



# “SAKURA” REPORT

## 7th "SAKURA" Japan Women's Wine Awards 2020

### Announcement of next schedule



### 8th SAKURA Awards 2021 Schedule

**Entry Period**

October 1st(Tue), 2020– November 30th(Mon), 2020



**Closing date of the sample delivery**

October 1st(Tue), 2020– January 20th(Wed), 2021



**Judgement**

February 8th(Mon), 2021 – February 9th(Tue), 2021



**Announcement of Double Gold, Gold and Silver awards**

<http://www.sakuraaward.com>

March 8th(Mon), 2021 International Women’s Day



**Diamond Trophy and Grand Prix**

Announcement of winners on our website

March 20th(Sat), 2021



**Awards Ceremony**

Diamond Trophy and Grand Prix of Special Awards winners



Mayumi Kinoshita



Tomoyo Tanabe

President, Yumi Tanabe

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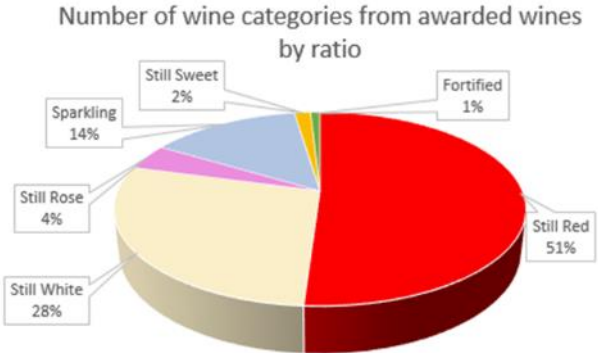
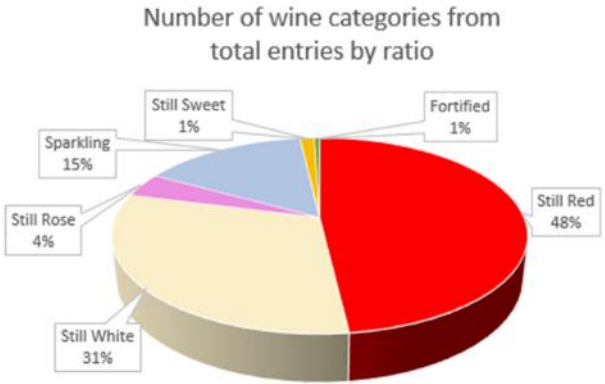
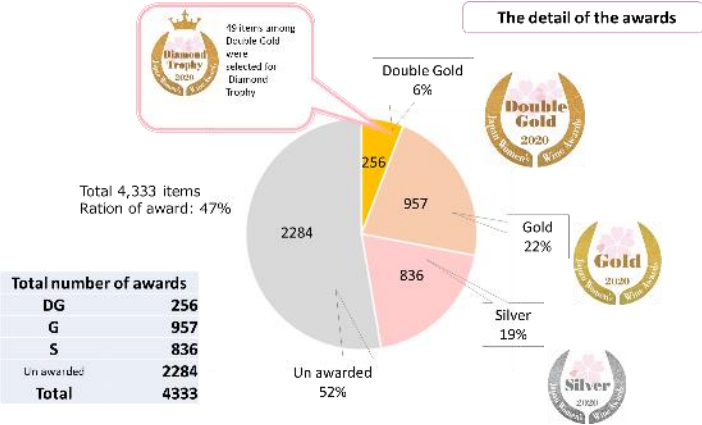
# Mission and goal of "SAKURA" Wine Awards

To expand wine consumption in Japan.  
 To select wines to go well with Japanese and Asian cuisine.  
 To increase opportunities for women in the wine industry.

