

The 7th SAKURA
Japan Women's
Wine Awards
2020



SAMPLE

The Biggest
International
Wine Competition
in Japan

www.sakuraaward.com



Message from Yumi Tanabe, chair

This is the sixth time women active in the Japanese wine industry have participated in judging wines at the “Sakura” Japan Women's Wine Awards. The award-winning wines are available for consumers at supermarkets, wine shops, and online. At the same time, these wines are also being served in restaurants as well. Currently, wine consumption in Japan is predominant in large metropolitan cities, but we hope these winning wines will help to expand consumption to rural areas as well. This year 560 judges gathered from all over Japan. Well-honed taste of these wine professionals have selected the award-winning wines, wines which are widely accepted by Japanese people.

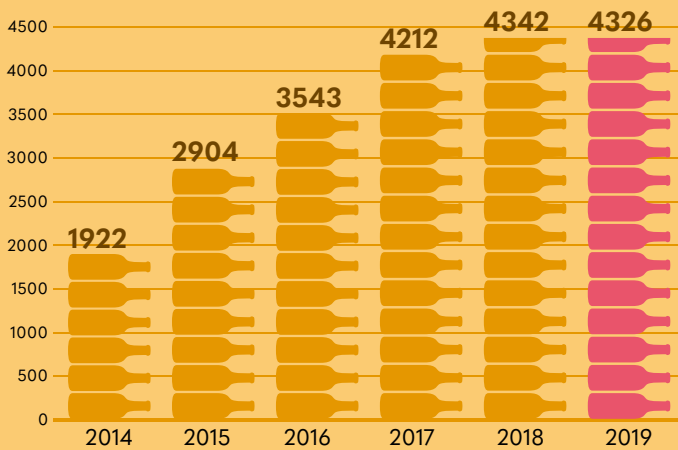


Why are we proposing all women judges?

Women in Japan are increasingly taking the initiative in selecting and buying a wine by the following reasons;

- No. **1** The number of working women has increased and they are having more opportunity to dine out with wines.
- No. **2** The number of women travelling abroad has increased and they are having more experiences to drink wines in foreign countries.
- No. **3** Due to the health-conscious trend, women are interested in organic wines and food.
- No. **4** Women cook and enjoy western dishes with wines at home more often as the way of living has been changed.
- No. **5** Many women are attending wine schools to deepen the knowledge of wines.

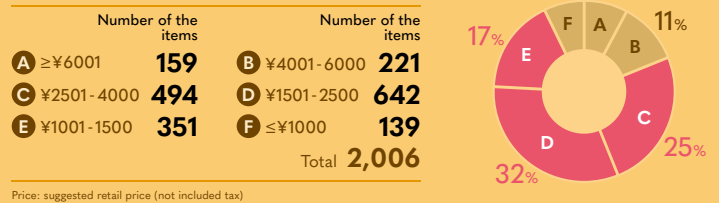
A transition of the number of entry



Ratio of entry by Japanese importer, domestic producer and overseas



Ratio of the awarded wines by price range



Imported wines account for 70% of the total wine market in Japan

Still Wine

Country	2008	2010	2015	2016	2017
Chile	1,483	2,457	6,122	5,912	6,575
France	5,666	5,318	6,071	5,368	5,375
Italy	2,605	2,849	4,002	3,743	3,932
Spain	1017	1,682	2,663	2,602	2,671
Australia	896	916	882	875	918
USA	1,470	1,593	1,715	980	791
South Africa	172	335	318	267	308
Germany	386	325	333	318	307
Argentina	245	276	289	308	231
NZ	62	82	134	131	133
Portugal	44	64	103	142	119
others	97	101	166	156	184
Total (1,000c/s)	14,148	16,004	22,804	20,807	21,550

