



Bringing Something new to Your Garden Party

-Discovering the world of sake

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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.

Situation

Home Party

Dining with Family and close friends at home



How we came up with the Pairing Ideas



Visiting the Sake Brewery



Interviewing to the CEO



Tasting Fudoh

Finding perfect match...!!

March, 19



March, 20

