



SUMMER OLYMPICS 2021

OFF-PREMISE OPPORTUNITIES

Feature sake July - August in support of the summer games in Tokyo.

Summer Olympic Dates: July 23rd - August 8th

DISPLAY OPPORTUNITIES

- end cap displays
- posters
- case cards
- window displays & signage
- bottle neckers
- shelf talkers
- sake cocktail recipe cards
- pairing guides
- educational consumer takeaways
- consumer contests

FEATURED PRODUCTS

BUSHIDO

WAY OF THE WARRIOR

Artisan Japanese sake in a can fit for the warrior in everyone. A perfect complement to watching the Summer games on TV.

Fastest growing single-serve can in the US

- Nielsen, 2020

Tozai

The hottest premium artisan sake brand that introduces Japan style, flavor and culture!

3rd largest imported sake brand in the US

- Nielsen, 2020

BOUTIQUE SAKE

Artisan selections from top small-family brewers across Japan.

