



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

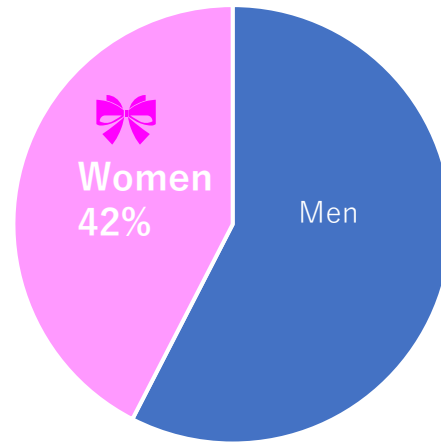
“SAKURA” JWVA Grand Tasting : undecided

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



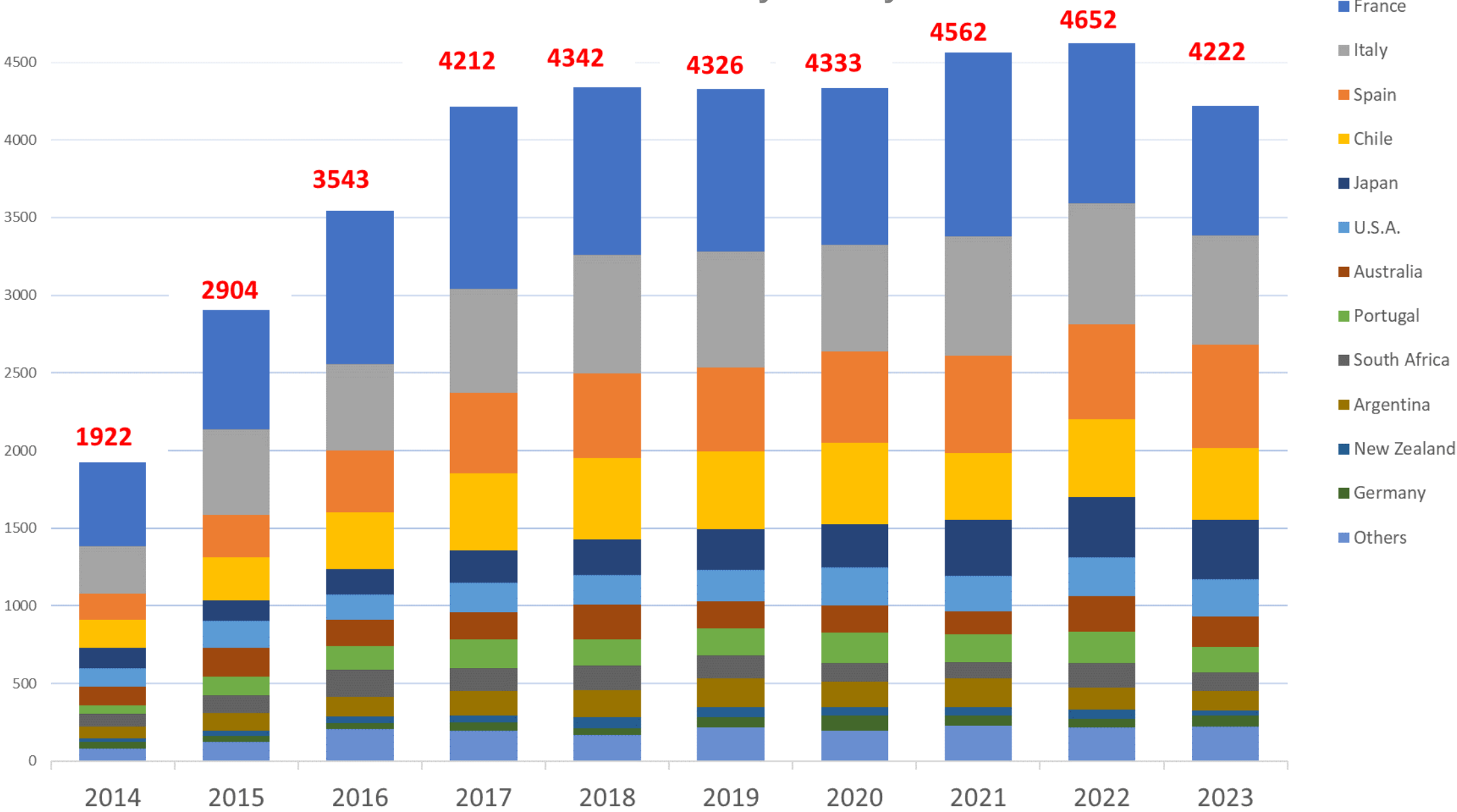
Jan 2014	"SAKURA" Japan Women's Wine Award held for the first time. The first Japanese women's wine judging panel. The judging panel of Japanese women is recognized as the world's pioneer in the judging of wine and food marriage.
Mar 2014	Award ceremony, award-winning wine exhibition, and award-winning 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 by country



