



Let's all move towards the future!

The 8th SAKURA
Japan Women's Wine Awards 2021

Result report



The Biggest International Wine Competition in Asia

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

We are happy to announce that the judging took place as scheduled under challenging circumstances. Thanks to all the judges and sommeliers who made it possible to carry out the mission. We had to avoid long-distance travel by the judges and judging was done in Tokyo and Osaka.

During the coronavirus outbreak, dining out has decreased, but the consumption at home has increased. We receive many comments that the Sakura Award seals on wines represent delicious wines chosen by women judges in Japan and an assurance that goes well with their home-cooked meals.

Despite this challenging time, we received the most significant amount ever of 4,562 items from 32 countries. This number shows the expectations in the Japanese market from these producers are greater.

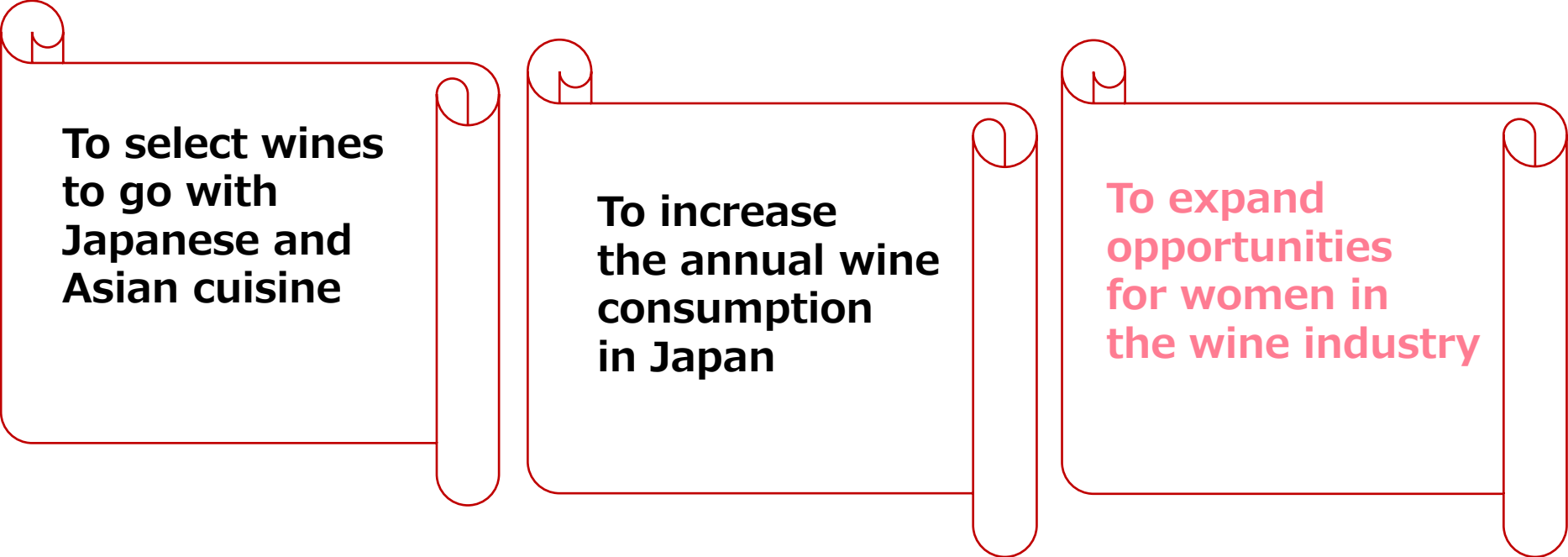
We want to move on to future activities so that we can meet that expectation.

Yumi Tanabe, president of SAKURA AWARDS



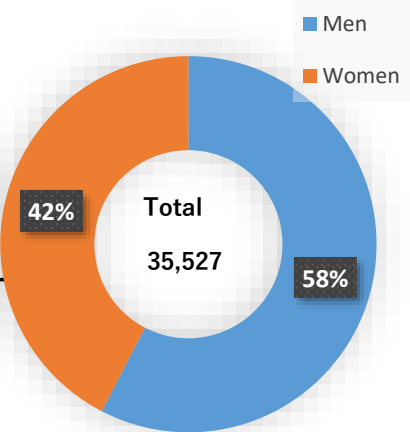
Concept & Target

Mission of "SAKURA" Wine Awards



Sommelier

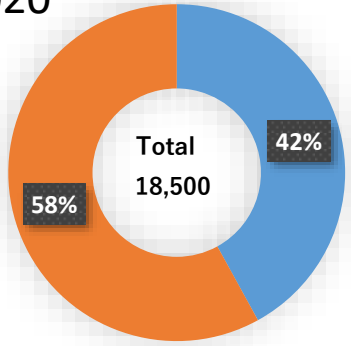
There are 35,5279 of sommelier certified by the Japan Sommelier Association



2020

Wine Expert

There are 18,500 of Wine Expert title certified by the Japan Sommelier Association



