

# TORONTO 酒SAKE CHALLENGE

A challenge of the finest quality

## Toronto Sake Challenge 2025

### Application rules

## Event Outline

### Objectives

The **Toronto Sake Challenge**, held in collaboration with Canada "Wine, Sake, Beer and Food – Education and Enjoyment", was established by the Sake Sommelier Association as part of the Sake Challenge project. Utilizing our world-renowned Sake Sommeliers and Sake Educators as judges, this event is a great chance for competitors to enter the Canadian market and expand their established market in Japan.

The goal of the **Toronto Sake Challenge** is to create new opportunities for breweries and a chance for sake sommeliers and brewers to connect and bring more variety to an international judging competition. We also aim to open up new markets alongside recognizing and honoring the sake of outstanding quality; the **Toronto Sake Challenge** sets out to:

- Provide all Entrants with an independent evaluation of their products.
- Effectively introduce quality sake into 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 in- and outside of Japan.
- Use the international nature of the competition to maximize awareness of the award-winning sake entries in Japan and abroad.

### Judges

All of our judges have earned their Certified Sake Sommelier qualification. In order to judge taste and quality from an international perspective, qualified Sake Sommeliers based in Canada and internationally will be selected. Therefore, many renowned experts from the food and beverage

industry are included as judges. At the **Toronto 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 quality of label and packaging. In order to guarantee a fully objective judgment, the judges score based on the following criteria; and then the platinum, gold, silver, and bronze awards are given based on the overall score.

- The intensity, appearance, type, and brilliance of the sake
- The bouquet and the aroma
- The flavor and taste, the combined impact of the nose and the palate
- The elegance of the packaging is also judged, to give 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 Toronto Sake Challenge**

1. The Sake Challenge competitions held every year around the world are judged by selected professionals from the local markets of each country. Connecting with a local audience is part of the beauty of this competition: not only being assessed by local experts, but also providing a recognizable award for development in these overseas markets.
2. Platinum, Gold, Silver and Bronze awards will be given to Entrants based on the overall score of the above "judgment criteria". All recipients of the Platinum, Gold, Silver and Bronze awards will then be issued a digital award certificate of achievement.
3. All Entrants will receive an evaluation report, in English, for their products to help Entrants successfully introduce their sake into the market.
4. All the sake and products which are entered into the **Toronto Sake Challenge** will be showcased at the following "Japan Life" event. This is an opportunity to introduce the award-winning sake to buyers and wholesalers in the local beverage industry; as well as our guests, the general public.
5. Each awarded product will be showcased through official social media channels and official website to ensure maximum exposure to new customers.

## **Japan Life**

After the diligent judging at the Sake Challenge, the “Japan Life” event will be held to introduce new customers to sake and Japanese culture. All the sake and products which are entered into the **Toronto Sake Challenge** will be showcased; which provides a great opportunity to promote the sake to buyers and wholesalers in the local beverage industry. This is an event that welcomes the general public to become more familiar with and enjoy the sake too. Producers, Sake Sommeliers and wholesalers on different platforms can meet and strengthen their networks.

## **Terms and Conditions**

### **I. Organiser**

The **Toronto Sake Challenge** is co-organized by Sake Sommelier Association Sommelier headquarters and "Wine, Sake, Beer and Food – Education and Enjoyment"

Website: <https://torontosakechallenge.com/>

Email: [torontosakechallenge@gmail.com](mailto:torontosakechallenge@gmail.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. 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. 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.
4. 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.
5. The Organiser's decision in all matters relating to the Competition is final and binding and no correspondence will be entered into. Requests for changes or submissions received after the application deadline will generally not be accepted, but the Organiser reserves the right to make the final decision on their acceptance.
6. This Competition is subject to the laws of Canada.

### **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, Craft Sake and etc.). We welcome all unique styles of Sake. Alcohol percentage should be below 20% to be entered into the competition.
3. Standard 2 x 720ml bottles for each entry. A total amount of 1440ml entered as minimum, ex. 5x 300ml bottles. \*Each bottle must be less than 1L.
4. Each entry must be filled out and submitted in the Product Form. All products submitted will become the property of the Organisers.

#### **IV. Entry Fee**

1. Each Entry product submitted to the Competition is subject to a **550 CA\$** Entry fee.
2. The Organiser will send an invoice after you complete your online application. Payments can be made via credit card, PayPal, bank transfer to the Organiser's designated account, or through international money transfer services like Wise.
3. Payment can then be made via direct bank transfer to the Organiser's nominated account, PayPal, or an international remittance service such as Stripe.
4. The Organisers will not be liable for any charges resulting from payment of the Entry Fee.
5. All Entry Fees are non-refundable in the event of withdrawal of the Entry.

#### **V. How to enter**

1. The Entry registration form should be submitted from the official website by 23 July 2025. If you have multiple entries, or if you find it difficult to apply online, it is also possible to send the Product Form filled out for each Sake to be exhibited to the Organiser by e-mail.
2. After submission of the Product Form for each sake, the local Organiser will review the information provided, obtain the samples and arrange the delivery of any sake already available in Canada to the designated location for judging at the Toronto Sake Challenge.
3. Entries of sake not yet distributed in Canada are also accepted. Breweries aiming to explore the Canadian market are welcome to submit their products. In such cases, the sake must be shipped directly to the designated address in Canada, to arrive no later than 30 July 2025.
4. Instructions will be provided after submission of the Product Form. All participants are expected to proceed in accordance with these instructions.
5. Shipping costs from within Japan to the address designated by the Organiser must be covered by the Entrant. Customs duties, value-added tax (VAT), and any storage or handling fees incurred after arrival in Canada will be covered by the Organiser.

#### **VI. Entry from outside Canada**

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, Canadian 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, Silver and Bronze 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 and advertise them.
3. Reference by Entrants to an Award must always be accompanied by the official award level (Platinum – Platinum, Gold - Kin, Silver – Gin, Bronze – Dou) 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.