

San Diego Sake Festival Celebrates 10th Anniversary with 100+ Craft Varieties on September 27

One of Southern California's largest sake event returns to JULEP Venue with a two-part program for consumers, restaurants, food and beverage industry

SAN DIEGO, CA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- The San Diego Sake Festival, presented by the [San Diego Sake Club](#), will celebrate its 10th anniversary on Sunday, September 27, 2026, at JULEP Venue in downtown San Diego. Founded by San Diego Sake Club in 2016 and now one of Southern California's largest sake tasting events, the festival is expected to draw more than 1,000 attendees this year.



San Diego Sake Festival 2026

Since its inception, the San Diego Sake Festival has grown into an annual celebration of Japan's cultural heritage and the art of sake brewing. The festival will feature more than 100 varieties of premium craft sake and shochu from breweries across Japan and the United States, alongside Japanese beer, curated food vendors, and traditional Japanese cultural workshops. Attendees will have the opportunity to meet visiting brewery owners and sake specialists from some of Japan's most established producers.

A registration-only morning industry session welcomes restaurant operators, sommeliers, importers, wholesalers, and media to learn directly from visiting brewery owners about the history and craft behind each sake, in a focused setting designed to help attendees bring these stories to their own customers and businesses. Registration is limited to industry professionals through the link below. In the afternoon, the festival reaches its peak as general attendees savor sake amid the celebratory atmosphere and Japanese cultural traditions, including the Kagami Biraki barrel-opening ceremony.

"The San Diego Sake Festival has become a meaningful bridge between Japanese producers and audiences here in Southern California," said Ayaka Ito, Founder of San Diego Sake Club.

“Reaching our 10th year is a testament to how warmly this community has embraced sake and the culture behind it.”

The 10th anniversary festival is presented by the San Diego Sake Club with support from meribiz Inc., a San Diego-based event management and cross-cultural PR company that assists with event operations and industry programming.

EVENT DETAILS

- WHAT: 10th Annual San Diego Sake Festival
 - PRESENTED BY: San Diego Sake Club
 - WITH SUPPORT FROM: meribiz Inc.
 - WHEN: Sunday, September 27, 2026
- Industry Tasting: 11:00 AM – 2:00 PM (registered industry professionals only)
VIP & General Admission Tasting: 2:30 PM – 6:30 PM
- WHERE: JULEP Venue, 1735 Hancock Street, San Diego, CA 92101
 - AGE POLICY: 21+ event; valid ID required
 - SUPPORTED BY: JETRO Los Angeles, National Tax Agency of Japan

TICKETS

- [Public Tickets & Info](#)
- [Industry Registration Form – Industry Professionals Only](#)

*NOTE: Industry status may be verified at the door.

ABOUT the San Diego Sake Club

The San Diego Sake Club founded the San Diego Sake Festival in 2016 to introduce American audiences to premium Japanese sake and the traditions of sake brewing. Now host to one of Southern California’s largest sake tasting events, the club is dedicated to sharing Japanese cultural heritage and building appreciation for sake in San Diego. For more information, visit <https://sandiegosakeclub.com/>.

ABOUT meribiz Inc.

meribiz Inc. is a San Diego-based bilingual event management and PR company specializing in cultural and business exchange between Japan and the United States. The company supports the San Diego Sake Festival with event operations and industry programming. For more information, visit <http://www.meribiz.com/>

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