

The 14th SAKURA

Japan Women's Wine Awards 2027

The Sakura Awards, founded to promote a wine culture that can be casually enjoyed with food at home and in restaurants, will mark its 14th edition in 2027.

The competition has gained strong international recognition, with a record 37 countries participating in the most recent edition. Judged by Japanese women active in the wine industry, it is highly trusted worldwide.

Wines bearing the Sakura Awards medal logo have received positive feedback from consumers, who appreciate how well they pair with everyday meals and can be enjoyed with family and friends. In particular, the Food Pairing Awards have attracted attention as a unique category not found in other international competitions. In addition, categories such as

Low-Alcohol, Non-Alcohol, and Flavoured Wines have been introduced in response to evolving market trends.

The Sakura Awards continues to contribute to the development of the global wine market under its slogan:

“Increase wine consumption,”
“Help consumers find wines that pair well with food,”
and “Expand opportunities for women in the wine industry.”

Yumi Tanabe, President



SCHEDULE

Entry Period:

**October 1st (Thu), 2026 –
November 30th (Mon), 2026**

Delivery Period :

**October 1st (Thu), 2026 –
December 10th (Thu), 2026 *Deadline**

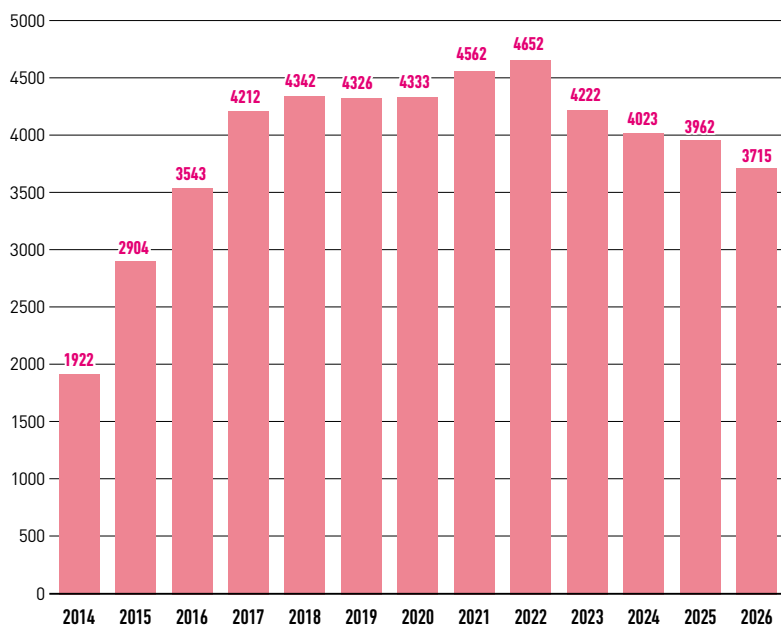
Tasting Session :

**February 2nd (Tue), 2027 in Osaka and
February 9th (Tue), 2027 in Tokyo**

**Announcement of Diamond Trophy,
Double Gold, Gold, Silver and
Special Awards Grand Prix winners
on SAKURA AWARDS official website :**

March 1st (Mon), 2027

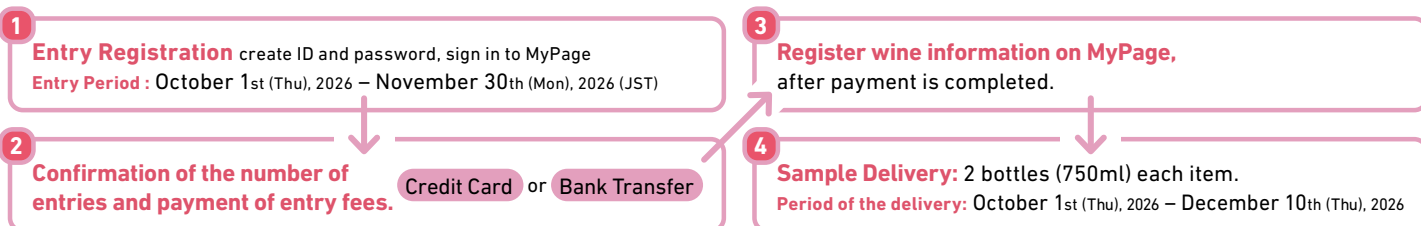
NUMBER OF ENTRIES BY COUNTRY



ENTRY PROCEDURE

Please refer to the entry procedure on the SAKURA AWARDS official website.

