



# TOKYO SUMMER GAMES

## GUIDEBOOK

PRESENTED BY  
VINE CONNECTIONS



Konnichiwa,

The summer games in Tokyo are around the corner and it is the Summer of Sake! I've created this guide that features more about the Summer Games in Tokyo, when to watch, what's new about the games, interesting culture and travel tips around Japan, how to enjoy Japanese sake and spirits, cocktail recipes, and more.

At Vine Connections, we've been importing premium Japanese sake for over 19 years and currently represent 41 different sakes across 13 prefectures in Japan. Our breweries are steeped in centuries-old tradition, and our portfolio spans traditional style sakes to umami-driven to crisp daiginjos to the funky unexpected. Our sakes are intriguing, connective, provocative, magnetic, and innovative. We have the most comprehensive and diverse sake portfolio.

Japanese culture and interest has never been more relevant. The Japanese restaurant industry in the US is projected to grow +25% in 2021, with \$27.5 billion in restaurant sales. Consumer demand for Japanese sake is booming with a growth of 36% in retail, up +75% in grocery in 2020.

So dive in with me, and let me know how I can be a resource for samples, article ideas, consumer insights and travel tips for future trips.

Thank you,

A handwritten signature in black ink that reads "Monica Samuels". The script is fluid and cursive, with the first letter 'M' being particularly large and stylized.

Monica Samuels  
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# TOKYO SUMMER GAMES EVENTS SCHEDULE

## OPENING CEREMONY - JULY 23

Baseball/Softball - July 21-August 7

Football - July 21-August 7

Archery - July 23-31

Rowing - July 23-30

Taekwondo - July 24-27

3x3 Basketball - July 24-28

Cycling Road - July 24-28

Judo - July 24-31

Fencing - July 24-August 1

Swimming - July 24-August 1

Tennis - July 24-August 1

Badminton - July 24-August 2

Shooting - July 24-August 2

Artistic Gymnastics - July 24-August 3

Weightlifting - July 24-August 4

Table Tennis - July 24-August 6

Hockey - July 24-August 6

Equestrian - July 24-August 7

Beach Volleyball - July 24-August 7

Boxing - July 24-August 8

Handball - July 24-August 8

Volleyball - July 24-August 8

Water Polo - July 24-August 8

Cycling Mountain Bike - July 26-27

Canoe Slalom - July 25-30

Surfing - July 25-August 1

Sailing - July 25-August 4

Skateboarding - July 25-26, August 4-5

Diving - July 25-August 7

Basketball - July 25-August 8

Rugby Sevens - July 26-31

Triathlon - July 26-31

Cycling BMX Racing - July 29-30

Golf - July 29-August 7

Athletics - July 30-August 8

Trampoline Gymnastics - July 30-31

Cycling BMX Freestyle - July 31-August 1

Wrestling - August 1-7

Artistic Swimming - August 2-7

Canoe Sprint - August 2-7

Cycling Track - August 2-8

Sport Climbing - August 3-6

Marathon Swimming - August 4-5

Karate - August 5-7

Modern Pentathlon - August 5-7

Rhythm Gymnastics - August 6-8

**CLOSING CEREMONY - AUGUST 8**



# PLAN YOUR GAME WATCHING SCHEDULE

MONDAY      TUESDAY      WEDNESDAY      THURSDAY      FRIDAY      SATURDAY      SUNDAY

<p><b>DON'T MISS OUT ON THE ACTION! VISIT:</b>  <a href="http://nbcolympics.com/full-schedule">nbcolympics.com/full-schedule</a>  <b>&amp; CALENDAR IN YOUR GAME PLAN</b></p>		<p><b>JULY 21</b></p>	<p><b>22</b></p>	<p><b>23</b></p> <div style="text-align: center;">  <p><b>OPENING CEREMONY</b>  <b>LIVE</b>            7AM ET / 4AM PT            *REBROADCASTED*            7:30PM ET / 4:30PM PT</p> </div>	<p><b>24</b></p>	<p><b>25</b></p>
		<p><b>26</b></p>	<p><b>27</b></p>	<p><b>28</b></p>	<p><b>29</b></p>	<p><b>30</b></p>
<p><b>2</b></p>	<p><b>3</b></p>	<p><b>4</b></p>	<p><b>5</b></p>	<p><b>6</b></p>	<p><b>7</b></p>	<p><b>8</b></p> <div style="text-align: center;">  <p><b>CLOSING CEREMONY</b></p> </div>

# GOING FOR GOLD

## GAMES OVERVIEW

4

New sports are debuting at the Tokyo games - karate, surfing, skateboarding, and sport climbing.

