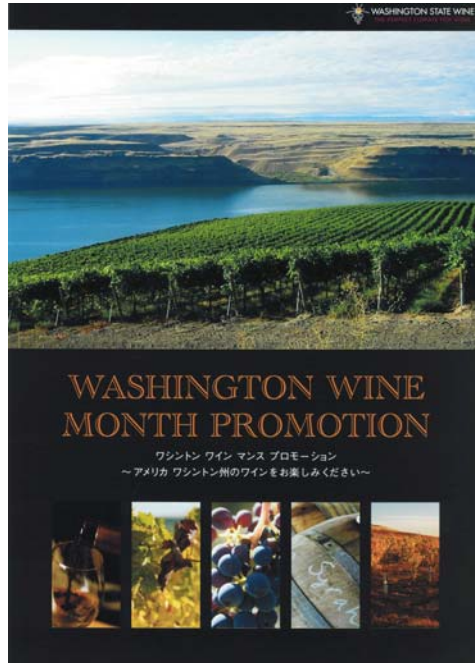




December, 2011

Washington Wine Month Promotion March, 2012



Washington State has "terroir" perfect for wine grapes, with ideal soils, extensive sunlight and warm days with cool nights. Washington wines, with a rich fruitiness, natural acid balance and an elegant taste, are perfect complement to any meal or occasion. They have received enhanced recognition over the past few years, attracting attention from all over the world.

In 2009, a Washington wine earned the top spot on the annual Top 100 Wines of Wine Spectator Magazine. Robert Parker's Wine Advocate, in 2010, scored a total of 469 Washington wines 90 points or higher. Also in Wine Spectator Magazine, Washington wines captured 50 percent of the wines gaining 90 points.

Washington wines, as a result, have achieved a higher recognition for their excellent quality and great value.

Washington State Wine Commission - Japan Office organizes the "Washington Wine Month Promotion" every March, which is the month to try and enjoy Washington wines in many restaurants and retailers throughout Japan to reach consumers with exciting Washington wine list. During the promotion in 2011, 201 restaurants/retailers participated in the promotion selling 17,717 bottles of Washington wines with sales near 40 million yen. Please participate in the promotion and enjoy the attention-winning Washington wines of quality and value with your customers and as many customers as possible.

Guidelines for the Washington Wine Month Promotion

- Organizer: Washington State Wine Commission (WSWC)– Japan Office
- Period: March 1 – 31, 2012 for one month
- Qualification for Participations: Retailers and Restaurants in Japan

The categories would be as follows:

- a) Retailers (including Internet shop)
- b) Restaurants with more than 50 seats
- c) Restaurants with less than 50 seats
- d) Bars (any number of seats/including wine bars/serving mainly alcoholic beverages)
- e) Business Groups (including restaurants, department stores, chain stores and hotels under the same affiliation)

- ✧ Although the “Hotel Category” has been discontinued, hotels can participate in the promotion by selecting one of the categories above that best describes their entry.

- Requirements: Only one entry is allowed

Retail Category: Offer more than 3 kinds of Washington wine at the store

Restaurant Category: Offer more than 2 kinds of Washington wine by the glass in the wine list

Bar Category: Offer more than 3 kinds of Washington wine by the glass in the wine list

Group Category: Entry should be made by more than two participants/Submit a photo or pop material of each store which demonstrates its participation in the promotion.

- ✧ Participants for the Group Category are not allowed to make an entry for other categories.
- ✧ All participants must send the application form to the WSWC Japan between the December 1, 2011 and the February 27, 2012.
- ✧ All participants must send the sales report to the WSWC Japan by April 13, 2012.
- ✧ The sales report should include all the names of Washington wine purchased for the promotion and the number of bottles purchased for the promotion including the wines for “by-the-glass” and “by the bottle”.

