

To All Members of the Press  
Press Release

23 June 2025  
SSA / Sake Sommelier Association

## **International Sake Competition " Luxembourg Sake Challenge 2025"**

### **Announces Award-Winning Sake**

17<sup>th</sup> May 2025 marked the fourth 'Luxembourg Sake Challenge'. 'Sake Challenge' has the concept of "connecting sake and locals" to aim at judging the sake matches the preference and culture of each local area and realising the deep connection between local areas and sake. This competition took place in the heart of Europe, Luxembourg, which gave us great opportunities to judge sake matched the multicultural markets and showcase the charms of individual sake.

The rigid blind judgment was conducted by sake sommeliers with certificates authorised by SSA® who were knowledgeable about the global trend. They evaluated unique sake multidimensionally from the point of view related to quality which can be aroma and flavour and harmony with food and selected awarded ones; platinum, gold, and silver. Additionally, a new award, 'Best Award', was established this year, given to one of the platinum-awarded sake through several judgements including actual paring with food and votes. This is the honoured award with the significance of the best pairing with local cuisine among numerous entries. 'Best Award' has been drawing more and more attention and will be announced at the Gault & Millau Gala Dinner in October 2025.

We extend our warmest congratulations to all the breweries who earned awards. Through this competition and our wider initiatives, we hope to contribute to bridging between local areas and the global markets and making good use of our extensive network for prospering the future of sake.

The local organisers are GLOBAL LINK SARL who has engaged in trade and education of sake in Luxembourg. Their expertise and passion with deep knowledge of the sake market was a great contribution to our success of the 'Luxembourg Sake Challenge 2025'.

On top of that, in a sister event, 'Japan Life', 'Sake Tasting & Business Session' took place. Countless participants who were mostly buyers of the food and beverage industry and people engaged in the wholesale joined the event which ended on a high note.

We would like to express our heartfelt gratitude to all participating breweries, supporting partners, and guests who made the event such a memorable occasion. The Sake Sommelier Association® will continue to dedicate itself to the promotion and education of sake worldwide, and we thank you for your continued support.

< Award Results >

Visit the link below to find out the full list of award-winning sakes:

<https://luxembourgsakechallenge.com/ja/awards/>

**Enquiries:**

SSA/ Sake Sommelier Association

Email: [pr@sakesommelierassociation.com](mailto:pr@sakesommelierassociation.com)

SNS: @sakechallenges / @sakesommeliers