



**Jeroboam Co. Ltd**  
**Note to our dear Suppliers & Friends**  
(Update 2 – 18<sup>th</sup> March)

Tokyo 18<sup>th</sup> March 2011

Dear valued friends and suppliers,

Thanks you all once again for the continued letters of support and concern from you all. Your thoughts are very comforting to us here in Japan.

Despite what is being reported in the press, things are not as bad as they seem for us here in Tokyo. Jeroboam's staff and our families are all safe and well, and we can get by with the limited services available to us in Tokyo without any real concern. We are all in constant contact with the Japanese authorities and international embassies (France, NZ, USA, Australia, UK) and are well advised to the real risks to us all here in Tokyo. We will continue to run the business as best we can, and I personally will not be leaving the city.

Many restaurants are closed and business in the capital is severely slow. We expect that the next couple of months will be very quiet for business, but see no reason why things can not bounce back quickly after that.

We will continue to run office services from 10.00am to 3.00pm for the week of 22-26 March (note that the 21<sup>st</sup> is a national holiday here) and will be contactable out of hours by mail and mobile phones. Again, please do not be concerned if we do not get back to you immediately on mails and telephone calls, we will get back to you.

What is of greater concern to us is that the situation with the power plant is distracting attention from the real tragedy that has become out friends and some of your customers in the north. There are now over 6500 confirmed fatalities, making this the worst toll from natural disaster in recorded Japanese history.

Many of you have asked how you can help in this situation. We have also thought long about this here and decided on the following:

We have decided that rather than a donation through the red cross or similar relief group we set up a fund for a targeted donation direct to our colleagues

and fellow wine trade people who have been directly affected by the tragedy. This will be done through the charitable trust of the Tohoku Branch of the Japan Sommeliers Association in Sendai.

There are many of our colleagues who have lost jobs and livelihoods up there and we wish to help them directly. The JSA is a charitable organization and can assure that the funds go to the right places.

We can accept your donations through the following account. We can also issue receipts if needed; just let us know.

Please help us to support your fellow wine professionals at this time. We also fully understand if you have chosen to support this tragedy through another route.

(This is a yen account, but will accept funds in any currency and exchange them at the days rate)

**Please remit proceeds by bank transfer to:**

**Account Name: JEROBOAM KK**

**Bank: SUMITOMO MITSUI BANKING CORPORAITON**

**Branch: Aoyama**

**Account Number: 0120215**

**SWIFT Number: SMBC\_JPJT\_AOYAMA BRANCH**

Thank you all again for all your support.

With all our warmest regards from Japan.

*Carl Robinson & the Jeroboam team.*