114

Medals the US team is tipped to win in Tokyo (43 gold, 30 silver and 41 bronze).

\* Source: US Predicted to top Tokyo Olympics Medal Table - CNN



3x3 Basketball



Archery



Artistic Gymnastics



Artistic Swimming



Athletics



Badminton



Baseball



Basketball



Beach Volleyball



Boxing



Canoe Slalom



Canoe Sprint



Cycling BMX Freestyle



Cycling BMX Racing



Cycling Mountain Bike



Cycling Road



Cycling Track



Diving



Equestrian



Fencing



Football



Golf



Handball



Hockey



Judo



Karate



Marathon Swimming



Modern Pentathlon



Rhythmic Gymnastics



Rowing



Rugby



Sailing



Shooting



Skateboarding



Sport Climbing



Surfing



Swimming



Table Tennis



Taekwondo



Tennis



Trampoline Gymnastics



Triathlon



Volleyball



Water Polo



Weightlifting



Wrestling

## COOL HIGHLIGHTS EVENTS NOT TO MISS

### GOLF

**Player to watch:** Hideki Matsuyama is the first Japanese player to win a men's major championship - the 2021 Master's Tournament. Matsuyama is a self-proclaimed fan of sake and is from Shikoku, where **Crane of Paradise** sake is made.



### ATHLETICS

There are 24 track and field events comprises of sprints, middle-distance and long-distance events for men and women; hurdles and steeplechase races; and relays. **USA has taken 324 gold medals in track and field events.**

### BASEBALL & SOFTBALL

Each host city has the opportunity to add sports to their Olympic schedule. With Japan's love of baseball, these two sports have been added back in after a 13-year hiatus.

### BASKETBALL

USA Woman's team has won 8 gold medals, deemed most successful of any international women's team. The men are looking to win a fourth consecutive Olympic gold medal.

### BEACH VOLLEYBALL

April Ross and Alix Klineman are expected to be one of the top duos competing at the Games. They are currently the No. 2 ranked pairing in the world.

### DIVING - Springboard & Platform

A mix of veterans and newcomers make up the 11-member roster.

### KARATE

The sport will appropriately make its debut in the land of its origin. Developed in Japan in the 1400s, Karate gained worldwide popularity following World War II.

### SKATEBOARDING

A new sport debuting in Tokyo, there will be 12 skateboarders (6 women/6 men) representing the US for Street and Park.

### SPORT CLIMBING

Debuting in Tokyo's Summer Games, there will be three disciplines: lead climbing, speed climbing, and bouldering. The winner is based on who performs best in all three.

### SURFING

Debuting in Japan's Summer Games, the beach lies in Ichinomiya town on Chiba Prefecture's Pacific coastline. It is one of the easternmost points of Japan making it particularly suited to any swell that comes from the north, east, or south. 20 male and 20 female athletes will compete in three rounds and three finals comprised of 30-minute heats.

### SWIMMING

53 Americans will head to Tokyo (including 11 teenagers) to compete in pool and open water competition. **Team USA has earned 244 gold medals in swimming.**

# BEYOND TOKYO

## GET TO KNOW THE PREFECTURES OF THE SUMMER GAMES!

Create a unique watching experience with our premium sakes from these prefectures

While many of the games are held in Tokyo, some sports will be played in prefectures outside of Tokyo. Learn more about the regionality of Japan and the games being held there.



### KANAGAWA // Baseball, Softball, Soccer, Sailing, Road Cycling

Kanagawa is surrounded by mountains, rivers, and the Pacific Ocean. The prefecture is famous for its hot springs, which are typically enjoyed by staying in an onsen ryokan or hot spring inn.

Birthplace of "The Great Wave off Kanagawa" woodblock print painted by Katsushika Hokusai. This famous work depicts a giant wave about to smash three small boats navigating off the coast of Kanagawa, with Mount Fuji rising in the background.

**Popular foods include** Seafood, wagyu beef, ramen, sardines, anchovies, herring fish.

**Yokohama** is in Kanagawa - Japan's second largest city - great shopping, food, museums, and overall vibrant experience.

**Shichirigahama** is one of the most popular spots, with surfers there rain, hail or shine. One of the most photogenic surf spots in the world.



