



October 15th, 2019
Laox Co., Ltd.

Laox opens Sake Museum in Shanghai

Laox Co., Ltd. (hereinafter referred to as we) has decided to open Sake Museum within Japan Pavilion^{※1}, a permanent exhibition space in Greenland Global Commodity Trading Hub in Shanghai on October 15th, Tuesday.

Sake, or Japanese rice wine, is now enjoying a global boom. In 2018 Japan's export of Sake was largest in history in both volume and value, with the latter exceeding 20 billion yen. In particular, the export value of Sake to China has grown by 248 percent during the last two years.

Sake Museum we are opening is, as the name suggests, dedicated to Japanese Sake and visitors can taste or buy Sake displayed in the museum. While Sake brands from 25 prefectures are displayed at the time of opening, 35 prefectures will be represented at the second Chinese International Import Expo, a national-level exposition specialized in imported products.

In addition to displaying various brands of Sake, we will introduce Sake's production processes and prestigious breweries. Visitors will also learn about the culture and history surrounding Sake. Furthermore, we will explain the characteristics of Sake produced in each prefecture and promote popular Sake brands through SNS so that Sake Museum can help boost the popularity of Sake in China in particular, and various products and services related to Japan in general.

We will further expand our business in China by providing products and services that satisfy customer needs.

※1: Japan Pavilion is a permanent exhibition space jointly run by Laox and Greenland Group, one of the largest real estate developers in China. It opened on Apr. 12th, Friday, 2019 within Greenland Global Commodity Trading Hub (No. 1588 Zhuguang Road Qingpu District Shanghai). The pavilion permanently exhibits about 500 products from more than 10 categories and 325 of them are introduced with the duty withheld since the facility is sanctioned as a bonded area.

※2: [Reference] Japan Sake and Shochu Makers Association: "Heisei Era's Last Great Record: Total export value of sake exceeded 20 billion yen for the first time, breaking the export value record for the ninth year in a row" (https://www.japansake.or.jp/sake/pdf/20190207_yushutsusougaku.pdf) (October 15th, 2019)



※ Far left: A poster of Sake Museum ※ Three on the right: inside of the museum

《Contact for information regarding this notice》
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