Number of entries and awards by country

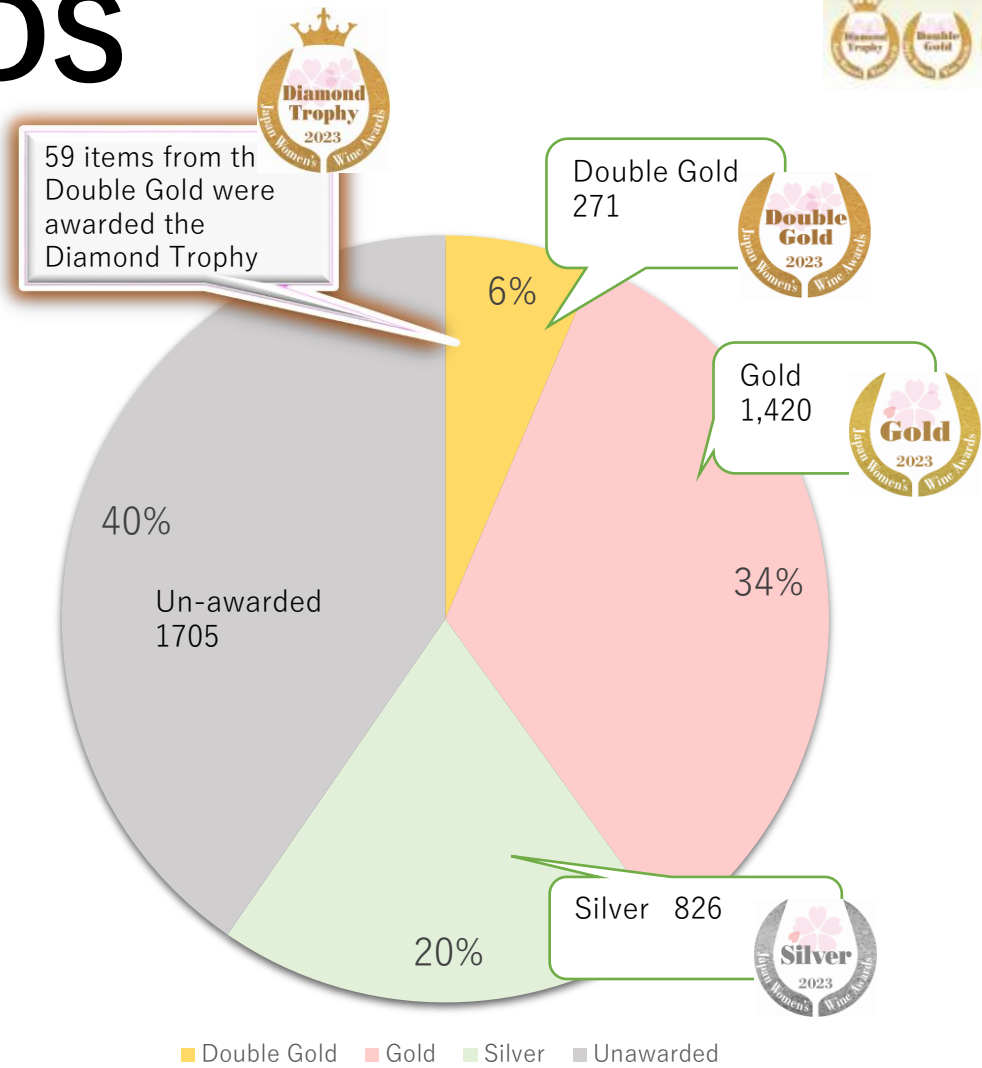


	Country	Entry	Awarded		Country	Entry	Awarded
	Total	4,222	2,517		15 ROMANIA	23	14
1	FRANCE	837	481		16 BULGARIA	19	13
2	ITALY	706	424		17 AUSTRIA	18	12
3	SPAIN	662	393		18 MOLDOVA	17	8
