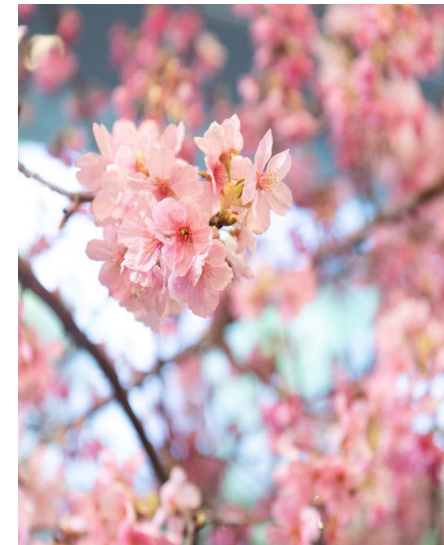




The Biggest International Wine Competition in ASIA



What is “SAKURA” Japan Women’s Wine Awards?



Japan Women’s Wine Awards, which aims to “find wines that go well with Japanese home cooking,” “increase wine consumption,” and “expand opportunities for women in the wine industry” received 4,222 entries from 28 countries last time.

This shows the high expectations producers have for the Japanese market. With the expansion of consumption, the number of occasions to enjoy wine at home is on the rise.

The “Sakura Award winning medal sticker” on wine bottles in stores is a sign of good wine selected by Japanese female judges, and the evaluation of the wine as “suitable for home cooking and reassuring” is increasing year by year.

Japan Women’s Wine Awards will continue to take on new challenges and move forward into the future.

Yumi Tanabe

President of Japan Women’s Wine Awards



“SAKURA” is cherry blossoms and a symbol flower for Japanese women

The 11th “SAKURA” Japan Women’s Wine Awards 2024

～Expanding the medal sticker recognition in the market～



Entry Period : October 2nd ~ November 30th, 2023

Judging Session : January 25th, 2024 in Osaka , February 1st, 2024 in Tokyo

Result Announcement : February 14th, 2024 on SAKURA AWARDS official website

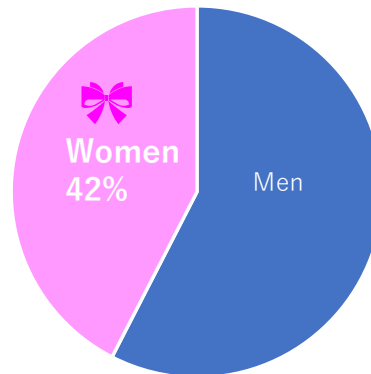
Award Ceremony : undecided

“SAKURA” JWWA Grand Tasting : undecided

Target Number of Entries : 4,500 items



Mission of SAKURA AWARDS



42% of Sommeliers are Women

There are 39,149 persons of sommelier certified by the Japan Sommelier Association(JSA)



To increase the annual wine consumption in Japan to 5 liters/person



To select wines to go with Japanese and Asian cuisine!



To expand opportunities for women in the wine industry!



