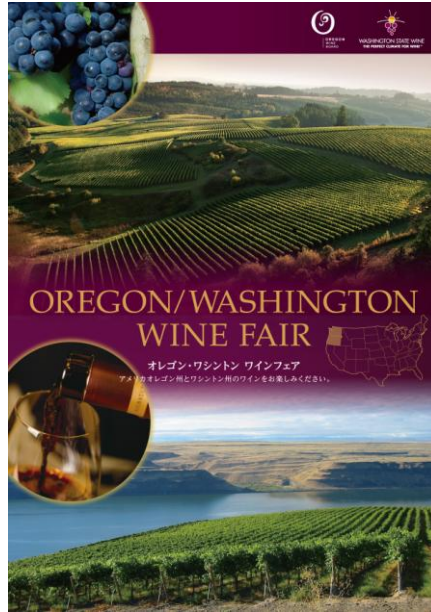




Oregon/Washington Wine Fair
March – April, 2014



Organized by

Oregon Wine Board (OWB)

&

Washington State Wine Commission (WSWC)

Oregon Wine Board (OWB) and Washington State Wine Commission (WSWC) are now co-organizing the promotion “Oregon/Washington Wine Fair” during March – April period, which is the months to try and enjoy a wide range of Oregon and Washington wines in many restaurants and retailers throughout Japan to reach consumers with exciting Oregon/Washington wine list. Look forward to your participation in the fair to introduce great value Oregon/Washington wines to your customers.

Guidelines for the Oregon/Washington Wine Fair

- ① Organizer: Oregon Wine Board (OWB)
Washington State Wine Commission (WSWC)
- ② Period: March 1 – April 30, 2014 for two months
- ③ Purpose: To increase awareness of Oregon and Washington State wines among restaurants, bars, and retailers throughout Japan by participating in the fair and to increase awareness among consumers as well.
- ④ Qualification for Participations: Retailers and Restaurants in Japan
The categories would be as follows:
 - a) Retailers (actual store not including Internet shop)
 - b) Other Retailers (Internet shop, retailers selling to restaurants)
 - c) Restaurants with more than 60 seats
 - d) Restaurants with 30 - 59 seats
 - e) Restaurants with less than 30 seats
 - f) Bar (including wine bar and other bar that has more alcohol sales than food) If food sales is bigger than alcohol beverage sales, please register with a restaurant category
 - g) Importer (Entry is not necessary)
- ⑤ Fair Schedule:



⑥ Requirements: Only one entry is allowed

Retail Category: Offer more than 3 kinds of Oregon and/or Washington wine

Restaurant/Bar Category: Offer more than 2 kinds of Oregon and/or Washington wine by the glass in the wine list

⑦ Application Form: To be submitted between January 6 and February 28, 2014.

All participants must fill out the application form themselves (Please note that there is an item that affects ranking of importer category of the fair)

⑧ Sales Report: Deadline May 12, 2014

✧ The sales report should include all the names of Oregon and Washington wine purchased for the fair and the number of bottles purchased for the fair including the wines for “by-the-glass” and “by the bottle”. The purchase must be made between February 20 and April 30, 2014 to be counted in.

✧ Retail Category needs to send photo of the actual store and the section of Oregon/Washington wine fair if any.

✧

⑨ Standards for Screening & Evaluation:

✧ For Retail Category: Purchase of Oregon/Washington wines per square meter for the promotion

✧ For Other Retail Category: Total Purchase of Oregon/Washington wines for the promotion

✧ For Restaurants/Bars: Purchase of Oregon and Washington wines per seat in each category c) – f)

- *All the seats will be counted in, regardless of whether being used or not.*

- *Purchase will be calculated based on the suggested retail prices provided by the importers.*

- Only wines, being purchased for the purpose of fair between the February 20th and April 30th will be counted in. In case of winning a prize, their purchase may possibly be confirmed with importers/distributors.

⑩ Announcement of Results: Mid June

Will be posted in the OWB Japan website (www.oregonwine.jp) and WSWC Japan website (www.washingtonwine.jp) in mid June 2014.

Also, all participants will receive the results by mail.

⑪ PR:

- The participating restaurants/stores will be posted at the homepage of Oregon Wine Board and Washington State Wine Commission
- OWB and WSWC Japan Office will provide flyer, poster, and image data for vineyards, AVA maps, and logos for restaurants and retailers to utilize in their menus and POS materials upon requests.
- PR in a few wine magazines

⑫ **Prizes : Oregon and Washington State Winery Tour – August 2014 (tentative)**

The following award winners will be invited to visit wineries/vineyards in Oregon and Washington States in late August (tentative 8 nights/10 days) to learn about the AVAs in Oregon and Washington, characteristics of each vineyard and winery, and taste a variety of Oregon and Washington wines.

- **Grand Prix:** The top total purchase of all categories will be awarded. Flights between Japan and Oregon/Washington State, accommodations, meals, and local transportation will be provided. If selected as Grand Prix, the restaurant/store will be excluded from the other awards.
- **Grand Award:** The top sales of each category (a-f categories above excluding the Grand Prix) will be awarded. Flights between Japan and Oregon/Washington State, accommodation, meals, and local transportation will be provided.
- **Importer Award:** The ranking of importers will be determined in terms of contribution to the fair counting their sales during the fair and number of participants introduced/recruited for the fair, based on the reports submitted by the participants. The top 2 companies will be able to accompany the tour with partial invitation. Accommodations, meals, and local transportation will be provided by the OWB/WSWC while the flights between Japan and Oregon/Washington State needs to be covered by the participants.

⑬ **Award Ceremony & Reception:** The top 3 in each category and Grand Prix will be invited to the Award Ceremony to receive the Award Certificate from the OWB/WSWC. The participants that are not receiving awards could also participate in the Award Ceremony & Reception if they wish with some fee. The details will be posted in the homepage of OWB/WSWC during the Oregon/Washington Wine Fair 2014.

⑭ **Related Events: Oregon/Washington Wine Tasting 2014**

[Tokyo Venue] Date: January 28, 2014 Time: 13:00 -17:00
Location: Grand Hyatt Tokyo 2F Coriander
Exhibitors: 17 importers and 7 wineries looking for importers
Trade Only (Importers, Distributors, Retailers, Restaurants, Hotels, and Bars)

[Osaka Venue] Date: January 30, 2014 Time: 13:00 – 17:00
Location: Swiss Hotel Nankai Osaka 8F Naniwa
Exhibitors: 14 importers and 7 wineries looking for importers
Trade Only (Importers, Distributors, Retailers, Restaurants, Hotels, and Bars)

If you are interested in attending the tasting events, please contact the OWB/WSWC Japan Office below:

OWB/WSWC Japan:

Oregon Wine Board (OWB) and Washington State Wine Commission (WSWC) - Japan Office

Phone: 078-767-3444 Fax:078-854-7271 URL: www.washingtonwine.jp and www.oregonwine.jp