

## Address on dinner with invited ASEV Board and Staff

Y. Shimatani

Ladies and Gentleman !

We are very happy that you are joining in our party this evening.

First of all, I would like to thank you very much for your kind support to our activities of ASEV Japan Chapter and for President Mr. and Mrs. P. Christensen's attendance to our annual meeting and his lecture last autumn.

I am Y. Shimatani belonging to Suntory Ltd. and shall be chairperson of Japan Chapter from July 1. Yesterday we 26 member arrived at Seattle to attend ASEV annual meeting and we are going to visit several wineries by your kind arrangement.

I would like to explain about member and activities of our Chapter briefly. In 1983, member of ASEV in Japan were only 16 and 24 next year. Establishment of Japan Chapter was recognized by Board of Directors in 1984, when Mr. P. Christensen was Chair-person of Chapter Liaison Committee. After that member have steadily increased and now total member amount to 275 including Chapter Affiliate. Prof. Dr. K. Yokotsuka, Executive Director and his father have much contributed for organizing and activities of our Chapter.

Our main activities in Japan as follows;

- 1) We have annual meeting in Tokyo or Kofu (Kofu District is Napa and Sonoma Valley in Japan) and we invite a representative of ASEV from the U. S. . Ladies and Gentleman who have visited Japan since 1986 are Dr. and Mrs. Vernon Singleton, Mr. and Mrs. Louise Martini and Me. and Mrs. Peter Christensen. We thank you again for their visit, useful lectures and suggestions. Owing to your support our every annual meeting was very successful.
- 2) We publish "Reports" 3 times in a year mainly in Japanese. We hope you learn Japanese and understand our reports but it will take a long time, so we are planning to add summary in English.
- 3) We also publish same newsletters as yours.
- 4) We have some seminars in local wine districts. Recently in Japan local

wine have become more popular because their technology and quality have been in good progress.

I would like to talk about today's wine consumption in Japan. In these 8 years wine consumption capacity has become twice, total c/s will become 17 million this year, but it means less than 2 bottles per capita. When I began wine research work 35 years ago, wine business in Japan was seemed to be very promising and even now it is very promising. Now Japanese wine consumers like white wines better; the shares are white 55%, rose 23% and red 22%.

In 1990 consumption of imported wine has become more than domestics. The best popularity of imported wine in Japan market is French, German and California wines follow. Imported from the U.S. are now 1.1 million c/s a year.

We believe wine consumption in Japan will become twice on both of domestic and imported in near future and for its early achievement we must develop our technology of viticulture and enology.

ASEV Japan Chapter will endeavor for this purpose and we wish your more kind support. Thank you!











