



Cool Japan Fund Inc.
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**Cool Japan Fund Backs Direct-to-Consumer Winery, Winc,
to Increase Demand for Japanese Sake Among U.S. Consumers**

With Japanese Sake as one of its core investment themes, Cool Japan Fund has researched the wine distribution network in depth, including its complexities related to logistics and regulation. The company is pleased to announce USD10m investment in US based wine D2C player, Winc, in its quest to bring Japanese Sake to a wider consumer base and appeal to the fastest growing part of the market sector, made up of millennial and Gen X wine drinkers.

Recently named one of the **50 Most Innovative Companies** worldwide by Fast Company, Winc has become one of the most culturally relevant wine companies to date. As a digital-first, vertically integrated winery, Winc's unique model enables real time product testing, validation, and brand building. The result is one of the most unique and diverse wine programs that the industry has ever seen. Winc leverages its direct connection to members and immediate access to consumer feedback to create consumer-led brands better suited for the modern wine drinker. These brands can be found not only through its successful e-commerce subscription format, but many wholesale accounts who serve the other channels where consumers in the United States purchase and enjoy sake and other wine beverages.

“At home consumption of Sake is much lower in the US than it should be and the opportunity to tell the story of Sake and deep cultural history to Winc’s growing customer base is an incredible opportunity to take advantage of this underserved market” - Geoff McFarlane -CEO Winc

Cool Japan Fund envisages leveraging Winc's strong D2C platform and marketing expertise to design, produce and co-develop a Japanese Sake product made by Japanese producers that appeals to a younger demographic. Cool Japan Fund is excited by how this investment will further its commitment to the sustainable, long term growth of Japanese sake in the North American market.

“Winc’s digital first platform creates a unique opportunity to connect the rich history and craft of Sake with the emerging Gen X and Millennial consumers. We’re extremely excited to share these stories and products with a new audience.” - Brian Smith - President Winc

About Winc: After launching in 2012 with the goal of making discovering great wine easy, Winc continues to reinvent the wine industry. Driven by the vision of a great bottle on every table and a great story in every bottle, Winc seeks to create great experiences through a love for culture, a passion for quality, and a commitment to innovation. By bringing ease and exploration to the process of buying and enjoying exceptional bottles of wine, ranging from classic blends to obscure, single vineyard fringe projects, Winc is breaking down barriers to a complex world. The company's direct connection to the customer and unrivaled access to consumer insights help shape the development of iconic brands like Summer Water, the viral hit embodying the rosé state of mind, and Folly of the Beast, the supremely accessible Pinot Noir of uncompromising quality. In addition to its online subscription service, Winc's sought-after brands are available in progressive restaurants and premium retailers nationwide. Winc is based in LA's Silicon Beach. Learn more at winc.com.

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