## Analysis of the Results

4,333 items of entry from 29 countries

Country	Number of awards	Entry	%
FRANCE	512	1007	50.8%
ITALY	292	690	42.3%
SPAIN	253	586	43.2%
CHILE	228	527	43.3%
JAPAN	122	277	44.0%
U.S.A.	140	244	57.4%
PORTUGAL	76	195	39.0%
AUSTRALIA	96	176	54.5%
ARGENTINA	85	162	52.5%
SOUTH AFRICA	52	121	43.0%
GERMANY	67	100	67.0%
NEW ZEALAND	41	55	74.5%
SLOVAKIA	17	36	47.2%
ROMANIA	14	25	56.0%
GEORGIA	13	24	54.2%
AUSTRIA	6	13	46.2%
HUNGARY	6	12	50.0%
MEXICO	1	11	9.1%
BRAZIL	3	10	30.0%
GREECE	3	10	30.0%
BULGARIA	3	9	33.3%
INDIA	3	9	33.3%
URUGUAY	3	9	33.3%
SWITZERLAND	3	6	50.0%
CHINA	5	5	100.0%
MOLDOVA	1	4	25.0%
PERU	1	4	25.0%
SERBIA	2	4	50.0%
RUSSIA	1	2	50.0%
<b>Total</b>	<b>2049</b>	<b>4333</b>	<b>47.3%</b>





## Judgement

Jan. 28 and 29, 2020  
at Hotel Gajoen Tokyo

4,333 items were judged through blind tasting by 560 female juries consisting of sommeliers, wine school instructors, staffs working at import and retail companies, wine journalists and wine producers.

## Special Awards

Grand Prix of best pairing  
with Japanese and Asian cuisine

**The best women wine maker**

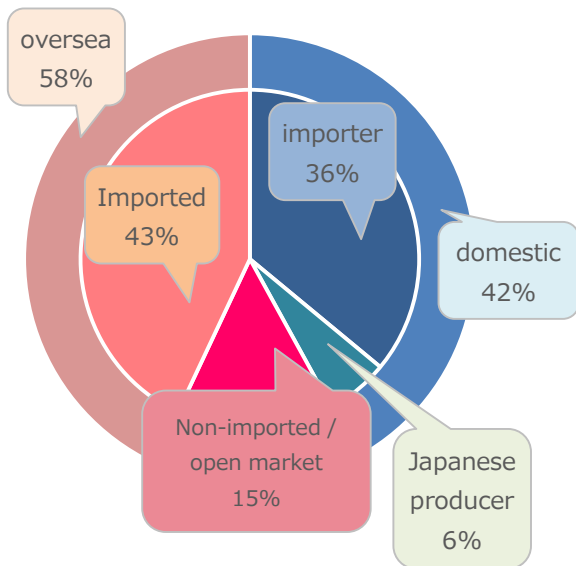
The 7th winner  
**Genevieve Janssens**  
Enologist  
Robert Mondavi Winery, U.S.A.

**2020**

**ROBERT MONDAVI WINERY**  
**NAPA VALLEY MAESTRO RED BLEND 2015**

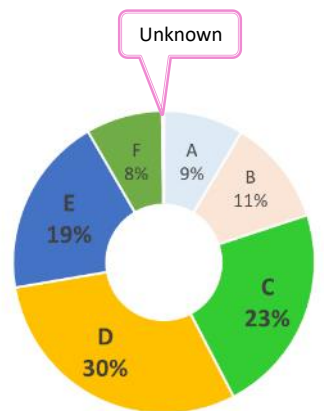
- The Best Wine for Sushi
- The Best Wine for Tempura
- The Best Wine for Sukiyaki
- The Best Wine for Teppan Yaki
- The Best Wine for Yakitori
- The Best Wine for Japanese Pot-au-feu
- The Best Wine for Korean dishes
- The Best Wine for Chinese dishes
- The Best Wine for Thai dishes

### Breakdown of entries



### Price distribution of the awarded wines

	Price range(JPY)	受賞数	%
A	≥ 6001	176	9%
B	4001 ~ 6000	233	11%
C	2501 ~ 4000	459	22%
D	1501 ~ 2500	614	30%
E	1001 ~ 1500	395	19%
F	≤ 1000	168	8%
Unknown	-	4	0%
<b>Total</b>		<b>2049</b>	<b>100%</b>



## Supporters



There are over 90 organizations supporting this competition including Embassy in Japan whose countries produce wines and wine producers associations. We had Master class "Marriage with Sushi and wine " collaborated with C.I.V. Languedoc at ProWein Düsseldorf.