www.sakuraaward.com



Early Bird Discount : 5% discount, if the payment is made by **credit card** and by **October 31st (Sat), 2026.(JST)**

RULES OF ENTRY

• Entry Qualification

1. Only wines made exclusively from grapes are eligible to enter.
2. Fruit wines or aromatized wines are not accepted. The use of extracts other than grapes (fruit, coffee, etc.) is also excluded.
3. Wine producers, exporters, importers, distributors and wine dealers are eligible to enter. The entry company will become a member of the "SAKURA" Japan Women's Wine Awards 2027 judging panel.
4. The entry can be made regardless of the gender of winemakers.

• Entry Categories

1. Still Red Wine
2. Still White Wine
3. Still Rosé Wine
4. Sparkling and Semi Sparkling Wine
5. Sweet Wine
6. Fortified Wine
7. Orange Wine
8. Low Alcohol Wine
9. Non-Alcoholic Wine
10. Flavored Wine

• Entry Criteria

1. Annual production volume must be at least 1,000 bottles (750ml). However, for the Sweet Wine and Fortified Wine categories, the annual production volume must be at least 500 bottles (750ml).
2. The bottle size of the sample must be less than 2,000ml.
3. For canned wines and bag in boxes (BIB), please make sure to send samples in glass bottles for judging purposes. Once you have received the award and have completed the packaging change procedure, you can sell the product.
4. Make sure to register the required information for the judging.
5. We prioritize the wine information such as vintage on the labels of samples.

• Number of Entry and Sample Bottles

1. There is no limit number of items for entry.
2. Required number of samples for each item is 2 bottles.

• Entry Fee

1. Entry Fee (10% tax included)

Please be aware that the entry fee varies depending on the number of entries.

Number of items	Entry fee
from 1 to 10 items	27 500.00 JPY each item
from 11 to 50 items	24 750.00 JPY each item
51 items and over	23 375.00 JPY each item

* For bank transfers, an additional 2 750.00JPY (Tax included) will be charged.

2. Entry fee needs to be paid either by credit card or bank transfer.
3. Early Bird Discount; If the payment is made by credit card by the due date, before 12:00 AM (Japan Time) on October 31st, 2026, 5% discount can be applied to the total amount.
4. Applicants must bear all the bank charges for the remittance.
5. The entry fee is non-refundable in any case.
6. After we confirm the payment, it will be considered as completion of registration.
7. The payment deadline is in two weeks from the date of entry. Moreover, the final date of payment acceptance will be on November 30th, 2026.
8. If it is impossible to hold and operate the tasting assessment due to the natural disasters such as earthquake and unexpected disaster, the entry fee will not be refunded.
9. Please note that the additional entries cannot be combined with existing applications as a volume discount.
10. For bank transfers, an additional 2 750.00JPY (Tax included) will be charged as a handling fee.

• Registration of company and wine information, and its period

1. Please register by filling out the online form with your company information and wine information by November 30th 2026.
2. The registration period is from October 1st, 10:00 AM (Japan Time) to November 30th, 2026, 12:00 AM (Japan Time).

• Sample Delivery

1. Please deliver the samples to the designated address by the deadline, by December 10th, 2026.
2. The delivery address is informed on our website.
3. Download the outer carton sheet with QR code and wine number on MyPage and attach to the outer box.
4. Please attach Wine Code to each sample bottle when shipping in a font size of at least 30 points.
5. All the cost for shipping including insurance, customs clearance, duty & tax etc. must be borne by applicants.
6. When shipping, please clearly write "Samples No Commercial Value" on the enclosed invoice and box.
7. "SAKURA" Japan Women's Wine Awards Office is not responsible for any damage of the samples during the shipment.
8. **If samples arrive after the deadline, they may not be included in the competition. Samples which are not in time for the competition will not be returned. Also, there will be no refund of the entry fee.**

• Judging Session

1. The wines will be judged by blind tasting.
2. The full score is 100 points. The wines marked from 93 to 100 points are awarded Double Gold, from 88 to less than 93 points are Gold and from 85 to less than 88 points are Silver.
3. Diamond Trophy wines will be selected from Double Gold wines.
4. Special awards will be selected from Double Gold, Gold, and Silver wines.

