



*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 11<sup>th</sup> “SAKURA” Japan Women’s Wine Awards 2024



*~Expanding the medal sticker recognition in the market~*

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Entry Period : October 2<sup>nd</sup> ~ November 30<sup>th</sup>, 2023

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Judging Session : January 25<sup>th</sup>, 2024 in Osaka , February 1<sup>st</sup>, 2024 in Tokyo

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Result Announcement : February 14<sup>th</sup>, 2024 on SAKURA AWARDS official website

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Award Ceremony : undecided

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“SAKURA” JWVA Grand Tasting : undecided

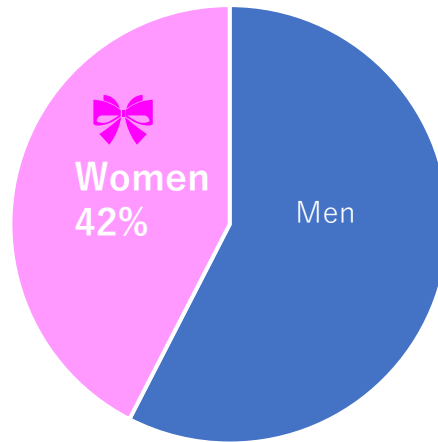
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Target Number of Entries : 4,500 items





# 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.

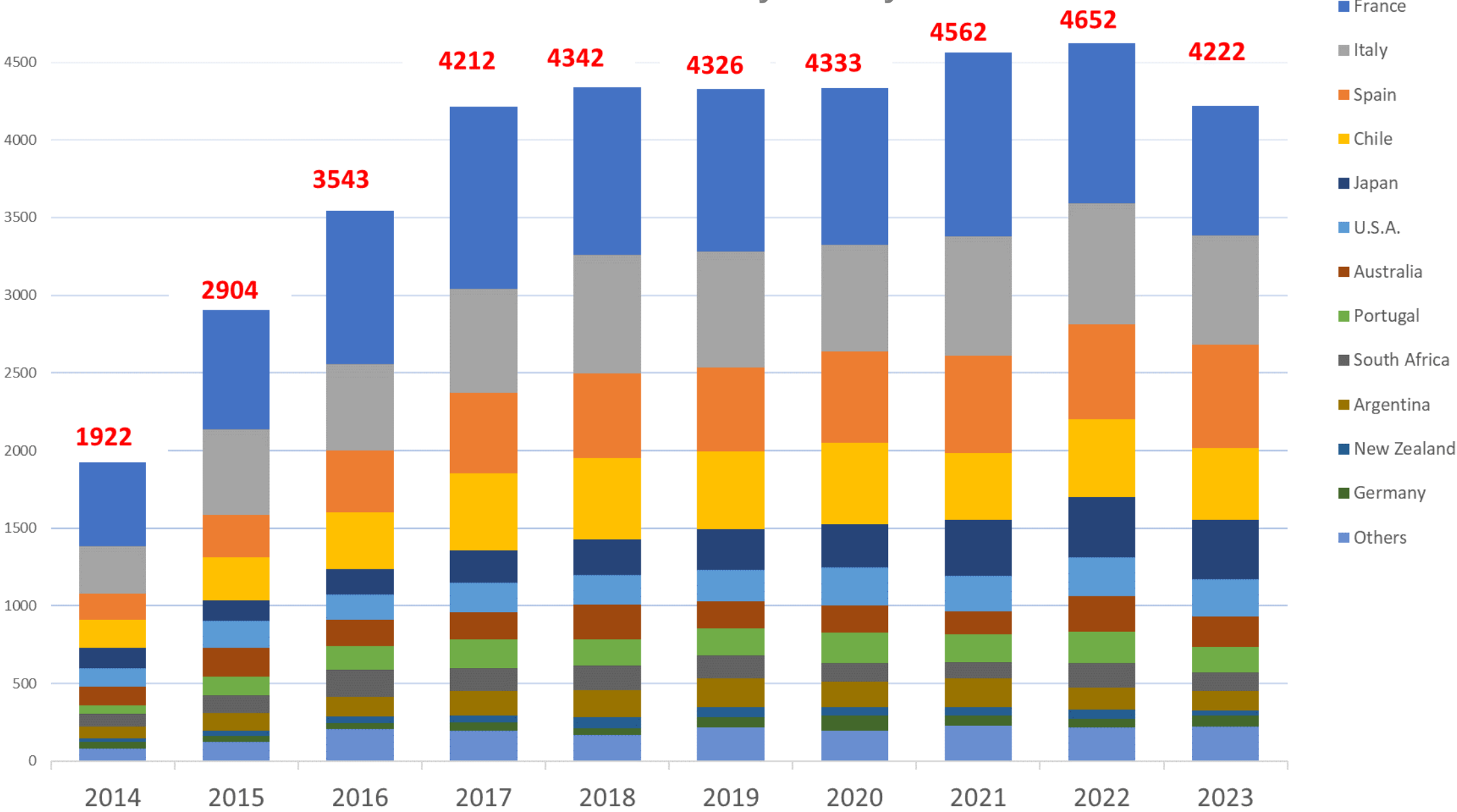
# 10 Years History of SAKURA AWARDS



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 <sup>th</sup> 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 by country



# Number of entries and awards by country



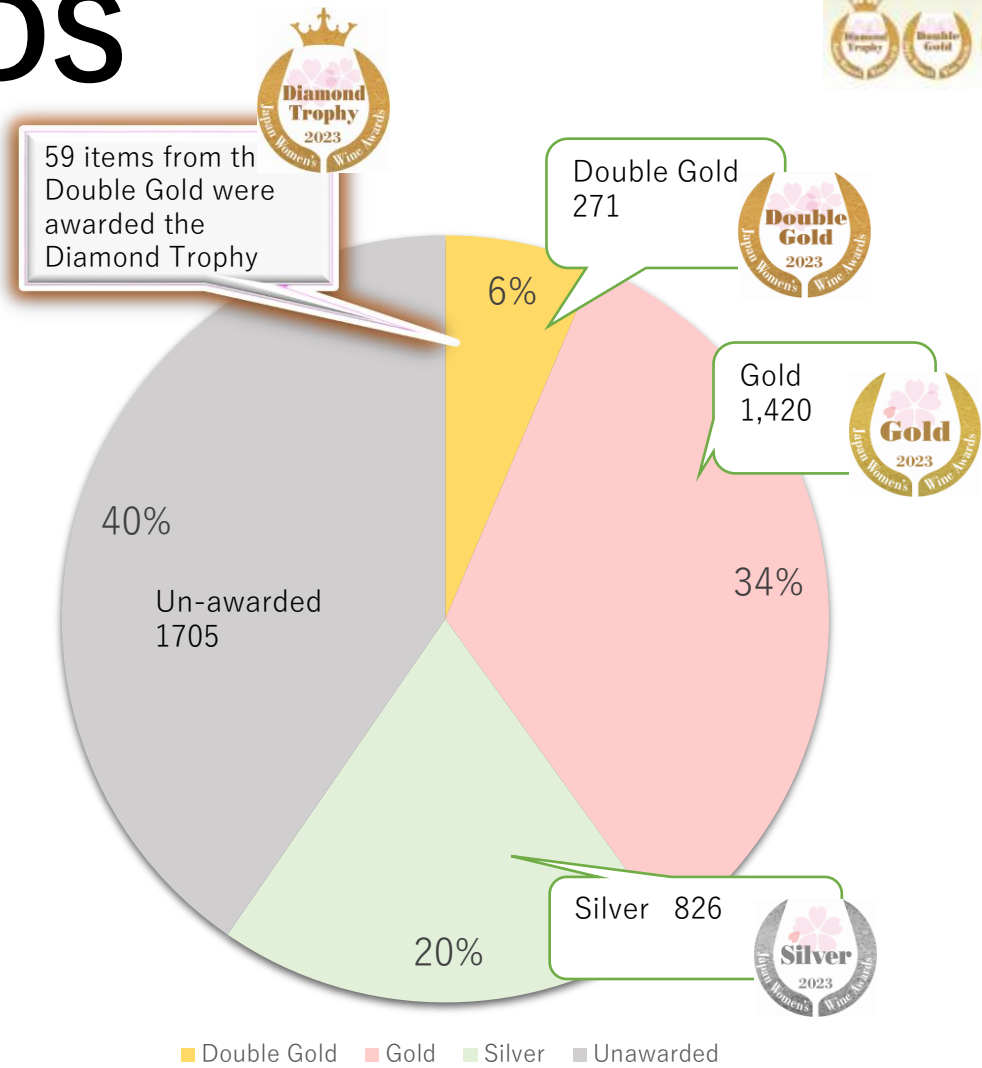
	Country	Entry	Awarded		Country	Entry	Awarded
	Total	4,222	2,517		15 ROMANIA	23	14
1	FRANCE	837	481		16 BULGARIA	19	13
2	ITALY	706	424		17 AUSTRIA	18	12
3	SPAIN	662	393		18 MOLDOVA	17	8
4	CHILE	467	286		19 SLOVENIA	14	5
5	JAPAN	377	180		20 HUNGARY	5	2
6	U.S.A.	240	171		21 INDIA	5	5
7	AUSTRALIA	197	133		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