Embassy and government agency office(*) in Japan	
Embassy of the Argentine Republic	Embassy of Italy
Advantage Austria Tokyo*	Embassy of Italy - ICE*
Australian Embassy	Embassy of Luxembourg
Embassy of Brazil	Trade Commission of Mexico*
Embassy of Chile	Embassy of the Republic of Moldova
ProChile*	Aicep Portugal Global Business Development Agency*
ProChile Japan*	Embassy of Romania
Embassy of the Republic of Croatia	Embassy of the Republic of Serbia
Ambassade de France	Embassy of the Slovak Republic
Ambassade de France au Japon Businessse France*	Embassy of the Republic of South Africa
Embassy of Georgia	Embassy of Spain
Embassy of Germany	Embassy of Switzerland
Embassy of Hungary	Embassy of Uruguay
Embassy of Israel	New Zealand Embassy
	U.S.Embassy

Growers Association in Japan
JAPAN WINERIES ASSOCIATION
HOKKAIDO WINE CONSULTING GROUP
YAMAGATA PREFECTURE WINE MANUFACTURER'S ASSOCIATION
YAMANASHI PREFECTURE WINE MANUFACTURER'S ASSOCIATION
NAGANO PREFECTURE WINE ASSOCIATION
Other association in Japan
JAPAN SOMMELIER ASSOCIATION
HOTEL BARMEN'S ASSOCIATION JAPAN
WINE IMPORTERS ASSOCIATION OF JAPAN
JAPAN WINE AND SPIRITS IMPORTER'S ASSOCIATION
NIPPON WINE ASSOCIATION
NIPPON BARTENDER'S ASSOCIATION
JAPAN RESTAURANT ASSOCIATION

Growers Association			
ARGENTINA	WINES OF ARGENTINA		CONSORZIO DOC PROSECCO
AUSTRALIA	WINE AUSTRALIA	ITALY	CONSORZIO VINO CHIANTI CLASSICO
AUSTRIA	AUSTRIAN WINE MARKETING BOARD		FRANCIACORTA JAPAN OFFICE
BRAZIL	IBRAVIN BRAZILIAN WINE INSTITUTE		LE DONNE DEL VINO
CHILE	WINES OF CHILE	NEW ZEALAND	NEW ZEALAND WINEGROWERS
FRANCE	BLAYE COTES DE BORDEAUX	PORTUGAL	IVBAM-VIGNO MADEIRA
	BORDEAUX & BORDEAUX SUPERIEUR		VINHO VERDE
	BUREAU INTERPROFESSIONNEL DES VINS DE BOURGOGNE (BIVB)	ROMANIA	WINES OF PORTUGAL (VINIPTUGAL)
	C.I.V. LANGUEDOC		A.P.E.V.
	CHAMPAGNE BUREAU DU JAPON (COMITE INTERPROFESSIONNEL DU VIN DE CHAMPAGNE)	SOUTH AFRICA	WINES OF SOUTH AFRICA
	CIVP PROVENCE CONSEIL INTERPROFESSIONNEL DES VINS DE PROVENCE)	SPAIN	ABRA ASOCIACION DE BODEGAS DE RIOJA ALAVESA
	COMITE INTERPROFESSIONNEL DES VINS DU JURA		ALICANTE WINES DOP
	CONSEIL DES VINS DE SAINT-EMILION		CONSEJO REGULADOR "D.O. LA MANCHA"
	COTES DE BOURG		CONSEJO REGULADOR DE LA D.O. TIERRA DE LEON
	FEMMES ET VINS DE BOURGOGNE		CONSEJOS REGULADOR JEREZ
INTER BEAUJOLAIS	D.O.CAVA		
INTER RHONE	D.O.NAVARRA		
INTERPROFESSION DES VINS DU SUD-OUEST	D.O.P.CARINENA		
UNION DES GRANDS CRUS DE BORDEAUX	DENOMINACION DE ORIGEN VALDEPEÑAS		
UNION DES GRANDS CRUS DE CHABLIS	ICEX SPAIN TRADE AND INVESTMENT		
VINS DU CENTRE-LOIRE - BIVC	INSTITUT DEL CAVA		
GERMANY	WINES OF GERMANY		INSTITUTO PARA LA COMPETITIVIDAD EMPRESARIAL DE CASTILLA Y LEON
GREECE	ENTERPRISE GREECE	USA	CALIFORNIA WINE INSTITUTE
	WINES OF CRETE		NAPA VALLEY VINTNERS
			OREGON WINE BOARD / WASHINGTON STATE WINE COMMISSION – JAPAN REP. OFFICE
			WASHINGTON STATE WINE

## Sponsors

RSN Japan (Riedel Japan )  
Shiojiri Kiso Area Industrial Promotion Center  
Hillebrand Japan



一般財団法人  
協賛・本館協賛地場産業振興センター  
木曾くらしの工芸館





## Non-imported wine tasting

We held a non-import wine tasting event for importers on July 10, 2019. More than 350 people attended the event. Some of the wineries participated from overseas.



