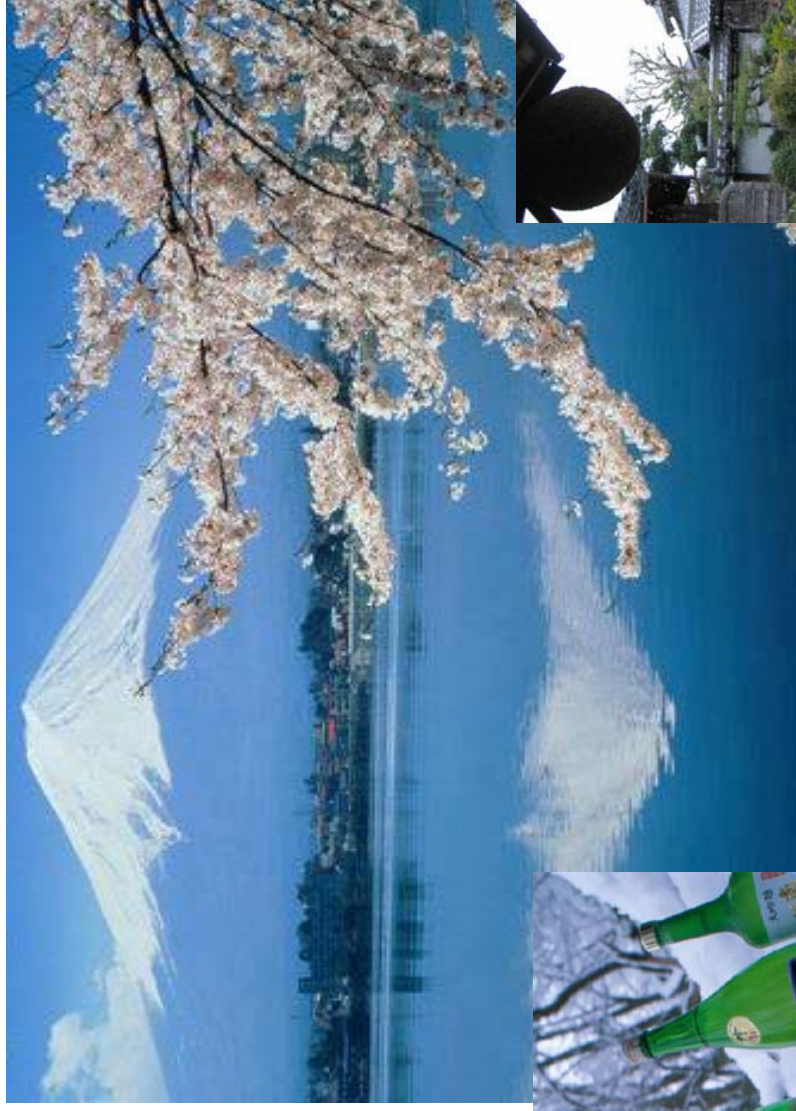


Sake Immersion Selling Ginjo Sake to Your Accounts



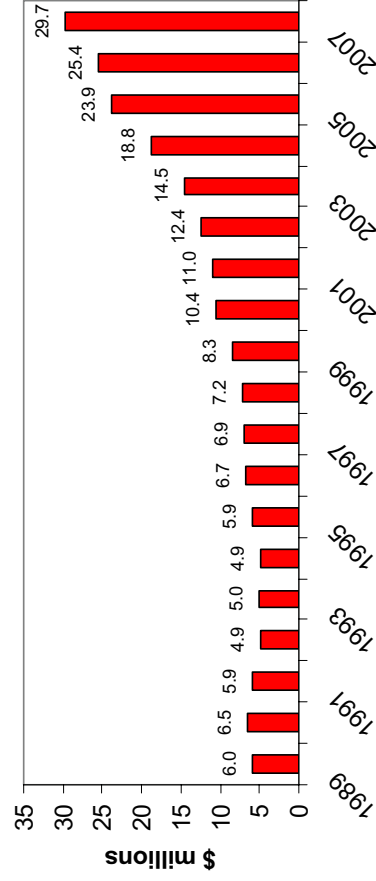
Sake Immersion

Selling Ginjo Sake to Your Accounts

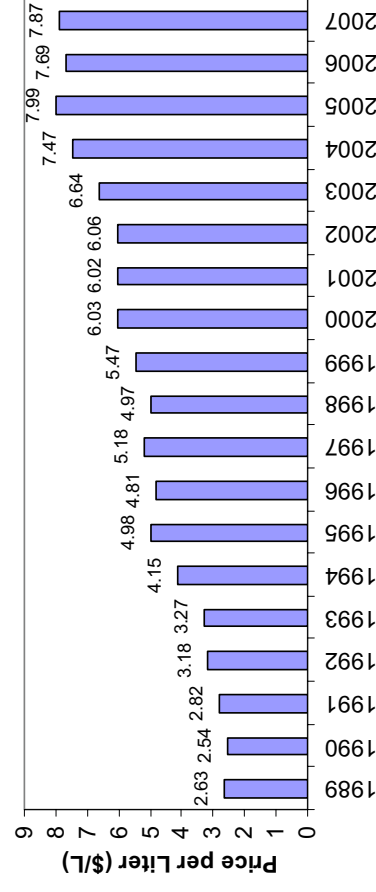
Sake Is Soaring!

- **Average Annual \$ Growth last 4 years = 20% per year**
During the same 4 years:
 - Avg. Price/Case **ROSE 30%**
 - \$ value of US Japanese sake imports **DOUBLED**
 - At the current growth rate, sake imports will **DOUBLE AGAIN** in 3.5 years!
- **VC Avg. Annual \$ Growth last 4 years = 43% per year!**
 - VC sake is now sold in 46 states

Value of Sake Imports (\$M)



Imported Price per Liter (\$/L)



Sake Immersion

Selling Ginjo Sake to Your Accounts

What Is the Difference between Artisan & Industrial Sake?

- Budweiser vs. Incredible Belgian Ale
- Chateau Montelena vs. Gallo

What makes it that way?

Better ingredients and the hand-crafted process

1. Water: Fiji water vs. mediocre tap water
2. Rice: \$5,000/ton Napa Cab grapes vs. Central Valley Cab grapes
3. Yeast: selecting for speed & efficiency vs. aroma and flavor
4. The Process: small-batch hand-made vs. machine-made products



Pure Water



Premium Sake Rice



Handmade
Koji



Special
Handling

Sake Immersion

Selling Ginjo Sake to Your Accounts



Where is premium sake being bought?

- Fine wine shops (all A & B accounts)
- Premium Grocery, esp. those with better wine sections/health oriented
- Sushi bars & new Japanese restaurants (most are not Japanese-owned)
- Asian and fusion restaurants – most of these you already call on.
- Any non-Asian restaurant with a professional sommelier: these are a **MUST**.
- Any non-Asian restaurants that serve fish or seafood.
- Nightclubs
- Upscale bars



Sake Immersion

Selling Ginjo Sake to Your Accounts

Why is now the perfect time to sell premium Japanese sake?

- California is where the Japanese-focused food explosion started 30 years ago
- Sake growth has exploded in the last 4 years
