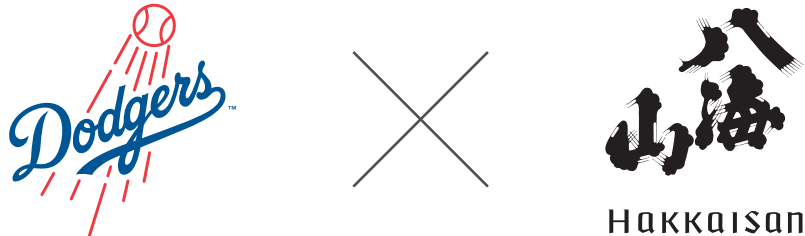


PARTNERSHIP AGREEMENT WITH LOS ANGELES DODGERS



Hakkaisan Brewery Co., Ltd. (President Jiro Nagumo, Minamiuonuma, Niigata Pref.) has entered into a partnership agreement with the Los Angeles Dodgers. It is a great honor to collaborate with such a historic team, and we are truly excited about the opportunity to expand the potential of sake to the greater Los Angeles area/Southern California.

This collaboration brings together the rich traditions of Japanese sake brewing and the iconic spirit of American baseball, offering fans a unique and exclusive experience.

During the game, the sake will be sold in original cups available only at Dodger Stadium, and advertisements will be displayed on the Dodger Vision on the scoreboard and on the Pavilion LED in the stadium seating area. In addition, digital advertisements will be displayed on monitors throughout the stadium, and a variety of special events available for the fans visiting the historic Dodgers Stadium to experience the sake "Hakkaisan" .

Hakkaisan is located at the foot of the sacred Mt. Hakkaisan in Niigata, Japan since 1922. This region is famous for its deep winter snowfalls which can reach over 10 feet. Hakkaisan' s brewing water starts as pure snow and, after being lightly filtered by the mountain soil, springs forth at the base of Mt. Hakkaisan. This soft, pure water from Hakkaisan' s dedicated stream is used in all aspects of production, and is central to the unique quality and taste of Hakkaisan sake.

Comments from both sides

■ Comment from Lon Rosen, Executive Vice President & Chief Marketing Officer, Los Angeles Dodgers

“We are happy to be adding Hakkaisan sake to the Dodger family of partners,” said Lon Rosen, Executive Vice President & Chief Marketing Officer, Los Angeles Dodgers. “This is sure to be a pleasing beverage for our fans to enjoy, and we look forward to a fruitful relationship with Hakkaisan.”

■ Comment from Jiro Nagumo, President of Hakkaisan (Hakkaisan Brewery Co., Ltd)

We are delighted to announce that Hakkaisan has entered into a partnership agreement with the Los Angeles Dodgers.

It is a great honor to collaborate with such a historic team, and we are truly excited about the opportunity to the greater Los Angeles area/Southern California.

This partnership with the Dodgers marks a significant step toward realizing our dream of making sake a globally recognized beverage.

Just like the Dodgers, who continuously challenge themselves and push forward, Hakkaisan will continue to explore new possibilities for sake and strive toward our goals.

About Hakkaisan

Founded over 100 years ago, Hakkaisan is a premier sake brewery located in the mountains of Niigata, Japan.

Renowned for its commitment to traditional brewing methods and the use of natural snowmelt, Hakkaisan produces exceptional sake characterized by its purity and refined flavor. As one of Japan's most popular sake brands, Hakkaisan continues to uphold its legacy of quality and craftsmanship.



■ [Hakkaisan Official Web Site](https://www.hakkaisan.com/)

<https://www.hakkaisan.com/>

<https://www.hakkaisan.co.jp/100th/en/>

HAKKAISAN

Typical products developed in the U.S.

< [Hakkaisan Tokubetsu Honjozo](#) >

Representative of food-friendly sake that makes use of our technology

< [Hakkaisan Snow Aged Junmai Daiginjo 3 years](#) >

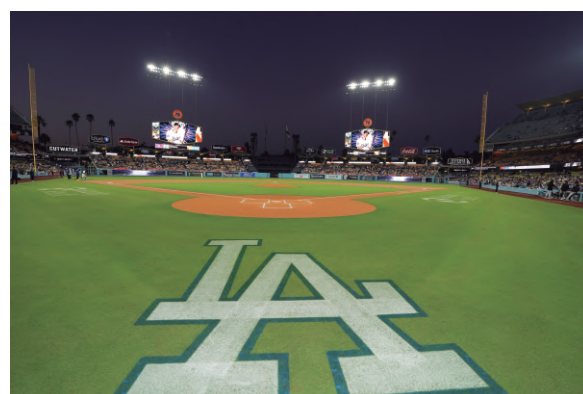
Using the blessings of nature and storing in snow for 3 years

< [Hakkaisan Clear Sparkling “Awa White Koji”](#) >

Sparkling sake made using white koji and secondary fermentation
in the bottle

About Dodgers

The Los Angeles Dodgers franchise, with seven World Series titles and 24 National League pennants, committed to a tradition of excellence. The Dodgers are dedicated to supporting a culture of winning baseball, providing an exceptional fan experience, and building partnerships that contribute to the vitality of the Los Angeles community.



Contacts

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