Wine Australia

Australian Government
Australian Trade and Investment Commission

Australian Wine Roadshow Japan 2026

OSAKA • TOKYO • NAGOYA • FUKUOKA

September 2026



Participant Prospectus



Overview

Wine Australia is proud to host the Australian Wine Roadshow Japan in September 2026, in partnership with the Australian Trade and Investment Commission (Austrade).

Following our debut last year, the Roadshow aims to further drive awareness, consideration, and business opportunity for Australian wine in major cities Osaka, Tokyo, Nagoya, and Fukuoka.

The Roadshow provides a powerful opportunity for participating Australian wine brands to connect with key importers, distributors, retailers, and on-premise trade, supported by market insights, capability building initiatives for New-to-Market wineries and additional activities for wineries with current distribution.

The Japan Roadshow will provide participants the opportunity to:

- gain exposure for your brand to a wide pool of potential new trade customers
- support your importer by participating in a Wine Australia-organised event that promotes their wine portfolio, aligned to a greater category-building program presented and supported by Wine Australia and Austrade
- take advantage of the growing number of Australian wine consumers in Japan and build on the momentum following the Osaka Expo, and
- New-to-Market brands: gain exposure to potential importers for your brand, and cultivate a deeper understanding of the market's retail landscape and business culture.

Program

The program is currently being curated to drive awareness, consideration and sales opportunities for Australian wine in Japan and includes:

- Australian wine tasting event in Osaka, Tokyo, Nagoya and Fukuoka
- educational seminars in Osaka, Tokyo, Nagoya and Fukuoka
- Australian wine dinners for key trade in Osaka and Tokyo (applications open to brands with current distribution only)
- a post-tasting consumer event in Fukuoka (brands with current distribution only)
- a pre-departure briefing, and information pack, and
- a capability building program including market briefings and local retail visits (New-to-Market brands only)

A Japan market briefing will be held in April, including insights on market context, opportunities, challenges, regulations, sales channels and business practices.

The Roadshow will be promoted widely through Wine Australia digital channels (website and EDM), Wine Australia and Austrade networks, wine media and other industry associations.

Event dates

6 September 2026	Osaka: New-to-Market trade visits
7 September 2026	Osaka Event
8 September 2026	Tokyo: New-to-Market trade visits
9 September 2026	Tokyo Event
10–13 September 2026	Travel / own arrangements
14 September 2026	Nagoya Event*
15 September 2026	Travel
16 September 2026	Fukuoka Event*
	Australian Wine Roadshow Japan 2026 concludes

* As emerging markets, Nagoya and Fukuoka will be smaller capacity tastings, with a focus on building relationships in the city and attracting new trade.

* The order of cities has been planned to avoid overlapping with other industry events and to maximise trade attendance.

Participation (New-to-Market)

Participation cost

AUD $3,500 + GST for one full table in Osaka and Tokyo

- SKUs exhibited must be the same in both cities.
- maximum one table per participant per city.
- Wine quantity: up to 10 SKUs per table.
- Recommended quantity up to 2 bottles per SKU per city. The amount of wine sent to each market is at the discretion of the participant.
- Cost includes capability building program.
- Limited spaces available for New-to-Market participants. Participation is at the discretion of Wine Australia.

No shared tables, unless you have several brands under one company e.g. wine group, conglomerate.

New-to-Market program

This will include:

- Capability training including export support materials and cultural training to understand business expectations and to prepare for the Roadshow to achieve best results
- Off-trade and on-trade market visits*
- Australian wine tastings in Osaka and Tokyo, and
- Austrade representatives will be onsite during the tastings to support introductions, facilitate business development and onsite communications, and can assist with ongoing support services upon request.

Exhibition venue, set up and collateral

Participant tables will be of a consistent appearance and signage will include winery name and logo. Tasting equipment will be provided, including spittoons, glassware and ice buckets. If decanters are required, they must be provided by the participant. Small format promotional material such as brochures, tablet or iPad stands can be placed on tabletops. No additional branding is permitted, such as posters, pull-up banners, or LCD screens. Further information on these elements will be provided in future participant updates, including a floor plan and venue details.

Briefings

A Japan market briefing will be held on 21 April 2026 and will be accessible to all participants. Content will include insights on market context, opportunities, challenges, regulations, sales channels, and business practices.

In addition, a pre-departure briefing for participants with detailed guidance on preparation will be held ahead of the event.

Event promotion

In the months prior, the Roadshow will be promoted widely through Wine Australia Japan digital channels (website and EDM), Wine Australia and Austrade networks, wine media, and other industry associations.

* One representative per participant, due to venue capacity restrictions.



Additional costs

- Participants are responsible for all travel, accommodation, and incidental costs. Travel and accommodation recommendations will be circulated in the coming month/s.
- Wine Australia will work with preferred logistics partners and make arrangements in each market to ensure your wines reach the markets safely. Wine Australia will organise consolidation of wine stock in Australia.
- Participants will be responsible for all logistics costs, including freight and customs clearance costs for all wines supplied. Participants will be invoiced for international freight costs directly by our logistics partner.
- Estimated wine logistics charges are approximately A$50 per bottle, including consolidation, freight, customs clearance, local storage, and delivery to the venue. As the shipment will arrive during the Japanese summer, when temperatures and humidity are very high, refrigerated (reefer) transport is a must. Please take these costs into consideration when selecting number of SKUs.

