

Jason: So, I hear you have something you want to show me today.

Reiji: Yes, I brought you a sample of this new sake, which just came in a few days ago. You told me before that you were considering adding something slightly more higher-end and unusual to your regular lineup. I think I have exactly what you're looking for. Please, take a sip.

Jason: Hmm. Very nice. The taste is definitely very good.

Reiji: Yes. It's premium grade sake that goes particularly well with chicken and fish dishes. The flavors, aromas and acidity are very well-balanced. As you can see, the label design is quite elegant and eye-catching, too.

Jason: How much is it?

Reiji: The larger bottle is \$45 and the smaller \$25. I can give you a 15 percent discount if you purchase over 50 bottles each. I assure you they're the best quality sake you can get for this price.

Jason: It does seem a bit expensive... Are there any other stores in this area that sells this brand of sake?

Reiji: Good question. Actually, it's only sold in three other stores outside Japan, none of which are in this country. Let me explain why. This sake is produced by a small-scale, family-owned brewery with a history of over 400 years. Here are some photos of the brewery. They use traditional production methods, so the amount they produce each year is quite limited. I think that would be a big selling point to your well-to-do customers, don't you think?

Jason: I guess so. How is it selling in other stores?

Reiji: Very well. It's become one of the top-selling brands in all three stores. I hear it's especially popular with Western customers.

Jason: Well, I'll think about it and get back to you next week.

Reiji: Thank you. Please call me anytime if you have any questions.