- Standards for Screening:

For Retail Category and Business Category: Total purchase of Washington wines during the promotion

For Restaurants and Bars: Purchase of Washington wines per seat in each category b) – d)

- ✧ *All the seats will be counted in, regardless of whether being used or not.*
- ✧ *Purchase will be calculated based on the suggested retail prices provided by the importers.*

- Standards for Evaluation:

Only wines, being purchased for the purpose of promotion after February 15, will be counted in.

In case of winning a prize, their purchase may possibly be confirmed with importers/distributors.

Retailers that own restaurants/bars could participate in the “Group Category”. If they choose to participate in Retail Category and Restaurant/Bar Category respectively, the purchase of each outlet should not be duplicated.



➤ Results:

Will be posted in the WSWC Japan website in May, 2012 at www.washingtonwine.jp

Also, all participants will receive the results by mail.

➤ PR for the promotion:

Work with media to promote positive image of Washington wines as well as the promotion to reach the public.

Details of the promotion and the participants (who desire) will be posted in the WSWC Japan website.

➤ POP Material:

Wine menu with WSWC logo, AVA map, flyer, pin, and brochure will be available upon request. The number of POP materials that will be given to participants might be limited according to the stock available. (More information will be available at the WSWC Japan Web site in February, 2012)

Prizes : Washington State Winery Harvest Tour – September 2012 (tentative)

Washington State Winery Harvest Tour in 2011 was conducted during the August 28th -September 4th period. Participants of the tour learned about the Washington AVAs and characteristics of each vineyard and winery and tasted a variety of Washington wines.

During the six-day tour, the group visited nearly 20 wineries and vineyards. The participants also enjoyed communicating with winemakers and winery

representatives through lunch and dinner hosted at the wineries. In addition to wine production sites, they also visited local retailers in Seattle to learn about wine sales. All participants had great experience through the tour to deepen their understanding toward the fascinating wines of Washington State.



1. Grand Award: Full Invitation to the Washington State Winery Harvest Tour and the Award Certificate

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

2. First Runner-Up: Partial Invitation to the Washington State Winery Harvest Tour & the Award Certificate

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

3. Second Runner Up: The Award Certificate

All the award recipients above will be awarded by the Washington State Wine Commission at the Award Ceremony in May, 2012 in Tokyo (Location need to be determined).



Design of the award certificate changes every year

Contact Information for WSWC Japan:

Washington State Wine Commission - Japan Office

2-2-5-602 Mikage, Higashinada-ku

Kobe Hyogo Japan 658-0047

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

URL: www.washingtonwine.jp E-mail: info@washingtonwine.jp

List of Washington Wine Importers (alphabetical order)

Accolade Wines Japan K.K.	Tel: 03-5791-3337
Daiei Sangyo Kaisha, Ltd.	Tel: 03-3768-1266
Dept Planning Co., Ltd.	Tel: 03-5778-4020
Filcon Service Inc	Tel: 042-370-7296
Hotei Wines K.K.	Tel: 03-5789-2728
Kuramochi Corporation	Tel: 0126-22-0241
Kyowa Developing & Materials, Inc	Tel: 03-3929-8581
Mikuni Wine Co., Ltd.	Tel: 03-5542-3939
Mottox Inc.	Tel: 0120-344101
Nakagawa Wine Sales Co., Ltd.	Tel: 03-3631-7979
Orca International K.K.	Tel: 03-3803-1635
Pieroth Japan K.K.	Tel: 03-3458-4455
Sapporo Breweries Ltd.	Tel: 03-5423-7222
The Foz Group	Tel: 03-5456-5448
Win Triangle International Inc	Tel: 052-451-0722

Other Tasting Events organized by Washington & Oregon Wine Importers

Tokyo Trade Tasting

Date/Time: February 8, 2012(Wednesday) 13:00 – 16:30

Location: Shibuya Excel Hotel Tokyu

Osaka Trade Tasting

Date/Time: February 9, 2012(Thursday) 13:00 – 16:30

Location: Hotel Hankyu International Osaka

Please note that the Tasting Washington is held every other year and there will be no Taste Washington events organized by WSWC in 2012.