

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Required Report - public distribution

Date: 2/26/2014

GAIN Report Number: JA4503

Japan

Wine Annual

Japan's Wine Market Continues Growth

Approved By:

Steve Shnitzler, Director, ATO Japan

Prepared By:

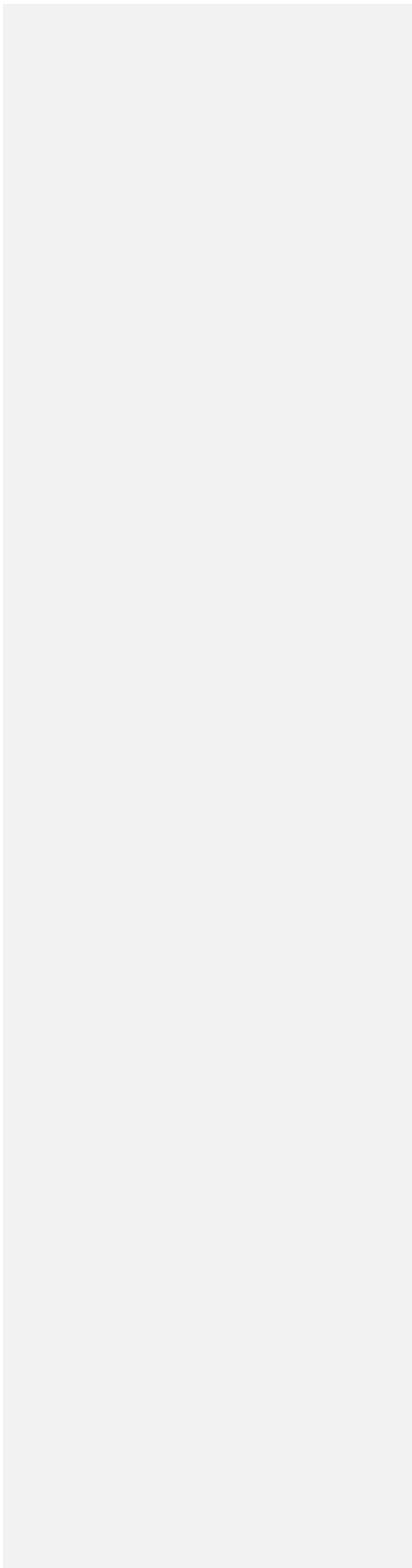
Sumio Thomas Aoki, Senior Marketing Specialist, Paula Yuki

Anthony, Intern, Mayu Tabata, Intern

Report Highlights:

In 2013, the United States held an 8.6% value share of Japan's \$1,047 million imported bottled wine market. This was an increase from the 7.7% share in 2012.

Market share of bottles priced ¥500 JPY or under and ¥1000 – 1500 continue to increase. Bulk wine imports continue to grow as domestic Japanese wine companies' bottle their own wine.



Executive Summary:

