

【Learn, Taste, and Support Japan Wine – Marunouchi Japan Wine Weeks 2025】

REPORT | Marunouchi comes together to promote Japan Wines



A three-week event titled “Marunouchi Japan Wine Weeks 2025” was held in the Marunouchi area to promote Japan wines from May 29 to June 18, 2025, this event was jointly organized by Mitsubishi Estate Co., Ltd., The Marunouchi Shopping Association, the Japan Winery Award Council, and DMO Tokyo Marunouchi, it was carried out in collaboration with different Japan wine companies, DMO Tokyo Marunouchi member hotels, as well as restaurants and shops in Marunouchi.

Japan Wine refers to any wine produced exclusively from grapes harvested within Japan and produced domestically. Currently, there are approximately 500 wineries across Japan, each creating distinctive wines that reflect the unique natural blessings of their local regions. In recent years, with the efforts of winemakers, the quality of Japan wines has been improved and Japan wines are drawing global attention as they increasingly win awards in international competitions.

As part of the event program, participating restaurants offered carefully selected Japan wines and special pairing menus. Moreover, the 8th Japan Winery Awards® 2025 ceremony and celebration, hosted by the Japan Winery Award Council, was also held during the event. In addition, a special Japan wine sale, wine tasting events and seminars by winemakers were also held, allowing participants to enjoy a wide variety of Japan wines.

● Open ceremony and talk event for connecting local wine-producing regions with consumers



The event venue hosted numerous guests



The speakers raising a toast for a commemorative photo

The open ceremony was held at "THE FRONT ROOM" on the first floor of Marunouchi Building on May 29. The ceremony gathered professional and producers from wine industry to share their passion for Japan wine. The event first began with opening remarks from Koji Kurebayashi, Executive Officer of Mitsubishi Estate Co., Ltd., and Risaburo Endo, Chairperson of the Japan Winery Award Council. Chairperson Endo welcomed guests and said, "Welcome to the wonderful world of Japan wines. Like classical music, the enjoyment and appreciation of Japan wines will be greatly enriched when you have a deeper understanding about the producers and stories behind it." He emphasized the importance of “learning” as a starting point, and the significance of “enjoying and supporting Japan wines”.



Koji Kurebayashi, Executive Officer of Mitsubishi Estate Co., Ltd.(left), and Risaburo Endo, Chairperson of the Japan Winery Award Council(right)

Next, Winemaker Mr. Taichi Yamazaki from Yamazaki Winery, and Ms. Haruka Shimoda, representative of Mis Wine Management Office took the stage. They each shared their personal passion for Japan wine and talked about their expectations for the Marunouchi as a large consuming area.

Following their remarks, the toast was led by Mr. Toshiaki Hirose, former captain of Japan's national rugby union team and CEO of HiRAKU Corporation, who is known for his love of wine. With the call of "Cheers to Japan Wine!" glasses were raised, and the venue was filled with a vibrant atmosphere.



A talk event on Mikasa, a Renowned Wine-Producing Region



A selection of 4 wines from Yamazaki Winery served to guests

Secondly, a talk titled “Learn about Japan's wine-producing regions: The 100-million-year story of Mikasa, Hokkaido - The one and only marriage of the Mikasa land and wine” was held, featuring Mr. Yamazaki from Yamazaki Winery and Mr. Kei Shimomura from the Mikasa Tourism Association. Participants enjoyed A selection of 4 wines from Yamazaki Winery paired with light food, while listening to the engaging discussion between the two speakers.

In Mikasa, the land shape has been changed due to the volcanic activity and tectonic shifts over millions of years, this has given rise to rich soils that nurture the grapes and wines of the area. With

the land's 100-million-year history as background, the speakers talked about the connection between Mikasa's natural environment and its wines, they also shared ideas about the region's unique potential for creating distinctive local value.

Following the talk, the event concluded with a lively exchange between participants, representatives and speakers from Mikasa, marking a fulfilling ending to the two-hour event.

