



Results of the 11th SAKURA AWARDS 2024 and 2025 Schedule

3 Goals of SAKURA AWARDS



To find wines that go well with Japanese food culture



To increase wine consumption



To expand opportunities for women working in wine industry

We focus on pairing with Asian cuisine

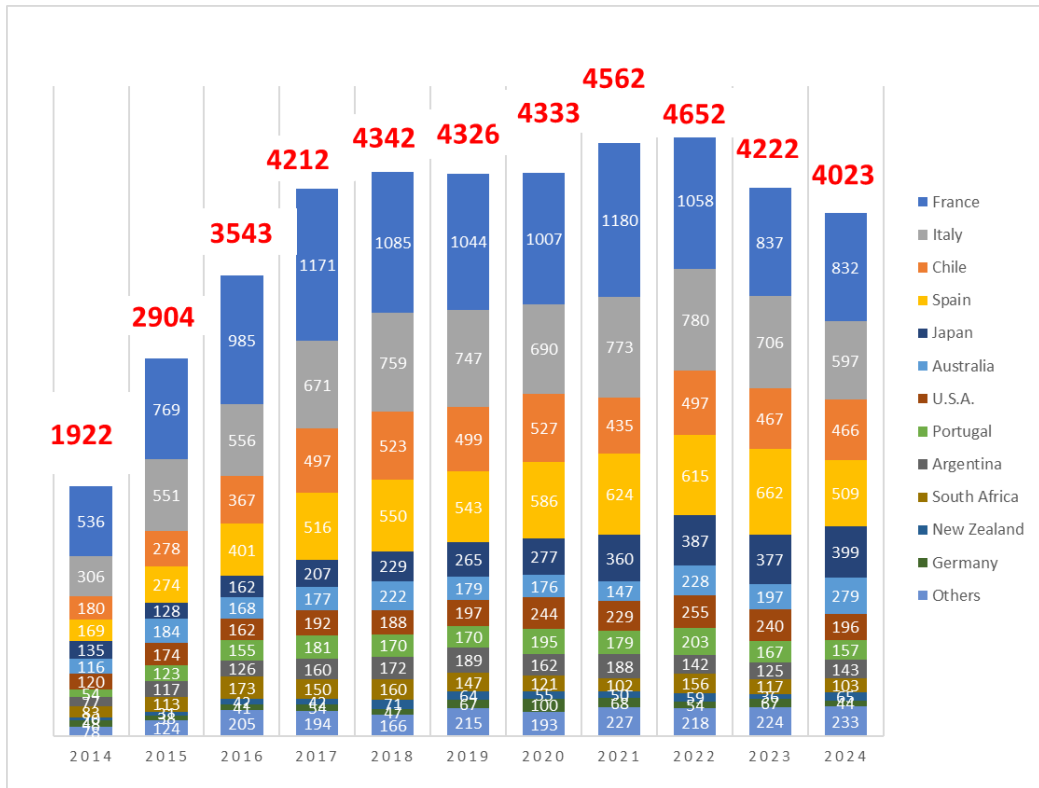
We identify wines that the judges in each group unanimously agree are the best match for the 9 categories of Japanese and Asian cuisine. (SUSHI/TEMPURA/SUKIYAKI/YAKITORI/TEPPANYAKI/YOSENABE/KOREAN/CHINESE/THAI) As a result, the number of awards varies according to the culinary category. The highest scored wines will be the Grand Prix in each category of cuisine. Our judges' experience and sophisticated sense of taste is directly reflected to this award.



We have created a brochure and medal logo of the special award "Best Pairing with Japanese and Asian Cuisine" and they are expected to be used for promotional activities in shops and on menu lists.



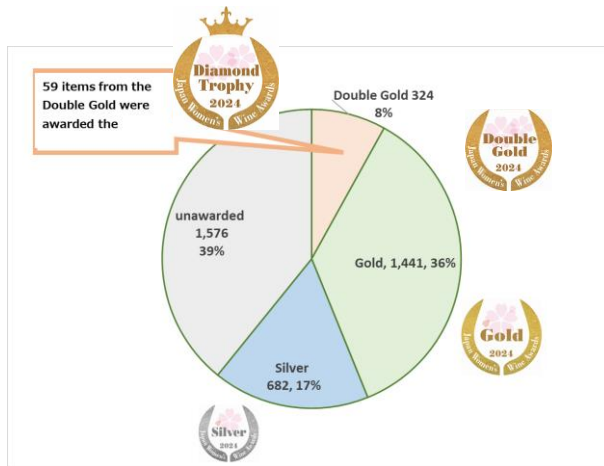
Number of entries by country



SAKURA AWARDS celebrated its 11th edition since the first edition in 2014. This year, 4,023 items were entered from 27 countries and the number of entries has remained stable at more than 4,000 items each year since 2017. The decline in entries this year may have caused by a drop in production due to poor weather conditions in recent years, particularly drought. Examples include Spain (-150 items compared to the previous year), Italy (-111 items compared to the previous year) and, furthermore, France, which remains unchanged from last year, but is down by approximately 350 items compared to 1180 in 2021.

Conversely, the most notable growth in entries from overseas was seen in Australia (+82 items compared to last year, a 42% increase), NZ (+29 items compared to last year, an 81% increase), and 43 entries from Canada (0 last year).

