

The First International Wine Competition was held in Japan between 1st to 4th Feb 2014.



During the long winter was standing in Japan, February 1 -4, 2014, the first international wine competition, "SAKURA" JAPAN WOMEN'S WINE AWARDS 2014, took place at Terratoria located in Shinagawa, Tokyo, Total of 240 women wine specialist awarded 736 from 1922 entries.

96 "Double Gold" Awards
249 "Gold" Awards
391 "Silver" Awards

The "Diamond", "Best Accompanying Wine for Asian Food", "Best Value Wine", "Best Japanese Wine", "Best Wine for under 30's", "Best Wine produced by a woman winemaker", "Label Design - Best 10" awards were announced on March 4th at FOODEX JAPAN.



Recognized the Diamond Trophy & Special Prize in March 4, 2014.

After the judgement by women, many circles, for example the wine journals, mass medias and wine importers leap for joy about the winners. And what's more, the wines got the double gold medals, they can challenge the Diamond Trophy which is the most glory things for these wines.

March 4 2014, the most glory wines were selected and recognized at MAKUHARI MESSE. The crowd collected to join the awarding ceremony, and the wines which got the medals were displayed in the hall. Our company also received a prize and got the beautiful Diamond Trophy in this time. Our director Mr. Nakagawa took part in this ceremony and received the trophy from Mrs. Yumi Tanabe who is the one of the most famous wine consultant in Japan.

Each company received the prizes.



Mr. Nakagawa and Mrs. Tanabe



TOA SHOJI got 19 medals in this judgment

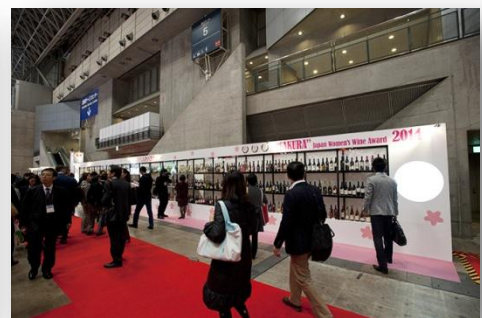
Fortunately our company's wines got 19 medals into this SAKURA competition. And this splendid achievement bring a lot of honor and useful for promotional activities. Please find the following list which is our total count to receive the prize.

The winner list of TOA SHOJI entry wines

NO	Company	Items	Medals	Country
1	Angove	Angove Family Crest Shiraz	Silver	Australia
2	Angove	Angove Long Row Riesling 2013	W Gold	Australia
3	Angove	Angove Long Row Moscato 2013	Silver	Australia
4	Ashbrook	Ashbrook 2009 Cabernet Merlot	Gold	Australia
5	Ashbrook	Ashbrook 2011 Chardonnay	Gold	Australia
6	Irvine	2009 Irvine Merlot Cabernet Franc	Silver	Australia
7	Vina la Rosa	Quinta Las Cabras White	Silver	Chile
8	Vina la Rosa	Don Reca Cuvee Assemblage 2008	Gold	Chile
9	Vina la Rosa	La Capitana Carmenere 2012	W Gold & Best Accompanying Wine for Asian Foods	Chile
10	Vina la Rosa	La Capitana Chardonnay 2011	Gold	Chile
11	Anna Spinato	PROSECCO SPUMANTE DOC EXTRA DRY	Silver	Italy
12	Masion de Virginie	Reserve Berthomieu Chardonnay 2012	Gold	France
13	Maison Bouey	Ch. Lestruelle 2010	W Gold & Diamond Trophy	France
14	Badet Clement	Les Jamelles Cabernet Sauvignon 2011	Gold	France
15	Badet Clement	Les Jamelles Merlot 2011	Silver	France
16	Badet Clement	Les Jamelles Chardonnay 2012	Gold	France
17	Badet Clement	Les Jamelles Sauvignon Blanc 2012	Gold	France
18	Lanson	Tsarine Brut Millesime 2006	Silver	France
19	Chateau de Pitray	Chateau de Pitray 2010	W Gold	France

Exploiting the achievement into new business and promotional activities.

Starting the new project of next stage after getting the medals. Our company decided to exploit this achievement for new promotional activities. Recently, our customers, for example the department stores promotes the wines which were received the prize and they sold decorated the advertisement of SAKURA Award in the stores. Please see the following photos which are example about the way of display the winners.



Dear Sir and Madam,

Now we can feel the breath of spring. How are you getting along?

We are pleased to send you the Official book of International Wine Competition Award Winning wines.

The International Wine Competition Award is a new challenge to judge the wines all over the world and system of judging wine exclusively by women. This unique concept is noticed by mass media and each wine journal. In Japan, women gain the initiative to buy the wines. This is funny but if you go to a restaurant or department stores, almost all are women in these places. In this situation, we believe women lead the wine market in Japan. In other words, understanding what women favor and their needs is a key to success in the Japanese market.

After the strict judgement, our company's wines also got 19 medals in this competition. These winners' results raise the competition's reputation more and more. And the awarding ceremony was held in a luxury setting and many public figures joined in this ceremony. We think it is a proof how much this competition is noticed.

The glory of receiving the prize brings us a lot of things to promote wines. Thanks for being in the spotlight, it is effectively to promote our wines which got medals in SAKURA award.

The reason why we would like to send you the official book is that, we want you to enter your wines in next year 2015. You can see the clear file folder which mentioned the schedule of next year competition.

If you are fascinated with this competition, please see the following URL or contact us.

<http://www.sakuraaward.com/en/index.html>

Very best regards,

TOA SHOJI CO., LTD