

Innovating Japanese Sake: Crafting DASSAI on the Moon

Wednesday, April 22, 2026 | 6:00 – 7:15 PM
Geffen 320 and 330, CBS Women in Leadership Board Room,
Columbia Business School



Featuring:

Hiroshi Sakurai, Chairman, DASSAI Inc.

Moderator:

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

Cosponsors: Cocktail & Spirits Club; CBS Gourmet Club; Japanese Business Association; Wine Society,
Columbia Business School

Note: This event was limited to Columbia Business School community members and CJEB affiliates.

Mr. Sakurai spoke about Dassai, one of the leading Japanese sake breweries, discussing its global business strategy and new collaboration with the Japan Aerospace Exploration Agency (JAXA) to conduct brewing experiments in orbit. He addressed efforts to sustain a multi-generational family business, pursue premium quality through Japan's craftsmanship, and expand globally. He also discussed the technology behind the "DASSAI MOON Project" and how DASSAI has transformed this idea into reality to achieve a historic milestone for humanity.