- The Japanese market consists of 32.1 million users

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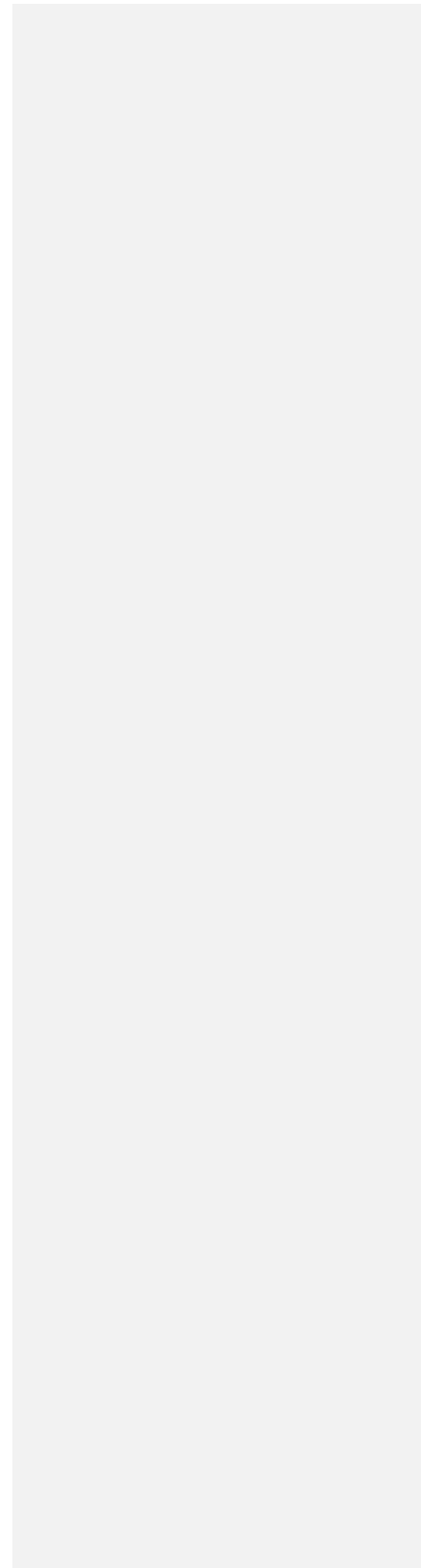
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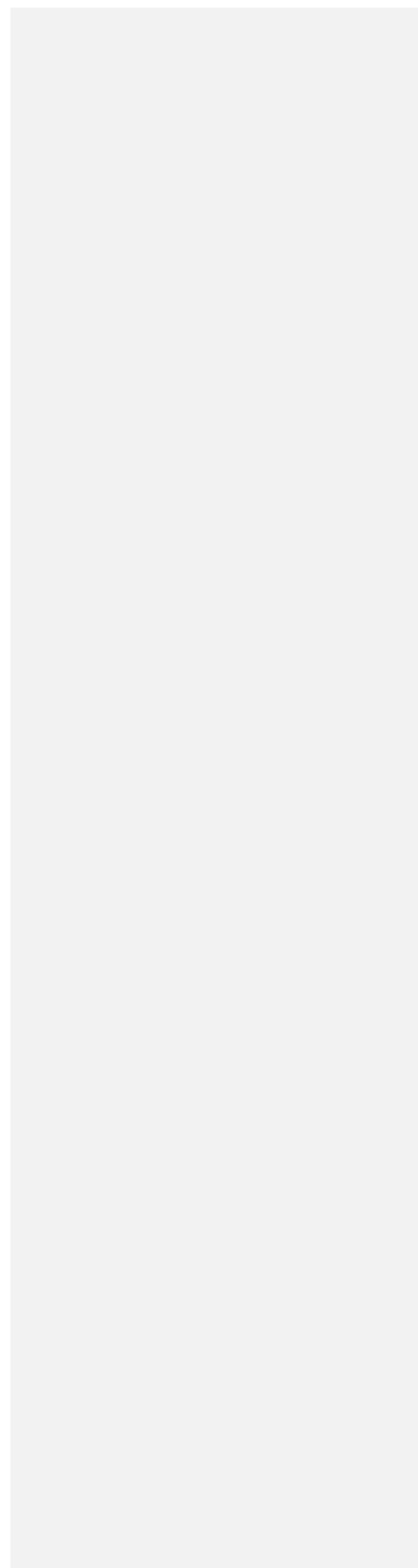
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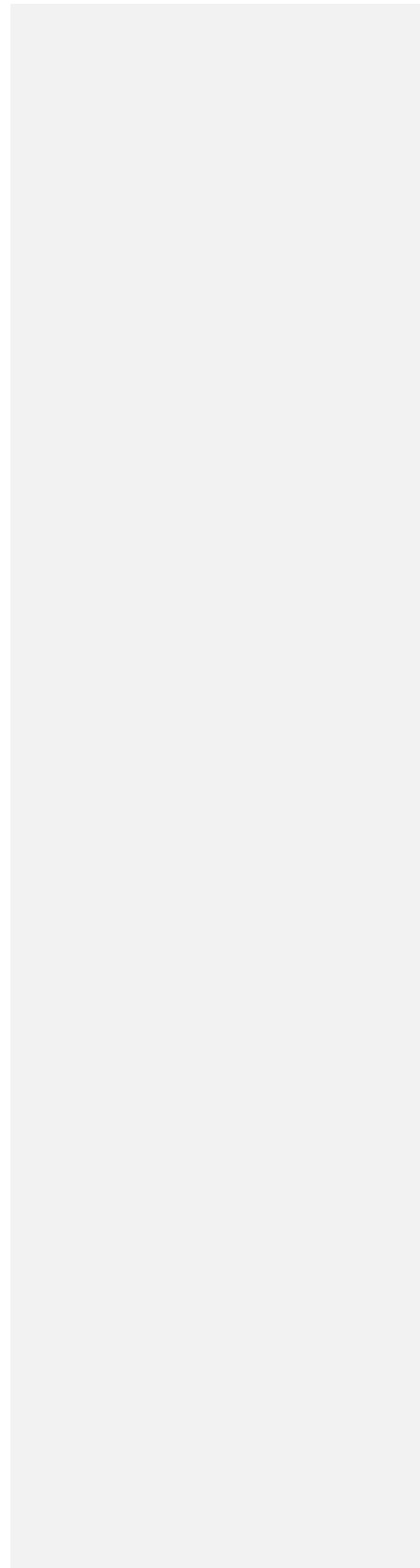
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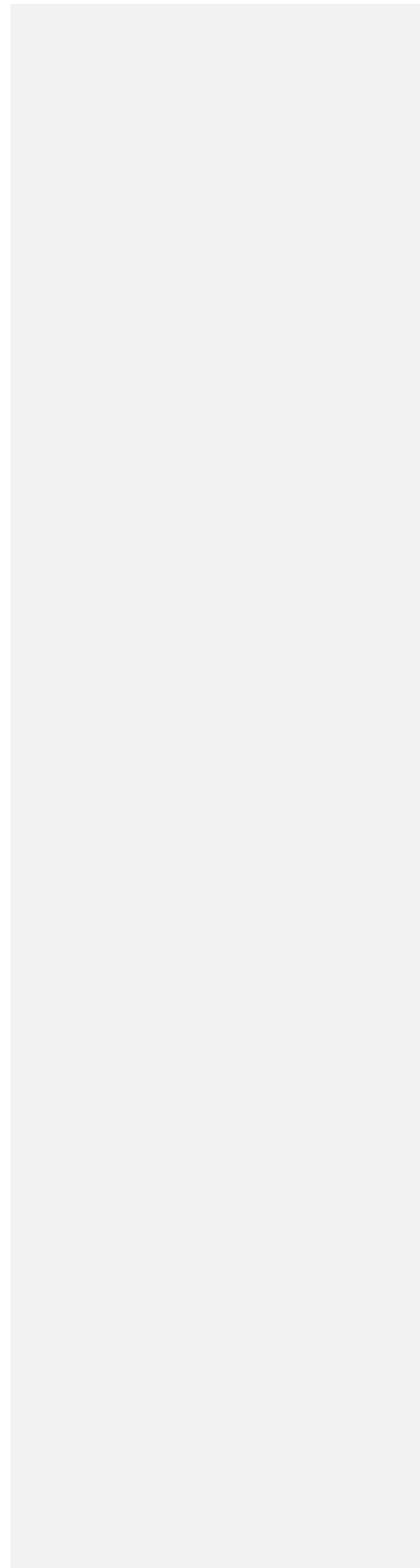
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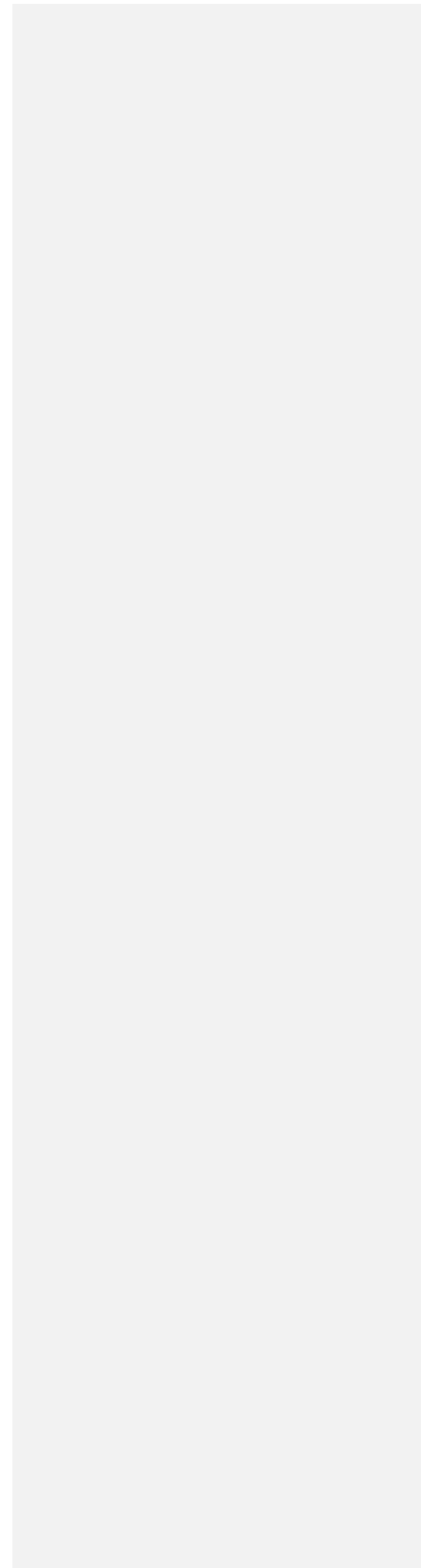
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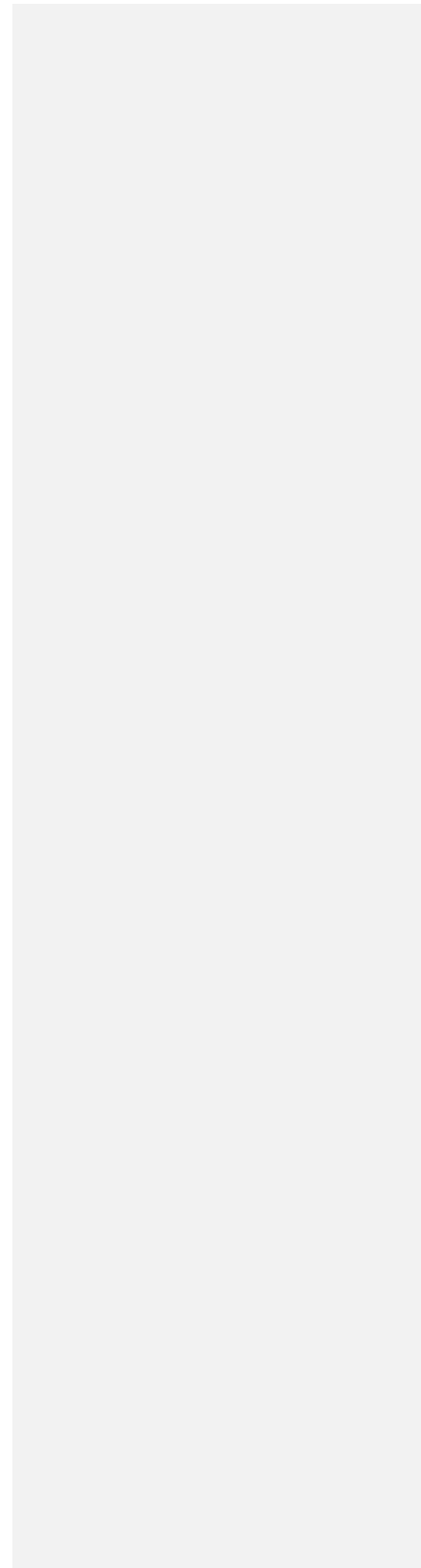
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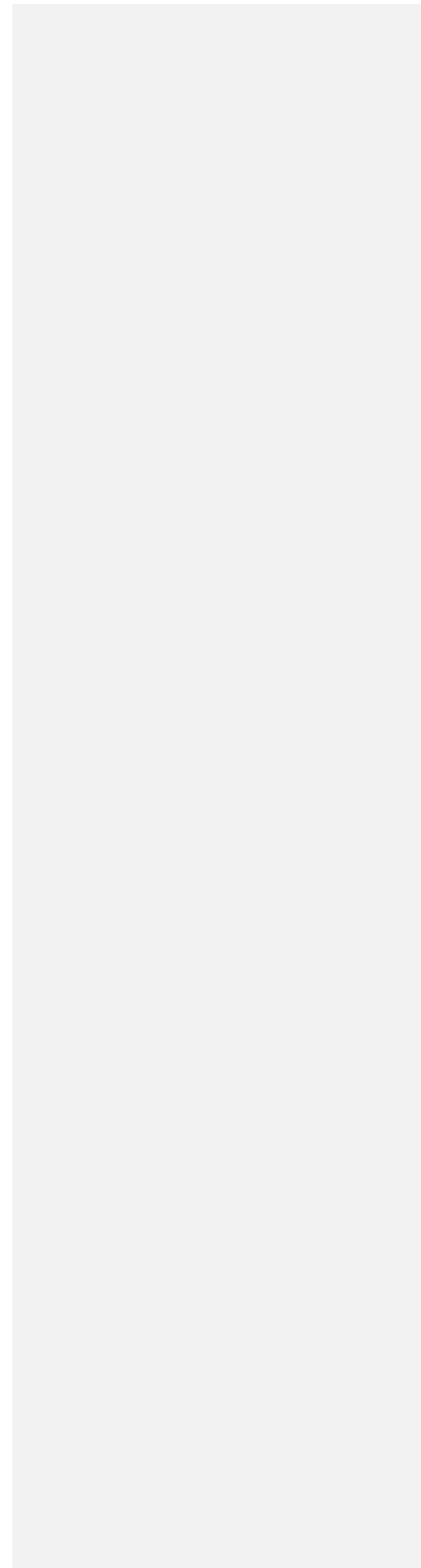
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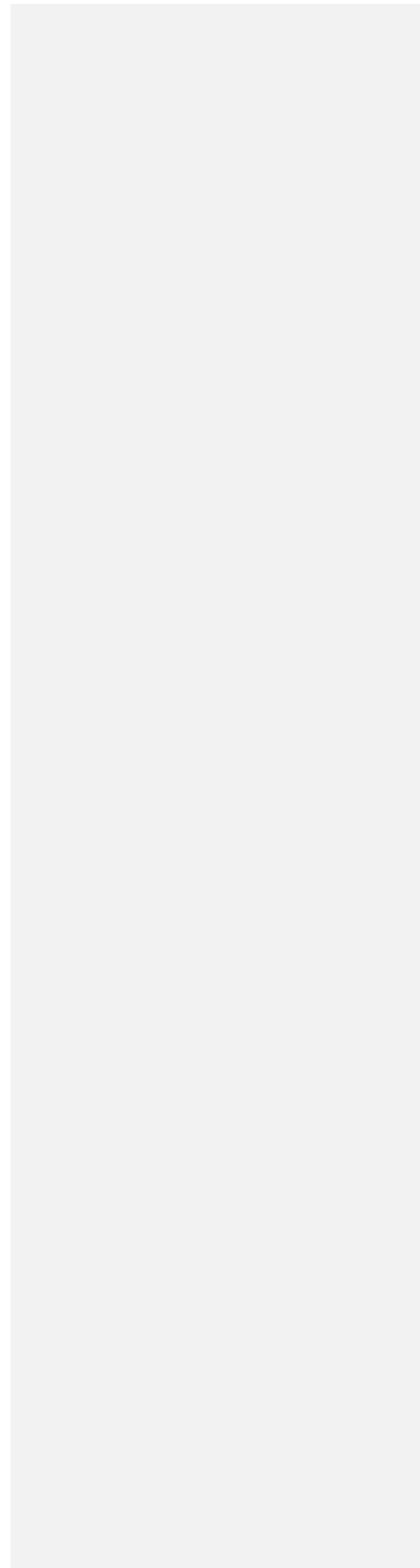
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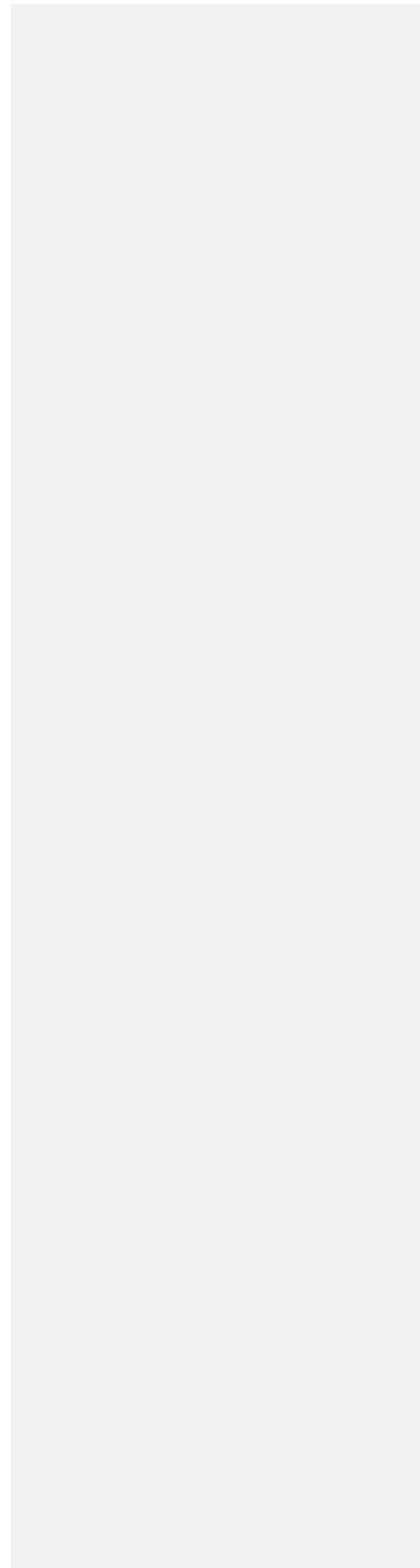
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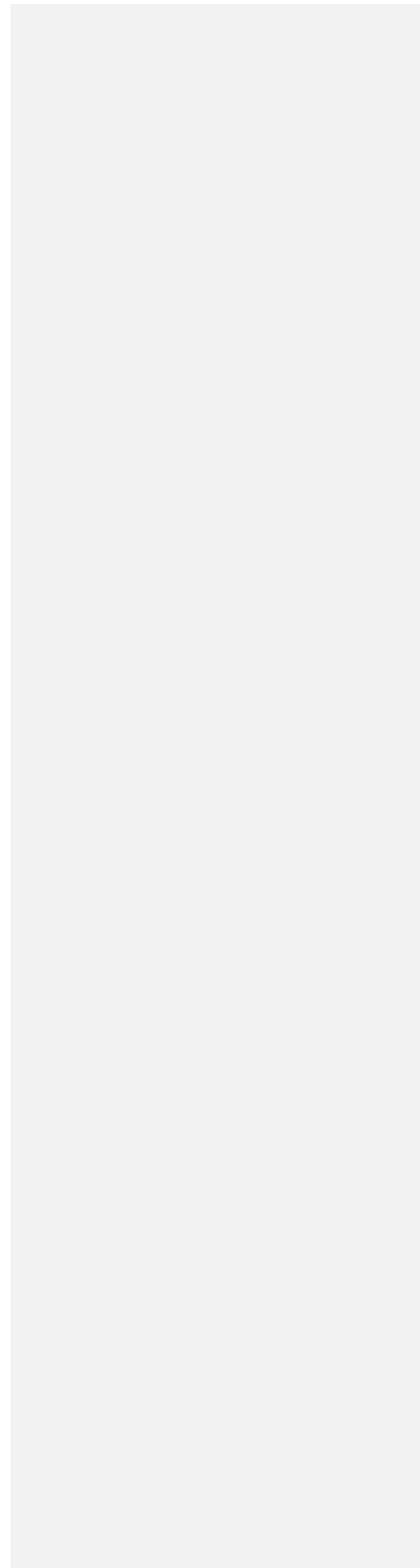
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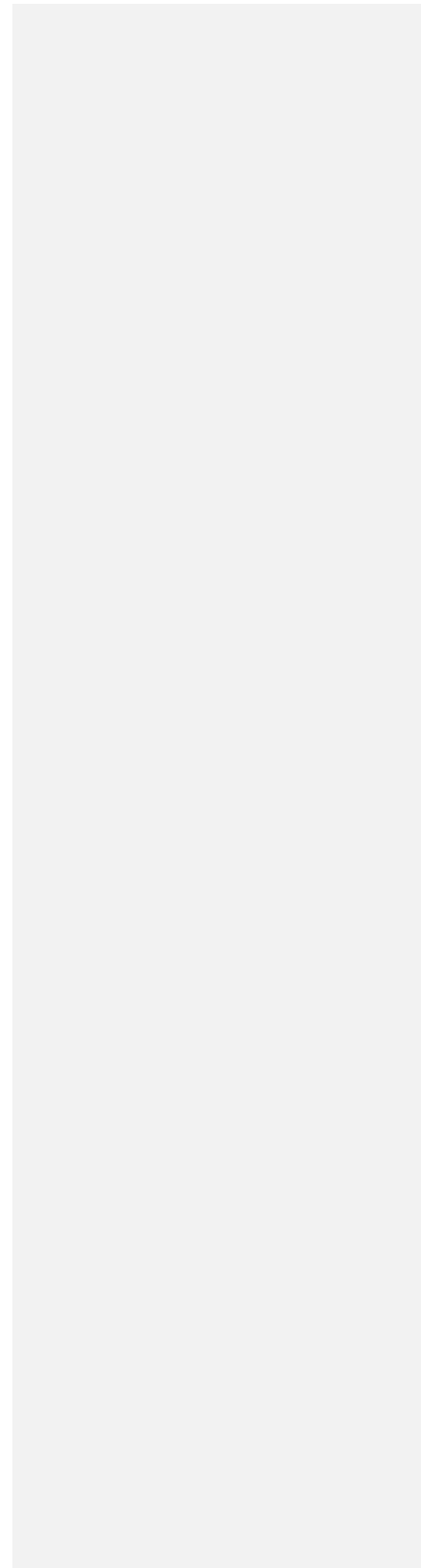
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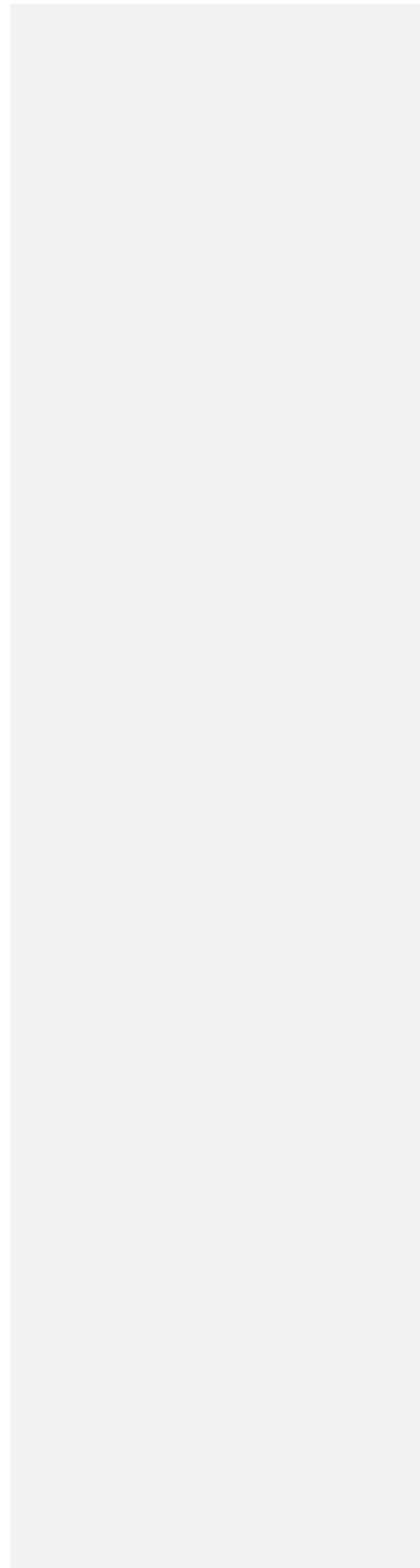
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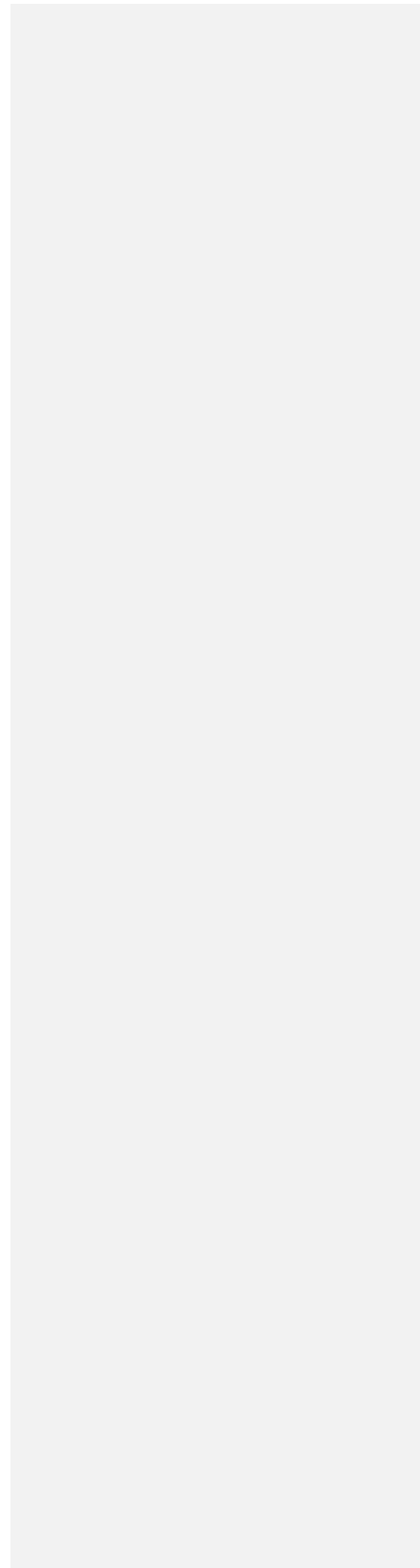
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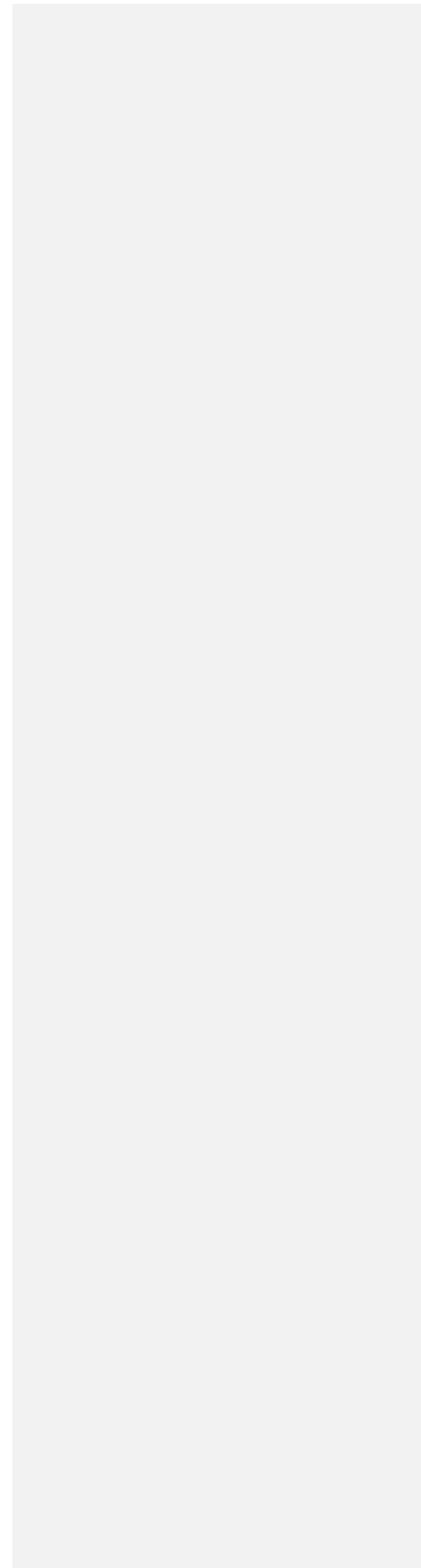
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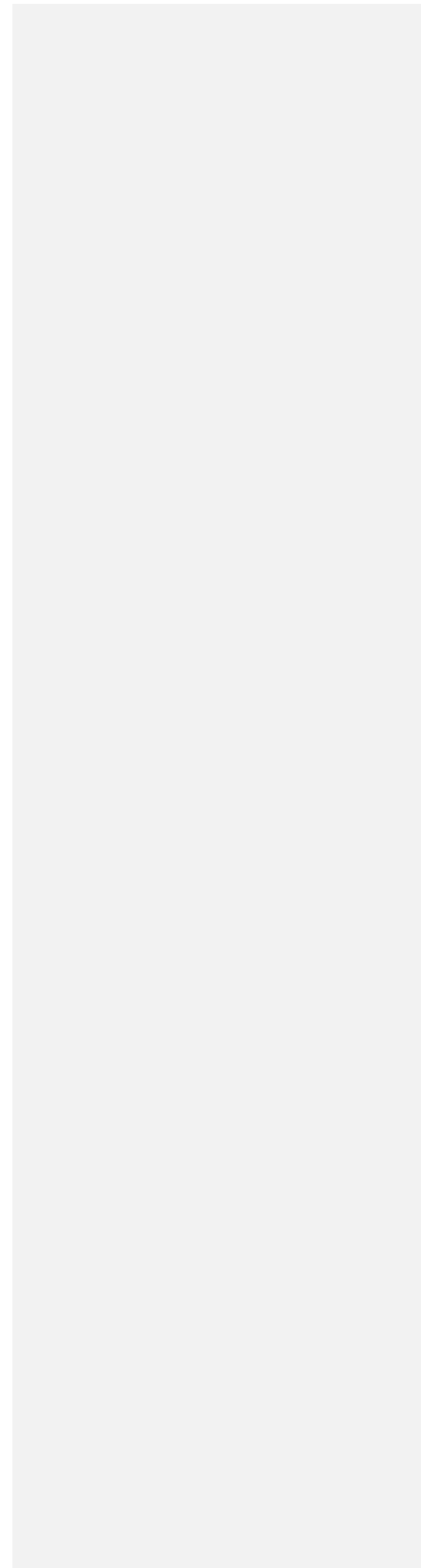
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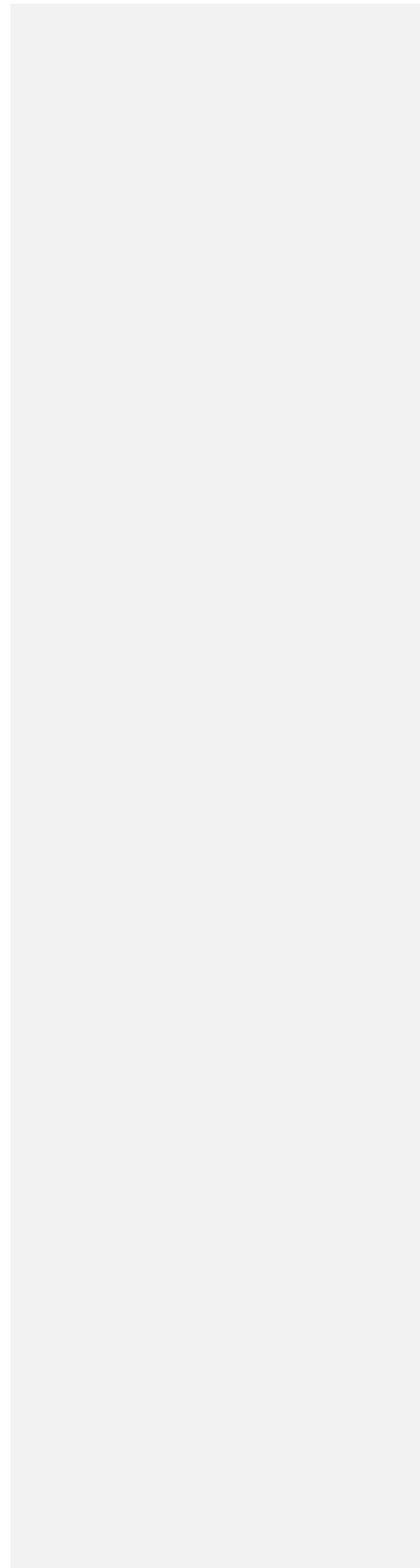
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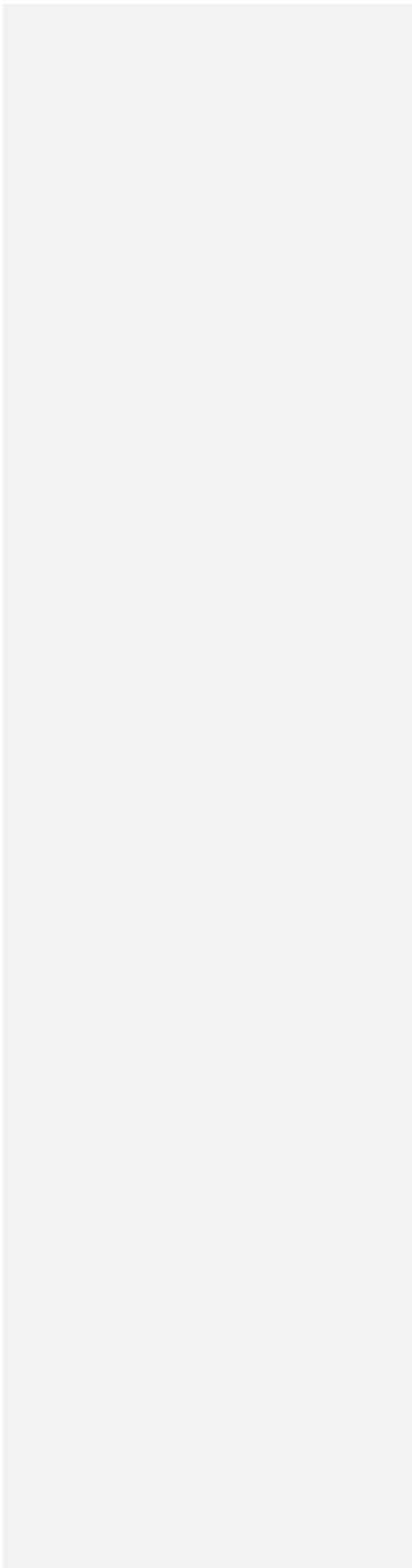
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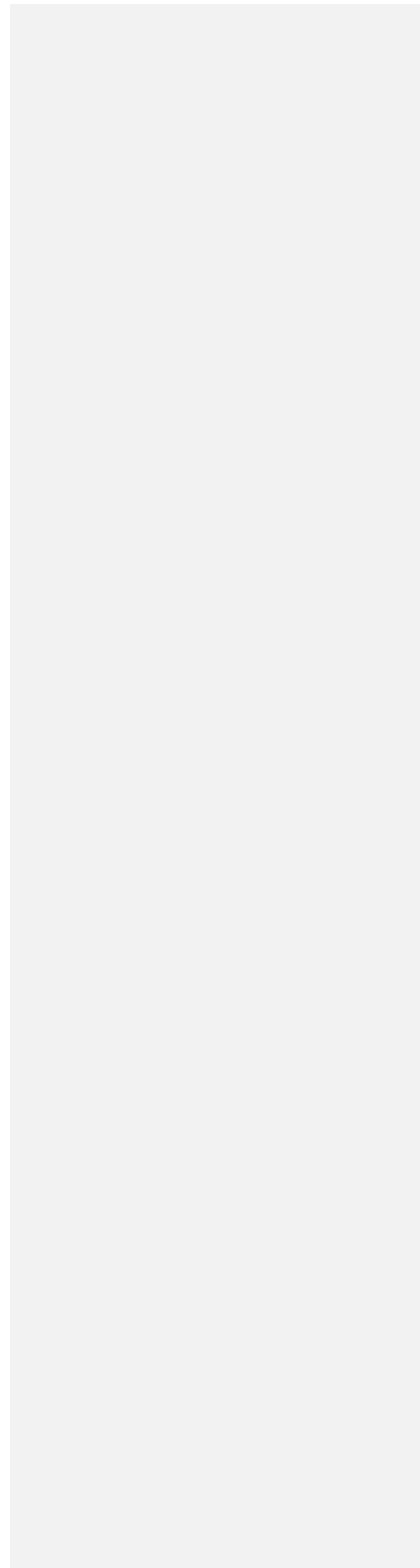
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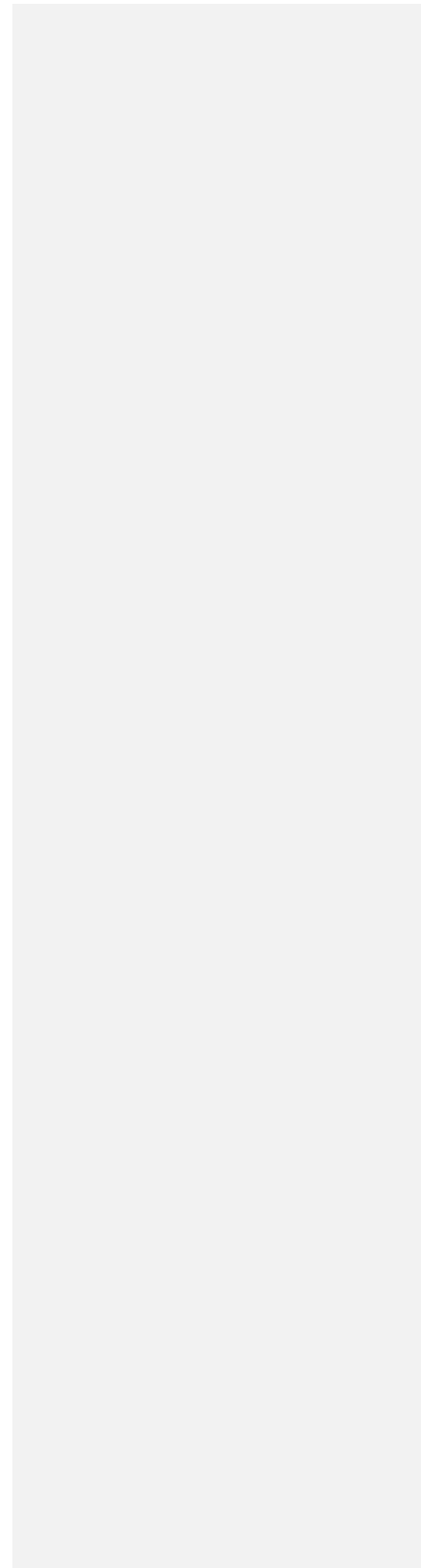
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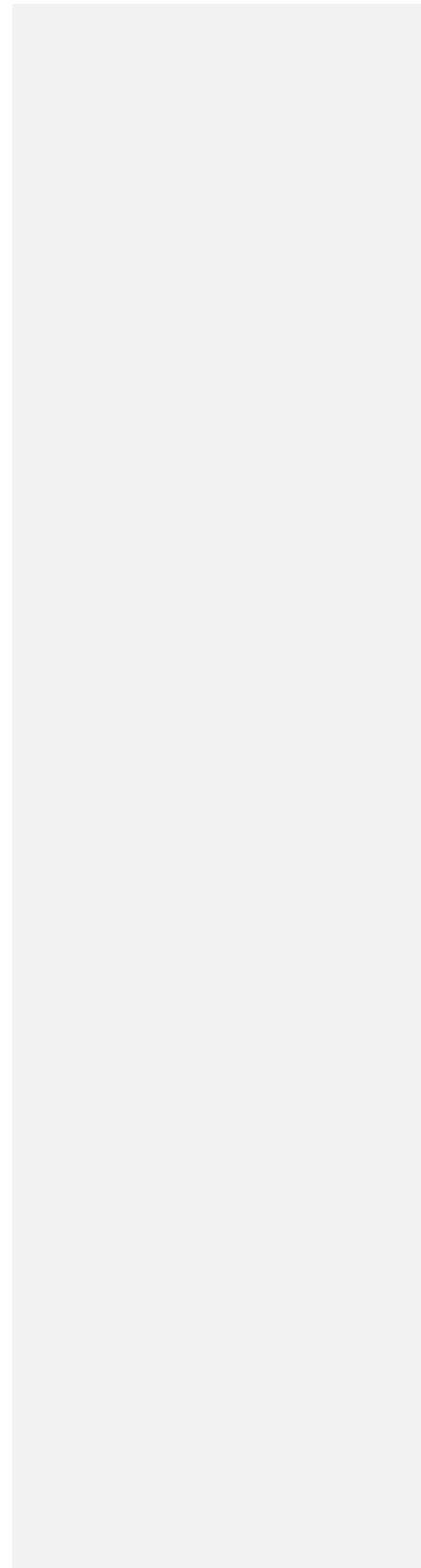
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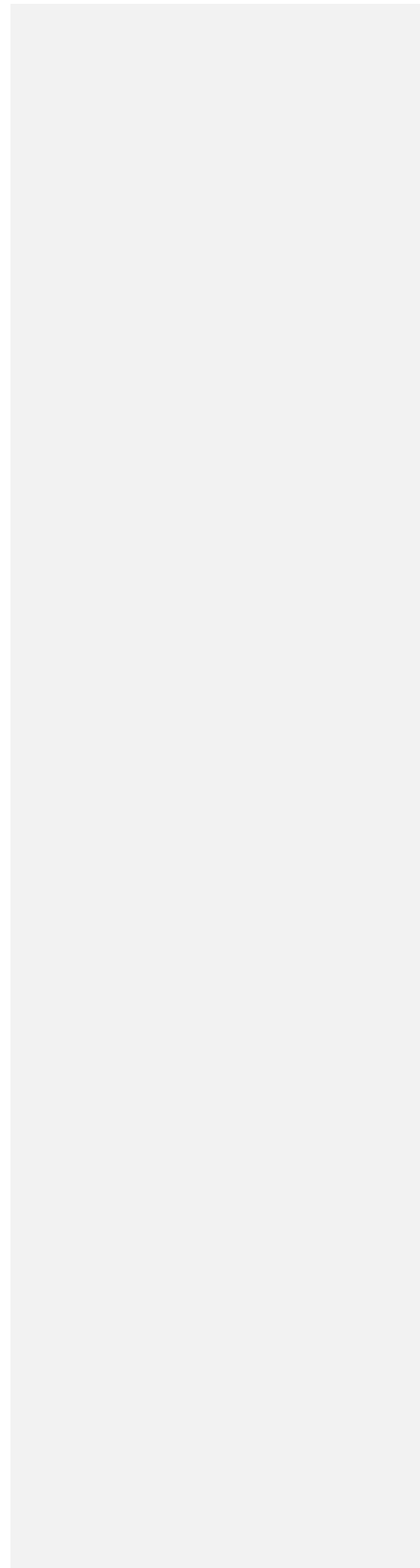