Consumption volume

Yearly wine consumption volume per person in Japan

3.6 ℓ / 2019

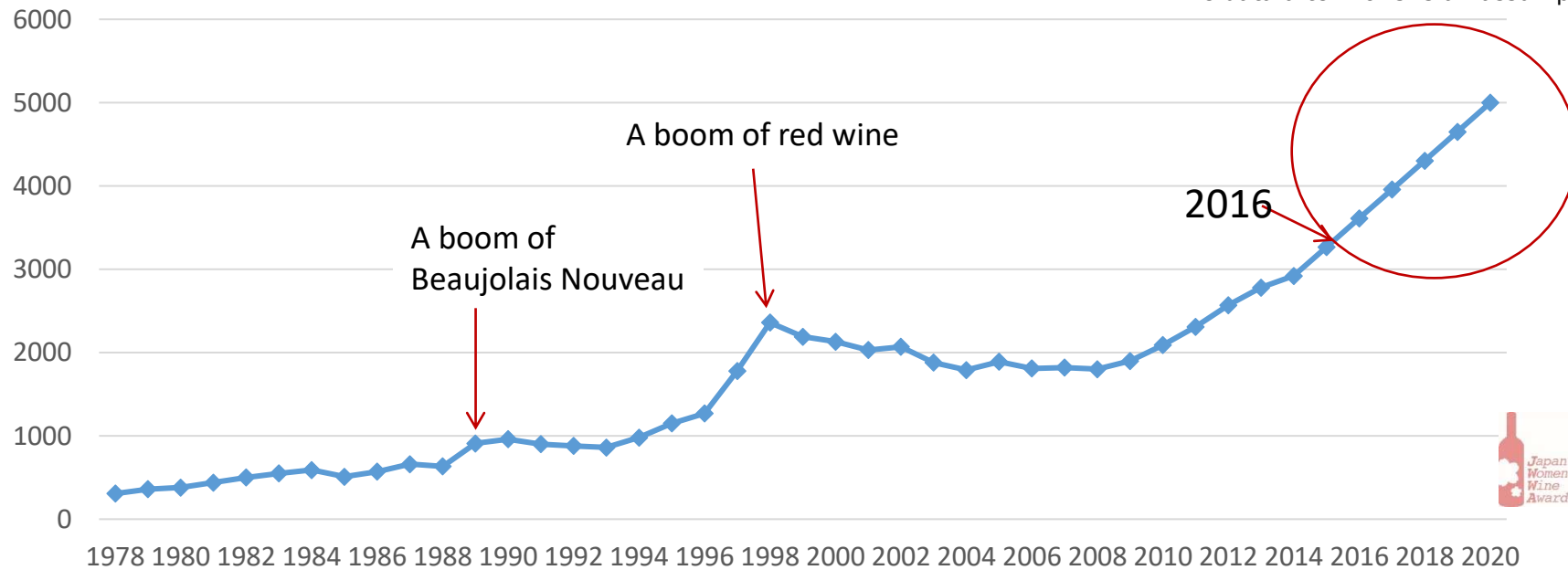


Target 5ℓ par person



Yearly wine consumption volume per person

The data after 2015 is an assumption



2020 Imported Still wine in Japanese market

*Still-wine less than 2ℓbottle						
	volume(ℓ)	y/y %	value (1,000JPY)	y/y %	CIF unit price JPY/750ℓ	
1 Chile	49,100,873	104.0	15,032,553	98.4	230	
2 France	45,253,732	96.0	44,013,487	92.6	729	
3 Italy	28,363,823	79.9	15,123,331	83.8	400	
4 Spain	18,678,970	91.7	5,544,510	89.5	223	
5 U.S.A.	6,394,011	81.5	11,892,148	87.0	1,395	
6 Australia	6,032,325	96.4	2,658,427	95.2	331	
7 Germany	2,718,925	78.5	1,485,033	82.0	410	
8 Argentine	1,673,227	81.0	858,471	74.5	385	
9 South Africa	1,538,140	83.4	838,245	81.3	409	
10 Portugal	1,265,137	92.7	501,563	97.3	297	
11 New Zealand	1,211,438	95.4	1,124,555	92.9	696	
others	1,673,871		1,248,420			
Total	163,904,472	93.0	100,320,743	90.6		



2020 Imported Sparkling wine in Japanese market

*Sparkling-wine less than 2ℓ/bottle						
	volume(ℓ)	y/y %	value (1,000JPY)	y/y %	CIF unit price JPY/750mℓ	
1 France	12,859,645	78.1	46,679,436	74.9	2,722	
2 Spain	11,455,934	90.5	4,913,884	90.7	322	
3 Italy	6,762,762	77.3	3,700,010	78.7	410	
4 Chile	1,953,628	66.7	856,806	65.6	329	
5 Australia	1,309,512	138.2	659,308	67.8	378	
6 Germany	364,184	69.2	221,705	129.4	457	
7 Mexico	181,462	130.4	91,864	67.7	380	
8 U.S.A.	145,615	663.4	277,014	114.5	1,427	
9 South Africa	108,936	123.7	73,141	66.8	504	
10 New Zealand	80,325	51.4	67,287	120.0	628	
others	213,829	80.9	176,568			
total	35,435,832		57,717,023			



Source: Shuhan-News

Why are women leading in wine consumption?

Where do women buy wine?

Supermarket	73.6%
Department store	20.8%
Liquor shop	13.7%

More than once a week to drink wine

Women	34%
Men	28%

33% of all women want to drink wine every day

Sparkling wine is very popular among women.
The import volume has become double compared to 10 years ago