#### TENSEI ENDLESS SUMMER

*Enjoy the feel of a perfect endless summer with this bright, refreshing taste of Kanagawa's surfer culture.*

**Tasting Notes:** Bright & fresh sake with a salted melon finish.



#### TENSEI SONG OF THE SEA

*Song of the Sea is an ode to the brewery's seaside location in Kanagawa. Lively & intense flavors of saltwater taffy salinity that evoke memories of the beach.*

**Tasting Notes:** Apple, banana, and melon with saltwater taffy salinity notes. Intense throughout with a crisp, clean finish.



## CHIBA // Surfing, Fencing, Taekwondo, Wrestling

In the 12<sup>th</sup>-15<sup>th</sup> century, Chiba was controlled by the Chiba family and known as a castle town. After the city was almost completely destroyed during World War II, it underwent immense industrial growth. Today there are beautiful white sand beaches, shopping, and mountainous regions are ready to be explored!

**Kujukurihama Beach**, a great spot for swimming & surfing with white sand beaches.

**SawTooth' Mountain** is one of Chiba's most famous mountains with a Budha carved into mountainside.

**Disney Resort** theme park with shopping centers and Disney hotels.

## HOKKAIDO // Football, Track, Athletics

Hokkaido is the second largest island of Japan with a mountainous center and colorful plain. Choose between visiting countless ski resorts in the winter or exploring the mountains, forests, and rolling fields in the summer. This prefecture is made for the adventurer.

**Mount Moiwa** is a small forested mountain with amazing views of the city from it's observation deck at the summit. Take the unique mini cable car to the top after a ropeway climb from the base of the mountain.

**Furano Ski Resort** has 23 trails in total and located near the town of Furano. Perfect for sightseeing and enjoying hot springs.

## SAITAMA // Football, Golf

The rolling lowland of Saitama lies about 20 miles north of Tokyo. The Arakawa river runs through the prefecture and can be toured by a traditional Japanese boat. With mountain landscapes, spirituality, and art museums to visit, Saitama connects you with Japanese culture in a serene way.

**The Omiya Bonsai Art Museum** - A group of professional bonsai gardeners from Tokyo immigrated to Saitama after the Great Kanto Earthquake in 1923, in search of spacious land, fresh air, and water suitable for creating bonsai

**Nagatoro River Cruise** - Explore the Arakawa River in Autumn, the most colorful season of the year, and float by the vibrant land surrounding rushing waters.

**National Museum of Nature & Science** is one of the largest science museums in Japan with an "Environment of Japanese Islands" theme. Informative experience taking visitors through the wildlife, vegetation, and scientific technologies of Japan.



**SHIZUOKA // Track Cycling, Mountain Biking**

The second largest city in land area and population, Shizuoka, is an important transportation hub. This top agricultural region of Japan has the perfect climate to grow wasabi year round and continues to be the largest producer of green tea.

**Popular Foods:** Sakura ebi, Oden, gyoza, wasabi, green tea

View of Fuji-san from incredible beaches.

You can try REAL wasabi! The prefecture has the perfect climate and conditions to grow year round.

Cross the **Yumeno Tsuribashi suspension bridge** - It's only strong enough to carry the weight of 10 adults!

**Akazawa Onsen Hotel** is a resort that combines comfort and luxury on a whole new level. Apart from spacious rooms to accommodate everyone in the family, the resort features a plethora of onsen (hot spring) experiences.



**TAKATENJIN SWORD OF THE SUN**

Bright and refreshing, this sake is the perfect choice for daytime drinking and is the brewery employees' drink of choice. The juniper botanicals and cucumber notes make it the perfect gin lover's sake. This sake is named after how it harnesses energy - from its own solar panels at the brewery.

**TASTING NOTES:** Aromas of cucumber, Asian pear, and botanicals evocative of floral styles of gin. Bright, dry, and refreshing.

**FOOD PAIRING:** Grilled shrimp skewers, roasted beets and goat cheese, and whole-grain salads.



**TAKATENJIN SOUL OF THE SENSEI**

This sake commemorates the life of the previous Toji who was a Brew Master Sensei and one of the "Four Guardians of Heaven" from the prestigious Noto Toji Guild. The brewery continues its former sensei's traditions with this fruity and dry brew which is considered one of Japan's most highly regarded sake.

**TASTING NOTES:** Aromas of honeydew melon, green apple and muscat grape.

**FOOD PAIRING:** Try with tuna tartare, grilled prawns with lemongrass, apple and jicama slaw, goat cheese with lavender honey.



