



GRACE WINE

Family-owned since 1923

Venus dancing with the Graces. Left in the model. Date 1797

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Japanese indigenous variety - Koshu

Japanese indigenous variety

- cultivated for over 1000 years in Japan
- originated from the Caucasus Region, travelled through China, and became a native grape variety in Japan
- pinkish-grey skin

Taste Characteristics:

- delicate and elegant
- subtle in the mouth balanced by a spicy note of white pepper
- Japanese citrus flavours with a touch of white flowers
- crisp acidity and low in alcohol(11 ~ 12%)



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KOJ (Koshu of Japan)



- formed an advocacy group in the Yamanashi wine sector
- started London promotion with 15 companies in January 2010 (10 in 2011)
- selected for the Japan Brand Development Support Project in 2009
- aided by the Kanto Bureau of Economy, Trade and Industry, Yamanashi Prefecture, Koshu City, Fuefuki City, and Kofu Chamber of Commerce and Industry
- supported by the Embassy of Japan in the UK, the Japanese Chamber of Commerce in the UK, and JETRO London

Milestones

- 2010: Koshu listed as a recognised variety by the O.I.V. (International Organisation of Vine and Wine)
- July 2013: Yamanashi designated as a Geographical Indication by the Commissioner of the National Tax Agency
- October 2015: Announcement of labelling rules for Japanese wine (effective 2018)

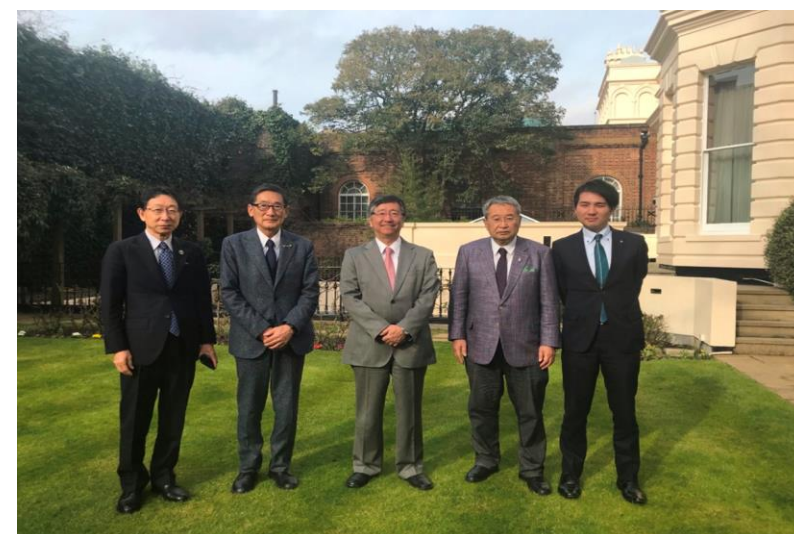
Annual tasting at Westbury Hotel



Annual tasting at 67 Pall Mall



Media tasting at the Japanese Ambassador's official residence in the UK



Jancis Robinson MW (advisor to the wine cellar of the British Royal Family, FT executive)

Hugh Johnson (author of the Pocket Wine Book, co-author of the World Atlas of Wine)

Steven Spurrier (organiser of the 1976 "Judgement of Paris")
Gérard Basset (2010 Best Sommelier of the World)
Lynne Sherriff MW (KOJ's Executive Advisor)

February 13, 2019:
Hosted by Ambassador Tsuruoka, the Japanese Ambassador to the UK, Mayor Tanabe of Koshu City, President Shindo of Kofu Chamber of Commerce
(titles at the time)

Why London?

- developed, fair journalism, disseminating 70% of the world's wine information
- a mature market where value is easily conveyed, is resistant to quick changes and slow to fade
- wine production based on EU standards where the characteristics of grape varieties are emphasized (Japanese winemaking is recognized after Japan-EU EPA came into effect)
- globally, it is a more equitable market
- initially, focus on "Koshu," a white wine variety native to Japan
 - unique qualities and originality as an opening
 - registration of Washoku (Japanese cuisine) as a UNESCO Intangible Cultural Heritage in 2013 as a tailwind
- sector selection: the on-trade (restaurants and specialty wine shops)
- annual wine tasting (remote for the 3 years from 2021 to 2023)
- Japanese wine production started in 1874, and the door for export opened 135 years later

Yamanashi GI (Geographical Indication)

- located in the center of Japan's main island, 100km from Tokyo
- 80% of surface covered by mountains - continental climate
- the center of 4 tectonic plates - soil diversity
- first GI in Japan
- produces 31% of total wine production in Japan (90 wineries)
- protection and respect towards the Yamanashi wine region based on trust
- the 2010 London promotion as a catalyst
- as geographical indications has significant value in Europe, Yamanashi GI thus assumes the roll of appealing to the EU and from the EU to the world.