## Tools for sales promotion

There are tools for the promotion available our Web site



Result E-book



Sticker



Wine list



Link banner



Neck tag



Poster & role-up banner



Free pictures

**Free download address:**  
[www.sakuraaward.com](http://www.sakuraaward.com)

<http://www.sakuraaward.com/en/download.html>

## Sales Support Activities

### Sales promotion partners

After the announcement of the “SAKURA” award, the sales campaign starts nationwide. Retail stores, online shops, and catalog sales companies hold “SAKURA” Awarded wines special feature sales fairs. And at the sale exhibition by major wholesalers, they will hold “SAKURA” Awards campaign booths.

21 Community Co., Ltd.  
 AEONLIQUOR Co.,Ltd.  
 AKITAKEN SHURUIOROSHI Co., Ltd.  
 Akitaya Co.,Ltd  
 ALL NIPPON AIRWAYS TRADING CO.,LTD.  
 Amazon.co.jp  
 AOI Support Corp.  
 ARISTA KISO Co., LTD.  
 ASAHI SHOKUHIN Co.,Ltd.  
 Askul Corporation  
 Belc Co., Ltd.  
 BIC CAMERA INC.  
 Bottle World OK Co.,Ltd.  
 Bunka do  
 CAINZ Corporation  
 Cave de Relax  
 Cave du vin Fuji rouge  
 CHIBAKENSHURUIHANBAI CO., LTD.  
 Consumers Cooperative Co-op Sapporo  
 CO-OPDELI CONSUMERS' CO-OPERATIVE UNION.  
 Daimaru Matsuzakaya Department Stores Co.,Ltd.  
 DON online shop  
 DRAGEE Co.,Ltd.  
 Enomoto Co., LTD  
 ENOTECA CO.,LTD.  
 FACE Co., Ltd.  
 FUJII Co., Ltd.  
 Fujikei Kyoi Co., Ltd.  
 Fujisawa Co., Ltd.  
 GUNMA SHUHAN Co.,Ltd.  
 Hana Co., Ltd.  
 Hankyu Hanshin Department Stores, Inc.  
 HEIWADO Co., Ltd.  
 Hero Co. Ltd  
 Hokkaido Syurui hanbai Co.,Ltd.  
 IMAI CO., LTD.  
 Inageya Co., Ltd.  
 Isetan Mitsukoshi.Ltd.  
 ITOCHU-SHOKUHIN Co., Ltd.  
 Ito-Yokado Co., Ltd.  
 Izmic Corporation.  
 Izumiya Co.,Ltd.  
 KAKUYASU  
 Kankan Inc.  
 KANOKO Co. Ltd.  
 KATSUMI ASSOCIATES, INC.  
 Keihan Department Stores Co., Ltd.  
 Keio Department Store Co.,Ltd.  
 KINOKUNIYA Co.,Ltd.  
 KINTETSU department store Co.,Ltd  
 KISSYO  
 KLC Corporation  
 KOBE WINE CELLAR IMAI  
 KOHDA Co.,Ltd.  
 KOHDA mista  
 KOKUBU & CO., LTD.  
 Komoro Naru Komiyama Saketen  
 Kurabishu, LTD  
 L'amoitalia  
 LIQUOR MOUNTAIN Co.,Ltd.  
 Liquor Shop MITAMARI Inc.  
 Liquor Space Taiyo  
 MALL HIROSE  
 MAMMY MART CO.,LTD.  
 Marumiya liquor shop