Important

- Participation in this activity ***does not*** guarantee securing distribution and should be viewed as an initial step toward doing so. Please note that Japan is a relationship-based market, and the process may take one to several years.
- If you secure an importer, regular visits and ongoing investment are key to success. We kindly ask that you register only if you are ready to make this commitment.
- Exchanging business cards is a key cultural first step in building relationships with potential importers. Please note that it is not possible to share registered importer contacts after the event.

Special conditions

- Please note that places will be strictly limited.
- Participation is at the discretion of Wine Australia. Wine Australia shall have regard to the non-exclusive criteria below when determining (at our discretion) whether a candidate shall be deemed a suitable Participant for involvement in the Activity.

Participation (brands with existing distribution)

Participation cost

Tasting: Full Package

- All four cities, five SKUs per city
- AUD$3,400 + GST

Tasting: Custom Package

- Choose your preferred cities and number of SKUs (2–5 per brand).
- Tokyo: AUD $200 +GST per SKU
- Osaka / Nagoya / Fukuoka: AUD $160 + GST per SKU

* Must be the same SKUs for each city

Important

- Participation in at least two out of the four cities.
- Please secure the support of your importer before submitting. We will liaise directly with your importer for Japanese collateral checks and to provide shipping and event details.
- Importer representation is mandatory for Tokyo and Osaka. Importer representation is encouraged for Nagoya and Fukuoka, but not mandatory.
- Wineries are encouraged to travel over for the event; however physical attendance is not mandatory.

Exhibition venue, set up and collateral

Participant tables will be of a consistent appearance and signage will include winery name and logo. Tasting equipment such as glasses and paper cups will be provided. Other tasting equipment such as ice buckets and other tools should be brought along by your importer. Importers are permitted to bring flyers and pull-up banners. Further information on these elements will be provided in future participant updates, including a floor plan and venue details.

Education

Educational masterclasses will be will be organised in each city to increase knowledge and consideration of Australian wine, winemakers and wine regions to the trade and media audience.

Briefings

A Japan market briefing will be held on 21 April 2026 and will be accessible to all participants. Content will include insights on market context, opportunities, challenges, regulations, sales channels, and business practices.

In addition, a pre-departure briefing for participants with detailed guidance on preparation will be held ahead of the event.

Event promotion

In the months prior, the Roadshow will be promoted widely through Wine Australia Japan digital channels (website and EDM), Wine Australia and Austrade networks, wine media, and other industry associations.

Additional costs

- If Participants attend the event, they are responsible for all travel, accommodation, and incidental costs. Travel and accommodation recommendations will be circulated in the coming month/s.
- Cost of wines and logistics to venue covered by winery and/or importer per their own agreement. Wine samples will need to be delivered to the event venue in Japan.

Special conditions

- Space is available; however, participation is subject to venue capacity.
- Participation is at the discretion of Wine Australia. Wine Australia shall have regard to the non-exclusive criteria below when determining (at our discretion) whether a candidate shall be deemed a suitable Participant for involvement in the Activity.

Participant criteria

Brands with current distribution

- Participation in at least two out of the four cities.
- Please secure the support of your importer before submitting. We will liaise directly with your importer for Japanese collateral checks and to provide shipping and event details.
- Importer representation is mandatory for Tokyo and Osaka. Importer representation is encouraged for Nagoya and Fukuoka, but not mandatory. If importer representation is not possible in Nagoya or Fukuoka, we will arrange for the wines to be presented at a self-tasting station in the venue. *Updated as of 27 March.
- Cost of wines and logistics to venue covered by winery and/or importer per their own agreement. Wine samples will need to be delivered to the event venue in Japan.
- Wineries are encouraged to travel over for the event; however physical attendance is not mandatory.

New-to-Market

- Physical attendance at both Osaka and Tokyo tastings, and capability building program is mandatory.
- **Must be export ready.** In this respect, 'export ready' means that the Participant, brand, SKUs and labels are compliant with relevant applicable laws/requirements of Australia and destination markets (including as regards relevant mandatory compositional, labelling or registration requirements, or equivalent requirements in other markets) so as to enable the lawful export/import/sale of the relevant products in the relevant market.

