



## JAPAN WINE CHALLENGE

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### Japan Wine Challenge Awards Ceremony & Gala Dinner/Charity Auction on Friday 11th July, 2008

Dear Sir/Madame,

Established 11 years ago, the Japan WINE Challenge is easily the largest and most prestigious wine competition in Asia. The Chairman, Steven Spurrier, is generally considered to have the best wine palate in the world. It was he who organized the "Judgment of Paris" in 1976, which for the first time put premium Californian wines on the world map and which is the subject of two current Hollywood movies. We also have as International Judges, leading wine figures from the four corners of the globe and many of the top Japanese tasters. In 2007, over 1700 wines were entered. All of these were of premium standard, making this competition one of the most distinguished in the world.

This year, we have decided to hold our Awards Ceremony at a Japan Wine/Sake Challenge Gala Dinner and Charity Auction to be held on Friday 11 th July 2008, in the Grand Hyatt Hotel. We believe this will be quite simply "The" wine dinner event of the year in Japan. HIH Princess Takamado has graciously agreed both to present the top Awards and to give a short introduction to one of the two charities for which we will be raising funds for that evening, [BirdLife International](#) (of which she is the Honorary International President). The other charity is [Seeing is Believing](#), a global initiative by Standard Chartered Bank.

Tables at this event will be sold in advance to corporations and private individuals who are interested in joining this unique occasion. A live auction of fine wines will be held at the event with Andrew Caillard MW (Co-Founder of Langton's, which represents "Christie's" in Australia), leading the auction.

Participating companies or individuals will be exclusively allowed to purchase tickets for up to 3 tables at the event at 300,000 yen per table (tables of 10). There is also a chance to sponsor a Wine Award in your company's name at 250,000 yen per award.

At your table there will be one or more International/Japanese judges seated, to bring direct interaction with some of the wine world's finest connoisseurs to you and your guests. Places for this event are limited so we advise you to get in contact with us soon.

We will begin the evening with a sit-down simulated blind tasting of some wines. Judges at each table will collate the results, which will then be compared with the tasting results of Mr. Spurrier and Mrs. Sherriff MW. The table which comes closest to these two judges' comments, will collectively win the last Judging Award of the 2008 JWC, the "Award for Best Consumer Judging Panel".

Furthermore, each table will have 2 bottles of Sake, which will have won top awards during the "International Sake Challenge Competition" being held that week. HIH Princess Takamado will also be presenting the top Sake Awards to the winners on the evening.

Please come along and enjoy the fine Wines and Sake while helping charity in a wonderful atmosphere.

If you have any questions please feel free to contact us ([charity@japanwinechallenge.com](mailto:charity@japanwinechallenge.com)).

Yours sincerely,

Japan Wine Challenge