

Remarks by H.E. Mr Hiroshi Suzuki,
Ambassador of Japan to the UK,
at the IWC 2026 Award Winning Sake Tasting
Event
on 9th September 2026

Governor Yokota,
My Lord,
Members of Parliament,
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 2026 Award Winning Sake
Tasting Event.

First and foremost, I would like to extend my warmest congratulations to all the Sake breweries which received awards in this year's International Wine Challenge competition.

Behind every award lies not only outstanding craftsmanship but also years of dedication, hard work, and commitment to excellence.

So, huge congratulations to each and every one of the winners!

I would like to express my sincere appreciation to Governor Yokota and everyone in Hiroshima Prefecture who successfully hosted this year's judging of the Sake competition. I am especially honoured to welcome Governor Yokota to my Embassy this evening.

The IWC is so much more than a competition. It serves as an important bridge connecting Japanese Sake breweries with Sake enthusiasts in the UK and around the world. Thank you, Mr Ashton, for making all this possible. Your passion and enthusiasm for Sake enabled many Sake brewers to compete at the highest stage, and gave Sake a global recognition it deserves.

I would also like to express my sincere appreciation to Mr Kitahara, Sake Samurai and everyone involved, who tirelessly endeavour to promote Japanese Sake around the world.

Once again, my heartfelt congratulations to all the winners. I wish you all a wonderful evening. Thank you very much.