During Stay home with COVID-19

Women	29%
Men	18%

Women create the trend of the wine market in Japan



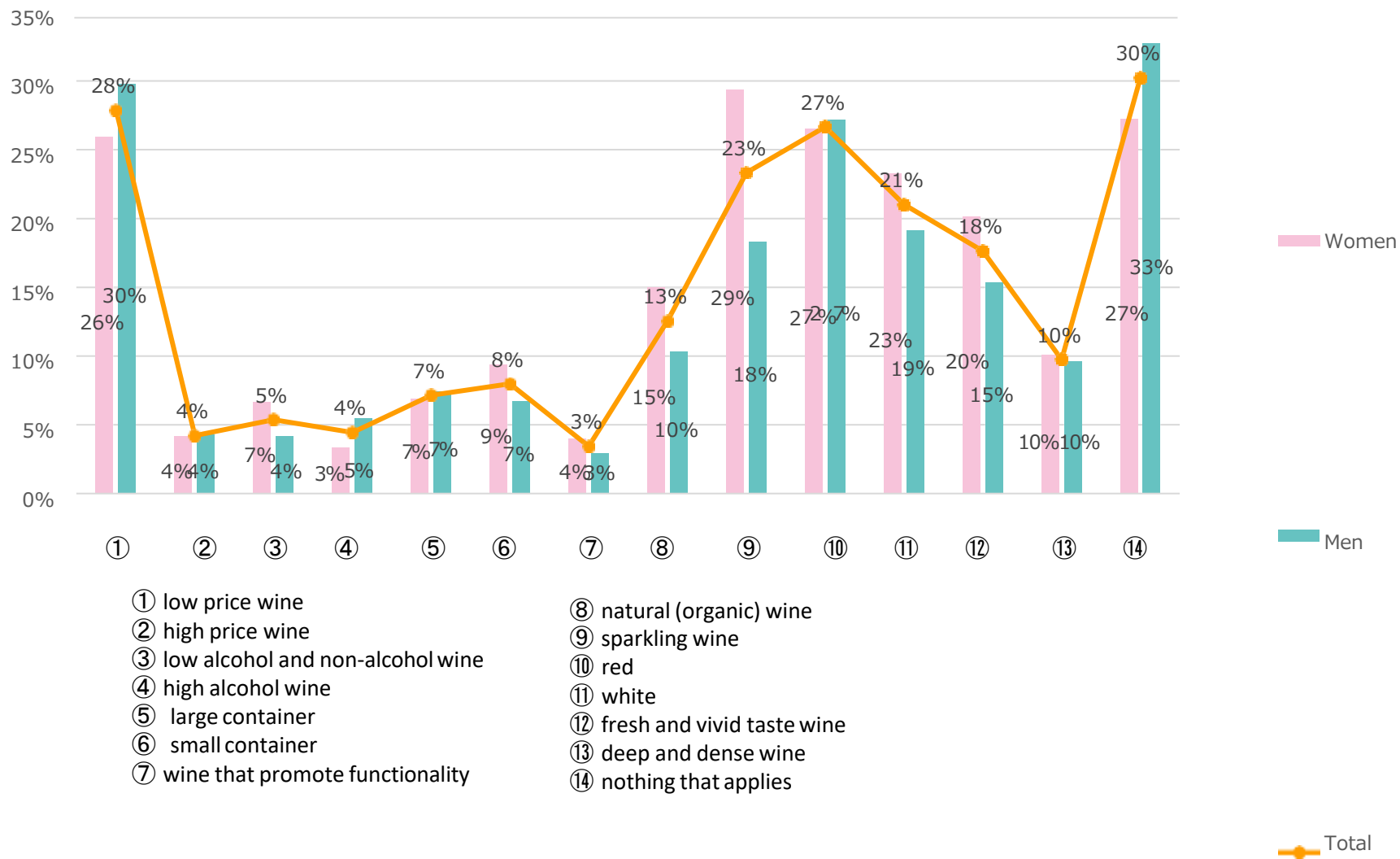
The reason to love wine "taste" 76.6%

Girls' Party
Mams' Party
Of course, WINE!