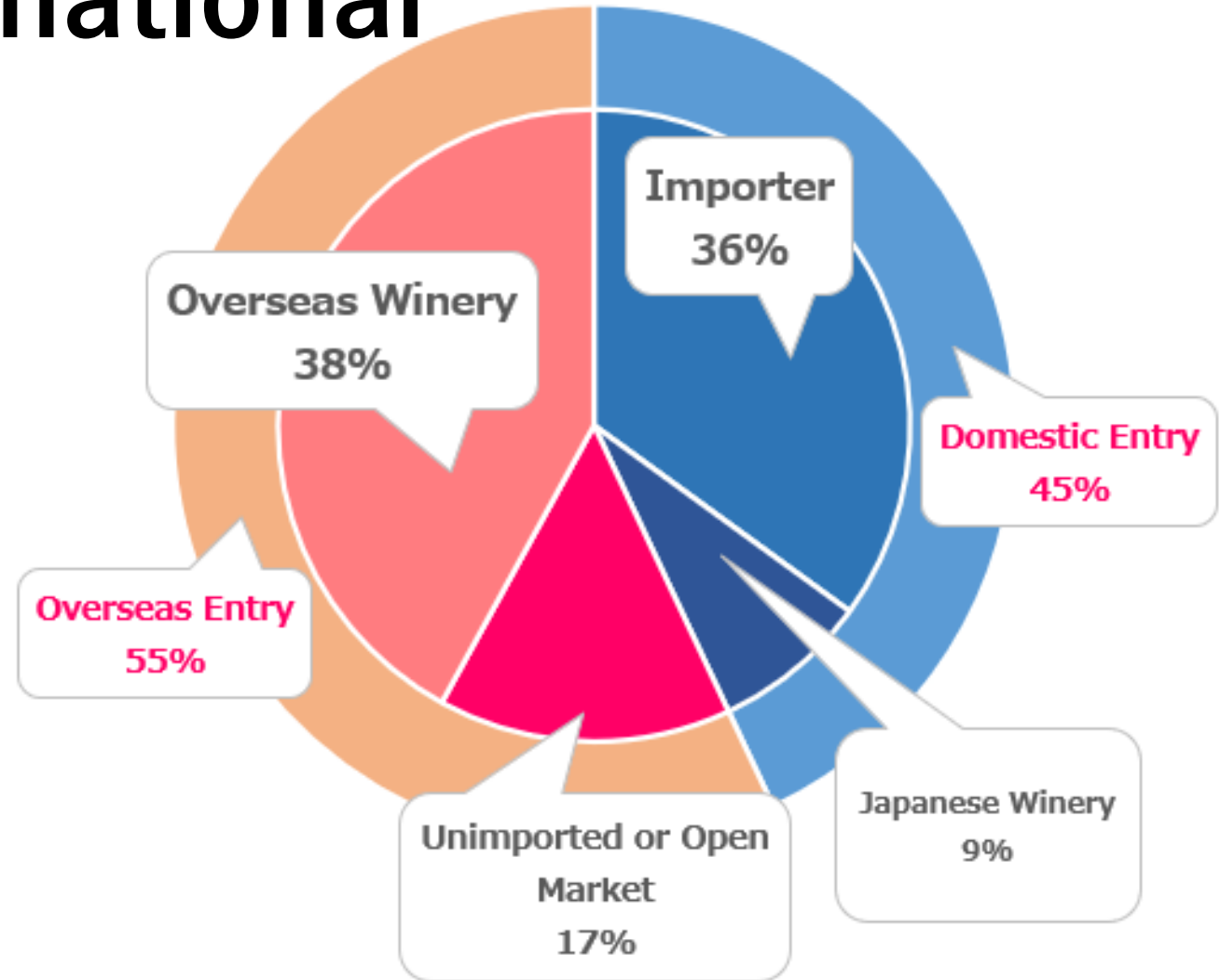


Number of Awards	
Double Gold	271
Gold	1420
Silver	826
Un-awarded	1705
<b>Total</b>	<b>4222</b>



