

CONCEPT SUMMARY

Location

Claremont Packing House

Theme

Exploring Japanese culture through regional cuisines, sakeware, sake and shochu, and iconic tourist destinations

Format

A fusion of static displays, interactive exhibits, immersive experiences, and a curated boutique shop

Feature

The first-ever permanent micro-museum in the U.S. focused on culture, sake and shochu

THE FIRST-EVER
IN THE UNITED
STATES



One immersion, one journey

A profound experience that takes you deep into the heart of Japanese culture.

THEME OF EXHIBITION



- Culturally inspired spatial design
- Fusion of physical exhibition walls and immersive visual experiences
- Special feature: Highlighting small-scale Japanese breweries
- Highlighting the diversity of Japanese sake, and shochu

STATIC CULTURAL DISPLAY



- Central visual: Map of Japan
- Seasonal, Rotating Prefecture Focus
- Signature sake labels and traditional sakeware
- Informative panels with QR code links to immersive videos
- Featuring regional specialties like miso and dried fruits

DYNAMIC IMMERSION EXPERIENCE



- High-resolution projection + interactive audio technology
- Visual content: brewing process, artisan interviews, regional scenery
- Instagram-worthy photo wall
- Art and antique screenings during non-interactive hours

PERMANENT EXHIBITION COLLABORATION ZONE



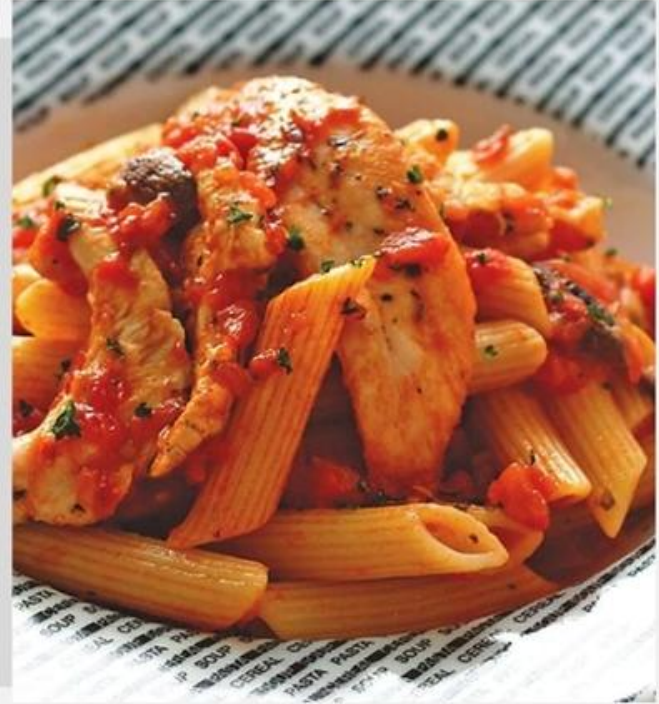
- Collaborations with local Japanese antique collectors
- Rotating exhibitions with contemporary artists
- Fusion of traditional sake culture and modern art

CULTURAL COLLABORATION WITH JAPAN



- Supported by the Japan External Trade Organization and Japanese cultural organizations
- Projection + interactive soundscapes of Japan's festivals, landscapes, and brewing traditions
- Immersive video content with artisan interviews and regional scenes
- Photo zones for guest engagement and social media sharing
- Ongoing partnerships with sake producers for cultural exchange

CULTURAL EXPERIENCE & APPLICATION OF INGREDIENTS



- Featured ingredients as finger foods
- Learn how to cross-cultural pairings with diverse sake styles
- Sourced via partnerships with Japanese agricultural producers
- A challenge to the stereotype that sake only pairs with traditional Japanese cuisine

DIGITAL & RETAIL PLATFORM



- Official “IN 寅” website and online shop
- On-site gift shop offering curated sake, shochu, sakeware, matcha, green tea, fine ingredients, and seasonal gift sets
- Membership-based club for sake and shochu enthusiasts
- Bridging real and digital experiences to modernize sake culture



THE WORLD OF CULTURE THAT EXPANDS FROM A GLASS

Education. Taste. Story.
Building bridges between cultures.

