

Learn about, Drink, and Support Japan Wine: Marunouchi Japan Wine Weeks 2024

Report: Marunouchi wine event to support Japan Wine



The Japan Winery Award Council, Mitsubishi Estate Co., Ltd. and DMO TOKYO Marunouchi joined together to hold the "Marunouchi Japan Wine Weeks 2024" from October 24 to November 10, 2024, an event to learn about, drink, and support Japan wine, and took place throughout the Marunouchi area.

Japan Wine refers to any wine produced in Japan using only grapes harvested locally, yet its charm remains largely unknown to many people. With Marunouchi area being one of the largest consumers of wine, these organizations aim to promote the understanding and awareness of Japan wine by making the most of the unique qualities of the Marunouchi market. Additionally, they aim to encourage the local production for consumption of Japan Wine and the regional revitalization while supporting producers and production areas. The event is also intended to utilize this powerful content to attract MICE and inbound tourism.

Furthermore, The Japan Winery Award Council organizes the Japan Winery Award®, an award that honors the terroir (climate and soil) and winemakers who produce exceptional Japanese wines. The council holds an award ceremony every June in the Marunouchi area, which inspired the Marunouchi Japan Wine Weeks 2024 held this year.

Marunouchi Japan Wine Weeks 2024 was held at DMO member hotels, as well as restaurants and shops located in Marunouchi. About eighty types of Japan Wines were offered by forty wineries, providing opportunities to learn about Japan Wines and creating space for more people to familiarize themselves with these wines in various forms.

● The opening event welcomed winemakers from award-winning five-star wineries



Toasting with Japan Wine with guests



Commemorative photo surrounded by winemakers from eight companies

On Thursday, October 24, the 3rd Annual Japan Wine Toasting Day® ceremony was held at THE FRONT ROOM CAFÉ on the first floor of the Marunouchi Building, with its expansive atrium, making the opening of the eighteen-day event.

Since standards were established on October 30, 2018, to clearly differentiate domestic wines made with imported ingredients from authentic Japanese wines, this ceremony has brought industry professionals together annually at the end of October to celebrate the harvest of high-quality grapes and the crafting of fine-quality wine, while honoring production areas and producers with a toast.

The ceremony invited winemakers from the eight wineries that received five stars in the Japan Winery Awards® 2024, in addition to government ministries, local government officials, and wine enthusiasts, also attended the ceremony. By providing a venue where a total of 16 wines from each winery could be tasted at once, participants experienced top-class Japan Wines while mingling with the winemakers.

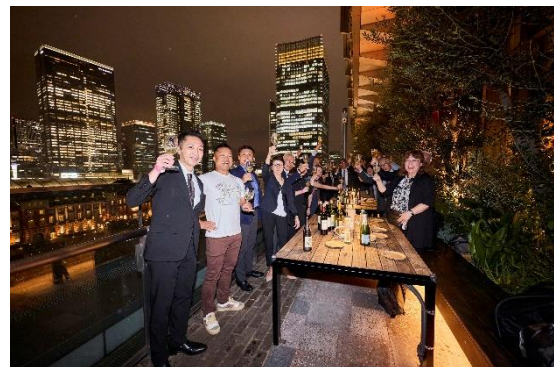
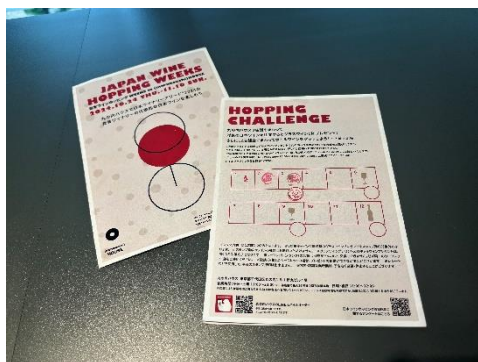
Risaburo Endo, Chairperson of the Japan Winery Award Council, one of the event's organizers, shared the following about the significance of choosing Marunouchi as the venue.



Risaburo Endo, Chairperson of the Japan Winery Award Council

Chairperson Endo said, “Given its proximity to the Imperial Palace, Marunouchi serves as the center of Japan and the heart of its business world, which attracts individuals with an incredibly strong sensitivity and communicativeness. Furthermore, as a major area for wine consumption, Marunouchi is home to many who have a deep passion for wine. Many of these people tend to have an affinity for international wines, however, and have little connection to Japan Wine. This is why we believe that introducing delicious Japan wines to people in Marunouchi will surely help them appreciate their quality and appeal many incredible Japan Wines.”

