

The Empirical Research on Japanese Rice Wine Exports

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Abstract

Sake, Japanese rice wine, has been an inseparable part of the traditional Japan cuisine since ancient times. In recent decades, exports of this alcoholic beverage to international countries have changed tremendously. In this study, we analyzed the export environment for *sake*, using unbalanced panel datasets by country. The results show that export conditions differ from country to country before and after the registration of Japanese food as a UNESCO Intangible Cultural Heritage, and that there are price and exchange rate effects in each country. In addition, we found some regional differences between traditional brewing area and the others.

Key words: *sake*, trends, UNESCO

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