



Aquasommelier Training Organization

About the activities of the Japan Aqua Sommelier Association and AQUADEMIA

Revised April 2022



Japan Aqua Sommelier Association: J A S A

■ Philosophy

Promote the maintenance and improvement of the natural environment through enlightenment of water culture
Contribute to enriching daily lifestyle and culture

By training and accrediting aqua sommeliers who have acquired the correct knowledge and skills of water,
We will spread the aqua sommelier and its knowledge and skills not only in Japan but also to the world. It was

■ Vision

The Japanese version of the National Trust, which protects Japan's excellent natural environment, from the perspective of water

The association will take the lead in promoting the JAPAN AQUA AWARDS. By interacting with high quality water from around the world, you can enjoy Japanese mineral water. Improve to world-class quality and spread to the world

■ Activity outline

- Training and certification of aqua sommelier meisters and aqua sommeliers, registered with the association
- Backup of various activities of Aqua Sommelier Meister and Aqua Sommelier
- Dispatch and planning of association-certified instructors for various trainings, seminars, and events
- Information dissemination through e-mail newsletter for association members and increased exposure in the media



What we aim for through the development of aqua sommeliers

➤ **To understand the environment of natural water and to cultivate conservation and protection**

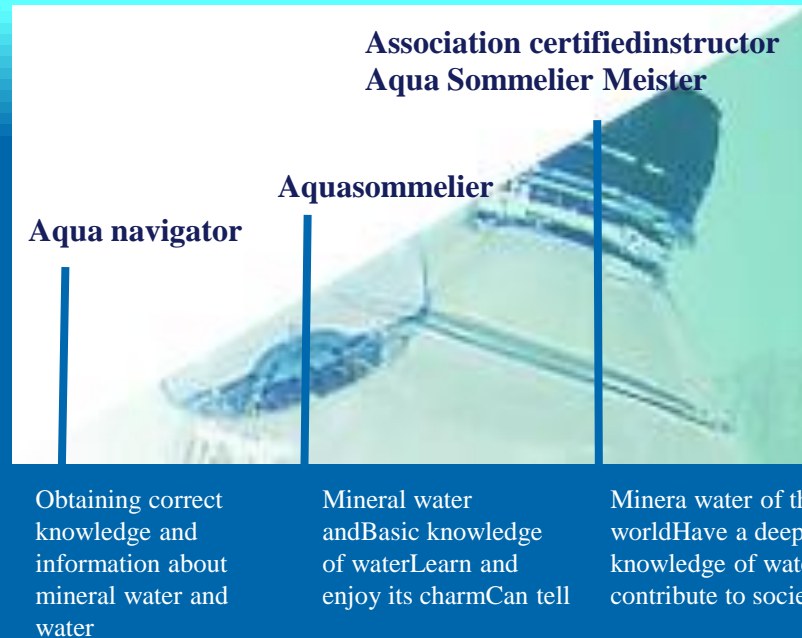
Learn the goodness, importance, and preciousness of natural water (natural mineral water) nurtured by the earth.
We will nurture a spirit of caring for and cherishing the nature and environment that produce that precious water.
Expand the network of aqua sommeliers and understand and nurture the splendor of water and water environment unique to each region. Develop the Japanese version of the National Trust centered on water.
And deepen exchanges with natural water from all over the world. Through these activities, we will improve the quality of water in Japan and disseminate information on its goodness to the world.

➤ **Increase the number of people who want a rich lifestyle**

Water is closely linked to various life scenes and is the fundamental support for our lives and health.
Through the way we interact with water, we will provide an opportunity to reconsider our lives.
We will also help you with ideas and staging to create a rich and moist life. Simply selling off Japan's excellent natural environment will not lead to the SDGs. Develop a place where people from all over the world can visit and refresh by protecting the environment centered on water and developing high-quality infrastructure.



