

Remarks by H.E. Mr Hiroshi Suzuki,
Ambassador of Japan to the UK,
IWC 2025 Award Winning Sake Tasting
on 10th September 2025

My Lord,
Mrs Sharon Hodgson, UK Trade Envoy to
Japan,
Mr Ashton,
Mr Kitahara,
Distinguished guests,

Good evening everyone, and a very warm
welcome to the Embassy of Japan. I am
delighted to host this evening's International
Wine Challenge 2025 Award Winning Sake
Tasting Event.

My wife and I attended the IWC Awards Dinner last night. I was deeply impressed to see that, in comparison to another IWC Award Dinner I attended in 2011, the Sake segment has taken on a more central and substantial portion of the IWC Award Dinner.

Thanks to all of you in the Sake industry who are here today, Sake is recognized around the world as one of the finest drinks.

It's a genuine pleasure to celebrate the remarkable achievements of sake brewers whose dedication and artisanship have earned them prestigious IWC awards.

Huge congratulations to each and every one of you!

What is the secret to Sake's amazing taste? Some say it is the water. Others say it's the rice.

Of course, it is essential to have both excellent water and fantastic rice. But the real secret lies in the brewers' total dedication to Sake making, their tireless pursuit for perfection, and their masterful techniques combining traditional artisanship and cutting-edge technology.

Drinking Sake with good friends is another secret to truly enjoying Sake. So, tonight, with such wonderful company and exceptional sake, let us all celebrate their amazing achievement!

We will have short presentations from Sake Samurai regarding each of 13 brewers who won the IWC Awards. And after that, we will taste the winning Sake.

Congratulations!!

Thank you very much.