10 Years History of SAKURA AWARDS

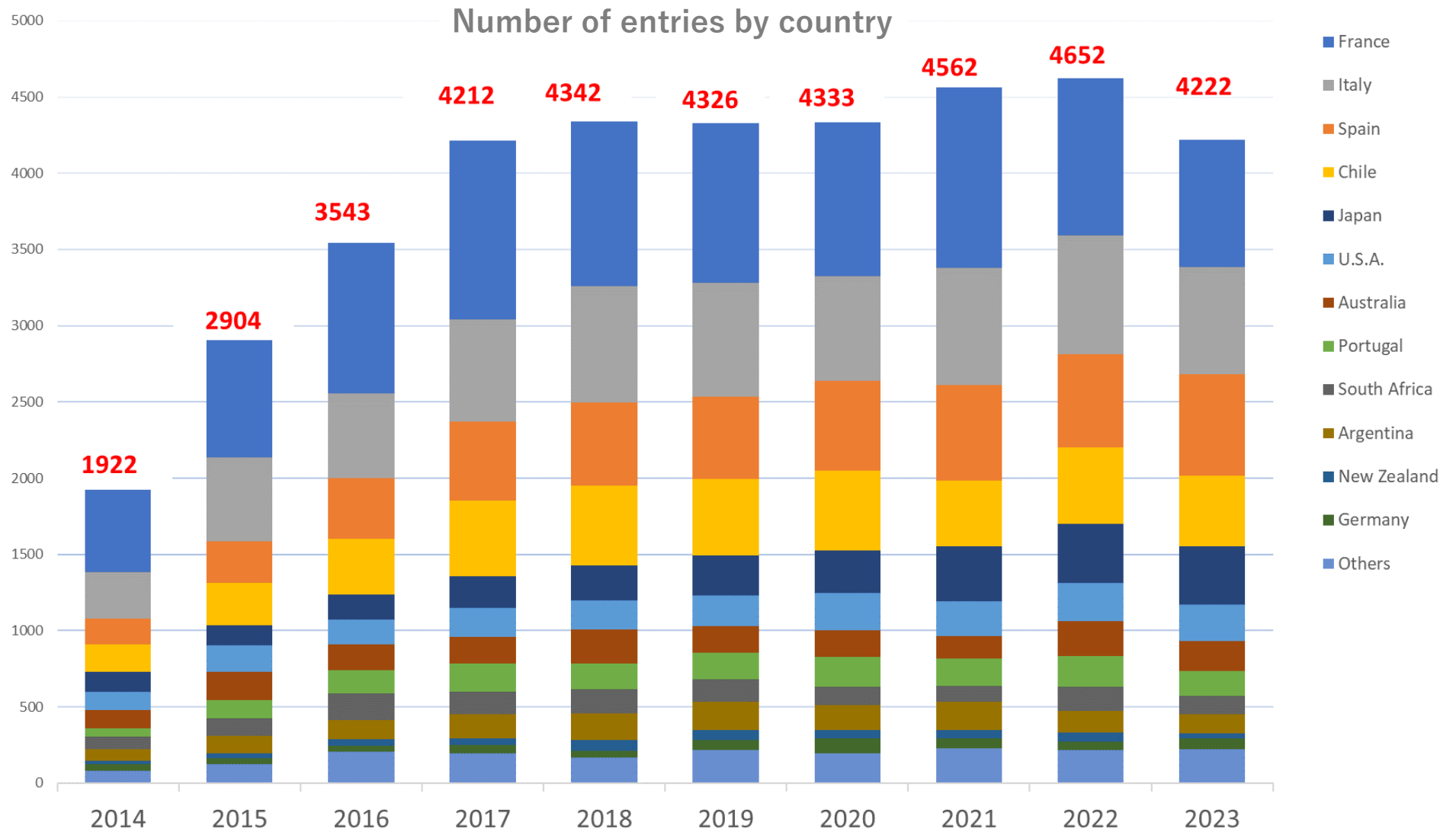


Jan 2014	"SAKURA" Japan Women's Wine Award held for the first time. The first Japanese women's wine judging panel. The judging panel of Japanese women is recognized as the world's pioneer in the judging of wine and food marriage.
Mar 2014	Award ceremony, award-winning wine exhibition, and award-winning wine tasting at FOODEXJAPAN hosted by Japan Management Association, to continue through 2019.
Feb 2015	The 2nd event is held. Number of entries exceeds 3,000 items.
Mar 2015	Exhibited for the first time at ProWein, the world's largest wine exhibition held in Germany. Continued to exhibit at ProWein since then.
Feb 2016	The 3rd edition was held. The number of entries increased by 19% over the previous year, exceeding 4,000 items.
Jan 2018	The 5th edition is held. The number of sales partners actively marketing award-winning wines reaches 75. Registration of supporting restaurants that carry award-winning wines begins.
Jan 2019	The 6th edition is held. The number of judges reaches 560.
Jan 2020	The 7th event was held. Recognition among general consumers increased with 130 sales partners and 70 supporting restaurants. Best Great Value Sparkling Wine Award is newly established to reflect the increase in sparkling wine consumption.