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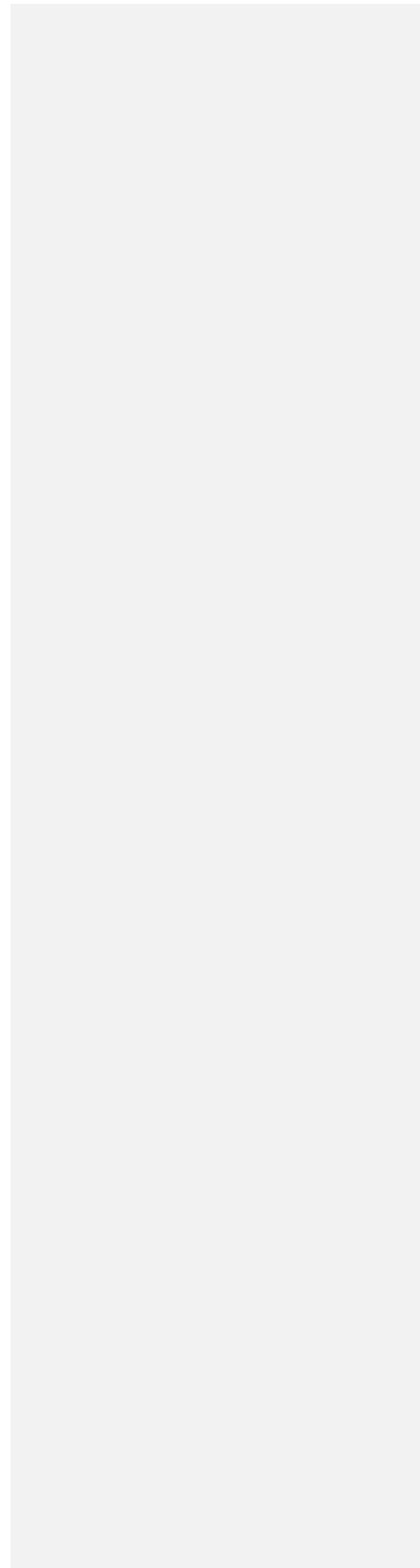
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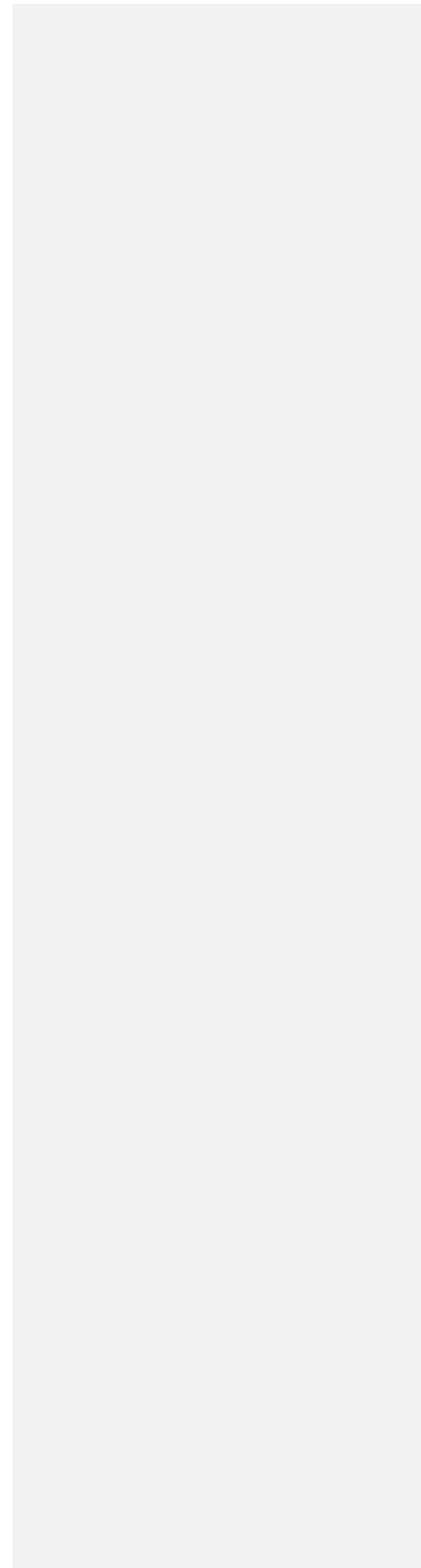
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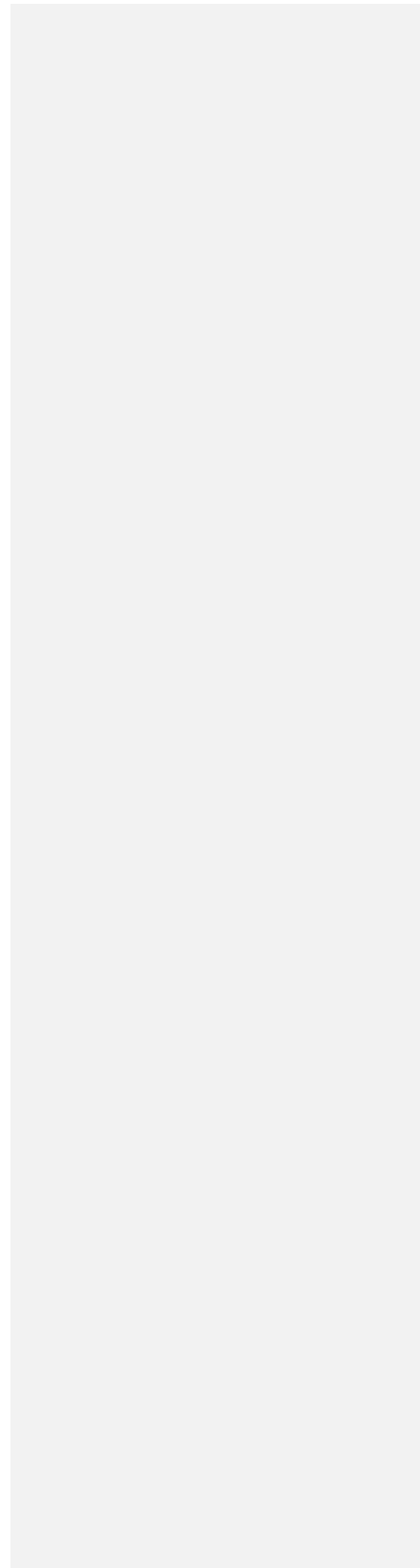
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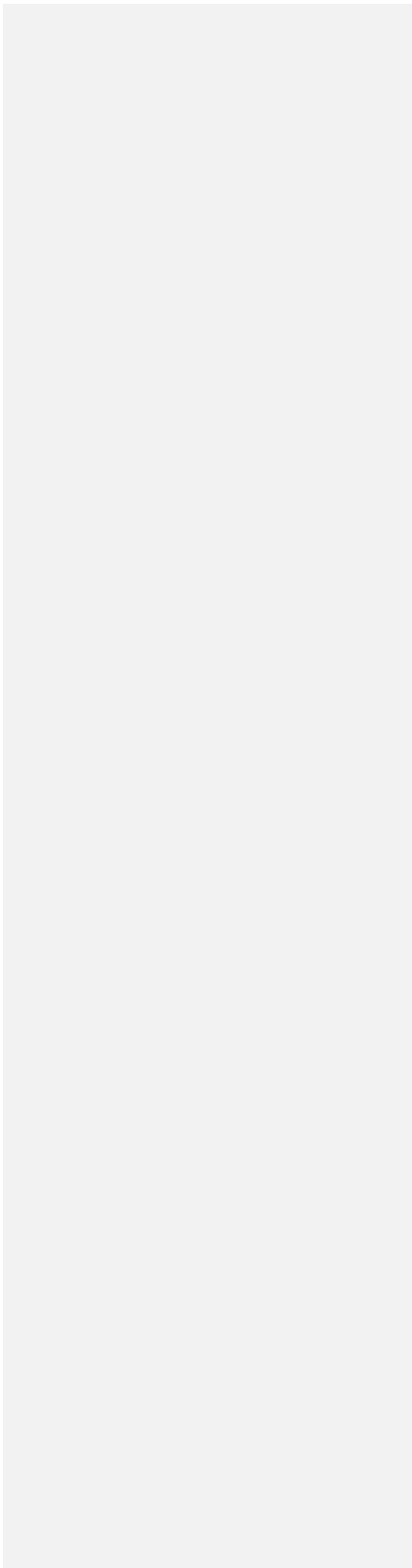
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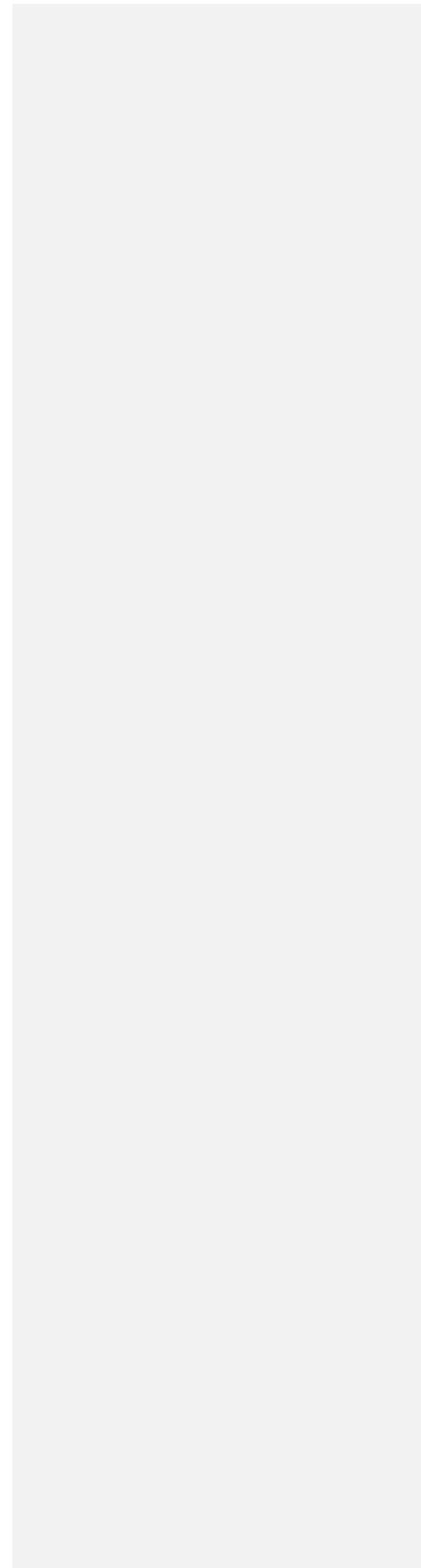
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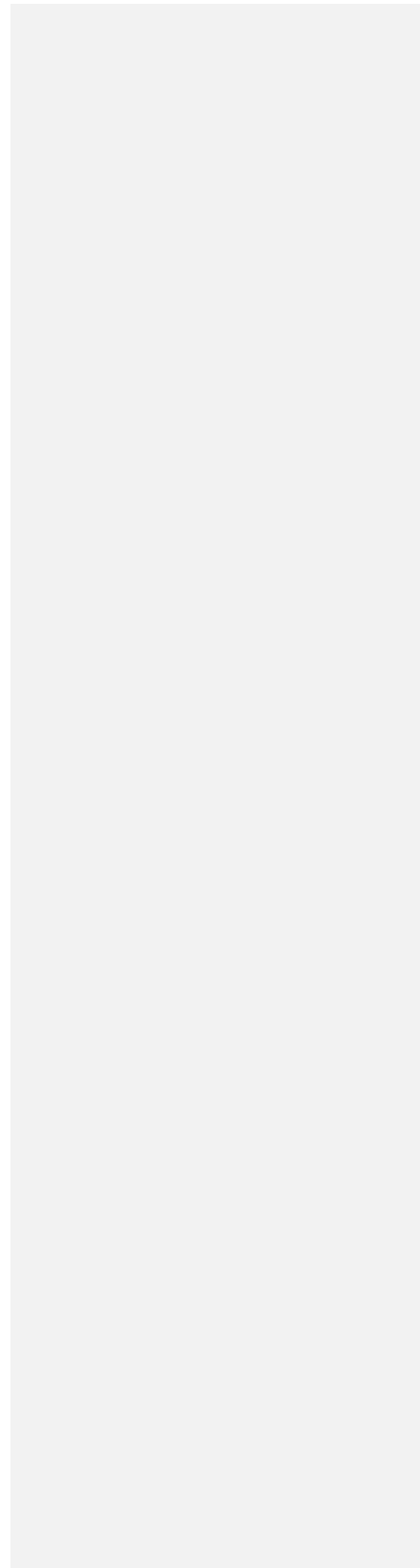
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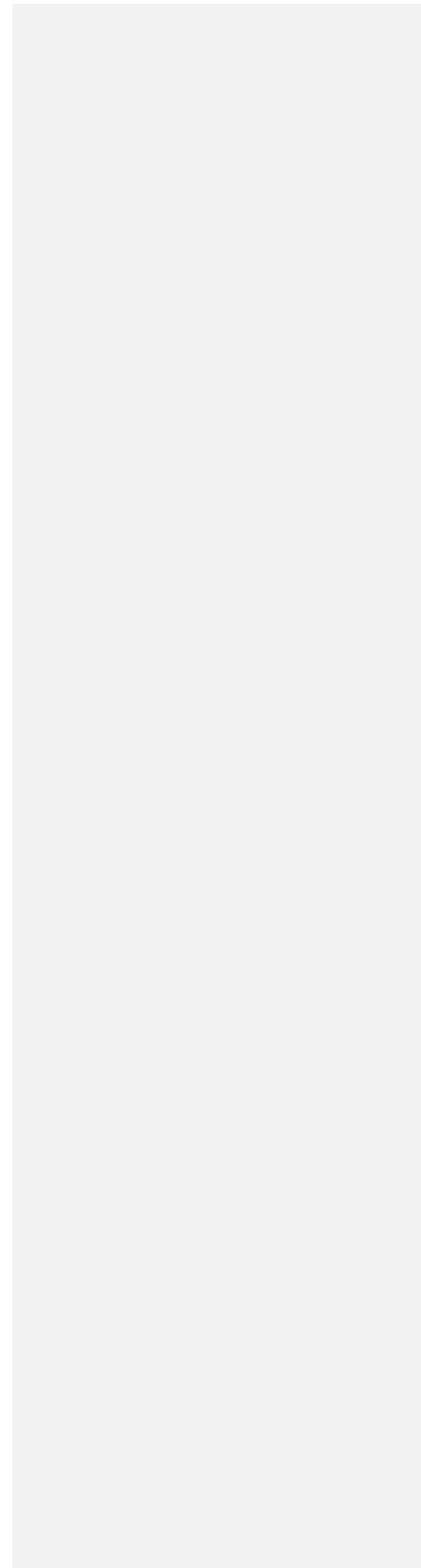
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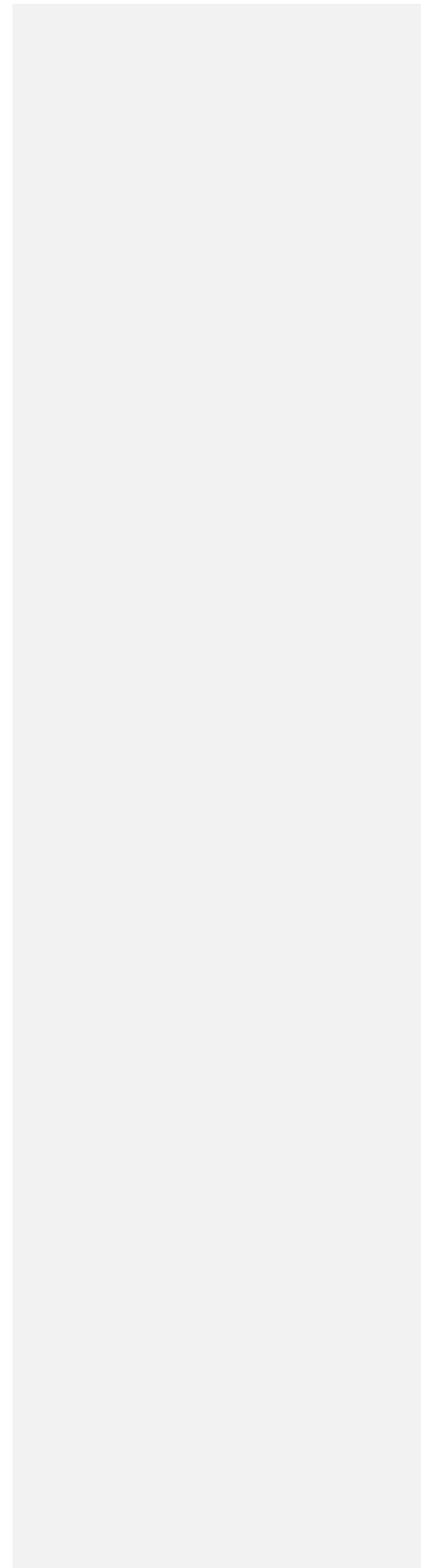
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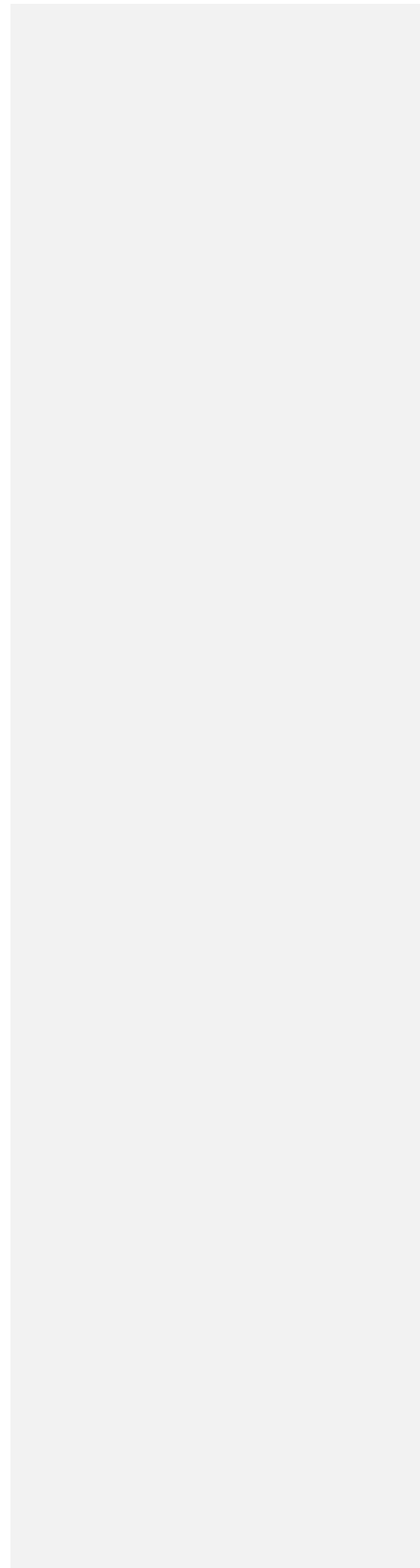
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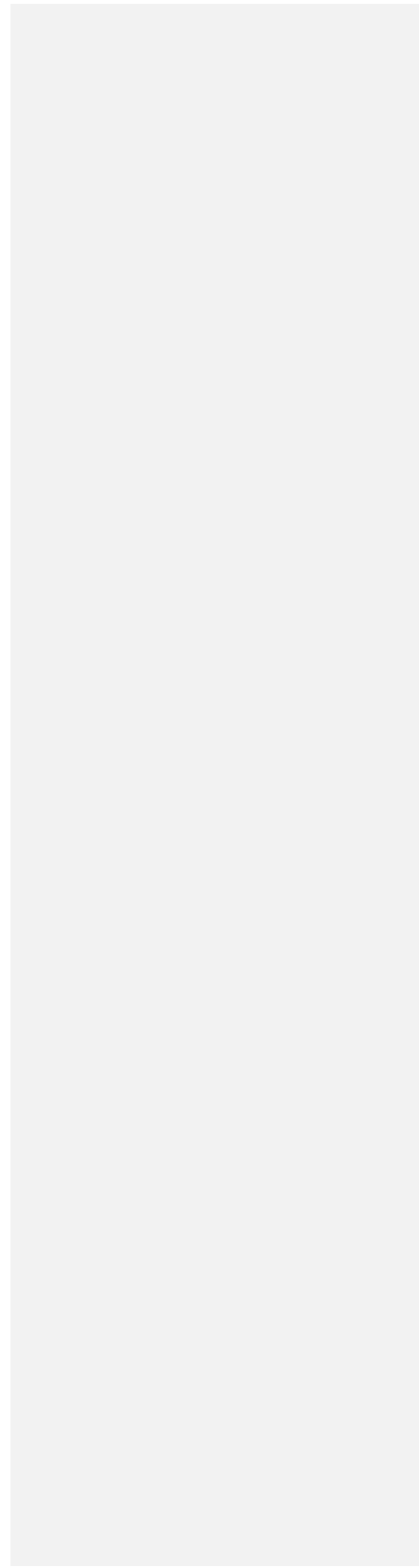
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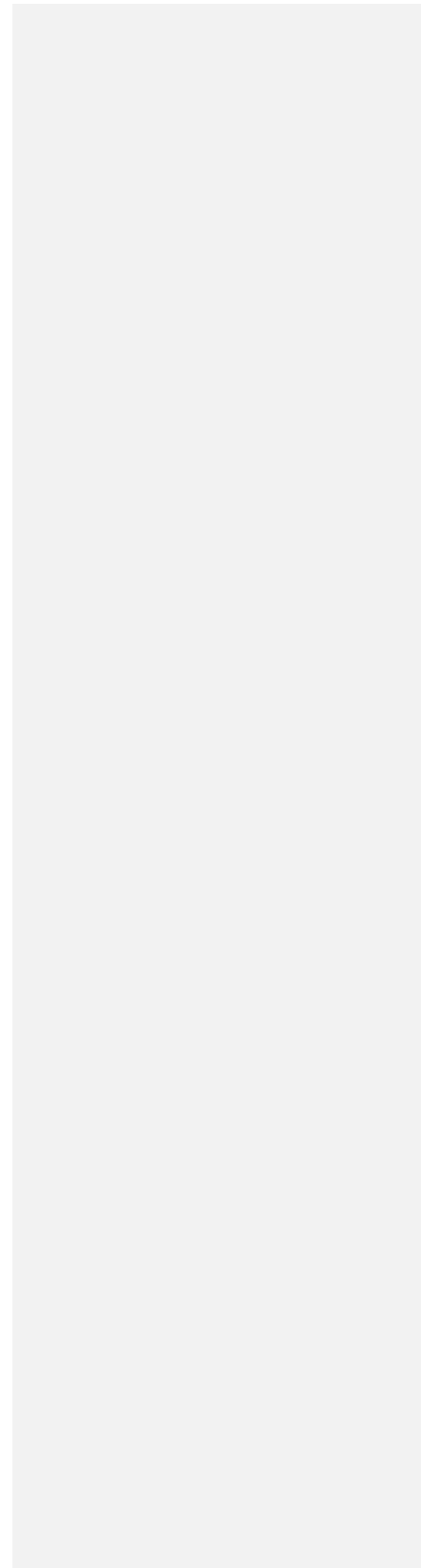
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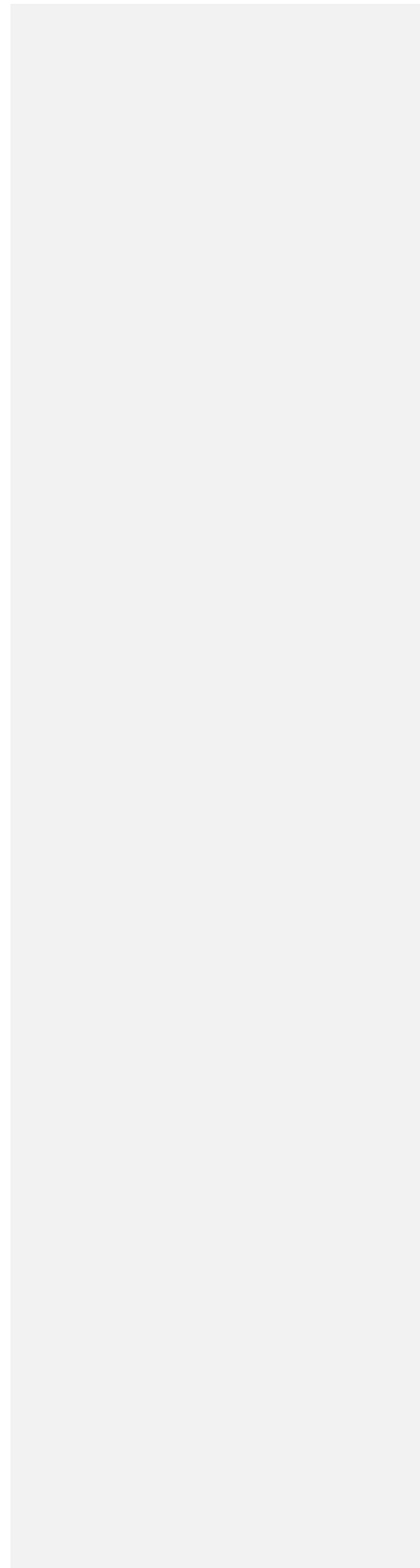
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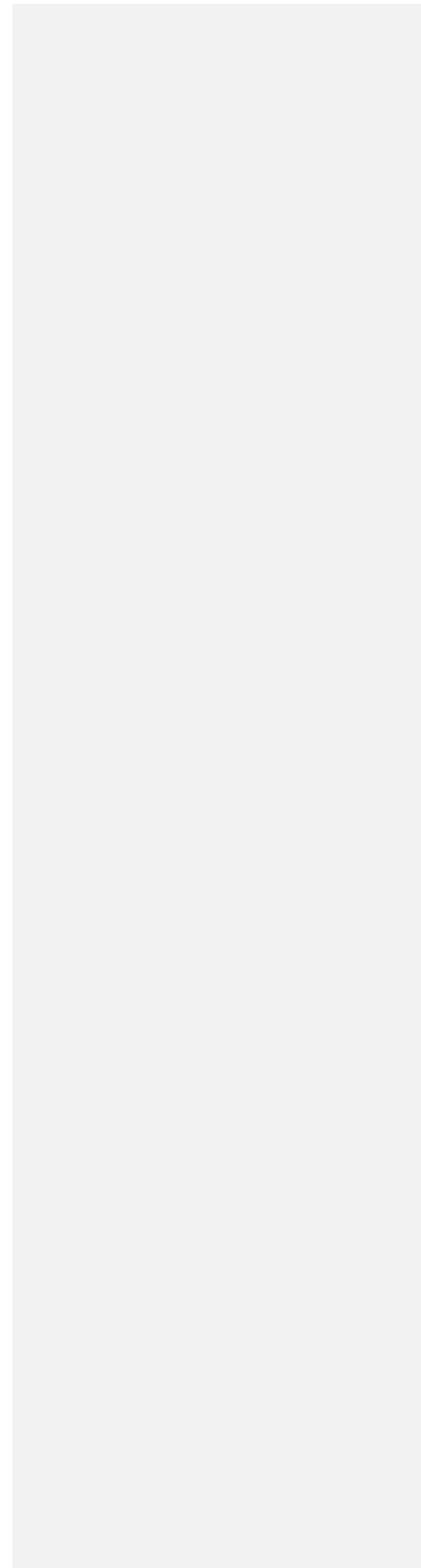
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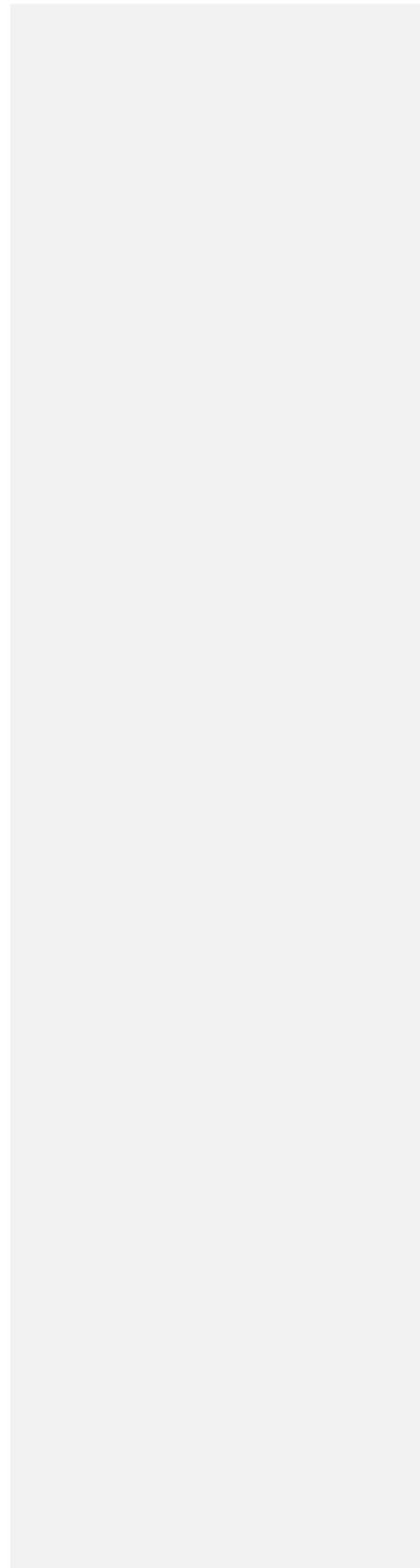
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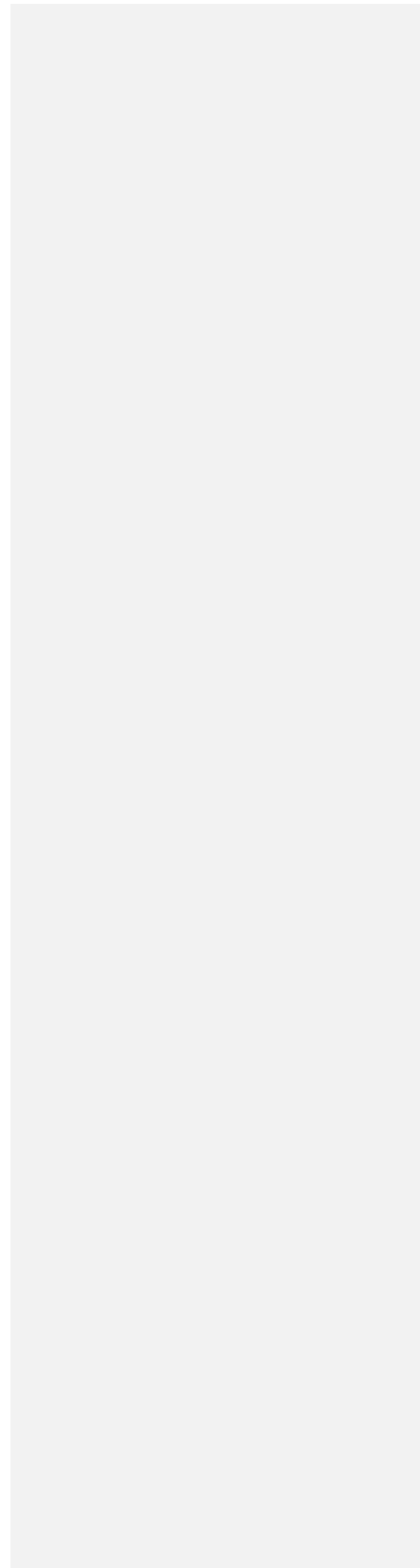
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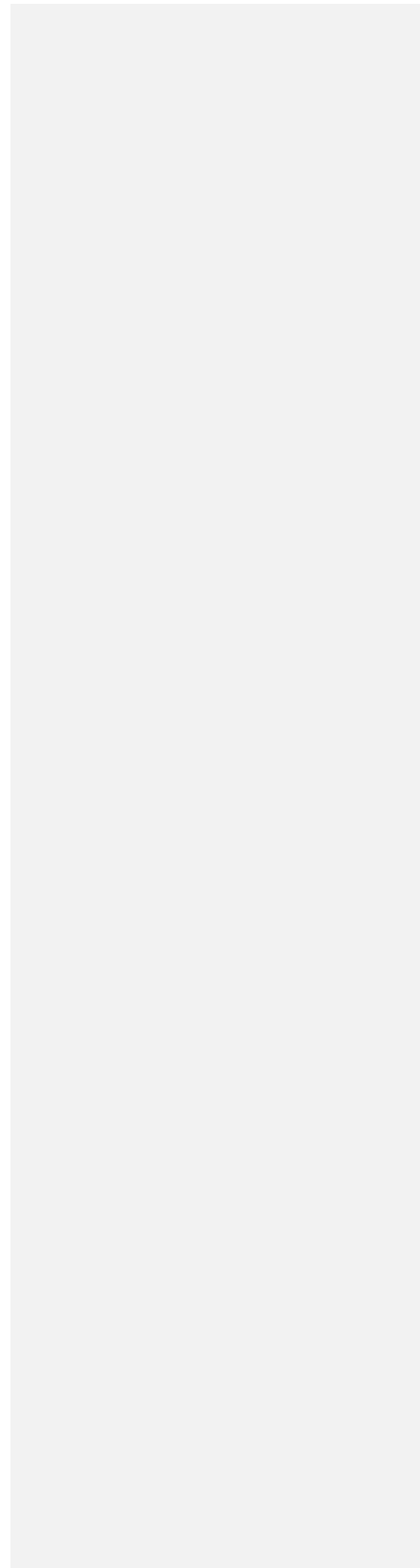
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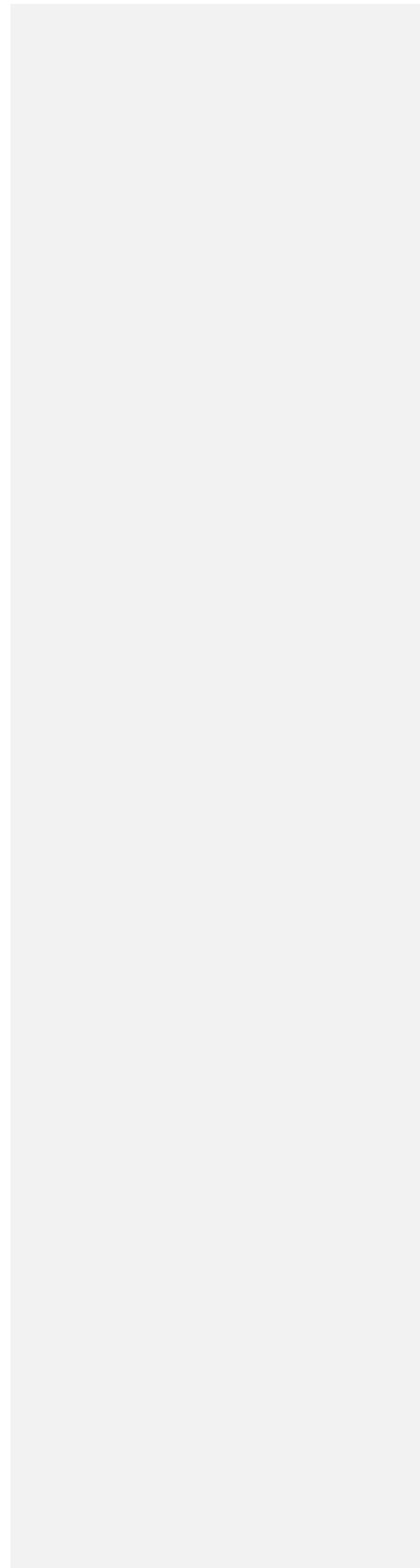
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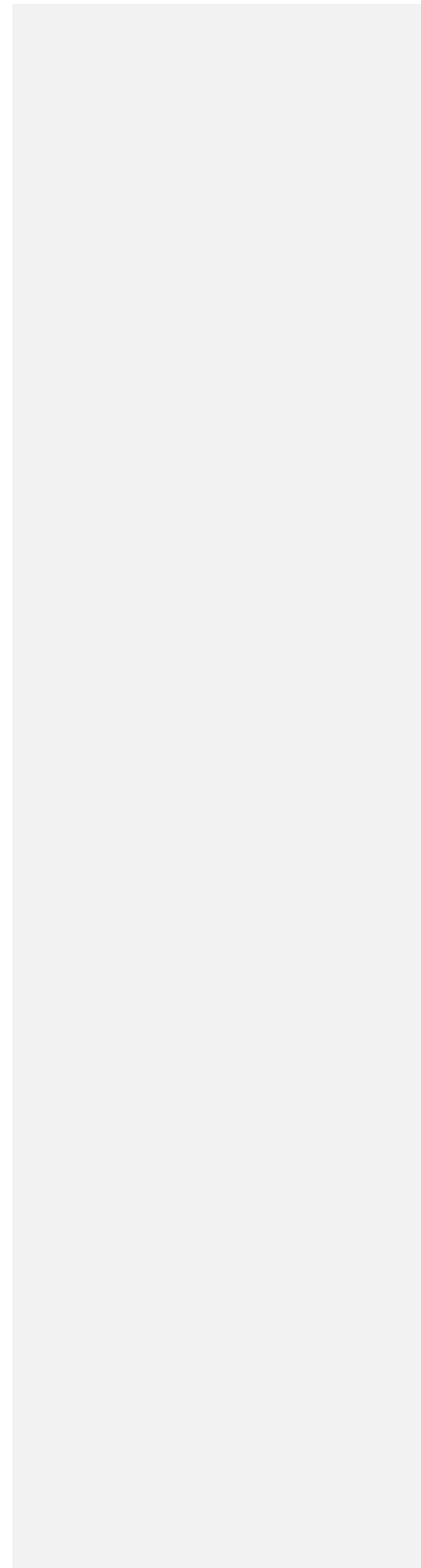
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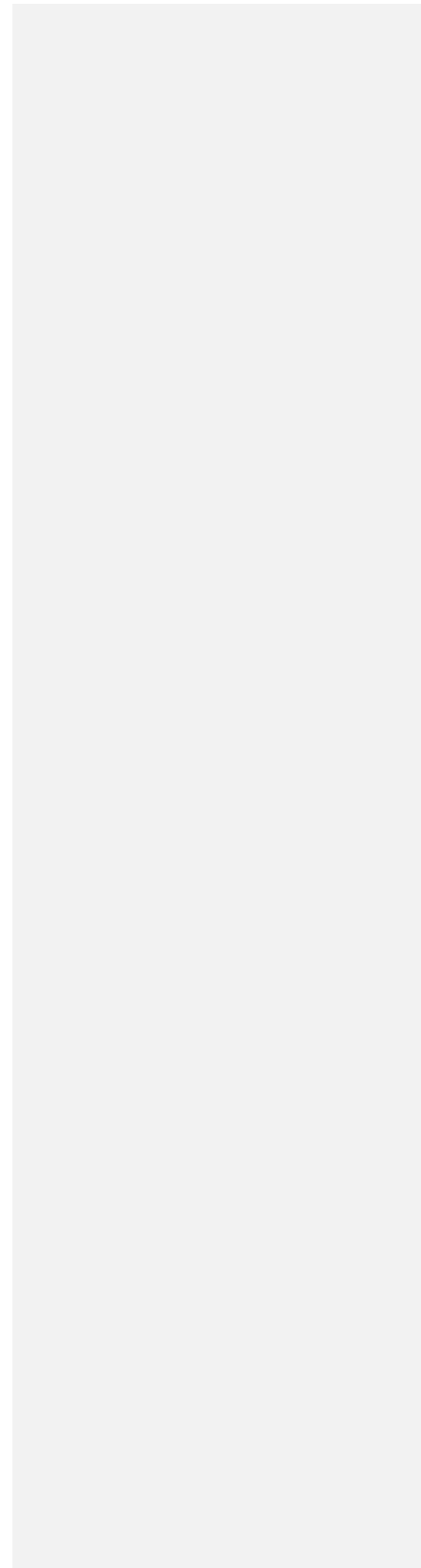
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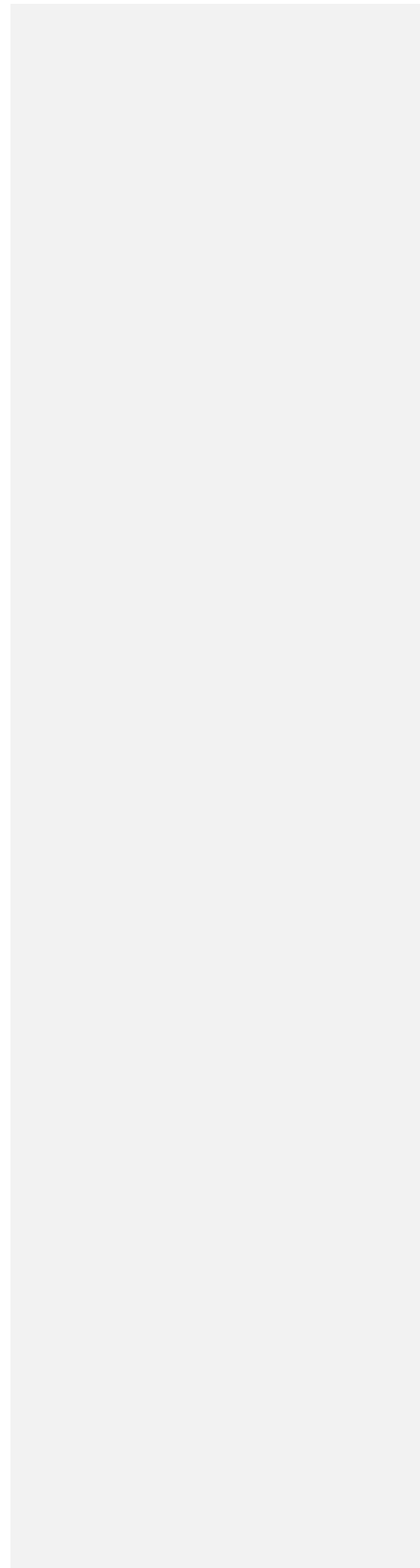
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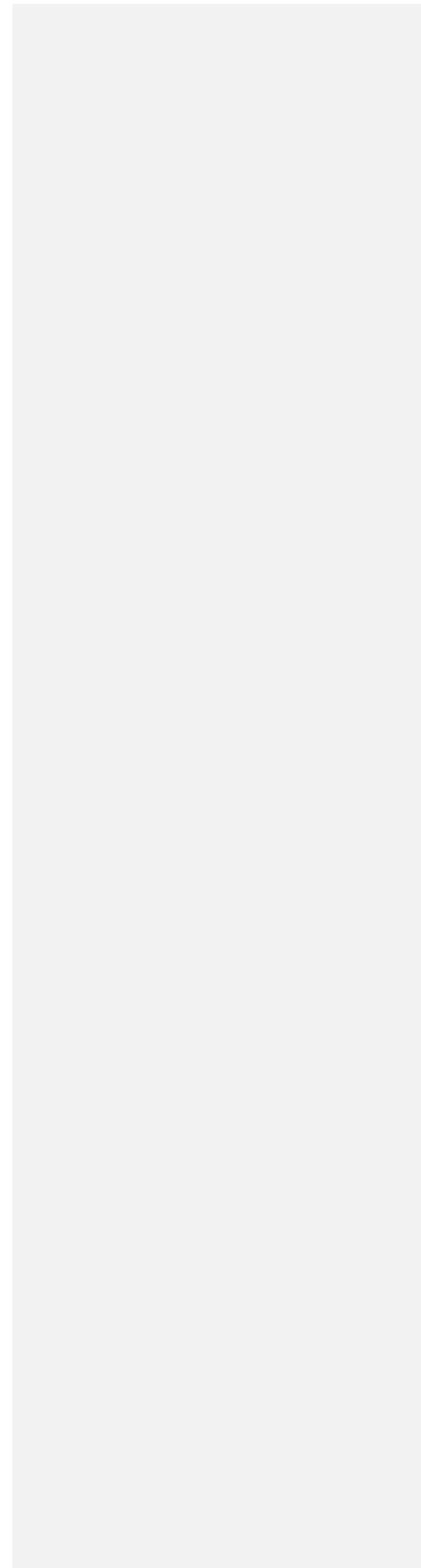
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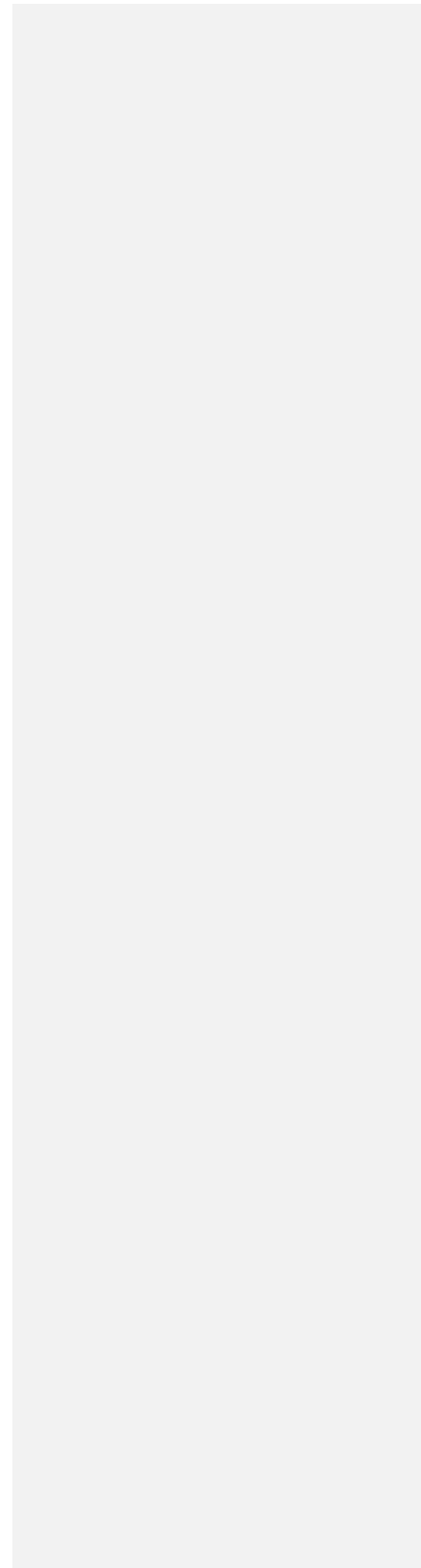
