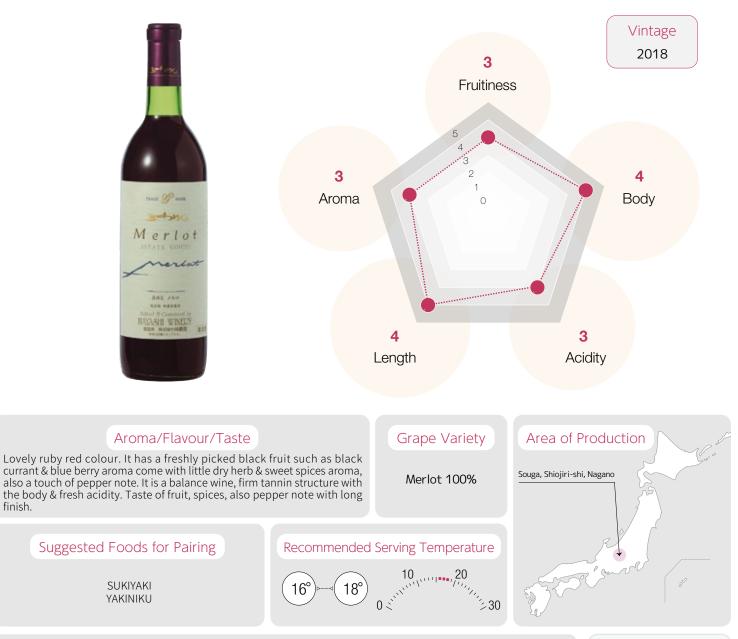
## 信州結長·承 GOICHI WINE SINCE 1911

## Hayashi Nouen Corp. Estate Goichi Merlot



## About the Vintner and Wine

- Long-established winery that opened its vineyards in 1911 and began making wine in 1919.
- Has won many awards at domestic and international wine competitions.
- The founder, Goichi Hayashi, is known as the pioneer of Kikyougahara Merlot.
- Nowadays, Kikyougahara in Nagano Prefecture is well known throughout Japan as a famous Merlot producing area, largely because of the achievements of Hayashi Nouen Corp.
- Its original vineyard is located at 720 meters above sea level. In winter, the climate is favorable for viticulture with large temperature differences between day and night.
- In 2011, they opened a new five-hectare vineyard, Kakizawa Vineyard, in Kakizawa, Shiojiri, located at 800 meters above sea level.
- In June 2021, wine from Nagano Prefecture finally received the GI (Geographical Indication) designation at the same time as sake. Kikuchi, Senior Managing Director, is one of the main people who filed the petition for the "GI Nagano" designation.
- Kikuchi's next goal is to promote Nagano wine to the world, and to make Kikyougahara known as a famous winemaking region not only in Japan but also overseas.



Senior Managing Director of Hayashi Nouen Corp. Kei Kikuchi

