"Market Update of Wine in Japan" "Summary of Japanese Wine Industry"

at Delegation of European Union to Japan 7th July 2015

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日本洋酒輸入協会

JAPAN WINES AND SPIRITS IMPORTERS' ASSOCIATION



English

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Outline of the Japan Wine and Spirits Importers' Association

Message

- Background Information about the Establishment of the Association
- Main Activities of the Association
- Organizational Structure of the Association
- Information about Joining the Association



Current Facts on Alcohol Tax Levy and Tariff on Wines and Spirits
(Imported/demostics)

Outline of the Japan Wine and Spirits Importers' Association

Message from the Chairman of the Association



Japan Wine and Spirits Importers' Association Motoichi Yonei, Chairman

The Japan Wine and Spirits Importers' Association was founded in April 1959 for the purpose of promoting the diffusion of imported wines and spirits in Japan, expanding market demand for imported wines and spirits and supporting and facilitating import business. At present, the Association is active with a membership of 36 companies engaged in business related to imported wines and spirits.

The large variety of wines and spirits currently imported into, and consumed on, the Japanese market includes wine, brandy, whisky, liqueurs, and beer. These categories of wines and spirits are imported in a copious diversity of products that are embedded in the history and culture of the respective countries of origin. In Japan, they have attracted increasing popularity.

Under these conditions, our Association sees its role not merely in the expansion of consumption but makes every effort to ensure the safety of the products on a full recognition of its social responsibility to the general public. Based on this awareness, it is committed to the wider diffusion of imported wines and spirits, the further expansion of demand and the provision of information from overseas.

Japan Wines and Spirits Importers' Association

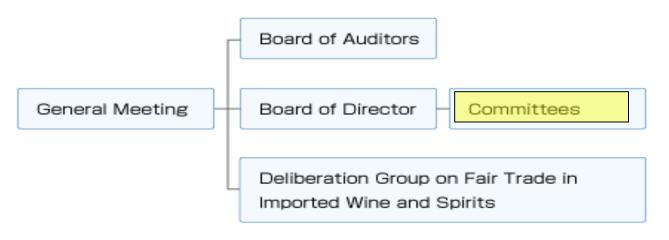
Main Activities of the Association

The Association engages in the following main activities:

- (1) Diffusion and advertising of imported wine and spirits.
- (2) Overseas and domestic business research on imported wine and spirits and information exchange.
- (3) Coordinating and negotiating with the exporting countries and the related organizations with regard to imported wine and spirits (including the embassies of the various countries concerned in Japan and the relevant organizations)
- (4) Submitting opinions in response to inquiries by the competent government agencies.
- Tariff system and requests for revising and reforming the tariff system and liquor tax system.
- Responding to social demands such as environmental issues (including problems such as label indications and the recycling of packaging and containers)
- (5) Notification of amended legislation passed by the competent government agencies to the Association members.
- (6) Cooperation with the competent government agencies on the elimination of the illegal import and illegal distribution of imported wine and spirits.
- (7) Miscellaneous activities.

Japan Wines and Spirits Importers' Association

Organizational Structure of Association



- 1 General Meeting Board of Auditors Board of Director Committees
- 2 Deliberation Group on Fair Trade in Imported Wine and Spirits

Committees · · ·

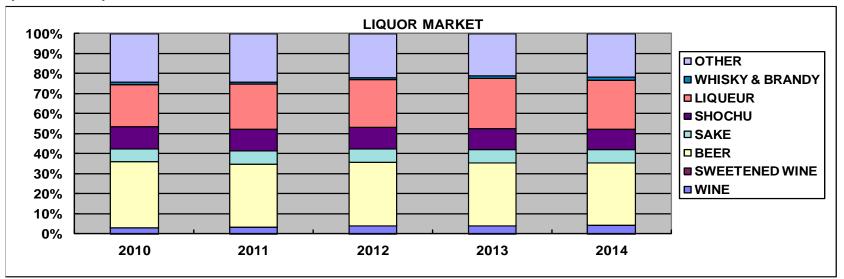
There are seven committees each of which has its own particular area of responsibility. Each committee consists of 8 to 11 Director. Committee sessions are held whenever appropriate in accordance with the agenda.

- (1) Tax measures Committee
- (2) Finance Committee
- (3) Whisky and Brandy Committee
- (4) Wine Committee
- (5) Beer, Spirits and Liqueurs Committee
- (6) PR Committee
- (7) Container and Packaging Committee

MARKET UPDATE

2015
MERCIAN CORPORATION
MARKETING DIVISION, IMPORTS

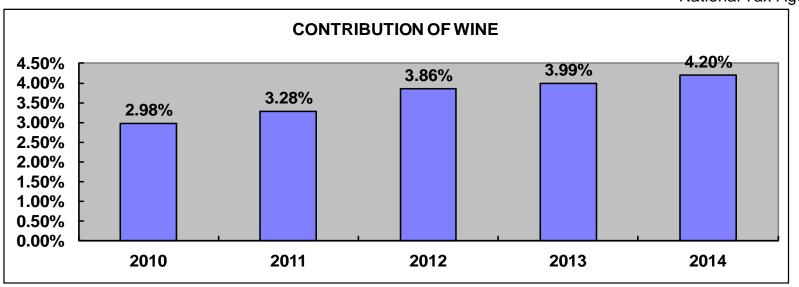
1. Japanese Liquor Market (2010-2014)



