

## 1. Overview

### Project Title

2026 Japanese Sake Promotion Campaign in Singapore and Malaysia

### Target Regions

- Singapore
- Malaysia (Kuala Lumpur & other regional cities e.g. Penang, Johor Bahru)

### Participating Establishments (Tentative)

Singapore: Approximately 20 establishments  
(principally non-Japanese cuisine restaurants and bars)

Malaysia: Approximately 15 establishments  
(non-Japanese cuisine establishments are expected to make up at least half)

### Campaign Period (Tentative)

Mid-December 2026 to mid-February 2027

Participating establishments are expected to be divided into several groups, with each establishment generally participating for about one month. Campaign dates and delivery schedules will be determined in coordination with the participating establishments.

### Main Activities

- Development and provision of pairing menus, cocktails and other offerings featuring Japanese sake
- Japanese sake training for staff of participating establishments
- Promotional communications through social media, digital advertising, influencer word-of-mouth and other channels
- Promotional events (e.g. sake tastings)

## 2. Eligible Distributors

Companies engaged in the import, wholesale, distribution or supply of alcoholic beverages to food and beverage establishments in Singapore and/or Malaysia

Multiple distributors are expected to participate in the campaign

## 3. Eligibility Requirements

Applicants should meet the following criteria:

## Operational Capabilities

- Hold all necessary licenses and permits for the import, sale and distribution of alcoholic beverages in the distributors' specified region(s)
- Maintain storage facilities appropriate for Japanese sake products
- Be capable of maintaining a stable supply of sake products, in accordance with each establishment's campaign schedule

Featured sake products will be determined first through consultation with distributors, then presented to restaurants and bars for their selection. The products will be finalized around October 2026. Applicants' recommended sake products may not eventually be selected for the campaign.

## Project Implementation

- Have the capacity to deliver to participating establishments in the distributors' specified region(s):

Singapore: Up to 20 establishments

Malaysia: Up to 15 establishments

(Kuala Lumpur & other regional cities e.g. Penang, Johor Bahru)

Applicants may choose either Singapore or Malaysia, or both regions

- Be able to respond flexibly and promptly to requests concerning samples, product registration and delivery schedules
- Be able to provide product samples free of charge to participating establishments, for purposes of campaign product selection
- Be able to coordinate, when necessary, with the relevant sake breweries, participating establishments and the project management team
- Be able to provide the project management team with relevant information on inventory, deliveries and current or anticipated product status

Participation in this campaign does not guarantee any order quantity, sales volume or continuing business relationship for any product.

## Relevant Experience

- Possess a track record in the import, wholesale or distribution of alcoholic beverages
- Maintain a sales and delivery network serving restaurants, hotels, bars or other F&B establishments
- Conduct business appropriately and in compliance with all applicable laws and regulations

## Other Project Aspects

- Be able to respond to surveys, interviews, sales reviews and other evaluations conducted during and after the campaign
- Be able to support product briefings for staff of participating establishments or other training initiatives, as implemented by the project management team

- Be able to support campaign-related events e.g. providing a representative to explain sake products during sake tasting sessions
- Be willing to, and make reasonable efforts to propose the continued supply of sake products to participating establishments and fulfil additional orders after the campaign

#### 4. Selection Process

Applicants will be assessed on their overall suitability with the project direction, with the following criteria in mind:

- Experience and network in supplying non-Japanese cuisine and other F&B establishments
- Experience in handling Japanese sake and other alcoholic beverages
- Ability to ensure stable supply during the campaign period
- Intention to continue handling Japanese sake products after the campaign
- Capacity to cooperate with the project
- Fulfilment of the eligibility requirements

In addition, applicants may be invited to an online interview if necessary. Multiple distributors are expected to be selected.

#### 5. Application Procedure

Please submit your application via the following link, by Friday, 7 August 2026.

Call for Participating Distributors: Application Form

<https://forms.cloud.microsoft/r/g2aG2Y6cvG>

If your application has not been acknowledged by Wednesday, 12 August 2026, please write in to [sg-food@jetro.go.jp](mailto:sg-food@jetro.go.jp)

#### 6. Campaign Schedule

|                                        |                                                                                                              |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------|
| 7 August 2026                          | Application deadline                                                                                         |
| Mid-August 2026                        | Review of applications, online interviews (if necessary)                                                     |
| By End-August 2026                     | Notification of application results                                                                          |
| From September 2026                    | Selection of campaign products, coordination of delivery arrangements etc. with participating establishments |
| Mid-December 2026 to mid-February 2027 | Campaign period                                                                                              |

Participating establishments are expected to be divided into several groups, with each establishment participating for about one month

## 7. Enquiries

The Japan Food Product Overseas Promotion Center (JFOODO)  
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