

PRESS RELEASE

EMBARGO UNTIL 1:00PM AEDT | FEBRUARY 21, 2025

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A 1300-YEAR-OLD SECRET UNVEILED: PRINCE NAGAYA SAKE MAKES ITS AUSTRALIAN DEBUT IN MELBOURNE

Melbourne, Australia – 20 March 2025 – An extraordinary piece of history arrives on Australian shores as *Prince Nagaya*, an ancient Japanese sake with a 1300-year-old legacy, makes its exclusive debut in Melbourne. This limited, invite-only event will take place at a private, undisclosed venue, offering guests a money-can't-buy opportunity to savour one of the world's oldest and most storied sake recipes.

A RECIPE UNEARTHED FROM HISTORY

Named after the Japanese prince and diplomat, *Prince Nagaya* sake is crafted from a recipe discovered on a wooden tablet during an excavation of Prince Nagaya's residence in Japan's Nara region. Dating back over 1300 years, the recipe pre-dates even the earliest records of Champagne, making this sake a living testament to Japan's rich cultural and culinary heritage.

The sake is brought to life by the esteemed **Nakamoto Sake Brewery**, who blend ancient craftsmanship with modern techniques. Brewed with table rice polished less than modern standards, this sake offers a rich, viscous experience and a striking golden hue. Its distinctive flavour profile, celebrated by Western audiences and honoured with awards in France and around the world, promises an unforgettable tasting experience.

AN EXCLUSIVE MELBOURNE AFFAIR

Melbourne, often recognised as Australia's culinary capital, has been chosen as the launch city for *Prince Nagaya's* Australian debut, ahead of future events planned for Sydney and Brisbane. The event will offer guests the rare opportunity to:

- **Taste Prince Nagaya Sake** – A precious experience with one of the world's most historic beverages.
- **Meet the Makers** – Engage with representatives from the brewery, visiting from Japan.
- **Discover the History** – Learn about the ancient brewing methods and the cultural significance of Prince Nagaya.

Special guests will include a **sake sommelier** and a **Nakamoto Sake Brewery representative**, who will share their insights on the legacy and craftsmanship behind this unique beverage.

STRICTLY LIMITED ACCESS – A ‘MONEY-CAN’T-BUY’ EXPERIENCE

The event will be **invite-only**, with a select few invitations open to the public:

- **2 Tickets** will be available via Prince Nagaya’s Australian social media channels.
- Expressions of interest can be submitted through the website: princenagaya.com.au

Media representatives will be attendance, but interview opportunities will be strictly limited. Early expressions of interest are recommended.

A RARE OPPORTUNITY BEYOND THE EVENT

Following the launch, **wholesale pre-orders** will open exclusively to restaurants, bars, and select hospitality providers. With limited allocations, pre-orders will be subject to approval based on the venue’s suitability to represent this historic sake. Retailers may express interest, but availability is not expected until 2026.

A STATEMENT FROM THE BREWERY

“We have revived a sake once enjoyed by Japanese royalty 1300 years ago, a treasure that had long been buried beneath the sands of time. We are excited to bring this remarkable beverage to Australia and invite you to indulge in this unique taste of tradition.”

Yoshinao Kurita, Owner of Nakamoto Sake Brewery

EVENT & MEDIA INFORMATION:

- **Event Date:** 20 March 2025
- **Location:** Private, undisclosed venue in Melbourne
- **RSVP & Media Inquiries:** info@princenagaya.com.au | princenagaya.com.au

ABOUT PRINCE NAGAYA SAKE

Prince Nagaya Sake is produced by **Nakamoto Sake Brewery**, using an ancient recipe dating back to Japan’s Nara period. Combining historical brewing techniques with modern craftsmanship, it offers a flavour profile that bridges centuries of tradition with contemporary tastes. The sake’s name honours Prince Nagaya, a historical figure known for his contributions to the arts and international diplomacy.

FOR MEDIA & INTERVIEWS:

Contact: Prince Nagaya Australia
Email: info@princenagaya.com.au
Website: princenagaya.com.au