



17 June 2026

Japanese sake festival brews excitement at the Brisbane Showgrounds

A vibrant celebration of Japanese sake culture will pour into the Brisbane Showgrounds for the first time this week.

The Brisbane Sake Festival will be held in the John Reid Pavilion from Friday to Sunday (19 – 21 June), offering visitors a three-hour tasting experience featuring more than 100 varieties of premium sake.

Guests will meet visiting breweries from Japan alongside Australian distributors, and enjoy Japanese food stalls, as well as discover artisan crafts and lifestyle goods throughout the venue.

The event will also feature free educational seminars, including Sake 101 sessions led by a Sake Samurai, offering guests the opportunity to deepen their understanding of Japan's national beverage.

Brisbane Showgrounds General Manager of Venue Sales and Marketing Jago Coyle said it was the first time the Brisbane Sake Festival had been staged at the Showgrounds.

“We’re thrilled to host the Brisbane Sake Festival for the first time, turning our John Reid Pavilion into a vibrant celebration of Japanese sake culture,” he said.

“It’s a unique event that brings together culture, craft and community and we’re proud to host it at such a versatile venue just minutes from the Brisbane CBD.”

The event runs from 6pm to 9pm Friday, and 11am to 2pm and 3pm to 6pm Saturday and Sunday, with tickets available online by [clicking here](#).

The Brisbane Showgrounds precinct is located 1.5km from Brisbane’s CBD and is Queensland’s largest indoor/outdoor events site. Visit www.brisbaneshowgrounds.com.au

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