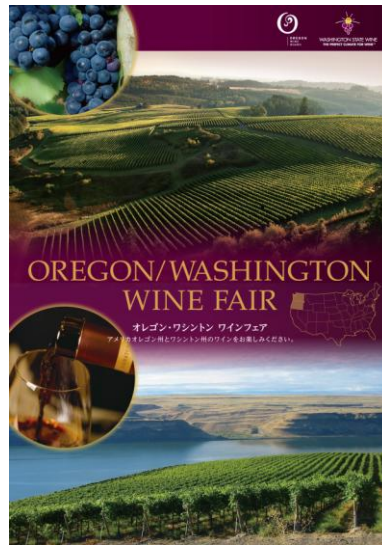


Oregon/Washington Wine Fair March – April, 2013



Oregon Wine Board (OWB) and Washington State Wine Commission (WSWC) are now 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.

While Oregon's cool weather, diverse soils and long growing season provide ideal climate for an increasing range of grape varieties, it is Pinot Noir that has gained the most international acclaim. The Wine Spectator's Harvey Steiman wrote a lengthy feature in his magazine's December 15, 2012 issue titled "A Perfect Match. Pinot Noir has found an American home in Oregon," and noted that more than 50 percent of the Oregon wine's reviewed received 90 points or higher. Located between Washington state and California, Oregon faces to the Pacific Ocean and has a diverse geography. The Willamette Valley, Oregon's widely recognized wine region is located at around 45 degrees north latitude, which is about the same as Burgundy in France. There is almost no rain during summer through fall making it perfect for growing Pinot Noir but also Chardonnay, Pinot Gris and Riesling. Fruity characteristics well balanced with nice acidity makes the wine elegant and easy to drink with food.

Washington State has "terroir" perfect for wine grapes, with ideal soils, extensive sunlight and warm days with cool nights and produces grape varieties including Cabernet Sauvignon, Merlot, Syrah, Riesling and Chardonnay. 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.

Please participate in the fair and enjoy the Oregon and Washington wines of quality and value with your customers and as many customers as possible.

Guidelines for the Oregon/Washington Wine Fair

- Organizer: Oregon Wine Board (OWB)
Washington State Wine Commission (WSWC)
- Period: March 1 – April 30, 2013 for two months
(minimum 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 and more than two outlets of the group participate in the fair.)
- Requirements: Only one entry is allowed
- Retail Category: Offer more than 3 kinds of Oregon or Washington wine at the store
- Restaurant Category: Offer more than 2 kinds of Oregon or Washington wine by the glass in the wine list
- Bar Category: Offer more than 3 kinds of Oregon or Washington wine by the glass in the wine list
- Group Category: Entry should be made by more than two outlets/Submit a photo or pop material of each store which demonstrates its participation in the fair.

- ✧ Participants of the Group Category are not allowed to make an entry for other categories.
- ✧ All participants must send the application form to the OWB/WSWC Japan Office between the January 7, 2013 and the February 28, 2013.
- ✧ All participants must send the sales report to the OWB/WSWC Japan by May 13, 2013.
- ✧ The sales report should include all 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”.

➤ Standards for Screening:

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

For Restaurants and Bars: Purchase of Oregon and 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 fair after February 22, 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.

If the results for top 3 in Group category are too small compare to other categories, there might not be any award winners selected.

➤ Results:

Will be posted in the OWB Japan website (www.oregonwine.jp) and WSWC Japan website (www.washingtonwine.jp) in June 2013.

Also, all participants will receive the results by mail.

➤ POP Material:

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.

Prizes : Oregon and Washington State Winery Tour – August 2013 (tentative)

The award winners will be invited to visit wineries in Oregon and Washington States in late August (tentative 8 nights/10 days) to learn about the AVAs in Oregon and Washington, characteristics of each vineyard and winery, and taste a variety of Oregon and Washington wines.

1. Grand Prix: Full Invitation to the Oregon /Washington Winery Tour and the Award Certificate

The top total sales of all categories will be awarded. Flights between Japan and Oregon/Washington State, accommodations, meals, and local transportation will be provided.

2. Grand Award: Full Invitation to the Oregon /Washington Winery Tour and the Award Certificate

The top sales of each category (a-e categories above excluding the Grand Prix) will be awarded. Flights between Japan and Oregon/Washington State, accommodation, meals, and local transportation will be provided.

3. First Runner-Up: Partial Invitation to the Oregon/Washington Winery Harvest Tour & the Award Certificate

The second top sales of each category (a-e categories above) will be awarded. Accommodation, meals, and local transportation in Oregon/Washington State will be provided. (Flights between Japan and Oregon/Washington State have to be covered by the participants.)

4. Second Runner Up: The Award Certificate

The third top sales of each category (a-e categories above) will be awarded. All the award recipients above will be awarded by the Oregon Wine Board/Washington State Wine Commission at the Award Ceremony in June, 2013 in Tokyo (Location need to be determined).



The designs left are examples from the WWM Promotions in the past. The design of the award certificate 2013 will be changed.

Contact Information for OWB/WSWC Japan:

Oregon Wine Board (OWB) – Japan Office

Washington State Wine Commission (WSWC) - 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 and www.oregonwine.jp

List of Oregon and 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
FWINES Co., Ltd.	Tel: 03-5745-2190
Hotei Wines K.K.	Tel: 03-5789-2728
Kuramochi Corporation	Tel: 0126-22-0241
KOBE International Inc.	Tel: 078-854-7270
Kyowa Kozai Co., Ltd.	Tel: 03-3929-8581
Mikuni Wine Co., Ltd.	Tel: 03-5542-3939
Mottox Inc.	Tel: 0120-344101
Nakagawa Wine Co., Ltd.	Tel: 03-3631-7979
Orca International K.K.	Tel: 03-3803-1635
Oshow Co., Ltd.	Tel: 03-5213-4800
Pieroth Japan K.K.	Tel: 03-3458-4455
Sapporo Breweries Ltd.	Tel: 03-5423-7222
Smile Co., Ltd.	Tel: 03-5998-2400
The Foz Group	Tel: 03-5456-5448
Village Cellars Ltd.	Tel: 0766-72-8680
Wine in Style Ltd.	Tel: 03-5212-2271