



## Press Release

Munich, September 20, 2021

Kai Dräger and Alexander Rudolph, have turned their passion for sake into a business and import Aged Sake from Japan to Munich.

*"Aged Sake is relatively unknown in the Western world, and is a rare product even in Japan. We want to show the people in Germany that sake can be so different from what they've experienced before."*

Sake is usually associated with Japanese food. However, thanks to its full body and robust character, Aged Sake is also an excellent match for the Western cuisine, especially for dishes with intense flavors.

The long maturation creates a diverse product range with an incredible variety.

*"We have classic aperitifs, great food companions and distinctive digestifs on sale. Aged sake can be dry like a red wine, refreshing with slight sweetness and acidity like a white wine or aromatic like a dessert wine. If you want to offer your customers an alternative to robust white and red wines or to sherry, you will certainly find something interesting in our portfolio."*

At the start of their business, Kai & Alex have selected five craft sake breweries with more than 20 different sake ranging from 3 to 20 years of aging.

Sake is not a distilled but rather a brewed beverage with an alcohol content between 15 and 17%, Aged Sake can be enjoyed pleasantly. For the sake of comparison, Kai & Alex have both, aged and also some fresh products from the same breweries in their portfolio.

*"This is an absolute highlight. Where else can you compare a fresh sake with its aged counterpart after 5, after 15, and even after 20 years of aging?"*

Special attention is paid to the presentation of family breweries that they have personally selected on the spot.

*"Each brewery is different and has its own regionality that you need to know in order to understand the sake in the bottle."*

The same is true for their customer relationships.

*"Sake is a people business. It's all about personal relationship. We have built strong ties with our breweries and want to do the same with our customers to place the product the right way in the market."*

Online and offline tastings are offered for Aged Sake newcomers and especially for first-time B2B buyers.

*„We have developed an easy-to-understand information system for our B2B customers that includes all the information they need to present and serve Aged Sake without any prior knowledge or preparation."*

While the market focus is on B2B in Germany and Europe in the deli, bar and restaurant sector, consumers in Germany can also purchase a selection of the products directly at [www.aged-sake.de](http://www.aged-sake.de).

Kai & Alex plan to expand their portfolio and breweries interested in selling their Aged Sake are welcome to contact and submit samples of their treasures that may not yet even have been released on the market.

More about Aged Sake, the breweries, the products and Kai & Alex at [www.aged-sake.de](http://www.aged-sake.de) and at [info@aged-sake.de](mailto:info@aged-sake.de).

Our press release is also [available](#) in German, French and Japanese.

hin & her UG (haftungsbeschränkt)  
Tiroler Straße 23  
82515 Wolfratshausen  
Germany