per session

A full day Saturday ticket is £23

A three day pass is £43

SAKE EXPERIENCE tickets cost an additional £15

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