

20TH

Anniversary

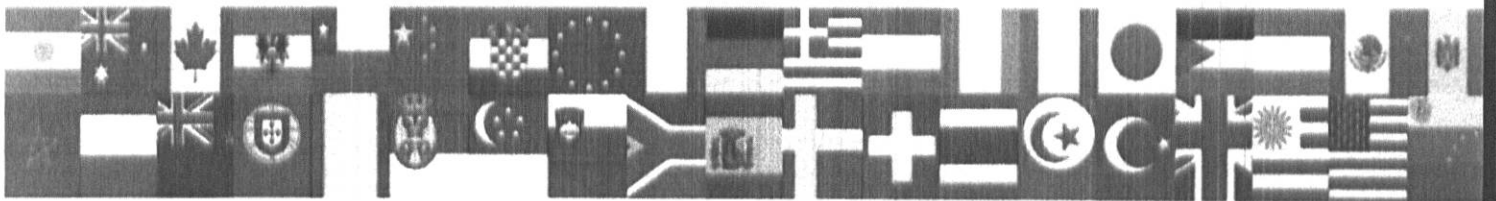


JAPAN WINE CHALLENGE 2017

THE BEST Wine Competition in Japan

Judging: 15 - 17 August 2017

Entry Deadline : Friday 21st July 2017



bettane+desseauve



5070 sayılı kanun gereğince güvenli elektronik imzalı ve imzalıdır. İTİB 3570956572017310144337. Bu kod ile <http://www.bettane+desseauve.com> adresinden doğrulayabilirsiniz.

WELCOME TO THE 20TH JAPAN WINE CHALLENGE 2017!

Willkommen Bienvenido 歓迎
Bienvenue Hosgeldiniz Benvenuto Välkommen
المرحبو ال
Velkommen Welkom



Dear Friends,

In 2017 the Japan Wine Challenge will celebrate its 20th year. We intend to mark this major milestone with even more exciting initiatives and events!

The Japan Wine Challenge is quite simply THE BEST wine competition in Japan. It is also the oldest and most prestigious

national wine competition in Asia.

I first came to Japan 35 years ago to run the wine business of Jardine Matheson. Imported wine then accounted for less than 20 percent of the total wine market. Today, imported wine accounts for over 20 million 9 litre cases, 70 percent of a vastly increased total Japan wine market.

Japan is the undisputed No. 1 wine market in Asia, and is the wine role model for Asia. Leading wine companies and wine figures worldwide consider success in the Japan Wine Challenge to be a prerequisite for success in the Japan market.

WHAT MAKES THE JAPAN WINE CHALLENGE UNIQUE?

The quality of our wines entered
Steven Spurrier (our Chairman for 15 years), the late John Avery MW and Lynne Sherriff MW (Chairmen of the Institute of Masters of Wine and of the Japan Wine Challenge) continuously affirmed that the quality of wines entered and judged was the second to no other competition. This reflects the uncompromising approach to excellence which characterises both Japan and the wines which succeed here.

The concept of value

Just as important as over-delivery on quality, is over-delivery on price. In 2016 we launched our Japan Wine Challenge Best Value competition. Wines were judged in 5 retail price categories. 1,000 entries were received, and 23 Trophy Best Value awards were made. **From 2017 onwards, wineries entering the Japan Wine Challenge can also enter the JWC.**

price in Japan (after tax) or if not yet sold in Japan (the export price for each wine entered).

Every wine a winner!

The Japan Wine Challenge philosophy is that every wine from every corner of the globe has the potential to be an excellent wine, and should be given every chance to prove itself. In 2016 we restructured our judging procedures to taste each wine entered with wines from the same region/country. Each judging panel comprised skilled wine professionals with proven expertise of the wine region to be tasted. This allowed each wine the best possible chance of winning a top award.

