



Japanese

WINE

Manchester tasting.  
Tuesday 22nd January, 2019.

#JapaneseWineUK

## **Japanese wine – commerce and context**

The Japanese have been cultivating vines for at least one thousand years, and have had a wine industry since the 1860s. Wine is made in thirty-six of Japan's forty-seven prefectures. For decades, genuine Japanese wine was barely exported, and (in an interesting parallel with "British Wine"), many wines of Japan were made using imported concentrate. Wine connoisseurship in Japan has boomed since the 1980s, but until recently those newly discerning consumers preferred imported classics to their national wines.

In 2004, new regulations made it easier for boutique wineries to be set up. More recently, a new law enforced the use of exclusively homegrown grapes for Japanese wine, and OIV recognition for two key grapes encouraged alignment with European regulations for labeling, bottling, geographical

indications, and production methods. In the last ten years the diversity, quality, and export potential of Japanese wine has been transformed.

Wine quality and diversity is there, but what of the commercial potential? Coaxing great and distinctive wine out of this marginal and sometimes extreme terroir takes huge effort. These are niche products at premium prices, coming (to us) from the other side of the world. Despite the recent OIV alignment, some producers still have to adapt their labels and bottle size (which remains the sake-influenced 720ml) to conform to European regulations. But the impetus for export comes not only from the desire for sales, but also for recognition on the world stage of wine.

These are the motivations behind the Japanese government's support for their wine sector, which has been promoted since April 2017 by the newly established JFOODO. This notably dynamic body (whose full name is Japan Food Product Overseas Promotion Center) sits within JETRO, the broader Japanese export body. JFOODO's mission is to take the

vibrant glories of Japanese food and drink to the world's most discerning markets.

"Anglo-Japanese" cooking has been called the UK's "new favourite". The UK has seen a blossoming of high end, hip, fusion restaurants and bars. These venues blend premium Japanese ingredients and techniques with Japan's thrilling and paradoxical vibe. It is this combination of tradition and contemporary that sums up the story, appeal and unique personality of new Japanese wine.

*Sarah Abbott MW*

Wines are ordered by style (sparkling, white, orange, red), and then grouped by grape variety, and by flavour profile (lightest to richest, un-oaked to oaked).

*Further information:*

Sarah Abbott MW  
sarah@swirlwinegroup.com  
+44 (0)7921 180375

*Listings give the following information:*  
Vintage, **Producer**, Wine, *Prefecture*

### *Sparkling*

1. 2016, **Château Lumiere**, Lumiere Sparkling Kosu, *Yamanashi*
2. 2016, **Ajimu Winery**, Ajimu Chardonnay Extra Brut, *Öita*
3. NV, **Tsuno wine**, Sparkling Campbell Early, *Miyazaki*
4. 2014, **Ajimu Winery**, Ajimu Rosé Brut, *Öita*

### *White*

5. 2017, **Asahimachi Winery**, Meister Selection Sur lie Sebe, *Yamagata*
6. 2017, **Shirayuri Winery**, L'Orient Katsunuma Kosu, *Yamanashi*
7. 2017, **Katashimo winery**, Rikaen Katashimo Kosu, *Osaka*

*White, continued*

8. 2016, **Marufuji Winery**, Rubaiyat Kosu Sur Lie, *Yamanashi*
  
9. 2017, **Sapporo**, Grande Polaire Dry Kosu, *Yamanashi*
  
10. 2017, **Shirayuri Winery**, L'Orient Cellar Master Kosu, *Yamanashi*
  
11. 2017, **Soryu Winery**, Soryu Kosu, *Yamanashi*
  
12. 2017, **Shirayuri Winery**, L'Orient Kosu Vigne de Nakagawa, *Yamanashi*
  
13. 2017, **Soryu Winery**, Traditional Rich Taste Kosu, *Yamanashi*
  
14. 2017, **Soryu Winery**, Katsunuma Kosu Barrel Aged, *Yamanashi*
  
15. 2016, **Ch. Mercian**, Iwadé Kosu Cuvée Ueno, *Yamanashi*

*White, continued*

16. 2016, **Ch. Mercian**, Koshu Kiiroka, *Yamanashi*
  
17. 2016, **Ch. Mercian**, Yamanashi Koshu, *Yamanashi*
  
18. 2015, **Katsunuma Jozo**, Arugabranca Pipa, *Yamanashi*
  
19. 2015, **Maruki Winery**, Maruki Iro Koshu, *Yamanashi*
  
20. 2017, **Sapporo**, Grande Polaire Hokkaido Dry Kerner, *Hokkaido*
  
21. 2017, **Ajimu Winery**, Ajimu Albarino, *Öita*
  
22. 2017, **Asahimachi**, Asahimachi Riesling Forte & lion, *Yamagata*
  
23. 2017, **Ch. Mercian**, Mariko Sauvignon Blanc, *Nagano*

*White, continued*

24. 2017, **Ch. Mercian**, Hokushin Rive Gauche Chardonnay Rivalis, Nagano
  
25. 2017, **Ch. Mercian**, Mariko Chardonnay, Nagano
  
26. 2016, **Kusunoki winery**, Chardonnay Barrel Aged, Nagano
  
27. 2016, **Takahara Winery**, Takahata Zodiaque Estate Chardonnay, Yamagata
  
28. 2017, **Ch. Mercian**, Hokushin Rive Droit Chardonnay Rivalis, Nagano
  
29. 2016, **Ch. Mercian**, Kosu Gris de Gris, Yamanashi (*skin-contact*)