	2010	2011	2012	2013	2014	%LY
WINE	266,904	290,912	343,278	354,327	371,292	105%
SWEETENED WINE	6,782	7,467	8,125	8,814	8,696	99%
BEER	2,947,945	2,840,927	2,830,005	2,790,637	2,762,212	99%
SAKE	592,867	599,542	592,279	580,321	566,354	98%
SHOCHU	977,245	955,775	950,448	930,405	911,480	98%
LIQUEUR	1,896,059	2,024,169	2,114,774	2,226,475	2,169,273	97%
WHISKY & BRANDY	102,810	102,897	105,052	111,851	123,559	110%
OTHER	2,180,508	2,180,508	1,952,413	1,868,133	1,925,590	103%
TOTAL	8,971,120	8,872,944	8,896,374	8,870,963	8,838,456	100%

JAPANESE LIQUOR MARKET SHARE OF MARKET

Source: National Tax Agency

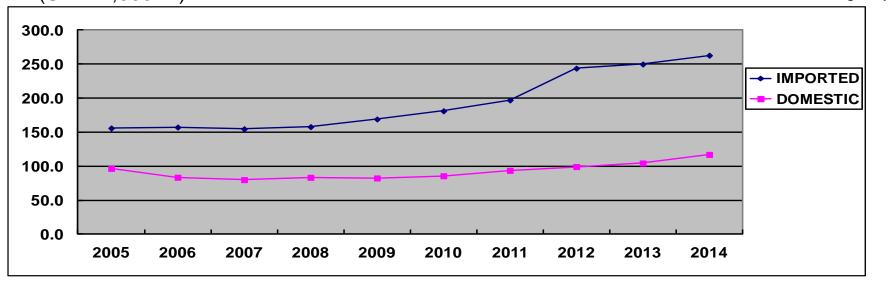


	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
WINE	3.0%	3.3%	3.9%	4.0%	4.2%
SWEETENED WINE	0.1%	0.1%	0.1%	0.1%	0.1%
BEER	32.9%	32.0%	31.8%	31.5%	31.3%
SAKE	6.6%	6.8%	6.7%	6.5%	6.4%
SHOCHU	10.9%	10.8%	10.7%	10.5%	10.3%
LIQUEUR	21.1%	22.8%	23.8%	25.1%	24.5%
WHISKY & BRANDY	1.1%	1.2%	1.2%	1.3%	1.4%
OTHER	24.3%	24.6%	21.9%	21.1%	21.8%
TOTAL	100.0%	101.5%	100.0%	100.0%	100.0%

COMPARATIVE DEPLETION TRENDS: IMPORTED VS. DOMESTIC WINES 2004-2014

(UNIT:1,000KL)

Source: National Tax Agency



2005 2006 2007 2008 2009 2010 2011 <u>2012</u> <u>2013</u> **2014 IMPORTED** 155.9 157.3 154.8 157.9 169.2 181.2 197.1 243.9 250.0 262.9 **DOMESTIC** 96.6 83.5 80.0 83.4 82.5 85.7 93.7 99.2 104.4 117.1

IMPORTED STILL WINES BY MAJOR EXPORTING COUNTRY - 2010-2014

VOLUME OF CUSTOMS CLEARANCE

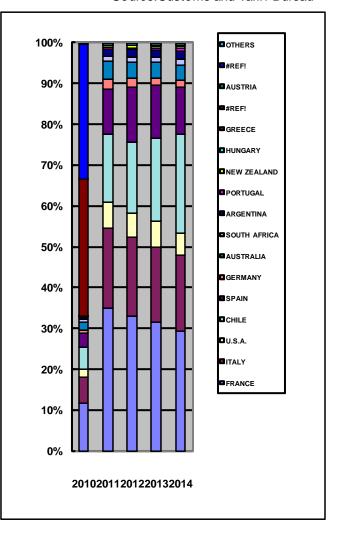
Source: Customs and Tariff Bureau

Y = Y						
	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>VS LY</u>
FRANCE	47,160	50,455	60,046	56,691	52,997	93%
ITALY	24,872	28,260	34,768	33,272	33,835	102%
U.S.A.	8,704	9,260	10,550	11,552	9,635	83%
CHILE	21,335	24,175	31,583	36,435	43,695	120%
SPAIN	13,688	15,814	24,658	23,403	21,005	90%
GERMANY	2,922	3,493	3,622	3,324	2,980	90%
AUSTRALIA	7,468	6,405	7,250	6,839	6,789	99%
SOUTH AFRICA	2,721	1,620	2,423	2,256	2,723	121%
ARGENTINA	2,439	2,490	3,233	3,090	3,615	117%
PORTUGAL	559	640	728	781	966	124%
NEW ZEALAND	744	783	1,118	1,117	1,150	103%
HUNGARY	154	111	184	188	189	101%
GREECE	19	26	19	29	37	128%
AUSTRIA	115	131	194	180	193	107%
OTHERS	616	693	791	1,011	1,070	106%
TOTAL	133,516	144,356	181,168	180,168	180,879	100%

