

Remarks

Presented by NAITO Yasushi, Consul-General of Japan in Perth

On the occasion of the Sake Promotion Event at Tsunami Izakaya in Mosman Park

Tuesday November 19, 2024

I wish to start by acknowledging the traditional custodians of the land on which we meet, the Whadjuk people of the Noongar Nation, and pay my respects to their elders, past, present and emerging.

Ladies and Gentlemen,

My name is NAITO Yasushi, Consul-General of Japan in Perth. I am delighted to be with you at this Sake promotion seminar at Tsunami Izakaya here which is so close to Japanese Official Residence in Peppermint Grove.

This event is hosted by the Government of Japan, namely the National Tax Agency Sake Promotion Division, and I am happy that it is in partnership with Tsunami Izakaya, famous for the remarkable variety of Sake they offer and also famous for having the annual Sake no Jin event. The owner Brett is so passionate for Sake, and received the Australia's Best Sake Award previously.

As you know, Nihon Shu or Sake is an alcoholic product in Japan that has history of more than 2000 years and nurtured by the climate and traditional culture of Japan. It is crafted from carefully selected rice and water, and sake flavours vary according to the climate and local geography. These unique characteristics are harnessed by Japan's master artisans 杜氏 (Toji) who exercise complex and fine craftsmanship to produce a wide range of sake.

Japanese Sake has been cherished for many generations and now it is enjoyed all over the world with a variety of cuisines. In particular, sake enhances the "umami" in each dish, especially of seafood.

Sake can be enjoyed hot or body temperature "Hitohada", but also cold. It is a trend to order a decanter of Jun mai shu or Ginjo shu with fine Japanese cuisine in New York and other cities. We even have the Sake Sommelier Association in the UK, and in Australia, we have Sake Sommelier Academy in Melbourne.

I believe those who gathered here have a great interest and knowledge of Sake including Sake Sommeliers I just met. I welcome Mr Masahiko Iga, a distinguished Sommelier from Melbourne but who has lived in Perth before, who will run a masterclass just now.

The ANA Perth-Tokyo direct flight resumed last month, this time operating all year round. A total of 830,000 Australians visited Japan in the past year including the Lord Mayor of Perth this month and the Governor of Western Australia last month whom I accompanied with personally. With the Osaka Kansai Expo in April to October next year, we expect one million Australians to visit Japan in the year ahead and the level of human interactions is expected to increase to a greater height.

Try sake today and if you like it, why not travel to Japan to enjoy different Sake? You can start from Hokkaido and Tohoku to enjoy sake in Onsen hot springs after skiing, visit Tokyo to view cherry blossoms and enjoy Hanami sake, visit Osaka Expo with their famous sake made out of Yamada Nishiki in Hyogo, go to Shikoku and have Udon noodles made from WA wheat paired with local sake and go to Kyushu Island and experience a mixture of Sake and Shochu (distilled product) culture.

Enjoy the world of Sake and we hope to have more Sake fans in Perth.
Thank you for your attention.

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