**IBARAKI // Football**

**FUKUSHIMA // Baseball**

Home to one of the Three Great Gardens, Ibaraki, has a rich art culture. With gardens displaying Japan's infamous Plum Blossoms and Museums holding influential art displays, the city continues to express Japanese culture in the most creative of ways.

**Bentenshu Meioji Temple:** Historic religious site

**Sojiji Temple**

Walk through the **Kairaku-en garden**, one of the Three Great Gardens in Japan. The 18 acre garden is filled with and known for their white, pink and red plum blossoms.

The **Kasama Nichido Museum of Art** displays a range of works from the impressionists and Ecole de Paris painters. The art has heavily influenced modern day artists in Japan. The outdoor garden contains sculptures that blend with the scenery and complement the outdoor setting perfectly.

**Lake Kasumigaura:** explore the second biggest lake in Japan.

Known for **Aikido Martial Arts**.

Go for the samurai history and stay for the onsen (hot springs). During the Edo period, Japan was under control of a military dictator (the Shogun) and powerful military members (Samurais) were loyal to the Shogun and his protection. Structures that represent the "rich and famous" in that time still remain for visitors to experience. After spending the day taking a look at Fukushima's past, don't forget to take a rest at one of the many Onsen resorts and take a dip in the steaming hot spring waters.

**Dake Onsen:** Hot springs with rich water & greenery.

**Aizu Bukeyashiki:** Samurai Mansion destroyed during Boshin War and resurrected in 1975. The home to Saigo Tanomo (chief retainer of the Samurais) lived here with his family, soldiers, and servants.

**Azuma Park:** Surrounded by natural scenery, lined with Cherry Blossoms in spring, and over taken by golden rayed lilies in summer. Azuma Park is the photo-takers dream! Don't forget your camera while you stroll through colorful flowers throughout the seasons.

**Mount Bandai:** Whether you are a novice or advanced climber, is for you! With a variety of climbing trails, exploring the snow capped mountain is worth your while.



*Sunday's*

**An authentically Japanese, world blend whisky that expands the universe of whisky lovers & Japanophiles.**

Crafted in small batches and made from world grain spirits that is distilled twice and barrel aged 3-9 years at cask strength. The whisky is blended before adding the pristine, alkaline water from the nearby springs of Koriyama. The result is a more round, viscous mouth feel with soft, slightly sweet undertones.

**TASTING NOTES:** On the nose aromas of yuzu, sugar snap pea and apple cider donut. The palate shows notes of cocoa, fresh mint, and waffle with a rounded mouthfeel, in part from the soft water source. The finish showcases more sweet baking spice notes with pink peppercorn and barley.

**COCKTAIL SUGGESTIONS:** Whisky Lemonade, Old Fashioned or Sunday's-Hi



# EXPLORE JAPAN



# EXPERIENCE JAPAN // WITH MONICA

*Japan is a must for anyone's bucketlist. I grew up visiting my grandparents every summer and travel there frequently for work. Check out my travel and sake suggestions!*

- Japan is not just about sushi! You'll have some of the best food experiences in the world.**
- Japan is one of the easiest places to visit with its world-class bullet trains, you can explore a lot of the country quickly.**
- There's so much regionality to Japan - with over 400 inhabited islands, the food and culture is so different across the country!**
- Japanese sake and spirits are many centuries old and have a wide variety of flavor profiles and styles.**

## ***Best times to visit***

Between September through November or March through beginning of May - comfortable temperatures, but also the busiest periods of time!

## ***Era***

The \*Japanese era name\* also known as gengō (元号), is the first of the two elements that identify years in the \*Japanese era calendar scheme\*. The current era is Reiwa, which began on May 1, 2019.

# DESTINATION >> TOKYO

## MONICA'S RECOMMENDATIONS

The capital of Japan, Tokyo is known as the cultural center of Japan. This large prefecture is the hub of festivals, rituals, and celebrations. As a visitor it is important to understand the traditions of Japanese culture and celebrate with the locals. Sake is a rich part of Tokyo's history and the ancient craft has continued for hundreds of years. Indulge in sake tours, enjoy ramen, sip tea, and so much more to get the full cultural experience next time you find yourself in Tokyo.



**TOYOSU FISH MARKET:** Replaced the famous Tsukiji market in late 2018.

**TURRET COFFEE:** A fantastic coffee shop in Tokyo in the Tsukiji outer market, "the best outrageous coffee shop in Japan".

