



Sake Meguri 2026: Singapore's Biggest Japanese Sake Festival Returns to Sands Expo This July

Description

If you love Japanese sake, mark your calendars for the last weekend of July. **Sake Meguri 2026** Singapore's annual celebration of Japan's most beloved alcoholic drink returns for its fourth edition on **24-25 July 2026**, this time making its debut at the **Peony Junior Ballroom, Sands Expo & Convention Centre**. Organised by [Sake.sg](https://sake.sg), the festival is expected to welcome over 1,000 attendees across three curated tasting sessions.

With more than **20 master brewers** flying in from Japan and over **200 premium sake labels** on offer, this is one of the most immersive sake experiences you can have outside of Japan without the airfare.

Sake Meguri 2026 festival crowd at Sands Expo Singapore
Image: Sake.sg

What's New at Sake Meguri 2026

This year's festival introduces a brand-new **Exclusive VIP Session** on Friday evening, 24 July. VIP ticket holders get access to rare, highly sought-after labels, close-up interactions with brewers and sake experts, and a complimentary S\$10 Grab voucher. It's the deepest dive into premium sake culture the festival has ever offered.

The brewery lineup has also expanded. **Katsuyama** from Miyagi Prefecture makes its debut at the festival, joining returning crowd favourites including **Umenoyado**. Other acclaimed Japanese brands appearing include **Choya Umeshu**, **Kirishima Shuzo** and **Hakkaisan Brewery** a mix of regional icons and award-winning producers that covers an extraordinary breadth of sake styles and flavour profiles.

Japanese sake master brewers at Sake Meguri 2026 Singapore
Image: Sake.sg

Event Sessions and Tickets

Sake Meguri 2026 runs across three sessions:

- **Exclusive VIP Session:** Friday, 24 July 2026, 5:00 PM – 9:00 PM
- **General Admission (Morning):** Saturday, 25 July 2026, 10:00 AM – 2:00 PM
- **General Admission (Afternoon):** Saturday, 25 July 2026, 3:00 PM – 7:00 PM

Early bird single tickets start from **S\$58** (standard S\$65), and a bundle of four is available at **S\$199** (standard S\$240), capped at 10 tickets per checkout. Registered Sake.sg members who spend S\$500+ in a single transaction receive a complimentary VIP Session ticket; those who spend S\$250+ can purchase VIP Session tickets at S\$49.90 each. [Tickets are available here.](#)

Sake pouring at Sake Meguri 2026 Singapore festival
Image: Sake.sg

Meet the Brewers and the Sake

One of the most compelling aspects of Sake Meguri is the direct access to *sake tojis* (master brewers) from across Japan. Over 20 brewers will be present in person, giving attendees the chance to ask questions, hear the stories behind each label, and better understand the craft and heritage that goes into every bottle.

Sake Meguri was created to bring people closer to the stories, craftsmanship and passion behind every bottle of sake, said **Eric Ong, Director of Sake.sg**. For 2026, we're excited to bring in more breweries from Japan, introduce new labels to the city, and offer an even more immersive experience for sake lovers in Singapore.

Attendees interacting with Japanese sake master brewer at Sake Meguri 2026
Image: Sake.sg

Deals, Goodie Bags and Lucky Draw Prizes Worth Up to S\$3,000

Beyond the tastings, the festival is packed with value. Attendees can enjoy **event-only deals of up to 60% off** on selected sake bottles, and every attendee walks away with a **deluxe goodie bag worth over S\$400** packed with small sake bottles and vouchers for Japanese restaurants including Senryo, Uoharu and The CHOYA Ginza Bar.

The fan-favourite **Surprise Box** returns this year, giving guests the chance to uncover curated sake finds. There's also a lucky draw for attendees who spend a minimum of S\$200 at the event – prizes include a grand prize from premium yacht experience provider **MS Eternity** valued at up to S\$3,000.

Wide selection of Japanese sake labels at Sake Meguri 2026 Sands Expo
Image: Sake.sg

Sake Meguri 2026 at a Glance

- **Dates:** 24-25 July 2026
- **Venue:** Peony Junior Ballroom, Sands Expo & Convention Centre
- **VIP Session:** Friday 24 July, 5pm-9pm
- **GA Sessions:** Saturday 25 July, 10am-2pm and 3pm-7pm
- **Early Bird Tickets:** From S\$58 (single) / S\$199 (bundle of 4)
- **Tickets:** tickets.sakemeguri.sg

Whether you're a seasoned sake enthusiast or a curious first-timer, Sake Meguri 2026 is a rare chance to experience the full breadth of Japanese sake culture under one roof in Singapore. Kanpai!

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