10 Years History of SAKURA AWARDS



Feb 2021	Held the 8th. Judging sessions were held in Tokyo and Osaka. Despite the Corona disaster, the number of entries exceeded 4,500 items, the largest number ever. Sales cooperative companies numbered 137, and more than 100 restaurants supported the event.
Jun 2021	Aiming for further growth of the Sakura Awards, the Wine and Spirits Culture Association, the organizer of the awards, and Wine and Wine Culture Co. Wine and Wine Culture Co., Ltd. will become a wholly owned subsidiary of Credit Saison Co.
Apr 2022	The 9th Judging Committee meeting was held in Tokyo and Osaka.
Apr 2022	138 sales partner companies. More than 100 supporting restaurants.
May 2022	The Sakura Awards ceremony was held at Hotel Gajoen Tokyo for the first time in three years.
Jul 2022	The first-ever Sakura Award-winning wine tasting was held.
Jan 2023	10 th SAKURA AWARDS tasting judgment was held.
Apr 2023	Award Ceremony and JWVA SAKURA GRAND TASTING was held. More than 140 sales partner shops.



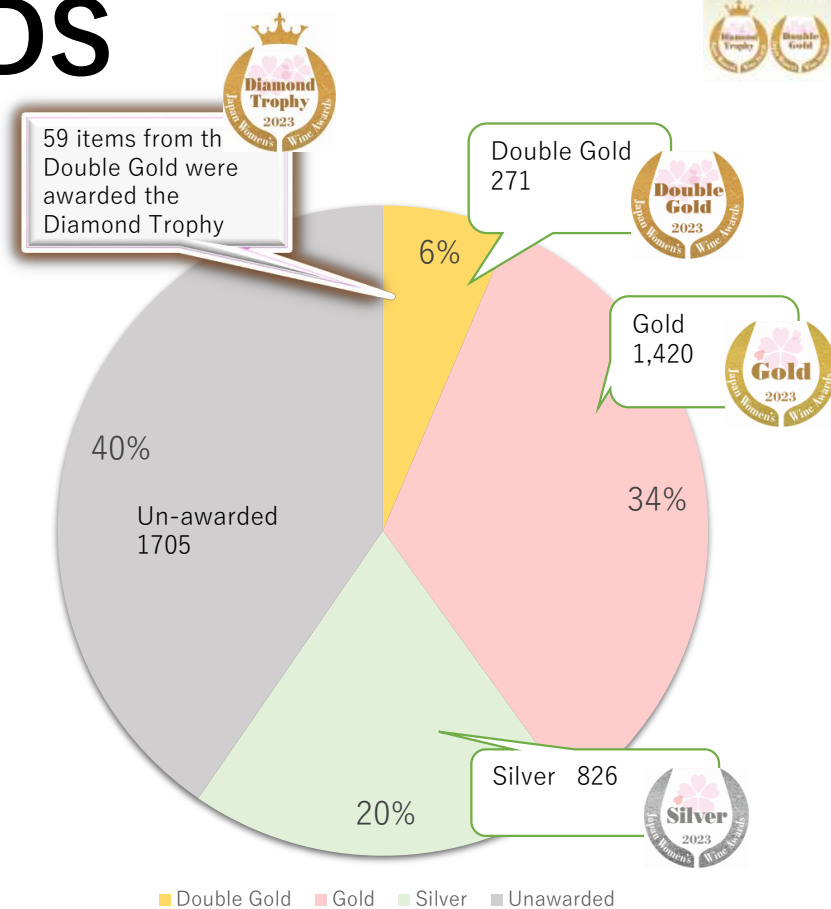
Number of entries and awards by country



	Country	Entry	Awarded			Country	Entry	Awarded
	Total	4,222	2,517		15	ROMANIA	23	14
1	FRANCE	837	481		16	BULGARIA	19	13
2	ITALY	706	424		17	AUSTRIA	18	12
3	SPAIN	662	393		18	MOLDOVA	17	8
4	CHILE	467	286		19	SLOVENIA	14	5
5	JAPAN	377	180		20	HUNGARY	5	2
6	U.S.A.	240	171		21	INDIA	5	5
7	AUSTRALIA	197	133		22	URUGUAY	5	4
8	PORTUGAL	167	92		23	AZERBAIJAN	3	3
9	ARGENTINA	125	75		24	CHINA	3	1
10	SOUTH AFRICA	117	75		25	LUXEMBOURG	3	1
11	GERMANY	67	39		26	MEXICO	2	1
12	GEORGIA	53	30		27	SWITZERLAND	2	0
13	SLOVAKIA	48	34		28	U.K.	2	2
14	NEW ZEALAND	36	33		29	Others	2	0