Association Name:

Japanese Heritage Sake & Spirits U.S. Association

This association encompasses traditional Japanese sake and its culture, and aims to be a hub for promoting Japanese culture in the United States through education, outreach, and international exchange.

OUR FOUNDING TEAM



Toshie Hiraide

President & CEO, Coop-Sachi Co., Ltd.
Ambassador, IWC Sake Division
International Sake Promotion Expert

■ Core Career

- Former International Flight Attendant, Japan Airlines
- Certified Sommelier by the Japan Sommelier Association (1992)
- Entered the field of sake culture promotion in 2001, inspired by daiginjo (premium sake)
- Founded Coop-Sachi Co., Ltd. in 2011, serving as President & CEO

■ Professional Roles & Public Positions

- Founding Collaborator and Official Ambassador, IWC (International Wine Challenge) Sake Division
- Lecturer, Japanese Sake Diplomacy Training Program, Ministry of Foreign Affairs of Japan
- Expert Member, "Global Brand Strategy Conference for Japanese Sake," National Tax Agency of Japan
- Operating Committee Member, "Sake Brewery Tourism Promotion Council," Japan Tourism Agency
- Shoryudo (Rising Dragon Road) Ambassador / Fellow, Regional Revitalization Center

■ Representative Contributions

- Promoted the internationalization of Japanese sake by linking it with diplomacy, education, and regional revitalization
- Integrated sake ware, washoku (traditional Japanese cuisine), and local sake culture to develop the "Sake × Tourism × Regional Development" model
- Helped include award-winning sake from the IWC in the Ministry of Foreign Affairs' list for overseas diplomatic establishments, enhancing the global presence of Japanese sake
- Actively engaged in cross-disciplinary promotion of food culture and crafts, fostering the integration of cultural tourism

OUR FOUNDING TEAM



Libby Tseng (曾珊惠)

Importer & Educator
Executive Director, IN-Micro Museum.

■ Core roles

- **Executive Director**, IN micro-museum (a cultural space for promoting Japanese sake and shochu)
- **Director** of Japanese alcohol liquid, Japan Imports Now
- **Founder**, Yamamori Inc. / Jiou Jiu Shang Wine & Sake Academy
- **Educator**, SSI-certified International Sake & Shochu Instructor / WSET-certified Wine Instructor
- **Judge**, Member of the 2024 Japan International Women's Sake Competition

■ Qualifications

- SSI-certified International Sakasho (Master of Sake)
- SSI-certified International Kikisake-shi (Sake Sommelier) & Shochu/Sake Instructor Certification
- J.S.A. Sake Diploma International (Japan Sommelier Association)
- WSET Diploma (DipWSET)
- Champagne Specialist, certified by Comité Champagne

■ Background & Expertise

- Extensive experience visiting sake and shochu breweries across Japan
- Skilled in designing and hosting courses and events that fuse culture, cuisine, and aesthetics
- Currently advancing a new experiential model connecting the Asian and North American markets under the theme "Culture × Sake × Education"

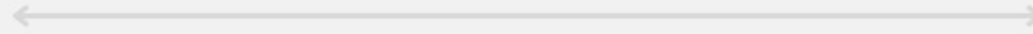
GOLDEN TEAM



Libby Tseng (曾珊惠)

Importer & Educator

**Bridging Business, Education, and
Cultural Diplomacy**



Toshie Hiraide (平出 淑惠)

Diplomatic Liaison

This team forms a rare synergy of entrepreneurial leadership, cross-cultural education, and official Japan partnerships—laying a strong foundation for a project that's both visionary and executable.



**THANK YOU
FOR YOUR TIME**