



KAMPAI!

All around Japan "KAMPAI" with Sake

Let's together "KAMPAI" with Sake.

Sat., October 1st, 2016

00:00 ~ 24:00

18:00
"KAMPAI" starts
at main venue!

You can check Live
coverage on USTREAM.



Entry method 1

Upload your photo!
Please upload your photo taken while "KAMPAI"ng via < KAMPAI upload form > on official HP.

<http://kampai-sake.jp>
You can also upload your photo via FB/Twitter/Instagram.

f t i

Entry method 2

Go and "KAMPAI" at participating restaurants all around Japan.

Please check the participating restaurants and event details on official HP



500 people among all entries will get a proud Sake of Kuramoto!!

[Official HP] kampai-sake.jp

Why we "KAMPAI" with Sake?

The significance of Let's together "KAMPAI" with Sake.

Our ancestors have grown rice and brewed Sake with their rice, offered to the Gods praying for good harvest, health and safety. They drink Sake offered to the Gods which generates a human harmony. Then, people toast a "KAMPAI" after the scene changed from the ceremonial to the casual situation. "Praying for the health and prosperity "KAMPAI", pray for who? for the Gods? for Ancestors" When you touch something deep in Japanese mentality, there always be a Sake. To enrich your life..... Let's "KAMPAI" with Sake.



October 1st is a Sake Day

In Japan, we still use Zodiac of 12 animals, which represents each month as well as a year. 10th of them is 酉, "Tori(rooster)" However, this character "酉" derived from the shape of a sake vessel. In 1978, JSS designated October 1st as a "Sake Day" in hoping to convey Sake as a national alcoholic drink to posterity and further spread affection and understanding for Sake.

Sponsored by



JAPAN SAKE AND SHOCHU
MAKERS ASSOCIATION

contact

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● You must be older than 20 years to drink alcohol ● Never drink and drive ● Do not drink excessively ● Pregnant women and nursing mothers should refrain from drinking too much ● Recycle used bottles

You must be older than 20 years to drink alcohol. Minors are not allowed to drink by law.