With COVID-19, Women are more interesting In Bio wine to choose at store

Women	15%
Men	10%

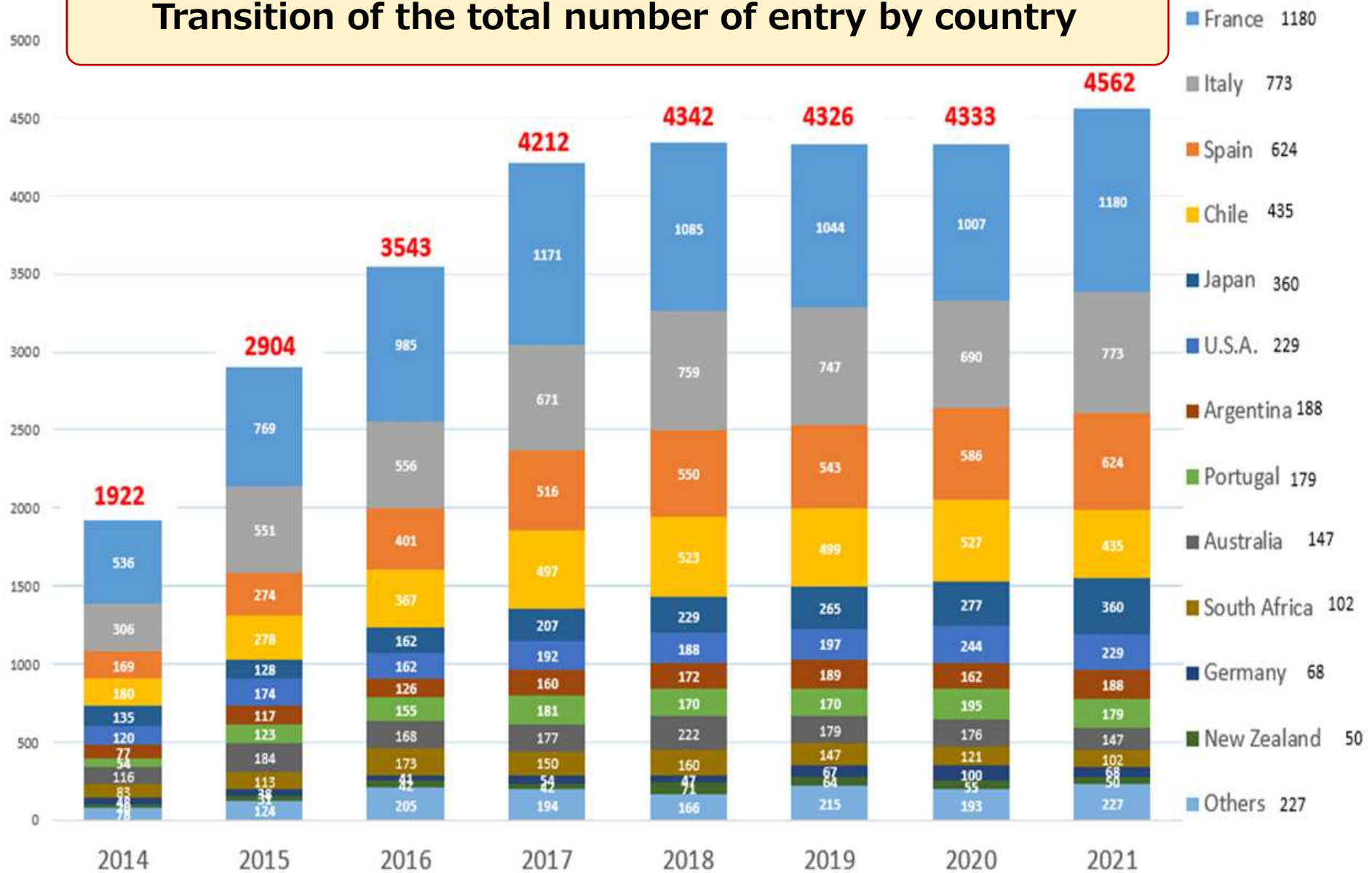




Q. what kind of wine would you like to drink at home ? “With Corona”(Multiple choices)

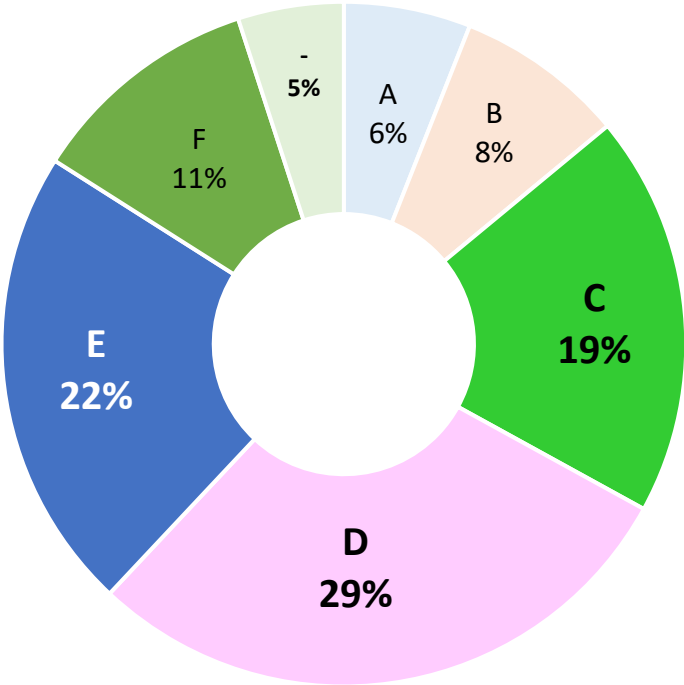
Source: Kirin Holdings Company

Transition of the total number of entry by country



Ratio of the awarded wines by price range

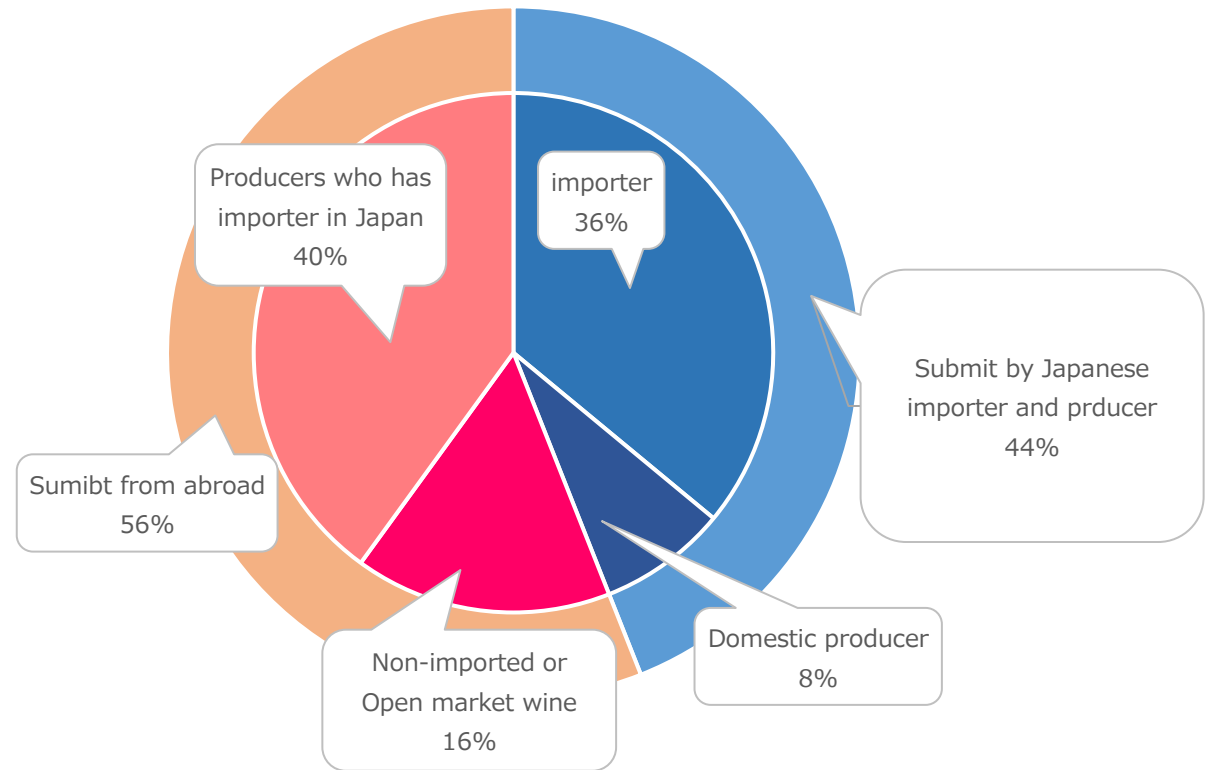
	Price range JPY	Number of awards	Ratio
A	≥6001	132	6%
B	4001~6000	180	8%
C	2501~4000	416	19%
D	1501~2500	648	29%
E	1001~1500	496	22%
F	≤1000	235	11%
-	Un-known	122	5%
合計		2231	100%