IMPORTED STILL WINES BY MAJOR EXPORTING COUNTRY - 2010-2014 SHARE OF MARKET

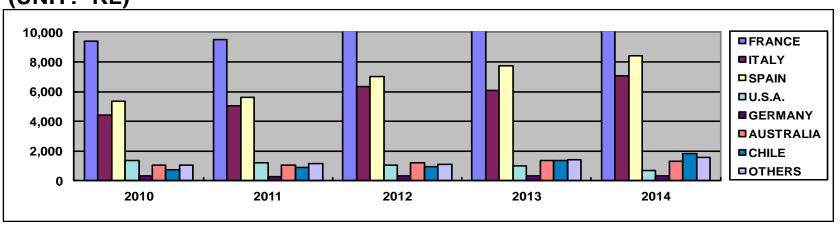
Source: Customs and Tariff Bureau

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
FRANCE	35.3%	35.0%	33.1%	31.5%	29.3%
ITALY	18.6%	19.6%	19.2%	18.5%	18.7%
U.S.A.	6.5%	6.4%	5.8%	6.4%	5.3%
CHILE	16.0%	16.7%	17.4%	20.2%	24.2%
SPAIN	10.3%	11.0%	13.6%	13.0%	11.6%
GERMANY	2.2%	2.4%	2.0%	1.8%	1.6%
AUSTRALIA	5.6%	4.4%	4.0%	3.8%	3.8%
SOUTH AFRI	2.0%	1.1%	1.3%	1.3%	1.5%
ARGENTINA	1.8%	1.7%	1.8%	1.7%	2.0%
PORTUGAL	0.4%	0.4%	0.4%	0.4%	0.5%
NEW ZEALAN	0.6%	0.5%	0.6%	0.6%	0.6%
HUNGARY	0.1%	0.1%	0.1%	0.1%	0.1%
GREECE	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRIA	0.1%	0.1%	0.1%	0.1%	0.1%
OTHERS	0.5%	0.5%	0.4%	0.6%	0.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%



IMPORTED SPARKLING WINE MARKET BY EXPORTING COUNTRY 2010-2014

Source: Customs and Tariff Bureau



	2010	2011	2012	2013	2014	%LY
FRANCE	9,407	9,533	11,200	11,631	12,133	104%
ITALY	4,421	5,027	6,357	6,067	7,074	117%
SPAIN	5,380	5,604	7,025	7,759	8,406	108%
U.S.A.	1,359	1,218	1,083	995	690	69%
GERMANY	325	285	328	330	320	97%
AUSTRALIA	1,082	1,085	1,212	1,392	1,336	96%
CHILE	751	906	982	1,377	1,852	134%
OTHERS	1,069	1,147	1,130	1,423	1,586	111%
TOTAL	23,794	24,805	29,317	30,974	33,397	108%

IMPORTED STILL WINES BY MAJOR EXPORTING COUNTRY 2010 - 2014 CIF VALUE

Source: Customs and Tariff Bureau

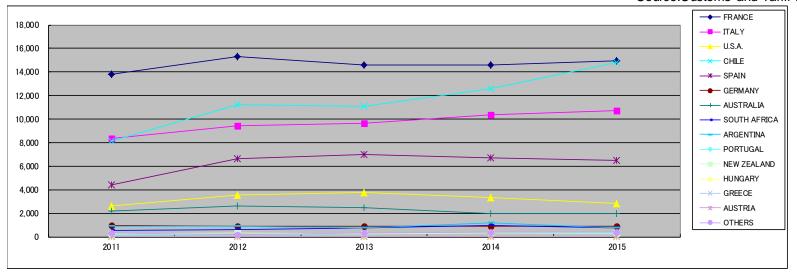
(UNIT: YEN/L)

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	%LY
FRANCE	735	712	689	867	965	111%
ITALY	408	398	374	506	549	108%
GERMANY	540	447	434	574	621	108%
U.S.A.	584	535	566	768	1,017	132%
CHILE	278	253	255	312	331	106%
SPAIN	254	243	216	289	340	118%
AUSTRALIA	420	441	430	466	481	103%
ARGENTINA	343	335	344	416	430	103%
SOUTH AFRICA	337	312	320	388	442	114%
PORTUGAL	302	290	281	361	386	107%
NEW ZEALAND	877	893	829	1,018	1,072	105%
HUNGARY	682	611	429	579	609	105%
GREECE	710	710	498	718	704	98%
AUSTRIA	899	872	775	1,033	1,154	112%
OTHERS	640	739	622	515	727	141%
TOTAL	668	482	453	570	618	108%

IMPORTED STILL WINES BY MAJOR EXPORTING COUNTRY JAN-APR 2011-2015

VOLUME OF CUSTOMS CLEARANCE

Source: Customs and Tariff Bureau



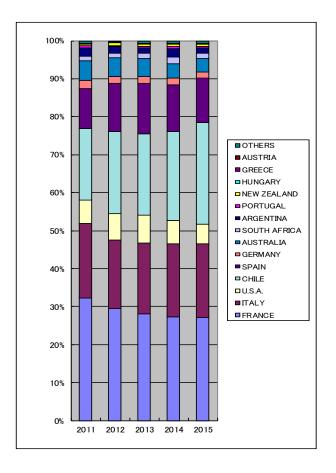
	2011	2012	2013	2014	2015	%LY
FRANCE	13,819	15,278	14,614	14,612	14,987	103%
ITALY	8,339	9,439	9,671	10,359	10,710	103%
U.S.A.	2,625	3,531	3,766	3,301	2,852	86%
CHILE	8,117	11,230	11,082	12,564	14,802	118%
SPAIN	4,442	6,621	6,972	6,672	6,489	97%
GERMANY	982	914	913	921	862	94%
AUSTRALIA	2,154	2,586	2,444	1,987	1,979	100%
SOUTH AFRICA	555	643	727	965	772	80%
ARGENTINA	923	872	745	1,210	736	61%
PORTUGAL	206	184	219	329	220	67%
NEW ZEALAND	217	320	274	316	330	104%
HUNGARY	27	49	63	64	56	88%
GREECE	12	5	8	11	15	136%
AUSTRIA	22	43	45	35	46	131%
OTHERS	305	204	354	370	387	105%
TOTAL	42,745	51,919	51,897	53,725	55,243	103%

