



NEW YORK  
JAPANESE FOOD  
ASSOCIATION

c/o Azix, Inc 10 West 37<sup>th</sup> Street 5<sup>th</sup> Avenue New York NY 10018

T.212.661.3690 F.212.686.5554

**Media Contact :**

Betty Tan, PR [betty@azix.net](mailto:betty@azix.net)

Chikako Ichihara [chikako@azix.net](mailto:chikako@azix.net)

## For Immediate Release

The Japan Sake Brewers Association is excited to announce that for the first time ever it will host a series of *shochu*-related events at the International Restaurant and Foodservice Show of New York 2010 where traditional *shochu* from 11 different distillers will be available for a lecture and tasting.

***Date: 3/1/2010***

***Time: 2:00 pm ~3:00 pm am Shochu & Sake Lecture***  
***International Demonstration Theater***

### ***Introduction to Shochu***

Shochu has been outselling sake in Japan for more than five years. While it is often called Japanese vodka it actually has very little in common with other distilled spirits. This introductory seminar to shochu will tell you why it is so popular in Japan, and why you should give it a try. Learn about the basic ingredients used, their flavor profiles, and the various ways that shochu is consumed.



**Yukari Sakamoto**

Trained at the French Culinary Institute and the American Sommelier Association, Yukari Sakamoto was the first non-Japanese to pass the rigorous exam to become a “shochu advisor.” She has worked as a sommelier at the Park Hyatt Tokyo and Takashimaya department store. She teaches classes on cooking Japanese food, wine, and shochu, and conducts culinary tours of Tokyo’s shops and markets. Her writing has been featured in such publications as *Food & Wine*, *Saveur*, *Travel & Leisure*, *Time*, and *Time Out Tokyo*. Her first book, *Food Sake Tokyo*, published by The Little Bookroom (June 2010), introduces readers to Japanese cuisine and food shops in Tokyo.

### ***Introduction to Sake***

Have you been meaning to learn the basics about Japanese Sake? Join Sake Samurai Timothy Sullivan as he demystifies the various sake classifications to help you find the styles of sake that fit your taste and your budget. He'll walk you through the terminology every sake fan should know and explain how master brewers transform rice and water to what the Japanese call "the drink of the gods." Please join us for this fun, informative introduction to the world of premium sake! Kanpai!



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**Timothy Sullivan**

Timothy Sullivan is proud to be a "Sake Samurai". He was awarded the title in 2007 by the Japan Sake Brewer's Association in recognition of his efforts to promote sake outside of Japan. Now a sake teacher, consultant and writer, Sullivan began his career in the sake world by founding the first U.S. blog devoted exclusively to all things sake: [UrbanSake.com](http://UrbanSake.com). What began as a labor of love is now a major online resource for sake information and education in the United States including City Guides for sourcing great sake across the United States, a growing database of individual sake profiles with reviews and online sake educational videos. Timothy is excited to share his love of Nihonshu with anyone who is thirsting for knowledge about Japan's national drink. Kanpai!



**Monica Samuels**

Monica Samuels is currently the Sake Ambassador for Southern Wine & Spirits of New York. Before her current position, Monica worked for SUSHISAMBA restaurant group for many years, finishing as the General Manager of the Chicago location and the company's National Sake Sommelier. Monica's Japanese-American heritage enabled her to spend summers in Tokyo as a child, and now as an adult she travels to Japan every year to study sake and visit different producers. Monica's training includes studies with the American Sommelier Association and the Sake Education Council, most notably as part of the first group to pass John Gauntner's SPC II Advanced Sake Specialist exam in 2008. At SWSNY she works to raise the awareness and enjoyment of sake both in and outside of Japanese cuisine.