MASUKI Co., Ltd.  
 Mercado Portugal (Web Shop)  
 MITSUI FOODS CO.,LTD.  
 Mitsukoshi Nagoya  
 Mon Mart Kikuchi  
 MURAKAMI SAKETEN  
 MUROHOSHI Co.,Ltd.  
 Nabata Co.,Ltd.  
 NAKAYAMA Co.,Ltd.,  
 Nakayasu shuhan Co.,Ltd.  
 NAKAZAWA-SAKETEN  
 NIHONSHURUIHANBAI Co., Ltd.  
 NIIGATA-SHUHAN Co., Ltd.  
 Odakyu Department Store Co., Ltd.  
 Oiwake Co., Ltd.  
 OKADASAKETEN  
 OKAJIMA Department Store  
 OKAMURA  
 OKURA FOOD SALES CO.,LTD  
 ORNIS, Inc.  
 OSAKE MARCHE TOUKAI  
 PAN JAPAN TRADING CORP. (PJ Wine Cellar)  
 RETAILSYSTEMSERVICE Co., Ltd.  
 RINGBELL Co.,Ltd.  
 SAKAGUCHI Co., Ltd.  
 Sakaguchi-sake Inc.  
 sakartvelo  
 sakeno goku kyoyama  
 SEIJO ISHII Co., Ltd.  
 Shimazaki Co., Ltd.  
 Shinanoya Shokuhin Co., Ltd.  
 SHINDO CORPORATION  
 Shiraki shoten Co., Ltd.  
 SHOJI SAKETEN CO.,LTD  
 Sinsyuren Co.,Ltd.  
 Sogo & Seibu Co., Ltd.  
 Sogo & Seibu Co., Ltd.  
 SunFeste  
 SUNNY MART Co., Ltd.  
 TAKAMURA WINE HOUSE  
 Takase Bussan Co.,Ltd.  
 TAKASHIMAYA CO., LTD.  
 TATSUMI  
 Texas Co., Ltd.  
 TOA SHOJI Co., Ltd.  
 TOKUOKA Co., Ltd.  
 TOKYU DEPARTMENT STORE CO.,LTD.  
 TSUBATA SHOUTEN SYUHO SHICHIKURA  
 Tsuchida Liquor Store  
 UJO VIQCEL  
 Usui Department Store Co.,Ltd.  
 Vinos Yamazaki Co., Ltd.  
 Wine and Weekend  
 Wine Curation Co.,Ltd.  
 WINE SHOP "QUE SERA CELLAR MIYAMOTO"  
 WINE SHOP Cave de Vin  
 Wine Store Wassy's/Wassy's Dining Souple  
 Wine Tree  
 Winegrocery  
 Yamae Hisano Co., Ltd.  
 YAMAYA CORPORATION  
 YAOKO Co., Ltd.  
 YASUBUN WINES & SPIRITS Co., Ltd.  
 YEBISU WINEMART Co., Ltd.  
 YOKOHAMA TRADING CO., LTD.

### “SAKURA” Support restaurant

It is new sales activity with restaurant. It start at 2018. There are more than 60 restaurants which actively participates and sales “SAKURA” awarded wines to their clients.



## Promotion activity overseas



### ProWein 2019

We participated in ProWein, the world biggest exhibition of wine in Germany from 2015 to 2019, to grow the recognition of Sakura Awards.



### vitaly Vinality 2019

We visited the booths of winery and of associations to acknowledge further our wine award.



We and Le Donne Del Vino are growing the strong bond.



## Events for consumers

### Nikkei daily news paper Women × SAKURA AWARDS

WOMAN EXPO TOKYO organized by Nikkei daily news paper (about 3 million circulation) and "SAKURA" Awards have started the collaborated event in 2017. We invite 300 female subscribers at each event to enjoy the award-winning wines and to join master class. We organize the events 2 times a year.



## Charity events

We engaged in social contribution through wine charity events.

- **In 2020, awarded wine charity lucky bag sale by internet.**  
Donation amount is 2,177,533 yen to COVID-19 donation.
- **In 2019, charity wine tasting party with non-imported wines.**  
Donation amount is 756,079 yen to Pink Ribbon Breast cancer organization.
- **Wine KANAZAWA Charity wine tasting**
- **TELL Charity party** (Voluntary "Telephone consultation" for foreign people living in Japan and many Embassies in Japan are members)



Wine KANAZAWA

Charity wine tasting party with non-imported wines