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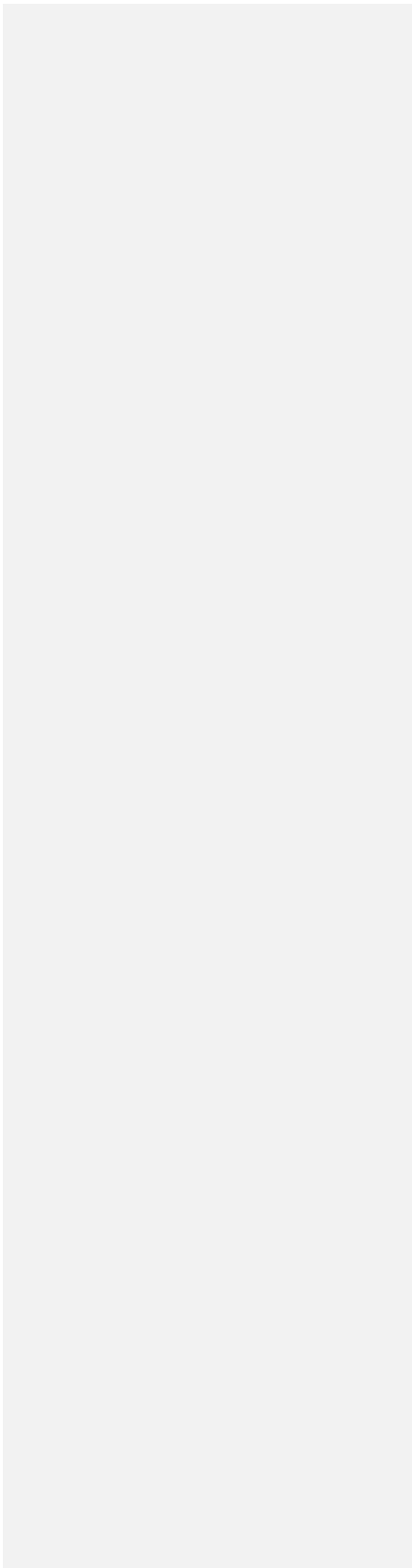
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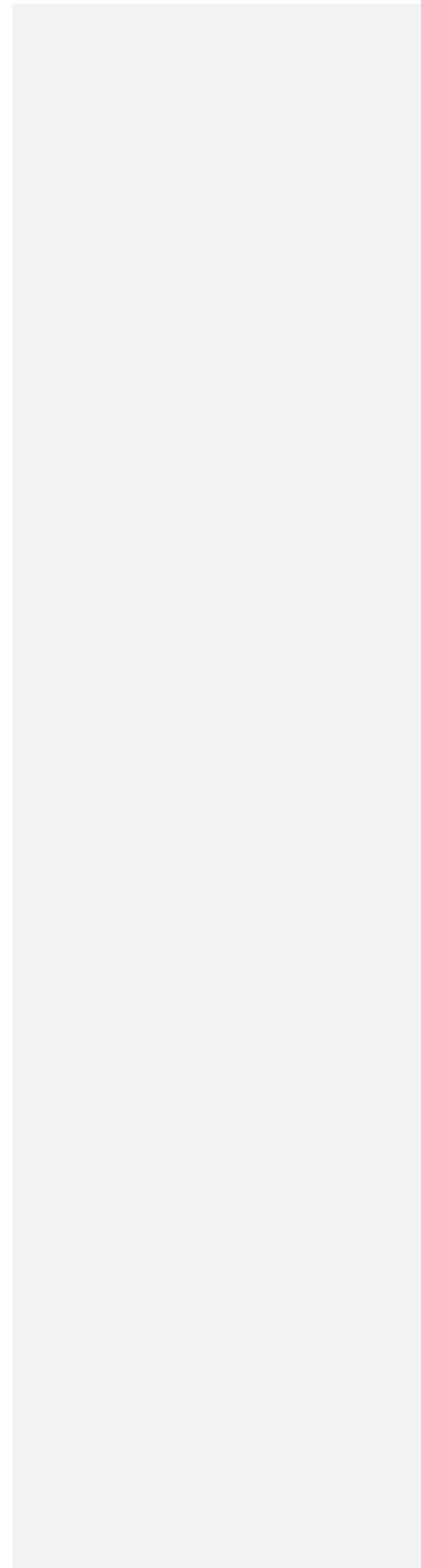
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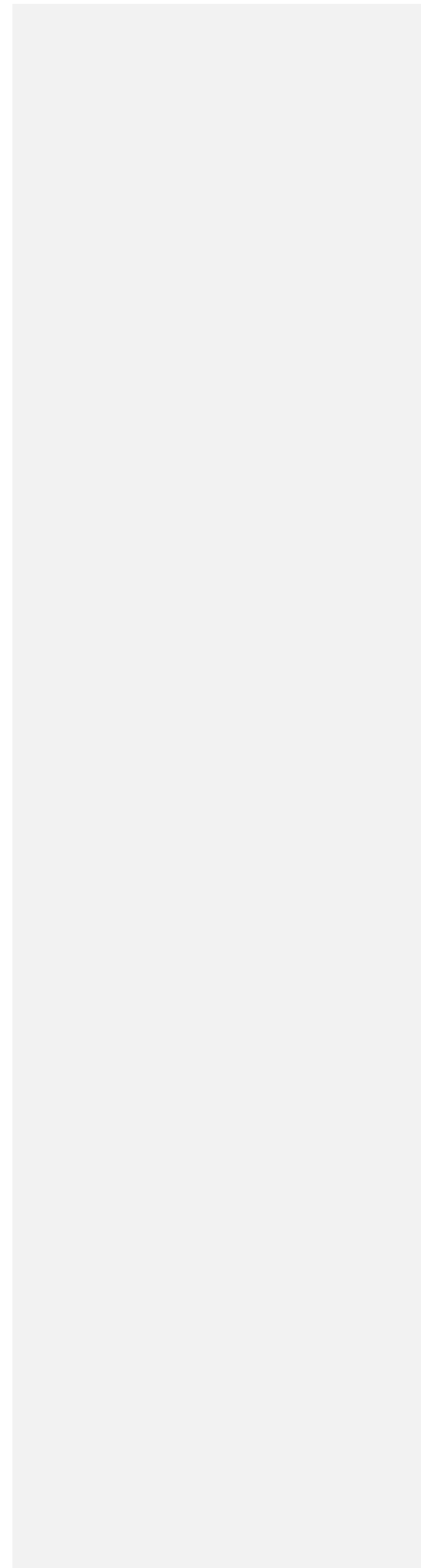
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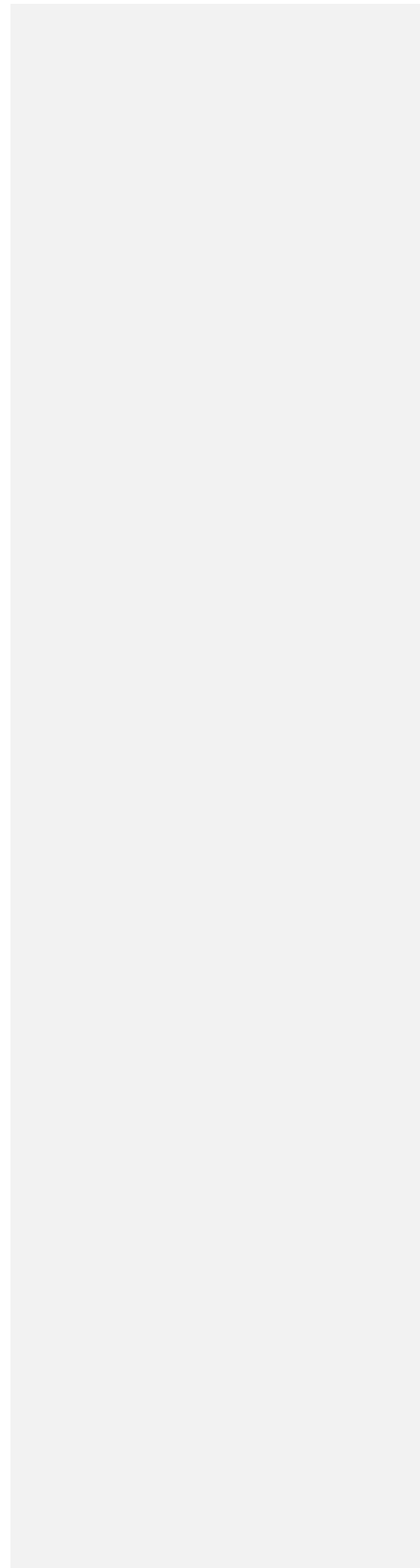
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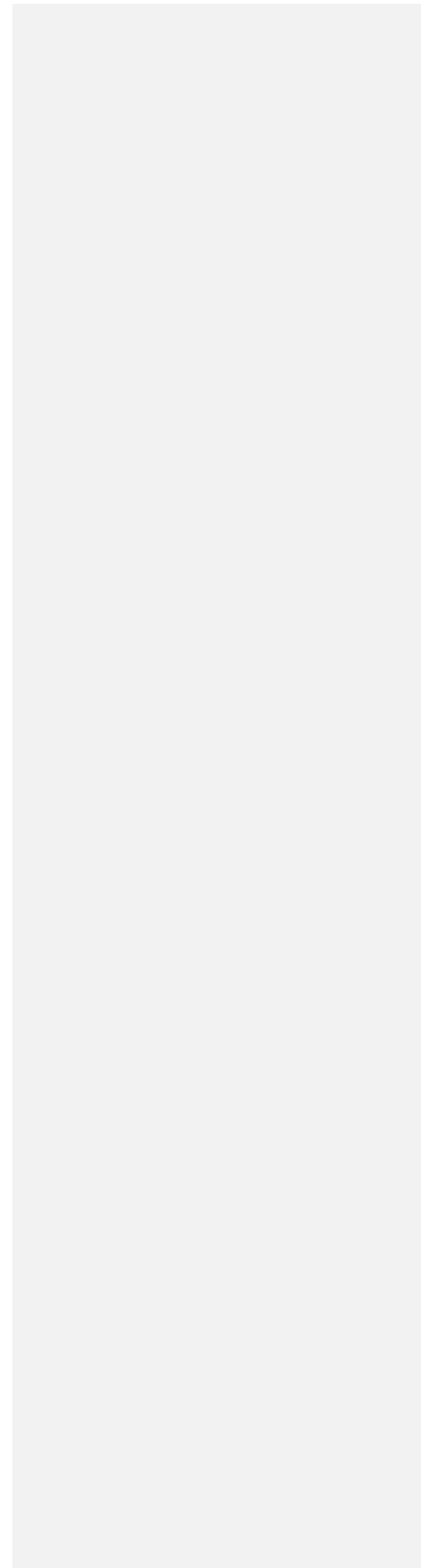
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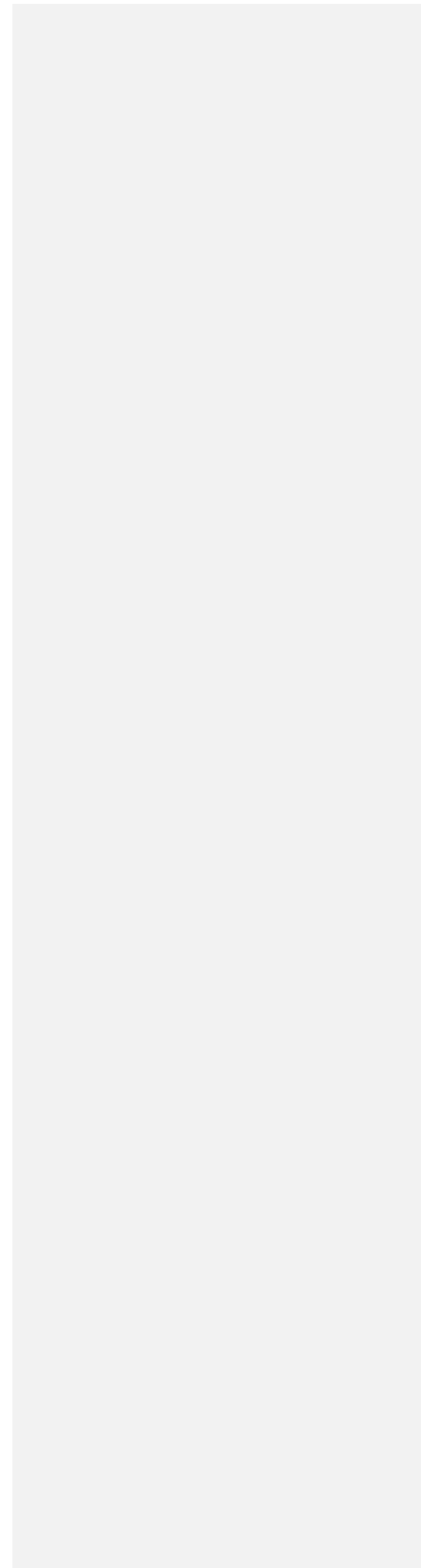
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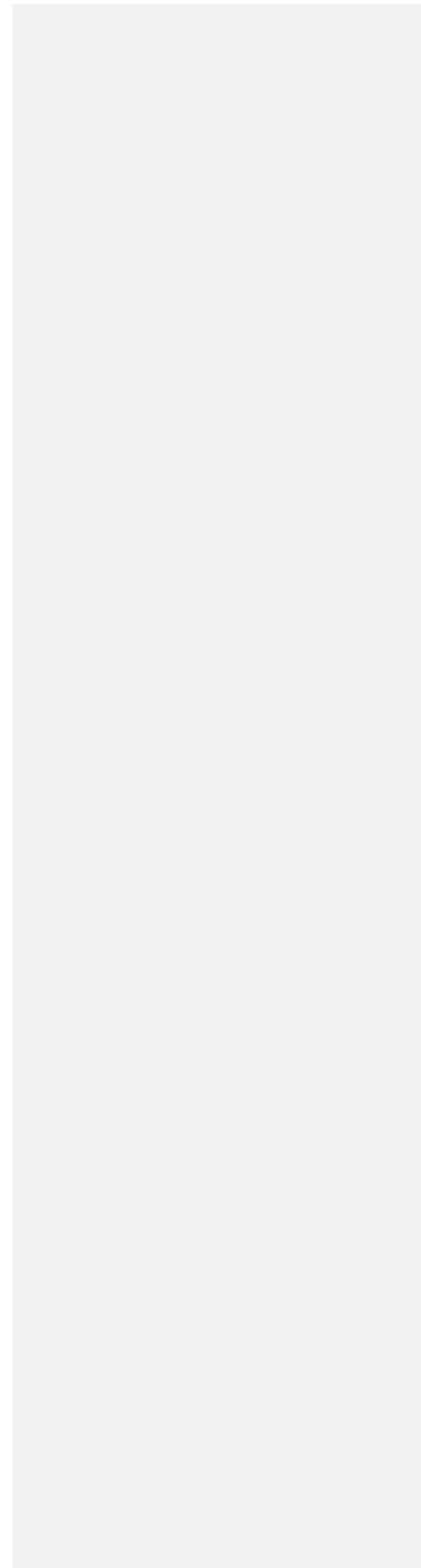
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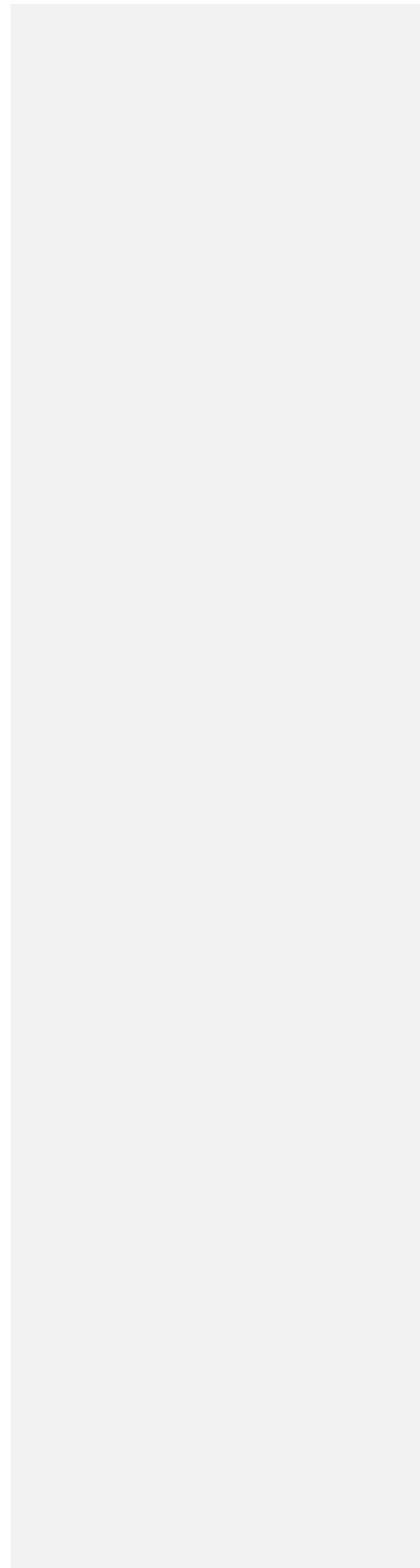
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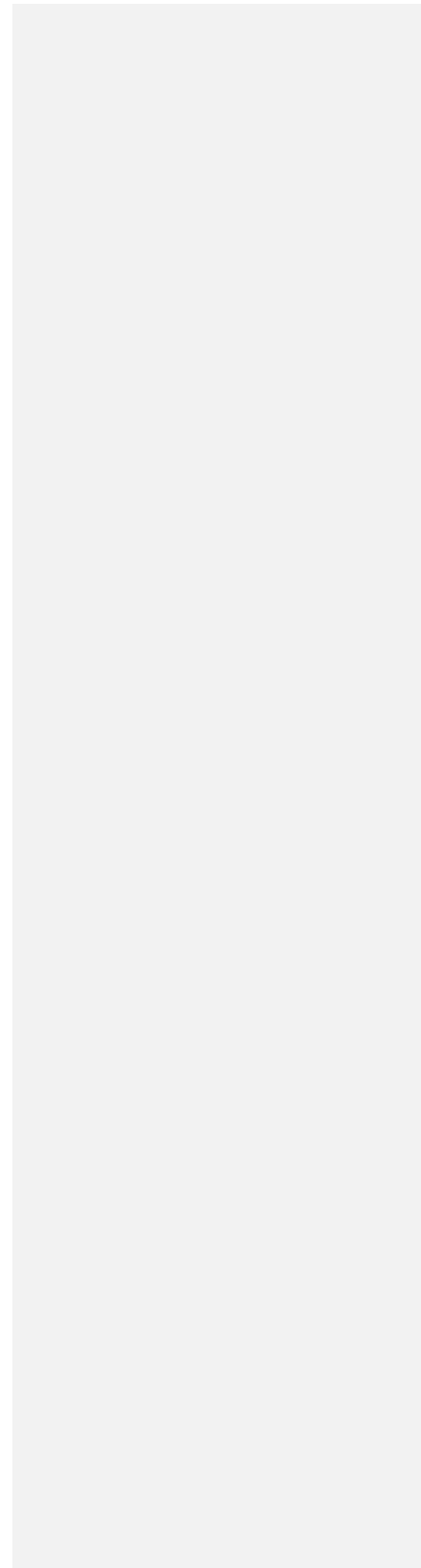
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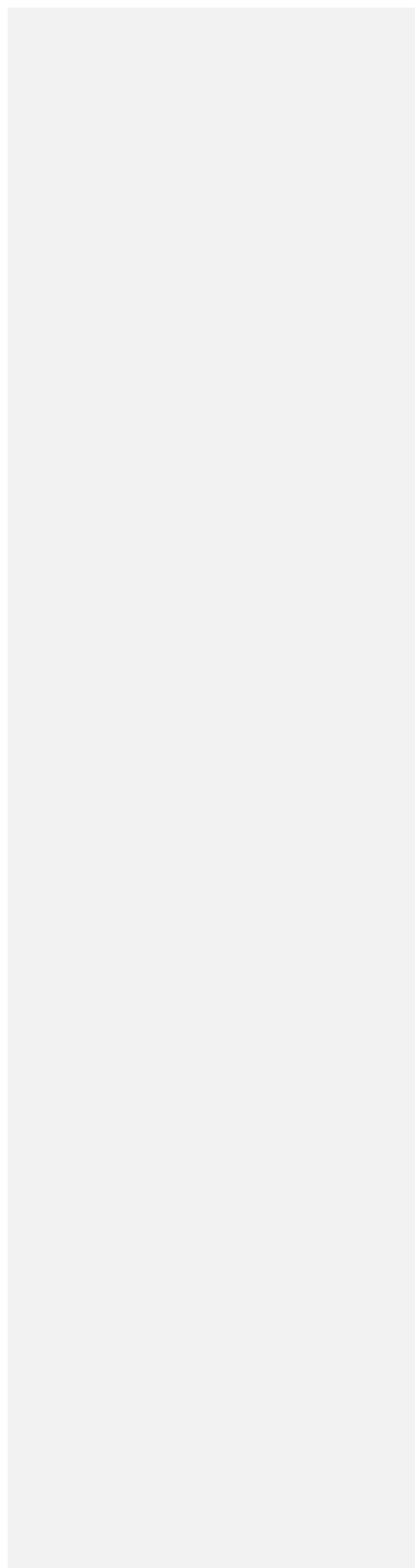
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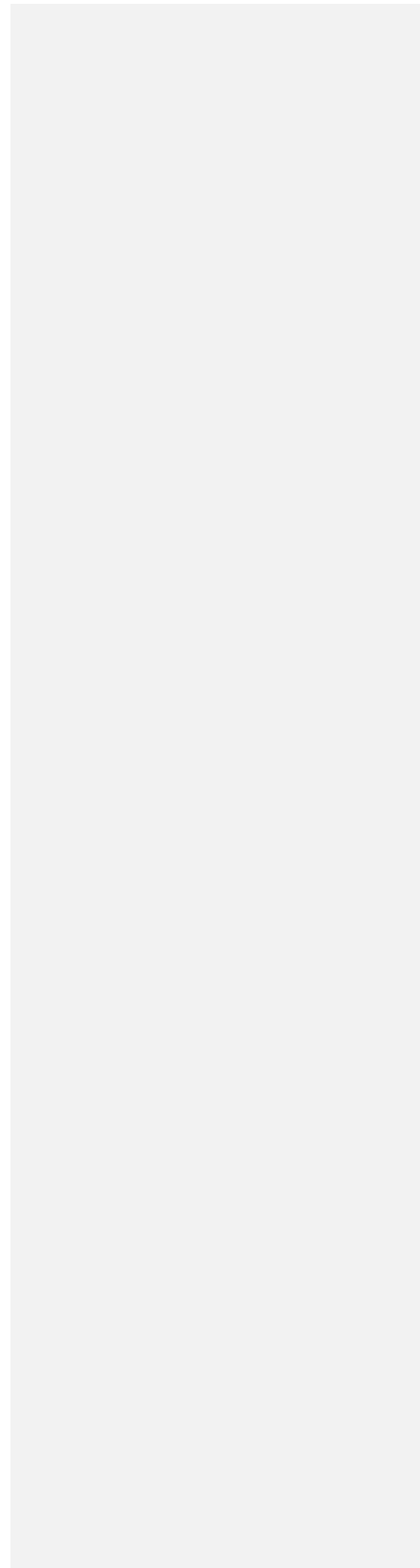
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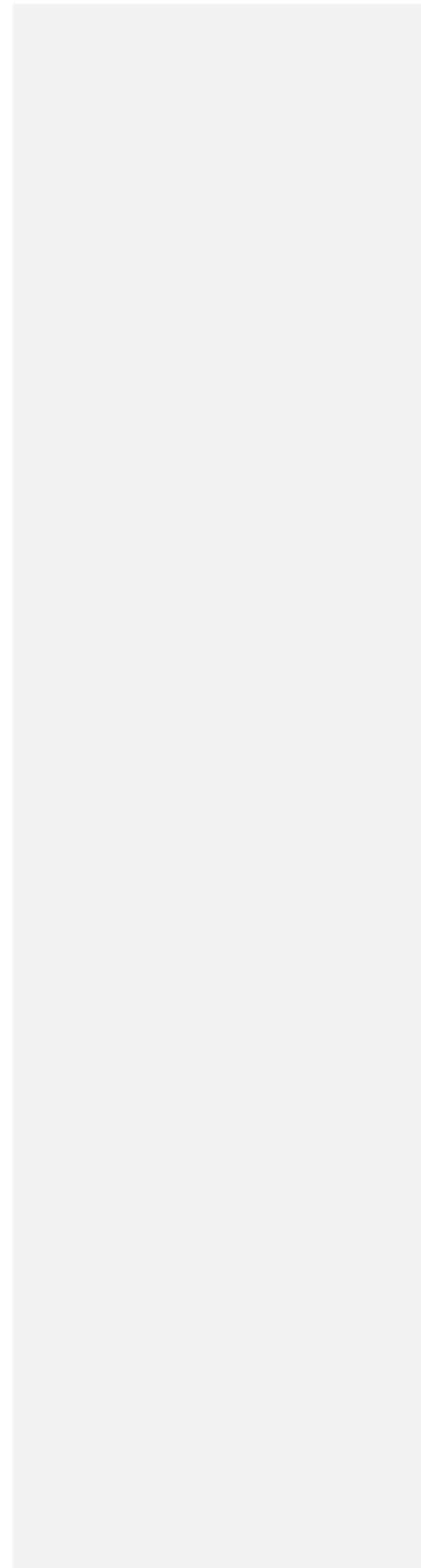
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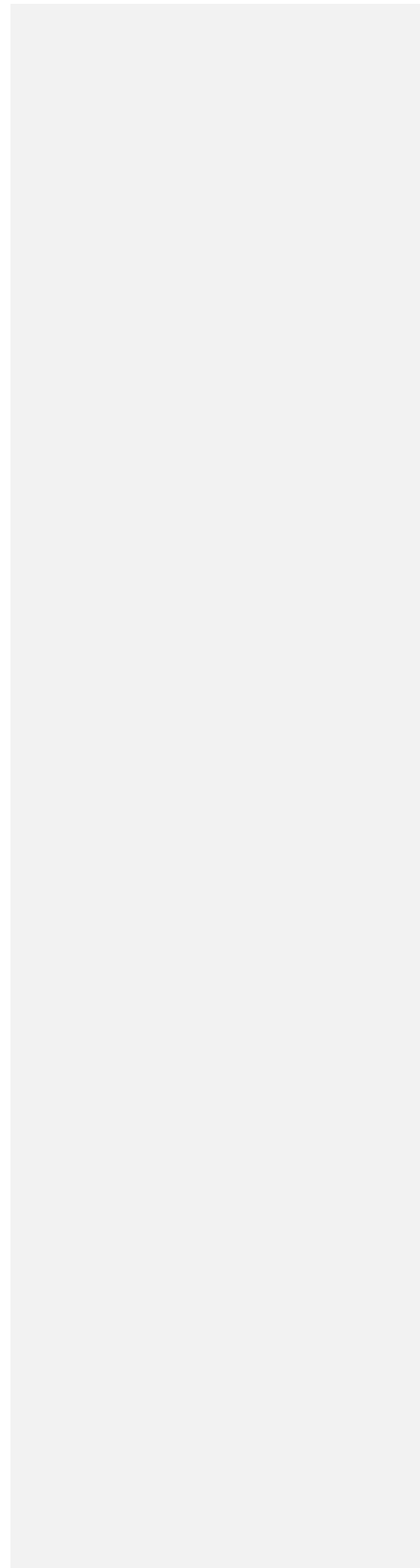
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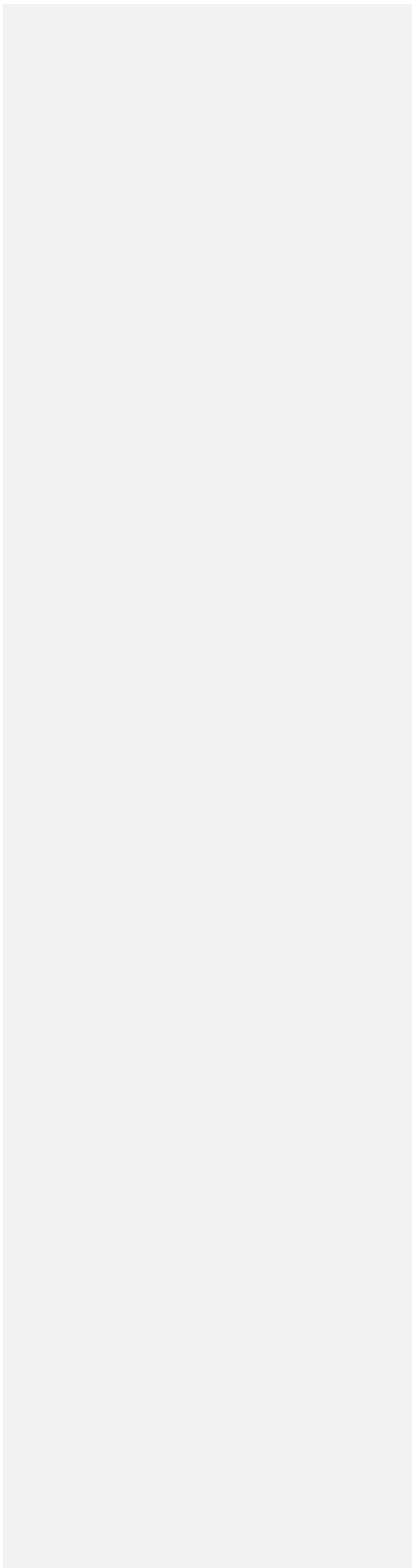
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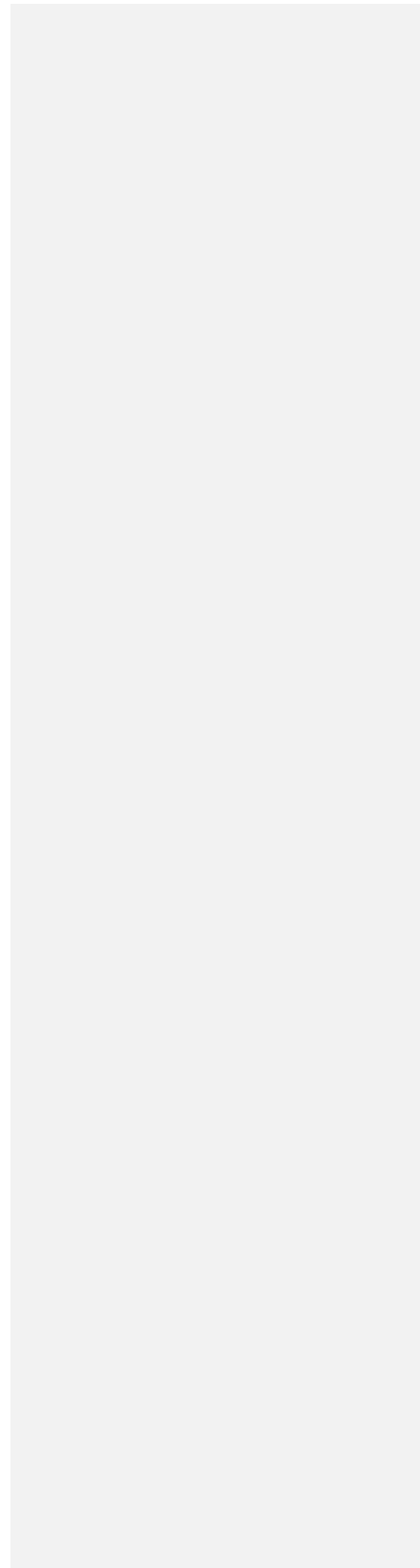
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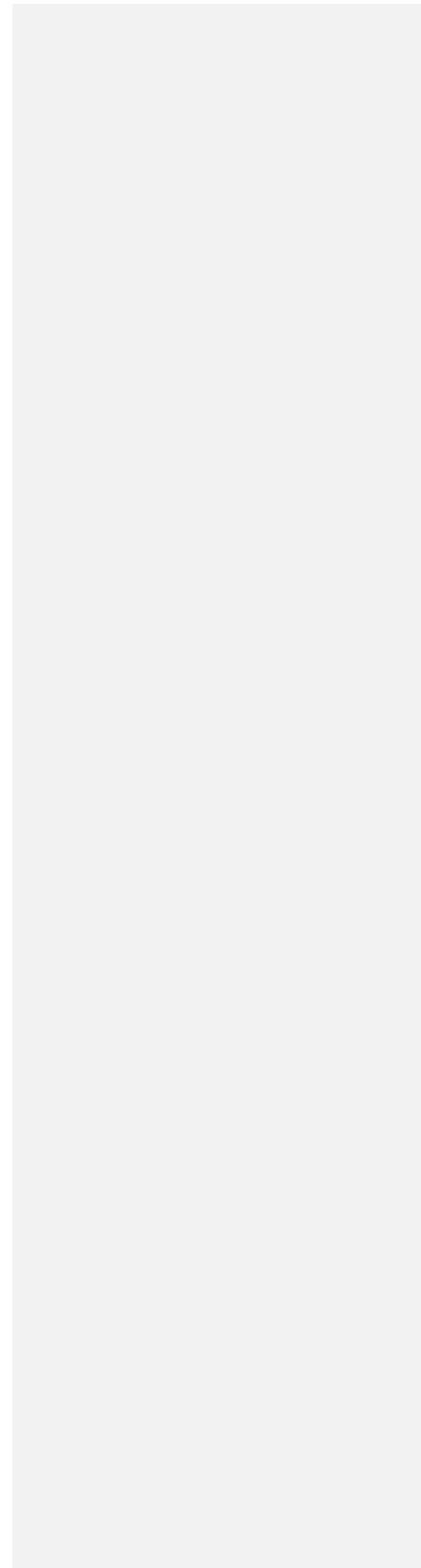
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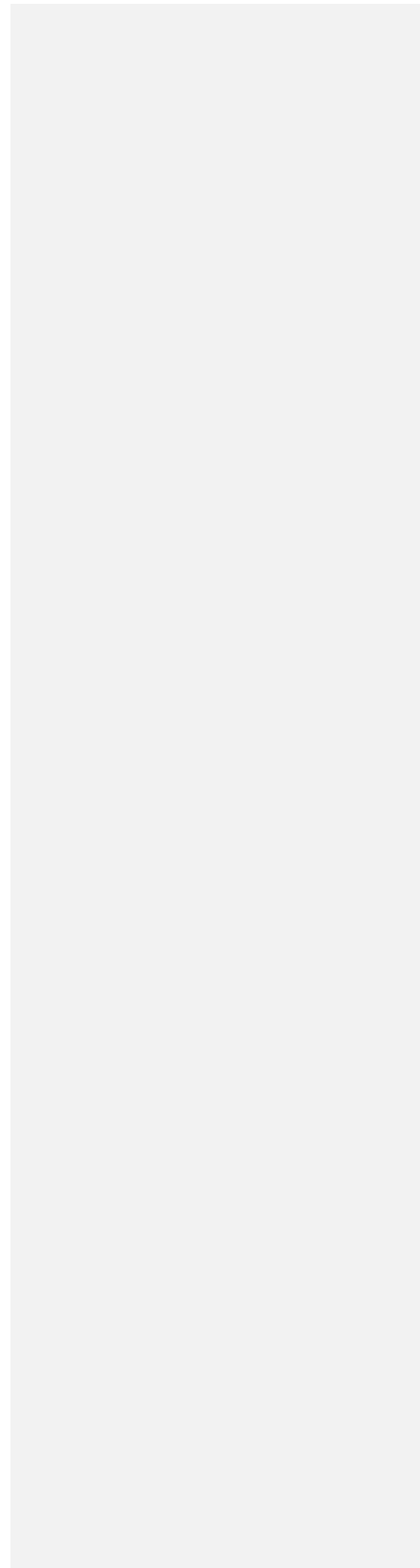
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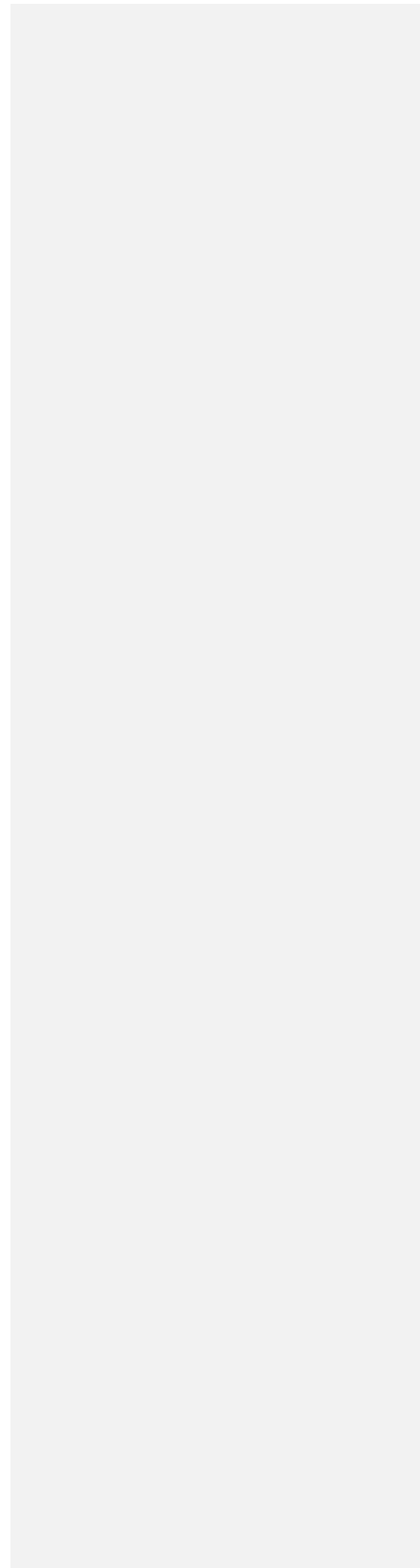
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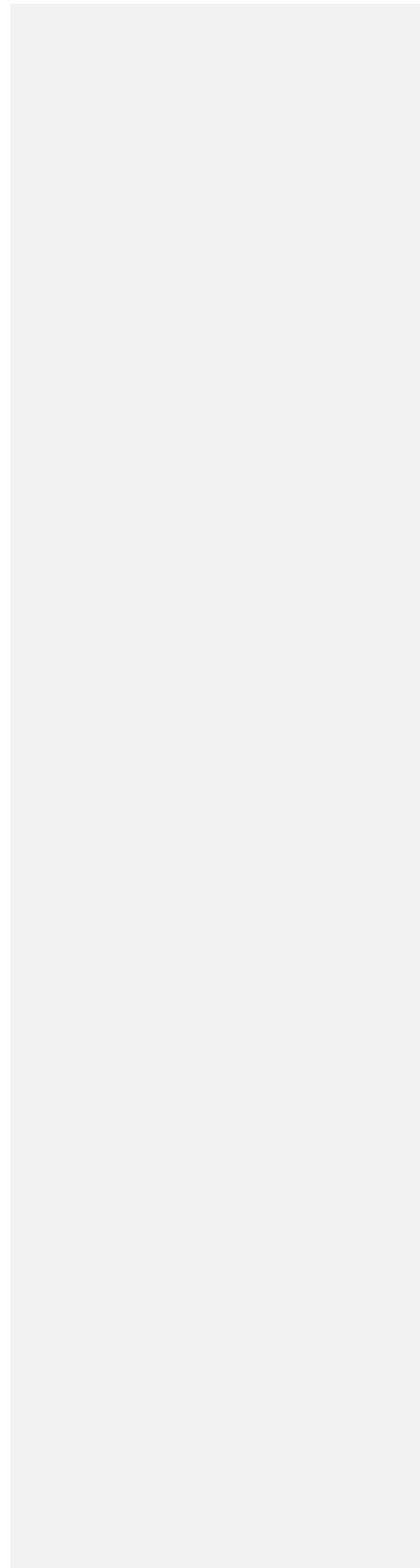
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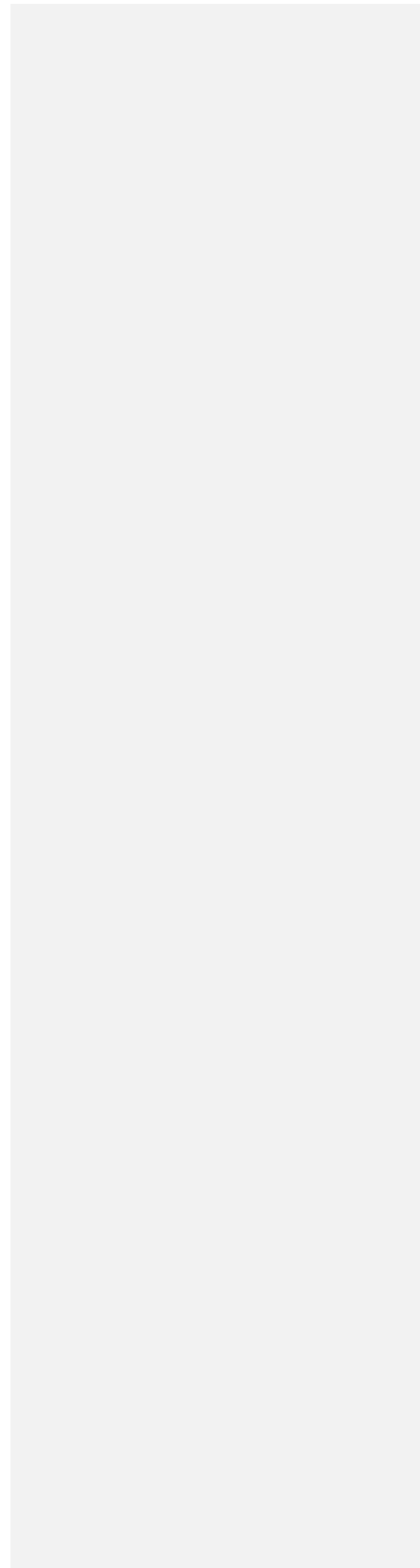
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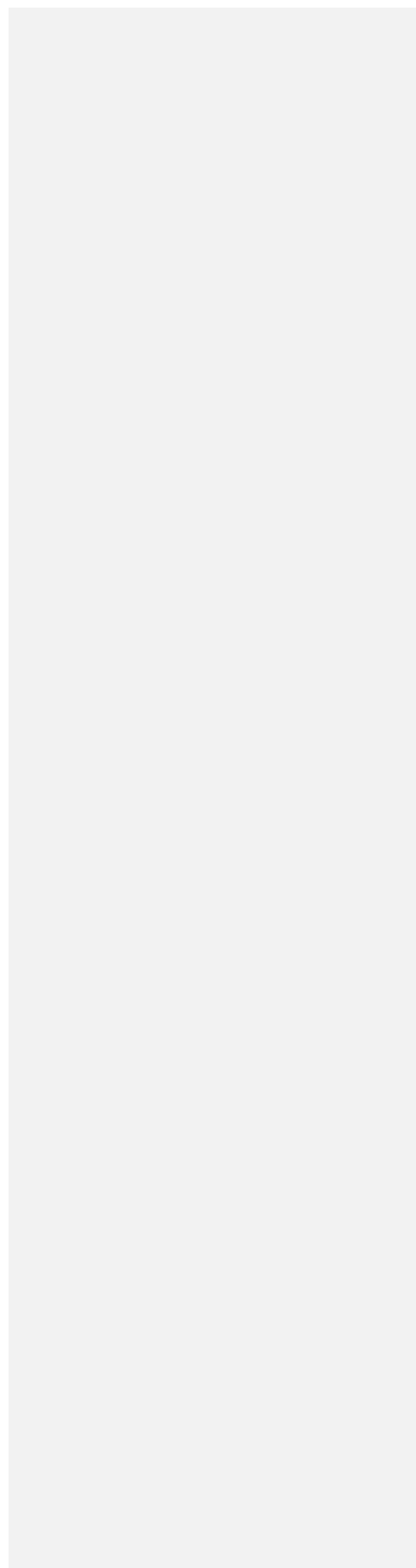