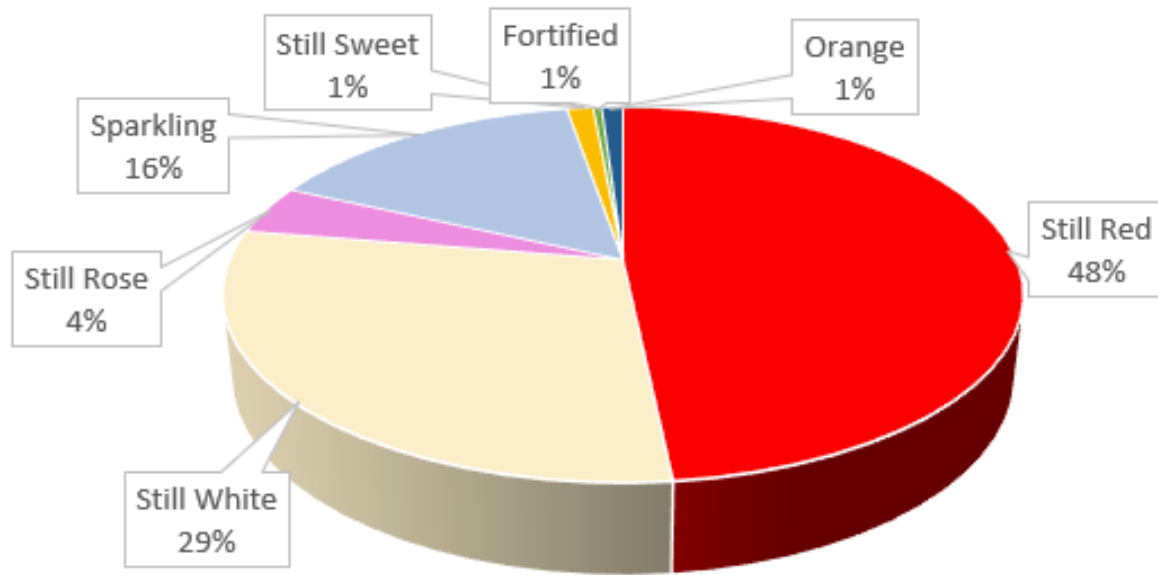
# Comparison of number of domestic and international entries

