

A One-of-a-Kind Tour! Learn the History & Differences of Japanese Sake (Nihonshu)

Sendai MICE (“Maishu”) Tourism



*Example

Sample Itinerary

09:00 –	13:00	Sendai City sightseeing, lunch
13:00 –	14:30	Sendai MICE (“Maishu”) Tourism (Sendai Ryokusaikan)
15:00 –	17:00	Sake brewery tour (central or coastal Sendai)

【What is MICE (“Maishu”) Tourism?】

This “MICE” tour is centered around Japanese sake, also known as “maishu” (which is close in pronunciation to “MICE” in Japanese). Visit Aobayama, a place where the history of the Date family’s sake brewing business still lives and breathes, and learn about Miyagi and Sendai’s world-class sake, sake brewing, and food.

The lecturer is a buyer for Fujisaki, a long-running department store representing Sendai, as well as a sake connoisseur who specializes in Japanese sake and shochu. Their deep knowledge of the subject will make for a special experience.

The main highlight of this tour is the opportunity to try and learn about many different types and makers of Japanese sake at a leisurely pace.

This can also be arranged as a pairing course with Miyagi Prefecture specialties like gyutan (cow tongue), kamaboko (fish cakes), and Zao cheese. You might be surprised at how well sake pairs with these.

Sake brewery tours can be included after the sake lecture if time allows (extra cost).

Available	Year-round
Time	10:00–18:00
Price	440,000 yen base fee + 5,000 yen/pax
Capacity	5–15 pax
Length	1.5 hrs. (3 hrs. if touring breweries)
Language	English, Chinese

Contact & Reservations

Japan Convention Service Tohoku Branch

E-mail : parkmice_mi@convention.co.jp

Business hours: Weekdays 9:30–17:30 (Closed Sat., Sun., holidays)