

Fudoh

The premium sake  
produced by the same family since 1868

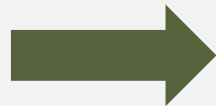
不動

# Foundation Project

- Our Aims & Ideas
- Final Video

# Our Aims & Ideas

- perspective that personally appeals to **international people**
  - perspective of non-Japanese visitors
- exciting introduction – **catching attention**
  - fast-paced
- accessible for **any English ability**



making traditional Japanese culture more approachable

- explain sake-making
- include original audio narration to convey the tradition behind
- authentic interviews