

# LONDON 酒 SAKE CHALLENGE



SAKE AMBASSADOR

Press Release

25<sup>th</sup> May 2018

## Sake Sommelier of the Year, Sake Ambassadors and London Sake Challenge 2018

The Sake Sommelier Association (SSA) is excited to declare **Joshua Kalinan Sinnathamby** (Singapore) as the winner of 2018's Sake Sommelier of the Year Contest at the Millennium Hotel, Knightsbridge on the 20<sup>th</sup> May. As part of the SSA's reception to celebrate the Sake Sommelier of the Year and London Sake Challenge, **Corinne Mui** (Hong Kong) received the title of *Sake Ambassador* and **Francesco Contento** (Italy) took the title of *Young Sake Ambassador 2018*.

The three finalists are Deepak Elangovan (Indonesia), Joshua Kalinan Sinnathamby and James Devereux (United Kingdom). Their tasks included blind tasting, foodpairing, service, written, and presentation throughout the day to exhibit refined palates, intricate serving skill, outstanding knowledge of produce, and unrivalled passion and charisma when serving and advising on sake.



From Left: Winner, Joshua Kalinan Sinnathamby, next to Runner Up, Deepak Elangovan

The judges described Joshua as a superb all-rounder, particularly outstanding at perspicuously communicating his depth of expertise with zest and passion to sake drinkers. They also remarked on his perseverance and dedication as he had twice been a runner-up before.

Upon winning, Joshua stated that he is not going to stop here, and will do more to promote sake, to make sake available to everyone by pairing it with all the different cuisines. *'I always say, once you've caught the sake bug, you're forever in it, and I will say kanpai to you.'*



On the same day, the SSA recognised **Corinne Mui** of AWSEC, for her exceptional contribution to sake education in Hong Kong, as *Sake Ambassador*. Corinne remarked that she is pleased and honoured to be the first Sake Ambassador in Asia, and will continue to share her sake passion to everybody in Asia.

She also drew attention to the popularity of sake in Hong Kong while admitting that sake is a premium market now in Asia, and she hopes to see a more diversified range in the market to be enjoyed by everybody, *'I think this is the beginning of my sake journey.'*



(Above) Corinne Mui, Sake Ambassador



(Above) Francesco Contento receiving Young Sake Ambassador Award

Meanwhile, **Francesco Contento** received the title of *Young Sake Ambassador 2018*. Born in Monopoli, raised in a hospitality environment, and now majoring in the wine sector at renowned London foods retailer Partridges, Francesco brings dedication and passion to his new responsibility as an advocate of sake in Europe.

Last, the SSA successfully hosted 2018's London Sake Challenge as part of its grand celebration of sake at which 33 judges assessed 150 sake appellations to award 12 bottles with the coveted 'platinum' rating. The SSA will announce the full results on the 20<sup>th</sup> June 2018.

The SSA is the first and only UK-based organisation that is solely committed to sake education and promotion around the world. Having sake educators in 18 cities and over 1,000 SSA-certified sake sommeliers and more to come, we continue to act as a bridge between the wonderful Japanese sake cultures and the world.

Our next courses are:

Introductory Sake Professional course—19th June 2018

Certified Sake Sommelier course—25th-26th June 2018

For more information please contact [info@sakesommelierassociation.com](mailto:info@sakesommelierassociation.com)

To find out more about the Sake Sommelier Association visit:

Website— <http://www.sakesommelierassociation.com/>