**RAMEN STREET IN TOKYO STATION:** Tokyo Station's Ramen street features a rotating assortment of Tokyo's best ramen shops. Order your ramen, gyoza, and draft beer from a vending machine, get in line, and when you get to the front of the line your order will be ready with a counter seat to eat.

**KAPPABASHI KITCHEN TOWN:** This is the restaurant supply district that everyone can shop in. The two best knife shops in Tokyo, Kamata & Kamaasa, are both here, along with other shops for beautiful chopsticks, ceramic dishes, tin sake cups, Japanese barware,

**SOBADOKORO YAMATO:** A very traditional, simple and delicious soba spot if you are looking for a bite in this area.

**SAKURAI TEA TASTING IN AOYAMA:** Monica's favorite tea experience, maybe even in all of Japan. Open from 11am.

**BAR GEN YAMAMOTO:** Gen-san is a legend, a lovely guy, and accepts reservations in English.

**MEIJI SHRINE:** It's Tokyo's most famous Shinto shrine, it's refreshingly non-touristy, and a great place to spend an hour walking and exploring the grounds. Make an offering by writing a wish on a paper to tie to the prayer wall, catch a wedding procession, observe the sake casks and wine barrels given as offerings by famous producers in Japan and Europe, or check out the iris garden.

Near Meiji shrine is **TAKESHITA-DORI** and **OMOTESANDO HILLS**, both great shopping and photo-taking areas for different reasons. Takeshita-dori is famous for the Harajuku style: young, edgy, trendy, while Omotesando hills and the area around it are known for world-renowned architecture of shops featuring the most iconic brands.

**GOLDEN GAI:** Japan's answer to a "red light district," this is a rowdy alley filled with tiny bars and restaurants.

**SUMO TOURNAMENTS:** Held in the months of January, March, May, July, September, and November. Historically this form of martial arts was used as an entertainment experience for the Shinto gods. In modern day, sumo tournaments retain many of their traditional rituals. It's a completely different experience to view sumo from the premium masu seats, which I highly recommend splurging on if this is a bucket list experience.



# DESTINATION >> KYOTO

## MONICA'S RECOMMENDATIONS

Known as the birthplace of sake, there are more than 30 breweries within Kyoto. It was once the capital of Japan from 794-1868 and is still thought of as the "heart" of Japan. Being the third largest city, Kyoto is the home to countless cultural landmarks and historical sites. Visit Kyoto and get a taste of not just the history of Japanese culture but some of the best sake brewed in the country!



**KARAOKE BARS:** Big Echo is a karaoke chain that you can find throughout Japan - easy to navigate in English, well priced, and great song selections. In Japan the trains do not run all night long, so if you've been out eating and drinking so late that you've missed the last train, it's common to just pop into one of these and sing your heart out until the trains start running at 5am.

**KIYOMIZU TEMPLE:** Walk around Higashiyama on your way to Kiyomizu temple and eat all the street food.

**ARASHIYAMA:** A great area, the famous bamboo grove and free-roaming monkey park are there, as well as a broad selection of restaurants. It's really lovely in the spring and fall.

**NIJO CASTLE:** Built in 1603 as the Kyoto residence of Tokugawa Ieyasu, the first shogun of the Edo Period (1603-1867).

**KINKAKUJI:** The retirement villa of shogun Ashikaga Yoshimitsu, this is a zen temple where the top two floors are completely covered in gold leaf to echo the extravagant Kitayama culture that developed in the wealthy aristocratic circles of Kyoto during Yoshimitsu's times.

**KYOTO TOWER:** The tallest structure in Kyoto with an observation deck overlooking the city.

**DAIGOJI TEMPLE:** The most important temple in the Shingon sect of Japanese Buddhism.

**FUSHIMI INARI TAISHA:** The Shinto Shrines or places of worship that hold sacred objects from the "kami" (shinto gods).

**NISHIKI MARKET:** An essential food tour and great for sampling local cuisine without committing to a full meal.

**KURAMA ONSEN:** A resort and spa with an amazing (and relaxing) hot spring.

# Tozai

TIME WELL SIPPED

Brewed in Kyoto, Japan, Tozai is an invitation for all to enjoy artisan Japanese sake. Each Tozai sake is a classic representation of its style & grade.