Yamanashi Wine Overseas Export Project (KOJ)

Export Results (Units: bottles)



Exported to 15+ countries worldwide



Europe:

- UK, France, Italy, Sweden, Norway, Belgium, Netherlands

Asia:

- Singapore, Malaysia, Thailand, China (Hong Kong, Beijing, Shanghai), Taiwan, Philippine, South Korea, Vietnam

Others:

- Australia, USA, Canada

Decanter's Influences

Decanter World Wine Awards 2014



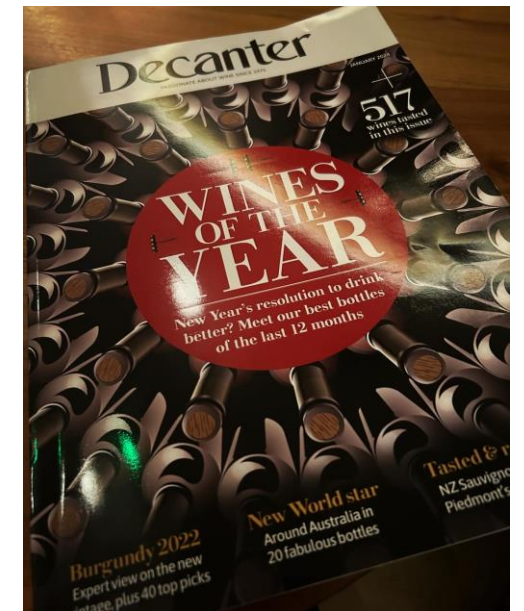
- The largest number of entries in the world.
- The first Japanese wine to win a Gold Medal



Decanter December issue 2023



- Nomination for Wine of the Year 2023



Milestones

- 2000 - Jancis Robinson MW introduced Grace Koshu in the FT
- 2005 - Robert Parker gave Parker points to 2004 Cuvée Denis Dubourdieu
- 2008 - Full-scale export of Grace Koshu to London
- 2014 - First gold medal for Japanese wine at Decanter World Wine Awards
(From over 17,000 entries, Grace’s Koshu won, and continue to win annually thereafter)
- 2016 – Grace Koshu selected as one of the 50 most exciting wines by Decanter
- 2017 - The Guardian selected Grace’s Koshu as one of the six wines post-Brexit
- 2023 - Grace Koshu listed at a three-star Michelin restaurant in the UK



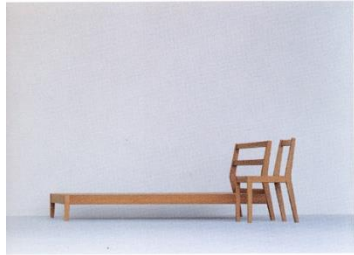
Jancis Robinson MW

France's two most famous wine archetypes, but the best Japanese wines I have tasted have been made from Koshu, a grape imported centuries ago from the Caucasus along the Silk Route. Grace Vineyards' unoaked, lees-matured 1999 Koshu is a wonderfully confident, smoky, rather Alsatian white, much



The Fat Duck

Label



What happens naturally

MUJI

MUJI advertisement, 2006,
"What Happens Naturally" poster.
MUJI bed and chair made of tamo, a type of Manchurian ash.

straight-growing grain, burlled only slightly, diffuses a sense of tenderness and a feeling of security. Looking for the perfect wood for our furniture, we came upon tamo naturally.

Consider form. MUJI products do not make individualistic statements through their shapes. Objects that are made simply may at first appear monotonous. However, in their accumulation of calmly determined design choices are discovered the invisible comforts of daily life. This is a wisdom that, within the context of history or environment, is transformed into tools. Once we called this "non-design." But today MUJI recognizes that this is in fact the essence of design.

MUJI's design is internationally recognized and highly accredited around the world. At the 2005 iF International Forum Design competition,

MUJI

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Bottle, "Grace Koshu" for Grace Winery Co. Ltd., 1999.
Package for white Japanese wine made from Koshu grapes.

VIEWING THE WORLD FROM THE TIP OF ASIA

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- Conveying Japanese identity through labels
- Viewing Japanese wine as part of Japanese culture

Designer:

- Kenya Hara
- known for MUJI, a famous Japanese chain store
- Japan House in London

Lessons from Exporting

- cultivate expertise among Japanese winemakers
- establishing brands in mature high-end markets
- in the global wine industry, a brand is an unwavering guarantee of quality
- consistent branding attending to details ensures a solid market worldwide
- the unity of the industry generates trust