4	CHILE	467	286		19 SLOVENIA	14	5
5	JAPAN	377	180		20 HUNGARY	5	2
6	U.S.A.	240	171		21 INDIA	5	5
7	AUSTRALIA	197	133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

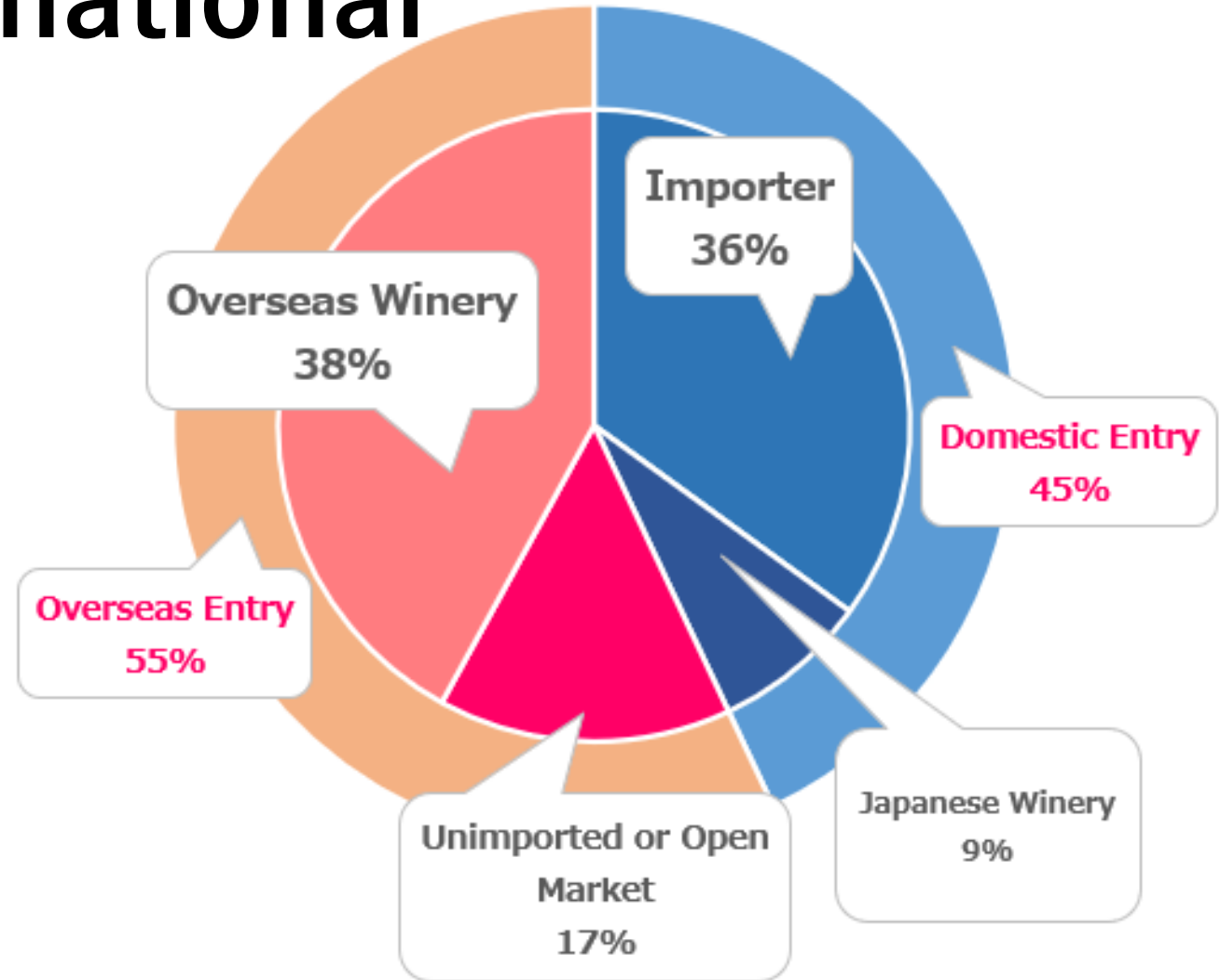


Number of Awards	
Double Gold	271
Gold	1420
Silver	826
Un-awarded	1705
Total	4222



