

A New Era for the Sake Industry in Japan and Beyond: The Case of Award-Winning Dassai and Asahi Shuzo

February 7, 2023

Room 820, Kravis Hall, Columbia Business School



Featuring:

Hiroshi Sakurai, Chairman, Asahi Shuzo Co., Ltd.

Moderator:

David E. Weinstein, Director, CJEB; Carl S. Shoup Professor of the Japanese Economy, Columbia University

Mr. Sakurai is an internationally recognized business leader, having won the EY Entrepreneur of the Year Japan award in 2021. He discussed the difficulties of continuing a family business and explained how to overcome geographic challenges and shift from a red ocean market to a blue ocean market. He delved into Asahi Shuzo's ability to coexist with farmers to create profit together and highlighted the company's continuous pursuit of high-quality products, stressing the necessity and importance of Japanese time-honored, artisanal, and meticulous processes when making sake. Mr. Sakurai also discussed the future of Dassai in NY and DASSAI BLUE. To view the recording of the event, please visit <https://youtu.be/eFFEloNV2CE>.