• Award Announcement

1. March, 2027 on SAKURA AWARDS official website www.sakuraaward.com

• Diploma

1. Award diploma in digital format will be conferred to all winners of Diamond Trophy, Doble Gold, Gold, Silver and Special awards.

• Medal Logo

1. Award-winning companies are privileged to receive the digital medal logo for free of charge via MyPage by submitting the agreement form on the condition for use.
2. The medal logo is to be used only for the awarded wines with the relevant vintage. Non-vintage wines may be used only for the same lot.
3. Purchase of the printed medal stickers is available.

• Confidentiality obligations for entry wines

1. Information of the wines entered shall not be disclosed prior to judging.
2. Non awarded wines shall not be disclosed.
3. The scores of judging shall not be disclosed.
4. Non awarded wines will be discarded after the result announcement.

• Miscellaneous

1. If there is any doubt about the entry wine, the secretariat will review and resolve the issue.
2. Information obtained through the entry process shall not be used for any purpose other than those related to this judging event.

Any changes to the entry rules will be announced on the website.



Contact

Wine and Spirits Culture Association / "SAKURA" Japan Women's Wine Awards office

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Email: entry@sakuraaward.com www.sakuraaward.com

The SAKURA AWARDS informs consumers about good wines that are reasonably priced and go well with food.



Diamond Trophy

The most exceptional wines selected from Double Gold awarded wines. Only 1~2% of the total entries.



Double Gold

Wines with average score at 93 to 100 points across all categories. Awarded only 5~6% of the total entries.



Gold

Wines with average score at 88 to less than 93 points across all categories.



Silver

Wines with average score at 85 to less than 88 points across all categories.

Special Awards and the Grand Prix

- Best Woman Winemaker
- ROSE Wine
- Great Value Sparkling Wine
- DESSERT Wine
- FORTIFIED Wine
- ORANGE Wine
- Cost Performance Wine
- Grand Prix Japanese Wine of the year
- Low Alcohol Wine
- Non-Alcoholic Wine
- The best pairing with Japanese and Asian Cuisine

SUSHI/ TEMPRA / SUKIYAKI / YAKITORI / TEPPANYAKI / JAPANESE POT-AU-FEU / KORIAN / CHINESE / THAI



Discover Award-Winning Wines!



Expansion of Low- and Non-Alcoholic, Flavored Wines

Since the COVID-19, these category has been gaining attention in the alcoholic beverage market, influenced by growing health consciousness. Approximately 170 entries from around the world have been submitted last year. Not only younger generations but also regular drinkers are adjusting their alcohol intake and consumption levels as part of their lifestyle changes, making future trends in this sector worth watching closely.

“BIO” and Sustainable wine

BIO wines (organic, vegan, etc.) and Sustainable wineries will be displayed.

Activities

• Sales Promotion Partners

The number of sales partners has exceeded 145 companies.

Our sales partners are promoting SAKURA Award-winning wines throughout Japan.

• Support Restaurant

Sakura Support Restaurant aims to expand sales of award-winning wines in restaurants.

The number of them with award-winning wines on their menu has exceeded 115.

• Supporting Organizations

We have been receiving support from the embassies of wine-producing countries in Japan, Japanese winegrowers' organizations, and overseas winegrowers' organizations. The number of sponsors has grown to more than 90 organizations.



• Charity Activities

SAKURA AWARD is actively involved in social contribution activities through charity events.

In 2025, a limited number of award-winning wine charity sets were sold again and the proceeds were donated to Hokuriku Wineries Association and to the Japanese Grape and Wine Society (ASEV), which conducts research into viticulture and winemaking.

Roll up Banner



Bottle Tag



Stickers (Data)



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