

辻野委員提出資料

ENJOY JAPANESE KOKUSHU（國酒を楽しもう）プロジェクトに臨むにあたって

アレックス（株）

辻野 晃一郎

1. 弊社の取り組み

弊社は日本から世界への価値提供を行うことを目的として創業した。日本には、優れた人材、アイデア、コンセプト、デザイン、技術、製品、文化、生活習慣などがたくさんあるが、これらが日本国内のみに留まっているのは人類全体にとっての大きな損失でもあると考え、ネット時代の恩恵をフル活用して、これら日本の優れた資産をグローバルビジネスとしてプロデュースしていくことを使命としている。

2. ALEXCIOUS.com

上記の理念のもと、日本を世界に発信して行くためのプラットフォームである ALEXCIOUS.com (<http://www.alexciious.com/>) を 2011 年 7 月に立ち上げた。ALEXCIOUS 上では日本の優れた製品や職人を紹介すると同時に、多言語対応のコマースサイトとしての機能を充実させており、現在、世界の 200 を超える国と地域からのサイト閲覧者を得ると同時に、30 を超える国に顧客を獲得している。また、5 月より、世界に 9 億人を超えるユーザーを持つ Facebook 内でもコマースサイトをオープンした（添付資料参照）。

3. 日本酒・焼酎の取り扱いについて

日本酒・焼酎が世界のスタンダードな飲み物として認知、消費されるためには、①ワインの生態系にみられるソムリエ認定等の整備、②分かりやすい格付け基準の整備、③圧倒的な情報発信、④販売チャネルの整備などが必要であると考えます。弊社が運営する上記 ALEXCIOUS では、日本酒・焼酎を販売するという機能だけでなく、日本酒・焼酎についてのさまざまな情報（種類、楽しみ方、産地情報、蔵元情報等）を発信するという機能も担い、認知やブランドバリューを高めて、販売拡大に繋げていくことを推進することが可能である。また、一例として、以下のようなアプローチを具体化して行くことも出来る。

1. 会員モデル

会員を募って酒に関する情報をメールマガジン等で発行し、酒に興味関心が高い海外ユーザーのリストを構築。

2. 物販収入モデル

上記会員モデルのリストに対して、蔵元と提携して本数限定の日本酒・焼酎販売案内を定期的におこなう。

など。

4. 海外に向けた日本酒のブランディング・物販促進に際しての課題

- 海外の飲酒に関わる法律の情報整理

- 国によって MDA(Minimum Drinking Age)、MPA(Minimum Purchasing Age)は異なるが、それらの法律を 1 箇所に取りまとめた信憑性のある情報機関が存在しない。

(参考) ◆ICAP: International Center for Alcohol Policies

アルコール政策国際センター (ICAP)

<http://www.icap.org/table/MinimumAgeLimitsWorldwide>

各国政府、アルコール飲料業界、公衆衛生界が協力し合ったアルコール政策に関するシンクタンクで、アルコール政策の諸問題に対して、責任、連携、実証に基づいた取り組みを行っている非営利組織だが、サイトの信憑性は保証されていない。

- 酒類販売業免許申請制度

- 現在の酒類販売業免許申請制度は、日本国内において実店舗で酒を販売するケース向けに作成された制度であり、海外向けにオンラインで販売する業者にとっては不適な点が見受けられる。(例: ウェブサイトの表示言語が全て英語であっても、「未成年者の飲酒は法律で禁止されている」又は「未成年者に対しては酒類を販売しない」といった注意事項を必ず日本語で記載しなければならない等)

今後、酒類のオンラインでの越境販売やプロモーションを活性化するためには、上記のような海外販売事情の情報収集やそれに応じた国別・地域別対応、国内制度の見直し、なども課題になると思われる。

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Gold-Leaf Lunch Box
Price: ¥6,100 JPY
Approx: \$38.50 USD