IMPORTED STILL WINES BY MAJOR EXPORTING COUNTRY JAN-APR 2011-2015

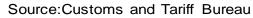
SHARE OF MARKET

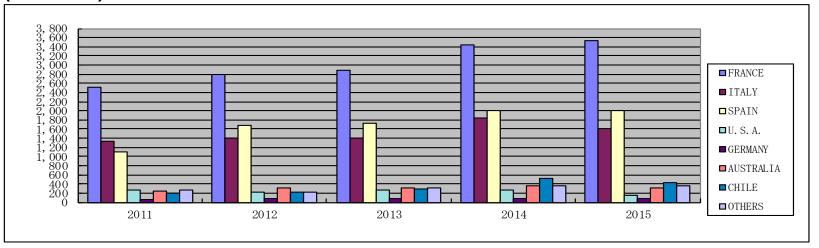
Source:Customs and Tariff Bureau

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
FRANCE	32.3%	29.4%	28.2%	27.2%	27.1%
ITALY	19.5%	18.2%	18.6%	19.3%	19.4%
U.S.A.	6.1%	6.8%	7.3%	6.1%	5.2%
CHILE	19.0%	21.6%	21.4%	23.4%	26.8%
SPAIN	10.4%	12.8%	13.4%	12.4%	11.7%
GERMANY	2.3%	1.8%	1.8%	1.7%	1.6%
AUSTRALIA	5.0%	5.0%	4.7%	3.7%	3.6%
SOUTH AFRICA	1.3%	1.2%	1.4%	1.8%	1.4%
ARGENTINA	2.2%	1.7%	1.4%	2.3%	1.3%
PORTUGAL	0.5%	0.4%	0.4%	0.6%	0.4%
NEW ZEALAND	0.5%	0.6%	0.5%	0.6%	0.6%
HUNGARY	0.1%	0.1%	0.1%	0.1%	0.1%
GREECE	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRIA	0.1%	0.1%	0.1%	0.1%	0.1%
OTHERS	0.7%	0.4%	0.7%	0.7%	0.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%



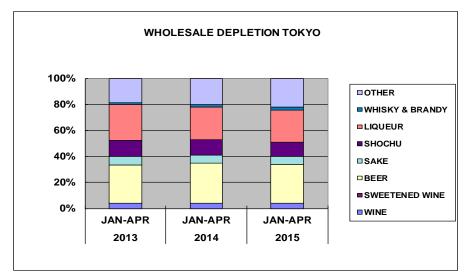
IMPORTED SPARKLING WINE MARKET BY EXPORTING COUNTRY JAN-APR 2011-2015

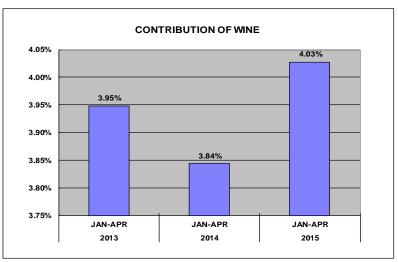




	2011	2012	2013	2014	2015	%LY
FRANCE	2,513	2,788	2,874	3,451	3,542	103%
ITALY	1,325	1,403	1,409	1,838	1,604	87%
SPAIN	1,109	1,669	1,724	2,009	2,002	100%
U.S.A.	271	228	265	257	157	61%
GERMANY	67	82	78	84	83	99%
AUSTRALIA	250	319	313	363	314	87%
CHILE	204	216	293	521	440	84%
OTHERS	265	216	302	353	366	104%
TOTAL	6,004	6,921	7,258	8,876	8,508	96%

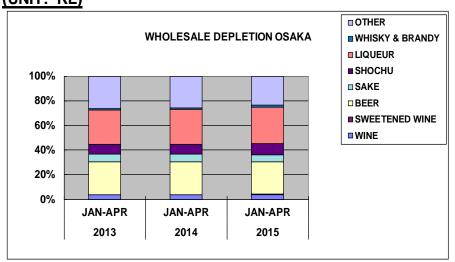
WHOLESALE DEPLETION TOKYO

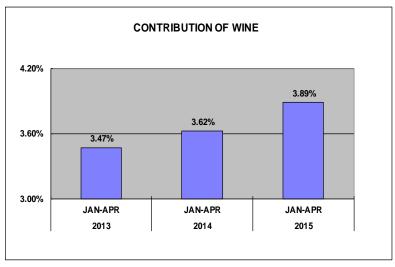




	2013	2014	2015		2013	2014	2015
	JAN-APR	JAN-APR	JAN-APR		JAN-APR	JAN-APR	JAN-APR
WINE	18,524	20,699	24,267	WINE	3.9%	3.8%	4.0%
SWEETENED WINE	363	438	782	SWEETENED WINE	0.1%	0.1%	0.1%
BEER	137,524	166,332	179,412	BEER	29.3%	30.9%	29.8%
SAKE	30,547	33,702	37,406	SAKE	6.5%	6.3%	6.2%
SHOCHU	58,998	63,935	64,387	SHOCHU	12.6%	11.9%	10.7%
LIQUEUR	127,750	133,511	150,006	LIQUEUR	27.2%	24.8%	24.9%
WHISKY & BRANDY	8,499	10,600	13,537	WHISKY & BRAND	1.8%	2.0%	2.2%
OTHER	86,999	109,296	132,731	OTHER	18.5%	20.3%	22.0%
TOTAL	469,204	538,513	602,528	TOTAL	100.0%	100.0%	100.0%

