

Bringing Something new to Your Garden Party

-Discovering the world of sake

LENA & RISAKO









Theme

Introducing the Joy of Sake - Pairing with Food

People from overseas can get familiar with sake by pairing it with different foods.





Situation

Main Target

Foreign tourists, who are not so familiar with Sake

Needs

Not being sure how to enjoy the Japanese sake they bought after returning to their home countries.

Situaton

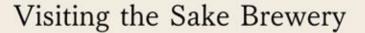
Home Party Dining with Family and close friends at home





How we came up with the Paring Ideas





Interviewing to the CEO



Tasting Fudoh







Finding perfect match...!!

March, 19



March, 20