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

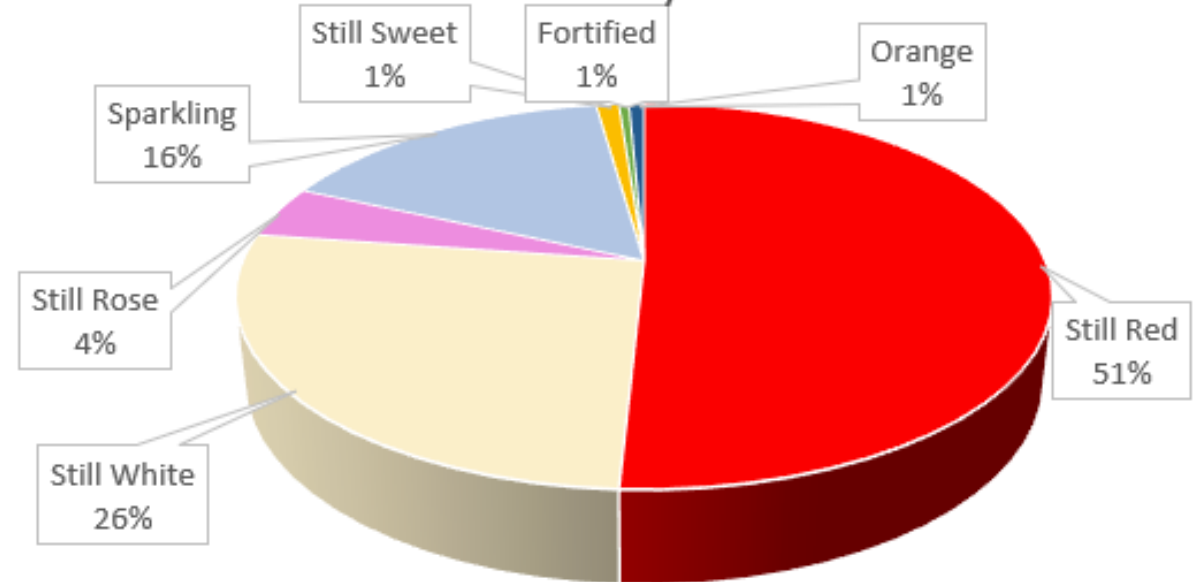


# Percentage by category

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

## ORANGE WINE



<b>Entry</b>	<b>37%</b>
<b>Awarded</b>	<b>38%</b>



<b>Entry</b>	<b>44 items</b>
<b>Awarded</b>	<b>18 items</b>

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

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	$\geq 6001$	7%
B	4001~6000	8%
C	2501~4000	18%
D	1501~2500	31%
E	1001~1500	19%
F	$\leq 1000$	11%
Unknown	-	6%

# Supporters Wine Growers Association





# Supporter Embassy in Japan



<p>Advantage Austria Tokyo</p>	<p>Champagne, Bureau du Japon</p>	<p>Economic and Commercial Office, Embassy of Spain</p>	<p>along Portugal Global Business Development Agency</p>
<p>Luxembourg for business</p>	<p>Embassy of the Argentine Republic</p>	<p>Embassy of Chile, Commercial Office (ProChile Japan)</p>	<p>Embassy of Italy - Trade Promotion Section</p>
<p>Business France</p>	<p>Embassy of Switzerland In Japan</p>	<p>Australian Trade Commission (Austrade)</p>	<p>EMBASSY OF GEORGIA</p> <p>EMBASSY OF GEORGIA Copyright</p>
<p>Embassy of the Slovak Republic</p>	<p>Embassy of the Republic of South Africa</p>	<p>Sherry Committee Consejo Regulador de las D.O. Jerez-Sanlúcar-Sherry y Montilla-Sanlúcar de Barrameda</p>	<p>CÂMARA DE COMÉRCIO HIPODIA JAPONESA</p>
<p>EMBASSY OF ROMANIA to Japan</p>	<p>Embassy of the United States of America U.S. Agricultural Trade Office</p>	<p>Embassy of Greece</p>	<p>NEW ZEALAND TRADE &amp; ENTERPRISE</p>
<p>EMBASSY OF THE REPUBLIC OF MOLDOVA TO JAPAN</p>	<p>Embassy of Uruguay in Japan</p>	<p>Embassy of the Republic of Serbia In Tokyo</p>	<p>Embassy of the Republic of Croatia In Japan</p>
<p>Embassy of Hungary</p>	<p>Embassy of Israel</p>	<p>Trade Commission of Mexico - PROMEXCO JAPAN</p>	<p>Embassy of Sri Lanka</p>
<p>Embassy of Germany</p>	<p>Wines of Germany</p>	<p>Embassy of the Republic of Bulgaria In Japan</p>	<p>Embassy of Lebanon In Japan</p>
<p>Embassy of Canada</p>			