The quality of our judges

We are indisputedly the most professional wine competition in Japan. Our judging panels over the last 19 years are a veritable Who's Who of the top figures in the wine world, in Japan and internationally. This year's Japanese Co-Chair was Katsuyuki Tanaka (Japan's No.1 wine writer). Our other Japanese judges comprise the very top of Japan's 20,000 sommeliers, the winemakers from Japan's top wine producers, and the buyers of Japan's leading department stores and wine retailers. Our international judges are household names around the world.

The critical success factor for the Japan wine market

Our participating wine companies comprise both the largest and many of the premium boutique wineries from around the world. They all have at least two things in common - their commitment to success in Japan and their fundamental belief that a prerequisite for this is success in the Japan Wine Challenge.

Our Trophies and Awards

These are considered to be among the most desirable and important of any wine competition internationally. Our medal seals and Awards are used not just in Japan but internationally as a recognised arbiter of quality and value. Reflecting the excellence of wines entered, in 2016 we created 3 new award categories at the very top end of the spectrum - Platinum, Regional Trophy, and International Trophy.



★ OVER 1,200 MEDALS AWARDED IN 2016

★ QUALITY AND VALUE, NOT PRICE

★ JAPAN WINE CHALLENGE TROPHY AWARDS

★ JAPAN WINE CHALLENGE GALA DINNER

★ JAPAN WINE CHALLENGE MAGAZINE

★ BOTTLE MEDAL STICKERS

★ Japan Wine Challenge LOYALTY INCENTIVE SCHEME
- additional entries 100% free

We want to reward the literally hundreds of wineries and importers who have loyally supported the Japan Wine Challenge over the last 20 years and made it the success it is.

Accordingly, in our 2016 entry kit we invited all past participants to declare their average annual number of entries during the past three years. If in 2017 they enter this number of wines, we will give in addition the same number of entries absolutely free. This scheme proved immensely successful in 2016. We will repeat and expand in 2017 and future years.

For example: 2014: 10 entries

2015: 8 entries

2016: 12 entries

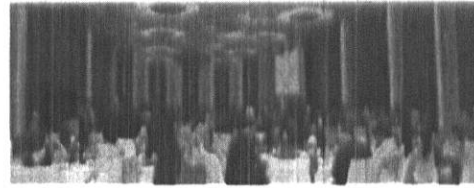
(average annual entry: $30 \div 3 = 10$)

Paid entries in 2017: $10 \times 29,000 \text{ yen} = 290,000 \text{ yen}$

Free additional 10 entries = 0 yen

COST of 20 entries = 290,000 yen

(In this example, the effective cost of 1 entry equals 14,500 yen)



★ Japan Wine Challenge/ Institute of Masters of Wine/ WSET SPECIAL EDUCATIONAL PROGRAMMES

★ JWC JAPAN JUDGING DIPLOMA

★ JAPAN WINE CHALLENGE/WSET IMPORTER PROGRAM

★ PROMOTION IN JAPAN AND WORLDWIDE

Sales on the internet of award winning wines from our 20th Japan Wine Challenge 2017 will be promoted by Mitsukoshi/ Isetan Department stores from November to December 2017. In addition, in February 2018, the Japan Wine Challenge will arrange tasting panels of Japan Wine Challenge award winning wines with customers of Isetan and Mitsukoshi and key Japan Wine Challenge judges to develop further their understanding of our competition and to stimulate interest and demand for our award winning wines. We will also hold at that time a walk around tasting for Isetan/Mitsukoshi department customers of the top 200 or so of wines from our 2017 Japan Wine Challenge.