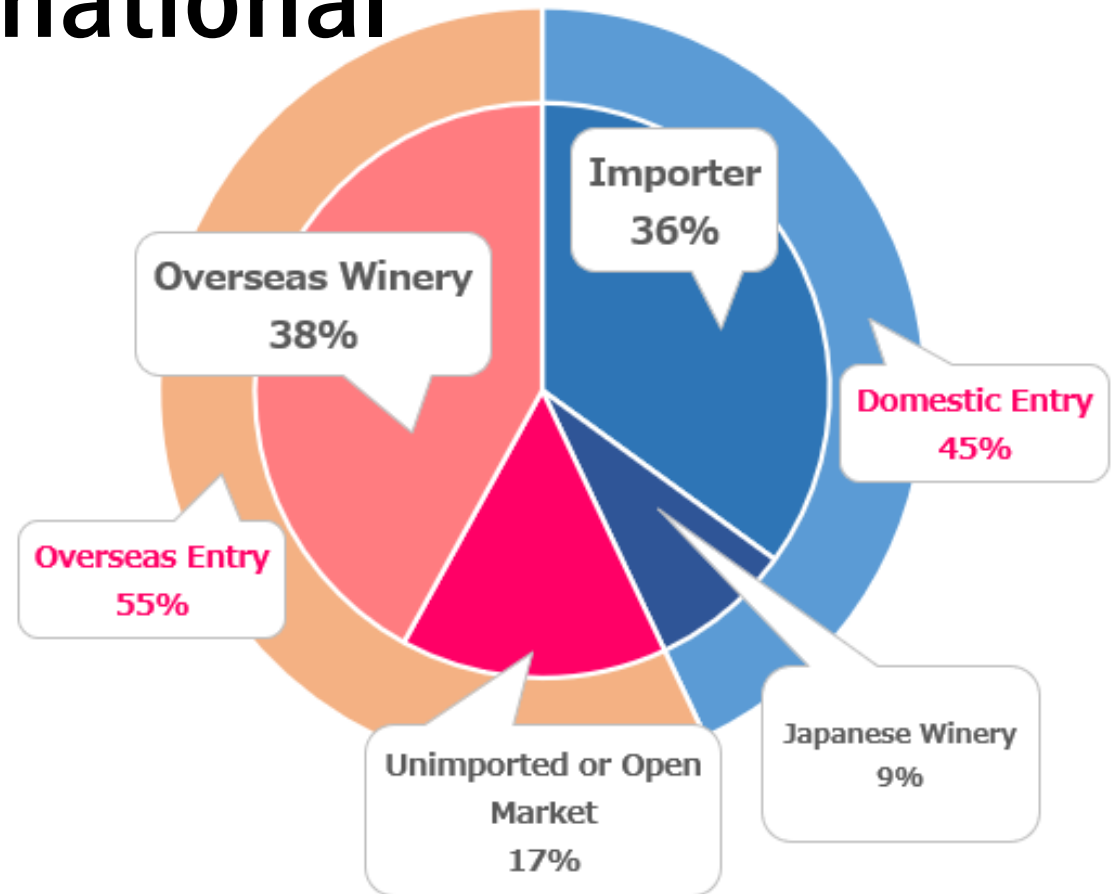
RESULT OF AWARDS

Number of Awards	
Double Gold	271
Gold	1420
Silver	826
Un-awarded	1705
Total	4222



Comparison of number of domestic and international entries

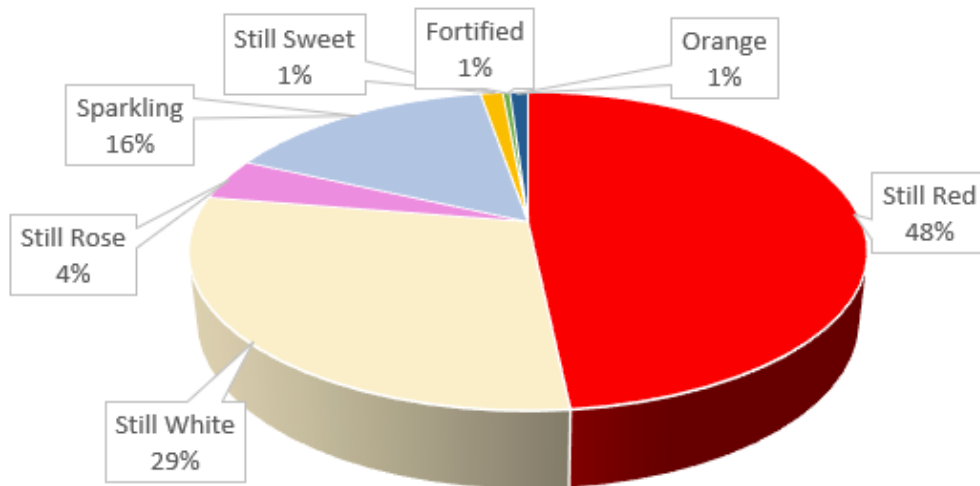
Domestic Entry	1890	Importer	1513
		Japanese Winery	377
