



Milano Sake Challenge 2024 - Schedule

Entry Period	From December 15, 2023 to January 15, 2024
Sake Submission	Period From January 24, 2024 to January 26, 2024
Judging Date:	June 9 (Sun.), 10 (Mon.), 11 (Tue.), 2024
Venue:	Hotel nhow Milano, Milan, Italy
Nomination announce	July 2024 on the website
Award Ceremony	September 2024 Milan, Italy

About judging categories

Judging will be conducted in four categories: Junmai Daiginjo and Daiginjo category, Junmai Ginjo and Ginjo category, Junmai and Honjozo category, and Special Sake category (Yuzu Sake, Plum Sake, Sparkling Sake, Old Sake, and Nigori Sake).

(1) Sake Tasting Category

- 1) Junmai Daiginjo/Daiginjo category
- 2) Junmai-Ginjo/Ginjo category
- 3) Junmai/Honjozo Sake category
- 4) Special Sake Division (Yuzu Sake, Umeshu, Sparkling Sake, Old Sake, Nigori Sake)

*Division by seimaibuai percentage. No distillation or alcohol added.

*Nama-shu (unpasteurized sake) is not allowed.

*Aged sake must be aged for at least 3 years (blended with sake less than 3 years old is not allowed).

*Special categories of Yuzu Sake, Umeshu, Sparkling, Old Sake, and Nigori Sake will be judged separately within the category.

Platinum, Double Gold, Gold, Silver and Bronze awards winners will be selected.

(2) Food Pairing Category (5 typologies of food)

In the food pairing judging, in addition to the food pairing with Parmigiano Reggiano, which was the partner for 2023, and San Daniele Cured Ham, the partner for 2024, we will have a total of three typical Italian dishes and desserts popular in Japan, for a total of five types of food tasting held.



- Parmigiano-Reggiano (24 months)
- San Daniele Cured Ham
- Seafood Carpaccio
- Carbonara Spaghetti
- Gelato (Italian ice cream)

A Best Food Pairing Award winner will be selected for each dish.

In addition, **three San Daniele Cured Ham Special Awards will be selected from the pairings for the three cured ham categories** designed by the San Daniele Cured Ham Association.

3) Design Category

A jury of design and fashion experts will be invited to judge the refinement, attractiveness, and functionality of the bottle, label, cap, and box.

The Best Design Award will be selected.

(4) Brewery Newcomer Category

Data will be extracted from the above three categories and the **Best New Brewery Award winner will be selected** (only for sake breweries that have been in production for less than five years).

(5) Overseas Sake Breweries Category

The **Best Overseas Sake Brewery Award will be given to** sake breweries whose production sites are outside of Japan.

Examination method

Sake tasting judging will be conducted blind tasting only, using a wine glass. The scoring method is based on an absolute evaluation of each sake, as opposed to a relative evaluation based on comparisons. In order to ensure fairness, the scores given by the individual judges for each category are summed and averaged to arrive at a final grade (%) for each sake. Every effort will be made to ensure the quality and fairness of all sake entries.

The food pairing judging will be conducted using wine glasses and pairing with five popular Italian dishes in Japan.

The Special Prize for San Daniele Cured Ham will be judged and evaluated by an official taster certified by the San Daniele Cured Ham Association.



The design judging will be conducted separately from the tasting judging, with design and fashion experts serving as judges to evaluate the sophistication, attractiveness, and functionality of the bottle, label, cap, and box.

Entry and Exhibit

▪ Entry Period

December 15, 2023 through January 15, 2024

▪ Entry Eligibility

- Any manufacturer, distributor, exporter or importer of alcohol may enter.
- There is no limit to the number of bottles entered as long as they are sake that can be entered.

(Sake that can be entered: junmai, junmai ginjo, junmai daiginjo, honjozo, ginjo, daiginjo, yuzu sake, plum sake, sparkling sake, aged sake, nigori sake)

▪ Entries accepted

Entries are accepted through the official Milano Sake Challenge website:

www.milanosakechallenge.com.

Please follow the instructions on the site.

After completing the entry procedures, the Milan Sake Challenge team will send you an e-mail with a link to register your sake brewery and entry information, as well as information on how to ship the sake to be entered.

***Please register your sake information by January 15, 2024, the last day of the entry period.**

▪ Number of bottles submitted for entry

Two bottles per brand of sake (look * for exceptions) must be submitted.

The standard capacity of one bottle shall be 720ml.

If the bottle has a capacity of 500ml, 750ml, or 900ml, it is considered to be close to the standard capacity and does not need to be refilled.

For bottles with capacities other than the above, please refill bottles within the standard capacity.

*Please submit 3 bottles for the following entries.

- Sparkling sake (to be judged fresh after opening)
- 500 ml bottles

▪ Sake Shipping

Sake is to be shipped from January 24, 2023 to January 26, 2023 (to a designated address in Japan).

Once you have registered your sake entry information, you will receive an email with instructions on how to ship your sake. Please follow the instructions in the guide and send the sake to the designated address in Japan. All expenses related to the shipping and



insurance costs within Japan are responsibility of the shipper. The Milano Sake Challenge is responsible for all costs related to the transportation, customs, storage, Italian customs clearance and taxes of the sent sake from Japan to Italy.

▪ **Entry Fees**

- 280 Euro per item (per brand) of sake

Included in the entry fee:

Jury Comment Notes for the Tasting, Food Pairing, and Design categories, translated into Japanese. Jury's Comment Note for the Food Pairing Category will include the specific dish name for each brand and what kind of dish it would go well with.

The Jury's Comment Note will be provided for all brands entered in the competition.

In addition, we will cover the costs of transportation from Japan to Italy, customs and duty clearance, storage, taxes, etc., as well as the costs of organizing the competition, preparing and sending certificates, publicity, promotional activities and holding press conferences.

▪ **Payment method**

Credit card payment only.

Please make entry and payment at www.milanosakechallenge.com

Please note that entry fees paid are non-refundable. (If you wish to cancel your entry due to unavoidable circumstances, please contact the MSC Team.)

Handling of Award-Winning Sake and Sake Exhibits

▪ **About the announcement of the award-winning sakes**

The winning nominated sakes will be announced on the official Milano Sake Challenge website in July 2024, and will also be announced to the media.

The announcement of the award-winning sake and the award ceremony will take place in Milan in September 2024.

▪ **Service for award-winning breweries**

All sake breweries will receive a copy of the judges' comments (tasting, food pairing, design) on all brands entered in the competition, regardless of whether or not they have won an award.

All award-winning sake will receive a certificate of distinction.

We will provide official promotional materials (award-winning stickers and neck POP) and electronic data (limited use) of the competition logo with the award-winning medal design to



help increase sales of award-winning sake.

▪ Sake Exhibit Handling

We would like to invite the media, restaurant and bar owners, buyers, sake sommeliers, and the general public to a free sake tasting event (Milano Sake Experience) to be held in conjunction with the awards ceremony in September, where we will introduce the remaining valuable sake to the public.

We will ask you if you would like to provide sake during this event or not.

For inquiries about entry, contact us

<https://www.milanosakechallenge.com>

Milan Sake Challenge Team: info@milanosakechallenge.com