

■ Variety



Shine Muscat

■ Introduction

Yamanashi is the No. 1 growing region in Japan for grapes. The area is blessed with sunshine and good drainage. The orchards are at an elevation of around 500 m, enjoying the longest hours of sunshine in Japan with temperature extremes between night and day for a full set of conditions necessary for growing delicious grapes, resulting in high quality grapes with good color.

■ Characteristics

The grapes are refreshing and juicy with a bright jade color. Compared to other varieties, they are sweet with mild acidity. They have a crisp texture and fill the mouth with juice and an elegant Muscat fragrance. They are seedless making them easy to eat, and are popular among people of all ages from children to the elderly. The variety has also won high appraisal overseas.

■ Packaging



Care taken to:
Pick grapes in the morning and ship them out on the same day. Ship them out wrapped in bags to preserve their freshness and allow enjoyment of freshness even after delivery.



■ Recommended way of eating them

Chill before eating.
Freezing them to make sorbet is another recommendable way of eating them.

■ Best eaten

Late August to early October
*Season may vary depending on the year.

■ Export season

Late August to September

■ Exported to

Thailand, Hong Kong, Singapore, Taiwan

■ Movie of production and shipment processes

Scan the QR code to enjoy watching a movie of a trip to an orchard in the growing region of Fuefuki City in Yamanashi Prefecture.



■ Name of producer



Vineyard Co., Ltd.

■ Address

1162-6 Kamikanogawa, Yamanashi City,
Yamanashi Prefecture 405-0018

■ Contact information

Phone: +81-553-20-1655
E-MAIL: info@e-vine.jp
URL: https://e-vine.jp/

■ Export system and facilities

An initiative was launched in FY 2017 to export the grapes in order to cultivate new markets aimed at increasing demand. Proposals are put forth adapted to the needs of local food cultures. Efforts are also being continued to promote the product through social media.

■ Overseas PR activities

Toyotsu Japan Festival



MADE IN JAPAN

■ The characteristics and strengths of producers (the growing region)

A lot of grapes in Yamanashi are grown on alluvial fans with sandy soil and good drainage, situated at high elevations in basins surrounded by mountains. This results in temperature extremes between night and day, with long hours of sunshine on the sloping land, making the region suitable for growing grapes.

■ Information on production and export quantities

Area planted with variety	600 a
Production quantity	85 t
Quantity available for export (annually)	4 t
Quantity available for export (per export)	100 kg
Minimum quantity available for export	5 kg × 2 (total of 10 kg)
Total export quantity per region	Thailand: 1.5 t Singapore: 0.4 t Hong Kong: 0.7 t

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	Some have Yamanashi GAP certification