

SAKENOVA: 28-Year-Old Master Brewer Pioneers AI-Pioneers AI-Driven Sake Revolution, Achieving 40% Cost Reduction While Winning International Gold Medals

A New Era of Japanese Sake: Tech-Native "Toji" Fuses Traditional Craft with Craft with Advanced IoT to Create World-Class Quality

Tokyo, Japan — December 15, 2025

SAKENOVA, a visionary sake brand led by 28-year-old CEO and Master Brewer Daichi Niiyama (born 1997), today announces a breakthrough in sake production that marries centuries-old tradition with cutting-edge AI technology. By implementing IoT sensors and AI-optimized fermentation processes, SAKENOVA has successfully reduced labor costs by approximately 40% while achieving the highest level of quality stability. This innovation has been validated globally, with the brand's flagship products winning Gold Medals at prestigious competitions in Singapore and Luxembourg, and securing placements in Japan's most exclusive luxury venues including Janu Tokyo and Bvlgari Hotel Tokyo.

INNOVATION HIGHLIGHTS

AI-Native Brewing Revolution: Led by a former AI engineer turned Toji, utilizing proprietary data analytics to visualize fermentation processes and ensure precision quality control previously reliant solely on intuition.

Efficiency Meets Excellence: Achieved a 40% reduction in manufacturing labor costs through automation, proving that high-efficiency tech can produce Gold Medal-winning ultra-premium sake.

Global Acclaim: Winner of Gold Medals at the Singapore Sake Challenge and Luxembourg Sake Challenge; served at the Tokyo International Film Festival Opening Ceremony.

Future of Flavor: Upcoming launch of the "ALPHA" series, a genre-defying botanical craft sake designed to captivate the international palate.

SAKENOVA is redefining the industry standard by demonstrating that digital transformation (DX) in brewing not only preserves tradition but enhances it. The brand's flagship, featuring an extreme 7% rice polishing ratio, has already been adopted by The Ritz-Carlton Okinawa and other top-tier establishments. SAKENOVA is now actively seeking international importers and luxury dining partners to bring this new wave of Japanese sake to the world.

"We are not just making sake; we are coding the future of fermentation. By offloading data management to AI, we allow our brewers to focus entirely on the art of sensory evaluation. We invite global partners to join us in this revolution." — Daichi Niiyama, CEO & Master Brewer

SEEKING PARTNERS

-  Premium Importers
-  Michelin Restaurants
-  Luxury Hotels

Accepting inquiries for allocation & exclusive distribution.

REVOLUTIONIZING TRADITION: AI-DRIVEN PRECISION BREWING

SAKENOVA is redefining the centuries-old craft of sake brewing by integrating cutting-edge IoT and AI technologies. By moving away from reliance solely on intuition, we have established a data-driven brewing process that ensures unprecedented quality stability and efficiency.

Our system utilizes IoT sensors for automatic temperature control and AI algorithms to optimize the fermentation process in real-time. This approach allows us to visualize the fermentation trajectory for each specific flavor profile, ensuring consistency that manual brewing cannot match.

INNOVATION IMPACT

40% Cost Reduction

Automation of temperature checks and fermentation monitoring has drastically reduced labor costs while improving precision.

Scalable Quality

Stable high-quality production independent of individual artisan intuition.

THE TECH-NATIVE TOJI: DAICHI NIYAMA

Daichi Niiyama

CEO & MASTER BREWER (TOJI)

Born in 1997, Niiyama represents the new "AI-Native" generation of brewers. A former AI engineer who founded Sake AI Inc. in 2020, he bridges the gap between traditional craftsmanship and modern technology. After rigorous training at a historic brewery, he now leads SAKENOVA's brewing team, combining his engineering expertise with a deep passion for sake to create the future of the industry.

Age: 28 (Born 1997)

Background: AI Engineer

Vision: "Maximizing sake enjoyment through technology."