Overseas Entry	2332	Unimported or Open Market	697
		Overseas Winery	1635



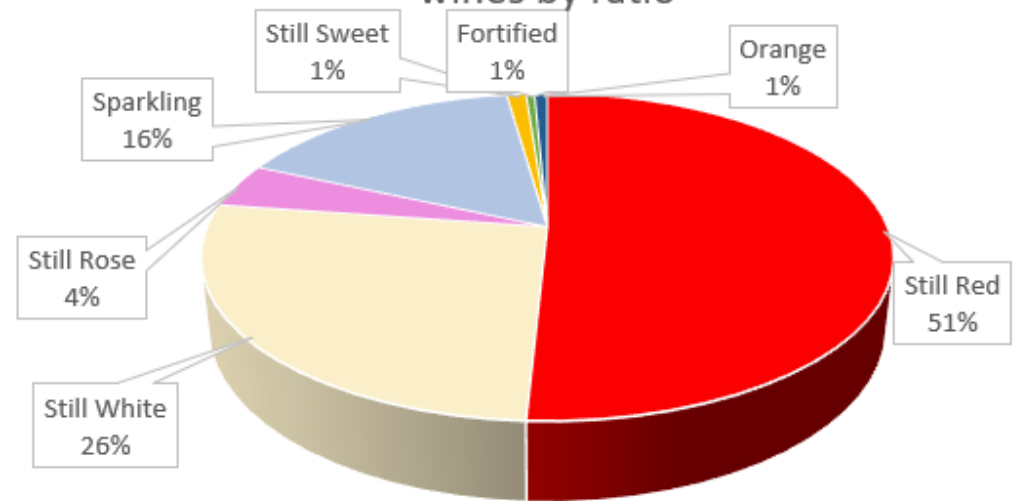
Percentage by category



Number of wine categories from total entries by ratio



Number of wine categories from awarded wines by ratio



NEW! BIO/SUSTAINABLE & ORANGE WINE



New
Category!