WHOLESALE DEPLETION OSAKA





	2013	2014	2015		2013	2014	2015
	JAN-APR	JAN-APR	JAN-APR		JAN-APR	JAN-APR	JAN-APR
WINE	9,023	9,689	9,458	WINE	3.5%	3.6%	3.9%
SWEETENED WINE	183	226	318	SWEETENED WINE	0.1%	0.1%	0.1%
BEER	70,097	72,121	64,292	BEER	27.0%	27.0%	26.4%
SAKE	15,516	15,239	14,187	SAKE	6.0%	5.7%	5.8%
SHOCHU	21,318	21,700	21,127	SHOCHU	8.2%	8.1%	8.7%
LIQUEUR	71,615	75,654	72,571	LIQUEUR	27.5%	28.3%	29.8%
WHISKY & BRANDY	3,246	3,635	4,065	WHISKY & BRANDY	1.2%	1.4%	1.7%
OTHER	69,049	69,146	57,424	OTHER	26.6%	25.9%	23.6%
TOTAL	260,047	267,410	243,442	TOTAL	100.0%	100.0%	100.0%

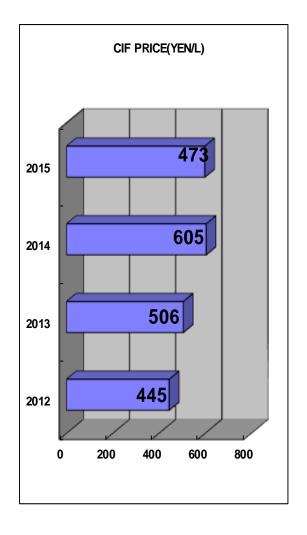
IMPORTED STILL WINES BY MAJOR EXPORTING COUNTRY JAN-APR 2012-2015

CIF VALUE

Source: Customs and Tariff Bureau

(UNIT: YEN/L)

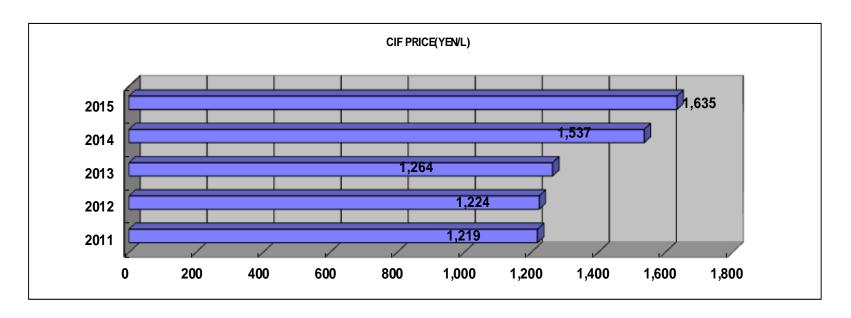
2012	2013	2014	2015	%LY
705	779	935	933	100%
371	449	550	482	88%
427	501	568	543	96%
562	685	985	1,221	124%
251	292	352	364	103%
225	277	343	309	90%
426	464	472	495	105%
356	386	420	495	118%
334	397	428	494	115%
296	337	369	402	109%
833	975	1,057	1,192	113%
460	561	673	480	71%
544	945	638	685	107%
723	1,009	1,389	945	68%
734	599	705	809	115%
445	506	605	599	99%
	705 371 427 562 251 225 426 356 334 296 833 460 544 723 734	705 779 371 449 427 501 562 685 251 292 225 277 426 464 356 386 334 397 296 337 833 975 460 561 544 945 723 1,009 734 599	705 779 935 371 449 550 427 501 568 562 685 985 251 292 352 225 277 343 426 464 472 356 386 420 334 397 428 296 337 369 833 975 1,057 460 561 673 544 945 638 723 1,009 1,389 734 599 705	705 779 935 933 371 449 550 482 427 501 568 543 562 685 985 1,221 251 292 352 364 225 277 343 309 426 464 472 495 356 386 420 495 334 397 428 494 296 337 369 402 833 975 1,057 1,192 460 561 673 480 544 945 638 685 723 1,009 1,389 945 734 599 705 809



IMPORTED SPARKLING WINES BY MAJOR EXPORTING COUNTRY JAN-APR 2012-2015

CIF VALUE

Source: Customs and Tariff Bureau



(UNIT: YEN/L)

	2011	2012	2013	2014	2015	%LY
FRANCE	2,253	2,346	2,438	3,056	3,133	103%
ITALY	502	466	541	616	621	101%
GERMANY	570	508	608	684	701	102%
U.S.A.	437	472	467	670	794	119%
CHILE	357	521	421	487	517	106%
SPAIN	457	441	450	530	495	93%
AUSTRALIA	577	571	583	588	614	104%
ARGENTINA	413	378	489	505	533	106%
OTHERS	400	469	500	624	630	101%
TOTAL	1,219	1,224	1,264	1,537	1,635	106%

Japanese Wine

■Birth of Winemaking in Japan (1872)

●1872 (Meiji 5 y.)