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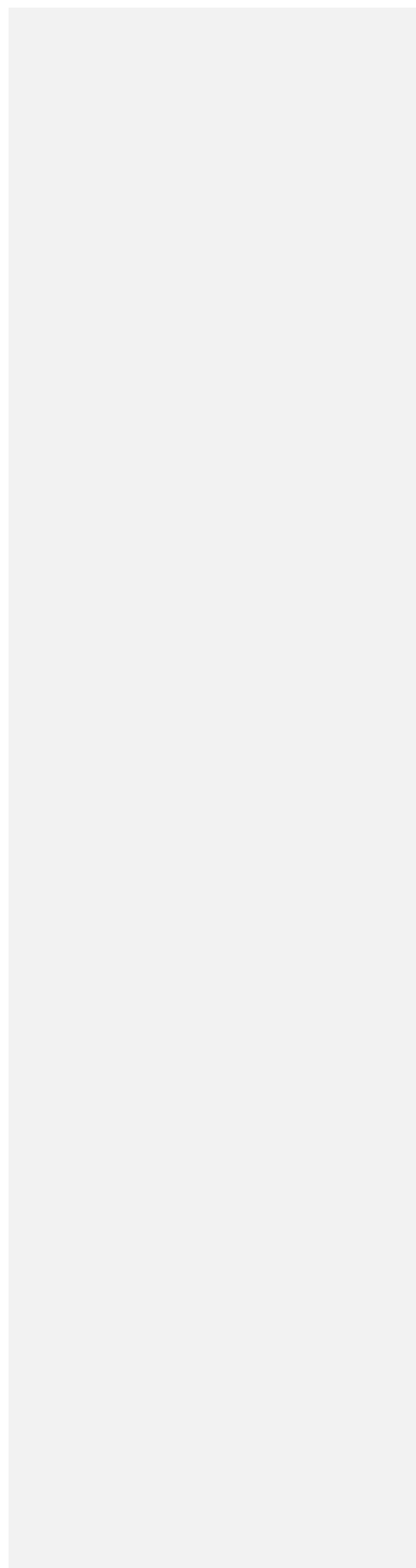
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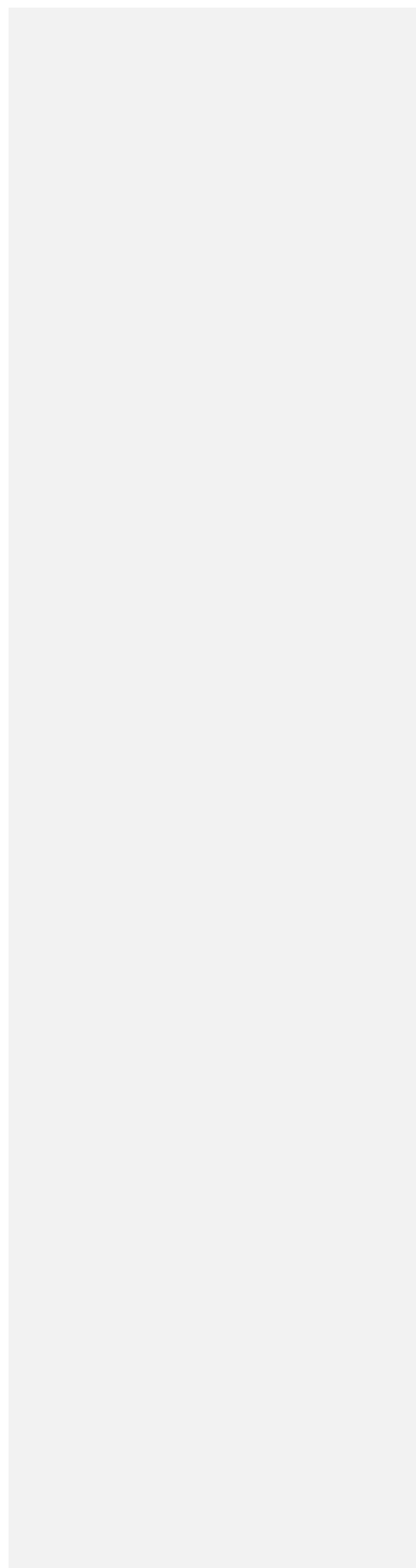
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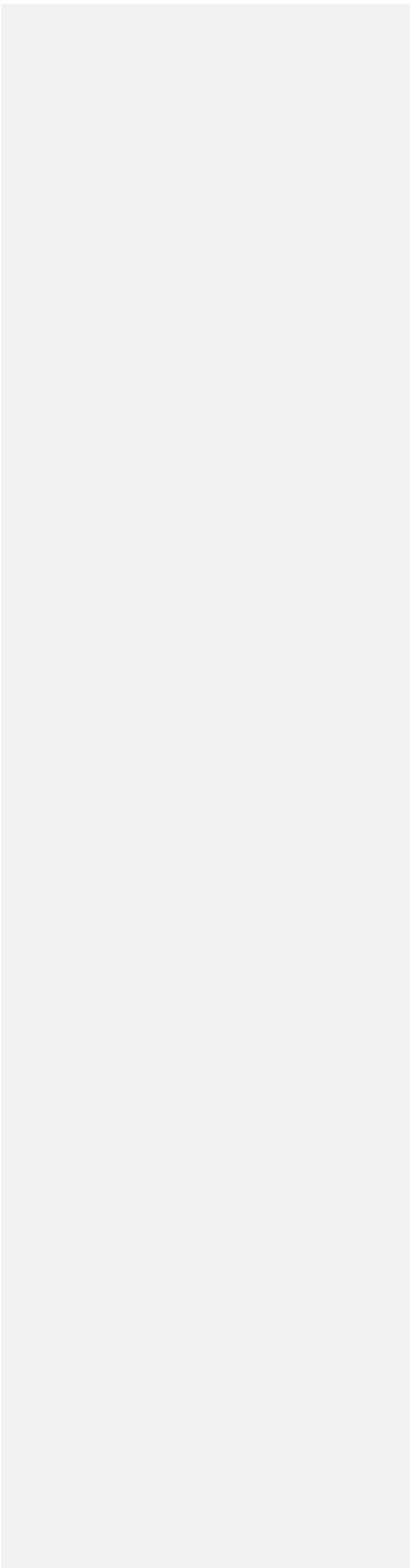
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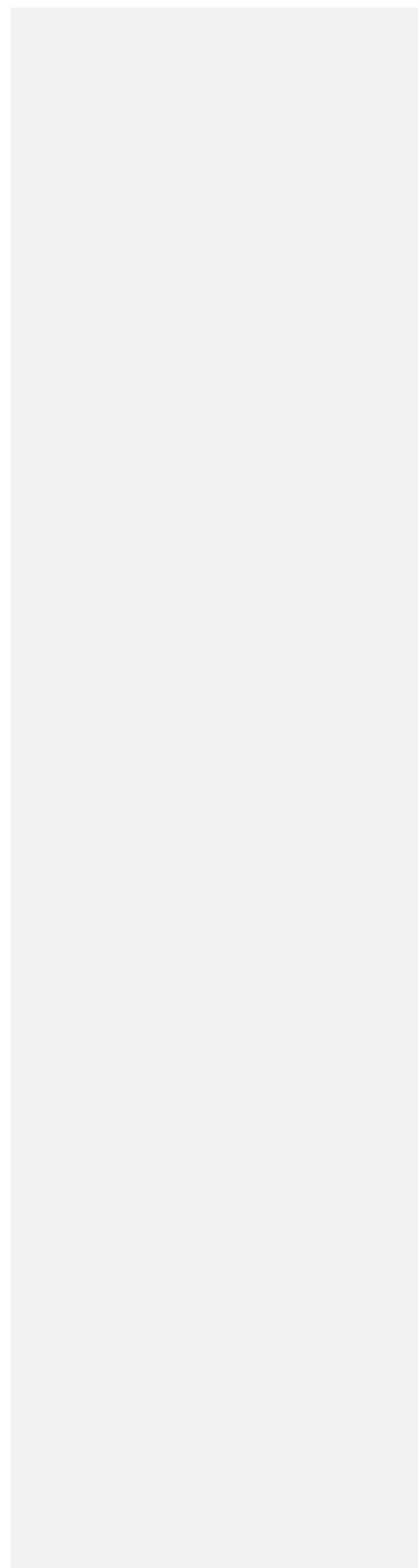
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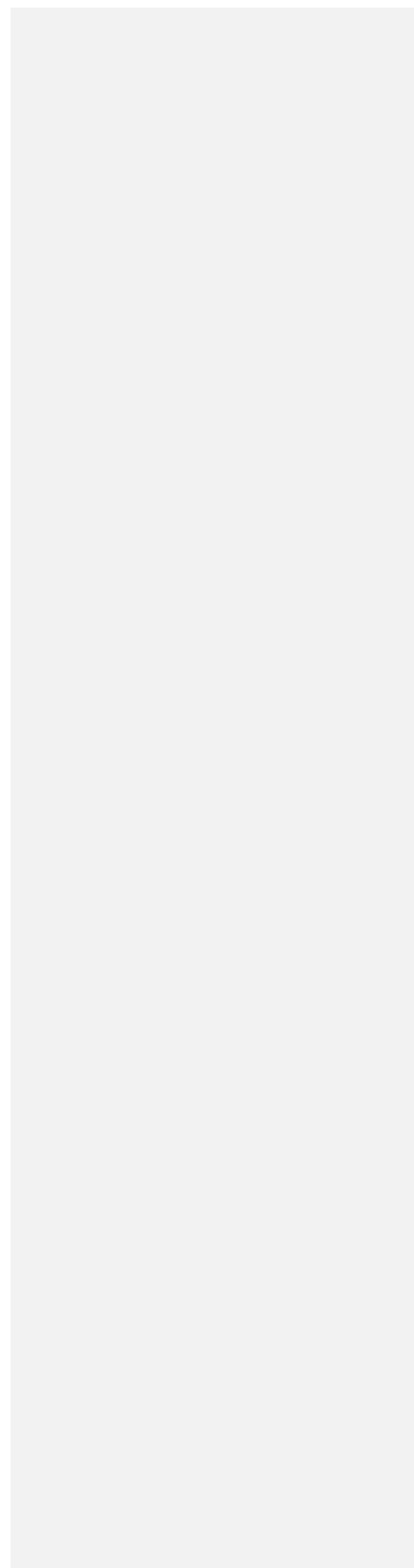
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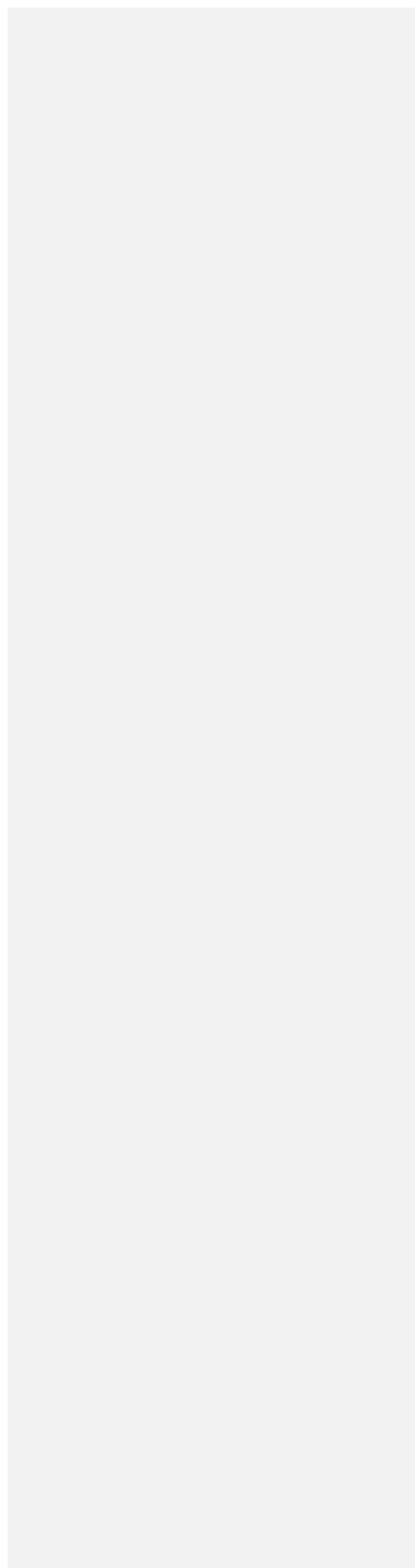
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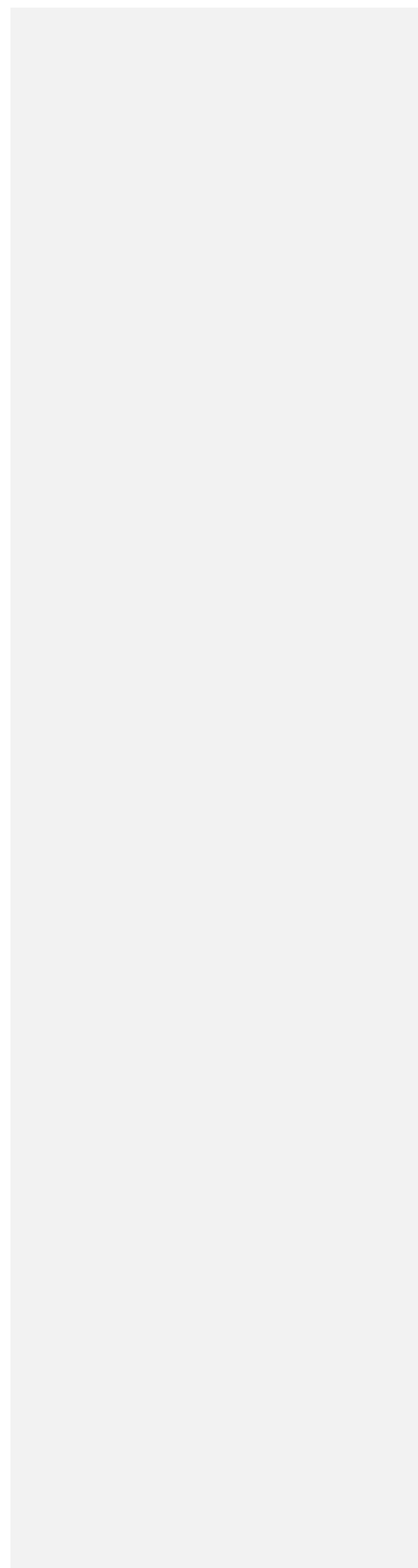
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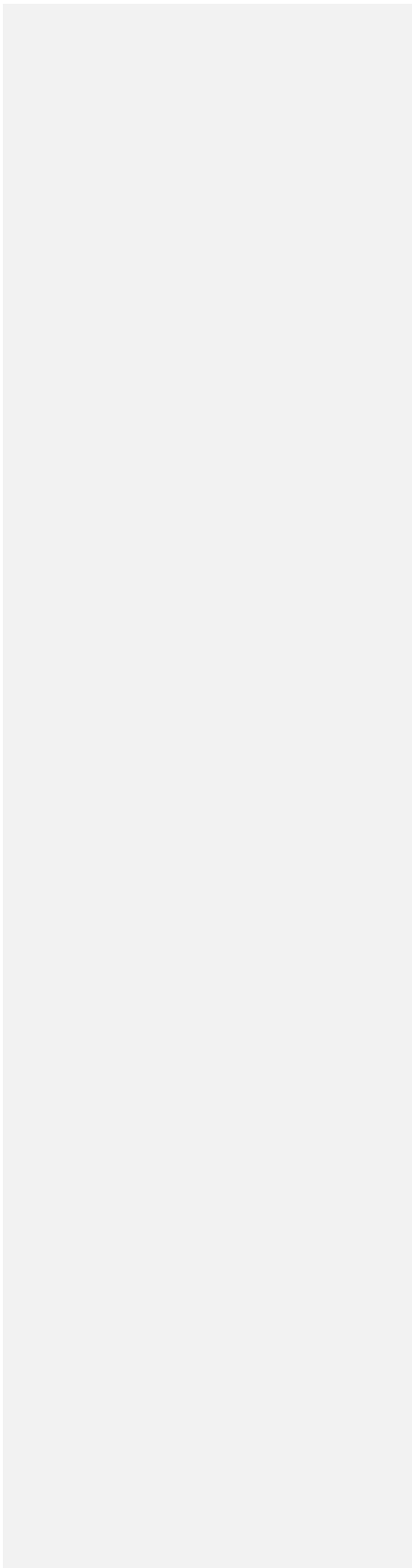
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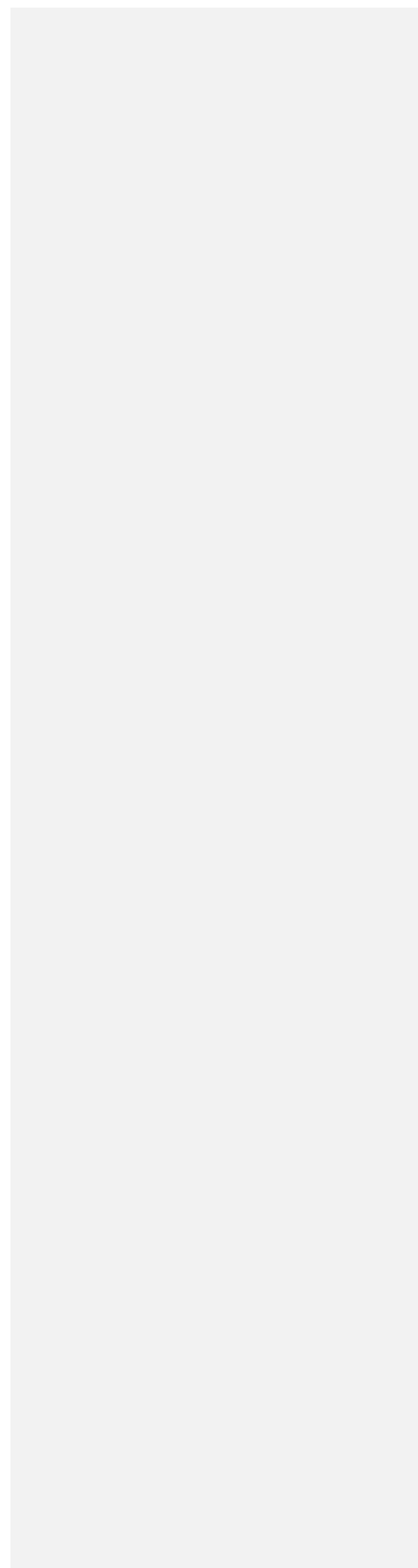
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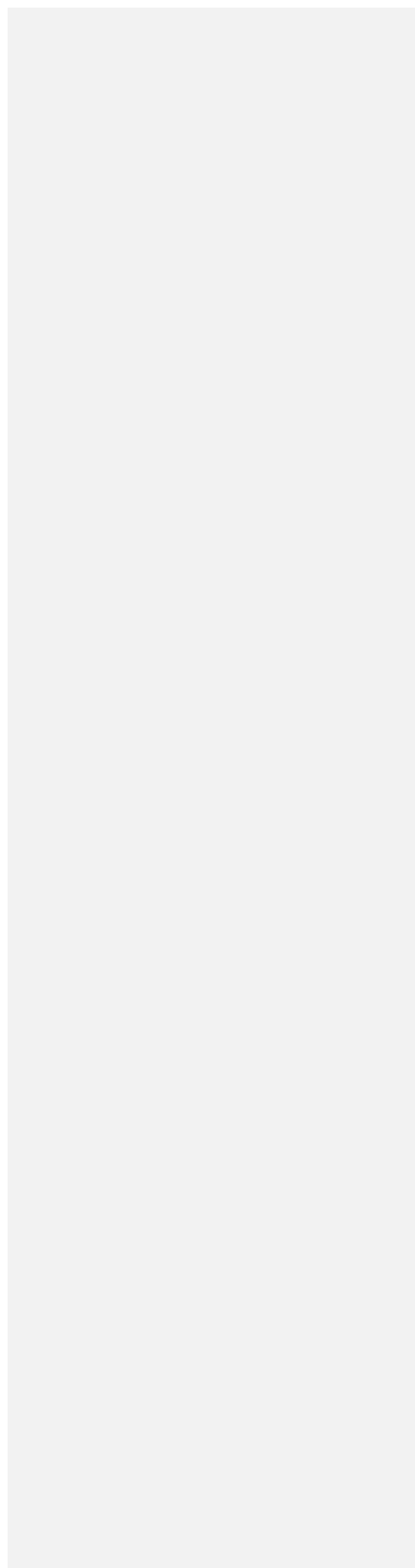
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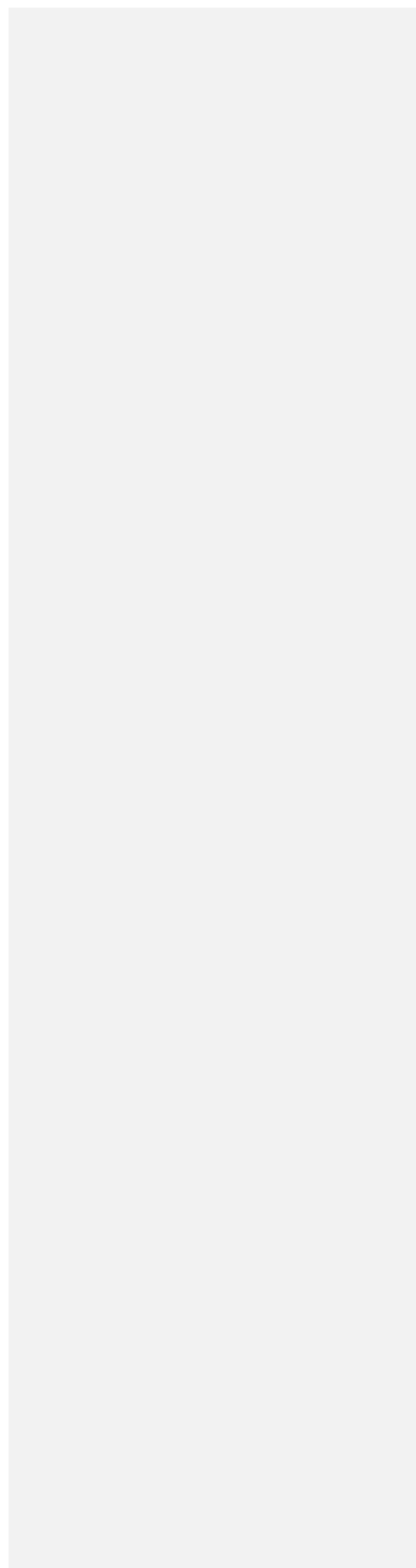
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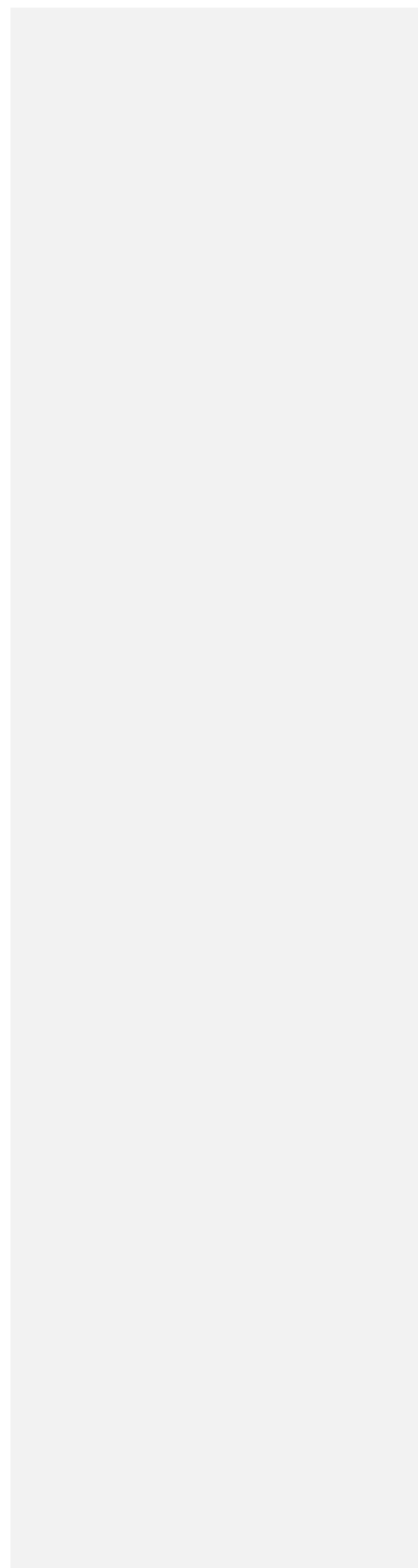
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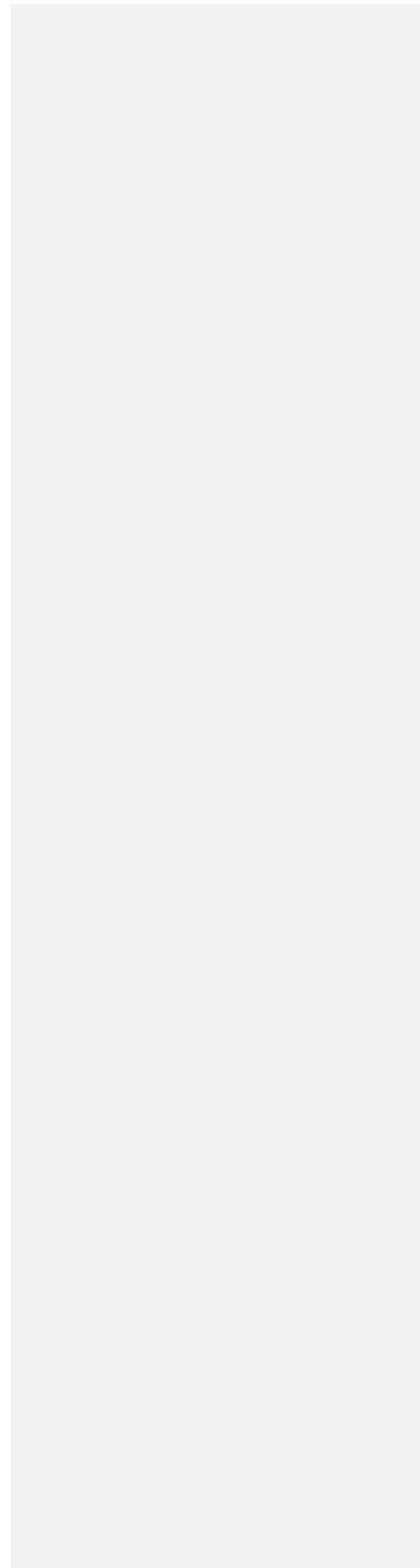
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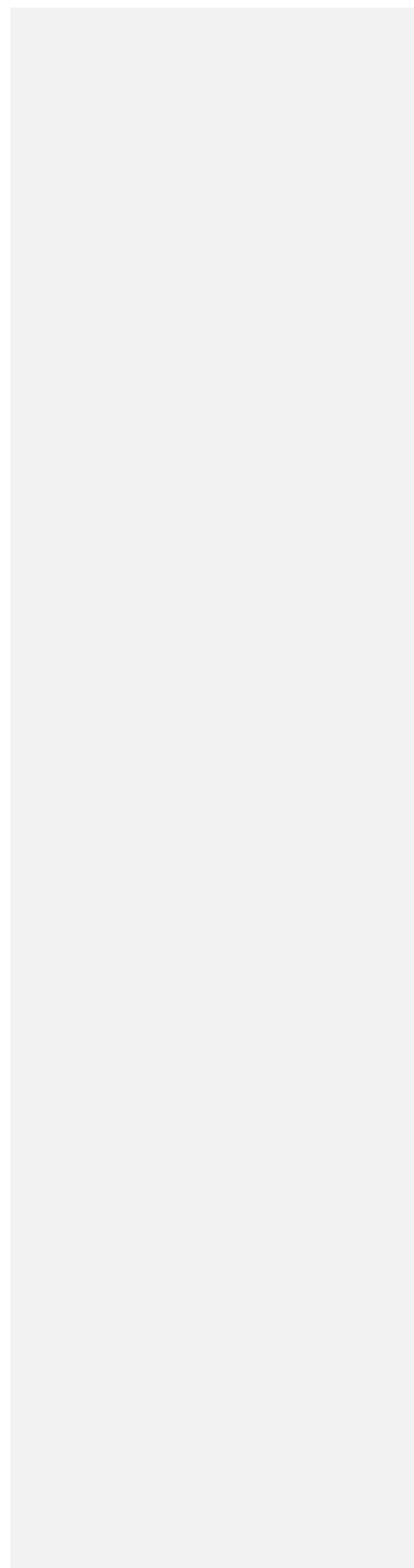
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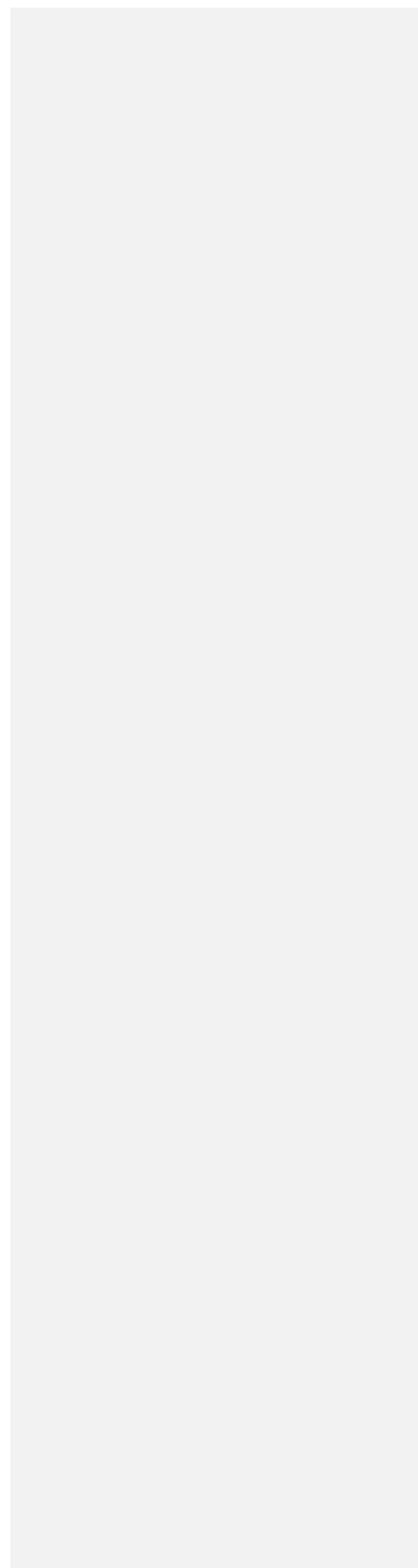
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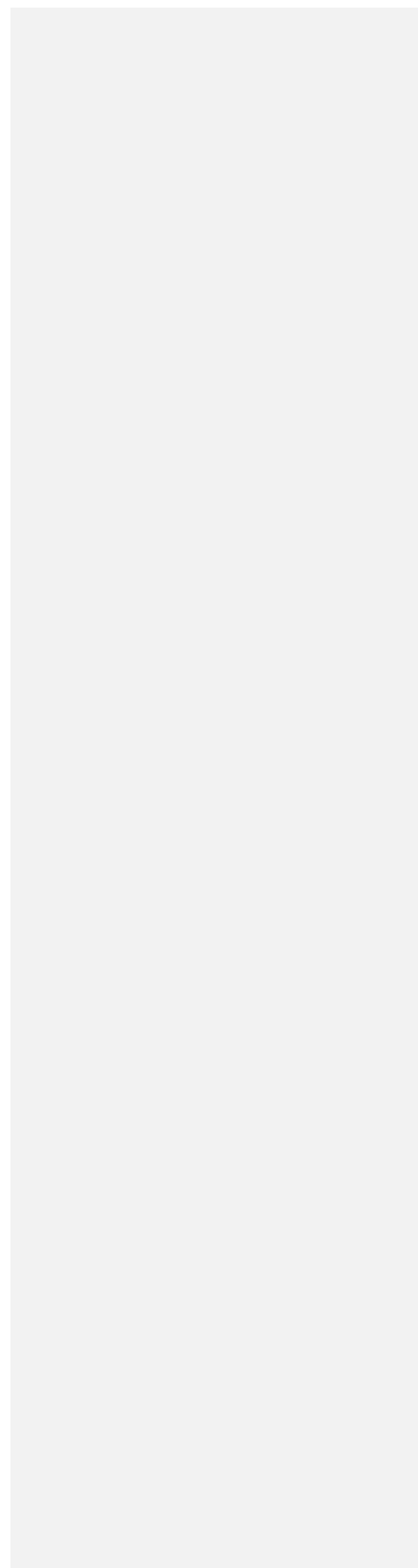
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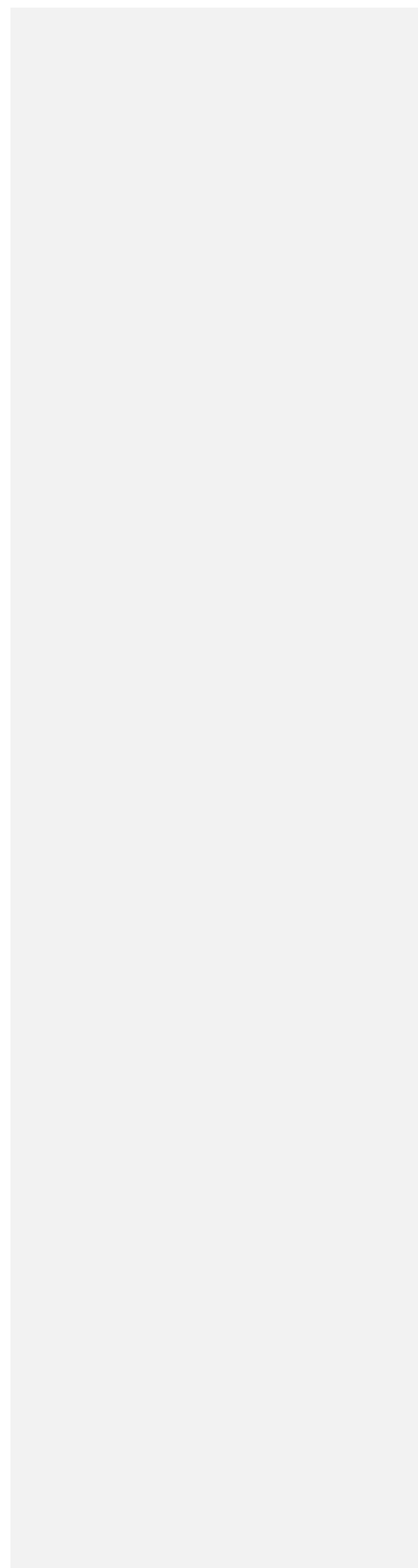
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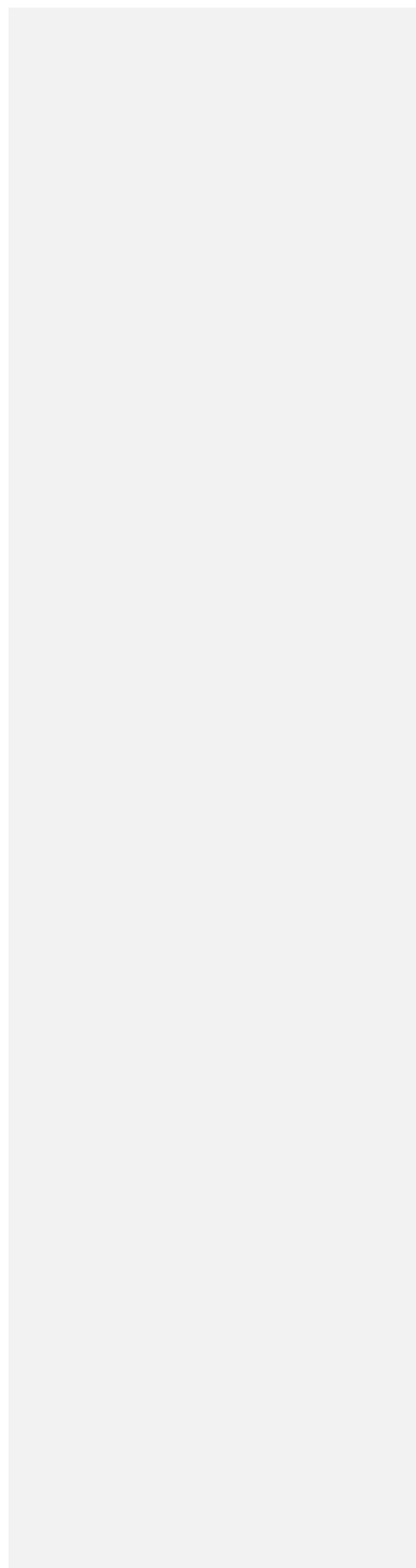
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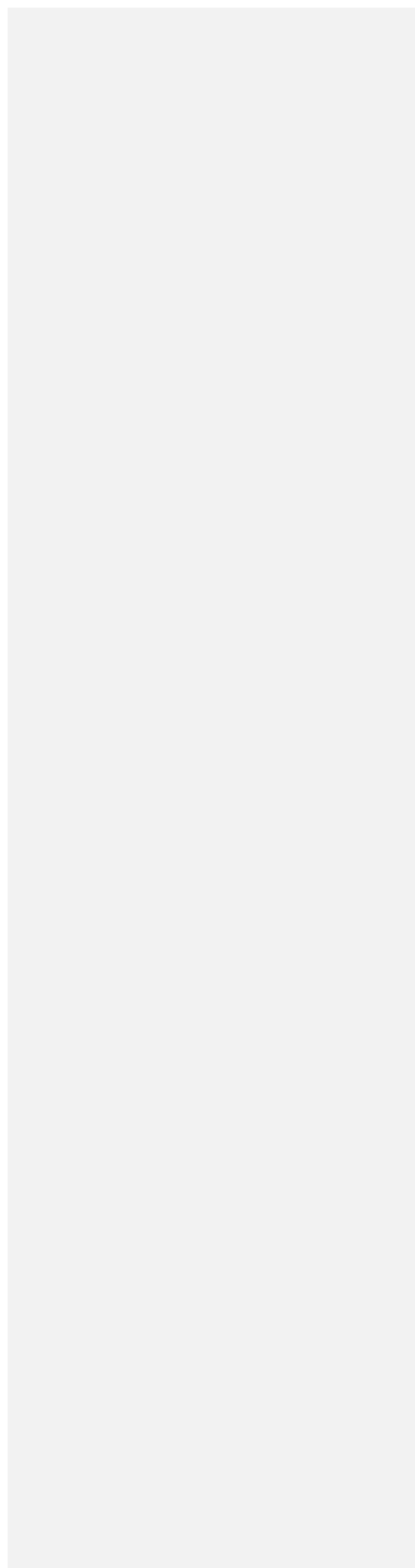
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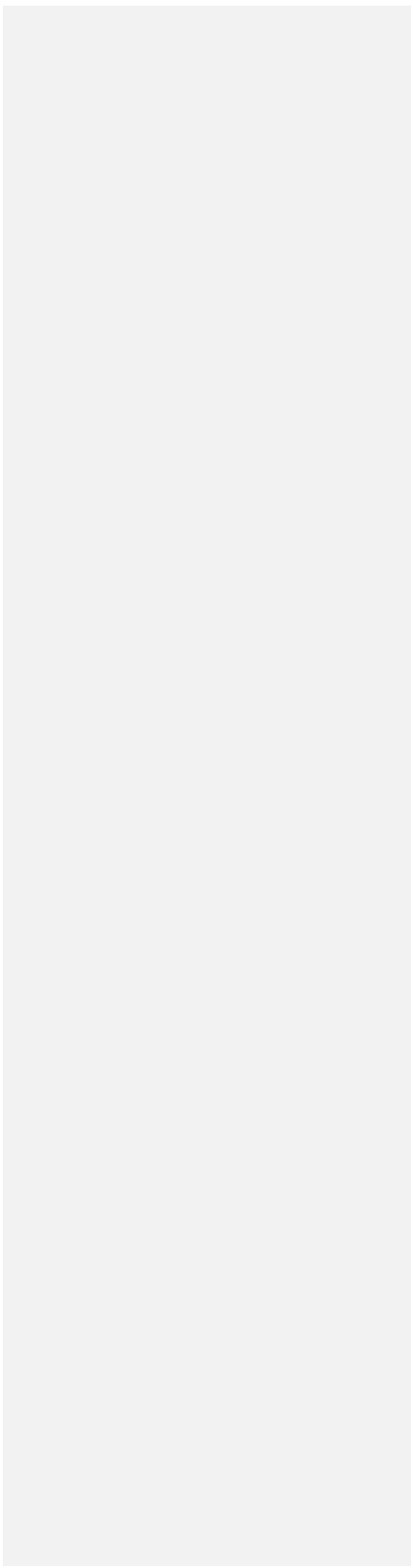
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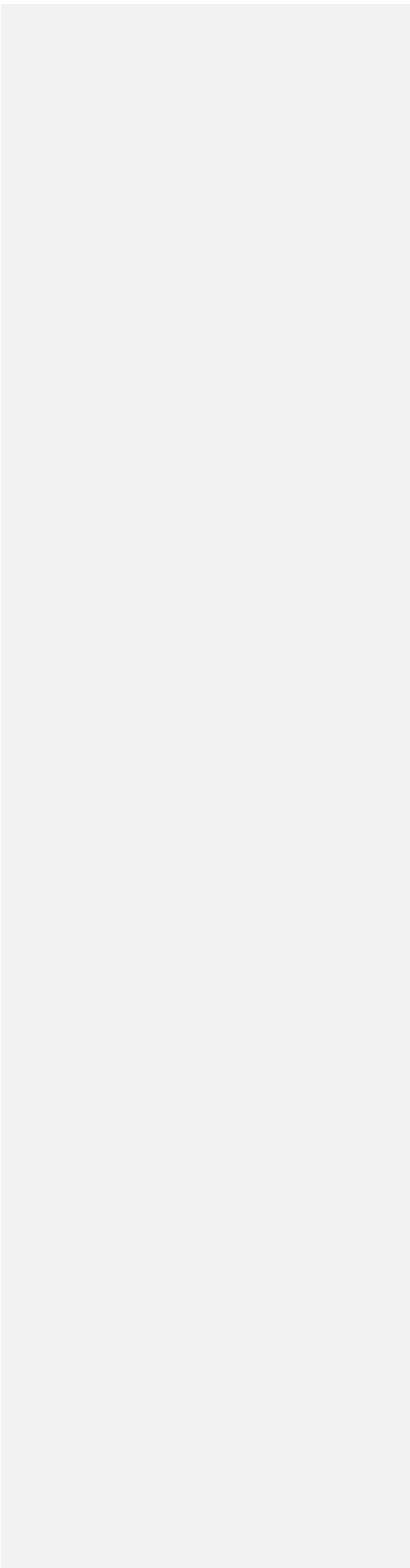
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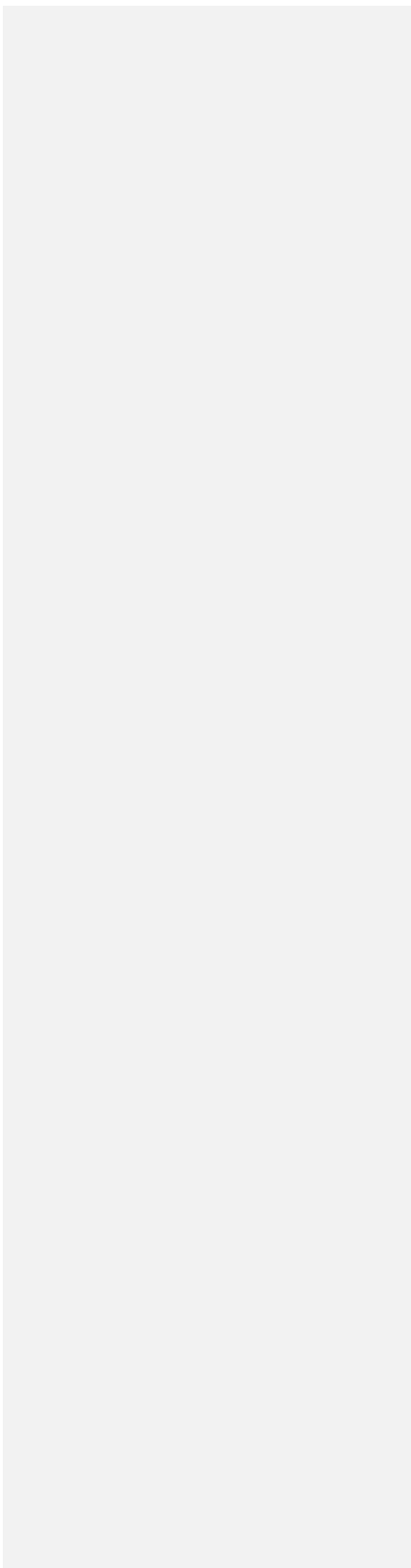
