Evolution of Japanese Wine Market and Wine Law

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**Domestically produced** more than 75% are made from imported ingredients

**Japan Wines**

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Annual consumption

*Consommation annuelle*

3,7 Mio hl en 2015

Major producers mostly using imported ingredients

*Les grands producteurs utilisent essentiellement des matériels importés*

Wine production by type of producers (hl)

Source: NTA

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Wines made from imported must or with imported bulk wine

Wines made from Japanese grape

Source: NTA
New labelling rule

- Only « Japan wine » will be able to indicate its provenance, grape varieties and vintage year.
- In order to indicate the place of origin (i.e. Kyoto Wine, Kyoto etc...) or the place of harvest, the wine must be made from at least 85% locally grown grape contents and be produced in an area located within the same administrative unit.
- If the wine uses grapes harvested in Kyoto Prefecture but produced in Osaka Prefecture, the label can indicate « Wine produced from grapes harvested in Kyoto », but not « Kyoto Wine ».

Effect of new standards

Wine whose ingredients are from concentrate fruit juice, etc.

1. front label (obligatory labelling)
   - from concentrate fruit juice
   - with imported wine
2. cannot state name of place, name of variety, etc.

Japan Wine

Kajitsu-shu (fruit fermented liquor) produced in Japan with only grapes harvested in Japan

able to label grape production place (harvest place), grape variety, etc.
Effect of new standards

Designated GIs of Liquor Products

Source: NTA

Application for GI

- an indication of the wine grape variety/varieties
- a minimum sugar content of grape juice
- limits on permitted enrichment, acidification and de-acidification
- a maximum content of sulphur dioxide not more than 350 milligrams per kilogram of product
- a minimum alcoholic strength and its upper limit
- a minimum total acidity
- a maximum volatile acidity
Objection procedure
*Procédure d’opposition*

- **at least 30 days**

Source: NTA

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Expected changes
*Changements prévus*

- an expansion of viticultural area
- a shortage of grapes and vine sapling
- an upward trend in price of wine grapes and also final products
- a strong tendency toward varietal wines
- an avoidance of geographical names for winery name or product name

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Thank you for your attention
*Merci de votre attention*

Photo: Préfecture de Yamanashi