

BANGKOK 酒 SAKE CHALLENGE

A challenge of the finest quality

Bangkok Sake Challenge 2026

Application rules

Event Outline

Objectives

The Bangkok Sake Challenge, held in collaboration with Thailand Taste hunters co., LTD, 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 Thailand market and expand their established market in Japan.

The goal of the **Bangkok 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 **Bangkok 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 Thailand and internationally will be selected. Therefore, many renowned experts from the food and beverage industry are included as judges. At the **Bangkok 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 Bangkok 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. In addition, 250 complementary award stickers, corresponding to the award level of the Platinum, Gold and Silver, will be mailed, ready to be affixed to bottles of the awarded sake. If Entrants need more stickers, please enquire via email. Award-winning entrants can also receive the series of medal logos in electronic format if they wish.
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 **Bangkok 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 **Bangkok 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. Organizer

The **Bangkok Sake Challenge** is co-organized by Sake Sommelier Association Sommelier headquarters and Taste hunters co., LTD.

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

Email: info@bangkoksakechallenge.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 Organizer 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 Organizer, 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 Organizer’s decision in all matters relating to the Competition is final and binding and no correspondence will be entered into.
6. This Competition is subject to the laws of Thailand.

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 Doburoku produced in Japan 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 Organizers.

IV. Entry Fee

1. Each Entry product submitted to the Competition is subject to a 57,000-yen Entry fee.
2. Payment of the Entry Fee can be made via direct bank transfer to the Organizer's nominated account, credit card or international remittance service such as Wise, through the Organizer website (<https://www.BangkokSakeChallenge.com/>)
3. The Organizers will not be liable for any charges resulting from payment of the Entry Fee.
4. All Entry Fees are non-refundable in the event of the withdrawal of the Entry.

V. How to enter

1. The Entry registration form should be submitted from the official website by 2nd March 2026. 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 Organizer by e-mail and remit the registration fee.
2. The sake should be submitted to The Organizer's designated address in Japan between 9th February – 5th March 2026. Entrants must send their sake samples directly to the designated address within Japan and are responsible for covering the domestic shipping costs. The Organizers will then handle all subsequent arrangements, including exporting the sake to Thailand and covering all related expenses such as international postage, customs duties, VAT, and any other fees like inland logistics or storage in Thailand.
3. The Organizer reserves the right to decline any entries submitted after the deadline.

VI. Cancellation

Entrants can cancel the registration by sending an email to the Organizer, 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.

VII. Award Winning Sake Entries

1. The Organizer 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 Organizer 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.
1. Awards are granted to particular products, not to the Entrants or their companies.
2. Entrants agree that they will only use the organizers and Competition names, logos and Awards to promote specific Winning Entries.
3. Entrants agree that they will cease to use the organizers and Competition names, logos and Awards at any time upon 14 days' notice from the organizers requiring them to do so.
4. The organizers logo is the property of the organizers and any unauthorized use, reproduction or alteration is strictly prohibited.