First winemaking was done in Kofu of Yamanashi Pref.

●1873(Meiji 6 y.)

Government of Meiji considering the lack of rice production aimed at wine in spite of Sake and put up winemaking as one of the policy of developing the Japanese Industry.

●<u>1877 (Meiji 10 y.)</u>

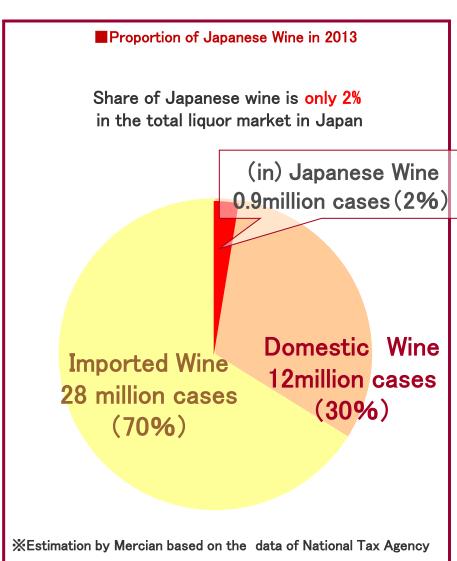
Dainippon Yamanashi Wine Company was established (Japan's first private winery) in Katsunuma of Koshu City in Yamanashi Pref. in 1877. Mercian succeeds the genealogy of this company and continues the over 138 years winemaking in Katsunuma.

■ Two young men dispatched Miyazaki Second Winery (1904) to France in 1877(Meiji 10 y.)

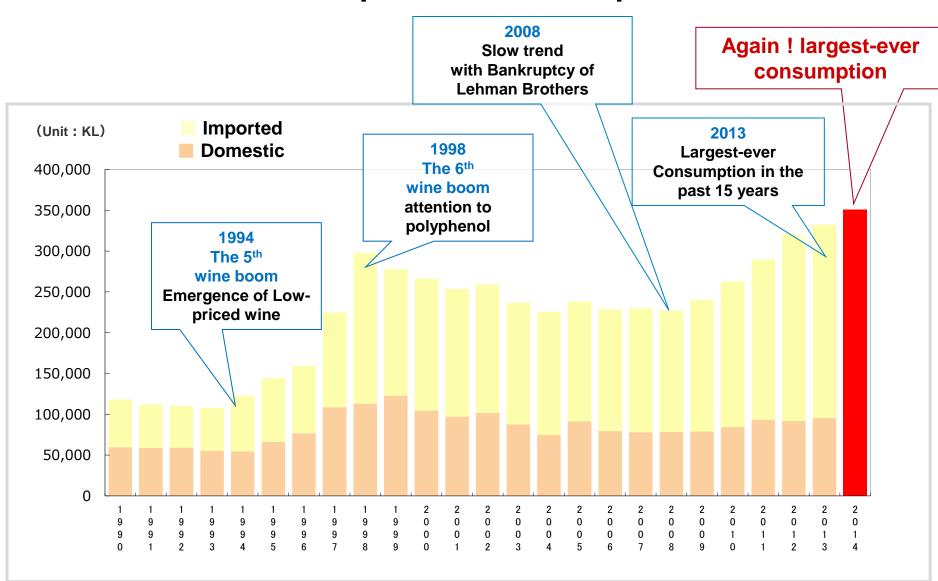
Masanari Takano &
Ryuken Tsutiya
started a winemaking
in Katsunuma after
they learned it in
France and came
back to Japan in
1879.

The Living oldest wooden winery in Japn.(Chateau Mercian Wine Museum)





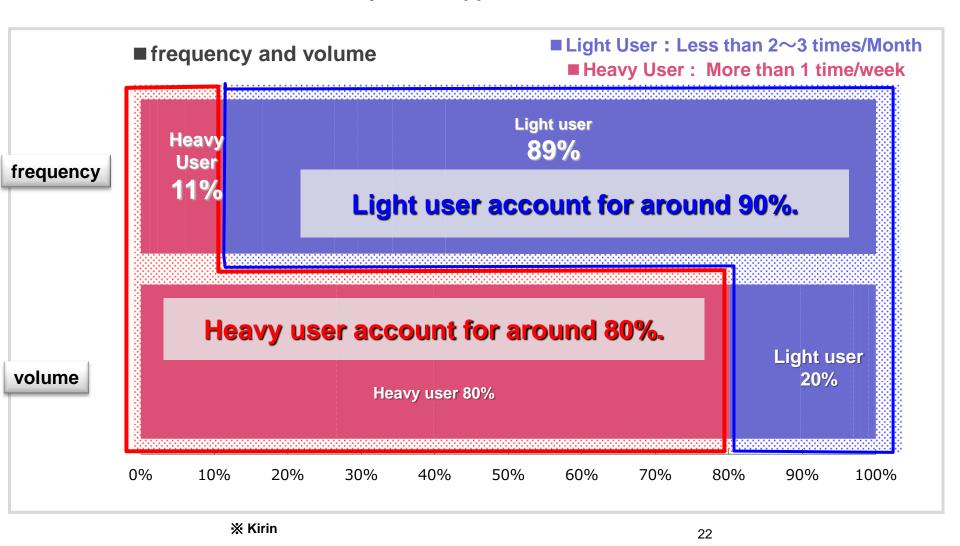
Wine Consumption Trend in Japan



^{*} National Tax Agency, estimated by Mercian for Imported and Domestic composition ratio