*Red*

30. 2017, **Maruki Winery**, Iro Bailey A Branche, *Yamanashi*
  
31. 2017, **Shirayuri Winery**, L'Orient Muscat Bailey A, *Yamanashi*
  
32. 2017, **Katashimo winery**, Rikaen Muscat Bailey A, *Osaka*
  
33. 2017, **Tsuno wine**, Muscat Bailey A Estate, *Miyazaki*
  
34. 2016, **Maruki Winery**, Iro Bailey A, *Yamanashi*
  
35. 2014, **Château Mercian**, Hosaka Muscat Bailey A, *Yamanashi*
  
36. 2017, **Soryu Winery**, Yamanashi Bailey A Barrel Aged, *Yamanashi*
  
37. 2016, **Sapporo**, Grande Polaire Muscat Bailey A Barrel-Aged,  
*Okayama*

*Red, continued*

38. 2016, **Asahimachi Winery**, Meister Selection Cuvee Zweigelt, Yamagata
  
39. 2016, **Ajimu Winery**, Ajimu Wine Shokoshi (V.Coignetiae), ōita
  
40. 2015, **Kusunoki winery**, Merlot Cuvee Masako, Nagano
  
41. 2017, **Takahara Winery**, Takahata L'Ogrie Bleu Aooni, Yamagata
  
42. 2015, **Takahara Winery**, Takahata Arkadia Select Harvest, Yamagata
  
43. 2015, **Château Mercian**, Mariko Merlot, Nagano
  
44. 2015, **Château Mercian**, Mariko Omnis, Nagano
  
45. 2015, **Château Mercian**, Jyonohira Ortus, Yamanashi

*Sweet*

46. 2016, **Asahimachi**, Meister Selection Late Harvest Muscat Bailey A, Yamagata
  
47. 2016, **Katsunuma Jozo**, Arugabranca Doce, Yamanashi
  
48. NV, **Asahimachi**, Meister Selection Late Harvest Rosé, Yamagata

*Participating producers (by availability, then alphabetical order):*

### **Imported into the UK:**

- **Château Mercian** (Yamanashi and Nagano), [chateaumercian.com](http://chateaumercian.com), BOUTINOT
- **Katsunuma Jozo** (Yamanashi), [katsunuma-winery.com](http://katsunuma-winery.com), JAPAN FOOD EXPRESS
- **Lumiere** (Yamanashi), [www.lumiere.jp](http://www.lumiere.jp), AMATHUS
- *Additionally, Grace Wines of Yamanashi are imported by HALLGARTEN (please ask for samples).*

### **Seeking an Importer:**

- |                     |           |  |
|---------------------|-----------|--|
| ➤ Ajimu Winery      | Oita      | <a href="http://ajimu-winery.co.jp">ajimu-winery.co.jp</a>   |
| ➤ Asahimachi Winery | Yamagata  | <a href="http://asahimachi-wine.jp/">asahimachi-wine.jp/</a> |
| ➤ Katashimo Winery  | Osaka     | <a href="http://osaka-info.jp">osaka-info.jp</a>             |
| ➤ Kusunoki winery   | Nagano    | <a href="http://kusunoki-winery">kusunoki-winery</a>         |
| ➤ Marufuji Winery   | Yamanashi | <a href="http://www.rubaiyat.jp">www.rubaiyat.jp</a>         |
| ➤ Maruki Winery     | Yamanashi | <a href="http://marukiwine.co.jp">marukiwine.co.jp</a>       |
| ➤ Sapporo           | Okayama   | <a href="http://sapporoholdings.jp">sapporoholdings.jp</a>   |
| ➤ Shirayuri Winery  | Yamanashi | <a href="http://shirayuriwine.com">shirayuriwine.com</a>     |
| ➤ Soryu Winery      | Yamanashi | <a href="http://wine.or.jp">wine.or.jp</a>                   |
| ➤ Takahata Winery   | Yamagata  | <a href="http://takahata-winery.jp">takahata-winery.jp</a>   |
| ➤ Tsuno wine        | Miyazaki  | <a href="http://tsunowine.com">tsunowine.com</a>             |

*This event is initiated and sponsored by JFOODO, and implemented by Swirl & Market.*



**JFOODO**

S W I R L  
MARKET