

LUXEMBOURG 酒 SAKE CHALLENGE

A challenge of the finest quality

Luxembourg Sake Challenge 2024

Application rules

Event Outline

Objectives

The Luxembourg Sake Challenge, held in collaboration with Luxembourg GLOBAL LINK SARL, was established by the Sake Sommelier Association as part of the Sake Challenge project. Utilising our world-renowned Sake Sommeliers and Sake Educators as judges, this event is a great chance for competitors to enter the European market and expand their established market in Japan.

The aim of the **Luxembourg Sake Challenge** is to spread ‘how sake is wonderful’ to Luxembourg as well as the younger generation in Japan. It is also recommended to open up new markets by combining sake with non-Asian dishes, as a fashionable drink. Alongside recognising and honouring sake of outstanding quality; the Luxembourg Sake Challenge also aims to:

- Provide all Entrants with an independent evaluation of their products.
- Optimize the introduction of quality sake to a relatively unexploited market full of potential.
- Promote the quality, diversity and excellence of the Award-Winning Sake Entries.
- Encourage the expansion of sake internationally.
- Reinforce consumer appreciation of sake outside of Japan or Japanese cuisine.
- Use the international nature of the competition to maximize awareness of the Award-Winning Sake Entries within Japan.

Judges

The **Luxembourg Sake Challenge** recruits some of the industry’s most noted experts as judges. We believe that assessing sake is as difficult as judging wine. For that reason all of our judges

have earned their Certified Sake Sommelier qualification or higher (Advanced or Master Sake Sommelier).

Each year's judges have been chosen to reflect Sake Sommeliers from different backgrounds from across Luxembourg and further, in order to gain as wide a perspective on taste and quality as possible. At the Luxembourg Sake Challenge, we take pride in our passion and knowledge of sake; and approach sake with the same love & respect as a master brewer would.

Judging Criteria

Each sake entry is scored individually and not comparatively when tasted. After the professional blind tasting, each sake is also judged on its label's and packaging's elegance. In order to guarantee a fully objective judgement, each individual judges' scores are combined and averaged, to reach a final score for the entry (%). Entries are scored across the following criteria:

- **The Eye** determines the intensity, appearance, type, and brilliance
- **The Nose** discovers the bouquet and the aroma
- **The Palate** reveals the flavour and taste
- **The Harmony** explores the combined impact of the nose and the palate
- **The Elegance** of the packaging is also judged, gives a final, overall, appraisal of the entry

Scores are then indicated by a number of stars, ranging from 0 – 10. These numbers reflect the following:

- 0 Stars Does not meet the standard of the Challenge
- 1-2 Stars Fair
- 3-4 Stars Good
- 5-6 Stars Very Good
- 7-8 Stars Highly Recommended
- 9-10 Stars Outstanding

Advantages of Entering the Luxembourg Sake Challenge

1. The *Sake Challenge* competitions held every year around the world are judged by the professional with the local market of each country. Connecting with a local audience is one of the major strengths of this competition; not only being assessed by local experts, but also providing a recognisable award for development in these overseas markets.

2. Platinum, Gold and Silver awards will be given to entrants based on the overall score of the above "judgment criteria". Awarded entrants will then receive 250 complementary award stickers, at their appropriate award level, ready to be affixed to bottles of the relevant sake. If Entrants need more stickers, please enquire via email. Award winning entrants can also receive the stickers electronic data if they wish.

3. Entrants of all award levels will be sent a short summary of the judges' tasting notes, in English, of their products to help entrants successfully introduce their sake into the international market.
4. All the sake and products which are entered into the Luxembourg Sake Challenge will be showcased at the following "Japan Life" event, which is a specially designed fair to highlight the newly awarded sake directly to consumers. Taking place directly after judging, this is another great opportunity to expose entered products to the local beverage industry buyers, wholesalers, media, specialists, consumers and influencers who join the event.
5. Each awarded products will be showcased through official social media channels to ensure maximum exposure to new customers and to give these exceptional sake the celebration they deserve.

Terms and Conditions

I. Organiser

The Luxembourg Sake Challenge is co-organised by Sake Sommelier Association headquarters and Luxembourg GLOBAL LINK SARL.