# 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  

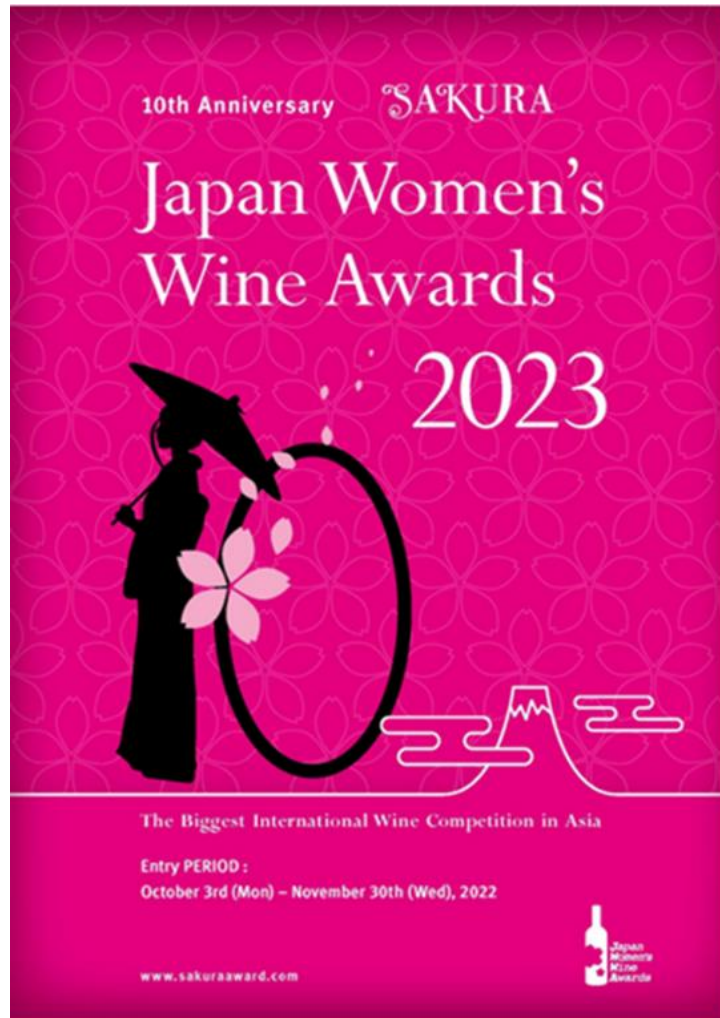

**Nippon Wine Association**

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

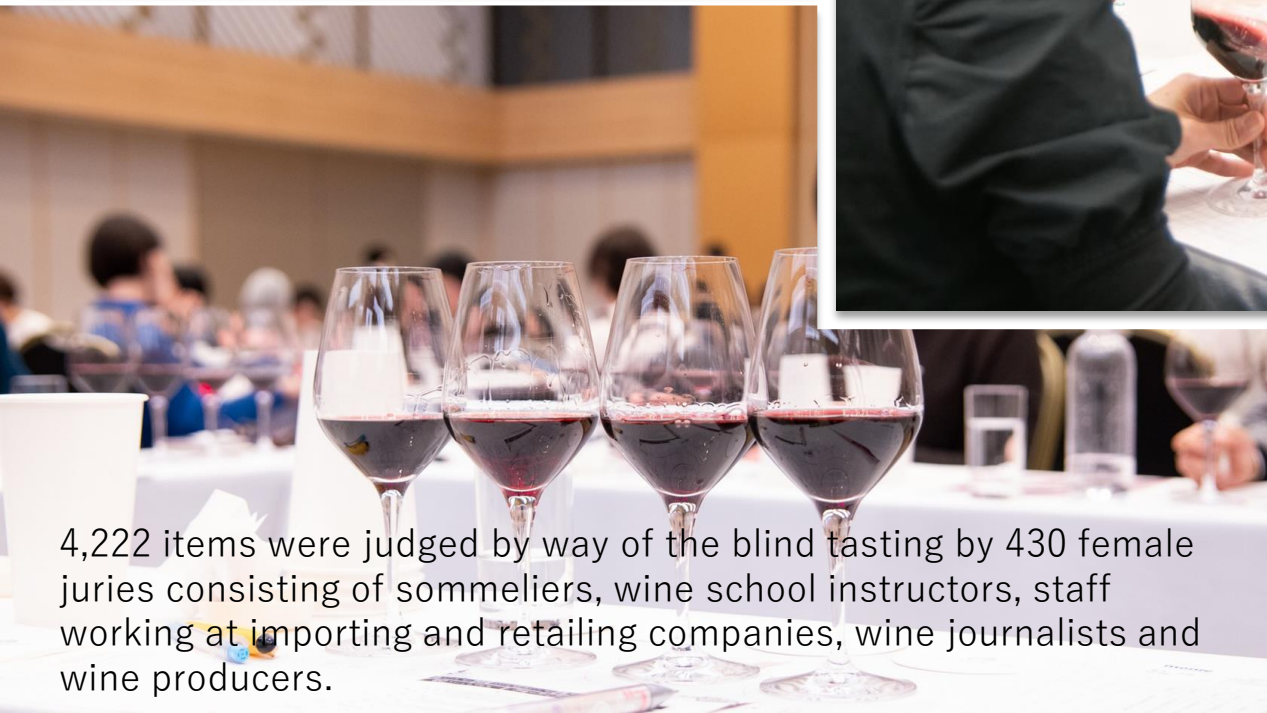
Judges: 430 Female Sommeliers



Support Speech by  
Bulgarian Ambassador in Japan







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





# AWARD CEREMONY 2023.04.19















# 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 !



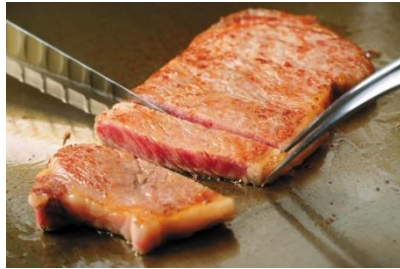
The Best Wine for Sushi



The Best Wine for Tempura



The Best Wine for 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



# 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





# 大ワイン祭

8日(月) 8階 催事場 (最終日は午後5時まで)  
 多彩なフードが揃う大ワイン祭BAR!  
 お楽しみください。

送料がおトク!  
 全国どこでも  
 送料495円



阪神オンラインストア  
 ご注文承り期間

ワインセット  
 4月26日(水)~5月31日(水)

フリーテイスティングワイン  
 5月3日(水・祝)~31日(水)

「トピックス」受賞ワインに注目!  
 最大級の国際ワインコンペティション  
 受賞ワインが登場。



「ダイヤモンドトロフィー」受賞ワインがこちら!

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



## SAKURA Japan Women's Wine Awards



## Wine Promotion Department store







Wine Sales Promotion event at Department store



# Wine Consumption Appeal Activities

The image features a collage of wine-related content. At the top left is a poster for the 10th Anniversary SAKURA Japan Women's Wine Awards 2023. Below it are several wine product cards, each featuring a bottle image, a name, and award information. The cards include Carmen, Sideral, Cigar Box, Little Beauty, and Anna de Codorniu. To the right is