★ VINEXPO TOKYO PARTNERSHIP - NOVEMBER 2016

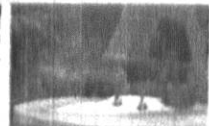
The Japan Wine Challenge was pleased to announce its partnership this year with Vinexpo Tokyo. The evening before Vinexpo opened on 15th November, we organised a Gala dinner with the President and management of Vinexpo, our Trophy winners and key sponsors. This was held at the Conrad Tokyo. On Tuesday 15th November the Japan Wine Challenge organised a seminar at Vinexpo Tokyo with a panel comprising our Co-Chairman Katsuyuki Tanaka, our founder Ronald Brown, Trophy winning winemakers and judges representing the top off-premise and importers. A cross section of our 2016 award winning wines was tasted and explained. We also held an all-day tasting of our 200 or so Trophy, Platinum, and Gold medal winning wines from this year's competition. Many wineries participated in these events, and we were delighted with the turnout. Many importers had the opportunity to taste wines which were not yet represented in Japan, and generally to see what the Japan Wine Challenge judging panel this year selected in terms of the very top wines for the Japan market.



★ Wine into Water NPO



www.winintowater.or.jp



20TH

JAPAN WINE CHALLENGE 2017 CHAIRMEN



Lynne Sherriff MW

Lynne Sherriff MW is Past Chairman of the Institute of Masters of Wine with a great interest in Japan. She is one of the world's top wine educators and has been our Chair for many years.



Katsuyuki Tanaka

Tanaka-san has been for many years acknowledged as Japan's leading wine writer and wine taster. Wine has been his lifelong interest. Tanaka-san and his palate are respected by his peers internationally.

VICE CHAIRS



David Wrigley MW

International Director of WSET (the world's largest wine education body with 56,000 students in 62 countries), David has pioneered WSET's development overseas with particular focus on the key emerging markets of Asia notably Japan and China.



Jim Harre

For many years wine consultant for Air New Zealand, Jim is internationally acclaimed as a wine commentator and judge, and has attended the Japan Wine Challenge almost every year since its inception.



Anthony Rose

As wine writer for the "Independent" in the UK, Anthony has for many years been a key supporter both of the Japan Wine Challenge and of wine developments in Japan and China.



John Salvi MW

John is the president of the Wine and Spirit Association of Great Britain. He has been in the Wine Trade for 43 years, and is the representative for Great Britain at the International Union of Oenologists. He is an active professional taster, wine consultant, and wine writer.



Neal Martin

Neal is one of the Reviewers for Robert Parker's The Wine Advocate and is considered one of the world's leading wine authorities. He has a strong connection with Japan through his wife Tomoko and has lived in Japan, a country for which he has a particular affinity.



Rowald Hepp

Rowald is the Managing Director and Winemaker of Schloss Vollrads, one of the top German wine estates. He is dedicated to producing the highest possible levels of wine excellence and is deeply committed to the Asian market. He has been a regular Japan Wine Challenge judge and supporter for many years.



Andrew Caillard MW

Founder of the "Langton's Fine Wine Classification of Australian Wine" (one of the key references for Australian premium wine) and Wine Principal of the Woolworths Group in Australia (the largest wine retailer in Australia and one of the most influential talented artist.



Eduardo Dingler

As Corporate Beverage Director of the Morimoto Restaurant Group Eduardo has developed multiple programs around the globe. He is the host of 'Sake Drinker and Friends Show' a monthly show dedicated to Sake and the culture that it represents.