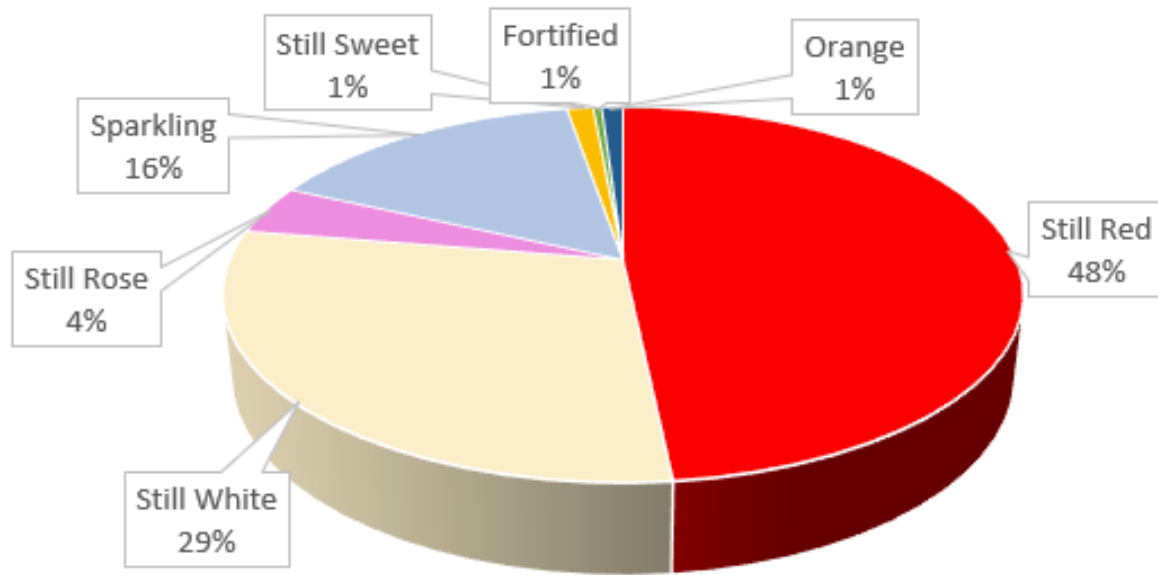
Comparison of number of domestic and international entries

