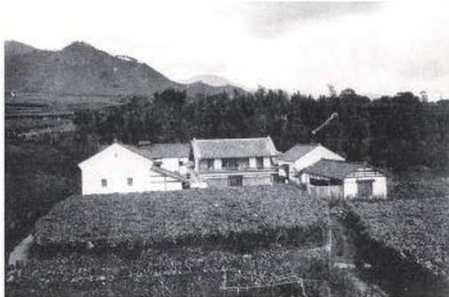




# ⊕ The brand of the MARUKI Winery and their Sales Strategy

## /// The Oldest Remaining Winery in Japan:



As the oldest remaining winery in Japan, MARUKI considers that the spirit of the pioneer is the most important value of the company. According to our motto “Innovation throughout history”, MARUKI is always looking for new and challenging systems for our branding strategy.

## /// The Definition of Segmentation

The wines in hotels and restaurants



The wines in shops and grocery stores



For the company as a whole, understanding the definition of segmentation is very important. By understanding each segment and their issues, it is possible to supply products aligned with the customers’ requirements.

MARUKI wines are categorized for hotels and restaurants, high-quality wine shops and grocery stores, and use different labels for each segment to enhance the sales promotion of those categorized wines. MARUKI also extends the market by using private labels and other categories.