OUR INTERNATIONAL AND LOCAL JUDGES OVER THE YEARS



Steven Spurrier

John Avery MW

Michel Bettane

Dr. Valéry Uhl

Miguel Torres

Peter Gago

James Halliday



Tim McGarr

Jeff Clarke

Petronella Salvi

Fiona Morrison MW

Kathlene Heitz

Robert Bava

Aurelio Montes



Isabell Bacheland MW

Filippo Mazzei

Ned Goodwin MW

Joaquin de Navasques MW

Emiliano Falsini

Sherry Wong

Huon Hooke



Riquet Hoes MW

Alan Wong

Peter Nixon

Steven Skelton MW

Bob Silverstein

Koen Masschelein

Avis Mandel



Bill Hardy

Olivier Bernard

Lacey Heron

Max Allen

Bill Clemenden

John Quarisa

Markus Del Monega



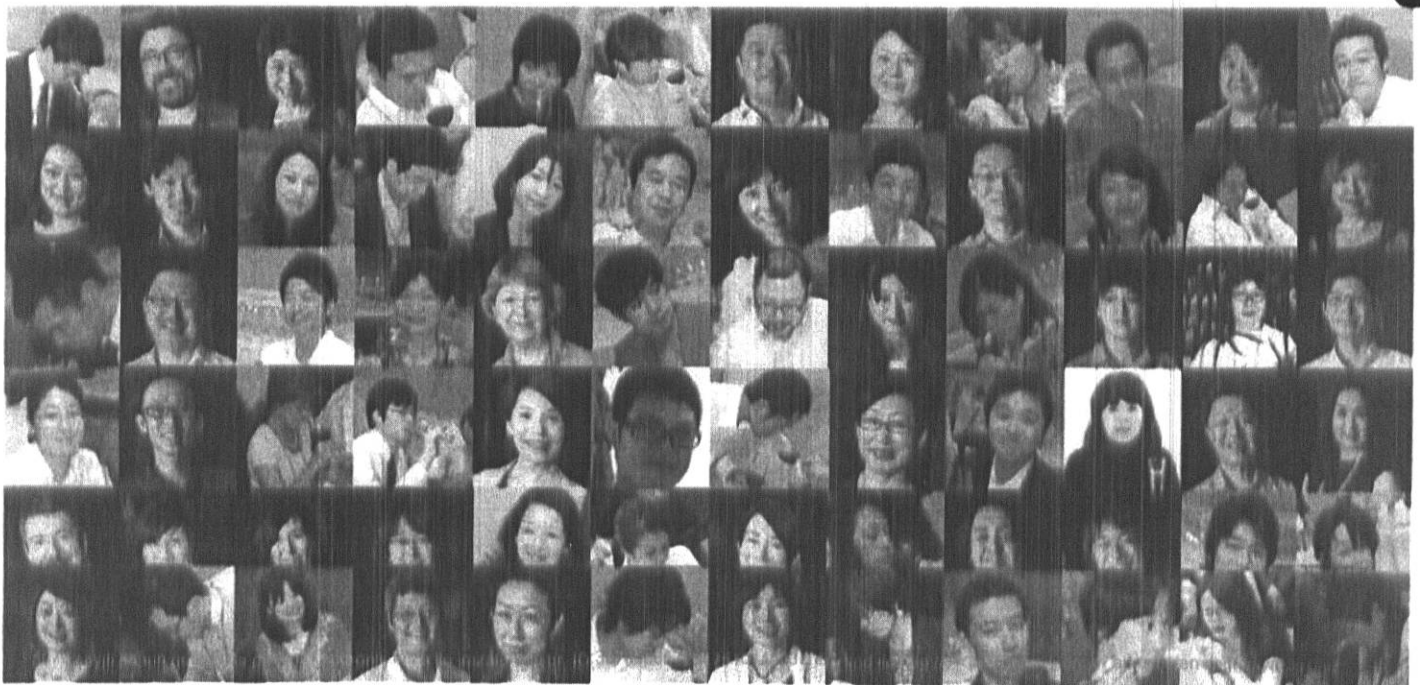
Poh Thiong Ch'ng

Veronique Raisin

Eduardo Chadwick

Jane Skilton MW

Terry Copeland



RULES OF ENTRY

1. WHO CAN ENTER?

We welcome every wine from any vineyard in the world which is commercially available anywhere.

2. ENTRY CRITERIA

Awards will only refer to a single homogeneous batch of wine, originating at the time of bottling from one and the same container.

Wines must be labeled in accordance with the relevant provisions of the country of origin.

Wine must be in 750ml bottles unless a sweet or fortified wine when we will accept the equivalent volume in 375ml or 500ml bottles.