All participants

- Winery brand wines only. No private labels, bulk wines, export only label, or 'buyers own brands' products.
- Brands must be able to demonstrate reasonable, well-established existing sales in the Australian domestic market.
- Brands should have premium wine focus – exhibitors should display the quality, and reputation for quality, of their wines. For example, whether they have received 'high ratings' (i.e. 90+ points) from reputable wine press (such as Wine Advocate, Decanter or James Halliday), and/or whether they have received any silver, gold (or higher) medals at a wine show of an Australian state.
- Wine Australia will endeavour to ensure an appropriate balance of regions, varietals, styles are exhibited.
- Actual cost per table is subject to change following confirmation of all costs involved with running the Japan Roadshow.
- Applicants must provide Wine Australia with evidence demonstrating their compliance with these terms and conditions upon Wine Australia's reasonable request.
- Participants must ensure the safety of their representatives and must arrange their own travel, accommodation and other logistics.
- Participants agree to comply with the **Activity Terms & Conditions**

At any time, and at Wine Australia's sole discretion, any exhibitor may be removed or may be rejected from participating if:

- found (or suspected of) engaging in any activity that might adversely affect wine export trade or Wine Australia and Austrade's ability to successfully promote Australian wine overseas (e.g. as a result of 'copycat' activity)
- deemed ineligible for inclusion in the Japan Roadshow promotional activities
- unable to pay the full activity fee by the due date, or
- unable to provide written evidence confirming they have express permission to exclusively represent a wine, winery or brand of wine at the Japan Roadshow.

Additional opportunity
Australian Wine Dinner Sponsorship

An invitation only Australian Wine Dinner will be held in Osaka and Tokyo for 40–50 guests per venue. The objective is to provide a platform to connect and build relationships with key trade, primarily those with purchasing capacity, while delivering a premium, experiential dinner to increase value perception and consideration of Australian wine. The dinner aims to entice key trade who may not otherwise attend a tasting, and to demonstrate how Australian wine can be paired with a menu — a known barrier for consideration of Australian wine in Japan.

Participation costs

Osaka: AUD $800 + GST per SKU
Tokyo: AUD $1,000 + GST per SKU

Approximately 8 SKUs will be featured in each dinner, paired with the menu.

- Maximum 2 SKUs per sponsor
- Importers of featured wines will be invited to the dinner (one seat per importer, attendance desired but not mandatory).
- Brands with winemakers or winery representatives in market are encouraged to apply – the opportunity to meet the wineries in person is highly valued by guests. Please note that due to the small size of the venue the number of seats for winery representatives is limited, and translation support is requested from your importer.



Wine selection

- Registered wineries will be requested to submit 4-6 candidate wines.
- Wines will be selected in consultation with the restaurant, based on expressions of interest, menu pairing suitability, market availability, and the opportunity to showcase Australia's diverse regions and styles.

Participation criteria

- All wines must have current distribution in Japan.
- Stock should be in market and needs to be delivered to the venue in Japan.
- Please secure the support of your importer before submitting. Cost of wines and logistics to venue covered by winery and/or importer per their own agreement.
- Wines nominated ideally should be 90+ points from reputable third-party endorsers such as James Halliday or equivalent.
- Wines nominated must have an Australian RRP of over AUD$20.

Restaurants to be confirmed by end of April.

Post tasting sales campaign
Discover Australian Wine 4.0

Following the Roadshow, a fourth Discover Australian Wine Campaign will be held throughout October and November at participating on-premise, retail and EC accounts across Japan.

How does it work?

- Registrations for on-premise, retail and EC businesses will open in the lead up to the Roadshow, and Roadshow guests will be encouraged to join.
- Businesses are required to make a minimum purchase of Australian wine to participate and will be supported with visibility tools to promote the campaign digitally and in-store.
- Consumers who enjoy Australian wine throughout the campaign have the chance to win prizes, and the campaign will be amplified through media and social media advertising.
- The top three performing accounts will win a hosted visit to Australia.

How to get involved?

For wineries with existing distribution in Japan, this campaign is a great opportunity to increase sales and brand visibility.

Digital flyers will be shared with your importer – please encourage them to leverage the campaign to engage their customers, drive participation, and promote the purchase of your brands.







What's next?

Step 1 **All participants**	**Register your participation** All participants must complete and submit their details via the Registration Form and agree to the participation Terms and Conditions	**31 March 2026**
Step 2 **All participants**	**Participation notification** A completed registration does not constitute automatic acceptance into the Roadshow. Participants will be notified if they have been accepted, and requested to submit wine information. For brands with current distribution, a link will be shared where you can input the English information, and your importer can submit the Japanese information through the same link.	**8 April 2026**
Step 3 **All participants**	**Secure your participation** Wine Australia will issue an invoice. Full payment is required to secure your participation.	**May 2026**
Step 4 **Brands with current distribution only**	**Importer event manual** An event manual (in Japanese only) will be provided to your importer, including wine sample shipping information. Your importer will be provided with a digital flyer in advance, which can be used to invite customers to the event once registrations open end of June.	**24 June 2026**
Step 5 **All participants**	**Pre-departure briefing** A pre-departure briefing will be held for participants to share key event and travel details.	**August 2026**
Step 6 **All participants**	**Information pack** Wine Australia will distribute the Exhibitor Manual, with all the information regarding the upcoming Roadshow.	**August 2026**

Further information

For further information about the Australian Wine Roadshow Japan 2026 please contact:

asia@wineaustralia.com

