



Washington Wine Month Promotion 2011

Sales Results Report

Promotion Period: 2011 / 3 / 1 – 2011 / 3 / 31

The number of participating restaurants / shops: 201

(Kanto: 120, Kinki: 36, Hokkaido/Tohoku: 15, Chubu: 14, Kyushu/Okinawa: 12, Chugoku/Shikoku:4)

Sales Report Submitted: 174 / 201

Total Sales: 39,930,799 JPY

Total # of bottles: 17,717

The results are based on the sales reports submitted by the participants of the promotion. All the bottle prices are calculated with the suggested retail prices given by importers. The number of seats used for the restaurant is the actual number of seats existing in the restaurant regardless of their use of the seats.

Retail Category:

of participants – 28

Sales Report Submission Ratio: 28 / 28

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| Grand Award: Wine Store Wassy's (With total sales of 2,089,173 Yen) | Osaka |
| First Runner Up: Kyobashi Wine Liquor Shop (With total sales of 1,719,900 Yen) | Tokyo |
| Second Runner Up: California Wine Ala Carte (With total sales of 1,212,200 Yen) | Tokyo |

Hotel Restaurant Category:

of participants – 17

Sales Report Submission Ratio: 17 / 17

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| Grand Award: Hotel Nikko Ibaraki Osaka Teppanyaki Icho Sales per Seat 75,561 Yen (Total Sales of 1,057,860 with 14 Seats) | Osaka |
| First Runner Up: Fukui Hotel Restaurant Biplane Sales per Seat 53,866 Yen (Total Sales of 2,046,912 with 38 Seats) | Hokkaido |
| Second Runner Up: Grand Hyatt Tokyo – Oak Door Sales per Seat 11,542 Yen (Total Sales of 2,804,600 with 243 Seats) | Tokyo |

50 + Seats Restaurant Category:

of participants: 48

Sales Report Submission Ratio: 43 / 48

Grand Award: Wassy's Dining Souple Osaka

Sales per Seat 10,445 Yen (Total Sales of 605,798 with 58 Seats)

First Runner Up: BARBACOA CLASSICO MARUNOUCHI Tokyo

Sales per Seat 8,290 Yen (Total Sales of 837,260 with 101 Seats)

Second Runner Up: HIDORI Tokyo

Sales per Seat 7,968 Yen (Total Sales of 1,043,848 with 131 Seats)

Less than 50 Seats Restaurant Category:

of participants – 108

Sales Report Submission Ratio: 86 / 108

Grand Award: Vintage Inn Osaka

Sales per Seat 81,767 Yen (Total Sales of 981,200 with 12 Seats)

First Runner Up: Grill Taihei Osaka

Sales per Seat 75,020 Yen (Total Sales of 1,500,408 with 20 Seats)

Second Runner Up: Salt & Pepper Osaka

Sales per Seat 61,191 Yen (Total Sales of 1,101,436 with 18 Seats)

Total Restaurant Category:

Grand Award: Grand Hyatt Tokyo – Oak Door Tokyo

(Total Sales of 2,804,600 Yen)

Special Awards:

The wineries whose representatives have come to Tokyo to attend the Award Ceremony wish to present an award to the restaurant who has sold their wines most during the promotion.

Chateau Ste. Michelle Award: XIV Tateshina Luccicore Nagano

Dunham Cellars Award: Ristorante Tono; 4122 Tokyo