BIO AND SUSTAINABLE WINE



Entry 37%
Awarded 38%



VEGAN	393
SUSTAINABLE	384
ORGANIC	202
HEV(HVE)	103
BIOLOGIC	76
RAISONNEE	63
CARBON-NEUTRAL	30

ORANGE WINE

Entry 44 items
Awarded 18 items

France	Hungary
Georgia	Australia
Germany	Chile
Japan	Portugal
Romania	Italy

Price range of award-winning wines

- Number of C,D,E items of Diamond Trophy is 34, the 58% of the total number of Diamond Trophy winning items.
- C, D and E account for 68% of all award-winning items, and 70% of all entries.



	Price Range (JPY)	%
A	≥ 6001	7%
B	4001~6000	8%
C	2501~4000	18%
D	1501~2500	31%
E	1001~1500	19%
F	≤ 1000	11%
Unknown	-	6%

Supporters Wine Growers Association



Supporter Embassy in Japan



 Advantage Austria Tokyo	 Champagne, Bureau du Japon	 Economic and Commercial Office, Embassy of Spain	 Along Portugal Global Business Development Agency
 Luxembourg for business LUXEMBOURG TRADE & INVEST	 Embassy of the Argentine Republic	 Embassy of Chile, Commercial Office (ProChile Japan)	 Embassy of Italy - Trade Promotion Section
 Business France	 Embassy of Switzerland in Japan	 Australian Trade Commission (Austrade)	 EMBASSY OF GEORGIA
 EMBASSY OF THE SLOVAK REPUBLIC IN TOKYO	 Embassy of the Republic of South Africa	 Sherry Committee Consejo Regulador de las D.O. DO. Jerez-Sherry y Montañilla- Sanlúcar de Barrameda	 CÂMARA DE COMÉRCIO HISPANO JAPONESA
 EMBASSY OF ROMANIA to Japan	 Embassy of the United States of America U.S. Agricultural Trade Office	 Embassy of Greece	 NEW ZEALAND TRADE & ENTERPRISE
 EMBASSY OF THE REPUBLIC OF MOLDOVA TO JAPAN	 Embassy of Uruguay	 Embassy of the Republic of Serbia in Tokyo	 Embassy of the Republic of Croatia in Japan
 EMBASSY OF HUNGARY TOKYO	 Embassy of Israel	 Trade Commission of Mexico - PROMEXCO JAPAN	 Embassy of Brazil
 EMBASSY OF GERMANY TOKYO	 Wines of Germany	 Embassy of the Republic of Bulgaria in Japan	 Embassy of Lebanon in Japan
 Embassy of Canada			