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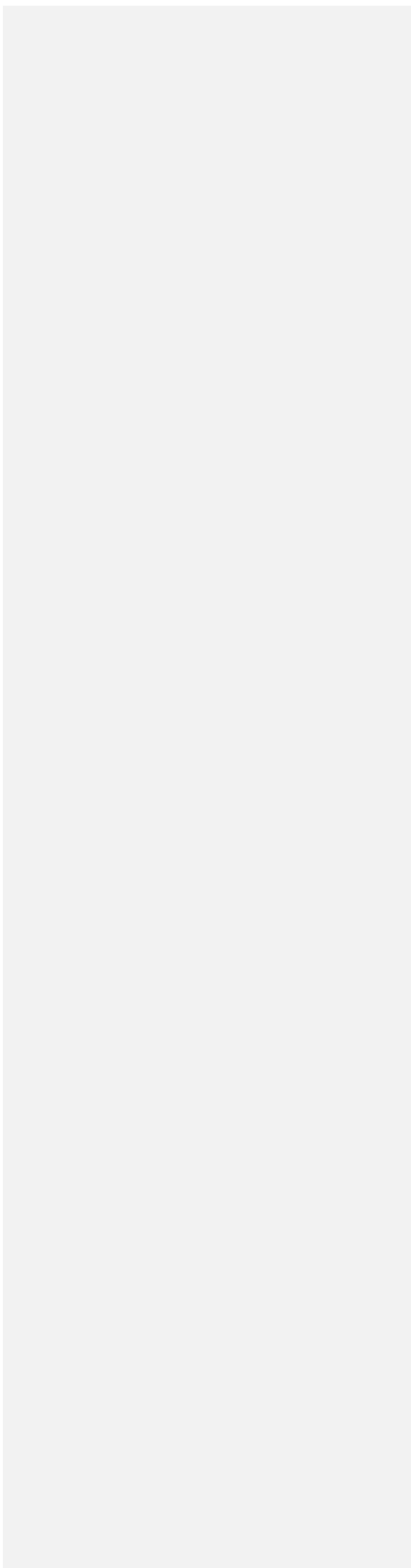
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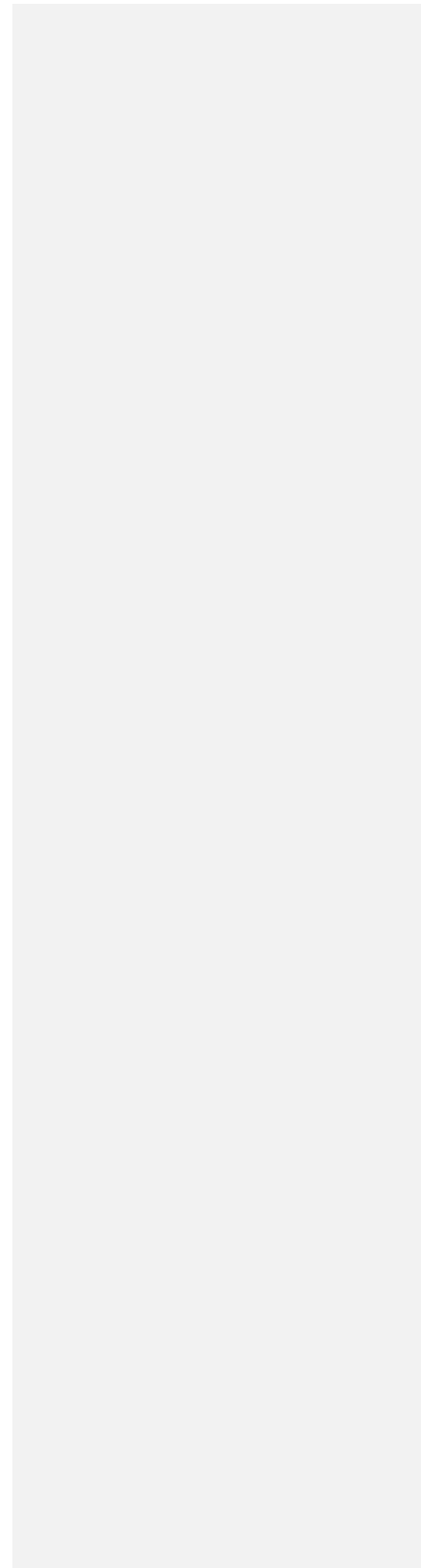
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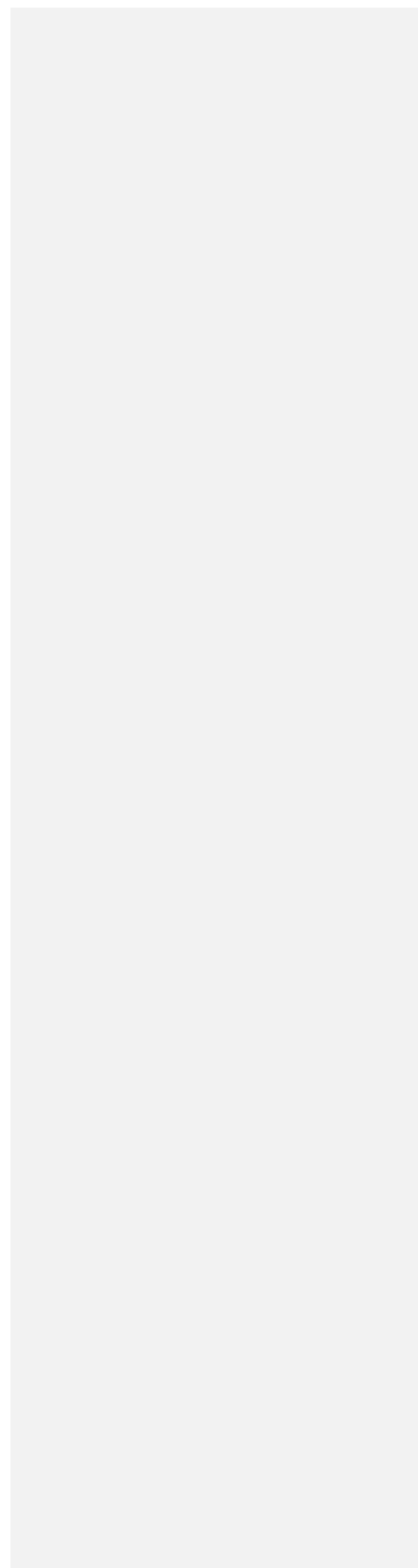
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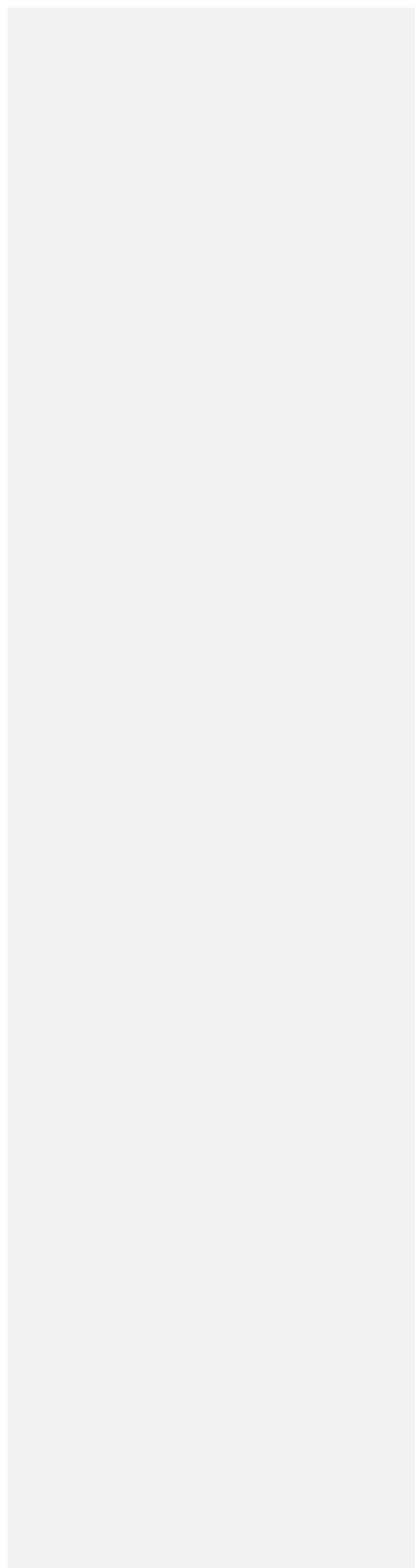
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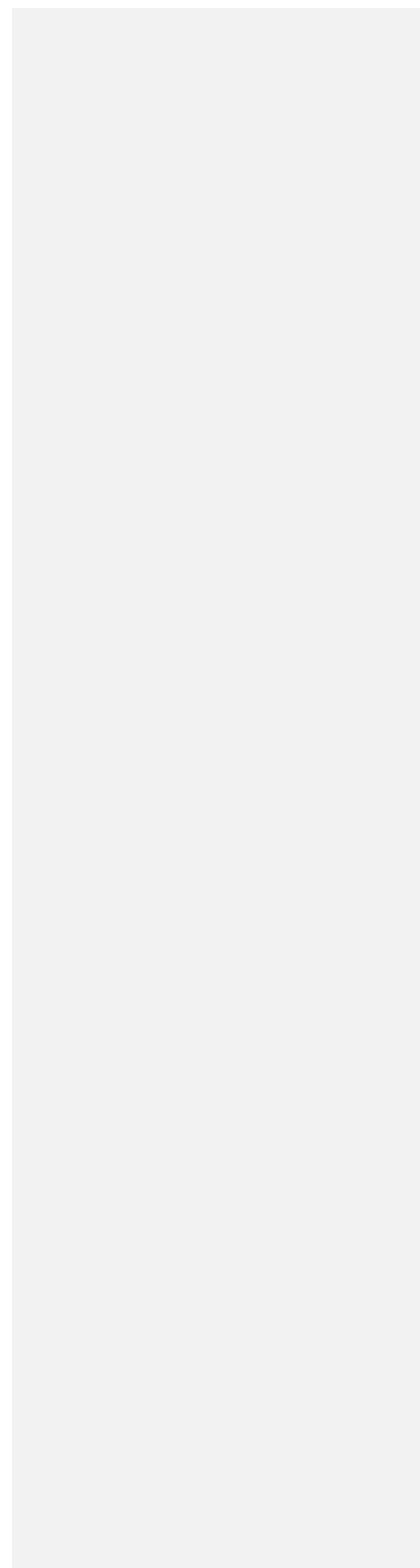
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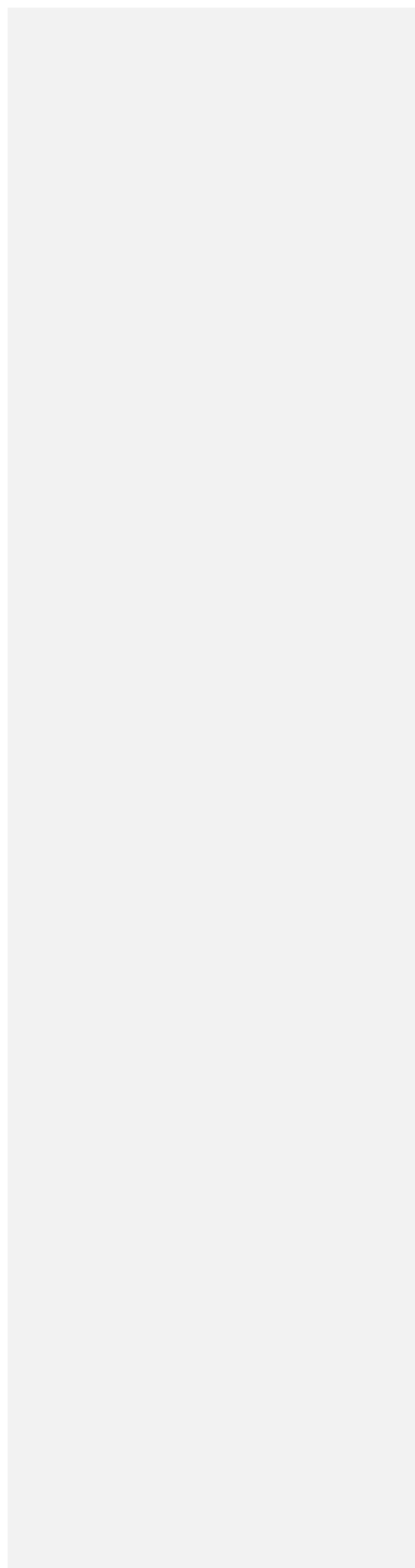
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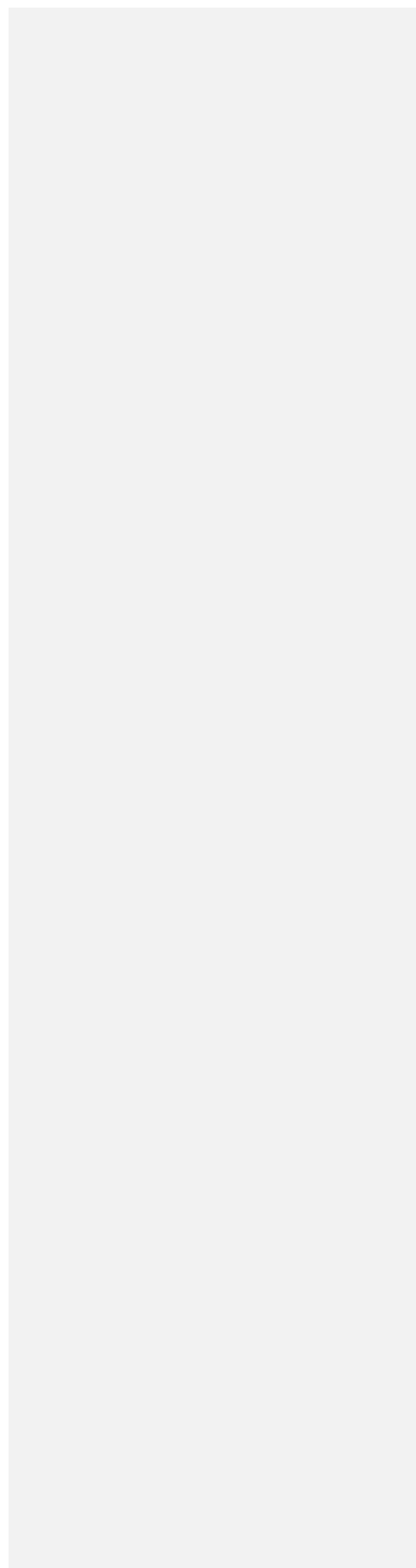
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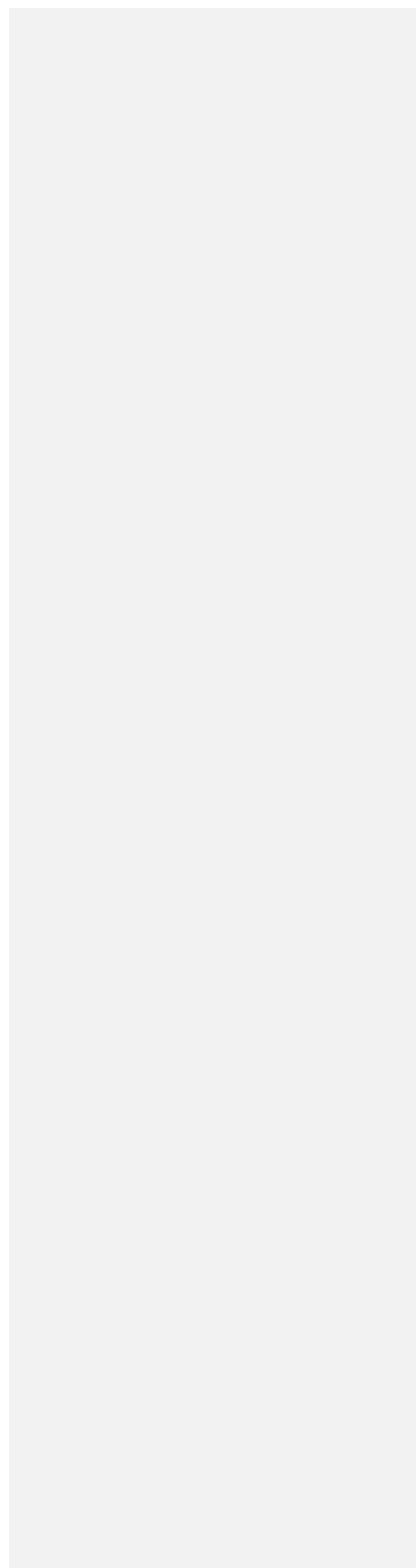
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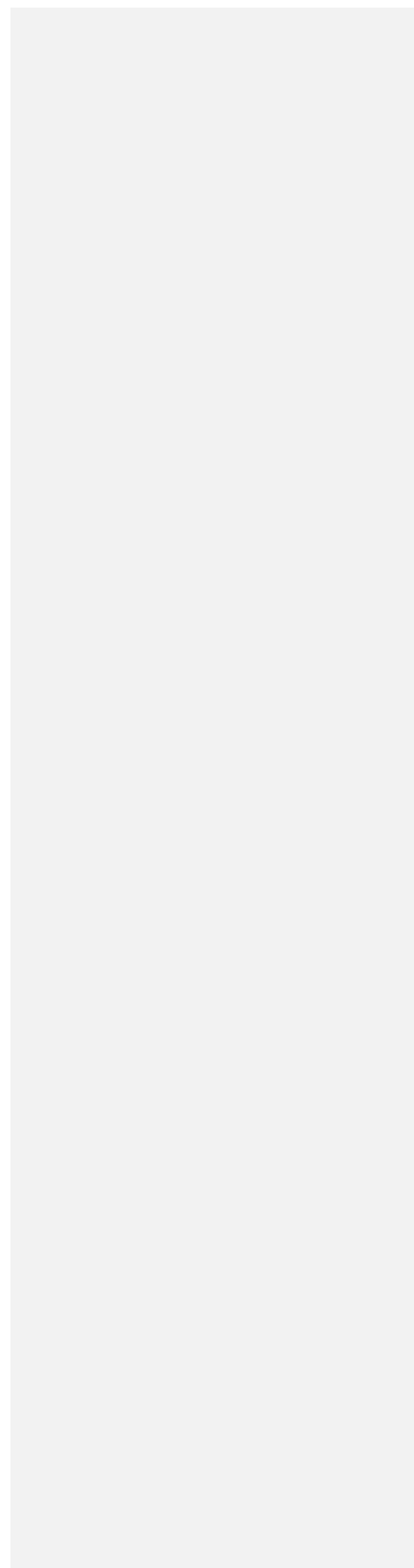
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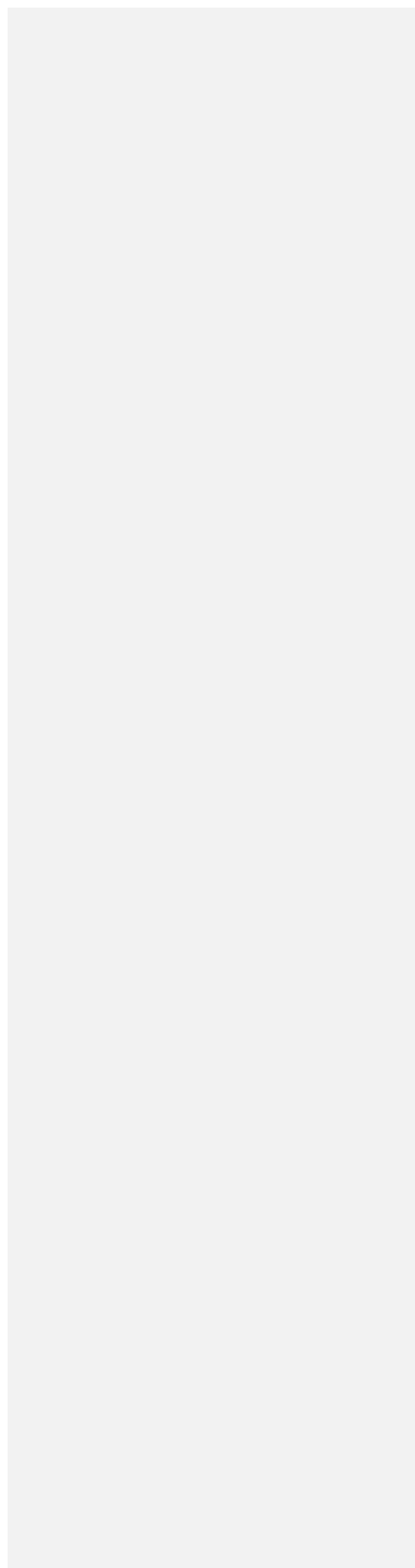
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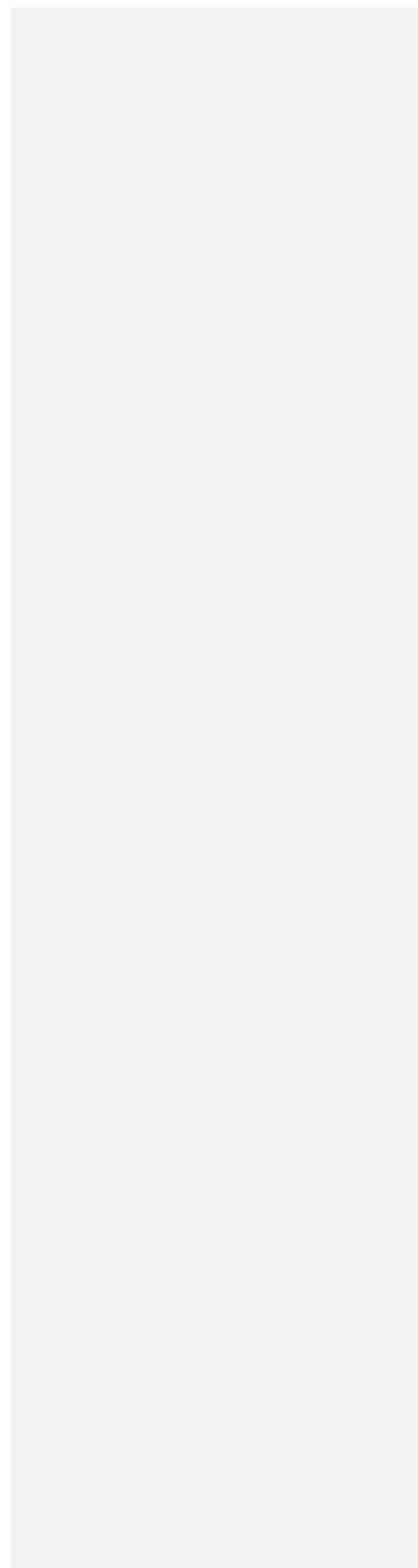
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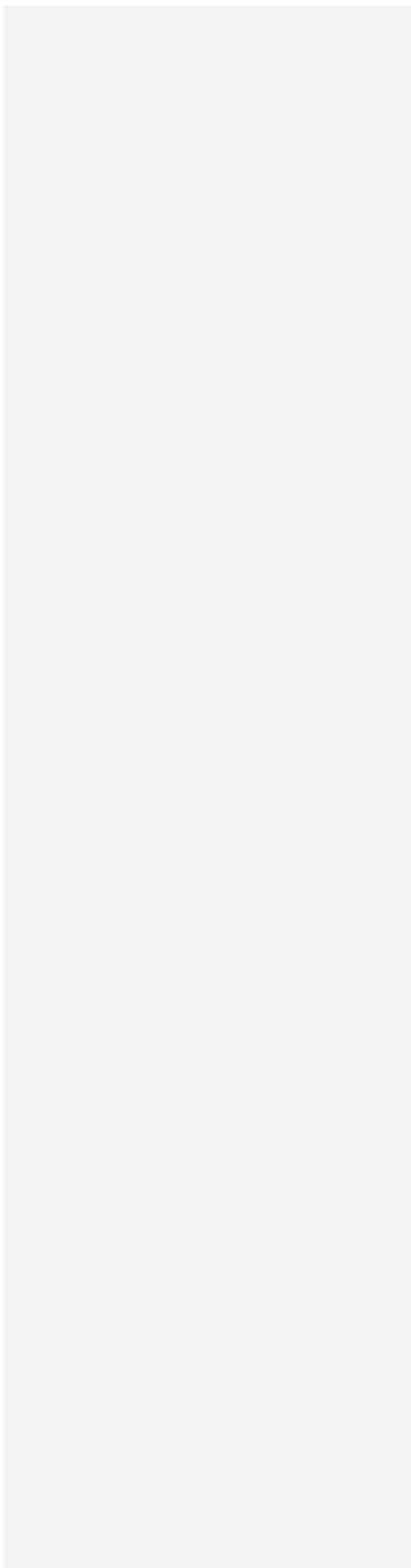
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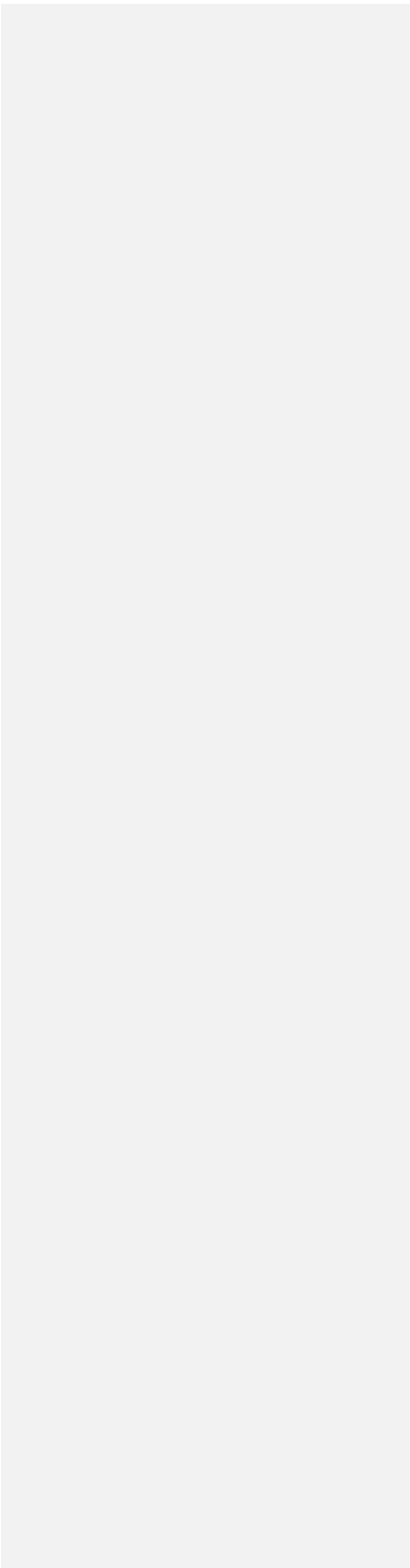
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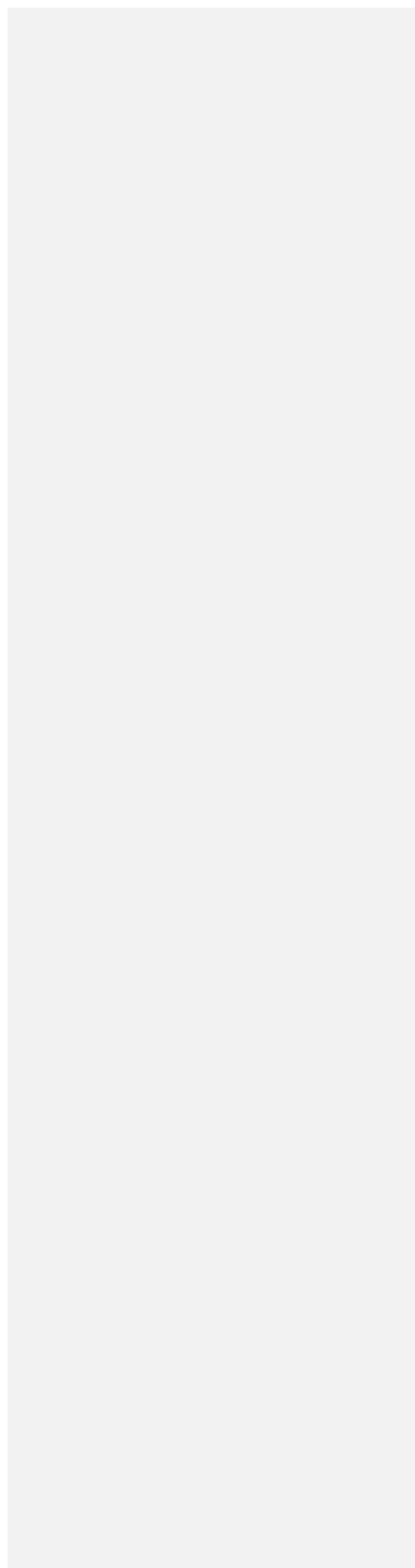
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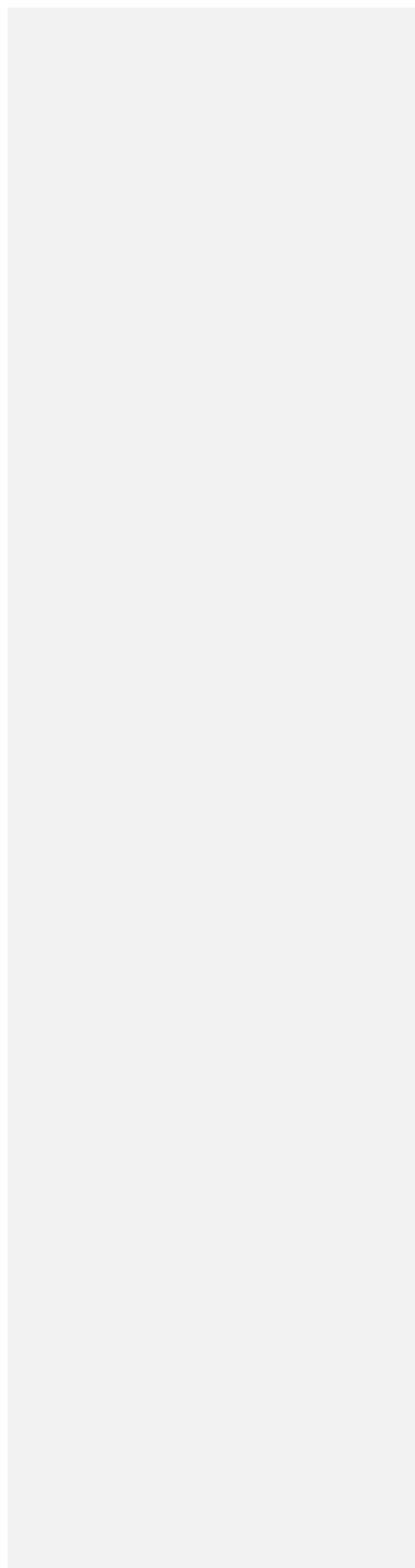
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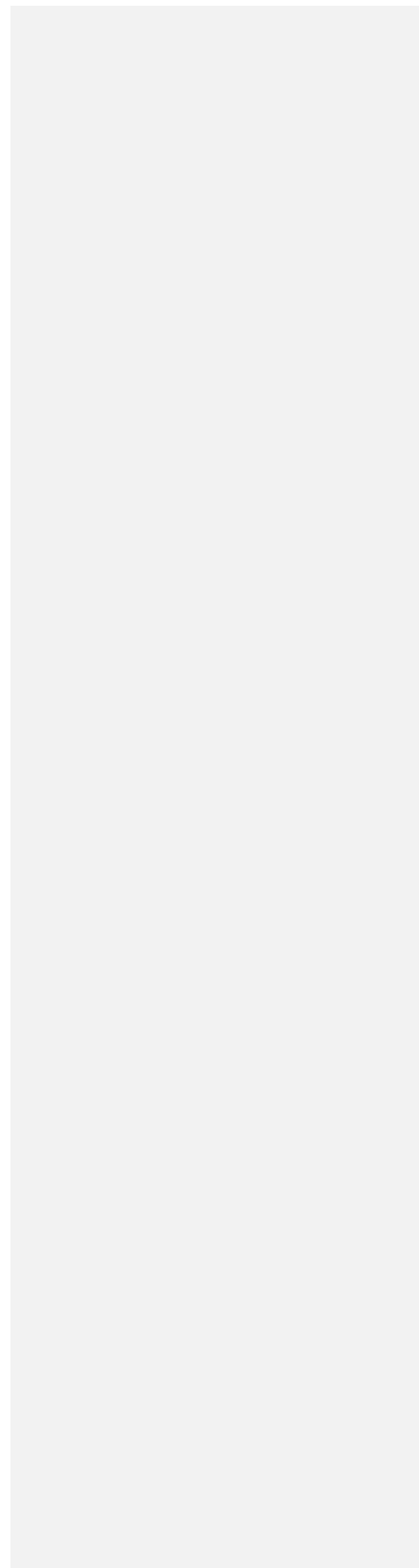
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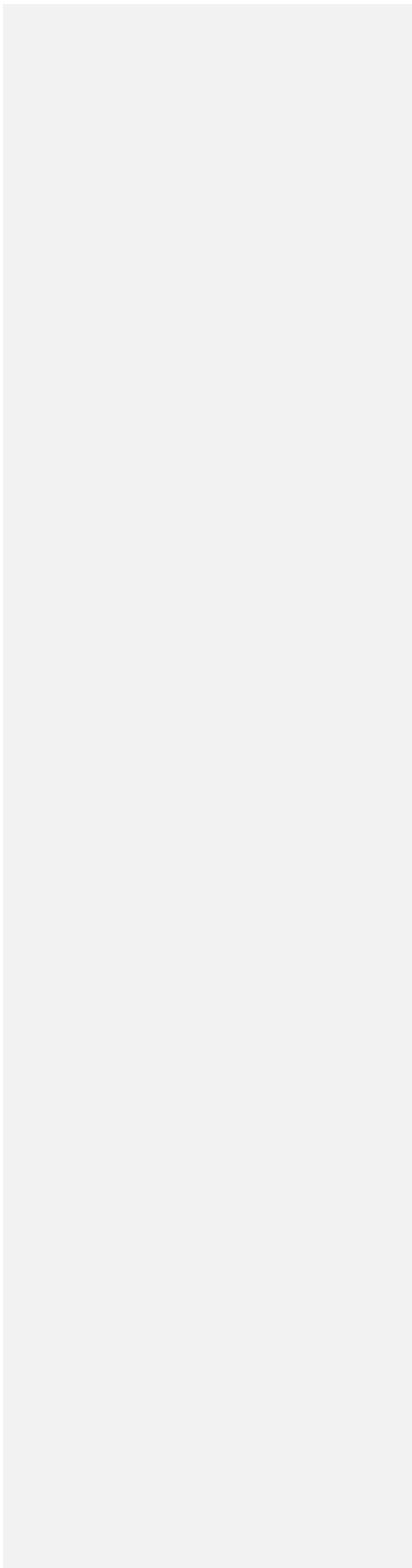
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2004	234	2.7	809	9.3	983	11.3	5830	67.0	100	1.1	751	8.6
2005	247	3.1	782	9.8	999	12.5	5087	63.5	94	1.2	798	10.0
2006	238	3.1	745	9.6	1000	12.9	4851	62.6	90	1.2	824	10.6
2007	239	3.1	717	9.2	1005	12.9	4678	60.2	88	1.1	1038	13.4
2008	237	3.1	682	9.0	973	12.8	4291	56.6	85	1.1	1307	17.3
2009	240	3.2	622	8.2	961	12.7	3961	52.4	92	1.2	1687	22.3

