

MILANO  
酒SAKE  
CHALLENGE  
2025  
Judges & Medals Report

Milano - July 2025

## Original language

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MUGY (MUGY) of MUNEMASA SHUZO CO., LTD. has been awarded a Silver medal at the Milano Sake Challenge 2025. The experts consistently praised its clear and colorless appearance. On average, the product presented a good intensity and complexity on the nose, with a strong prevalence of fruity and floral aromas, notably white melon, peach, lychee, and citrus, reinforcing its aromatic appeal. The palate generally showed a balanced profile, with a pleasant sweetness and acidity, and a medium body, while the overall appreciation was consistently high among the judges.

## English

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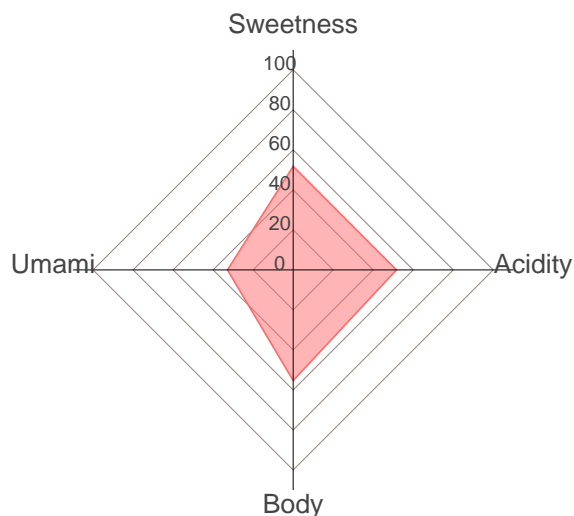
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## Japanese

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宗政酒造株式会社の「MUGY」が、ミラノ酒チャレンジ2025で銀メダルを獲得しました。専門家たちは、その透明で無色な外観を一貫して高く評価しました。平均的に、この製品は香りに優れた強度と複雑さを示し、特に白メロン、桃、ライチ、柑橘類といったフルーティーでフローラルな香りが強く、その芳醇な魅力を際立たせていました。味わいは全体的にバランスが取れており、心地よい甘みと酸味、そしてミディアムボディが特徴で、審査員からの総合的な評価は常に高いものでした。

## Visual report



## Numeric report % (1-100)

Intensity: 60%

Complexity: 63%

Aroma score: 67%

Sweetness: 52%

Acidity: 52%

Alcohol: 55%

Body: 55%

Umami: 33%

Persistency: 56%

Tasting score: 69%

Overall appreciation: 73%

## Tasting result % (1-100)

Final score: 71%

## Medals



## Original language

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L'illustrazione/immagine è stata l'elemento più distintivo per la maggior parte dei giudici, con un'opinione media che riconosce un buon equilibrio tra l'identità giapponese e l'appeal europeo, anche se alcuni hanno notato una minore aderenza alla tradizione. Il design è percepito come innovativo e moderno, adatto a un pubblico giovane e a contesti come enoteche e cocktail bar, con un posizionamento di prezzo prevalentemente nella fascia medio-alta. L'originalità del design è stata molto apprezzata, con l'illustrazione del personaggio manga e dello scoiattolino che spicca come elemento memorabile, contribuendo a un impatto visivo audace e interessante.

Il prodotto, avendo vinto il Good Design, dimostra un'eccellenza nel campo del design che è stata ampiamente riconosciuta dai giudici, i quali hanno sottolineato in particolare l'innovazione e la modernità, elementi che si allineano perfettamente con i criteri di un buon design.

## English

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The illustration/image was the most distinctive element for most judges, with an average opinion recognizing a good balance between Japanese identity and European appeal, although some noted a lesser adherence to tradition. The design is perceived as innovative and modern, suitable for a young audience and contexts such as wine bars and cocktail bars, with a price positioning predominantly in the mid-to-high range. The originality of the design was highly appreciated, with the illustration of the manga character and the little squirrel standing out as a memorable element, contributing to a bold and interesting visual impact.

The product, having won the Good Design award, demonstrates excellence in the field of design that was widely recognized by the judges, who particularly emphasized innovation and modernity, elements that perfectly align with the criteria of good design.

## Japanese

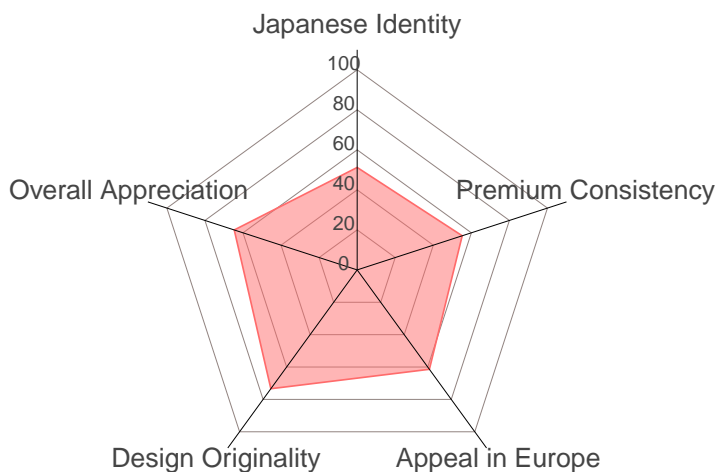
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イラスト／画像は、ほとんどの審査員にとって最も特徴的な要素でした。多くの審査員が、日本のアイデンティティとヨーロッパの魅力のバランスが良いと評価しましたが、伝統への固執が少ないという意見もありました。デザインは革新的でモダンと認識されており、若い層やワインバー、カクテルバーのような場面に適しています。価格帯は主に中高価格帯に位置付けられています。デザインの独創性は高く評価され、漫画のキャラクターと小さなリスのイラストが記憶に残る要素として際立ち、大胆で興味深い視覚的インパクトに貢献しています。

MUGYはグッドデザイン賞を受賞しており、デザイン分野における卓越性が広く審査員に認められました。審査員は特に革新性と現代性を強調しており、これらの要素はグッドデザインの基準と完全に一致しています。

宗政酒造株式会社

## Visual report



## Numeric report % (1-100)

Japanese Identity: 51%

Premium Consistency: 55%

Appeal in Europe: 61%

Design Originality: 73%

Overall Appreciation: 65%

## Tasting result % (1-100)

Final score: 63%

## Medals