Gold-Leaf Trinket Box
Price: ¥6,400 JPY
Approx: \$102.80 USD



Gold-Leaf Clock
Price: ¥10,200 JPY
Approx: \$128.50 USD



Gold-Leaf Trinket Box
Price: ¥6,200 JPY
Approx: \$51.41 USD

Best Sellers



Wooden iPhone4/4s Case
Price: ¥6,525 JPY
Approx: \$53.54 USD



Suitcase for Racers & Riders
Price: ¥22,000-29,400 JPY
Approx: \$259.91-\$359.98 USD



Otamotone Deluxe
Price: ¥5,880 JPY
Approx: \$75.21 USD



Home Planetarium
Price: ¥23,825 JPY
Approx: \$239.19 USD

Featured Creators

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Nobumichi Tosa
Creative genius of Maywa Denki



AK
Singer, Songwriter, Producer



Katsuji Nounsaku
The Visionary



Takayuki Ohira
HOMESTAR Planetarium Creator

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INFO

SPEC

USUHARI - Exquisite, ultra-thin, lead-free glassware

Sophisticated simplicity, this mouth-blown set of five 'stacking glasses' ranges from small to large. Adding to its attractiveness, it is presented in 'glass-in-glass' style in a traditionally bespoke paulownia (*Kiri*) wooden gift box.

Expanding both the visual and taste experience, *Ushuhari* glasses have their own special characteristics and offer a superb, elegant way of serving and enjoying drinks on any occasion.

Mouth-blown

Each ultra-thin, distinctive piece conveys finesse and sophistication. Mouth-blown by one of the very few masters with the skill and experience to achieve this shape in 0.9mm glass, *Ushuhari* glasses are refined and eye-catching. The artisans use tech developed by SHOTOKU GLASS's previous incarnation as a light bulb manufacturer (est. 1922).

Delicate Strength

Despite their fragile appearance *Ushuhari* glasses can be handled with the same level of care as other glassware.

Eco-Art Coolness:

- 2003: Won the 'Best Product Award' in the 'Accent on Design' category at the New York Gift Fair.
- 2005: 'e-glass' series (made from recycled fluorescent light tubes) was introduced.
- Received the top award in the First Annual Traditional Arts and Crafts Challenge Awards (Japan).
- 2006: 'e-glass' series recognized as an environmentally friendly product becoming the first Japanese glass product to be given the Eco Mark.



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Straight Glass Set

Ushuhari by SHOTOKU GLASS

PRICE **¥7,350 JPY**APPROX **\$89.97 USD**

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APPROX \$9.00 USD

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PRODUCT
Saké Decanter Set
The Ushuhari Decanter Set is a ...

PRODUCT
Daiginjo Saké Glass
Although named after premium D...

PRODUCT
Bourgogne Glasses (Pair)
Expanding both the visual and ...

PRODUCT
Bordeaux Glasses (Pair)
Designed for full-bodied reds ...

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Nobumichi Tosa
Creative genius of Maywa Denki

Spinning off their father's old vacuum tube-manufacturing company, in 1993, brothers Masamichi and Nobumichi Tosa established a performance arts collective called Maywa Denki.

The company is well known for its 'nonsense machines' that involve the public in the creation process. Though decidedly oddball, products are generally cleverly designed and always fun. Although Maywa Denki is appreciated for its art, its promotional strategies are filled with variety: exhibitions, live stage performances, music and video production, merchandising, toys and electronic devices.

Initially performing in shopping malls around Tokyo, appearances on TV launched the Maywa Denki artistic machine to must-see heights! Since his elder brother's 'retirement' in 2001 (claiming he became 'a little cranky'), the company's charismatic leader Nobumichi has led the charge and peddles the whimsical inventions to crowds via stylized 'product demonstrations'. In keeping with the 'average worker' theme, Nobumichi and his co-artists wear blue costumes reminiscent of the uniforms typically worn by staff at the electric stores that supported Japan's economic high-growth period.

