

sakaba

**BORN OUT OF A LOVE FOR TECHNOLOGY, CULTURE
AND OF COURSE, SAKE.**





OUR STORY

Sakaba was founded by John Cheng, the CEO of TVibe, a leading provider in media services and technology. John has been in industry for over 15 years and his company is a prominent provider of multi-language subtitling and translation services with operations around the world.

With a global client-base, this has meant that John travels - a lot, and it was during his travels that he discovered and fell in love with the Japanese liquor known as Sake. Over the years, this passion grew and his knowledge deepened, not only of the unique flavours but also the rich history and culture behind the delicious drink.

Whilst in Japan, John became fascinated by the way drinking culture and technological innovations are so ingrained in daily life. Unlike the UK, self-service and vending machines are a way of life in Japan rather than a novelty. And so, with his expertise in business innovation, he decided to marry the two worlds together and embark on a project to share his love for high-quality sake and technology.





OUR DISPENSERS

PRESERVING AND DISPENSING HIGH-QUALITY SAKE.

Sakaba marries two distinct features of Japanese culture: traditional sake and innovative, futuristic technology. It is a cloud-based platform connected to IOT machines that preserve and dispense high-quality sake.

Our bottle-to-glass dispensers utilise the latest technology and coding systems to keep drinks at the perfect serving temperature whilst preserving opened bottles, providing the best drinking experience. With two dispenser sizes (10 bottles or 20 bottles) customers are able to choose from a range of sake in three glass volume options (taster, regular and large) thus allowing for more freedom to explore individual preferences. Dispensers can be used with self-serve top-up cards and in the future, will feature contactless payment options.

Our mission is to deliver the best of Japanese sake to the UK whilst using the most advanced software to enhance the drinking experience as well as deliver real-time data to breweries and hosting locations.

This new solution is perfectly in sync with the growing popularity of Japanese products in the western world, as well as the availability of new technologies, which are now mature enough to be rolled out at scale. We have also seen an increase in popularity of preservation and dispensing machines within the drinks industry.

THE FUTURE OF SAKE

A MORE TRANSPARENT AND EDUCATIONAL APPROACH TO THE PRODUCTION, SALES AND DISTRIBUTION OF ALCOHOL.

We are working towards creating a more interactive model by utilising digital touchscreens that will enable a fully interactive experience for our customers. It is integral to our mission to nurture a more educational and informative culture to our products on offer. We envision a world in which consumers can see where their products come from, how they were made and by whom, as well as informing them of what is in their beverage in a multitude of languages.





WORKING WITH BARS, RESTAURANTS & MORE

***THE SAKABA SOLUTION COMBINES DRINKS WITH ENTERTAINMENT
AND EDUCATION TO CREATE SHARED EXPERIENCES.***

Our machines are a key example of the innovative and exciting technology synonymous with Japan. Customers will have the freedom to taste-test and explore the range of the hundreds of different sake on offer before making a decision on what they would like, minimising the wait-time that we would see in a typical bar setting.

Our advanced software features and soon-to-be interactive elements are a game-changer for drinking culture and sales. Some examples include drinks recommendations, history behind the chosen drink, product transparency (content, origin) and pairing recommendations.

These exciting innovations will attract customers to use the machine and try sake, with a portion of sales going to the establishment hosting our machines. There will also be further opportunities to integrate with an app for more information on the drinks, or for customers to order via the app.

WORKING WITH BREWERIES

SAKABA MARRIES TWO DISTINCT FEATURES OF JAPANESE CULTURE: TRADITIONAL SAKE AND INNOVATIVE TECHNOLOGY.

Breweries will be able to work with Sakaba to provide their sake directly to customers, removing the need to look for new clients and consumer bases which can be costly. By using the dispenser machines as IOT devices at the point of sale, we allow real-time data capture and feedback, enabling advanced analytics.

Insights gained through this approach will offer a wealth of benefits. Examples include: improved product development, smart distribution of products and more targeted marketing. Overall, this means breweries will have a much clearer view of how their products are performing, how to drive sales and how to avoid unnecessary costs. This is particularly useful when trying to grow sales in new markets such as the UK where tastes and consumer behaviours are slightly different.

With Japanese products continuously trending in the food, beverage and entertainment sectors, we want to make sure that sake is not overlooked and that we can provide the absolute best of what Japan has to offer.





sakaba

www.sakaba.world

John Cheng

john@sakaba.world

Sakaba Dispensing Limited

1 St James, West End Lane, London NW6 2AA