Price : suggested retail price in Japan (without retail tax)

Ratio of entries by Japanese importer, domestic producer and from overseas

	2021	2020	Rate of growth
Japanese importer	1656	1566	106%
Japanese producer	360	277	130%
Overseas producer	2546	2490	102%
Total	4562	4333	105%





58 items
Diamond Trophy
are Selected from
Double Gold
Only 1% of total
entry

Percentage of awards



Double Gold
6%

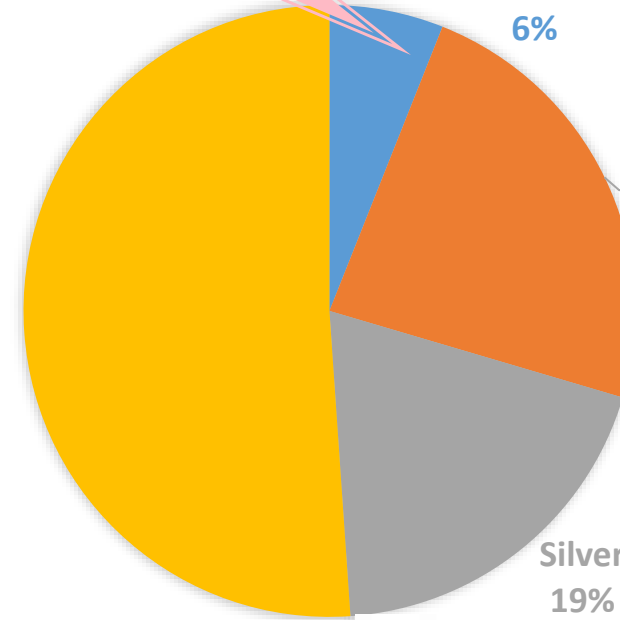
Gold
24%



Silver
19%

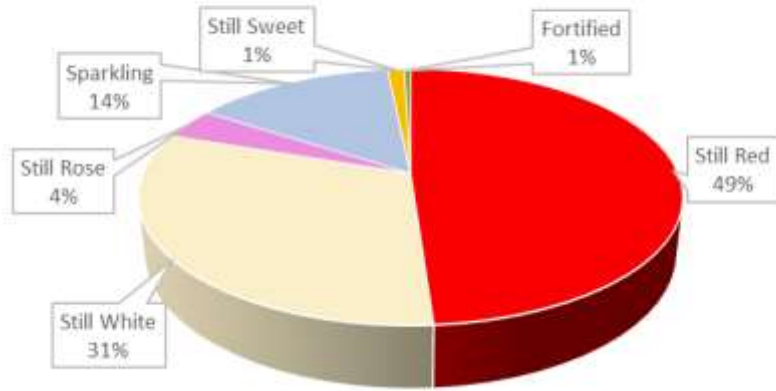


Not Awarded
51%



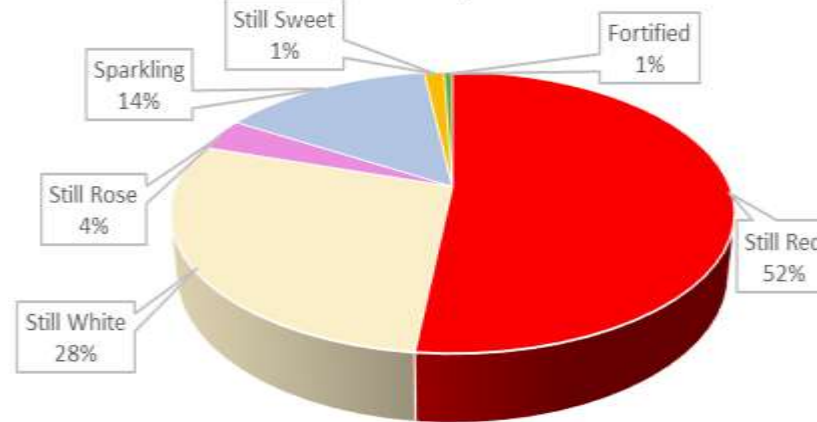
2021 Result	
Double Gold	275
Gold	1074
Silver	882
Not Awarded	2331
Total submission	4562

Number of wine categories from total entries by ratio



Category	Entry	ratio
Still Red	2230	49%
Still White	1429	31%
Still Rose	178	4%
Sparkling	650	14%
Still Sweet	55	1%
Fortified	20	0%
Total	4562	100%

Number of wine categories from awarded wines by ratio



Category	Entry	ratio
Still Red	1155	52%
Still White	629	28%
Still Rose	83	4%
Sparkling	321	14%
Still Sweet	30	1%
Fortified	13	1%
Total	2231	100%

Number of entries and awarded wines by categories

Category	Award	Entry	%
Still Red	1,155	2,230	52%
Still White	629	1,429	44%
Still Rose	83	178	47%
Sparkling	321	650	49%
Still Sweet	30	55	55%
Fortified	13	20	65%
Total	2,231	4,562	49%

Special Awards *Women Wine maker of the year*



Ms. Saskia Goetschy



CHATEAUBOUCARUT
CUVÉE CARMEN
2018

France
Vallée du Rhône
AOC Lirac



The 7th winner
Genevieve Janssens

Enologist
Robert Mondavi Winery, U.S.A.