Wines must be available in quantities of at least 1,000 litres held for the purpose of release to the market, in containers of a nominal volume not exceeding 2 litres. However, should certain categories of wine be produced in particularly small quantities, batches of wine of less than 1,000 litres may be accepted, but not of less than 100 litres.

All wines must be labeled to show the name of the region and the geographical area of origin of the wine. In addition, the year in which the grapes used were harvested must be shown.

3. COST TO ENTER

Entrants may submit as many wines as they wish. A handling charge of Yen 29,000 (including 8% consumption tax) will be made for each wine entered up to and including 10 wines. For the eleventh wine and above, a charge of Yen 21,000 (including 8% consumption tax) will be made. In order to make payment easier, we offer entrants the option to pay in Euros or US Dollars instead of Yen. Should this option be selected, the fees payable are: *First 10 wines: EUROS 250/US\$ 280 for each wine entered. *From 11th wine onwards: EUROS 180/US\$ 200 for each wine entered.

Entries will not be accepted without payment in full.

Please kindly note your entry number in the details when you pay by bank transfer if possible. This entry number will be emailed to you after receiving entry form.

No companies will be invoiced, although each entrant will be issued with a receipt once payment has been confirmed.

Please note that entry fees cannot be refunded.

• Bank : Mizuho Bank Ltd. (1-30-9 Asakusabashi, Taito-ku, Tokyo 111-0053)

• Branch: Asakusabashi, Branch number 022

• Account Number : 1044797 (Ordinary - Futsu)

• Account Name : Brown and Company Ltd Japan Wine Challenge

• SWIFT Code: MHCBJPJT (Japan does not use an IBAN number)

* Bank transfer charges by both the receiving and remitting banks must be borne by the submitter.

* An additional ¥2,500 (EUR 25 or USD 30) should be added to cover bank charges at this end.

* Please fax a copy of bank transfer form to Fax : 81-3-5825-2789

4. JAPAN WINE CHALLENGE

LOYALTY INCENTIVE SCHEME - additional entries 100% free

We want to reward the literally hundreds of wineries and importers who have loyally supported the Japan Wine Challenge over the last 20 years and made it the success it is.

Accordingly, in 2016 we invited all past participants to declare their average annual number of entries during the period 2013-2015. If wineries entered this number of wines, we gave in addition the same number of entries absolutely free. We will repeat and expand this scheme in 2017 and future years.

For example: 2014: 10 entries

2015: 8 entries

2016: 12 entries

(average annual entry: $30 \div 3 = 10$)

Paid entries in 2017: $10 \times 29,000 \text{ yen} = 290,000 \text{ yen}$

Free additional 10 entries = 0 yen

COST of 20 entries = 290,000 yen

(In this example, the effective cost of 1 entry equals 14,500 yen)

For those who are eligible for this Loyalty Incentive Scheme (LIS), we will send you the LIS Wine Form. After completing the original Wine Form please submit the LIS Wine Form along with your entry number.

If you are unsure of the numbers of entry in 2014-2016 please contact us.

5. NUMBER OF BOTTLES TO SUBMIT PER ENTRY

Six (6) x 750ml bottles or equivalent (eg 12 x 375ml) must be submitted for every entry. This is to ensure sufficient for re-tastings / Trophy tastings / photographs and for the Awards Ceremony.

winners featured equally in the report on the tasting, fees for multiple entries cannot be refunded.

7. HOW MANY WINES WILL RECEIVE MEDALS?

In 2016, just under 1% of wines entered were awarded coveted Trophies; 5.2% received Gold medals, and overall 66% of the wines entered won a medal.

SHIPPING YOUR WINE

1. COMPLETE THE ENTRY FORM AND WINE FORM

Please use BLOCK CAPITALS - all information provided will be used in the Japan Wine Challenge Magazine, our website and for certificates. The items with a red star represent details which MUST be completed in order for your entry to be accepted.

2. ARRANGE YOUR PAYMENT

Either by bank transfer or by completing the credit card details in the Entry Form.