Notes: (% = percentage share, Volume in 1,000 KL)

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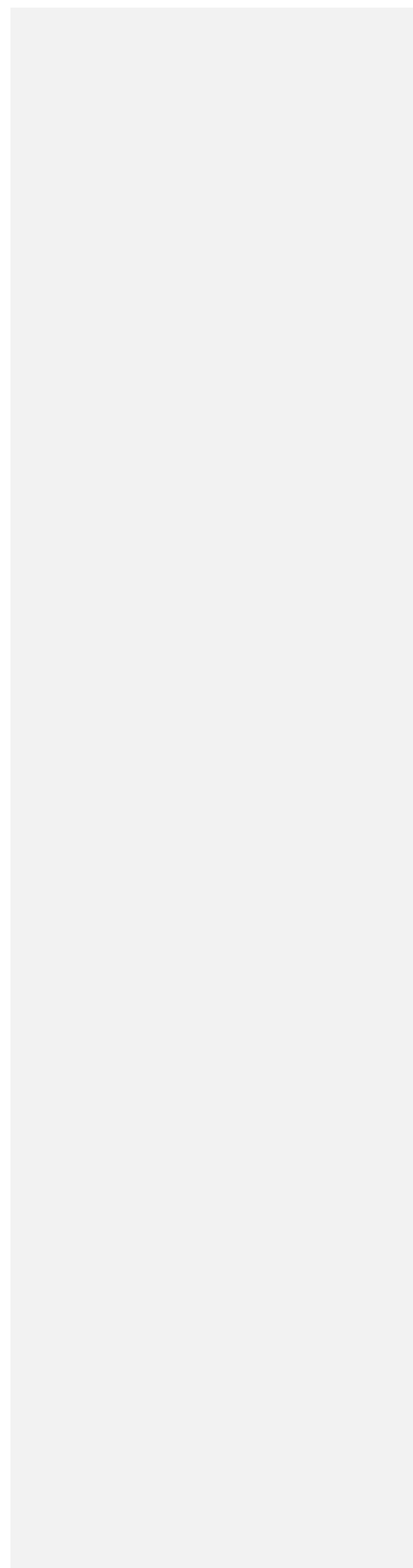
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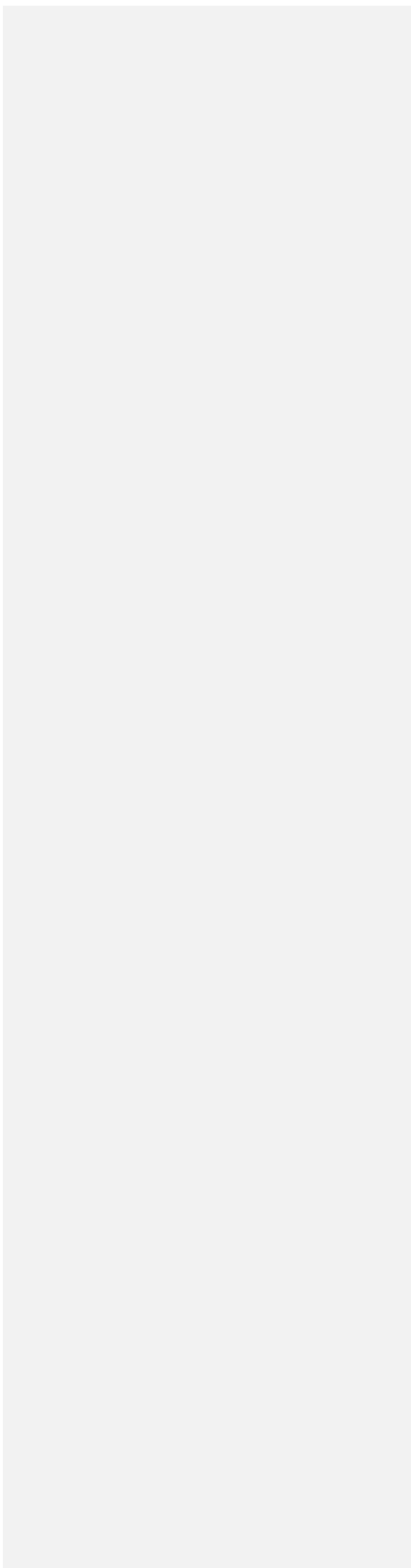
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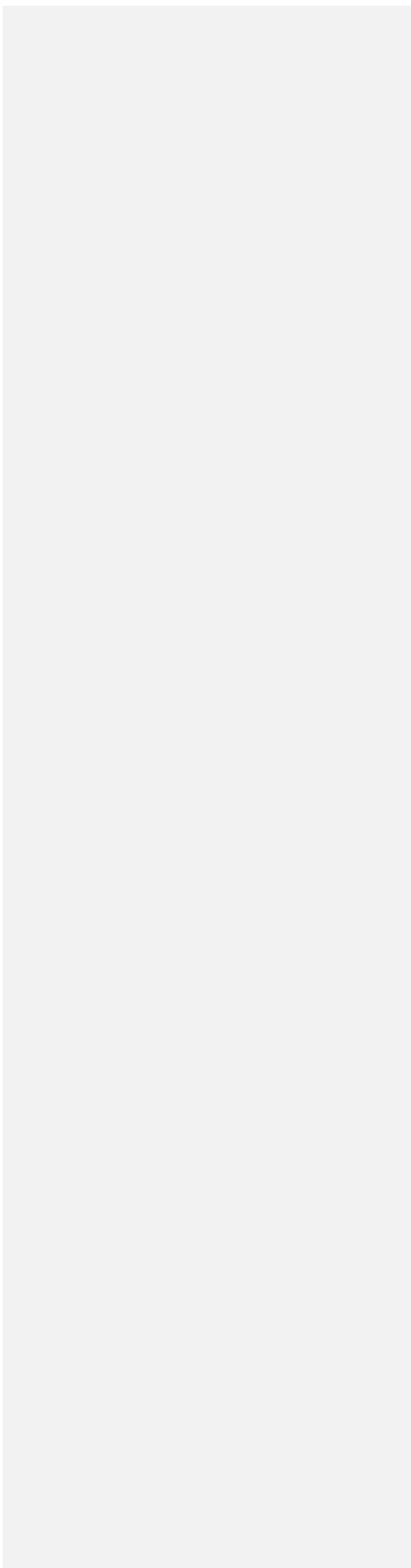
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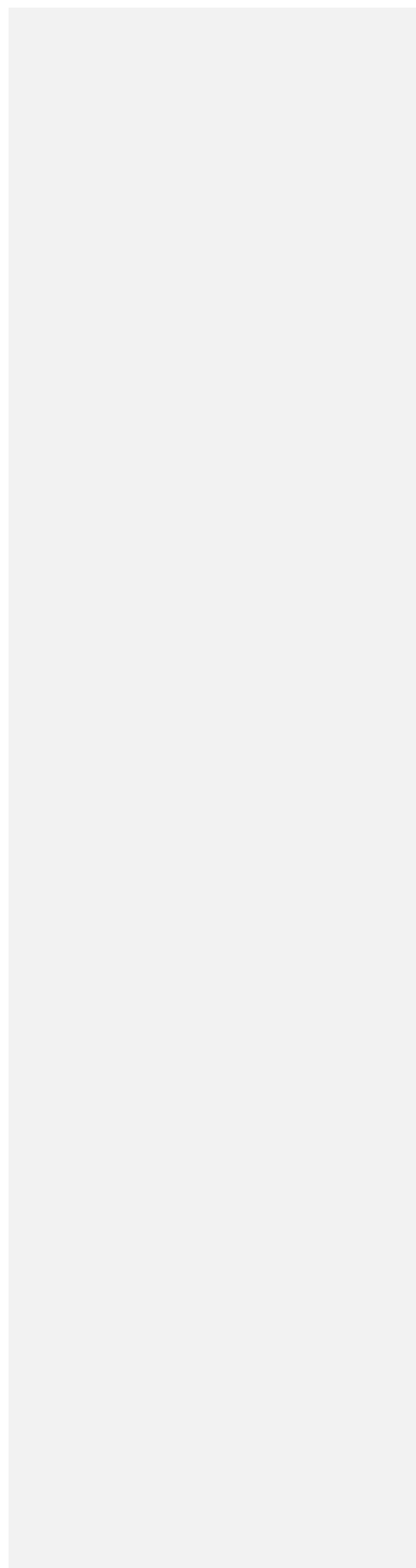
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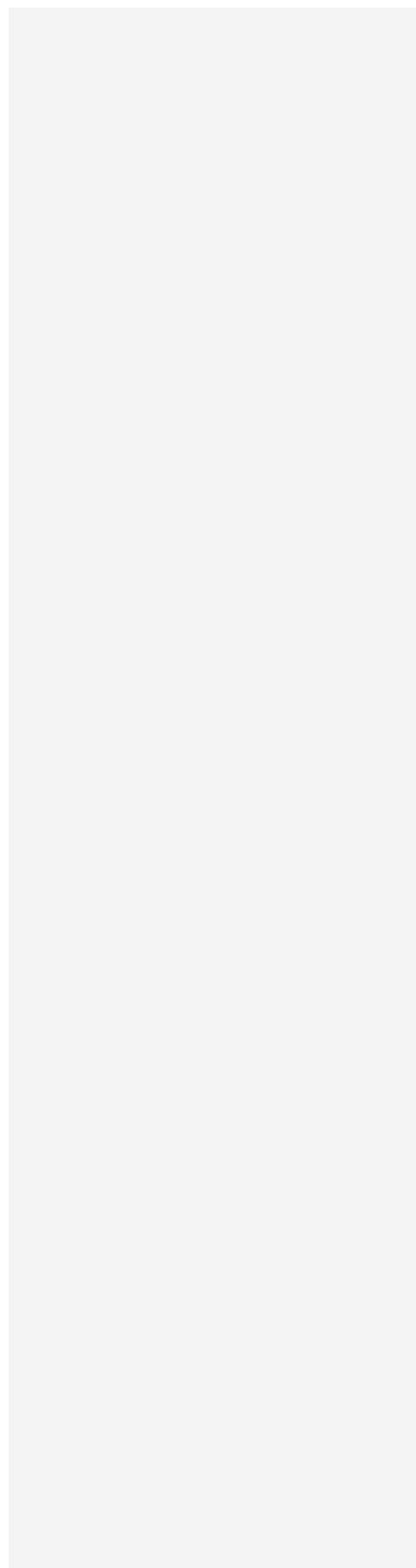
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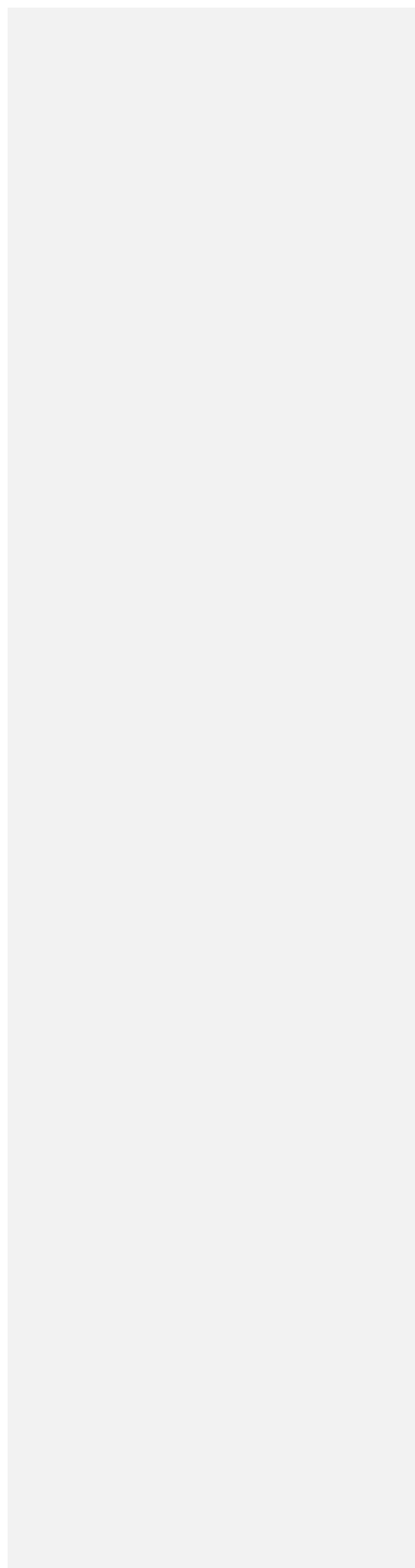
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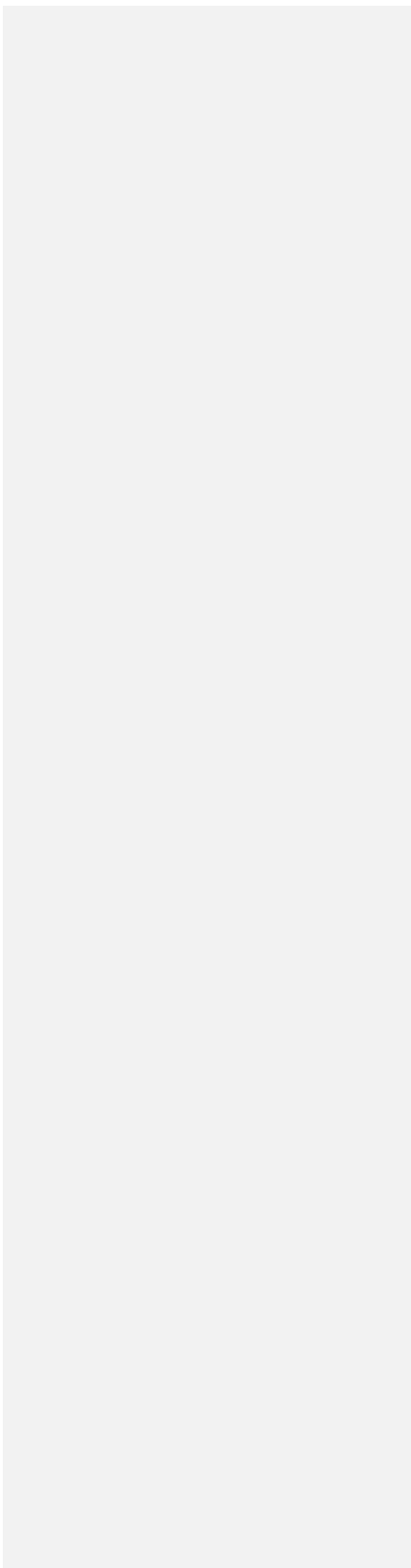
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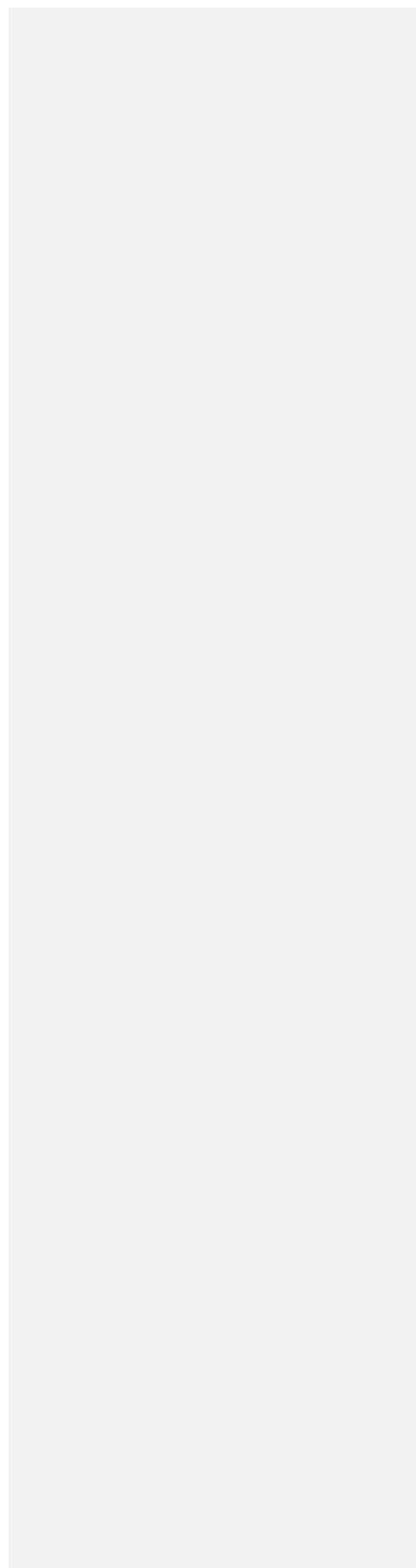
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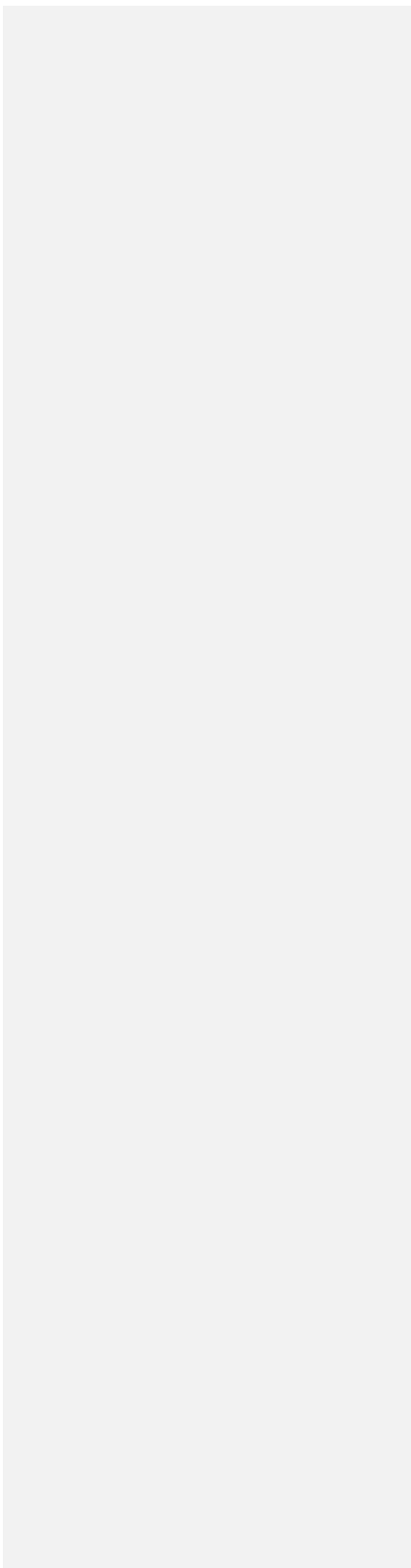
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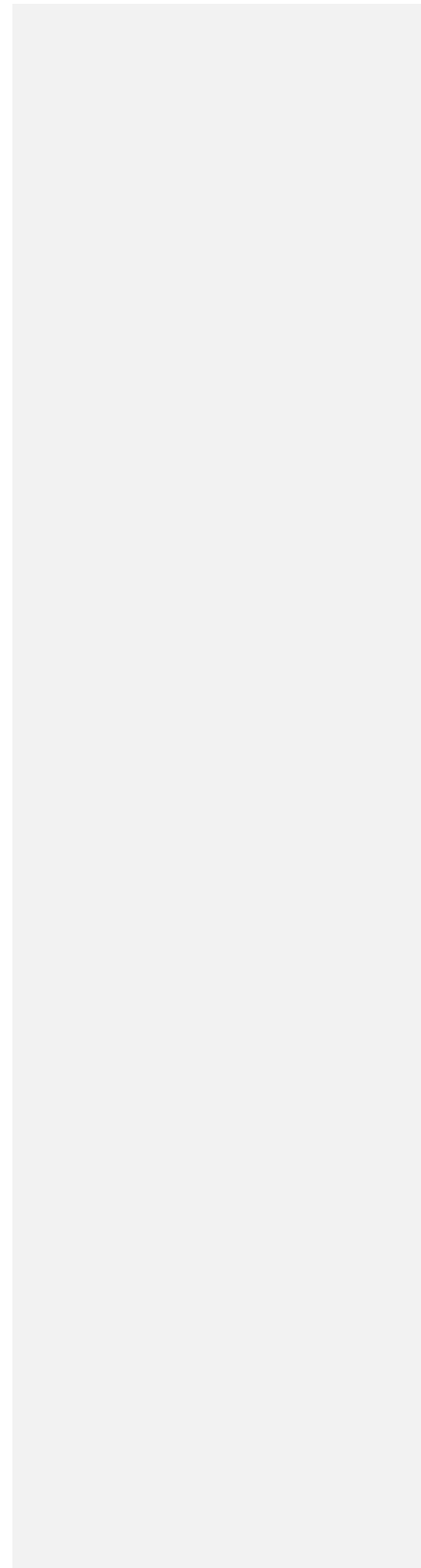
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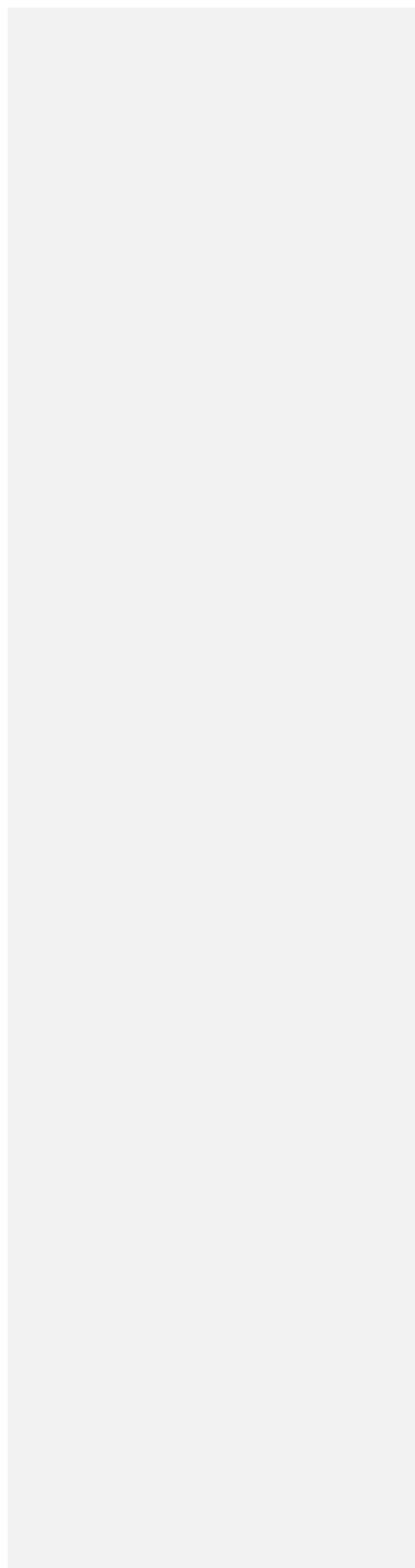
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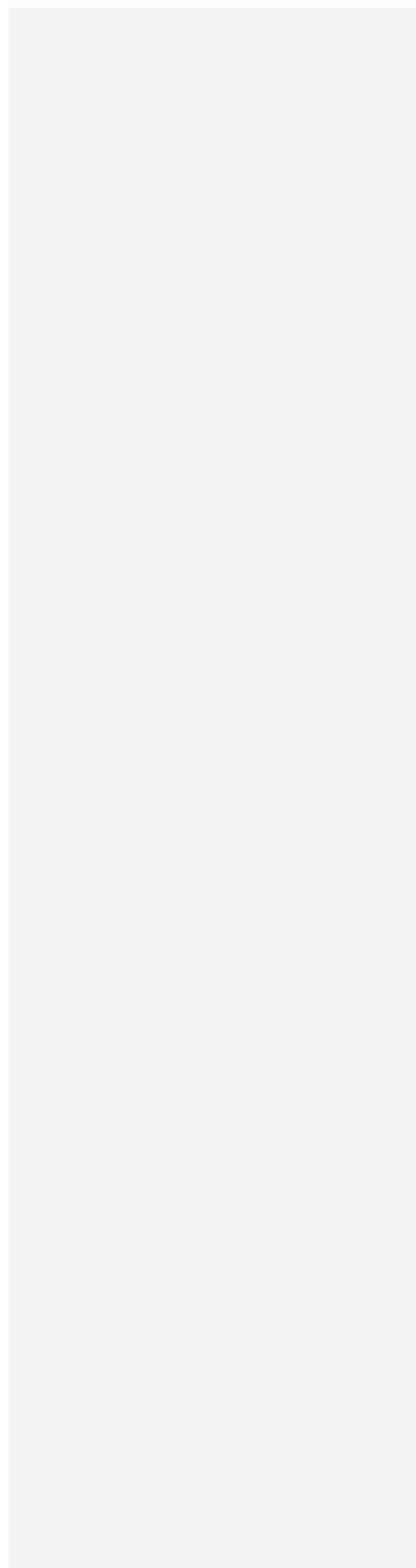
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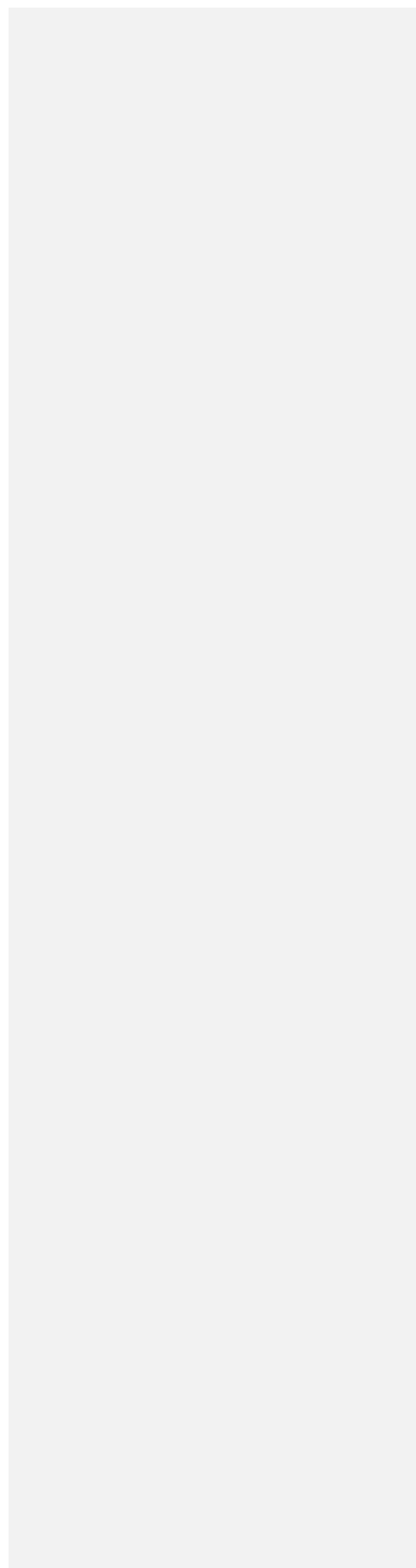
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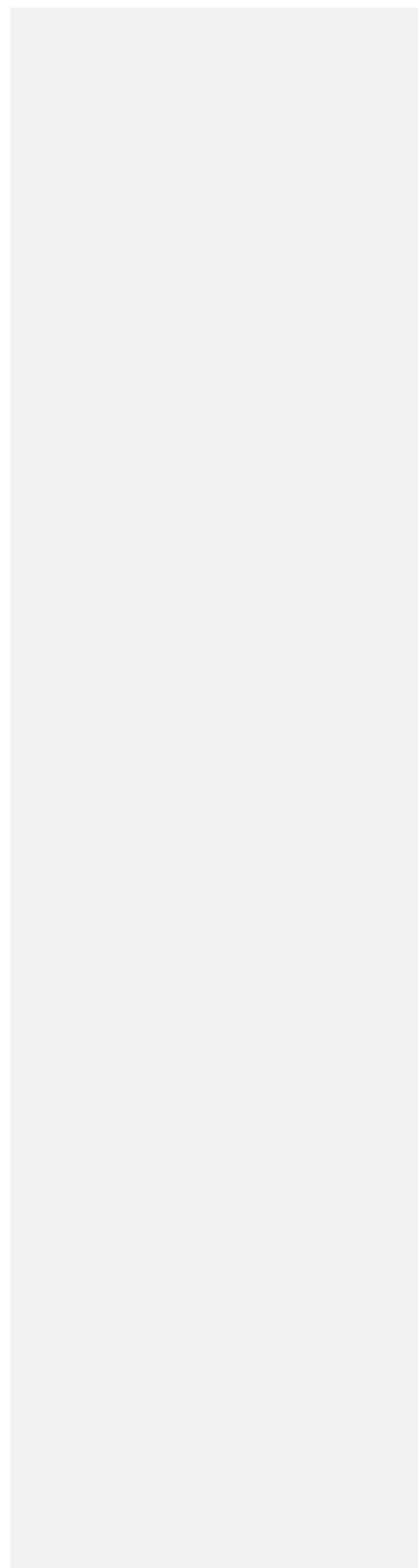
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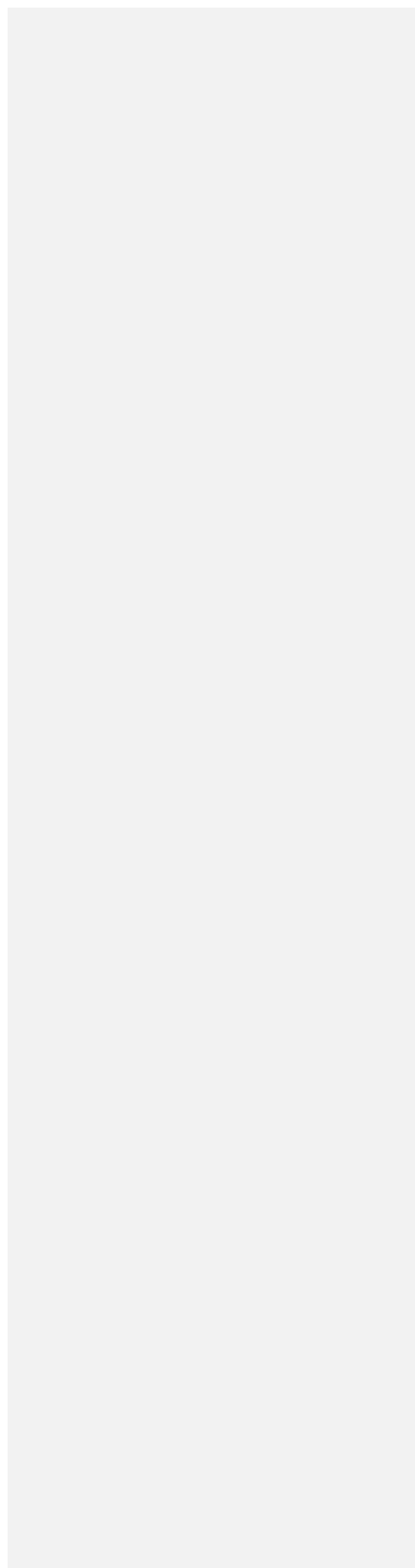
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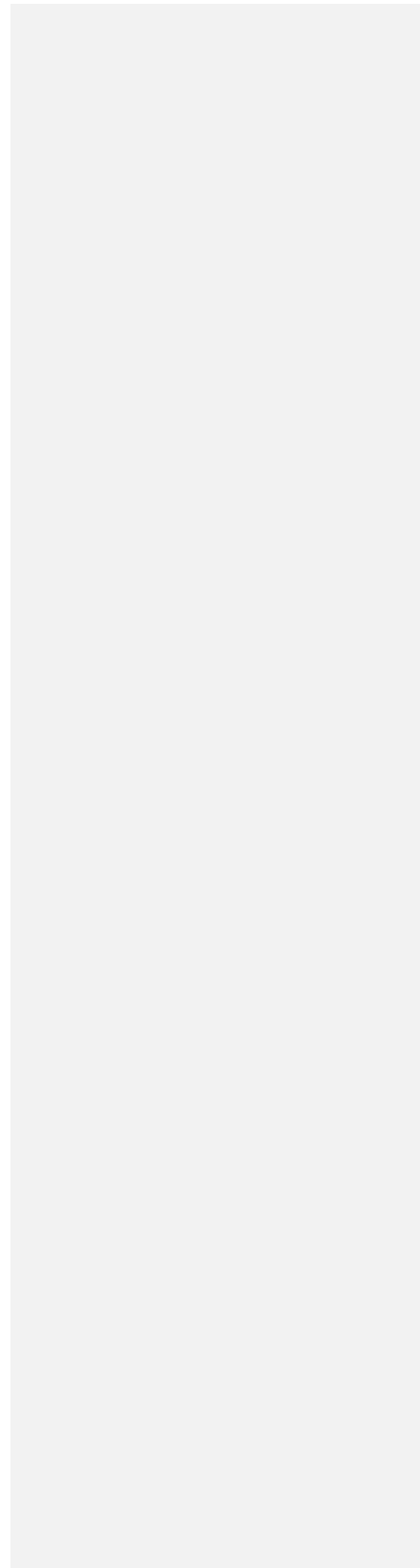
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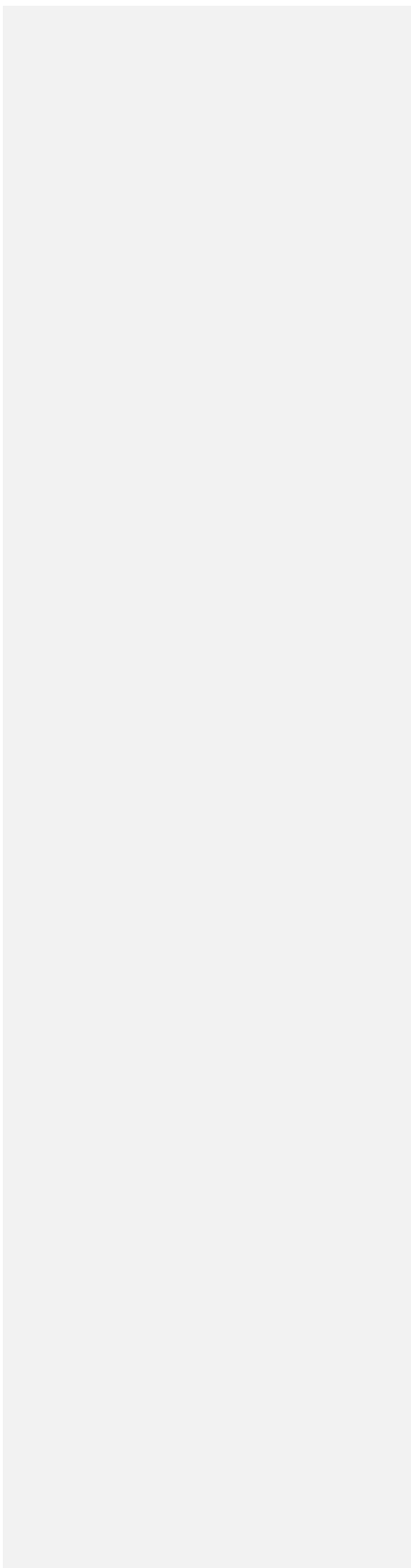
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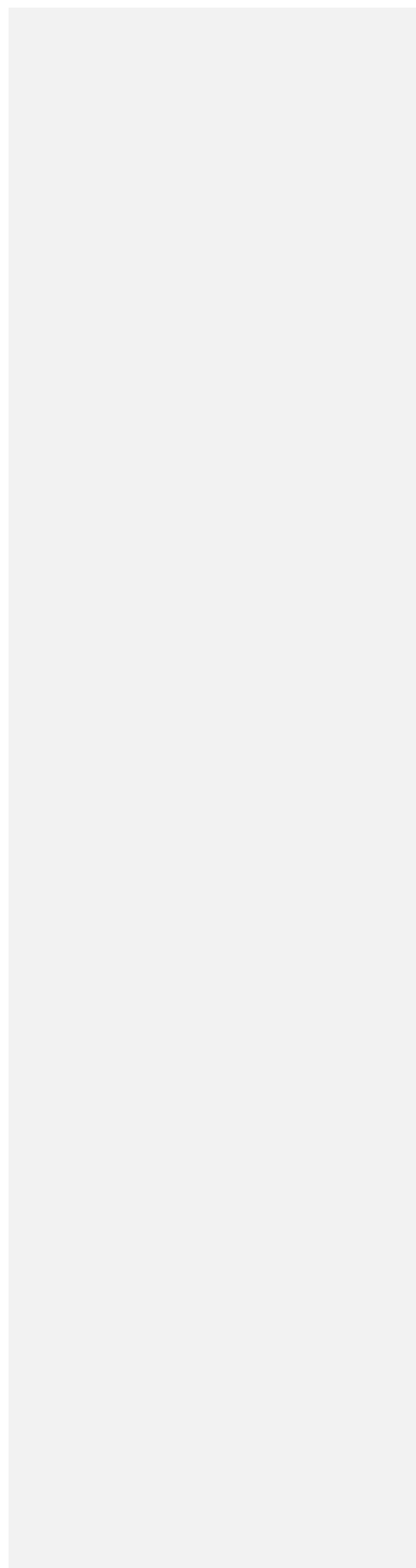
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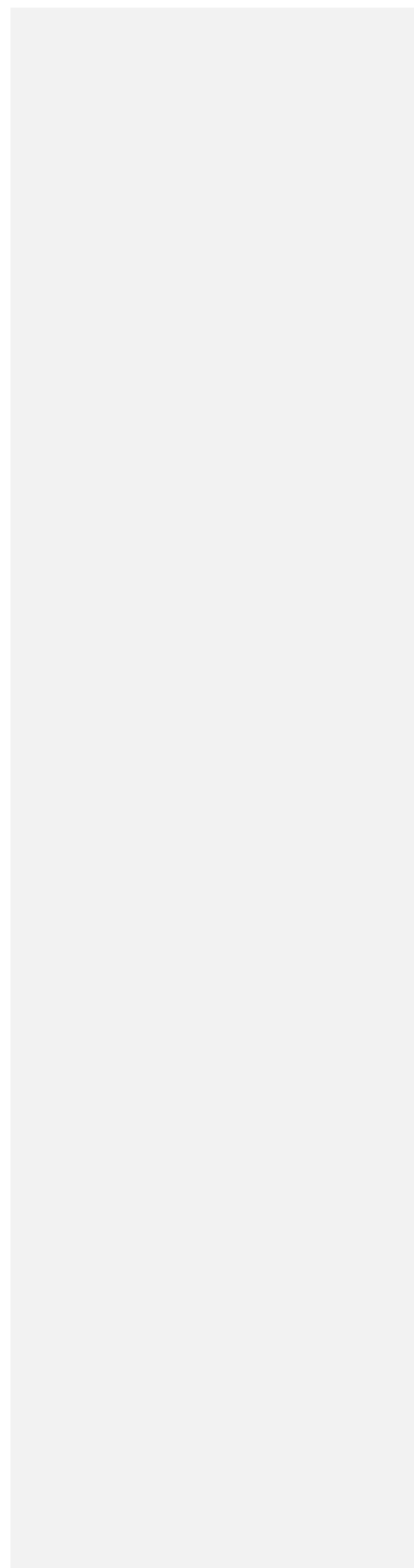
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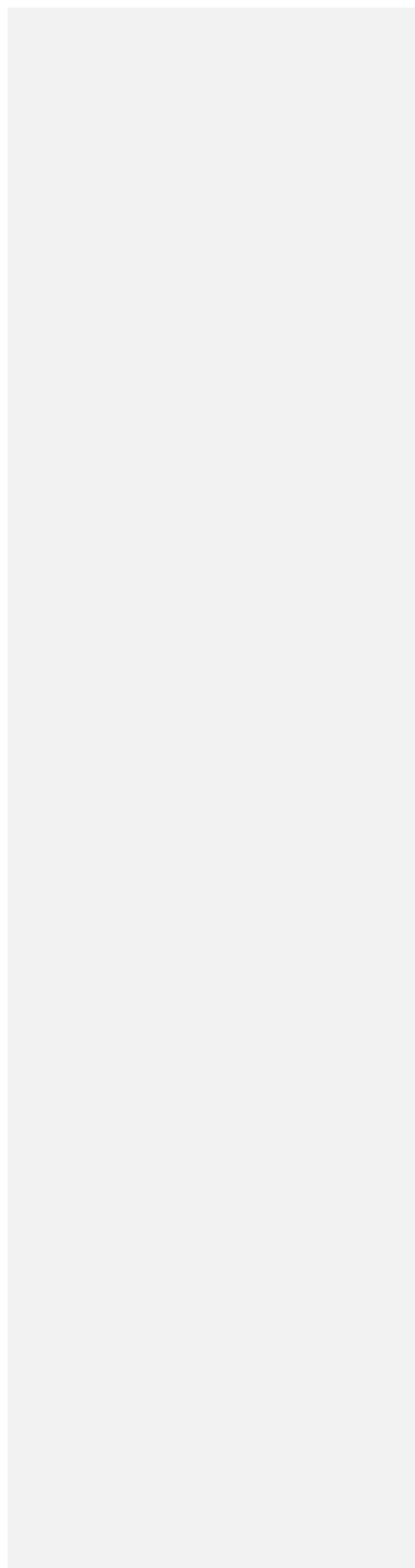
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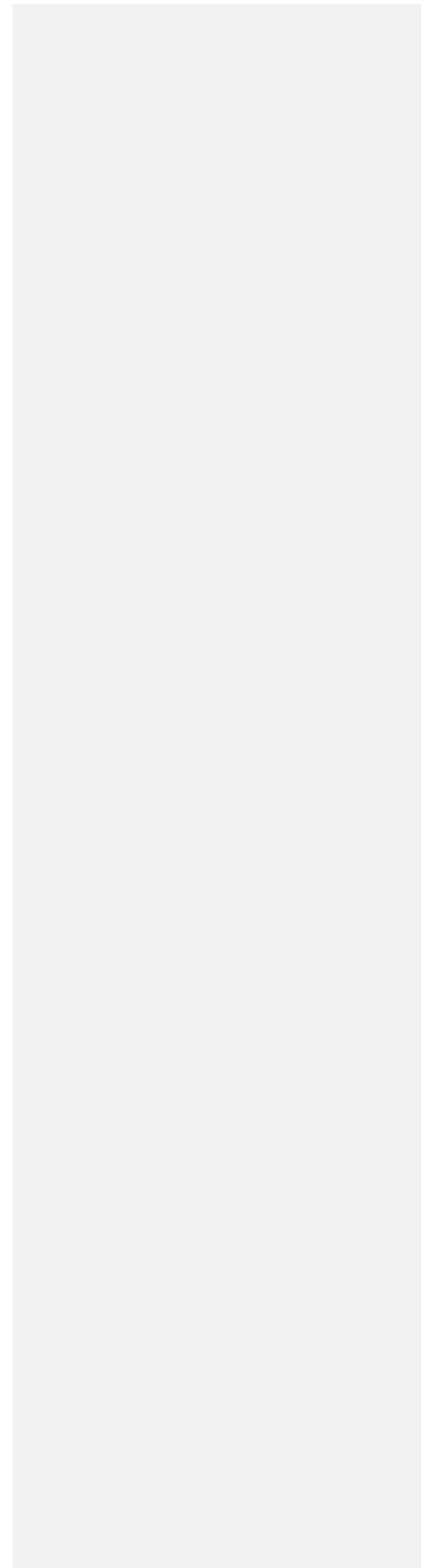
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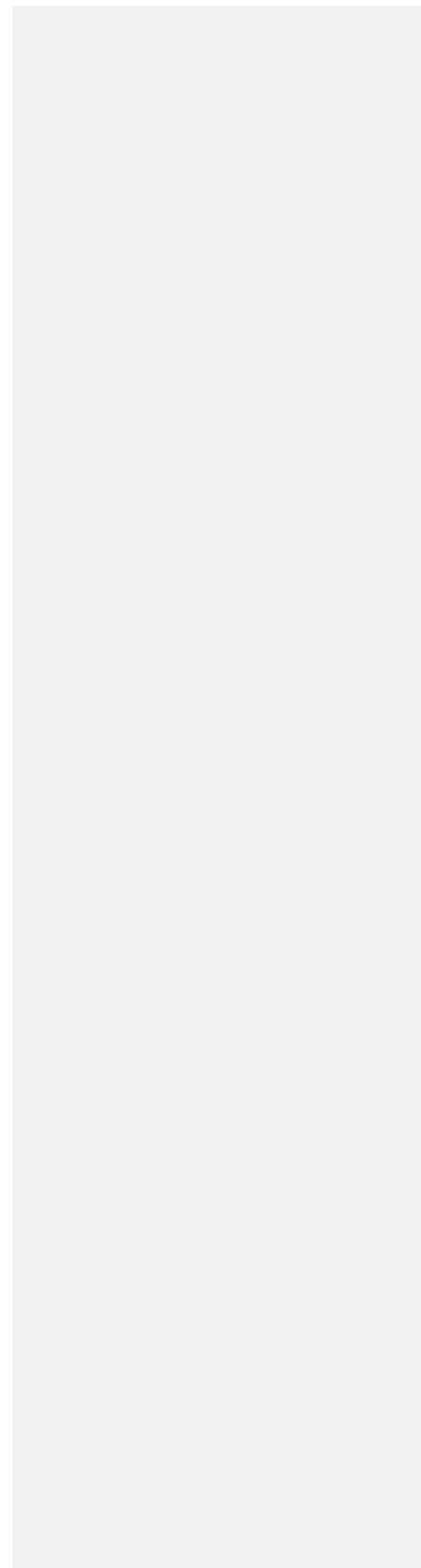
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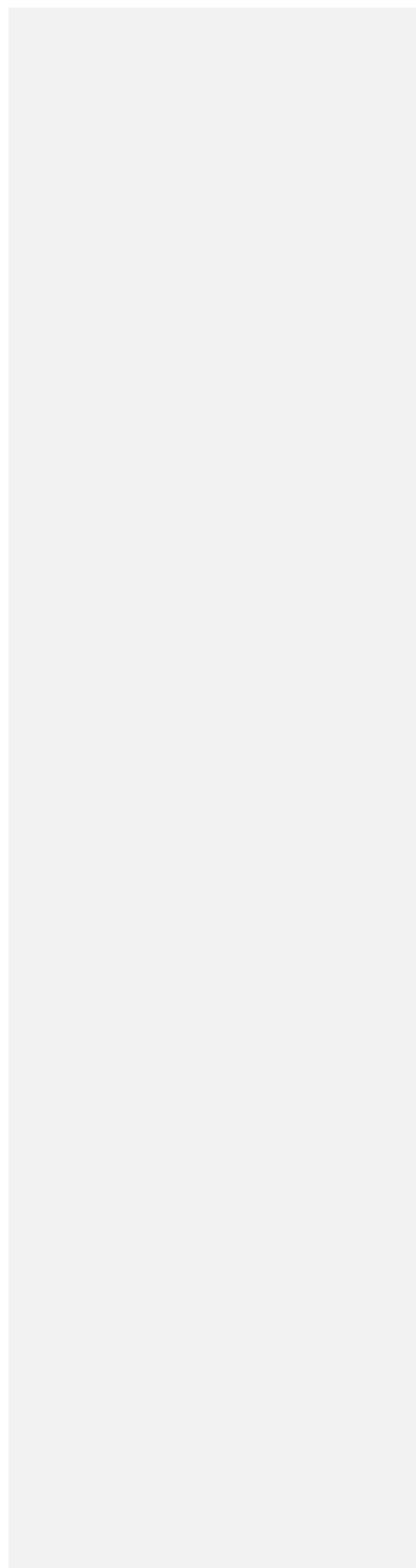