- Competition is heating up but still small, so you can still own the category
- Sake has moved from “sushi-only” to mainstream food & drink, esp. in CA
- Vine Connections gives you the complete package of products, packaging, education & sales information.
- Press of all kinds continues to publish new articles. Recent press:
 - **Tanzer**
 - **Wine Spectator**
 - **Market Watch**
 - **Southwest**
 - **Cooking Light**



Sake Immersion

Selling Ginjo Sake to Your Accounts

Wine Spectator

Seduced by Sake

RECOMMENDED SAKE

FUKUCHO Moon on the Water
KANBARA Bride of the Fox
MANTENSEI Star-Filled Sky
RIHAKU Dreamy Clouds (Nigori)

CookingLight

Here are our favorites.

TOZAI Well of Wisdom
MUKUNE Root of Innocence
NANBU BIJIN Ancient Pillars



"I recently tasted through the sake portfolio of *Vine Connections*, better known for their prime selection of wines from Argentina, and was knocked out by the *quality of the sakes they import* from small, family-run brewers in Japan."

Of the 23 sake reviewed

19 sake scored 88 points or higher
11 sake scored 90 points or higher
4 sake scored 94 points or higher

THE WALL STREET JOURNAL.

"The best food-friendly nigori-zake we tried was Dreamy Clouds from Rihaku brewery."

Sake Immersion

Selling Ginjo Sake to Your Accounts

USING THE PACKAGING AS A SALES TOOL *THE LABEL*

- Our front labels all have the English names incorporated into the traditional design. (this is pretty rare).
- These labels all have strong visual impact: authentic and exotic
- Make your customer feel comfortable--let them handle the package (720 ml bottles are best).
- Get to know your way around the back label. It has all the basics you need.
- Point out the terms that are like wine descriptors (on the back label).

Sake Immersion

Selling Ginjo Sake to Your Accounts

USING THE PACKAGING AS A SALES TOOL THE LABEL

We are the first importer to develop a sake back label that clearly outlines all the important facts for describing or learning about each sake.