● The event provided a space to freely enjoy high-quality Japan Wines from all around the country



12 restaurants in Marunouchi House

Japan is home to wineries spanning from Hokkaido to Kyushu. With its diverse geography, each wine produced reflects the unique characteristics of its terroir. In recent years, the efforts of individual winemakers have further enhanced these qualities, resulting in wines of exceptional quality. These wines have been highly recognized both in Japan and internationally, with many earning recognitions at prestigious global wine competitions.

To offer an opportunity to experience such Japan Wines, this event brought together wineries from around Japan that have received Japan Winery Awards®, providing them with a platform to showcase their best wines.

On the other hand, "Japan Wine Hopping Weeks @ Marunouchi House" was also held throughout the event period. 12 restaurants on the seventh floor of Shin-Marunouchi Building offered their selected wines paired with recommended dishes.

Typically, drinking award-winning wines requires purchasing an entire bottle, but during this event, these restaurants offered them by the glass. They also held a stamp rally called "Japan Wine Hopping Challenge" to encourage people to explore a variety of Japan wines.

● Events were also held at luxury hotels to introduce guests to Japan Wine

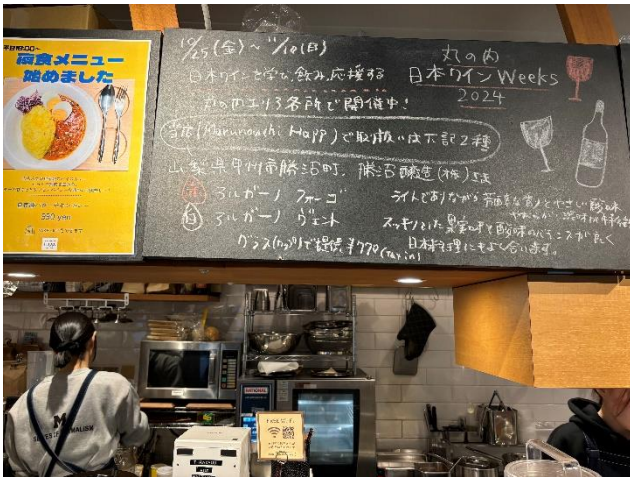


The ingenuity of DMO TOKYO Marunouchi member hotels

In addition to Marunouchi House, the event created opportunities tailored to the diverse tastes of participants, allowing them to enjoy Japan Wine in a style that suited their preferences.

We partnered with luxury hotels and restaurants that are members of DMO Tokyo Marunouchi. Participating restaurants included The Peninsula Tokyo, Shangri-La Tokyo, Imperial Hotel Tokyo, Tokyo Kaikan, Tokyo Station Hotel, Palace Hotel Tokyo, Marunouchi Hotel, and The Upper. These eight establishments each provided selected Japan Wines by the glass in their luxurious lobby lounges and restaurants.

To offer a more casual wine-tasting experience, eleven types of wine by the glass were provided at Marunouchi Happ.STORE, a shop with a standing bar where bottle purchases were also available.



Marunouchi Happi.STORE Café & Gallery

"The Maker's Special Dinner" hosted by Ajimu Budoushu Koubou also took place at Tokyo Kaikan during the event, allowing guests to enjoy a delicious pairing of Japanese cuisine and wines. At the dinner, guests enjoyed the presentation on winemaking from Koji Furuya of Ajimu Budoushu Koubou in Oita Prefecture, which received five stars in the Japan Winery Awards® and the top award in 2024's Japan Wine Competition.

Furthermore, a special event for Machi Workers members called "Learn about Japanese Wine While Tasting on Japan Wine Day" was also held, which featured a talk session and a tasting experience.



The Maker's Dinner hosted by Ajimu Budoushu Koubou at Tokyo Kaikan



Exclusive seminar for Machi Workers

Marunouchi has a great potential and a special affinity for the wines. This event utilized the entire area to provide a place of high engagement with Japan Wine. Moving forward, DMO Tokyo Marunouchi will leverage this content for MICE tourism and visitor attraction, using it as a catalyst for regional development. Furthermore, we will capitalize on the unique characteristics of the area to develop and implement a wide range of projects.