Website: <https://www.luxembourgsakechallenge.com/>

Email: info@luxembourgsakechallenge.com

II. General

1. By submitting your Entry Sake into this competition; you, the Entrant, agree to be bound by these Terms and Conditions.
2. Entry instructions form part of these Terms and Conditions. Entries submitted with incomplete information, or found to contain invalid information, shall be deemed invalid entries.
3. No responsibility will be accepted for any Entries that are lost, delayed, or damaged for any reason whatsoever. Proof of sending will not be accepted as proof of receipt, and no refund of costs will be given.
4. The Organiser reserves the right to cancel, amend, terminate or temporarily suspend the Competition at any time with no liability to any entrant or any third party.
5. The Organiser, and its associated companies, accept no liability for any loss, expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with the Competition, other than such liability that cannot be excluded by the law including death or personal injury through negligence.
6. The Organiser's decision in all matters relating to the Competition is final and binding and no correspondence will be entered into.
7. This Competition is subject to the laws of Luxembourg and the European Union.

III. Eligibility Criteria

1. Entering in the Competition is open to all producers, distributors, exporters, consultants and importers of sake.
2. Sake made by all methods and types can be entered into the Competition (*Futsushu, Honjozo, Junmai, Ginjo, Junmai Ginjo, Daiginjo, Junmai Daiginjo, Koshu, Liqueur, wine produced in Japan* etc.). We welcome all unique styles of sake and Japanese wine. Alcohol percentage should be below 20% to be entered into the competition.
3. Sake samples must be above 1440ml in total, usually 2x 720ml bottles, but other sizes of bottles are also accepted as long as each bottle is smaller than 1 L.
4. Each entry must come with complete product information. Once a sake sample has shipped, it will be under the management of the Organiser and all products submitted will become the property of the Organisers.

IV. Entry Fee

1. Each Entry product submitted to the Competition is subject to 59,000yen Entry fee.
2. Payment of the Entry Fee can be made via direct bank transfer to the organiser's nominated account, credit card, PayPal or international remittance service such as Wise, through the organisers website (<https://www.luxembourgsakechallenge.com/>)
3. The Organisers will not be liable for any bank charges resulting from payment of the Entry Fee.
4. All Entry Fees are non-refundable in the event of the withdrawal of the entry.

V. How to enter

1. The entry registration form should be submitted from the official website by the Friday 30th August 2024. Alternatively, the entry registration form can be sent via email, followed by a payment for the registration fee.
2. Sample sake should be submitted to the location designated in Luxembourg directly by the Friday 13th September 2024. The Organisers are responsible for all costs such as customs duties, VAT and any other relevant fee like inland logistics or storage in Luxembourg.
3. The Organiser reserves the right to decline any entries submitted after the deadline.

VI. Entry from outside Japan

1. Entrants are responsible for shipping costs, insurance and any other expenses for shipping their sake samples.
2. The Organiser will pay for the storage, European customs clearance and taxes.
3. The entrants are obligated to complete the shipping procedure for their sample sake by the above deadline.

VII. Cancellation

Entrants can cancel the registration by sending an email to the organiser, which must include the names of the sake and the entrants. In this instance, the registration fee will not be refunded and any sake that has already been sent will not be returned.

VIII. Award Winning Sake Entries

1. The Organiser will award Platinum, Gold and Silver medals in each sake category (Awards), Winners will be announced by the official website as well as by email.
2. Entrants that submit Award Winning Sake Entries agree that the Organiser may publish details and particulars of the Entries.
3. Reference by Entrants to an Award must always be accompanied by the official award level (Platinum – *Platinum*, Gold - *Kin*, Silver - *Gin*) and reference to the year of the award.
4. Awards are granted to particular products, not to the Entrants or their companies.
5. Entrants agree that they will only use the Organisers and Competition names, logos and Awards to promote specific Winning Entries.
6. Entrants agree that they will cease to use the Organisers and Competition names, logos and Awards at any time upon 14 days' notice from the Organisers requiring them to do so.
7. The Organisers logo is the property of the Organiser and any unauthorized use, reproduction or alteration is strictly prohibited.