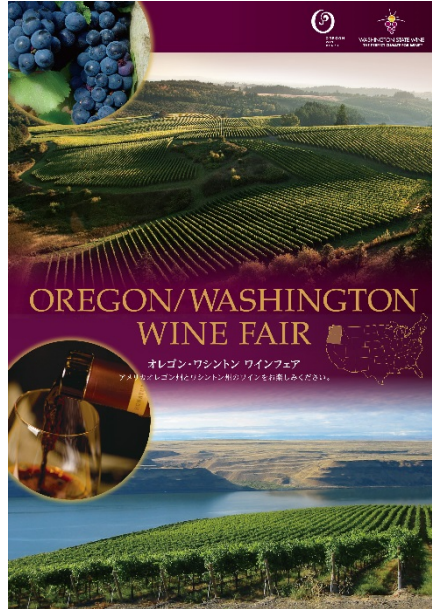




Oregon/Washington Wine Fair
March - April, 2016



Organized by

Oregon Wine Board (OWB)

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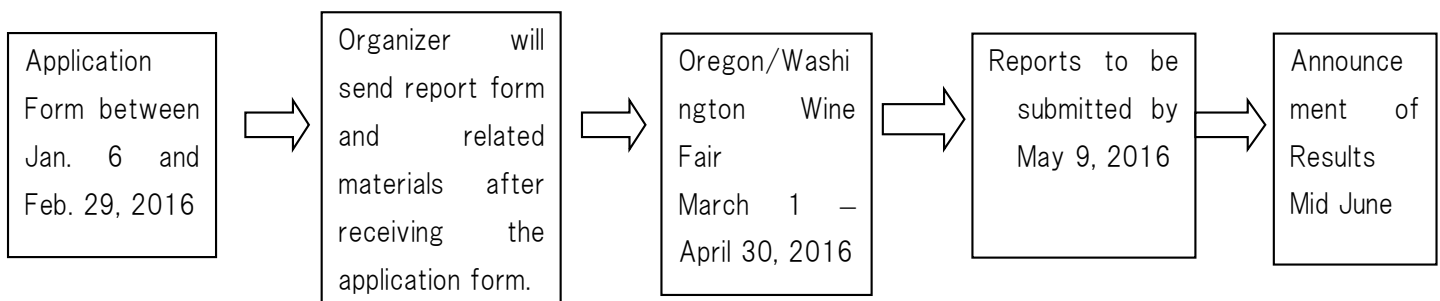
Washington State Wine Commission (WSWC)

Oregon Wine Board (OWB) and Washington State Wine Commission (WSWC) are co-organizing the promotion “Oregon/Washington Wine Fair” during March – April period, which is the months to try and enjoy a wide range of Oregon and Washington wines in many restaurants and retailers throughout Japan to reach consumers with exciting Oregon/Washington wine list. Look forward to your participation in the fair to introduce great value Oregon/Washington wines to your customers.

Guidelines for the Oregon/Washington Wine Fair

There are a few changes from the previous promotion. Please read the followings thoroughly.

- ① Organizer: Japan Representative Office for the Oregon Wine Board (OWB) and Washington State Wine Commission (WSWC)
- ② Period: March 1 – April 30, 2016 for two months
- ③ Purpose: To increase awareness of Oregon and Washington State wines with influencers, and ultimately consumers, in restaurants, bars, and retailers throughout Japan.
- ④ Qualification for Participations: Retailers and Restaurants in Japan
The categories would be as follows:
 - a) Retailers (actual store)** – Not including Internet sales (Evaluated by the purchase per square meter of the wine sales area) not including Internet sales
 - b) Retailers (Total)** - Including Internet sales. Not including distributor for restaurants
 - i.e) A company with many retail outlets, Online store, and a company/shop that has both actual retail shop and online shop can participate in as a group (Evaluated by total purchase)
 - c) Restaurants with more than 60 seats**
 - d) Restaurants with 30 - 59 seats**
 - e) Restaurants with less than 30 seats**
- ⑤ Fair Schedule:



- ⑥ Requirements: Only one entry is allowed. (If retailer apply for the actual store, it should not be included in the Retail Total)
- Retail Category: Offer more than 3 kinds of Oregon and/or Washington wine
- Restaurant/Bar Category: Offer more than 2 kinds of Oregon and/or Washington wine by the glass in the wine list
- ★ Application and Report have to be submitted by the deadline
- ⑦ Application Form: To be submitted between January 6th and February 29th, 2016.
- All participants must fill out the application form themselves
- ⑧ Sales Report: Deadline May 9, 2016
- ✧ Only wines from wineries that have participated in the Oregon/Washington Wine Tasting 2016 will be counted. The sales report should include the names of Oregon and Washington wine purchased for the fair and the number of bottles purchased for the fair, including the wines for “by-the-glass” and “by the bottle”. The purchase must be made between February 22 and April 30, 2016 to be counted.
 - ✧ Please report any special marketing efforts you have made to promote Oregon/Washington wines.
 - For retailers, for example, photo of display, in-store promotions, copy of flyer distributed to consumers, etc.
 - For restaurants, tablemat/table tent that has PR information for Oregon/Washington wines, photo of decoration, menu, etc.
 - ★ Please note that the report submitted after the deadline won’t be counted.
- ⑨ Standards for Screening & Evaluation:
- ✧ For Retail (Actual Store) Category: Purchase of Oregon/Washington wines for the fair divided by the square meter of wine sales area at the store to figure the purchase by square meter.
 - ✧ For Retail (Total) Category: Total Purchase of Oregon/Washington wines for the fair
If company with many retail outlets participates in the fair as a group, the report should be submitted all together as one report. If company/store has both actual store and Internet shop, the report needs to be combined as one. In 2016, there will be no participation by distributor/wholesaler for restaurants, which were able to participate in 2014 and 2015.
 - ✧ For Restaurants: The Purchase of Oregon and Washington wines for the fair will be divided by the number of seats in the restaurant to figure the purchase per seat in each category c) – e)
 - ★ *Purchase will be calculated based on the suggested retail prices provided by the importers.*
 - ★ Only wines, being purchased for the purpose of fair between the February 22th and April 30th will be counted in. There will be cases that their purchase may possibly be confirmed with importers/distributors.
 - ★ For restaurants, all the seats will be counted in, regardless of whether being used or not.
 - ★ Please note that there will be no participation of distributor/wholesaler for restaurants in 2016 but hope that they inform their customer restaurants about the fair.

- ★ Besides the purchase data, additional reports that include any special marketing efforts made to promote Oregon/Washington wines will be considered.

⑩ Announcement of Results: –

Will be posted in the OWB Japan website (www.oregonwine.jp) and WSWC Japan website (www.washingtonwine.jp) in mid June 2016.

Also, all participants will receive the results by mail.

⑪ PR:

- The participating restaurants/stores will be posted on the homepage of Oregon Wine Board and Washington State Wine Commission
- OWB and WSWC Japan Office will provide flyer, poster, and image data for vineyards, AVA maps, and logos for restaurants and retailers to utilize in their menus and POS materials upon requests.
- PR in a few wine magazines

⑫ Recognition Ceremony & Reception: All participants can attend the ceremony & reception, up to 2 people from each restaurant/company. The top 3 in each category will be recognized at the ceremony with a certificate of Excellence presented by the OWB/WSWC. Details will be mailed in May 2016 and also posted in the website of OWB/WSWC Japan site during the Oregon/Washington Wine Fair 2016.

⑬ Related Events: Oregon/Washington Wine Tasting 2016

[Tokyo Venue]

Date: 26, 2016 Time: 13:00 -17:00

Location: Happon (Address: 1-1-1 Shirogane-dai, Minato-ku, Tokyo)

Exhibitors: 14 importers and 8 wineries looking for importers

Trade Only (Importers, Distributors, Retailers, Restaurants, Hotels, and Bars)

[Osaka Venue]

Date: 27, 2016 Time: 13:00 – 17:00

Location: The Ritz Carlton Osaka (Address: 2-5-25 Umeda, Kita-ku, Osaka)

Exhibitors: 12 importers and 8 wineries looking for importer

Trade Only (Importers, Distributors, Retailers, Restaurants, Hotels, and Bars)

If you are interested in attending the tasting events, please contact the OWB/WSWC Japan Office below:

⑭ Oregon and Washington State Winery Tour – August 2016

The goal of the Oregon/Washington Wine Fair is to promote Northwest wines in the Japanese market place, to establish Oregon and Washington as premier growing region in the world, and to identify highly influential members of trade from Japan. To show our dedication to the cultivation of the Japanese market, Washington and Oregon will invite a group of participants to our region to visit wineries/vineyards in Oregon and Washington States in (tentative 8 nights/10 days) for an in-depth education about the wine regions of Oregon and Washington, characteristics of each vineyard and winery, and taste a variety of Oregon and Washington wines. Active participation in the Oregon/Washington Wine Fair, the Trade Tastings, and , sharing knowledge about

Oregon and Washington wines with staff and customers, and demonstrating enthusiasm for Oregon and Washington wines will all play a major role in the decision about who will be invited to attend this tour. We will take into consideration creativity in promoting Northwest wines during the fair and dedication to promoting Northwest wines.

Please note that a person who has participated in the tour in the past three years won't be eligible to participate in the tour. Also, the person participating on the tour should be involved with the purchase and sales of the wines for the shop/company and can share the knowledge and information earned during the tour with his/her staff and customers after the tour as well as shares the Japanese market information with winery representatives during the tour. Flights between Japan and Oregon/Washington State, accommodations, meals, and local transportation in Oregon/Washington State will be provided.

OWB/WSWC Japan:

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E-mail: Todd@washingtonwine.jp

URL: www.washingtonwine.jp and www.oregonwine.jp