

# Japan Brand Public Diplomacy Program

## Japanese Wine

### -The Charm of Koshu Wine-

Lecturer: Ms. Ayana Misawa

Date: March 16-19, 2015 Place: Lebanon & Belgium

The MOFA dispatched Ms. Ayana Misawa, a Japanese oenologist and the Chief winemaker of Grace Winery, to Lebanon and Belgium, and held a Koshu wine seminar and sample tasting.

Ms. Misawa lectured about the Japanese climate and the spirit of Japanese manufacturing; and introduced Yamanashi prefecture – the birthplace of the Japanese Wine and the center of production. She also held a tasting session of her pure and elegant wine by giving an introduction to the history and characteristics of 'Koshu', a native grape variety of Japan.

The tour became a valuable opportunity for introducing excellence of Japanese Wine to the local wine lovers and experts. The audiences inquired about how they would be able to purchase the wine. Thus, the event not only contributed to the understanding of Japan but also triggered the commencement of international exchanges between wineries, which is expected to lead to expansion of sales of Japanese Wines overseas.