Maywa Denki's first national performance tour took off in 1996. It was a perfect medium to showcase its eccentric, creative instruments, innovative toys, and strange otaku expression to the entire nation, which was really just starting to feel the pinch of the growing recession after the bursting of the so-called Bubble Economy. For kids who were starting to become Maywa Denki's fans, these nerdy heroes were cool because (and not in spite) of their extremely uncool look, preoccupation with electronics and other weird and unpopular gadgets, and their cute but vacuous pop music. Maywa Denki was helping the kids of Japan's lost generation – who saw their future prospects as bleak – feel good about their bland geekiness.

The word has spread and Maywa Denki, a domestic iconic legend, is becoming an international phenomenon. The 'Art Unit', to use the company's own description, has become a good representation of what Japan 'means' culturally, to many in the world today.

Otamatone
The world's cutest, weirdest...

Otamatone Melody
The Otamatone Melody is the ba...

Chihuahua Whistle
How cute are these? They make ...

PRODUCT
Otamatone Deluxe
The wait is finally over. May ...

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ALEXCIOUS

Gold-Leaf Lunch Box
 PRICE : ¥3,150 JPY
 Approx: \$18.56 USD
 Sandwiches, or something with rice? Carry your lunch with style in a hygienic Himesakura (Ginness, cherry blossom) Bento Box - Sealed for Freshness! Meticulously applied by HAKUJCHI master artisans...
 Like 0 0 0

Permission of an application is required in order to comment.

Gold-Leaf Trinket Box
 PRICE : ¥8,400 JPY
 Approx: \$102.82 USD
 HAKUJCHI master artisans meticulously apply genuine gold-leaf to depict cranes frolicking by a stream. Looking fabulous on a dresser, bathroom counter or in a closet, the Ayazuru is superb.
 Like 0 0 0

Permission of an application is required in order to comment.

Gold-Leaf Clock
 PRICE : ¥10,500 JPY
 Approx: \$128.53 USD
 Resembling a Japanese folding-screen of noble heritage, the Ayazuru (auspicious crane) clock depicts, in genuine gold-leaf, cranes frolicking by a stream. Hand-crafted in superb detail by...
 Like 0 0 0

Permission of an application is required in order to comment.

Gold-Leaf Trinket Box
 PRICE : ¥4,200 JPY
 Approx: \$51.41 USD
 Whether you wear the same silver hoops and watch every day or you're dripping in bling, instantly access your daily go-to items from the supremely elegant "Himesakuri" (Ginness, cherry blossom)...
 Like 0 0 0

Permission of an application is required in order to comment.

Gold-Leaf Trinket Box
 PRICE : ¥4,200 JPY
 Approx: \$51.41 USD
 Instantly access your daily go-to items from the handsome Akikusa (autumn foliage) Trinket Box.
 Like 0 0 0

Permission of an application is required in order to comment.

Otatamone Deluxe
 PRICE : ¥5,980 JPY
 Approx: \$73.20 USD
 The wait is finally over. May we present the latest Maywa Denki invention: The big daddy of the "The world's cutest, weirdest musical instrument"! Bigger with extra funky features, it's even cuter...
 Like 2 0 0
 Isakiri Takuro like this! 11日前 · Like!

Permission of an application is required in order to comment.

Gold-Leaf Dresser Box
 PRICE : ¥2,625 JPY
 Approx: \$32.13 USD
 Instantly access your daily go-to items from the handsome Akikusa (autumn foliage) Dresser Box. Expertly applied by HAKUJCHI master artisans, the autumn foliage designs on genuine gold leaf work...
 Like 0 0 0

Permission of an application is required in order to comment.

Gold-Leaf Clock
 PRICE : ¥5,250 JPY
 Approx: \$64.27 USD
 A lovely object to add a little Japanese ambience to the home, the Yoshino folding-screen clock is a practical piece of art based on the much larger screens of traditional nobility.
 Like 0 0 0

Permission of an application is required in order to comment.

Gold-Leaf Accessory Box
 PRICE : ¥3,875 JPY
 Approx: \$44.59 USD
 The lovely Yoshino Accessory Box adds a hint of Japanese interior ambience to any dressing table. The lid features an exquisite cherry blossom design on a genuine gold-leaf base.
 Like 0 0 0

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