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Contact: Marc Loresto
MLoresto@LTSC.org
213.473.1620

Helping People,
Building Community

BREWERIES FROM JAPAN SHOW ANGELENOS HOW TO LIVE “La VIDA SAKE”

LOS ANGELES, CA (May 22, 2008) – Ten renowned sake breweries from Japan will merge with some of L.A.’s top restaurants at the Little Tokyo Service Center’s (LTSC) “La Vida Sake,” a Sake & Food Tasting event. This third annual fundraiser and awards gala blazes into the Petersen Automotive Museum’s “La Vida Lowrider” exhibit, an homage to the Los Angeles lowrider scene.

Mutual Trading Company (MTC), a leader in importing and distributing Japanese food, beverage, and restaurant supplies, will generously provide the sake. The selection consists of ten premium types of Jizake, a fine artisan sake that is micro-brewed by hand from some of the best breweries in all of Japan. The brew masters will be flying in from Northern Japan, home to the largest concentration of Japan’s best sake to pour their sake directly to guests.

MTC has been providing sake for LTSC’s sake fundraiser since 2006. “[MTC] takes Little Tokyo and its community to heart. We’ve been here since 1926, are still located here, and this community and the people have supported us in the past. We would like to help in the growth of Little Tokyo’s vibrant continuity,” says Atsuko Kanai, Assistant Vice President of Mutual Trading Company.

There are many sake tastings in L.A. that MTC also supports but LTSC’s event is unique in that the crowd is much younger and just beginning to learn about sake. Most sake tastings are “trade show-like” where the attendees are from the food and beverage industry. For the past two years, LTSC’s sake event has taken guests to the Museum of Neon Art and the California Science Center. This year, sake gets low and slow at the Petersen’s lowrider exhibit, which is anticipated to be another sold-out event.

“We try to make our events fun as well as fund raising so we hope everyone who comes will have an enjoyable evening and feel good about supporting a worthy organization,” says Bill Watanabe, Executive Director of LTSC. Also featured at the event will be a photo op with a Volkswagen lowrider.

Featured restaurants include Maison Akira, a Zagat top rated French eatery whose own Chef Akira Hirose will be honored for his philanthropy and Water Grill, hailed “the best seafood in Southern California.”

Don’t be left in the dust - hop to LTSC.org/sake to buy your tickets now and cruise over to “La Vida Sake” on May 22nd. VIP reception at 6pm, general admission at 7pm at the Petersen Automotive Museum, 6060 Wilshire Blvd., Los Angeles, CA 90036.

LTSC Community Development Corporation is a non-profit community-based organization, which has been providing services for over 29 years to the greater Los Angeles community. Programs include but are not limited to: assistance for victims of domestic violence, support groups, child abuse and neglect outreach, emergency food and shelter assistance, affordable housing, and community redevelopment.

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