3. PAYMENT OF DUTY ON SAMPLES

All duty, carriage, clearance, storage charges and taxes payable on wines must be pre-paid for by the Submitter. Failure to pay these duties will result in your wines not being entered. Please complete the courier documentation carefully, remembering to tick the appropriate duty and prepaid freight charges.

SAMPLE : UPS

SAMPLE : DHL

CUSTOMS FORMS/SPECIAL DELIVERY INSTRUCTIONS

Please tick/insert the following on all courier company documentation:

FREE OF CHARGE/DDP + VAT

FREE DOMICILE

4. SUBMITTING YOUR ENTRY FORMS

- Please submit your Entry Form (by internet and/or by mail) and payment to the Japan Wine Challenge by 21st July 2017 at the following address:
Japan Wine Challenge 2017
TME Bldg, 1-9-10 Higashi-Nishimbashi, Chuo-ku, Tokyo, 103-0004 Japan
Tel: 81-3-5825-9177 FAX: 81-3-5825-2789
entry@japanwinechallenge.com

- After your entry has been accepted, you will receive an e-mail with a special entry code number label specific to your entry to attach to the outer cartons (so-called "Outer Carton Label"). This label must be attached to the outside of your shipping boxes.

5. SENDING YOUR WINES

- Send wines via courier to arrive by 28th July 2017 at our warehouse:
Japan Wine Challenge 2017
Yokohama Warehouse, Shinagawa Futo Branch
Konan 5-4-12, Minato-ku, Tokyo 108-0075 Japan
Attn: Ms. Yuka Abe
Tel. 81-3-5825-9177
- If you have a local distributor/agent, you may wish to arrange with them to deliver the wines ex-Japan stock (remember to complete the form stating you have done this) by forwarding your "Outer Carton Label" or asking your agent to get in contact with the Japan Wine Challenge.
- Please also mark on each case of wine "JAPAN WINE CHALLENGE 2017. SAMPLES. SPECIAL DELIVERY INSTRUCTIONS". The organizers can take no responsibility for this. We regret that late arrivals will not be accepted and neither credits nor refunds will be issued if the forms or wines fail to arrive on time.

HOW TO ENTER

1

COMPETE THE ENTRY FORM

www.japanwinechallenge.com

by 21st July 2017



2

ENTRY FEE

JAPAN WINE CHALLENGE LOYALTY INCENTIVE SCHEME

additional entries 100% free

If wineries entered the same or more than the average number of entries during past 3 years, we gave in addition the same number of entries absolutely free.

For example: 2014: 10 entries

2015: 8 entries

2016: 12 entries

(average annual entry: $30 \div 3 = 10$)

(In this example, the effective cost of 1 entry equals 14,500 yen)

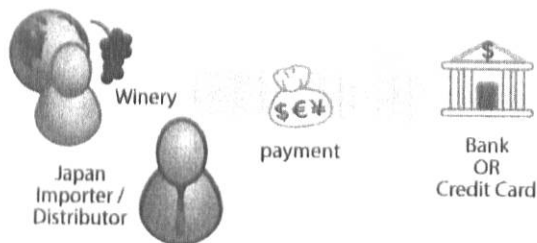
For those who are eligible for this programme (LIS), we will send you the LIS Wine Form.

If you are unsure of the numbers of entry in 2014-2016 please contact us.

3

PAYMENT METHOD

by 21st July 2017



Please make your payment either by bank transfer or by credit card.