The 5th winner
Best Woman Winemaker

Andrea Ferreyra

Enologist
Finca la Celia, Argentina



The 6th winner
Best Woman Winemaker

Floriane Eznack

Enologist
Champagne Jacquart, France



The 4th winner
Best Woman Winemaker

Eva Prim

Enologist
Celler Ronadelles, Spain



The 3rd winner
Best Woman Winemaker

Karen Turner

Enologist
Prieuré Saint Jean de Bébien,
France



The 2nd winner
Best Woman Winemaker

Gioia Cresti

Enologist
Fattoria Carpineta Fontalpino,
Italy



The 1st winner
Best Woman Winemaker

Claire Naudin

Enologist
Domaine Henri Naudin-Ferrand,
France



Special Awards Grand Prix ~pairing with Japanese and Asian cuisines !



Grand Prix
Wine for Sushi



Grand Prix
Wine for Tempura



Grand Prix
Wine for Suki-yaki



Grand Prix
Wine for Teppan Yaki



Grand Prix
Wine for Yakitori



Grand Prix Wine for
Japanese Pot-au-feu



Grand Prix
Wine for Korean dishes



Grand Prix
Wine for Chinese dishes



Grand Prix
Wine for Thai dishes

Special Awards

Grand Prix Great Value Sparkling Wine



Grand Prix Lesser-known Grape Varieties in Japanese market



Grand Prix "FORIFIED" Wine



Grand Prix "DESSERT" Wine



Grand Prix "ROSE" Wine



Grand Prix Japanese Wine of the year



Judging Assessment



Feb. 8th at Tokyo and Feb.16th at Osaka



All Women wine professional



Awards Search System

Easy to find award-winning wines.



Wine Search

500 Premium Page



Wine Name	ENIRA RESERVA
Year of Award	2021
Awards (Medal)	Diamond Trophy, Double Gold
Special Award	Best Pairing Wine for Japanese Cuisine "SUSHIYAKI"
Wine Category	Red
Country	BULGARIA
Region	THRACIAN VALLEY
Producer	BESSA VALLEY WINERY
Wine Name	ENIRA RESERVA
Vintage	2015
Variety	60.0% MERLOT / 33.0% SYRAH
Bio Wine	-
Bottle size	750ml
Price range	-
Importer	VINTNERS INC.
Wine number	11427

Wine Search

Search criteria: Grand Prix 2021

17 items

Award (Medal)	Special Awards	Award year	Producer	Wine Name	Importer
		2021	TRAPICHE	15CAY SYRAH - VIOGNER	MERCAN CORPORATION
		2021	HIGHLAND CELLARS	KOOR WHITE RESERVE	THE ANCIENT WORLD LTD.
		2021	CALABRIA FAMILY WINES	DEAKIN ESTATE CHARDONNAY	NIHON SHUBU HANBAI CO., LTD.
		2021	DOMAINE FERNAND ENGEL	RIESLING VENDANGES TARDIVES	TOKO TRADING CO., LTD.



Supporters

There are over 90 organizations supporting this competition including Embassy in Japan whose countries produce wines and also wine producers associations.

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

Growers Association	
ARGENTINA	WINES OF ARGENTINA
AUSTRALIA	WINE AUSTRALIA
AUSTRIA	AUSTRIAN WINE MARKETING BOARD
BRAZIL	IBRAVIN BRAZILIAN WINE INSTITUTE
CHILE	WINES OF CHILE
FRANCE	BLAYE COTES DE BORDEAUX
	BORDEAUX & BORDEAUX SUPERIEUR
	BUREAU INTERPROFESSIONNEL DES VINS DE BOURGOGNE (BIVB)
	C.I.V. LANGUEDOC
	CHAMPAGNE BUREAU DU JAPON (COMITE INTERPROFESSIONNEL DU VIN DE CHAMPAGNE)
	CIVP PROVENCE (CONSEIL INTERPROFESSIONNEL DES VINS DE PROVENCE)
	COMITE INTERPROFESSIONNEL DES VINS DU JURA
	CONSEIL DES VINS DE SAINT-EMILION
	COTES DE BOURG
	FEMMES ET VINS DE BOURGOGNE
	INTER BEAUJOLAIS
	INTER RHONE
	INTERPROFESSION DES VINS DU SUD-OUEST
	UNION DES GRANDS CRUS DE BORDEAUX
UNION DES GRANDS CRUS DE CHABLIS	
VINS DU CENTRE-LOIRE - BIVC	
GERMANY	WINES OF GERMANY
GREECE	ENTERPRISE GREECE
	WINES OF CRETE
ITALY	CONSORZIO DOC PROSECCO
	CONSORZIO VINO CHIANTI CLASSICO
	FRANCIACORTA JAPAN OFFICE
	LE DONNE DEL VINO
NEW ZEALAND	NEW ZEALAND WINEGROWERS
PORTUGAL	IVBAM-VIGNO MADEIRA
	VINHO VERDE
	WINES OF PORTUGAL (VINI PORTUGAL)
ROMANIA	A.P.E.V.
SOUTH AFRICA	WINES OF SOUTH AFRICA

