



Sake your way  
Sake their way  
**Sake any way**



alt.  
species

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

# Sake Cocktails - A New Age in Sake Has Begun

**Temperatures are rising around the world for sake cocktails.**

From Japan to New York, whether street or chic, consumers have locked eyes with a desire for premium products that deliver sophisticated and complex flavours they can master in a fun, casual way. Rising from the events of 2020, choosing where, how and what they drink is front of mind like never before and that's why sake cocktails have become one of the fastest growing categories on the global market.

Centuries old, this exotic thread of Japanese culture has undergone its own transformation. A once rustic and simple alcohol is now in the hands of gold medal winning artisan brewers who have invested a lifetime of dedication, resilience and passion to see sake emerge as a refined expression of alchemy and engineering.

The end result...a pure, sweet note that blends seamlessly with almost anything the western palate desires. From citrus to fruits to dairy, premium grade sake blends and adapts with mixing agents like no other, where even a dash delivers impeccable value and a flavour sensation that has to be experienced to be believed.

As a result, sake cocktails are a powerful asset to your brand and beverage arsenal.

As key players in the ecosystem of premium products, we see a powerful synergy between your brand and our premium grade, award winning sake bottles. Exclusively sourced from curated, small, independent breweries, these craftsmen have reimagined tradition and completely changed the game through the sake cocktail journey.

**Drive off-premises sales** by riding the wave of at-home cocktail trends.

**Capitalise on moderation and diversification** as consumer preferences demand quality and innovative varieties over alcohol volume and strength.

**Unleash your creative licence and full sales potential** with more mixing opportunities than any other cocktail base on the market without expensive investment.

**Embed your position in the premium market** with fun, accessible, top shelf products that seamlessly reflect your commitment to authentic, artisan creativity.

**Sake Cocktails -**

# Welcome to the Bar

Pretentious-free, accessible, approachable and grounded in everyday life, sake cocktails hit the palate with simple, straightforward, fresh and flavourful fun. Embellishing the natural taste of every ingredient is its superpower. Come and slide into its mellow, delicate undercurrent that masks the boozy flavour for a rich, silken texture.

## **Sake Secrets:** *Why do sake cocktails taste so good?*

Beneath the veiled layer of Japan's cultural tradition lies the universal language of science and reasoning, which premium grade, artisan sake brewers have merged with history to give birth to an exotic new truth.

When sake is purified by the hands of these magicians, it artfully suppresses the sour note while enhancing the sweet. It is this sweet agent in the lactic acid that enables sake to blend seamlessly with western mixing ingredients. This previously hidden synergy built from tradition and invention maximises a clean, clear taste that takes the palate on a journey of unparalleled harmony between flavours.

## **For Hardcore Lovers**

### **Sitting Pretty**

Neat

#### **A purist's adventure**

Quench the appetite of your full strength enthusiasts with a supreme Japanese experience. Renowned as their go-to aperitif for the after work crowd ready to unload the day, sake neat works in lockstep with umami packed salty dishes. Serve sake in its purest form with tapas or cheese to elevate any twilight experience.



### **Splish Splash**

Lemon/Lime Garnish

#### **A perfect alternative to wine**

As Chardonnay is to Brie, garnished sake is akin to the classic white wine and cheese pairing. Plunge through the heart of savoury sake with citrus flavours for a fresh, mild, clean mouthfeel that leaves subliminal sweetness in its wake...a perfect alternative to wine for dinner or an afternoon tipple.



## Embrace The Casual Fling

### Fizz Wizz Sake & Tonic

#### A sparkling sensation

Enter stage left, the all-round cocktail mix for any season, any palate, any day. This sparkling spectacle is the palate cleansing blank slate you need to flex your creative juices using your pick of seltzer, tonic, sparkling water or club soda with added fruit flavours for a fresh, bright, zest. Dial it up or down from 4.5% to 12% ABV and you'll have your audience in the palm of your hand.



### Hawaii Highball Sake & Coconut Water

#### A journey to the tropics

Elevate the mild, nutty flavour of coconut with premium sake's sweetness and drop into paradise; a golden handshake for casual drinkers, low-alcohol strength seekers and first time sake experimenters that swirls over the mid palate for a sumptuous summer romance.



### Tea Total Sake Matcha Smoothies

#### A luscious low alcohol

The sake matcha smoothie is a Japanese improvisation on liqueur filled chocolate where just a dash of alcohol hides beneath the cloak of a sweet, triumphant treat. Immerse sake in the gentle bitterness of green tea and sweetness of fruit puree to play peekaboo on the palate with this infusion that delivers a tantalising mix for non-drinkers and health conscious adventurers.



### Sake Secrets:

## What's cooking on the global sake cocktail scene?

The world is awakening to sake cocktails.

In a dash for creative expansion, the sake cocktail movement has been largely led by those who thrive at the liminal edge of Western culture. In Japan, young consumers are embracing Western influences into their drink of time-weathered tradition and Gekkeikan (one of Japan's largest sake brewers) has risen to meet demand, releasing ready to drink sake mix products as the movement gains ground.

From Bar Goto in New York City to what has become known as the sake revolution in Paris, Asian elements are blending into a thriving, artistic explosion that has sake cocktails increasingly at its core. The sake swell is well underway, right at a time in history when alcohol trends are changing and consumers are thirsty for change.



# Leading the Way

## Lessons From the Ledge of Change

Spurred by the events of 2020, drinking trends have careened into new territory. Catching up with new normals in a post-lockdown world is the key to maintaining validity and strength in the artisan market. Take advantage of this dynamic cocktail base and dazzle your emerging and existing customers as you meet them where they are.



## An Explosion of Creative Choice

There is no match for sake cocktails when building an inspired menu while simultaneously shortening your product development lifecycle. As an easy, straightforward, casual cocktail base, perfect with everyday western ingredients, you will be spoilt for choice and opportunity.

## Drinking Better, Not Bigger

With more than four out of five Australians consuming less than two standard drinks a day, it is now official, Australian drinking culture has changed. Lower alcohol, refreshing, seasonal styled, easy drinking is the fait accompli and where this certainty is assured, sake cocktails cut to the chase. Dialled to any degree of alcohol level without a loss of flavour to the sake or mixed ingredients, they deliver on freshness and mouthfeel entirely tailored to individual taste.

## The Bold and Fearless Premium Experience

Our portfolio of artisan brewers are bold and fearless trailblazers commanding their place on the global stage. Their sleight of hand is where ancient and modern delivers a rip-roaring sensory experience and from 4.5% to 15%, this top shelf, gluten free, vegan friendly beverage is a perfect tool to draw traffic from your premium, health conscious guests seeking an impeccable alcohol experience.

## When Home is the Destination

Exploring spirits at home through cocktails was the pivot we didn't expect to see, but, now that the limes are out of the bag, this thirst for experimentation means a new cocktail culture has emerged. With informed and practised cocktail connoisseurs bringing new expectations, the superior, intuitive, casual mixability of sake with western ingredients carries the allure that at-home cocktail enthusiasts can't resist.

## Variety is the Spice of Life

Who knew we'd be riding the trend away from convention and tradition with sake?! Yet here we are, embracing a brand replete with novelty and laden with ancient traditions. Modern fermentation, a growing list of gold medals and a vibrant palate means that sake cocktails own their place as a distinctive alternative that stir the curiosity of contemporary patrons with a coloured brush deep-seeded in the traditions of Japan.



# Any questions?

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

Request an on-site 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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