

Speech by Consul-General Tokuda
Australian Sake Festival
1 October 2022 – 11.30am | Speech from 11.40am
Paddington Town Hall

Mr Tsuyoshi Endo, Managing Director of JAMS TV,
Exhibitors and performers,
Fellow guests,
Good morning, everyone.

It's wonderful to see so many people at the inaugural Australian Sake Festival.

A sold-out event, three weeks ago!

Congratulations to the organisers on the success of the festival – you must be delighted with the level of interest.

I have only just arrived in Sydney, but before coming, I heard that Japanese food and Japanese sake are particularly popular in Australia.

And today's great turnout shows how true this is.

Japan's sake industry is keen to find new and growing markets overseas – it looks like Australia could be a great market for Japan's sake makers.

For those of you here today trying Japanese sake for the first time – you are in for a treat!

There are more than 200 sake to taste.

And for the sake lovers here today, this is a great opportunity to discover new varieties of sake.

I have really been looking forward to this festival, because I love sake. And I will be looking to discover a new favourite sake – or two – myself.

As you know, Japanese sake goes well with so many types of food. Please try matching sake with some of the foods available at the stalls.

Today's festival is an excellent opportunity to meet representatives from sake breweries and distributors. I hope to talk with many of you.

Well, soon, we will learn the winners of the inaugural Australian Sake Awards that were held last month.

So, as a final word, I would like to thank everyone involved in the Australian Sake Awards and Festival, and say, that as a lover of sake, I hope 2022 is just the first of many Australian Sake Festivals to come.

Thank you.

(End)