Aqua Sommelier Qualification Overview



- Association certified instructor
- Aqua sommelier Meister
- Aqua sommelier
- Aqua navigator



Aiming to be a water expert

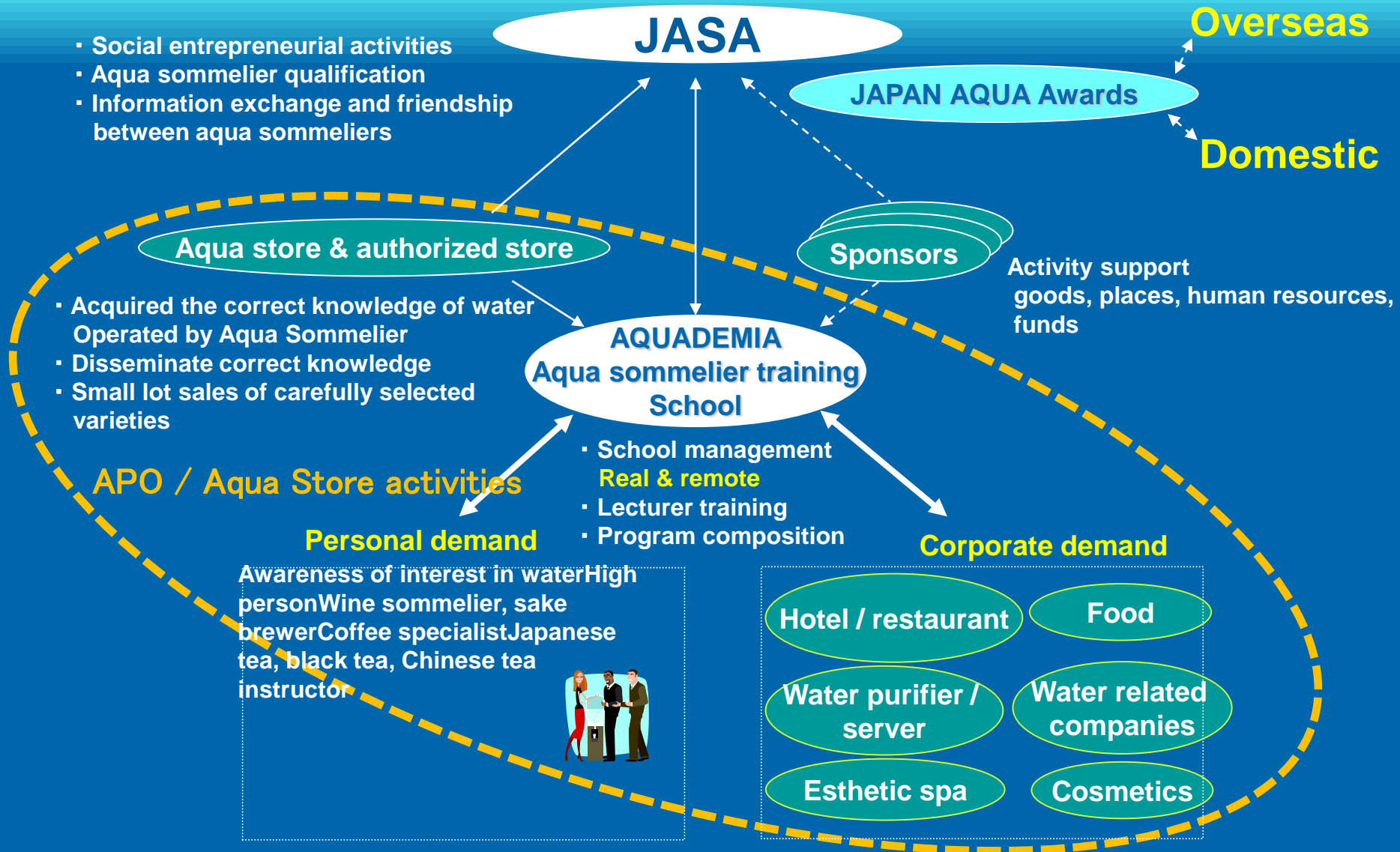
It is the role of the aqua sommelier to contribute to the creation of a new and prosperous life by providing consumers, producers, and industry with the value of mineral water and water, and accurate information backed by scientific evidence. ...

Japan Aqua Sommelier Association : **JASA**

Association that officially recognizes that it is an aqua sommelier with correct knowledge about mineral water, and aims to contribute to the improvement of living culture and industrial development through exchange and utilization.