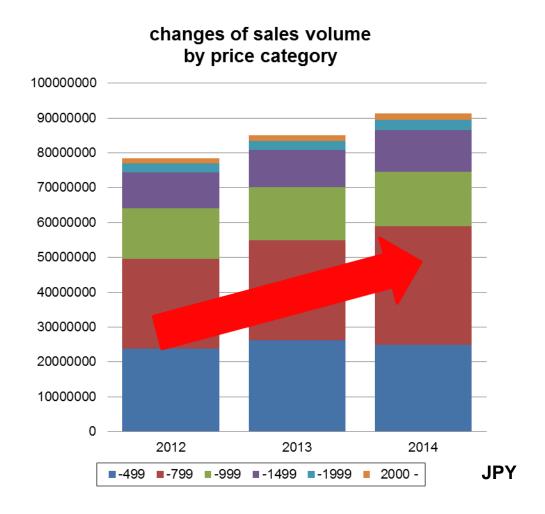
Segmentation of Japanese Wine Consumer

11% of Heavy user supports 80% of volume.



Imported wine: Changes of Sales Volume by Price Category on OFFpremise

Price category '500-799 JPY' is increasing strongly.



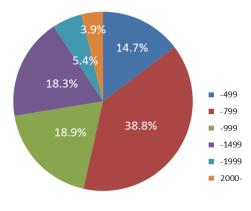
source: Intage MAI, whole country except Okinawa, OFF-premise 5 categories, selling volume of imported full bottle wine by price category, 2012-2014

Price Category on ON-premise

Price category 500-799 JPY is the biggest, account for around 40 percent.

Imported full bottle, for each price, country of origin, sales volume

		France	German	Italy	Spain	Chili	USA	Australia	Others	TOTAL
	-499	3.0%	0.0%	2.0%	2.3%	4.0%	3.0%	0.0%	0.4%	14.7%
	-799	6.6%	0.2%	6.3%	5.1%	10.5%	2.7%	3.5%	3.8%	38.8%
	-999	4.3%	0.4%	5.3%	2.0%	3.1%	1.5%	0.6%	1.8%	18.9%
	-1499	5.1%	0.4%	4.4%	2.1%	2.7%	0.9%	0.7%	2.0%	18.3%
	-1999	2.1%	0.1%	0.8%	0.4%	0.5%	0.7%	0.2%	0.6%	5.4%
	2000-	1.7%	0.0%	0.6%	0.1%	0.1%	0.6%	0.1%	0.7%	3.9%
	TOTAL	22.8%	1.0%	19.5%	12.0%	20.9%	9.3%	5.2%	9.2%	100.0%



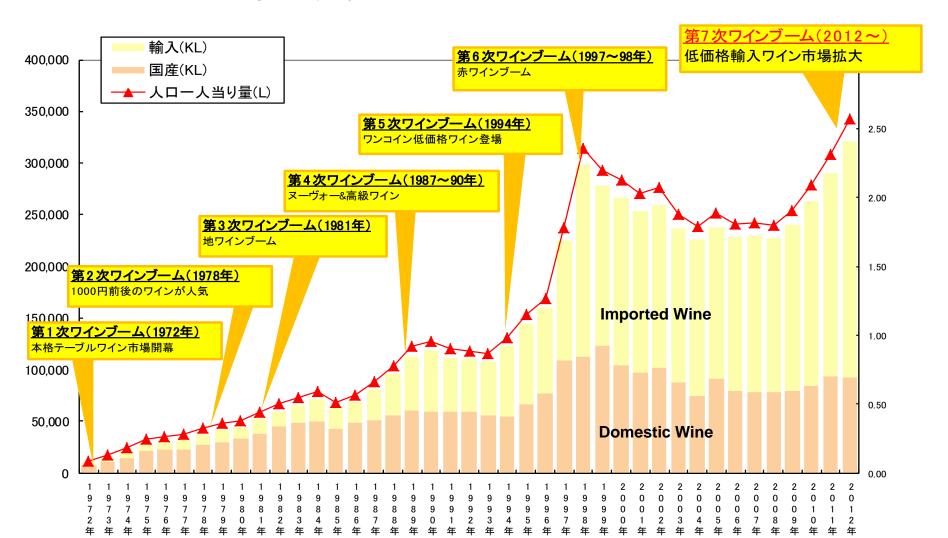
% of Sales volume by price category

source: Intage MAI, ON-premise, selling volume of imported full bottle wine by price category, Jan – Aug, 2014

Japanese Wine Market ~Rising category in Japanese Liqueur Market~

■The Evolution of Annual Consumption

Current annual consumption has been growing over 1998 (red wine boom) and hit a new high last year.. As the increase of wine drinking seems to be the penetration of culture of wine drinking at home and in the restaurant, this trend will estimate to gradually expand in the future.