Supporter Association in Japan



Japan Sommelier
Association

**Japan Restaurant
Association**

Hokkaido Wine Consulting Group

Yamanashi Prefecture Wine Manufacturer's
Association

JAPAN WINERIES ASSOCIATION

Yamagata Prefecture Wine Manufacturer's
Association



Nagano Prefecture Wine Association

Hotel Barmen's Association,
Japan



JAPAN WINES AND SPIRITS IMPORTER'S
ASSOCIATION

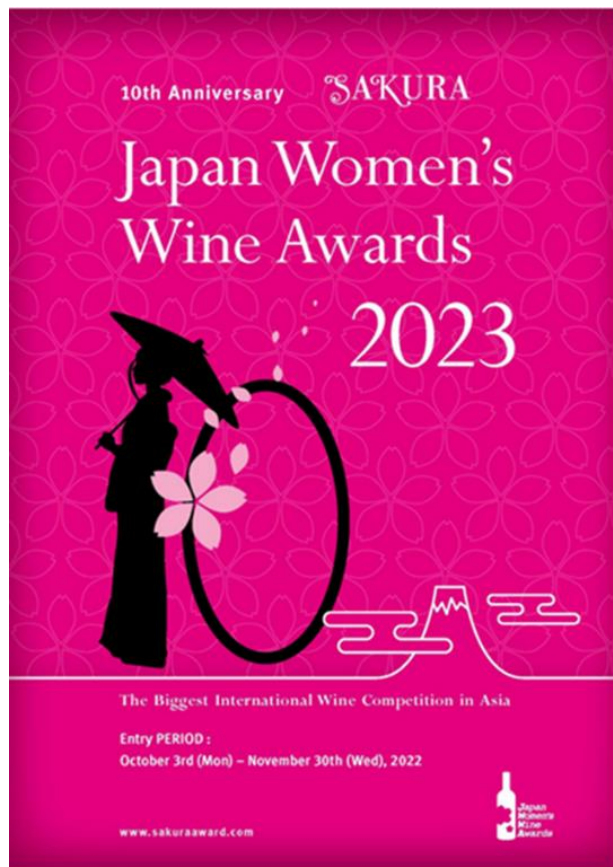


Nippon Wine Association

Wine Importers Association
of Japan

**National Supermarket Association of
Japan**

SAKURA AWARDS FOR CONSUMERS!



Theme?

How to promote to increase consumption

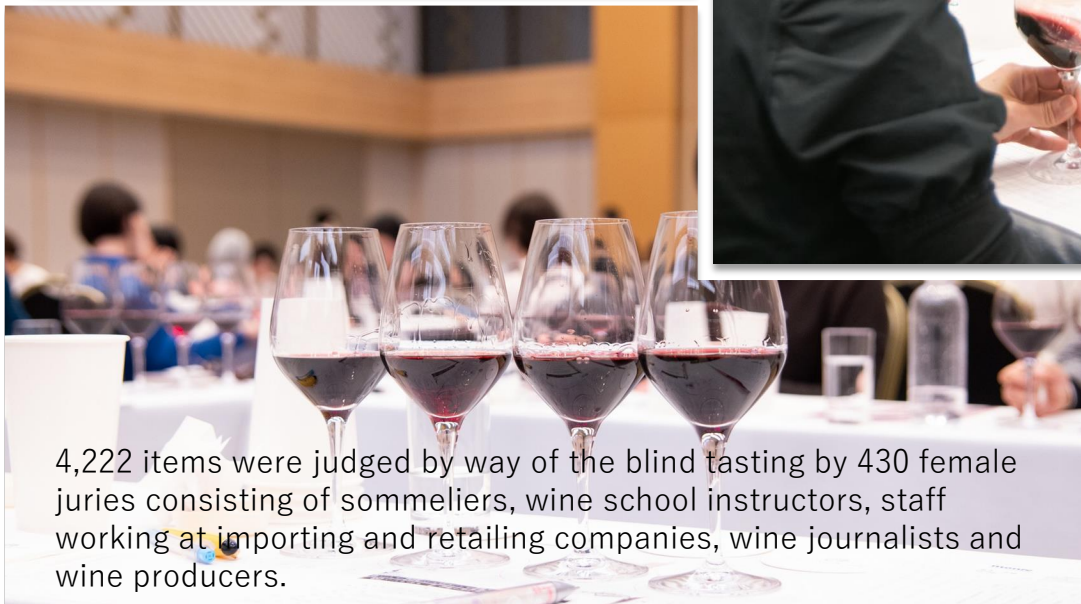
- Medal logo on all bottle of awarded wines!
- Display for awarded wines in the wine shop!
- Strong partnerships with distributors and retailers!
- Increase the number of the listings of awarded wines!
- Strong partnerships with grower's association!

