

## Lecturer : Ayumi Fujishiro

Ayumi Fujishiro enjoyed one of her greatest achievements as the world's youngest Sake Service Institute Official Lecturer in 2017 when she was 28. She spent three years as an International Kikisake-shi (Sake Sommelier), before pursuing her passion in sake to become a Sake Service Institute Official Lecturer, a league above the International Kikisake-shi.

"Even until today, when I drink with my father, I will pour him lesser Sake and more for myself lor.", laughs Ayumi. Ayumi has mastered Singlish in a short span of two years living in Singapore and enjoys speaking Singlish to her customers, colleagues and business partners.

## 講師 : 藤代 あゆみ

平成元年生まれ。東京都出身。

2013年よりシンガポールにて日本の地域産品の販路拡大や文化啓蒙を行うIPPIN PTE. LTD.にてマーケティングに従事。2014年にシンガポールで初めて開催された国際唎酒師試験に合格後、2017年には上位資格である日本酒学講師に認定される。

<http://www.ayumi-and-sake.tokyo>

## IPPIN PTE. LTD.

### ABOUT IPPIN

IPPIN PTE. LTD. is the supporting agency for Japanese SMEs and offers Japanese products the retail, trade, exhibition, seminar opportunities in Singapore and SEA.

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# ENJOY LIFE SIP BY SIP

## Japanese Sake Appreciation



## 国際唎酒師

International Kikisake-shi  
(No. 114102, 2014)

## 日本酒学講師

Official Lecturer of Japanese Alcohol Beverage  
(No. 000382, 2017)

## 酒匠に挑戦!

Ayumi would apply Sake Tasting Master in 2020!



## SAKE APPRECIATION

Ayumi presents her definitive guide to Japan's national drink with fun, laughter and lots of cheers for Sake beginners! Kanpai!

## 利酒会

日本酒を飲み始めたばかりの方向けに、日本酒の基礎知識を“飲みながら”楽しく学んでいただける会です。



## WHAT YOU LEARN? 講座内容

Taste different types of Sake, receive tips on selecting and discovering your to-go Sake, learn brewing techniques, labels and taste Japanese sourced snacks paired with Sake to experience how Sake supplements your meal and life.

日本酒の種類、ラベルの読み方・選び方、醸造方法、食事とのペアリングなど。

Please contact us for more details!

## SAKE NAVIGATOR

More interest of Sake? Join half day course to qualify "Sake Navigator" with official certification by Sake Service Institute.

## 日本酒ナビゲーター

日本酒に更に興味が出てきた方には、日本酒サービス研究会・酒匠研究会 連合認定資格である、「日本酒ナビゲーター」のコースもご用意しています。



## MEDIA INFO メディア掲載情報

**19 JULY 2019 MONEY FM89.3** THE BREAKFAST HUDDLE  
<https://www.moneyfm893.sg/guest/ayumi-fujishiro-sake-to-go/>

**17 APRIL 2019 987FM Singapore's No.1 Hit Music Station** Get Up with Gerald and Kim  
<https://www.facebook.com/987fm/videos/386417605286969/>

**29 MARCH 2019 BUSINESS INSIDER SINGAPORE** Hit by sudden hearing loss at 22, Japanese sake lecturer carved her career  
<https://www.businessinsider.sg/hit-by-sudden-hearing-loss-at-22-japanese-sake-lecturer-carved-her-career-while-running-two-businesses-in-singapore/>

**09 DECEMBER 2018 Liane Zaobao** 品清酒 酿酒情 藤代亚弓, 清酒酒学讲师  
<https://www.zaobao.com.sg/lifestyle/food/story20181209-914360>

**15 MARCH 2016 NNAシンガポール** アジアで会う 本物の日本の文化を伝える仲介人  
<https://www.nna.jp/news/show/1147210>