

FOR IMMEDIATE RELEASE



**HIRO SAKE LLC ANNOUNCES OUTSTANDING RESULTS FOR
HIRO SAKE BRANDS
IN THREE PRESTIGIOUS WINE & SPIRITS COMPETITIONS**



NEW YORK, NY – July 30, 2012 – [Hiro Sake LLC](#) is thrilled to announce that the company’s sake brands received top awards at three distinguished wine and spirits competitions including the *San Francisco International Wine Competition*; the *New York World Wine & Spirits Competition*; and the *Spirits International Prestige (SIP) Awards*. HIRO RED Junmai received the **HIGHEST** awards in its respective category winning a **Double Gold Medal** and **“BEST SAKE IN SHOW”** at the New York World Wine & Spirits Competition, and a **Platinum “BEST OF CLASS” Award** in the SIP Awards. Competition wins for Hiro’s brands are listed below:



San Francisco International Wine Competition (June 27, 2012)

HIRO RED Junmai Sake - *Silver Medal*

New York World Wine & Spirits Competition (June 29, 2012)

HIRO RED Junmai - *Double Gold Medal* and *“BEST SAKE IN SHOW”*

HIRO BLUE Junmai Ginjo Sake - *Gold Medal*

Spirits International Prestige (SIP) Awards (July 14, 2012)

HIRO RED Junmai Sake – *Platinum “BEST OF CLASS” Award*

HIRO BLUE Junmai Ginjo Sake - *Gold Award*

“We are incredibly honored that our Hiro Sake brands were chosen as significant winners in three prestigious competitions held within the past month,” said Carlos Arana, co-founder and CEO of Hiro Sake LLC. “Having created superior sakes made with quality ingredients and exceptional taste profiles, it’s rewarding to have both renowned judges and consumer panels recognize Hiro’s outstanding attributes, and validate our brands as serious players in both the wine and spirits arenas.”

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Hiro Sake is a world-class, hand-crafted and versatile Japanese sake created using only the finest ingredients. Hiro's Toji - or Sake Master - has created an exquisite brew that bridges the heritage of the past with today's modern drinking patterns. Hiro Sake can be used in an infinite number of cocktails, usually in place of vodka, white rum or gin, and with only half the alcohol of traditional spirits. Hiro offers both a **Junmai (Hiro Red)** sake, which has been traditionally brewed and can be served warm or chilled; and a **Junmai Ginjo (Hiro Blue)** sake, which is produced with rice that is 'polished' or milled to remove at least 45% of its original weight, and has the added character and body to be served chilled, on the rocks or in a cocktail. Hiro Red's suggested retail price is \$29.99 (720ml), and Hiro Blue's suggested retail price is \$39.99 (720ml).

ABOUT THE COMPETITIONS

The 32nd annual **San Francisco International Wine Competition**, the largest, most influential international wine competition in America, was judged by a prestigious panel of nationally recognized wine experts. Led by *The Tasting Panel's* Anthony Dias Blue, judging was based on a blind, consensual procedure, ensuring competitive integrity as it remains the nation's most respected wine competition.

The 2nd annual **New York World Wine & Spirits Competition** featured a distinguished panel of judges led By *The Tasting Panel's* Anthony Dias Blue. As the only competition to take place "out in the open" at an industry trade event - the 13th annual Bar and Restaurant Show - the judges made their selections from more than 400 entries.

The 4th annual **Spirits International Prestige (SIP) Awards**, which were originally developed to recognize consumer preference, aim to further product development and branding. A sixty-judge consumer panel sipped, savored and tasted 302 brand entrants in 39 categories, from established labels and up-and-coming brands. Spirits were critiqued in a blind tasting, with a focus on taste, aroma and finish.

ABOUT HIRO SAKE

Hiro Sake is a premium, hand-crafted Japanese sake brewed in the Niigata prefecture, the premiere sake-producing region of Japan. Hiro is offered in both Junmai (Hiro Red) sake and Junmai Ginjo (Hiro Blue) sake. Effective August 1, 2012, [Monsieur Touton Selection Ltd](#) will be the exclusive distributor for Hiro in the metro New York area as well as eight other states. Currently available in fine restaurants, bars and retailers in the New York metro area, Hiro's Toji (Sake Master) was awarded first prize in a 2011 Japanese national sake competition, regarded as one of the most important sake competitions in the world. More information about the company can be found at www.hirosake.com, on [Facebook](#) page and Twitter @hiro_sake.

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