🌸 Analysis of the number of awards



• In 2024, we received 4023 entries and 2447 wines have been awarded.

• The diamond trophy is 1.5% of the entries. As in previous years, the Diamond Trophy was awarded to the highest scoring wines from the Double Gold.

🌸 Number of entries by category

Category	Number of items	%
Still Red	1,894	47.1%
Still White	1,249	31.0%
Still Rose	178	4.4%
Sparkling	575	14.3%
Still Sweet	65	1.6%
Fortified	10	0.2%
Orange	52	1.3%

• Entries of sweet and fortified wines are tending to decline.

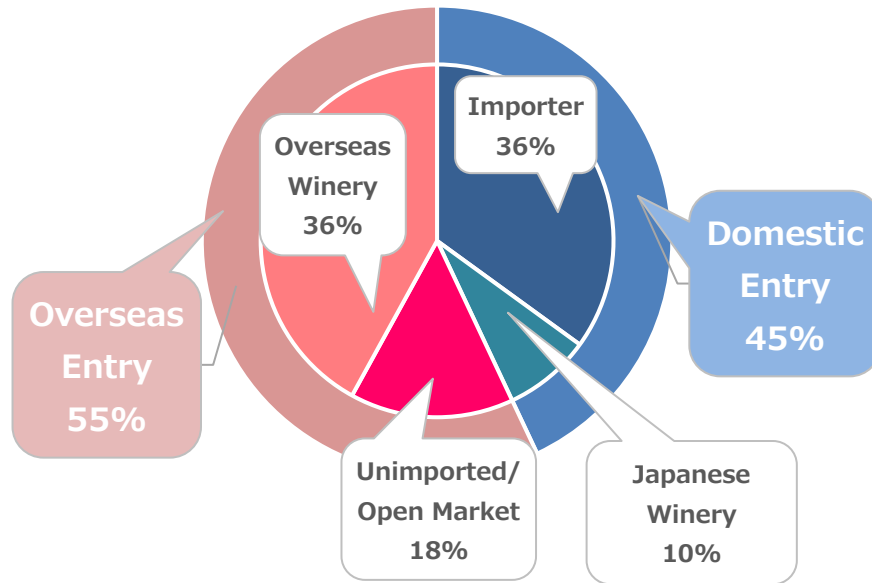
• There is an increasing trend with regard to orange wine category, which is a new addition from 2023.

🌸 BIO wine

Entry	39%
Awards	40%
VEGAN	709
SUSTAINABLE	628
ORGNIC	343
HEV	189
BIOLOGIC-BYODYNAMIC	80
RAISONNEE	83
CARBON-NEUTRAL	48
NON-SULFITE	80

• 39% of the entries and 40% of the award-winning wines are vegan, organic or biodynamic, as well as sustainable wines (HEV, carbon neutral etc.).

Percentage of domestic and international entries



Direct entries from foreign producers account for 55% of the total and have been increasing recently. In addition, 18% of all wines are unimported or open market wines.

Number of awards by price range

	Price range	Number of Awards	%
A	≥6001	203	8%
B	4001~6000	233	10%
C	2501~4000	533	22%
D	1501~2500	747	31%
E	1001~1500	466	19%
F	≤1000	211	9%
Un-known	-	50	2%
Total		2,447	100%

Wines costing between ¥1,000 and ¥4,000, which is the target of the SAKURA AWARDS, account for 77% of the total.

The SAKURA AWARDS' approach to the sale of award-winning wines

- We are focusing on raising awareness of SAKURA AWARDS in distribution and encouraging sales expansion activities such as holding award-winning wine tasting. Currently, we have over 150 sales partner companies and over 70 supporting organizations such as embassies.
- Our biggest goal is to expand the consumption of wine, including award-winning wines. In 2018, we started having restaurants and other business establishments that handle award-winning wines register as "Support Restaurants" and spreading the word, and currently 117 stores are listed on our website.

The 12th SAKURA AWARDS 2025

“World wines selected by accomplished female wine professionals”

🌸 Parts that have been changed

- Newly added categories: Low Alcohol Wine, Non-alcoholic Wine
- Entry Fee

Number of entry items	Entry fee (10% tax included)
1~10 item/s	24,200 JPY /item
More than 11 items	21,780 JPY/item

*Early bird discount applies as before

🌸 SAKURA AWARDS 2025 Schedule

[Entry Period]
 October 1st (Thu), 2024 – November 30th (Sat), 2024
 [Tasting Session]
 January 28th (Tue), 2025 in Tokyo
 February 4th (Tue), 2025 in Osaka
 [Award Announcement] *On SAKURA AWARDS website
 Diamond Trophy, Double Gold, Gold, Silver and Special Awards Grand Prix winners
 February 27th (Thu), 2025
 [“SAKURA” JWWA Grand Tasting 2025]
 April, 2025 *planned

🌸 Charity Activities

In 2024, a limited number of award-winning wine charity sets were sold again and the proceeds were donated to Hokuriku Wineries Association, the organization of wineries in the Hokuriku region that were affected by the 1 January earthquake.

🌸 Exhibited at Supermarket Trade Show for the first time in February 2024