SPAIN	ABRA ASOCIACION DE BODEGAS DE RIOJA ALAVESA
	ALICANTE WINES DOP
	CONSEJO REGULADOR "D.O. LA MANCHA"
	CONSEJO REGULADOR DE LA D.O. TIERRA DE LEON
	CONSEJOS REGULADOR JEREZ
	D.O.CAVA
	D.O.NAVARRA
	D.O.P.CARINENA
	DENOMINACION DE ORIGEN VALDEPEÑAS
	ICEX SPAIN TRADE AND INVESTMENT
USA	INSTITUT DEL CAVA
	INSTITUTO PARA LA COMPETITIVIDAD EMPRESARIAL DE CASTILLA Y LEON
	CALIFORNIA WINE INSTITUTE
	NAPA VALLEY VINTNERS
	OREGON WINE BOARD / WASHINGTON STATE WINE COMMISSION – JAPAN REP. OFFICE
	WASHINGTON STATE WINE

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

ProWein2019

Promotion overseas 1

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



Cooperation with the association Seminar "Marriage with Wine and Sushi"



In 2019, we opened the tasting facility of awarded wines. A lot of winery offered the bottle of awarded wine as tasting sample.

Promotion overseas 2

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.



Promotion overseas 3

One of the biggest exhibition of food business in Barcelona in Spain. We visited the wineries for promotion.



The list of SALES SUPPORTERS 2021 April

1	TOA SHOJI Co., Ltd.	35	Inageya Co., Ltd.	69	RINGBELL Co.,Ltd.	103	TOKYO EUROPE TRADING CO., LTD.
2	Wine Store Wassy's/Wassy's Dining Souple	36	Daimaru Matsuzakaya Department Stores Co.Ltd.	70	Sinsyuren Co.,Ltd.	104	WINE SHOP "QUE SERA CELLAR MIYAMOTO"
3	Akitaya Co.,Ltd	37	TATSUMI	71	GUNMA SHUHAN Co.,Ltd.	105	RETAILSYSTEMSERVICE Co., Ltd.
4	Cave de Relax	38	IMAI CO., LTD.	72	YEBISU WINEMART Co., Ltd.	106	ORNIS, Inc.
5	Wine Curation Co.,Ltd.	39	KOHDA mista	73	MURAKAMI SAKETEN	107	mitsui FOODS CO.,LTD.
6	DRAGEE co.,Ltd.	40	KOBE WINE CELLAR IMAI	74	AKITAKEN SHURUIOROSHI Co., Ltd.	108	Kein's Liqueur
7	TAKAMURA WINE HOUSE	41	NAKAYAMA CO.Ltd.,	75	OKAMURA	109	ALL NIPPON AIRWAYS TRADING CO.,LTD.
8	KAKUYASU	42	KOHDA Co.,Ltd.	76	MAMMY MART CO.,LTD.	110	OKURA FOOD SALES CO.,LTD
9	YAMAYA CORPORATION	43	Keihan Department Stores Co., Ltd.	77	Ito-Yokado Co., Ltd.	111	DON online shop
10	Winegrocery	44	Enomoto CO., LTD	78	sakartvelo	112	AOI Support Corp.
11	CHIBAKENSHURUIHANBAI CO., LTD.	45	KATSUMI ASSOCIATES, INC.	79	Tsuchida Liquor Store	113	FACE Co., Ltd.
12	ITOCHU-SHOKUJIN Co., Ltd.	46	AEONLIQUOR Co.,Ltd.	80	Oiwake Co., Ltd.	114	Liquor Shop MITAMARI Inc.
13	WINE SHOP Cave de Vin	47	CAINZ Corporation	81	KINOKUNIYA Co.,Ltd.	115	Hero Co. Ltd
14	ENOTECA CO.,LTD.	48	LIQUOR MOUNTAIN Co.,Ltd.	82	YASUBUN WINES & SPIRITS Co., Ltd.	116	Nakayasu shuhan co.,Ltd.
15	SHOJI SAKETEN CO.,LTD	49	TOKUOKA Co., Ltd.	83	Sakaguchi-sake Inc.	117	TAKASHIMAYA CO., LTD.
16	Vinos Yamazaki Co., Ltd.	50	Yamae Hisano Co., Ltd.	84	PAN JAPAN TRADING CORP. (PJ Wine Cellar)	118	Fujisawa co., Ltd.
17	KOKUBU & CO., LTD.	51	Wine Tree	85	HEIWADO Co., Ltd.	119	TSUBATA SHOUTEN SYUHO SHICHIKURA
18	NIHONSHURUIHANBAI Co., Ltd.	52	SEIJO ISHII Co., Ltd.	86	YAOKO Co., Ltd.	120	ARISTA KISO Co., LTD.
19	Hankyu Hanshin Department Stores, Inc.	53	Izumiya Co.,Ltd.	87	NIIGATA-SHUHAN Co., Ltd.	121	SunFeste
20	Hokkaido Syurui hanbai Co.,Ltd.	54	KANOKO Co. Ltd.	88	SUNNY MART Co., Ltd.	122	OSAKE MARCHE TOUKAI
21	TOKYU DEPARTMENT STORE CO.,LTD.	55	Shiraki shoten Co., Ltd.	89	21 Community Co., Ltd.	123	UJO VIQCEL
22	BIC CAMERA INC.	56	Mercado Portugal (Web Shop)	90	Komoro Naru Komiyama Saketen	124	sakeno goku kyoyama
23	Shinanoya Shokuhin Co., Ltd.	57	KINTETSU department store CO.,Ltd	91	Keio Department Store Co.,Ltd.	125	SHINDO CORPORATION
24	KISSYO	58	Belc Co., Ltd.	92	MASUKI Co., Ltd.	126	Marumiya Liquor shop
25	Isetan Mitsukoshi.Ltd.	59	Texas Co., Ltd.	93	Bunka do	127	OKAJIMA Department Store
26	Shimazaki Co., Ltd.	60	SAKAGUCHI Co., Ltd.	94	Fujikei Kyoi Co., Ltd.	128	Kurabishu, LTD
27	Askul Corporation	61	Hana Co., Ltd.	95	FUJII Co., Ltd.	129	Mon Mart Kikuchi
28	Nabata Co.,Ltd.	62	ASAHI SHOKUJIN Co.,Ltd.	96	NAKAZAWA-SAKETEN	130	Liquor Space Taiyo
29	Consumers Cooperative Co-op Sapporo	63	Kanakan Inc.	97	Cave du vin Fuji rouge	131	MALL HIROSE
30	Amazon.co.jp	64	Takase Bussan Co.,Ltd.	98	OKADASAKETEN	132	LOIN
31	Izmic Corporation.	65	Bottle World OK Co.,Ltd.	99	Wine and Weekend	133	S.R.Company Co., Ltd
32	Odakyu Department Store Co., Ltd.	66	MUROHOSHI Co.,Ltd.	100	L'amoitalia	134	NIHON RYUTSU SANGYO CO.,LTD.
33	Mitsukoshi Nagoya	67	KLC Corporation	101	YOKOHAMA TRADING CO., LTD.		
34	Sogo & Seibu Co., Ltd.	68	CO-OPDELI CONSUMERS' CO-OPERATIVE UNION.	102	Usui Department Store Co.,Ltd.		