# 3<sup>RD</sup>

largest imported sake brand in the US in the above \$10 category

Source: 2020 Nielsen Data



# 乾杯

# KANPAI

"Kanpai" translates to "dry cup" which is a celebratory way to say cheers!



# HOW TO DRINK LIKE A LOCAL

## SAKE HISTORY

Sake was produced over two thousand years ago and was originally used as an offering to the gods of Japan's Shinto religion. Historically, sake was enjoyed on celebratory days or during festivals. Sake has remained a big part of Japanese culture, customs, and traditions.

In today's world, sake has been made more widely available, but still holds its significance and symbolic value.

*Vine Connections continues to celebrate Japanese culture by showcasing over 42 premium craft sakes here in the U.S. To learn more visit [VineConnections.com](http://VineConnections.com).*

## HOW TO SERVE SAKE

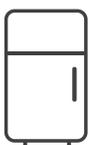
It is considered good manners, and part of drinking culture, to pour for others (this includes beer and other beverages as well). It's a fun custom that often results in everyone at the table clamoring to keep your glass full!

When you are pouring sake for others, use two hands to hold the bottle or tokkuri (carafe). When someone is pouring sake for you, lift your glass with both hands to receive the sake.

Premium sake can be served chilled or warmed depending on the sake. With delicate aromas of ginjo and daiginjo it's important not to overheat, as it can destroy the elegance of the sake.



## STORING & SERVING SUGGESTIONS



Refrigerate after opening. Opened sake can stay fresh for 2 weeks or longer!



The date on the bottle is a shipping date. Sake can stay fresh for 18-24 months.



Sake does not require special glassware. It can be enjoyed in a wine glass too!

## THE MANY BENEFITS TO DRINKING SAKE



### LOWER SUGAR

sake contains less sugar than most other alcohols



### GLUTEN FREE

premium sake is naturally gluten-free, and perfect for those who are sensitive or celiac



### FREE OF SULFITES & TANNINS

for those looking to avoid 'wine headaches'



### 80% WATER

sake is brewed using the most pristine water sources in Japan & arguably more hydrating than other alcohols



### VEGAN

premium sake does not contain any animal byproducts



## WHAT TO PAIR WITH YOUR SAKE DURING THE GAMES! DON'T FORGET THE RECIPES THAT BRING OUT THE BEST IN YOUR SAKE!



**TOZAI  
WELL OF WISDOM**  
+  
Ceviche



**TOZAI  
LIVING JEWEL**  
+  
Chicken Kabobs



**TOZAI  
SNOW MAIDEN**  
+  
Spicy Crab Cakes



**TOZAI  
TYPHOON**  
+  
Pork Dumplings



**TOZAI  
BLOSSOM OF PEACE**  
+  
Peach Cobbler



**TOZAI  
SNOW MAIDEN CAN**  
+  
Spicy Tuna  
Poke Bowl



**TOZAI  
NIGHT SWIM**  
+  
Chicken Wings  
& Cole Slaw



**BUSHIDO  
WAY OF THE WARRIOR**  
+  
Prosciutto & Carmelized  
Onion Pizza

### THE VERSATILITY OF SAKE

Sake has one-third the acidity of wine, but its lactic acid makes it incredibly versatile to pair with, beyond just traditional sushi.

Due to the lack of tartaric acid and tannins in sake, it's the perfect choice when pairing with a vast array of foods, including more tangy, vinegary and funky flavors alike (which typically present challenges in pairing with traditional wines). The high level of amino acids in sake provide delicious umami flavors.

# SAKE COCKTAILS

YOUR NEW GO-TO INGREDIENT WHEN MAKING COCKTAILS  
ENJOY WHILE WATCHING YOUR FAVORITE SPORT!



## HANG 10

BUSHIDO  
BLUE CURACAO  
LEMON JUICE  
SIMPLE SYRUP  
1 LEMON

Add sake, blue curacao, lemon juice, & simple syrup into shaker. Shake vigorously and pour over ice.

Garnish with lemon.

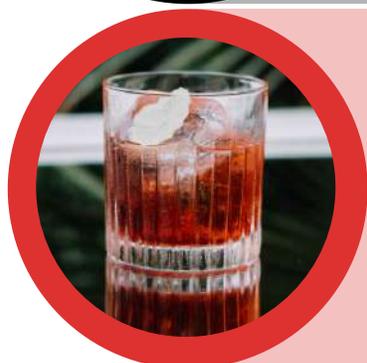


## POWER PLAY

1/4 CUP SUGAR  
ICE  
6 LRG. BLACKBERRIES  
1 OZ. SIMPLE SYRUP  
2 OZ. TOZAI LIVING JEWEL  
2 OZ. GRAPEFRUIT JUICE

Moisten glass rim & dip in sugar. Fill glass with ice & add 4 blackberries, simple syrup, grapefruit juice, and sake to shaker and muddle. Add ice to the shaker and shake vigorously.

