

< Rie Yoshitake >



Country/Region: London, United Kingdom (UK)

Current Position: UK-Japan communication expert, Sake Promoter

UK Liaison for Japan Sake and Shochu Makers Association

UK representative for Sake Samurai Association

In pursuit of a personal ambition to create a bridge between Japan and the UK, Rie has been engaged in various aspects of cross-cultural and business activities since her arrival in 1986. In 2006 she became involved in the sake competition at the International Wine Challenge (IWC) as the UK representative of the Sake Samurai and as the IWC Sake Ambassador.

With her knowledge of the wine trade and her exceptional personal network, she has been successfully spreading the word about sake and raising the profile of Japan's national drink internationally. Her achievements in promoting sake have included prestigious sake events at the UK Houses of Parliament, Oxford University and the Embassy of Japan, as well as the celebrated sake videos for the Guardian Media.