Sparkling Wine

Country	2008	2010	2015	2016	2017
France	1,142	1,045	1,410	1,392	1,525
Spain	576	597	999	1,058	1,013
Italy	493	491	728	750	752
Chile	13	83	257	391	328
Australia	111	120	153	190	239
Mexico	4	44	64	41	63
Germany	57	36	31	26	32
South Africa	17	36	34	25	25
USA	113	151	46	33	20
Argentina	21	21	35	17	13
others	7	16	19	17	25
Total (1,000c/s)	2,560	2,643	3,780	3,947	4,041

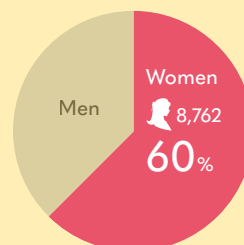
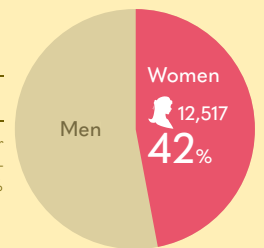
Source:WANDS Unit: 1,000 c/s=9kℓ

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Sommelier

Total **29,631** Women **12,517**

There are 29,631 persons of sommelier certified by the Japan Sommelier Association (JSA), among which 60% are female sommelier.



Wine Expert

Total **14,621** Women **8,762**

There are 14,621 persons of Wine expert certified by the Japan Sommelier Association (JSA), among which 60% are women. Wine experts consist of wine lovers who do not deal with wines in business.

Source:Japan Sommelier Association (2018)

Awards

Diamond Trophy

Diamond Trophy was given to the exceptional wines selected from the Double Gold Awards. In 2019, 48 items were selected for the Diamond Trophy, which were 1% of the total entry.



Double Gold

Each wine was judged and given points in the score of 1-100 points. Double Gold -For those wines that scored between 93-100 points. In 2019 there were 278 Double Gold Awards, which were 6% of the total entry.



Gold



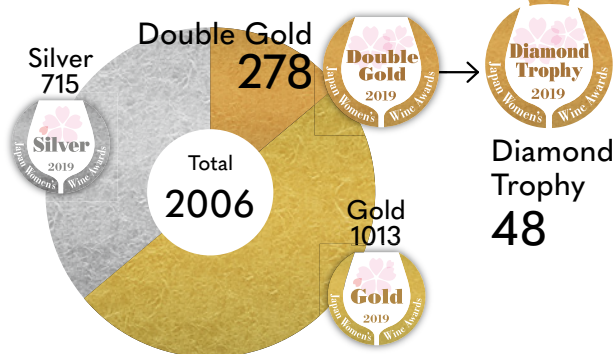
Gold Awards -For those wines that scored between 88-92 points.

Silver



Silver Awards -For those wines that scored between 83-87 points.

Number of the awards 2019



The Result of "SAKURA" Japan Women's Wine Awards 2019

Country	DG	G	S	Winning	Entry	Rate
ARGENTINA	14	48	28	90	189	47.6%
AUSTRALIA	17	50	30	97	179	54.2%
AUSTRIA		1	2	3	8	37.5%
BRAZIL	1	4		5	7	71.4%
BULGARIA		1	1	2	4	50.0%
CANADA		2		2	2	100.0%
CHILE	28	100	77	205	499	41.1%
CZECH REPUBLIC		1		1	2	50.0%
FRANCE	74	238	172	484	1044	46.4%
GEORGIA	2	15	7	24	40	60.0%
GERMANY	7	13	10	30	67	44.8%
GREECE	1	8	2	11	19	57.9%
HUNGARY	1			1	2	50.0%
INDIA		1	3	4	10	40.0%
ITALY	40	186	139	365	747	48.9%
JAPAN	9	37	32	78	265	29.4%
KENYA			1	1	5	20.0%
LUXEMBOURG		1	1	2	2	100.0%
MACEDONIA		5	2	7	11	63.6%
MEXICO		2	1	3	14	21.4%
MOLDOVA			1	1	4	25.0%
NEW ZEALAND	10	16	11	37	64	57.8%
PORTUGAL	15	37	27	79	170	46.5%
ROMANIA	1	3	3	7	11	63.6%
RUSSIA			1	1	5	20.0%
SERBIA		1		1	3	33.3%
SLOVAKIA	1	17	9	27	42	64.3%
SOUTH AFRICA	10	29	30	69	147	46.9%
SOUTH KOREA		2		2	3	66.7%
SPAIN	21	121	87	229	543	42.2%
SWITZERLAND		3	3	6	7	85.7%
THAILAND				0	1	0.0%
U.S.A.	23	66	34	123	197	62.4%
URUGUAY	3	5	1	9	13	69.2%
total	278	1013	715	2006	4326	46.4%