- Brand Name
- Product Name
- Grade Level
- Flavor Profile
- Origin/Brewer Location
- Rice Variety Used
- Relevant Brewery or Sake Fact
- % of each grade of sake produced in Japan, and the grade level of the particular sake (darkened area)

RIHAKU "Wandering Poet"

Grade: Junmai Ginjo	Profile: Full, Crisp, Flavorful
Prefecture: Shimane	Rice: Yamada Nishiki

Named for the 8th century Chinese poet Li Po (Rihaku in Japanese) of whom it was said "He drinks a bottle, and writes 100 poems."

720 ML, ALC. 15.2% BY VOL.

VINE CONNECTIONS
IMPORTED BY
SAUSALITO, CA.
www.vineconnections.com

Junmai Ginjo & Junmai Daiginjo
Ginjo & Daiginjo
Junmai & Tokubetsu Junmai
Honjozo

2.6%
3.2%
6.2%
14.2%

73.8%
Non Premium Sake

ALL SAKE MADE

PRODUCED & BOTTLED BY RIHAKU SHUZO
PRODUCT OF JAPAN. **SERVE SLIGHTLY CHILLED**

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

eSaké
www.esake.com

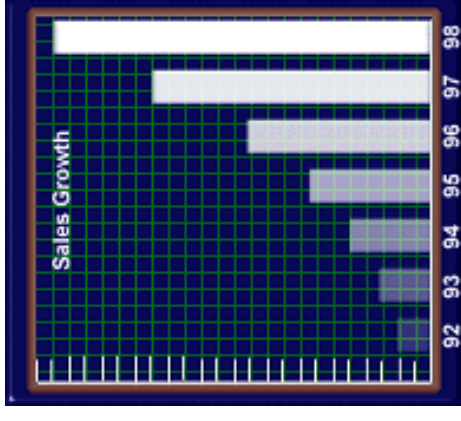
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Selling Ginjo Sake to Your Accounts

ON PREMISE & OFF PREMISE PRESENTATION TIPS

- Get them interested visually first. Carry a few 720 for the tease. Go back with the 300ml.
- Set-up a specific appointment for presenting sake. Leave your wines behind.
- Take it in cold in a small cooler. It shows them you are serious.
- Bring a good tasting glass or two to taste them.
- Present an assortment-- at least 3, better 4, 5 - 6 max
- Mix it up with different taste profiles, prices, grades, cloudy/clear
- Have your printed material--you are presenting a “foreign” product
- Be prepared. Be convincing. Be the sake source.



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Selling Ginjo Sake to Your Accounts

RETAILER/WINE SHOP PRESENTATION TIPS

DOMINATE THE SECTION.

- Locate the current underwhelming sake section
- Find the spot for the new “Premium Sake Section” -- *before you start talking*
- Discuss the “new sake drinker” -- *young, upscale, likes premium, natural products.*
- Ask for the section!! Offer to create and stock it.
- Make it highly visible -- not in back by the coconut milk and grenadine syrup!

DISPLAY IS KEY.

- This is Japanese Montrachet! Display it with like-priced items.
- Lower-priced sake can be stacked, especially 300 ml cases
- Cold box it or place near the sushi in grocers. Customers often want it NOW.
- Place a few bottles by the register.

EDUCATE THE CONSUMER AND THE STAFF.

- Do sake tastings in the store.
- Share your food-pairing sheets, grade charts, and other sake info.
- Taste and educate the staff. Our/your knowledge can be your weapon.

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Selling Ginjo Sake to Your Accounts

RESTAURANT PRESENTATION TIPS

- You have to be the leader—this is a new category, but not for much longer.
- Target the sommelier--he/she is already thinking about it.
- Every restaurant is game -- break the “sake & sushi” old mind think.
 - Target specific dishes on their menu: raw bar, any kind of seafood or fish
 - Pair it up as a recommendation on tasting menus.
- Find a spot on the wine list for a premium sake section and ask for it. Try the cocktail menu too.
- Ginjo by the glass is key—customer trial and high \$ profit for the restaurant
- Fancy Cheese Course? – You bet!
- Don’t forget your bars, lounges, nightclubs – young people are drinking sake and sake cocktails

Sake Immersion

Selling Ginjo Sake to Your Accounts

KEY POINTS TO REMEMBER

- Do your homework, learn the basics—you will quickly know more than your accounts.
- *Practice, Practice, Practice* —you didn't know much about wine either when you started.
- Ginjo is Special: It's been around a long time and is unique--sell it that way.
- If you nail down this category now, you will own it forever at your accounts.



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