- Branch : Asakusabashi, Branch number 022
- Account Number : 1044797 (Ordinary - Futsu)
- Account Name : Brown and Company Ltd Japan Wine Challenge
- SWIFT Code: MHCBJP11 (Japan does not use an IBAN number)

4

COMPLETE THE WINE FORM

by 21st July 2017

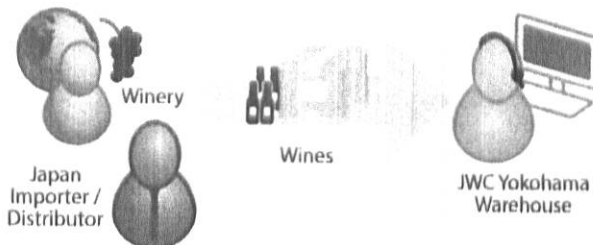
Please use BLOCK CAPITALS and complete the Wine Form - the information provided will be used for all subsequent certificates. Please photocopy the blank Wine Form for more than one wine.

If you are eligible for the Loyalty Incentive Scheme please do not forget to complete the LIS Wine Form, too.

5

SEND YOUR WINE SAMPLES

by 28th July 2017



Please send **6 bottles of each kind** of your wine samples to Yokohama Warehouse by 28th July 2017.

Please do NOT send to JWC office.

Japan Wine Challenge 2017

Yokohama Warehouse, Shinagawa Futo Branch

Konan 5-4-12, Minato-ku, Tokyo 108-0075 Japan

Attn: Ms. Yuka Abe

Tel. 81-3-5825-9177

* Wine that arrives after the deadline date will not be accepted. Returns or refunds cannot be issued.

* Clearly label your boxes using the Outer Carton Label (→), which will be sent to you with your entry number upon your registration.

* Please make sure that you pay all shipping duty and taxes associated.

* Entrants that fail to send samples cannot be refunded.

JAPAN WINE CHALLENGE	
<p>1 Entry Form, 1 Wine Form and payment to be sent to Japan Wine Challenge office by Friday, 21 July 2017.</p> <p>2 Wines reach our warehouse by Friday, 28 July 2017.</p> <p>Please note that our warehouse address is different from our office and is as follows:</p> <p>Japan Wine Challenge JWC Yokohama Warehouse Shinagawa Futo Branch 5-4-12 Konan, Minato-ku, Tokyo 108-0075 JAPAN Tel. 81-3-5825-9177</p> <p>3 Pack boxes on the vehicle shipping form (DHL, FedEx, UPS, etc.)</p> <p>"Prepaid for freight (transportation charges)" Pack boxes on the country shipping form "Ship to Shipper for Duty and Taxes" Attach copies of this sheet of paper on the outside of the wine cases. Every case of wine should be clearly marked as "samples - No Commercial Value".</p>	
Entry No:	Date:
XXX	Carton Number:
<p>Samples - No commercial value</p> <p>Please check below before sending your wine:</p> <p>1 Entry Form, 1 Wine Form and payment to be sent to Japan Wine Challenge office by Friday, 21 July 2017.</p> <p>2 Wines reach our warehouse by Friday, 28 July 2017.</p> <p>Please note that our warehouse address is different from our office and is as follows:</p> <p>Japan Wine Challenge JWC Yokohama Warehouse Shinagawa Futo Branch 5-4-12 Konan, Minato-ku, Tokyo 108-0075 JAPAN Tel. 81-3-5825-9177</p> <p>3 Pack boxes on the vehicle shipping form (DHL, FedEx, UPS, etc.)</p> <p>"Prepaid for freight (transportation charges)" Pack boxes on the country shipping form "Ship to Shipper for Duty and Taxes" Attach copies of this sheet of paper on the outside of the wine cases. Every case of wine should be clearly marked as "samples - No Commercial Value".</p>	
<p>Company Information</p> <p>Company Name: XXXXX XXXXX</p> <p>Address: XXX-XXX-XXX-XXX</p> <p>Contact Name: Mr. XXXXX XXXXX</p> <p>Number of wine: 12 (12 cases) & 12 (12 cases)</p>	



CHECK LIST [Important Information for Japan Wine Challenge 2017]

