



THE GREAT SHIFT

(to Consumers)

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**CWI North Asia &
Australasia**

July 2024

FEATURED WINE REGION HAS BEEN A MASSIVE HIT!

Lodi—February 2022, SEOUL (during COVID-19)



FEATURED WINE REGION HAS BEEN A MASSIVE HIT!

West Sonoma Coast—February 2023, TOKYO



FEATURED WINE REGION HAS BEEN A MASSIVE HIT!

Paso Robles—February 2024, SEOUL



MARKET NUANCES ON OUR OTHER FEATURES

A Wines On A Mission exhibition, Tokyo



MARKET NUANCES ON OUR OTHER FEATURES

Sensory Garden, Tokyo



KEY OBSERVATIONS – TRADE IN JAPAN



- Limited interest beyond ‘what’s in the glass’
- People too busy to pay attention to ‘auxiliary’ features at trade tastings
- Their priority is to taste more wine – both professionally and in personal pursuit of knowledge

Wine professionals in Japan are YET to respond well to our ‘feature presentations’...

But consumers are different!

GAME CHANGER #1 – WEBER X PASO ROBLES COLLAB



GAME CHANGER #2 – SOMMS XMAS SCAVENGER HUNT



GAME CHANGER #2 – SOMMS XMAS SCAVENGER HUNT



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The video generated **3,400 views**, far surpassing our other videos

GAME CHANGER #3 – OFFICIAL CALIFORNIA WINE DAY



LESSONS LEARNED (SO FAR)

For consumers in Asia other than wine enthusiasts...

- It must be **FUN**
- It must be **UNCOMPLICATED**
- It must be more **LIFESTYLE-ORIENTED** than merely educational
- It must make them feel **COOL & SPECIAL**
- **PHOTOS** with producers means a lot to them



THE FUTURE OF CONSUMER ENGAGEMENT



CRAFT SAKE WEEK



EXPO 2025 USA Pavilion



ATL Advertising





**CONSUMERS...
OUR NEW HORIZON**