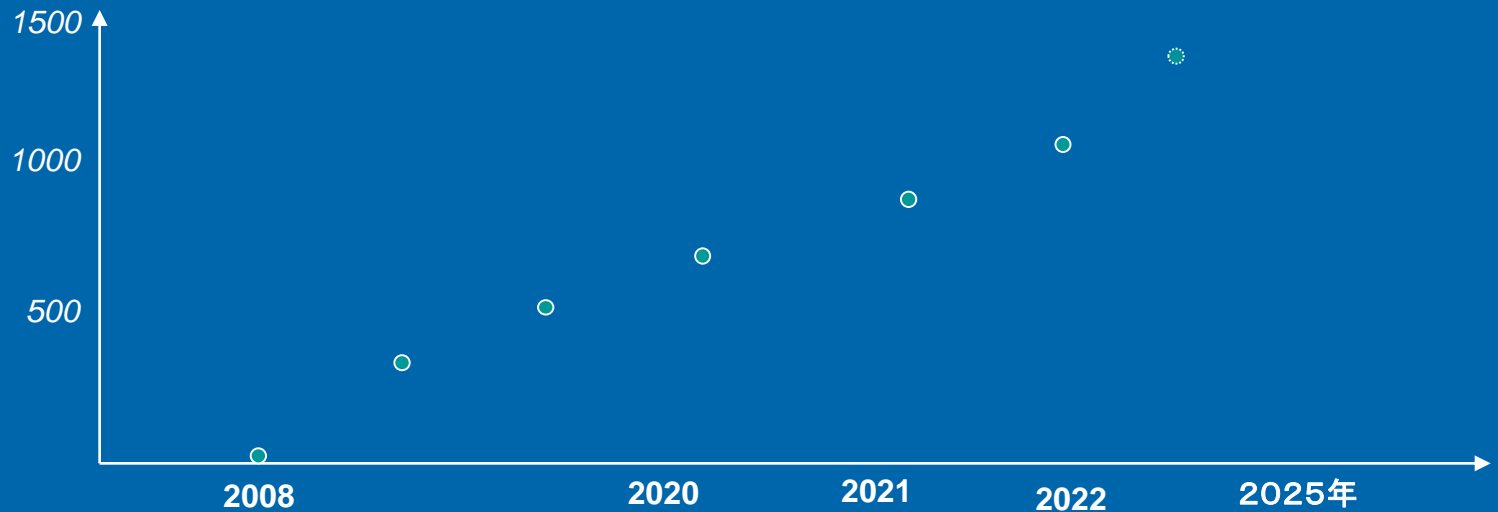
Aquasommelier business concept





Scenario for the penetration and expansion of aqua sommelier

Spread of aqua sommelier (cumulative)



Assumed activities and situations

At the Nishiazabu Store start

All over the country Start of course

JAPAN AQUA AWARDS start

Remote AQUADEMIA start

Multi-faceted development of content (Provided to other schools, Publishing, etc.)

Various media Appeal

Various media Appeal

Various media Appeal

Various media Appeal

Various media Appeal

Various media Appeal

Various media Appeal

Various media Appeal



Request for cooperation with the Japan Aqua Sommelier Association

In promoting the aqua sommelier, we had you agree with the philosophy and vision of Japan Aqua Sommelier Association. We would like to ask all the companies to cooperate as a supporting company in the operation of the aquasommelier training business. We are also looking forward to the participation of more companies.

Supporting organizations / companies

- **Beverage manufacturing companies:** Otsuka Foods Co., Ltd., Pokka Sapporo F & B Co., Ltd., Carpathian Springs SA, Aqualine Co., Ltd., Harves Co., Ltd.,
- **Food and beverage import, wholesale, retail business:** APO Co., Ltd.
- **Medical institution: Medical corporation :** Aqua Bright,
- **Water server related companies:** Duskin Co., Ltd., Waterstand Co., Ltd., Waterpoint Co., Ltd., OMCO East Japan Co., Ltd., Water Server Co., Ltd.,
- **Media marketing related companies:** Cubic Co., Ltd., DM Solutions Co., Ltd., StarCraft Co., Ltd., Asahi Shimbun
- **Other water-related companies;** Organo Corporation



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