INTERNATIONAL VALIDATION

Global Awards

Gold Medal: Singapore Sake Challenge (2023, 2024)

Gold Medal: Luxembourg Sake Challenge (2023)

Silver Medal: Oriental Sake Awards (Hong Kong)

Prestigious Placements

Selected for Tokyo International Film Festival Opening Ceremony and Japan Academy Awards After Ceremony.

Ritz-Carlton Okinawa

Bulgari Hotel Tokyo

Janu Tokyo

MARKET CONTEXT

¥43.5 Billion

Export Value (2024)

Japanese sake exports have hit record highs for 13 consecutive years. The market is shifting towards high-value, premium products—exactly where SAKENOVA is positioned.

"High-Value Demand is Rising"

SAKENOVA 2023**FLAGSHIP (7% POLISHING)**

The world's most refined sake. 720 hours of polishing to a 7% ratio. Crafted using the Shizuku-dori gravity-drip method and proprietary yeast for crystalline purity.

KOJO (光釀)**RADIANT PREMIUM**

A radiant expression featuring aromatic complexity and a silky mid-palate. Designed for high-end dining pairing.

SEIREN (星漣)**CELESTIAL PREMIUM**

Layered complexity evoking celestial ripples. Gentle sweetness with a long, elegant finish.

THE FLAGSHIP MODEL**SAKENOVA 2023****¥30,800**

RETAIL PRICE (TAX INC.)

The pinnacle of modern sake brewing. Achieving an unprecedented 7% polishing ratio through 720 hours of meticulous milling, combined with the gravity-drip "Shizuku-dori" method. A masterpiece of clarity and depth born from AI-optimized fermentation.

RICE POLISHING RATIO

7% (Hitachinishiki Rice)

YEAST

Proprietary Natural Yeast

BREWING METHOD

Shizuku-dori (Gravity Drip)

VOLUME

720mL

SAKENOVA INTERNATIONAL Singapore Sake Challenge Gold Luxembourg Sake Challenge Gold<https://sakenova.com>

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"We are orchestrating a fusion of ancestral craftsmanship and cutting-edge AI data analysis. Our mission is not just to brew sake, but to engineer the future of fermentation. We are creating a global standard for premium sake that transcends borders. We invite international partners who share this bold vision to join us in bringing SAKENOVA to the world's most prestigious tables."

DAICHI NIYAMA

CEO & Master Brewer, Sake AI Inc.

UPCOMING INNOVATION: ALPHA CRAFTED SERIES NEW

SAKENOVA is poised to disrupt the market further with the launch of the ALPHA Crafted Series. This innovative line of "Craft Sake" infuses premium Japanese sake with botanicals such as Japanese woods (Mizunara, Hinoki), herbs, and tea.

Concept: A fusion of sake brewing traditions and botanical infusion, targeting international palates familiar with gin and botanical spirits.

Profile: Low-alcohol, fruity, and aromatic, designed to be accessible to those new to sake while offering complexity for connoisseurs.

Strategic Goal: To expand the market beyond traditional sake drinkers and introduce a stylish, modern interpretation of Japanese fermentation culture.

ABOUT SAKENOVA & SAKE AI INC.

Founded in 2020 by Daichi Niyama, Sake AI Inc. began as a tech startup developing AI recommendation engines. Driven by the vision of "A world where people love and maximize the enjoyment of sake," the company evolved into a production powerhouse. SAKENOVA, launched in 2023, represents the pinnacle of this evolution—combining data-driven precision with artisanal soul.

In 2025, the company will establish the SAKENOVA BREWERY on Sado Island, Niigata—the island's first craft sake brewery. This facility will serve as the R&D hub for both ultra-premium sake and the experimental ALPHA series.

Media & Partnership Opportunities

Media Inquiries

CEO Daichi Niyama is available for interviews regarding AI in traditional brewing, the future of sake, and youth entrepreneurship. High-res assets available.

Commercial Partnerships

We are currently accepting allocation requests for Q1 2026 from premium importers and luxury restaurant groups globally.

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