

Diverse Flavours heads to Cannes with a new sake product



Sakuramasamune Junmai Daiginjo 40 is new to travel retail

Diverse Flavours is showing off its newly launched Japanese sake at the TFWA World and Exhibition 2019 (Red, L34). Yumi Hayashi, sake expert, will be on hand to answer questions, discuss the products and promote the company's offering for travel retail.

Influenced by places and tastes from across the globe, the South African distributor is expanding its sake offer by launching Sakuramasamune Junmai Daiginjo 40. From one of Japan's oldest sake makers, this new product is brewed from Yamadanishiki rice polished to 40% and gives off an elegant fruity aroma.

Going back approximately 400 years, Sakuramasamune started brewing sake in 1625 and is located in the Nada region in Kobe City, Hyogo Prefecture.

Diverse Flavours will also be showcasing for its award-winning Kinmare Daiginjo Genshu for the first time, a range of sake from Kinshi Masamune from Kyoto and a list of Sakuramasamune brands.