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

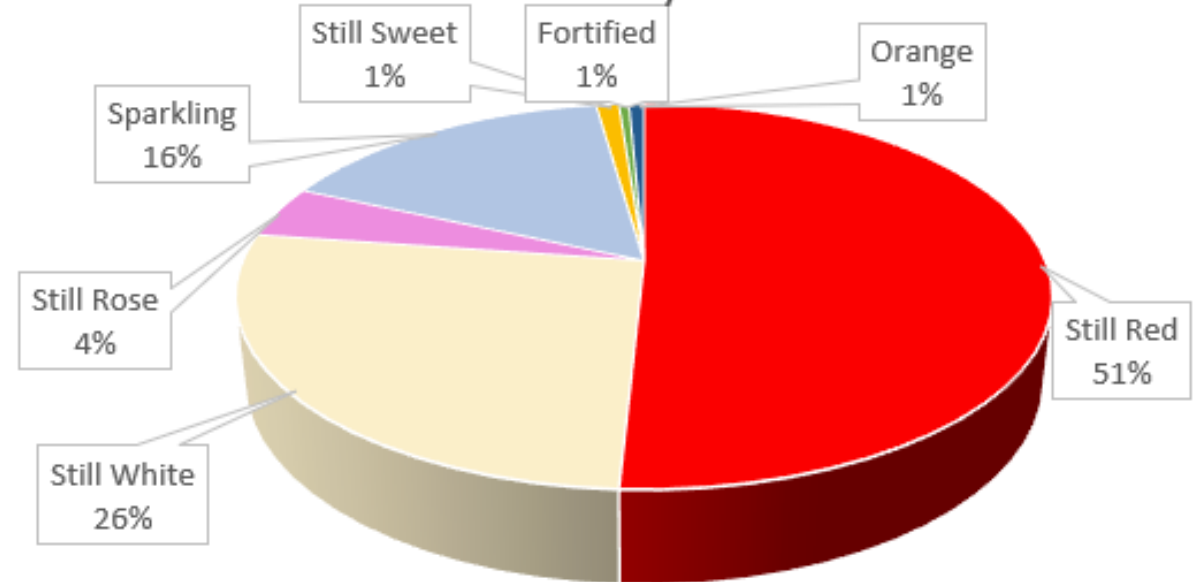


Percentage by category

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

ORANGE WINE



Entry	37%
Awarded	38%



Entry	44 items
Awarded	18 items

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	≥ 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



<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 Embassy of the Argentine Republic Japan</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 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. DO. Jerez/Chico-Sherry y Montanilla- Sanlúcar de Barrameda</p>	<p>CÂMARA DE COMÉRCIO HISPANO JAPONÊSA</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 & 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



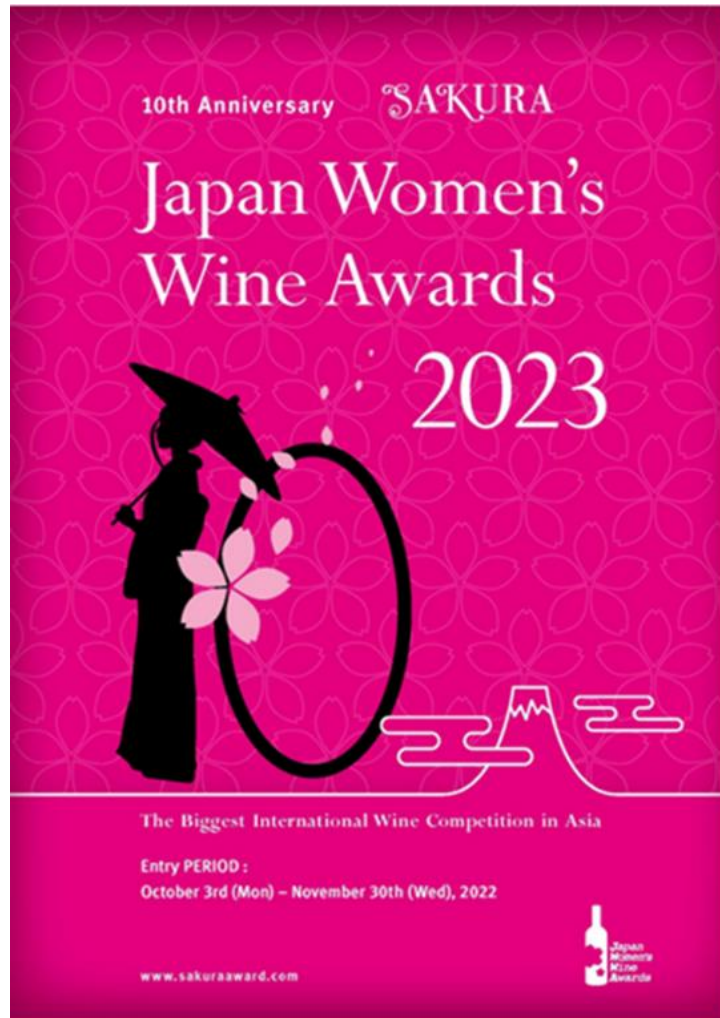
Nippon Wine Association

Wine Importers Association
of Japan

**National Supermarket Association of
Japan**



SAKURA AWARDS FOR CONSUMERS!



Theme?