the cover of the 'Message de Yamaya' magazine, Vol. 27, April. The cover features a stylized illustration of a woman with dark hair and a yellow crescent moon earring, holding a glass of red wine. The magazine title 'Message de Yamaya' is written in large, stylized letters. At the bottom right, there is another poster for the 10th Anniversary SAKURA Japan Women's Wine Awards 2023, with the text 'mother's day! 母の日の贈り物' and '産地探訪 ブラックボト'.

10th Anniversary  
**SAKURA**  
Japan Women's Wine Awards  
2023

有酒と食品の専門店 やまやオリジナル商品情報誌  
**Message**  
de Yamaya  
Vol. 27  
April

**Carmen**  
カルメン  
グランレゼルヴァシャルドネ  
750ml 1,980円 (税別) 税別2,175円  
Double Gold 2023

**SIDERAL**  
シダラルはラテン語で「星」を意味し、  
星の光沢的なバランスで成立しているように、  
各品種のそれぞれの個性を活かしながら調和する  
高いブレンド力で、ワインの味わいの広がり  
を引き出した秀逸なワインです。

アルタイル シダラル 2020  
750ml 4,000円 (税別) 税別4,400円  
新しいフェリーやロシの香り、フレッシュ  
でジューシーな味わいのチリ産ワインです。

**Cigar Box**  
シガーボックス オールド  
ヴァインピノワール  
750ml 1,400円 (税別) 税別1,540円  
フレッシュなチェリーやラズベリーの  
アロマ、味わいにはシチメン草などのスパ  
イスが感じられるワインです。

**Little Beauty**  
リトルビューティー  
ソーヴィニヨンブラン  
750ml 2,400円 (税別) 税別2,640円  
ピンクグレープフルーツやセバグを想起させる、  
アロマあふれるワインです。

**Anna de Codorniu**  
アナデコドルニウ  
①ブリュット  
深い琥珀色、トロピカルフルーツのアロマ、  
さらかた上品な味わいが特徴です。  
②ロゼブリュット  
繊細なチェリー色、柔らかなアロマ、酸と  
上品な果実の甘みのバランスが美しい清やか  
なフィニッシュのワインです。

**Ruffino**  
ルフィノ キャンティクラシコ  
リゼルヴァドゥカーレ  
750ml 2,000円 (税別) 税別2,200円  
ドライフルーツなどの複雑した  
アロマとじっくりとしたタンニンが  
感じられるワインです。

10th Anniversary  
**SAKURA**  
Japan Women's Wine Awards 2023  
mother's day! 母の日の贈り物  
産地探訪 ブラックボト



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