

# TECHSALAD PROJECT

Introducing local brewed sake, Fly & Home from Komatsushima City, Tokushima Prefecture in Japan by Atsuya Yoshida, CEO of Techsalad.

For Sale starting on July 8, 2019

The five local brewed sake, *“Kushibuchi, Kurekoshi-no-tame, Tatsue, Komatsushima, Tsurukaidou”* are introduced here again since their premier appearance decades ago. They are made of 100% pure Yamada Nishiki (high quality rice) grown in Kushibuchi area in Komatsushima City, and produced by the collaboration of Miyoshigiku Sake Brewery (Awa Ikeda), Taro Sake Store (Tokushima), Takakura Rice Store (Komatsushima), Awa Agriculture Assoc., friends from Portland, Oregon (Branding Consulting) and our company, Techsalad.

Please enjoy our collaborated sake.

## BACKGROUND

This sake is produced based on the social innovation concept called **“Fly & Home”** that was elicited as a challenge in Societal Co-Creation Camp of “Komatsushima Living Lab (KLL)”. “Fly & Home” means enhancing community development as well as maintaining the healthy environment where storks can leave and return to our community, Komatsushima. We focuses on creating a space for people to get together, talk and enjoy tasting beer, wine or sake. As the first step we created the sake, and recently we started building and managing a “Sake Brewery Hotel” so that people are able to see what our community is doing.

## GOAL

We would like to strength the relationship between communities, discuss together about community development, promote young generation’s migration, support new farmers, improve parental support, establish a sustainable society, and build a system that a community can do anything. We are working together to make Komatsushima attractive and be full of hope and purposes.

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