



PRESS RELEASE

November 1st, 2016  
Japan Awasake Association

## Inauguration of “ima Inc.” as Secretariat of the Japan Awasake Association

TOKYO, NOVEMBER 1, 2016. “ima Inc.” announced today that it will administer the general affairs of the Japan Awasake Association as its designated secretariat. Working together, ima Inc. and the Japan Awasake Association will support the development and promotion of the finest world-class naturally sparkling sake, known as Awasake®.

### ■ About Awasake

Real, authentic Awasake® (pronounced AH-WAH-SAH-KEH) is produced only through natural fermentation, without additives, and is clear, nuanced and distinguished by its fine bubbles rising in a straight line. The Japan Awasake Association certifies only products produced in accordance with its set of quality guidelines, including natural fermentation, no additives and preservatives, and the use of only premium-quality Japan-grown rice.

Unlike many mass-produced sparkling sake products on the market today, no artificial introduction of CO<sub>2</sub> gas is allowed for carbonation purposes – only natural carbonation produced by time-intensive secondary fermentation may be used to create authentic Awasake.

The trademark Awasake® is registered in Japan (in Japanese: awa 酒®).

### ■ About the Japan Awasake Association

The Japan Awasake Association works with sake breweries throughout Japan to bring fine Awasake to the discerning connoisseurs of the world. Its activities include:

- Certification, accreditation, and branding of naturally sparkling, authentic Awasake.



- Education and promotion of Awasake to consumers through organized tasting events.
- Spread of highest quality production techniques by sharing knowledge and research.

It is the hope of the Association that Awasake will take its place with the other premium beverages of the world produced with fine, uncompromising craftsmanship, such as Champagne.

#### ■ About ima Inc.

**ima Inc. (spelled with a lowercase “i”, pronounced AI-MAH) was founded in 2013 with the mission of being the “aima between the world and Japan’s umami and takumi”. In Japanese, “aima” means connective fabric. “Umami” is the sense of taste, discovered and developed in Japan, that is responsible for the feeling of deliciousness and satiety. Finally, “takumi” means artisan, embodying the spirit of careful Japanese craftsmanship that is well-known around the world.**

**ima Inc.’s business focuses on assisting artisan sake producers with exporting their products overseas, including consumer education about sake quality and Japanese culture.**

#### Company Outline

Name: ima Inc.

Established: 2013

Address: Stadium Place Aoyama 7th Floor,  
2-9-5 Kita-Aoyama, Minato-ku, Tokyo, Japan, 107-009

Telephone: +81 50-5579-7300

Official Website: [www.i-ma.jp](http://www.i-ma.jp)