

Scope of Work

1. Project Name

Japanese Sake Education Program for Distributor

2. Background |

A wide variety of sake is now available in the United States, but the challenge in popularizing it is lack of familiarity. It is even less familiar outside major cities like NY. Especially, many distributor sales teams lack fundamental knowledge about sake production, styles, pricing tiers, and how to position sake to restaurants and retailers. This knowledge gap directly impacts sales performance and limits growth opportunities for Japanese sake in high-potential markets. Therefore, it is extremely important to provide training to Distributors about sake. This will equip distributor teams with the knowledge and tools needed to successfully sell and promote sake, leading to measurable growth in sake distribution and consumption.

3. Objective

The program shall pursue the following primary objectives:

- A. Increase distributor knowledge and confidence in selling sake
- B. Improve sales performance for Japanese sake portfolios
- C. Expand sake penetration in high-growth U.S. markets
- D. Support JETRO export growth initiatives
- E. Create long-term trade advocacy for Japanese sake.

4. Work Description

The Contractor shall plan, prepare, and implement the Japanese Sake Distributor Education. The program shall consist of in-person professional seminars designed for distributor sales teams, portfolio managers, and educators. The initiative shall focus on improving distributor knowledge, confidence, and sales capability for Japanese sake, while supporting long-term trade advocacy and market growth.

[Requirements and Conditions]

The Contractor shall design and implement the program based on the following requirements and conditions. The program shall address market challenges such as lack of formal sake education, misunderstanding or incorrect positioning of sake, hesitation to present sake to accounts, and underdeveloped market opportunities. The program shall enable distributor teams to present sake more confidently, recommend sake more frequently, build better restaurant and retail placements, and increase sales volume sustainably. The Contractor shall measure program performance using appropriate Key Performance Indicators.

[Target Areas]

The target market for the program shall be Northeastern region in the United States. The Contractor shall identify and coordinate with suitable distributor partners in the target market and surrounding region.

[Concept]

The concept of the program is to create a multiplier effect across entire markets by educating distributor teams. By improving distributor knowledge, confidence, and selling capability, the program shall support long-term trade advocacy for Japanese sake.

[Work Details]

1) Seminar Planning and Pre-Event Coordination

The Contractor shall conduct all necessary planning and pre-event coordination for the distributor education seminars. Pre-event coordination shall include identifying the distributor partner and market, customizing content to the distributor portfolio where appropriate, coordinating the venue, confirming the sake lineup and logistics, and preparing the seminar for on-site delivery.

2) Seminar Structure and Curriculum

The Contractor shall develop and deliver a two-hour professional seminar for each distributor. Each seminar shall include the following components:

- A. Foundations of Japanese Sake
- B. Understanding the Portfolio
- C. Selling Sake Effectively
- D. Guided Professional Tasting
- E. Market Growth Opportunity

3) Educational Materials

Each seminar shall include professionally developed educational materials. Educational materials shall include the following components:

- A. distributor training workbook
- B. sake style and category reference charts,
- C. flavor and pairing guides
- D. sales talking points toolkit
- E. digital follow-up resources

4) On-Site Delivery

The Contractor shall deliver the seminar on site. On-site delivery shall include instructions led by the Contractor, structured seminar presentation, guided tasting, interactive Q&A and discussion, and professional presentation and materials.

5) Post-Event Follow-Up

The Contractor shall conduct post-event follow-up after each seminar. Post-event follow-up shall include participant feedback surveys, digital resource distribution, ongoing education pathway options, and reporting to JETRO.

5. Term of Contract

From the date of signing the contract to December 28th, 2026.

6. Submission of Deliverables

(1) Required Documents:

The document format and contents shall be consulted with and approved by JETRO.

These documents will be written in English.

1) Final report of the project: The report must cover all program activities specified in Article 4. above, including the distributor education seminars, educational materials, post-event follow-up, KPI measurement, and reporting activities, and be used as materials for the project reporting session.

2) Submission due date: December 28th, 2026

(2) Submission format: PDF

If there are physical materials produced in the project such as POPs, they must also be submitted by mail.

(3) Submission address: JETRO New York

565 Fifth Avenue, 4th Floor

New York, NY 10017

Tel: 212-997-0439

E-Mail: papt8@jetro.go.jp

7. Payment

(1) Up to 50% of the contract amount may be paid in advance if requested by the Contractor, after the signing of the contract. The remaining amount may only be invoiced after all submissions in Article 6 upon the confirmation by JETRO NY.

(2) Items shall be stated as taxable or non-taxable in the invoice.

(3) All expenses necessary for the project, including but not limited to, research and survey costs, transportation, travel expenses, office expenses, shall be included in the contract amount.

8. Requirements for the Contractor

(1) The Contractor must:

1) Have prior experience in performing work similar to this project.