Tasting Sessions
2023.01.25 OSAKA
2023.01.31 TOKYO

Judges: 430 Female Sommeliers



Support Speech by
Bulgarian Ambassador in Japan



4,222 items were judged by way of the blind tasting by 430 female jurors consisting of sommeliers, wine school instructors, staff working at importing and retailing companies, wine journalists and wine producers.





AWARD CEREMONY 2023.04.19



10th Anniversary
“SAKURA” Japan Women’s
Wine Awards 2023

2023年4月19日（水）、
帝国ホテル 孔雀東の間

主催

Japan Women’s Wine Award®
“SAKURA” Japan Women’s Wine Awards 事務局
一般社団法人 ワインアンドスピリッツ文化協会







Grand Prix the Best Woman Winemaker of the Year



SPECIAL AWARDS
Best Woman Winemaker
Best Japanese Wine of the year
Pairing for Japanese and Asian Cuisine
"ROSE" Wine
Great Value Sparkling Wine
"DESSERT" Wine
"ORANGE" Wine
"FORTIFIED" Wine
Lesser-known Grape Varieties in Japanese market
Cost Performance Wine [under the 1000 JPY]
Cost Performance Wine [1001-1500 JPY]
Cost Performance Wine [1501-2500 JPY]

Special Awards~Advantage for being harmony with the cuisines !



The Best Wine for Sushi



The Best Wine for Tempura



The Best Wine for Suki-yaki



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



Special Awards Grand Prix



“Grand Prix “Japanese wine of the year”



“Rose” Wine



Great Value Sparkling Wine



Lesser-known Grape Varieties
in Japanese market



“DESSERT” Wine



“FORTIFIED” Wine



“ORANGE” Wine

KEIKYU Department Store

The collage features three photographs of a wine department. The top photo shows a staff member in a white uniform behind a counter. The middle photo displays a wine section with a small screen showing a woman, a 'Japan Sommelier Wine Award' trophy, and various wine bottles with price tags. The bottom photo is a close-up of wine bottles, including Cabernet Sauvignon and Chardonnay, with detailed labels and price tags.

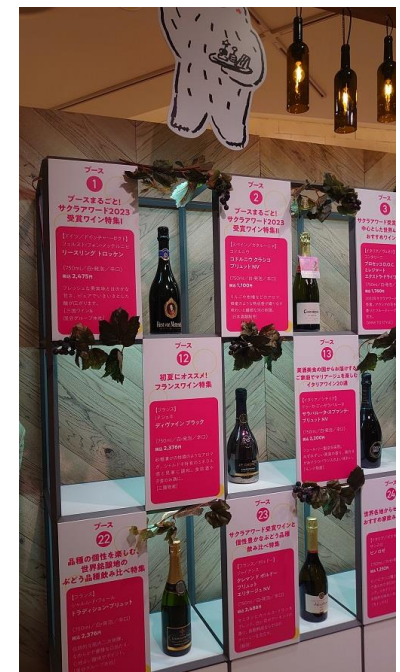




Catalogue front cover of the award-winning wine fair in May 2023



Wine Promotion Department store





Wine Sales Promotion event
at Department store

Wine Consumption Appeal Activities



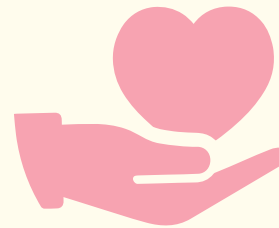


In 2020 and 2021, We donated the proceeds from the sales of award-winning wines to the “All Japan Food Association”, which provides support to medical professionals, and in 2022 and 2023, we donated to the Embassy of Ukraine in Japan and to the Japanese Grape and Wine Society (ASEV Japan), which conducts research into viticulture and wine making. We will continue to actively engage in this area.



Charity Activities

We engage in social contributions through wine charity events.



April 2023

Donated to: Embassy of Ukraine in Japan

Donated amount: 1,607,511 yen