

# Introducing SakeCallars

Melbourne import wholesaler of Premium Grade Sake from  
artisan Japanese micro-scale breweries

**SAKÉ**   
**CELLARS**  
Sake with Sass, Where the Taste Buds Tingle



# HELLO!

## ***Welcome to SakeCellars...a new way to shine***

Become known throughout the territory you embrace as the doorway to innovation, the place where your reach and expertise extends far beyond the competition, where you are the source of globally acquired, gold standard innovation full of vibrant, fresh, powerful sake - medal winners in the east, curated for the west.

## **What do we do?**

Driven by the objective to become a potent, niche solution for hospitality enterprises in Melbourne, we embarked on a journey in 2018 to build SakeCellars as the most trusted brand of supplying premium grade sake.

## **How does our sake tap you into new markets?**

While sake's subliminal sweetness with exotic Asian flavours has a similar ABV to wine, it is an under-explored beverage category, providing a powerful opportunity for you to go beyond basic "European" tastes and take full advantage of shoppers' increasingly globalised expectations.



## **What is special about our sake?**

Our directly and exclusively sourced sake portfolio is an innovative collection of premium boutique bottles produced by some of the finest microbreweries in Japan. These bottles are made with striking clarity in the artistic vision and unparalleled commitment to quality and craftsmanship...exactly what is required to meet the standards set by savvy customers primed for the high-end, while also responding to new and existing customer demands for products that conform to their diverse social and cultural values, beliefs and interests.

## **What next?**

We have prepared this document in two parts. The first part provides an introduction to SakeCellars and presents our premium grade sake bottles. The second part provides our documented sake guidance as a technical reference for your customer assistance, including a quick overview of sake technicality that assists you in responding to each customer enquiry.

## **How will we support your business to profit from our sake?**

Amid the customer demand for in-depth product knowledge and the challenges this can bring to your business, we are committed to delivering ongoing support for your sales and promotions. Working side by side with you to build product specific knowledge, our unique combination of sake mastery, including tasting skills and sake brewing, provides you with an edge over your competitors with superior and global customer service.

## **About Okkey Sumiyoshi**

Okkey Sumiyoshi, founder of SakeCellars, is a certified International Kikisake-shi (Sake Sommelier) by Sake Service Institute International, as well as Chief Sake Brewer at Australian craft sake brewery 'Umami-Smith' in Bayswater, Victoria. He is here to assist you and work with you to deliver exciting sake experiences to your customers.

# Any questions?

*Feel free to drop us a line for any questions or price, TAC enquiry.*

*Request an onsite tasting along with your preferred time frame and any questions you have about us or our products...We'd love to meet you in person and show you the avenues of opportunity with our sake!*

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