Japanese Wine (source and features)

Data is in 2010

Surface of Viticulture : 18,000ha

Yield: 184,800t (for Winemaking ca. 12.000~18.000t)

< Yamagata Pref. > Sakae, Tenryu, Kaminoyama, Akayu, Yonezawa ⇒Muscat Bailey A, Black Queen, Delaware

Nagano Pref.

2,300ha 23,900t 34,430hℓ

<Nagano Pref.> Zenkouji-daira, Suzaka District surround of Nagano City ⇒Ryugan(W), Chardonnay Kikyogahara District in Shiojiri City on

the plateau formed by Narai River and Tagawa River in the south of Matsumoto

> City Page 26 ⇒Merlot(R)

Yamagata Pref.

1,670ha 19,700t $10,620h\ell$ Hokkaido

1,040ha 8,000t 23,560hℓ

< Hokkaido > Tokachi District and Furano District, Yoichi, Urausu, Nanae District ⇒Northern Grape varieties Yamanashi Pref.

> 4,060ha 45,100t 239,790hl

Yamanashi Pref. > Wine production: 33.4% of total Kofu Valley = Katsunuma • Enzan • Ichimiya • Kofu Continental climate and landform surrounded by high mountain peaks ranging with prefectural border between Nagano and Yamanashi, and surrounded by Fuji mountain chains. Slope of valley along the branch of Fuji River is developed, especially, Fuefuki River, Kamanasi River, Omo River of headwater

of Fuji River is most developed. Valley of Hi River, branchi of

Fuefuki River: Origin of Koshu (Variety)

Japanese Winery (Main wine region & winery)

In 2 0 13: ca. 2 3 0 wineries

Nagano Pref.

Goichi Wine **Izutu Wine Manns Wine Komoro Winery Obuse Winery** St. Cousair Winery **Villadest Winery Kido Winery** Rue de Vin

Tohoku District

Takahata Winery Takeda Winery Edel Wine

Hokkaido

Furano Wine Hokkaido Wine Yoichi Wine Yamasaki Wine **Tokachi Wine**

Kanto Tyubu District

Iwanohara Budouen **Coco Farm Winery** Chichibu Wine Nakaizu Winery Chateau T.S. Cave d'Ochi Winery

Kinki · Chugoku District

Kobe Winery Tanba Wine Okuizumo Budouen **Katashimo Winery**

Kyushu District Tsuno Winery Ajimu Budoshu Koubou **Kumamoto Wine** Page 27

Yamanashi Pref.

Chateau Mercian

Suntory Tomi no Oka Winery Chuo Budoushu (Grace Wine) Rubaiyart/Shirayuri Jyozo Haramo Wine/Katsunuma Jyozo Lumiere/Fujikko Winery Diamond Jyozo/Sadoya Jyozo **Manns Wine Katsunuma Winery Grand Polaire Katsunuma Winery**

Origin of Japanese Wine: Katsunuma in Yamanashi Prefecture



Viticulture of Koshu (Variety) (Yamanashi Prefecture)

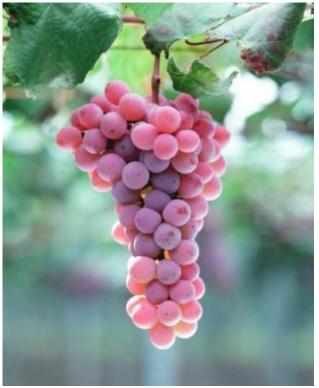
Japanese originar grape

Vitis vinifera (1/8: Vitis davide , pink skinned grape)

⇒Elegant white wine

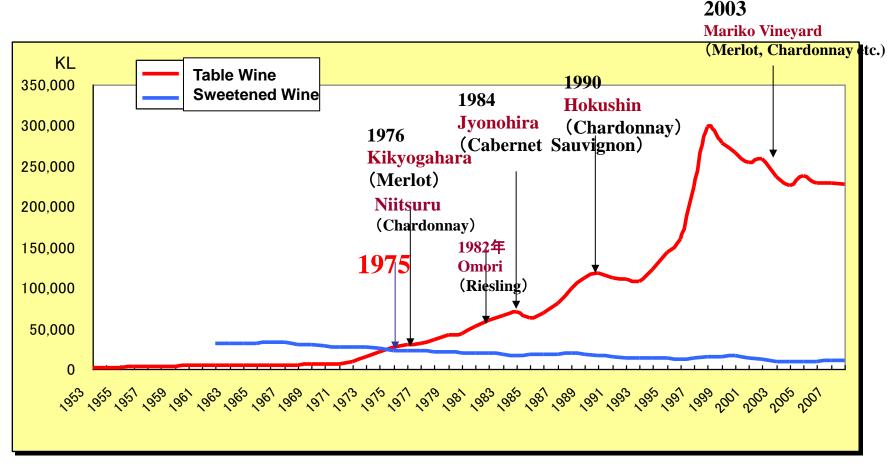
※Registration in O.I.V in 2010





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Evolution of Wine Consumption and Exploitation of Vineyard



1976: Start of Viticulture of Merlot in "Kikyogahara" of Shiojiri City in Nagano Pref.

1984: Start of Viticulture of Cabernet Sauvignon with the prunning of Single Guyot in our own "Jyonohira Vineyard" at Katsunuma in Yamanashi Pref.

1990 a Start of Viticulture of Chardonnay with V.S.P. in Hokushin District in Nagano Pref.

"Passion for Viticulture in Japan" for Chateau Mercian Series