Strain into glass & add blackberry garnish.



## THE ANTHEM

1/2 GALLON WATER  
5 RASPBERRY  
FLAVORED TEA BAGS  
1/2 CUP SUGAR  
750 ML TOZAI BLOSSOM  
OF PEACE PLUM

In large pot, boil water. Add tea bags and remove from heat. Allow to steep. Remove the tea bags & stir in sugar. Pour into pitcher - let cool in fridge.

When ready to serve, stir in sake & ice.



## LEMON HURDLE

2 CUPS WATER  
2 CUPS SUGAR  
1/2 CUP TOZAI TYPHOON  
LEMON JUICE  
SIMPLE SYRUP  
THYME

Add sake, water, fresh squeezed lemon juice, and simple syrup into a shaker. Shake vigorously and pour over ice.

Garnish with your favorite sprig.



## HOLE IN ONE

7 FRESH MINT LEAVES  
1 TSP. SUGAR  
1/2 LIME, SLICED  
5 OZ. SAKE  
1/2 CUP OF ICE  
1 OZ. CLUB SODA

In cocktail shake crush mint, sugar, and lime. Add sake and club soda - shake & strain liquid and pour over ice.

Top with mint



## ABOUT VINE CONNECTIONS

**EXPAND YOUR WORLD THROUGH GREAT WINE, SAKE & SPIRITS.**

For over 20 years, we have consistently delivered incredible wine, sake, and spirits from inspiring families from Argentina, Chile, and Japan. These authentic beverages, and the cultures and people who produce them, will enrich and broaden your view of the world.

### SAKE IS PRIME WITH OPPORTUNITIES

# 19%

of all sake imports to the US come from Vine Connections  
Source: USDA, US Dollars

# +17%

Vine Connections 5-year CAGR for cases imported  
Source: USDA

# +36%

increase in retail sake sales through 2020  
Source: Nielsen TTL US XAOC PLUS PACKAGE WINE 52 WK PE 01.23.21

# +25%

expected growth of Japanese Restaurant industry in the US in 2021  
Source: www.ibisworld.com

# +50%

increase in sake menu listings in 2020  
Source: www.ibisworld.com

### CATEGORY LEADERSHIP

- **Unmatched category focus, depth and quality**
- **Highest level service**  
We provide custom-made products, materials & education that build success and impact.
- **Passion & commitment to our categories and business vision**  
Our 20 years of sake expertise and thought leadership can't be matched.

### INNOVATION

- **Cultivate forward-thinking ideas through insights**  
We study market trends to provide sales insights and products that consumers want.
- **Adapting to an evolving industry**
- **Improving practices to deliver superior results**  
We work smarter and more focused to deliver better service to you and our distributors.

### EXPERT EDUCATORS

- **Adding value to all sales reps, buyers and consumers through expertise**  
We are a valued consultant for our category & product expertise that enriches wine/sake programs. Monica Samuels, Vice President of Sake & Spirits is one of the most respected authorities of Japanese Sake in the US.
- **We educate beyond the tech sheet**  
Our creativity fuels innovative seminars, events and materials that are original, effective, and memorable.

Vine Connections sake has had multiple features in the press including *Buzzfeed: Everything You Need to Know About Sake, According to the Experts* (2019) & *The New York Times: Is Sake the New White Wine?* (2019).



The New York Times



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#### MONICA SAMUELS

*Vine Connections Vice President of Sake & Spirits*

*Named one of the top 50 under 40 future influencers of the global drinks industry by WSET & IWSC in 2019*

Based in NYC, Monica Samuels is one of the country's most accomplished sake professionals and leads the Vine Connections team through education, marketing, and sales. Monica was named a "Top 40 under 40 - America's Most Influential Tastemakers" by Wine Enthusiast Magazine and recently awarded the prestigious "Sake Samurai" title by the sake Samurai Association in Japan. Monica is a Level 3 Certified Instructor for the Wine & Spirits Education Trust (WSET).

#### CONTACT

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