- 2) Secure sufficient human resources and work hours for the project and respond quickly to requests from JETRO NY.
 - 3) Respond to legal and private issues that arise externally in the implementation of the project.
 - 4) Have an office or base in the US and primary project members are based in the US.
- (2) The Contractor shall propose and manage a feasible schedule that covers all the work described in this document (with all conditions met).

9. Other Important Notes

- (1) The Contractor, and all sub-contractors and third parties involved in this project, must obey laws, ordinances, and regulations of the country, states, and local governments in which this project is conducted, particularly regarding the handling of alcoholic beverages.
- (2) In performing the work, the Contractor shall comply with the confidentiality and personal information requirements specified in the contract.
- (3) The deliverables and creatives of this project shall be treated as copyrighted by JETRO NY, and the Contractor shall not claim copyright. In addition, the deliverables of this project may be used by JETRO outside of this project with some modifications.
- (4) The deliverables and creatives of this project shall not have an expiration date, as they are expected to be used for multiple years. However, if additional costs are expected to be incurred when the deliverables are used after the end of the contract term due to rights related to the cast, music, etc., such information shall be clearly stated at the time of proposing the plan.
- (5) [Information Security Requirements]
 - 1) The Contractor shall comply with the items pertaining to confidentiality and personal information specified in the contract and shall implement information security countermeasures.
 - 2) The Contractor shall never use outside of the contract or disclose to a third party any information obtained through this project.
 - 3) The Contractor shall limit the number of persons engaged in this project. In addition, in the event there is request from JETRO, information on the corporate and board members of the Contractor, the location where the work is to be performed, and the affiliations, expertise (including qualifications and training records related to information security), and past record of all personnel engaged in this work shall be presented to the contact person of JETRO (hereinafter referred to as “the contact person”).
 - 4) If JETRO deems it necessary, the Contractor shall agree to JETRO conducting an information security audit, management audit or penetration test (including an audit by an entity selected by JETRO) and specifying the details of such audit. In the event of an

actual audit, the schedule shall be determined upon consultation, and the Contractor shall cooperate in the execution of the audit.

- 5) If JETRO requests improvement in the status of implementation of information security measures in this project, the Contractor shall, after consultation with JETRO, formulate and promptly implement the necessary improvement measures.
- 6) The Contractor shall take measures against vulnerabilities, malware, denial-of-service attacks, targeted attacks, access control, and information leakage related to the software, computers and devices used for this work, and shall provide information security training to the personnels involved in this work regarding these measures during the contract term.
- 7) The Contractor shall exercise due care in handling information related to the work obtained during the performance of the work (paper and electronic media, including reproductions thereof).
- 8) In the event of termination or cancellation of the contract, the Contractor shall promptly return, dispose of, or erase any information obtained by the Contractor during the performance of the work (paper and electronic media, including reproductions thereof). In such case, confirmation from the contact person must be obtained.
- 9) The Contractor shall not divulge to any other party or use for any other purpose any of JETRO's work-related information obtained in connection with the work during the contract term or after the termination of the contract. In the event that it becomes necessary to provide JETRO's work-related information to an external party, the information should be provided after careful consideration of whether the party to which the information is provided may not handle the information appropriately, and after obtaining the approval of the contact person, indicating the precautions to be taken in handling the information.
- 10) If the information security breach or the possibility of such event occurs during work related to this project or during the warranty liability period specified in the contract, and the event is caused by an information security problem in the Contractor, the Contractor shall promptly implement the following at its own responsibility and expense:
 - A) After investigating the content of the information security breach and the scope of its impact, a countermeasure for the said information security breach shall be formulated and implemented after obtaining approval from JETRO.
 - B) A report shall be prepared on the specific details of the situation that occurred, the cause, and the measures taken in response, and submitted to JETRO for approval.
 - C) Measures to prevent recurrence shall be developed and implemented upon approval by JETRO; and

- D) In addition to the above, measures based on JETRO's instructions regarding any information security breaches that have occurred shall be implemented.
- 11) When using external services (including social media services) provided by private companies to an unspecified number of users which can be used only by agreeing to uniform terms and conditions, the Contractor shall not handle any confidential information in these services and shall comply with the rules and regulations.
- 12) When using external services (including cloud services) to perform entrusted work, the Contractor shall consider the information security measures of the service provider and the service. In addition, the Contractor shall delete any data registered with external services in connection with this work upon approval of the contact person at the end of the contract term.
- 13) When developing a website or developing or creating application content (this refers to a generic term for application programs, web content, etc.; the same shall apply hereinafter), the Contractor shall also include the following to ensure that the information security standards of users will not be compromised:
- A) The website or application content that it provides does not contain malware. In addition, measures that include the following shall be taken:
1. Before providing website or application content, scanning using anti-malware software shall be conducted to ensure that they do not contain malware; and
 2. When providing an application program, it shall be confirmed that it does not contain program codes that violate the specifications of the said application.
- B) Content in executable program format shall not be provided unless there is no other means of providing content other than in executable program format.