

December, 2009



Washington Wine Month
Restaurant & Retail Promotion
March, 2010

Washington State has “terroir” perfect for wine grapes. With ideal soils, extensive sunlight and warm days with cool nights, Washington State produces some of the best wines in the world. Wine Spectator’s prestigious Top 100, a list of the best wines of the year from around the world, has awarded a Washington State wine the number one spot for the first time. Criteria for deciding the ranking are a combination of score, value, availability, and excitement from 17,000 wines from the world. Aside from winning wine of the year, Washington State also received more spots on the list than in any year past. In total, nine wines from Washington made the top 100.

Washington grapes ripen fully and the cool nights keep the fruits’ natural acids high, creating richly flavored, well-balanced wines that are perfect complement to any meal or occasion

March is the month to try and enjoy Washington wines in many restaurants and retailers throughout Japan to reach consumers with exciting Washington wine list.

Please participate in the promotion and enjoy the quality and value of Washington wines with your customers!!

Qualification for Participations: Restaurants and Retailers in Japan

The categories would be as follows:

- a) Hotel Restaurants
- b) Restaurants with less than 50 seats (not including hotel)
- c) Restaurants with more than 50 seats (not including hotel)
- d) Retailers (including Internet shop)

Period: March 1 – 31, 2010 for one month

Requirements:

Participants must send the application form to the WWC by February 25, 2010.

Participants must send the sales report to WWC by April 12, 2010

For Restaurants: Offer more than 2 Washington wines by the glass in the wine list

For Retailers: Offer more than 3 Washington wines at the store

Prizes:

Best Sales Prize: Full Invitation to the Washington Wine Country Tour

(Tentative date: September 11-19, 2009)

Flights between Japan and Washington State, accommodation, meals, and local transportation will be provided. Guide and interpreter will accompany the tour.

Restaurants that have the best sales of Washington wines per seat in the category a) – c) above will be awarded.

Retailer that has sold the largest number of bottles (of Washington wines) will be awarded.

Excellent Sales Prize: Partial Invitation to the Washington Wine Country Tour (Tentative Date: September 11 – 19, 2009)

Accommodation, meals, and local transportation will be provided in Washington State. Guide and interpreter will accompany the tour. (Flights between Japan and Washington State has to be covered by the participants.)

Restaurants that have the second best sales of Washington wines per seat in the category a) – c) will be awarded.

Retailer that has sold the second largest number of bottles (of Washington wines) will be awarded.

All of the above prize winners will be awarded by the Washington Wine Commission at the Award Ceremony on the May 28, 2010 in Tokyo (Location need to be determined)

Schedule related to the promotion:

Early December: Start Receiving the Application form for the Promotion

February 3rd: Tasting Event for professionals at the Shibuya Excel Hotel organized by importers

February 4th Tasting Event for professionals at the Hotel Hankyu International by importers

February 25th Deadline for the application

March 1-31st Washington Wine Month Promotion

March 4th Tasting Event for Press and Consumers at Tokyo American Club

Late April Announcement of the prize winners

May 28th Award Ceremony

September 11-19 Washington Wine Country Tour for the winners

POP Material: Menu with WWC logo, Glass cover, wine opener, and brochure will be available upon request. Details will be provided on the WWC-Japan website at www.washingtonwine.jp prior to the promotion. The number of POP materials that will be given to participants might be limited according to the stock available.

List of Washington Wine Importers (alphabetical order)

Constellation Co., Ltd.	Tel: 03-5791-3337
Daiei Sangyo Co., Ltd.	Tel: 03-3768-1266
Dept Planning Co., Ltd.	Tel: 03-5778-4020
Filcon Service Co., Ltd.	Tel: 042-370-7296
Hotei Wines Co., Ltd.	Tel: 03-5789-2728
Jeroboam Co., Ltd.	Tel: 03-5786-3280
Kuramochi Corporation	Tel: 0126-22-0241
Mikuni Wine Co., Ltd.	Tel: 03-5542-3941
Nakagawa Wine C., Ltd.	Tel: 03-3631-7979
Orca International Co., Ltd.	Tel: 03-3803-1635
Pieroth Japan K.K.	Tel: 03-3458-4473
Sapporo Beer Co., Ltd.	Tel: 03-5423-7222
The Foz Group	Tel: 03-5456-5448
Win Triangle International Co., Ltd.	Tel: 052-451-0722
Wine in Style Co., Ltd.	Tel: 03-5212-2271

For more details, please contact below:

Washington Wine Commission Japan Office

Phone: 078-767-3444 Fax: 078-854-7271

E-mail: akemih@washingtonwine.jp

ワシントンワイン マンス レストラン&小売店 プロモーション 参加申込書
Registration Form For Washington Wine Month Promotion
March 2010

貴店名 Restaurant/Store Name: _____

ご担当者名 Contact Person : _____

ご住所 Address : _____

Tel: _____ Fax: _____

Eメールアドレス Email: _____

ホームページ URL : _____

ご紹介者（輸入業者名・サプライヤー）

Introduced by (importer/supplier): _____

レストランの種類・料理のスタイル

Restaurant Style/Style of Cuisine: _____

席数 Number of Seats: _____

ワシントンワインマンス プロモーション参加店として、ワシントンワイン協会ホームページや提携メディアに貴店名と住所、電話番号等を掲載してよろしいですか？（どちらかに○をつけて下さい。）

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2010年2月25日(木)までにご返信下さい。 FAX:078-854-7271 or Email: akemih@washingtonwine.jp
Please Fax to WWC Japan Office by February 25, 2010 at 078-854-7271 or E-mail to the above.