

Results for the Washington Wine Month Promotion

Promotion Period: March 1 – 31, 2012

The number of participating restaurants/shops: 170

(Kanto Region: 124 Kinki:19 Hokkaido/Tohoku:10 Chubu:9

Chugoku/Shikoku:5 Kyushu/Okinawa:3)

Promotion Report Submitted: 123/170

Total Sales: ¥51,344,132 (about \$642,000)

Total # of bottles: 19,604



Design for the 2012 Award

The results are based on the promotion reports submitted by the participants of the promotion. All the bottle prices are calculated with the suggested retail prices given by importers. The number of seats used for the restaurant is the actual number of seats existing in the restaurant regardless of their use of the seats. The reports submitted by the top three in each category have been checked by related importers to confirm the results. For the Retail and Group Categories, the top 3 has been identified based on total purchase of Washington wines made during the period between February 15 ~ March 31, 2012 while the top 3 in restaurants categories have been identified based on the purchase per seat.

Please see the homepage of Washington State Wine Commission Japan <http://www.washingtonwine.jp> for more details.

Retail Category (# of Participant: 23)

Rank	Store Name	Region	Total Purchase	TotalNumber
1	Y'NS TOKYO	Tokyo	2,862,900	692
2	Takamura Wine House	Osaka	2,475,600	1,224
3	Wine Store Wassy's	Osaka	2,343,814	854
4	Kyobashi Wine Liquor Shop Corporation	Tokyo	2,238,350	1,115
5	Vin du 268 (Crushpad Co.,Ltd.)	Hyogo	529,110	240
6	Isetan Shinjyuku Grand Cave	Tokyo	526,400	244
7	Wine Market Party	Tokyo	522,414	228
8	VINSANTE	Tokyo	380,400	168
9	Marui Family Shiki Shop	Saitama	231,600	150
10	Yomo Co.,Ltd	Tokyo	199,800	84

Restaurant with more than 50 seats (# of Participants: 40)

Rank	Restaurant Name	Region	# of seats	Total Purchase	Purchase per seats	Total number of bottles
1	ENDO RISABUROU SHOTEN	Tokyo	54	4,371,950	80,962	1487
2	FUKUI HOTEL Restaurant Biplane	Hokkaido	52	2,152,240	41,389	968
3	Wassy's Dining Souple	Osaka	52	1,065,845	20,497	442
4	Grand Hyatt Tokyo The Oak Door	Tokyo	200	3,170,900	15,855	733
5	HIDORI	Tokyo	140	2,219,550	15,854	790
6	Grand Central Oyster bar and Restaurant Shinagawa	Tokyo	150	1,784,468	11,896	856
7	Barbacoa Classico Marunouchi	Tokyo	94	1,112,948	11,840	495
8	/so/ra/si/o/	Tokyo	64	576,500	9,008	281
9	Xiv Tateshina Italian Luccicore	Nagano	62	400,944	6,467	192
10	California Cuisine WINDS	Tokyo	60	332,600	5,543	252

Restaurant with less than 50 seats (# of participants: 76)

Rank	Restaurant Name	Region	# of Seats	Total Purchase	Purchase per seat	Total # of bottles
1	Hotel Nikko Osaka Les Celebrities	Osaka	26	867,600	33,369	144
2	Ristorante tono;4122	Tokyo	12	380,502	31,709	111
3	AW kitchen Higashi	Tokyo	38	857,250	22,559	411
4	Steak House Ushi no Matsuzaka	Hokkaido	15	263,000	17,533	89
5	Xiv Tateshina French Bon Accueil	Nagano	28	445,542	15,912	126
6	Ristorante CHAILLY	Tokyo	10	117,600	11,760	42
7	Ricos Kitchen	Tokyo	35	390,200	11,149	151
8	Wine & dine MARC	Tokyo	11	114,600	10,418	58
9	Quattro Stagione	Chiba	20	200,160	10,008	69
10	ROTI Roppongi	Tokyo	46	431,800	9,387	142

Bar Category (# of participants: 26)

Rank	Bar Name	Prefecture	# of Seats	Purchase Total	Purchase per Seat	Total # of bottles
1	Vintage Inn	Osaka	12	1,195,300	99,608	238
2	Le•CELLIER	Aichi	14	649,200	46,371	264
3	STANDING OVATION	Tokyo	8	200,200	25,025	105
4	Bar Speraza	Osaka	13	231,400	17,800	87
5	Winegura Tokyo	Tokyo	30	470,300	15,677	119
6	Bar Q	Tokyo	32	424,320	13,260	229
7	Stonewell	Tokyo	14	160,500	11,468	81
8	le Chateau de Chinon	Ishikawa	12	126,800	10,567	47
9	Wine Grocery Co. Ltd.	Kyoto	15	147,600	9,840	32
10	Wine Bar Mouton	Hokkaido	20	85,200	4,260	53

Restaurant Total (# of participants: 142 including bar)

Total Restaurant Grand Award ENDO RISABUROU SHOTEN (Tokyo) Total Purchase: ¥4,371,950

Group Category (# of participants: 5)

Rank	Group Name	Region	# of participating outlets	Total Purchase	Total # of bottles
1	DEAN & DELUCA JAPAN CO.,LTD	Tokyo Nagoya	3 (retail shops)	2,417,700	880
2	TOKYO AMERICAN CLUB	Tokyo	3 (restaurants)	1,865,500	610
3	WDI CORPORATION Casual Dining Group	Tokyo	5 (restaurant)	1,252,400	787
4	WP Japan Co., Ltd. Wolfgang Puck Restaurant & Café	Tokyo Kanagawa Aichi	7 (restaurant)	510,000	368
5	LINA Co., Ltd.	Tokyo	4 (restaurant)	180,000	75

Importer Category (# of participants: 13)

Rank	Importer	Total Sales	# of participants recruited
1	Orca International K.K	35,980,540	123
2	Mikuni Wine Co.,Ltd.	3,496,400	6
3	Sapporo Breweries Ltd.	2,608,809	10

Washington State Winery Tour (Tentative Date: August 26 – September 1, 2012)

The Grand Award winners of the Retailer Award, Restaurant with 50+ Seats Award, Restaurant with less than 50 Seats Award, Bar Award, Group Award and the Total Restaurant Grand Award, will be awarded a full invitation to the Washington State Winery Tour. The First Runner-up Award Winners of the aforementioned categories as well as the Winner of the Importer Award are welcome to the tour with partial invitation with the flight between Japan and Washington State paid by the participants.

Full Invitation:

Y'ns Tokyo (Retail Category)

DEAN & DELUCA JAPAN CO., LTD. (Group Category)

ENDO RISABUROU SHOTEN (Restaurant with more than 50 seats)

Hotel Nikko Osaka Les Celebrities (Restaurant with less than 50 seats)

Vintage Inn (Bar Category)

ENDO RISABUROU SHOTEN (Restaurant Total)

Partial Invitation:

Wine House Takamura (Retail Category)

Tokyo American Club (Group Category)

Fukui Hotel Restaurant Biplane (Restaurant with more than 50 seats)

Ristorante tono; 4122 (Restaurant with less than 50 seats)

Le Cellier (Bar Category)

Orca International K.K. (Importer)

Mikuni Wine Co.,Ltd. (Importer)

Sapporo Breweries Ltd. (Importer)

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