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PRESS RELEASE
For immediate release

**Quebec has now an association for the promotion of sake:
Quebec Saké Association / Association Saké Québec (ASQ)**

At a meeting held in July 2017, with a few people working in the alcoholic beverage industry, it was agreed to create a new association to bring together members from promotional representation agencies, catering/restaurants, and sake distributors.

This new association allows members to have a unique and strong voice for the promotion of Sake in Quebec through trade shows and the general public. The ASQ also dedicates itself to educating and teaching through training courses and seminars on manufacturing methods, tasting and appreciation of sake.

The ASQ represents its members with the SAQ and other groups in the alcoholic beverage and restaurant sectors.

With the ASQ, we are able to mobilize as many players as possible to promote Sake in Quebec and to have direct contact with the consumer via a unique portal first on social media (Facebook page, and Instagram) then through a website.

In 2018, Kampai Montréal will be held, the first Quebec promotion and tasting event entirely devoted to sake. This new salon-type event, inspired by the success of Kampai Toronto, will be the occasion to launch the ASQ on a grand scale.

We thank the Consulate General of Japan in Montreal and the Embassy of Japan in Ottawa as well as the Japan External Trade Organization (JETRO) for their invaluable support and we are pleased to announce their admission as honorary members to the Sake Quebec Association.

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