Whole sales, Department store, Supermarket, Liquor shop, e-commerce, Drag store, Catalogue sales

Create opportunities for awarded wines in the market

Web shop &
catalogue shopping



期間限定 SALE 2021年5月17日(月) 大人気フェスタを期間限定価格でご案内!

POINT UP & COUPON 開催中キャンペーン

春のロゼ祭 色とりどりのロゼを堪能! 15,000円(税込) MAX 60%OFF 日本ワインとセットの中からよりどり3種で! 送料別 9,999円

ブルゴーニュ均一フェア グッドワインテーク 2018を厳選セレクト 1,880~3,280円

今だけ対象商品と一緒に買えば! 同梱商品も送料無料

ワイン業界のトレンドは女性が創る

SAKURA Japan Women's Wine Awards 2021

The Biggest International Wine Competition in Japan

当社スタッフも参加!

サクラアワードとは

「今夜のこの1本!」

母の日に贈りたいサクラアワード受賞ワイン

MAISON BLANCHE 【メゾンブランシェ】

5.10 Mother's Day

サクラアワード 2021 Japan Women's Wine Awards

第8回サクラアワードのコンテストで白鶴から6本のワインが受賞しました。32ヶ国4,562アイテムから選ばれたワインをお届けします。

MISIONES DE RENGO ROSE

ダイヤモンドロワイヤル受賞! 32ヶ国4,562アイテムの中から選ばれたのは1.3%の58アイテム、価値あるワインです。ワイン業界で活躍する186名の審査員が厳選したワインをお楽しみください。

Peter Mertes Gold Edition RIESLING SPATLESE

ダブルゴールド受賞!

Message de Yamaya

Vol. 246 April 2021

Platinum Trophy Double Gold Gold Silver

The 8th SAKURA Japan Women's Wine Awards 2021

サクラワインアワード 受賞ワイン特集 春の新商品 産地探訪 ウェストコーク

まや

134 of distributors and retail stores promote the sales of awarded wine as **Sales Supporter!**



134 of distributors and retail stores promote the sales of awarded wine as **Sales Supporter!**



SAKURA Awards Support restaurant



We support restaurants to make wine list with awarded wines. There are many restaurants which carry the awarded wines. And 65 restaurant are our friendly support restaurant. They use the special wine list with our log....



Charity activities

We engaged in social contribution through wine charity events.

● For Medical Worker for COVID-19, Charity sales of awarded wine on April 2020

We engaged in social contribution through with charity events. We had special charity donation sales with awarded wines and donated 2,000,000yen (about \$20,000) to All Japan Food Association. They cook a dish and deliver a boxed food for medical staffs who treat new coronavirus infections. With this donation, a box of 2,500 meals will be distributed to medical staffs. <https://japanese-cuisine.com/> <http://www.aj-fa.com/english/about/index.html>

● Donation to The American Society for Enology and Viticulture Japanese chapter (ASEV Japan)

Amount of donation: 300,000 yen, charity sales of award-winning unimported wines.

The American Society for Enology and Viticulture (ASEV) is an organization dedicated to the study of grapes and wine. ASEV is one of the world's largest society in this field and aims to advance research and technology in viticulture and winemaking, and related fields. The Japanese chapter was founded in 1984.



The 9th "SAKURA" Japan Women's Wine Awards 2022 Schedule



A period of Entry

October 1st(Fri), 2021– November 30th(Mon), 2021



Closing date of the sample delivery

October 1st(Fri), 2021– January 20th(Thu), 2022

Tasting competition

February 8th(Tue), 2022 – February 15th(Tue), 2022

Announcement of Double Gold, Gold and Silver awards on web.

<http://www.sakuraaward.com>)

Announcement of winners on our website

March 8th(Tue), 2022 International Women's Day

DIAMOND TROPHY AND GRAND PRIX :

Announcement of winners on our website

March 18th(Fri), 2022

AWARDS CEREMONY :

Diamond Trophy and Grand Prix of Special Awards winners