● Wine tasting seminar to learn and deepen knowledge for Japan wine



Suntory Seminar: Experiencing the Value of Japan's Indigenous Varietals (Koshu & Muscat Bailey A)

One of the key highlights of the event was the series of 4 Japan wine seminars, led by experts at the forefront of the wine industry. Participants had the opportunities to learn about and taste the Japan wine from a variety of perspectives, and each seminar was met with great enthusiasm.

One of the seminars, titled “Suntory: Experiencing the Value of Japan's Indigenous Varietals (Koshu & Muscat Bailey A),” was held on June 11, at DMO Tokyo Marunouchi on the 6th floor of Nijubashi Building. Designed to be enjoyable even for those who are unfamiliar with Japan wines, the 90-minute seminar covered everything from the basics of these grape varieties to hands-on tasting. The relaxed and welcoming atmosphere encouraged participation, where attendees gained new knowledges about the Japan wine market and the native grape varieties.



Speakers from Suntory



The venue was nearly full on the day of the event



Participants enjoyed wine tasting while listening attentively

The seminar was led by Mr. Hiroshi Miyashita, Director of Japan Wine Department, Wine Headquarters at Suntory Spirits Limited, and sommelier Mr. Noriyuki Matsumoto. The session began with Mr. Miyashita explaining the unique characteristics and growing environments of Japan's indigenous grape varieties. He shared the idea that "Wine captures the land, space, and time in a bottle. Its true value lies in the flavors that can only be created in a specific place and time." He went on to emphasize that "Grapes grown in Japan's natural environment naturally complement Japanese cuisine and culture. That is the strength of our native varieties."

Under Mr. Matsumoto's guidance, participants enjoyed a tasting of 6 types of wines—3 white wines and 3 red wines. Each wine expressed a distinct character, allowing guests to clearly experience differences in aroma, color, and taste. The session also covered topics such as pairing Japan wines

with traditional Japanese dishes, and how these Japan wines are evaluated from a sommelier's perspective. The explanations were easy to follow with case study and sense of humor, making the seminar both informative and enjoyable.

- Enjoy Japan wines with diverse pairing menus



Restaurant “NY BISTRO by NO CODE” and its pairing menu – “Kokoroze” with Homemade Pork Ham with Espelette Pepper Powder

During “Marunouchi Japan Wine Weeks 2025”, around 20 restaurants in Marunouchi area offered special dishes paired with selected Japan wines.

Participating restaurants ranged across various cuisines—Japanese, French, Italian, and ethnic, located in Marunouchi Building, Shin-Marunouchi Building, and Tokyo Building TOKIA, etc. Each restaurant presented its own unique pairing style, showcasing the harmony between diverse dishes and Japan wines.

One example was NY BISTRO by NO CODE, located on the 7th floor of the Shin-Marunouchi Building, which selected the rosé wine “Kokoroze” from Coco Farm & Winery in Tochigi Prefecture. It was served with homemade pork ham topped with espelette pepper powder. The dish struck a perfect balance between the wine's pleasant sweetness, acidity and the rich, melt-in-the-mouth

texture of the ham. This unexpected pairing was well received by guests and encouraged them to take a deeper interest in Japan wines.

The restaurant's sommelier, Mr. Junki Oikawa, shared his thoughts: "I believe that wines made from grapes grown in Japan naturally suit the bodies and lifestyles of people living here. Compared with wineries abroad, Japanese wineries are relatively easy to visit. I've personally been to Coco Farm many times and even taken part in their grape harvest. Because I know the place and the people behind the wine, I can confidently recommend it to customers and share the story that comes with it."

Over the three-week event, both local and international guests gained a deeper appreciation for the value of Japan wine through the stories of the land and the passion of its producers. With continued growing interest, DMO Tokyo Marunouchi will further enhance its potential as a valuable attraction for future MICE events and inbound tourism.