Special Awards

The Best Pairing Wine for Asian Foods

The Best Pairing Wine for Asian Foods namely Sushi, Tempura, Yakitori, Sukiyaki, Teppanyaki, Japanese Pot-au-feu, Korean, Chinese, Thai



The Best Women Winemaker

The best wine is chosen from wines produced by women winemaker.

2014	2015	2016	2017	2018
Ms. Claire Naudin	Ms. Gioia Cresti	Ms. Karen Turner	Ms. Eva Prim	Ms. Andrea Ferreyra
Domaine Henri Naudin-Ferrand	Fattoria Carpineta Fontalpino	Prieuré Saint Jean de Bébian	Celler Ronadelles	Finca la Celia

2019 Ms. Floriane Eznack

Champagne Jacquart



The Best Japanese Wines

Best wines bottled in Japan



The Best Cost Performance Wine

Awarded wines are not all expensive



The Best Wine "ROSE"

2018 was first year of the adding category of Rose in Sakura Award



Privileges for the award-winning wines

Official Book

The award-winning wines are listed in the official Book, which is distributed at FOODEX JAPAN 2019 and various retail stores. It makes an opportunity for unreleased wines in Japanese market to be found by future business partners.



Award-winning wines are showcased at FOODEX Japan 2019

All award winning wines are show-cased at the main gate of FOODEX Japan 2019 over the 4-day event, where 85,000 visitors are expected



Schedule

○ Entry:

October 1st, 2019 (Tue)-
November 30th, 2019 (Sat)

○ Sample Delivery by:

January 10th,
2020 (Fri)



○ Tasting Competition:

January 29th, 2020 (Wed)-
January 30th, 2020 (Thu)



○ Award Announcement on line:

February 14th,
2020 (Fri)



○ Ceremony announcing Diamond Trophy and Grand Prix of Special Awards:

At FOODEX JAPAN 2020
March 10th,
2020 (Tue)



*The Schedules are subject to change.

Entry Information

① Qualification

- 1) Over 1,000 (750ml) bottles yearly production
- 2) Volume per bottle to be less than 2,000ml

② Entry Fee

- 1) up to 10 items: JPY20,000 per item
- 2) 11 items and over JPY18,000 per item

Early Bird Discount (Before Oct.31st,2018)

5% of the total amount







* Consumption tax is added. * Entry fee is non-refundable
* No upper limit for the number of entry

③ Sample

Necessary number of the sample per item
3 bottles of 750ml or 6 bottles of 375ml

④ Categories for entry

Any quality category, any grape varieties or the blend.

- 1)  Still Red Wine
- 2)  Still White Wine
- 3)  Still Rose Wine
- 4)  Sparkling Wine and Semi Sparkling Wine
- 5)  Sweet Wine
- 6)  Fortified Wine



The special trophy for Diamond Trophy and Grand Prix of Special Awards, which is made of wood painted by Japanese lacquer, URUSHI, by hand.

Contact

“SAKURA” Japan Women’s Wine Awards Office
Wine and Spirits Culture Association

Akasaka Office Heights, 4-13-5 Akasaka, Minato-ku, Tokyo 107-0052
Phone: +81-3-6229-1727 Fax: +81-3-5570-4341 e-mail: info@sakuraaward.com

For further information:

<http://www.sakuraaward.com>



Illustration by
Yuko YOSHIOKA

Collaboration with **FOODEX JAPAN 2020**

Hanetsuki is a traditional Japanese New Year's game, played with a wooden paddle called hagoita and a Shuttlecock called hane. The game resembles badminton, played without a net.