

# The second year of SAKURA AWARD held in Japan gloriously.



During the long winter was standing in Japan, January 31 – February 4, 2015, the second international wine competition, “SAKURA”JAPAN WOMEN’S WINE AWARDS 2015, took place at Agnes Hotel Tokyo, Total of 340 women wine specialist awarded 1223 from 2904 entries.

165 “Double Gold” Awards  
577 “Gold” Awards  
481 “Silver” Awards

The “Diamond”, “Best Accompanying Wine for Asian Food”, “Best Value Wine”, “Best Japanese Wine”, “Best Wine for under 30’s”, “Best Wine produced by a woman winemaker”, “Label Design – Best 10” awards were announced on March 3rd at FOODEX JAPAN.



## Recognized the Diamond Trophy & Special Prize in March 3, 2015.

After the judgement by women, many circles, for example the wine journals, mass medias and wine importers leap for joy about the winners. And what’s more, the wines got the double gold medals, they can challenge the Diamond Trophy which is the most glory things for these wines.

March 3 2015, the most glory wines were selected and recognized at MAKUHARI MESSE. The crowd collected to join the awarding ceremony, and the wines which got the medals were displayed in the hall. Our company also received a prize and got the beautiful Diamond Trophy in this time. Our director of sales Mr. Aoki was accompanied by the producer whose wine received a prize of Diamond Trophy in this ceremony and received the trophy from Mrs. Yumi Tanabe who is the one of the most famous wine consultant in Japan.

Each company received the prizes.

Mr. Aoki and Mrs. Tanabe and producer of winning the Diamond Trophy



# TOA SHOJI got 31 medals in this judgment

Fortunately our company's wines got 31 medals into this SAKURA competition. And this splendid achievement bring a lot of honor and useful for promotional activities. Please find the following list which is our total count to receive the prize. Regarding to the Diamond Trophy, Double Gold Awarded wines were reassessed and Diamond Trophy were given to exceptional wines. In this year 2015, 30 wines selected for the Diamond Trophy, which were 1% of the total entry.

The winner list of TOA SHOJI entry wines

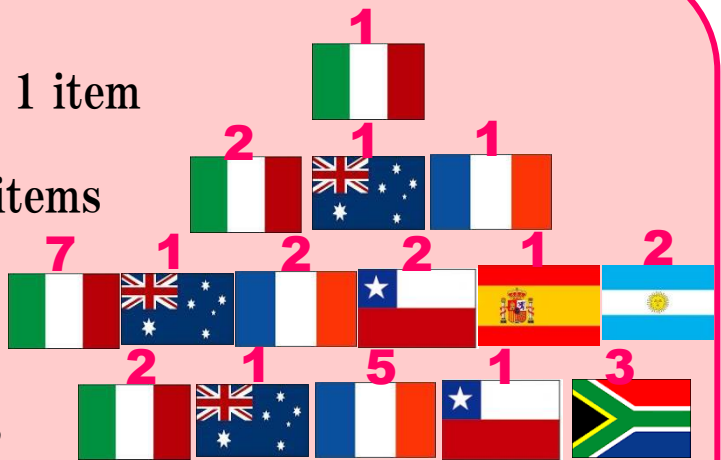
## News

★ Diamond Trophy → 1 item

★ Double Gold → 4 items

★ Gold → 15 items

★ Silver → 12 items



**Total : 31 items**

The item which won the Diamond Trophy and Double gold is same item.

## Exploiting the achievement into new business and promotional activities.

Starting the new project of next stage after getting the medals. Our company decided to exploit this achievement for new promotional activities. Recently, our customers, for example the department stores promotes the wines which were received the prize and they sold decorated the advertisement of SAKURA Award in the stores. Please see the following photos which are example about the way of display the winners.