How to promote to increase consumption

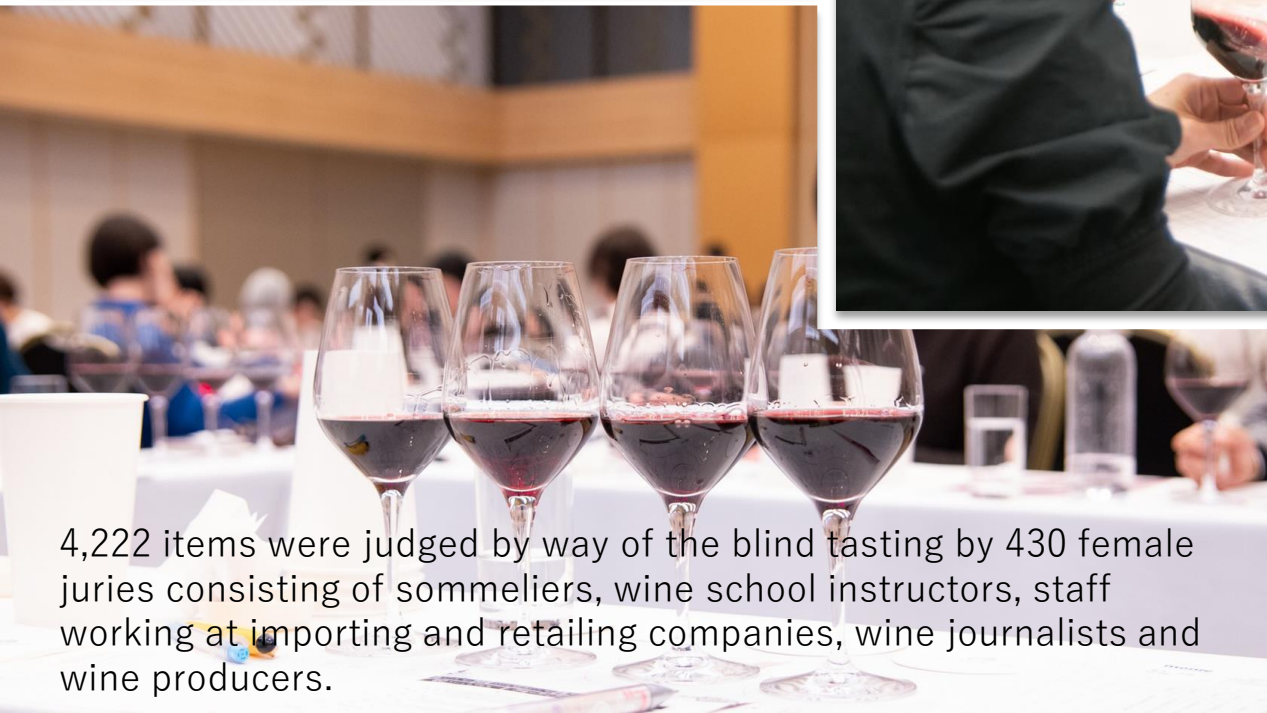
- Medal logo on all bottle of awarded wines!
- Display for awarded wines in the wine shop!
- Strong partnerships with distributors and retailers!
- Increase the number of the listings of awarded wines!
- Strong partnerships with grower's association!

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







“SAKURA” JWWA GRAND TASTING 2023



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)

「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
 がワインが登壇。



「ダイヤモンドトロフィー」受賞ワインがこちら!



SAKURA Japan Women's Wine Awards



Wine Promotion Department store



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

ラヴィアンローズオーガニックフルットロゼ (750ml/100%果汁/アルコール) 1,936円 プース②
 ナデコドムニクブランドブランNV (750ml/100%果汁/アルコール) 3,080円 プース①



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 ブラックポト'.

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) 1,770円 (税別)
Double Gold 2023

SIDERAL
シダラルはラテン語で「夏風、暑熱し、湿度や完璧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) 4,400円 (税別)
新しいフェリーやウインズの香り、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ノワール
750ml 1,400円 (税別) 1,540円 (税別)
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) 2,640円 (税別)
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
②ロゼブリュット
750ml 1,800円 (税別) 1,950円 (税別)

Ruffino
ルフィノ キャンティ グラシコ
リゼルヴァドゥカーレ
750ml 2,000円 (税別) 2,200円 (税別)

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



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