- ☐ Entry Form, Wine Form and payment to be sent to Japan Wine Challenge office by Friday 21st July 2017
Japan Wine Challenge 2017
TME Building 1-9-10 Higashi-Nihombashi, Chuo-ku, Tokyo 103-0004 JAPAN
Tel: 81 3 5825 9177 Fax: 81 3 5825 2789 info@japanwinechallenge.com
Payment method must be clearly written in Entry Form

Bank : Mizuho Bank Ltd. (1-30-9 Asakusabashi, Tahto-ku, Tokyo 111-0053, Japan)
Branch: Asakusabashi, Branch number 022 - Please do not forget to include Branch number.
Account Number : 1044797 (Ordinary - Futsu)
Account Name : Brown and Company Ltd Japan Wine Challenge
SWIFT Code: MHCBJPJT (Japan does not use the IBAN number)

- ☐ Entry Form and Wine Form must be completed clearly with all information (company details/address and contact name, and wine details)
☐ Is the Japanese importer sending the wines? - please double-check on the Wine Form
☐ Enclose a wine label for each entry or send label image data via e-mail to info@japanwinechallenge.com
☐ Original Entry Form must be sent by post/courier to the Japan Wine Challenge Office.
☐ Wines must reach our warehouse by Friday 28th July 2017. Note that our warehouse address is different from our office
Please do NOT send to JWC office.

Japan Wine Challenge 2017
Yokohama Warehouse Shinagawa Futo Branch
5-4-12 Konan, Minato-ku, Tokyo 108-0075 JAPAN
Attn: Ms. Yuka Abe
Tel: +81 3 5825 9177

- ☐ Tick boxes on courier form "Prepaid for freight (transportation charge)"
☐ Tick boxes on courier form "Bill to Shipper for Duty and Taxes"
☐ Paste the outer carton entry code number label onto the outside of each case.
☐ Each case of wine must be clearly marked "JAPAN WINE CHALLENGE 2017 - Samples - No Commercial Value"

Important Dates to Remember in 2017

Wednesday 1st March 2017	20th Japan Wine Challenge 2017 Open for Entries! Go to www.japanwinechallenge.com
Tuesday 7th - Friday 10th March	FOODEX Japan - Distribution of Entry Kits and Magazines
Saturday 11th - Tuesday 14th March	ProWein - Distribution of Entry Kits and Magazines
Friday 21st July	Last date for Entry Forms to be returned to Japan Wine Challenge
Friday 28th July	Wines must reach the Yokohama Warehouse in Tokyo
Monday 14th August	Japan Wine Challenge/WSET Judging Diploma Workshop
Tuesday 15th - Thursday 17th August	Japan Wine Challenge Tasting by Judges at Conrad Tokyo Hotel
Thursday 17th August	Japan Wine Challenge/WSET Japan Judging Diploma Awards Ceremony
Friday 18th August	* Japan Wine Challenge/WSET Importer Programme. * 20th Japan Wine Challenge 2017 Announcement of all Awards except Trophy Awards * 20th Japan Wine Challenge 2017 Results Conference for Embassies, Wine Institutes, Importers, Wineries and Media
September-November	Various promotions with Embassies/Wine Institutes and leading Japan retail and on-premise outlets
October	Japan Wine Challenge Gala Dinner (TBA)
November-December	Sales of award winning wines of 20th Japan Wine Challenge at Isetan Mitsukoshi Online Store.
February 2018	Tasting events at Isetan Department Store in Shinjuku

Throughout the year we will post on our website and send to participating companies and organisations the latest updates/news regarding our competition and related events.



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Dometic



WINE

Japan Wine Challenge

TME Bldg. 1-9-10 Higashi Nihombashi, Chuo-ku, Tokyo, Japan 103-0004
5070 sayın katın gereğinde güvenli elektronik imza ile imzalanmıştır. İT 3570956567201750164032. İmza kodu ile http://evrak.ogebirlik.org.tr/ adresinden doğrulayabilirsiniz.
Tel: 81-3-5825-9177 Fax: 81-3-5825-2789 info@japanwinechallenge.com
www.japanwinechallenge.com