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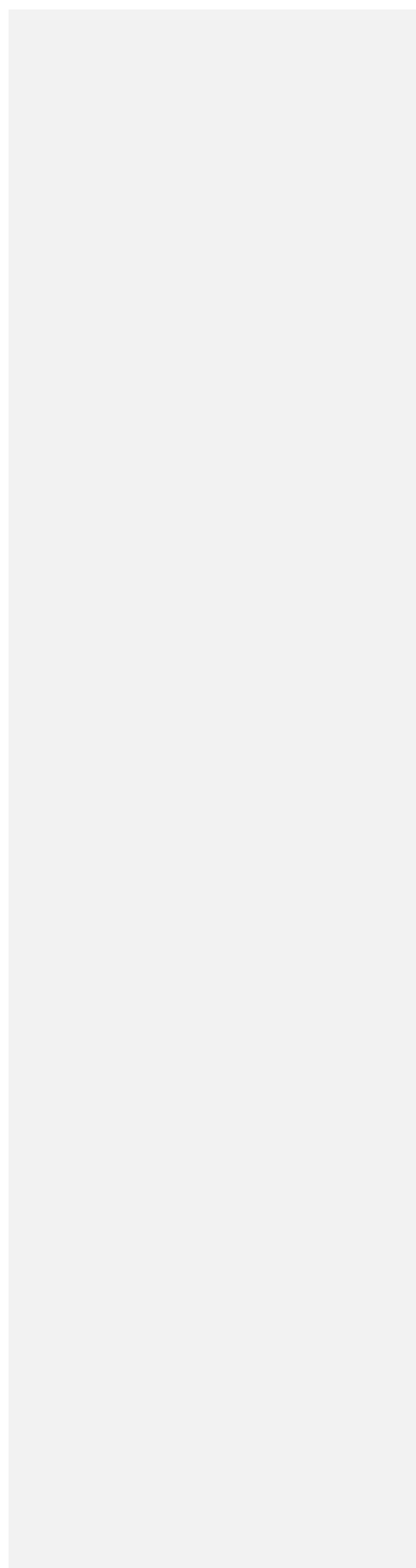
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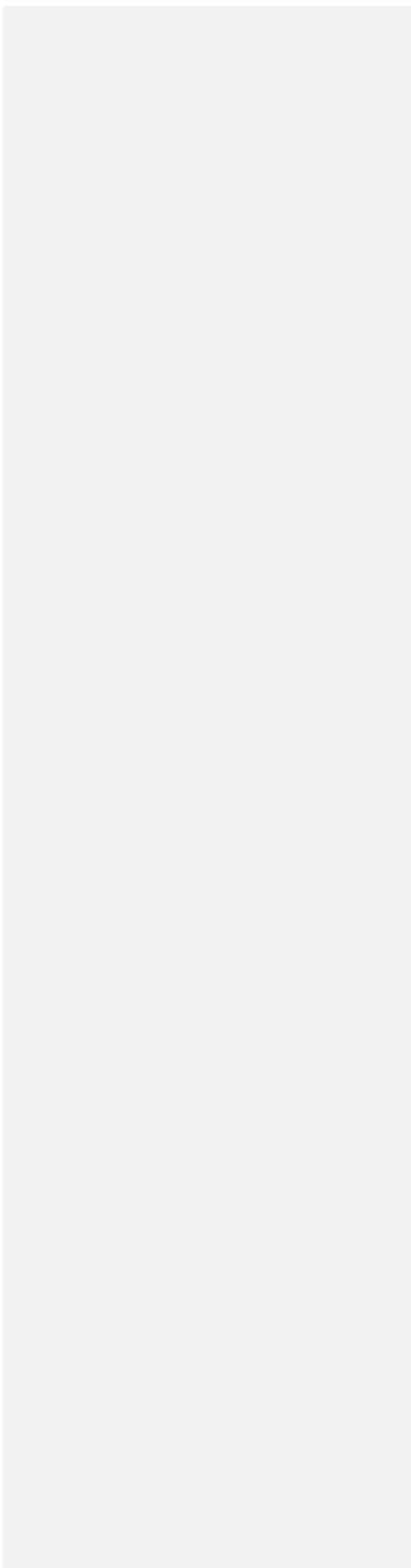
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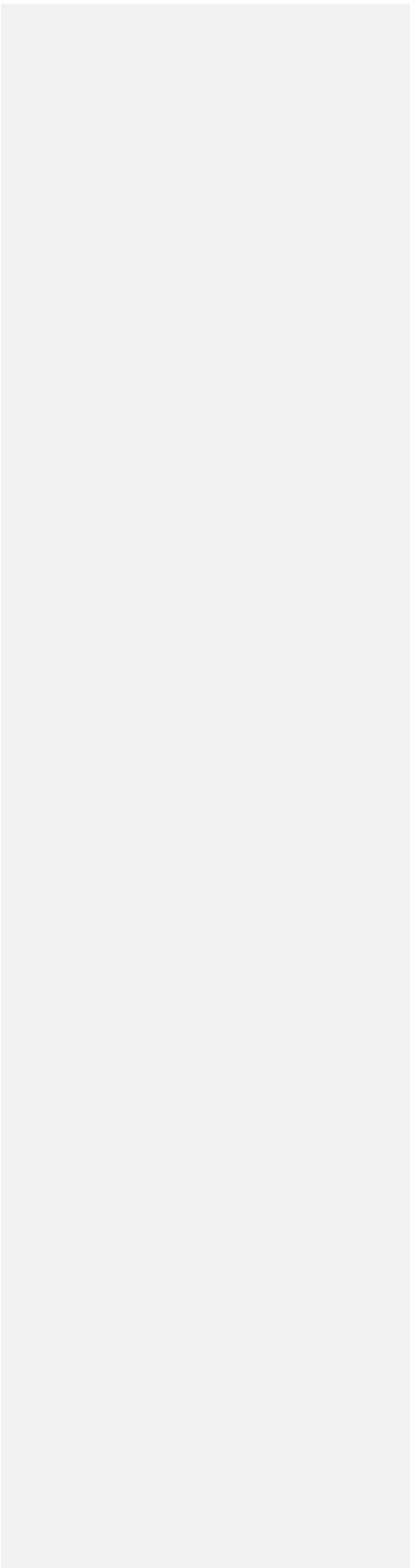
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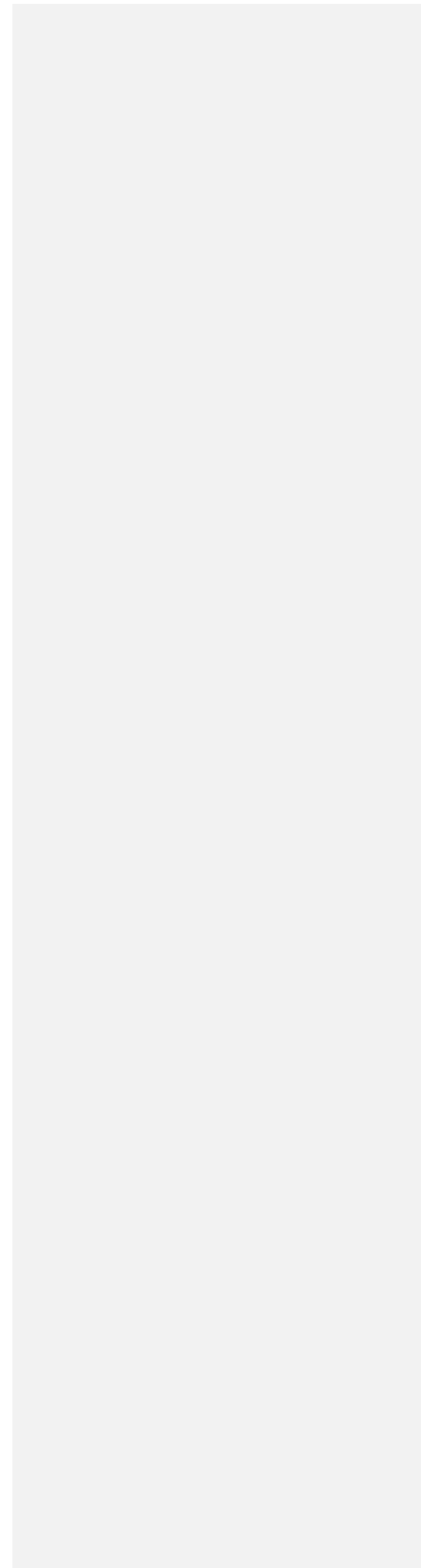
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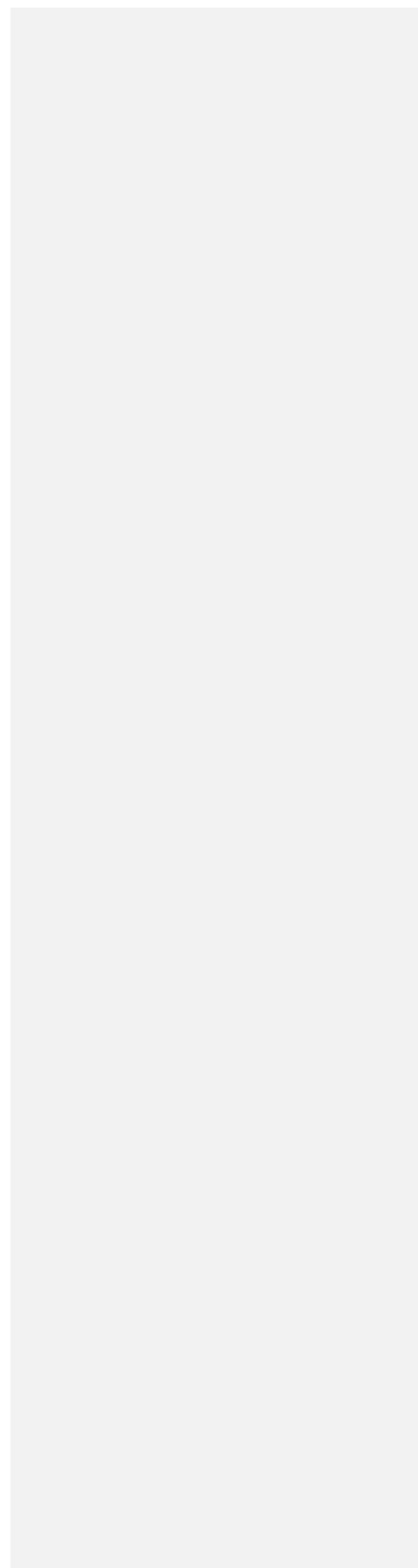
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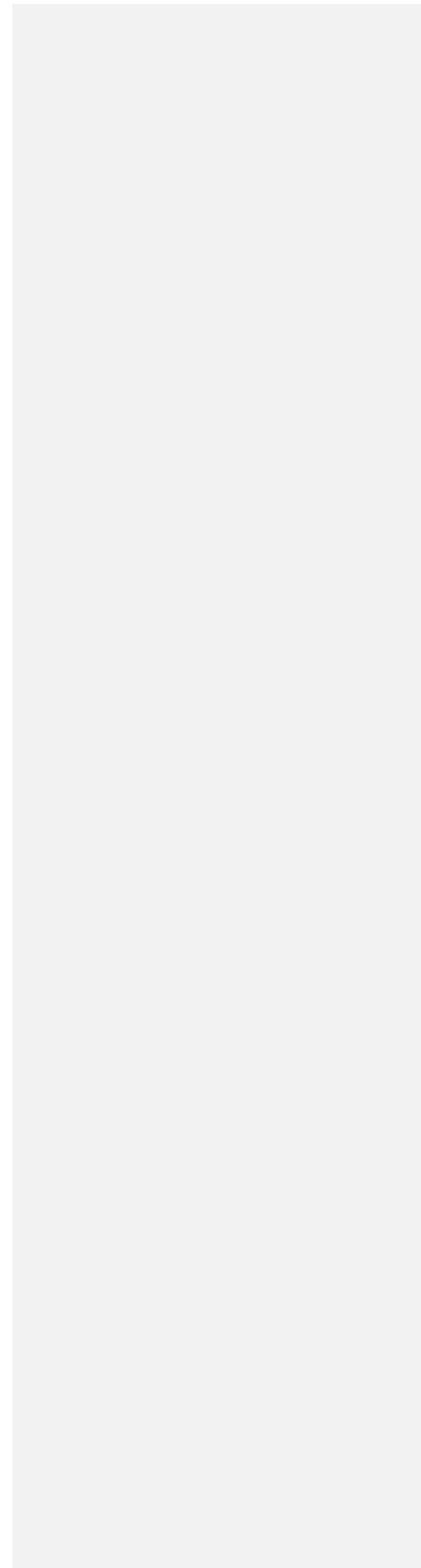
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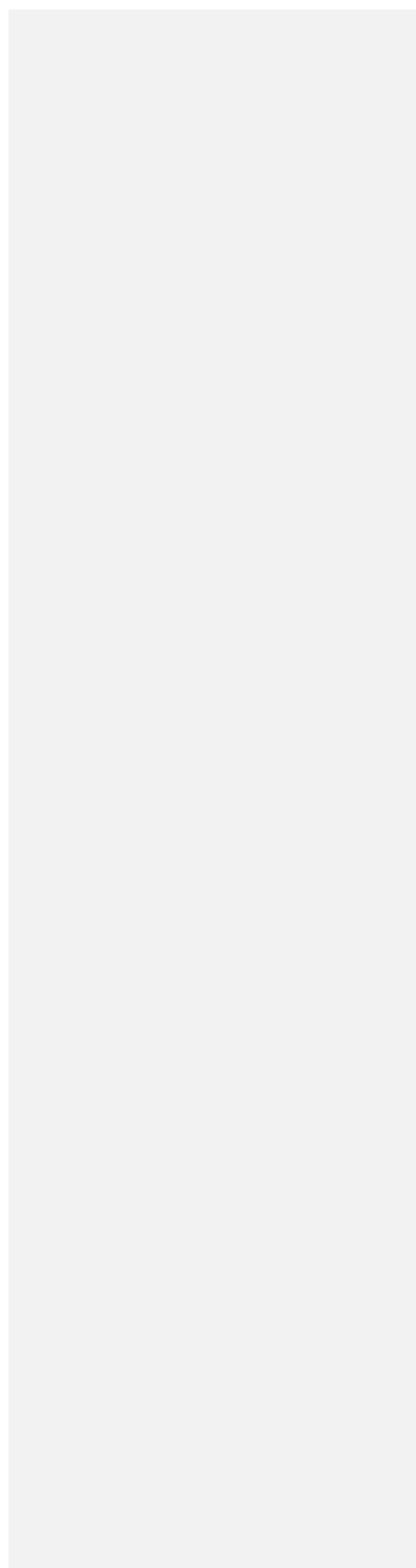
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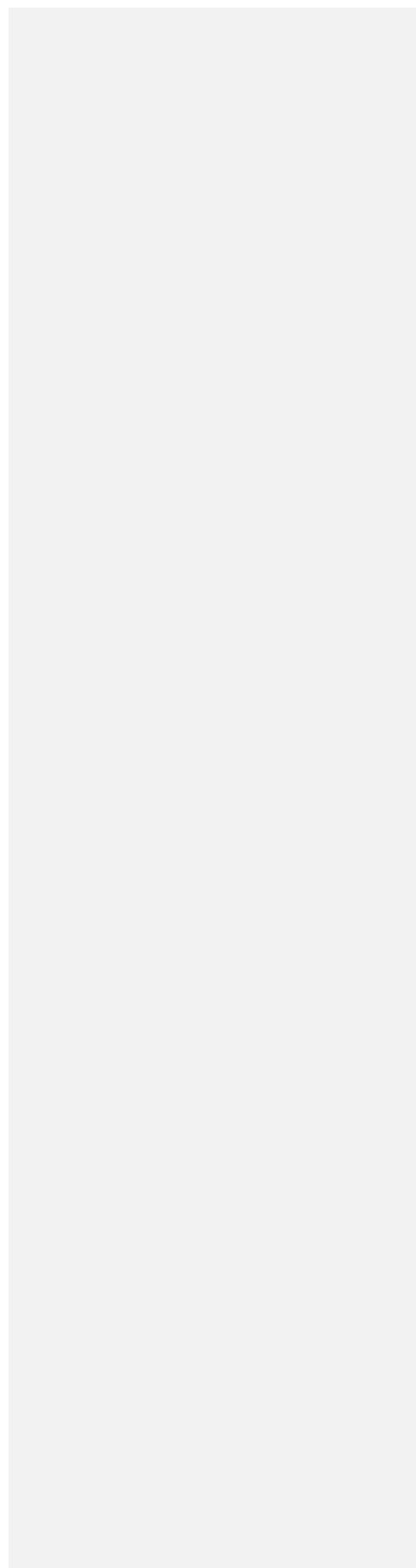
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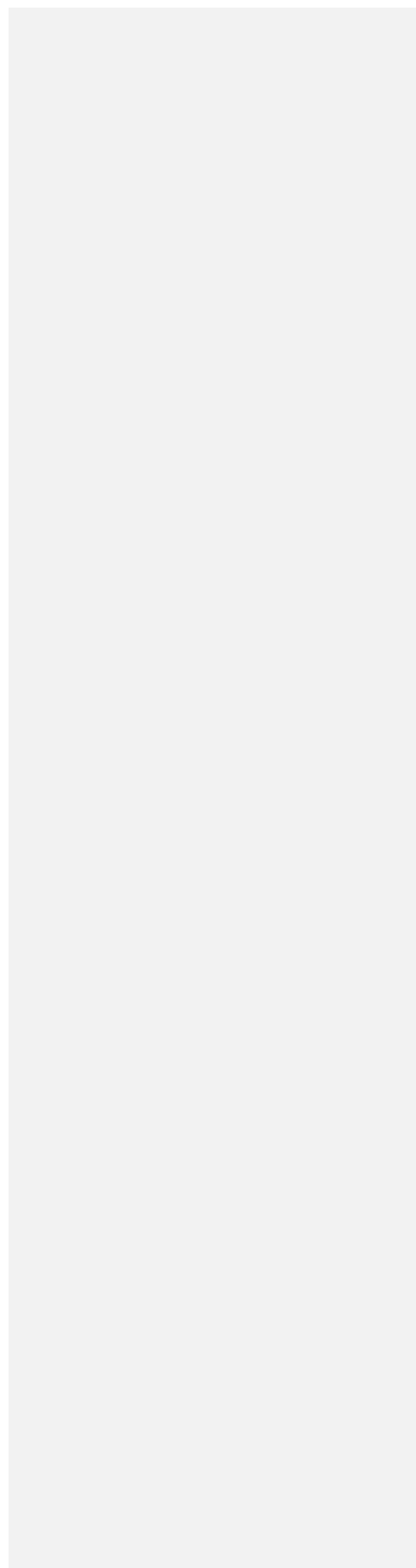
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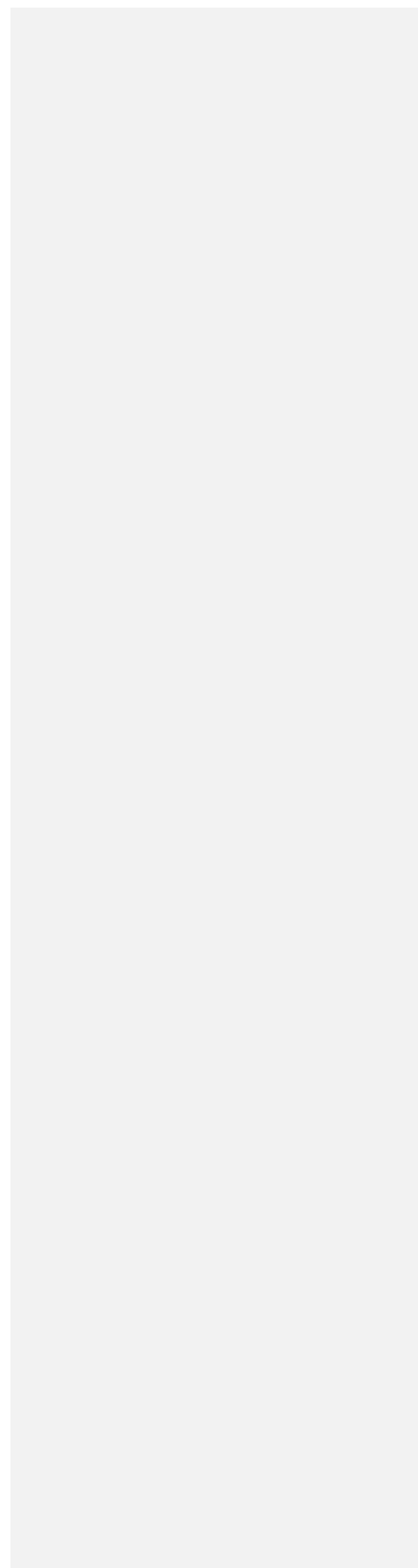
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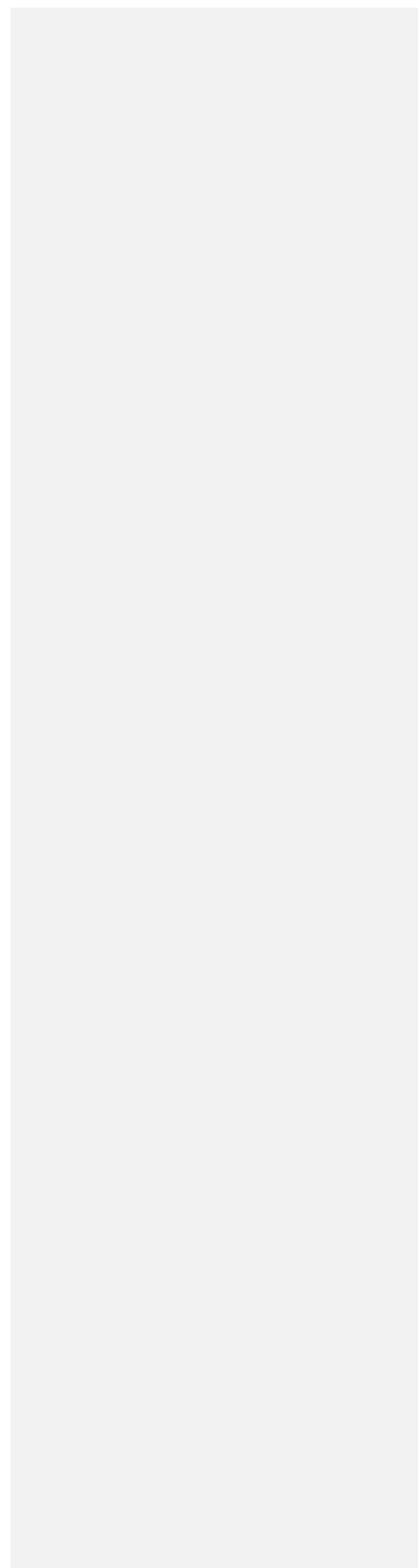
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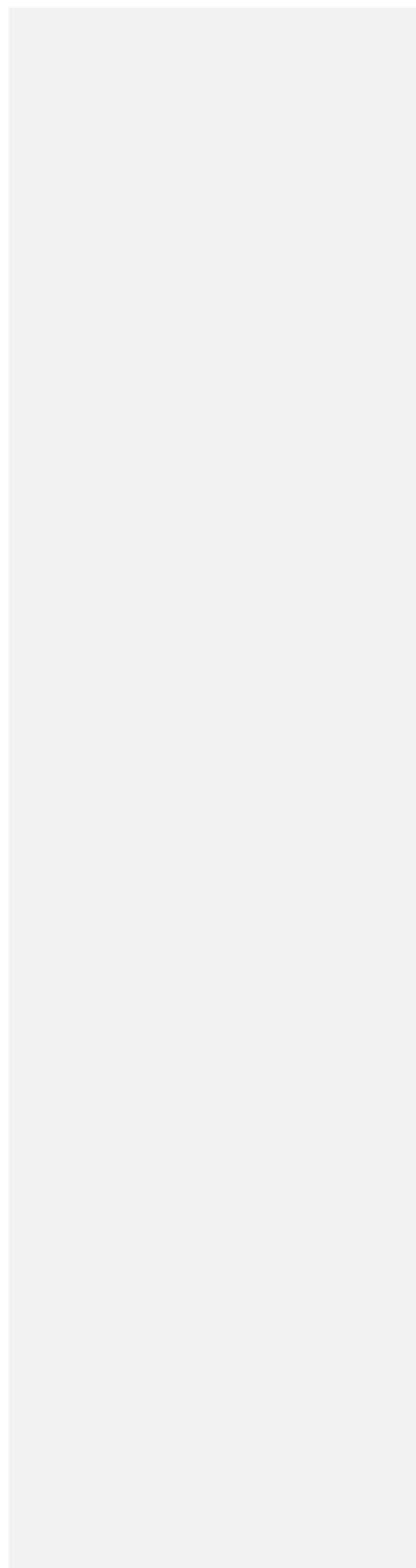
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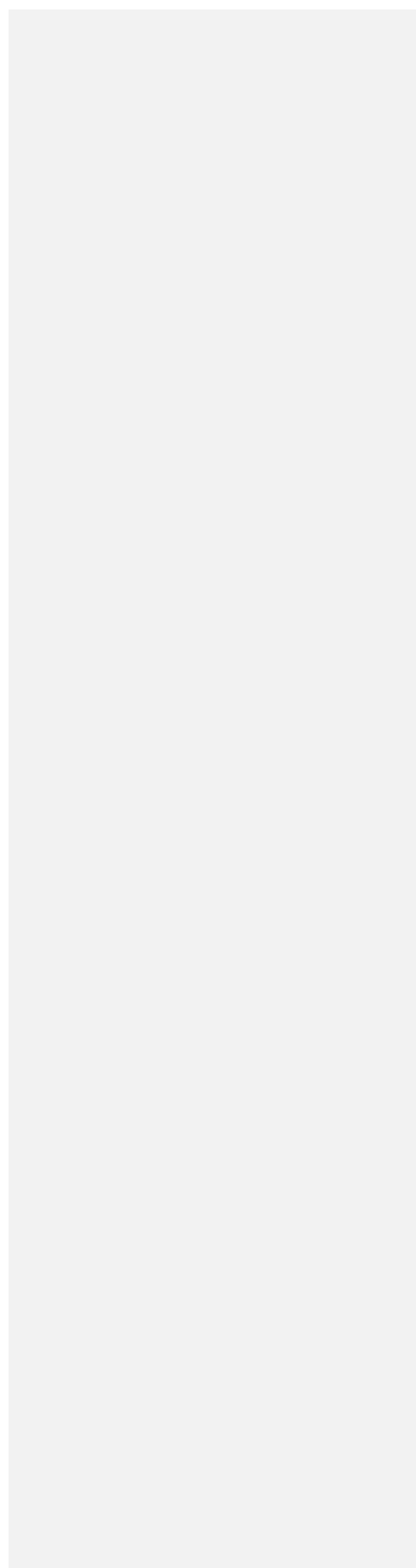
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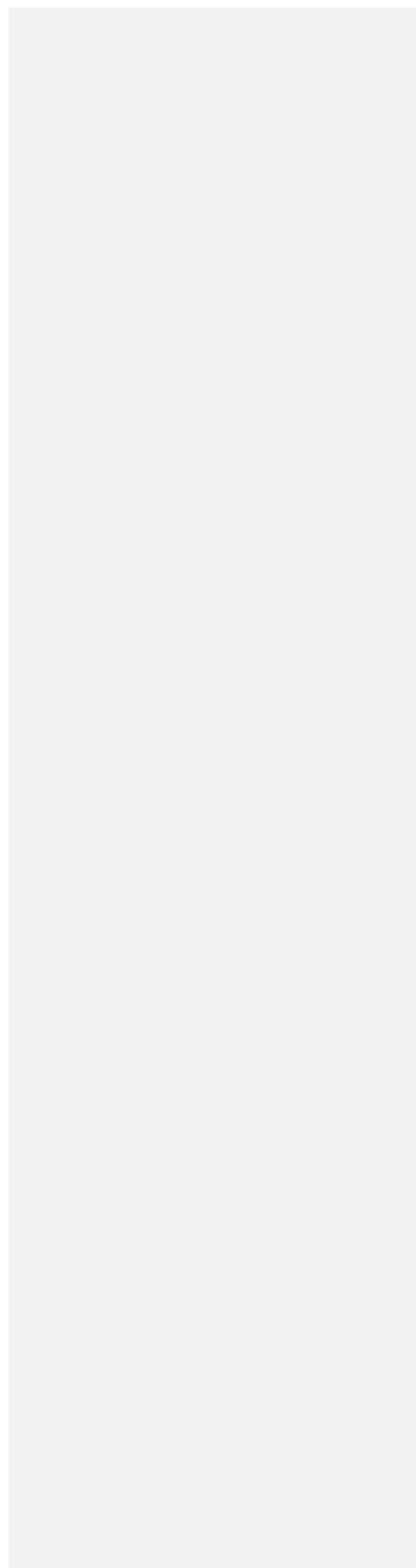
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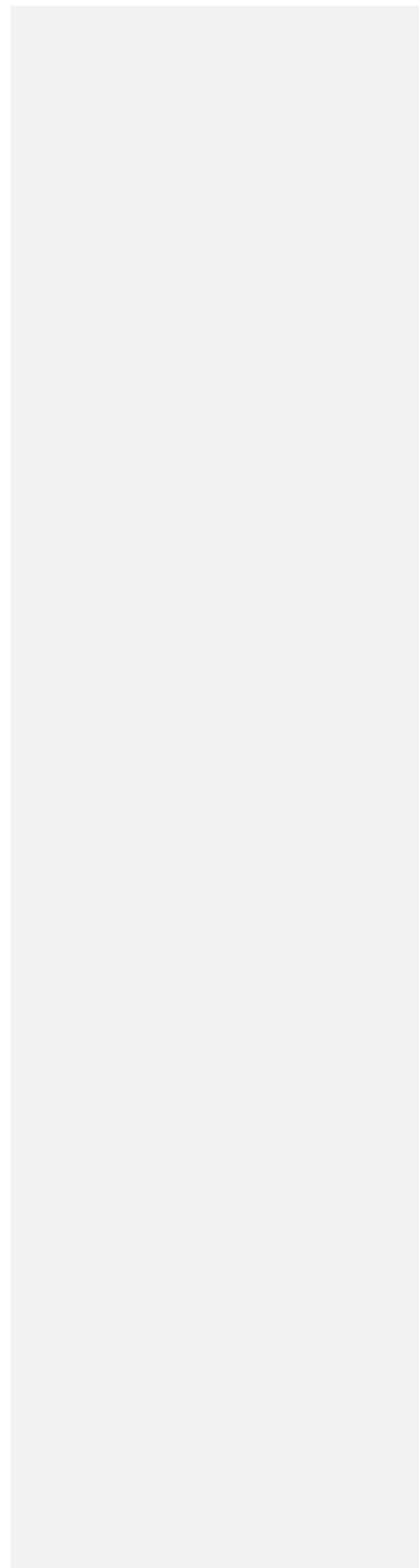
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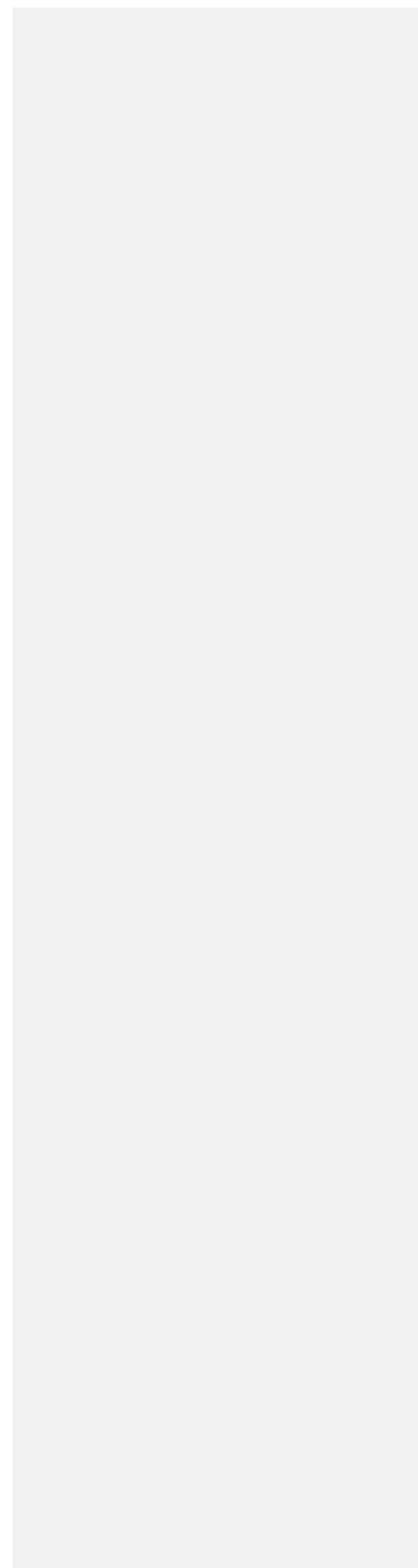
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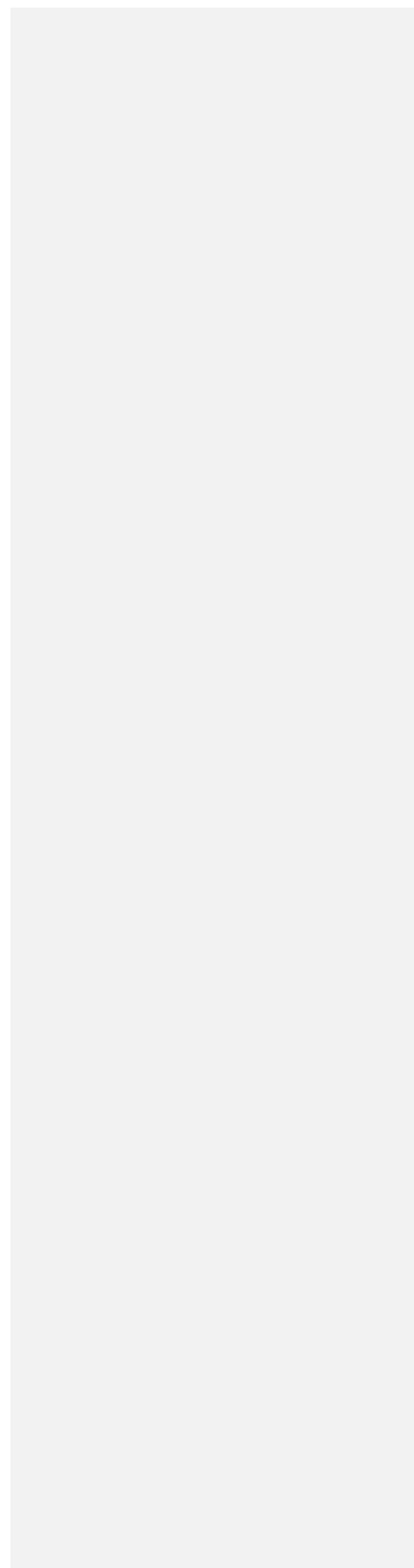
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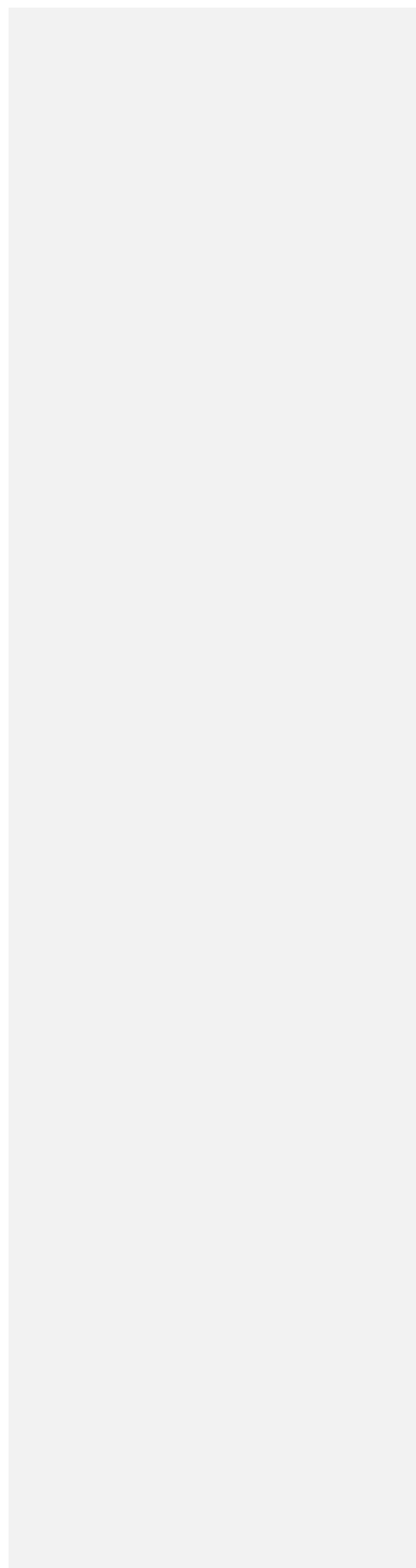
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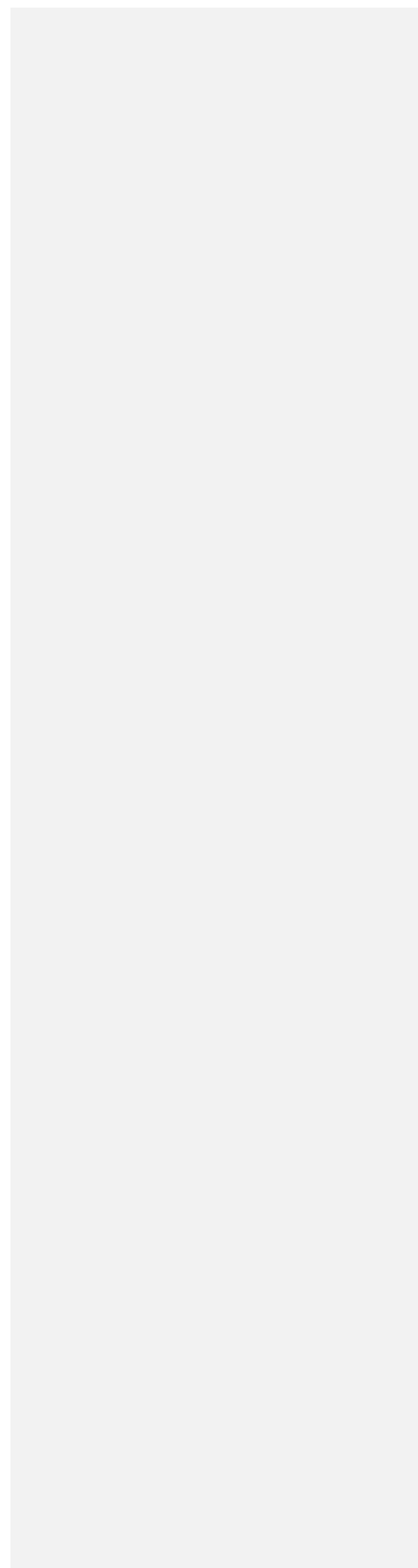
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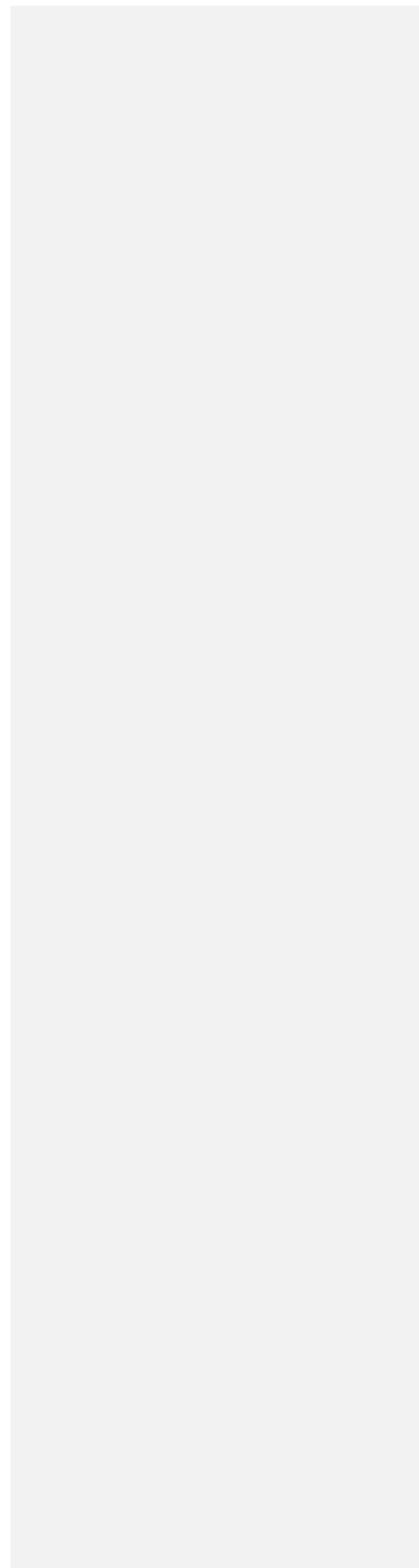
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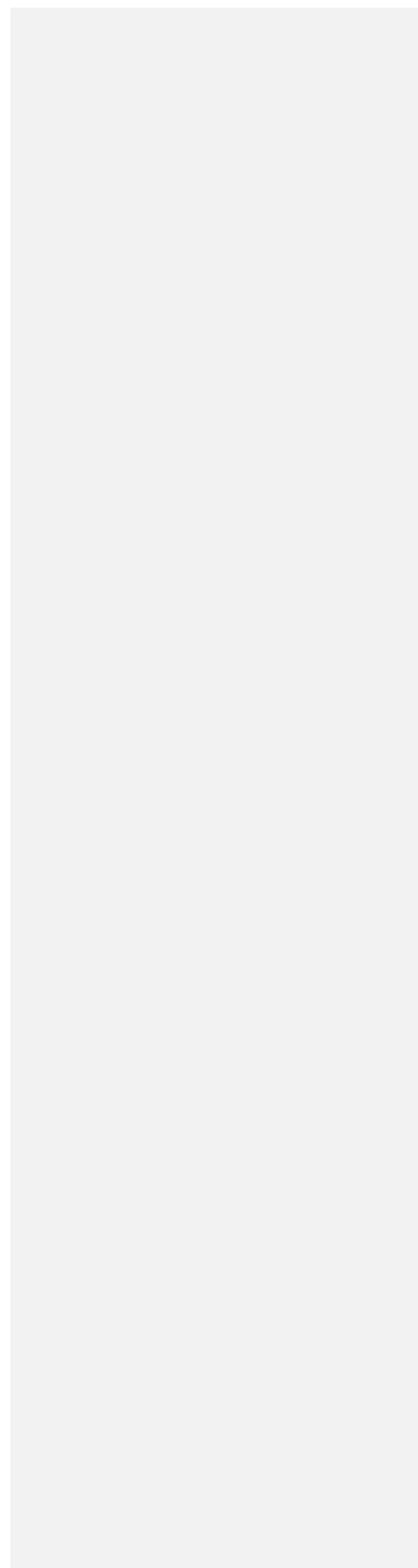
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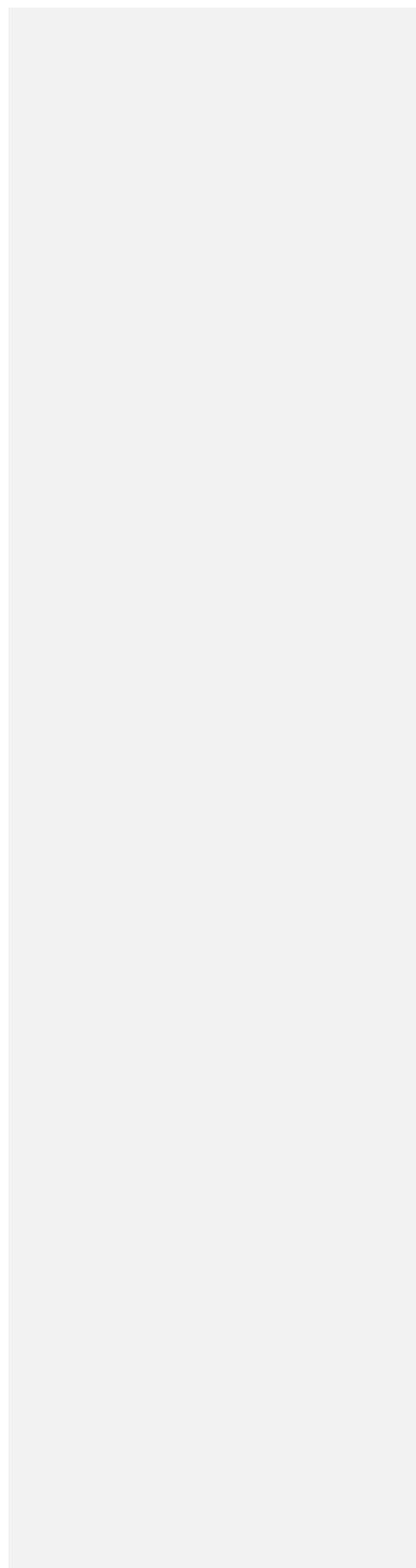
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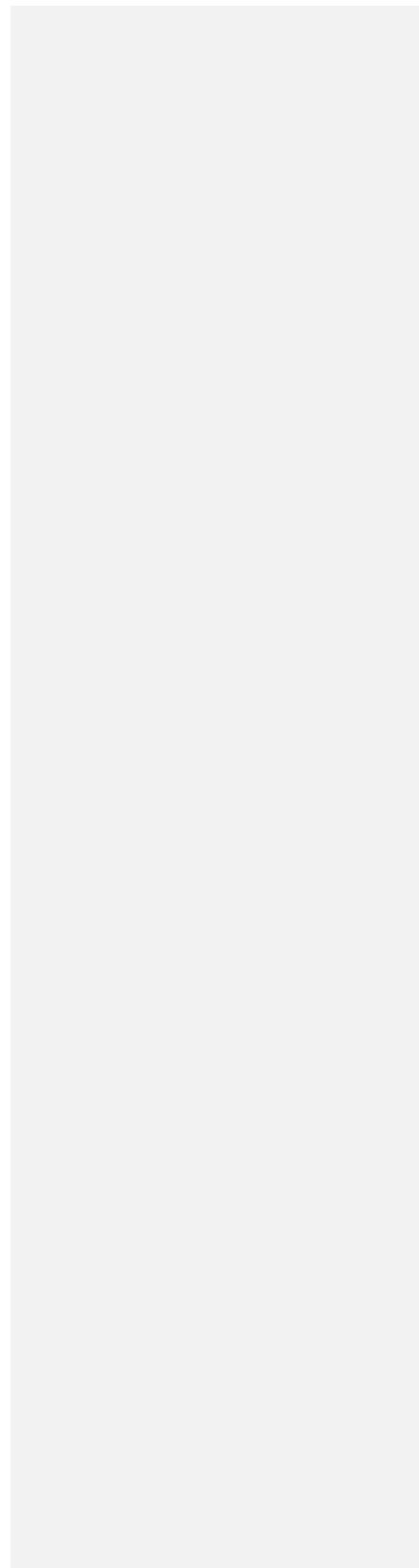
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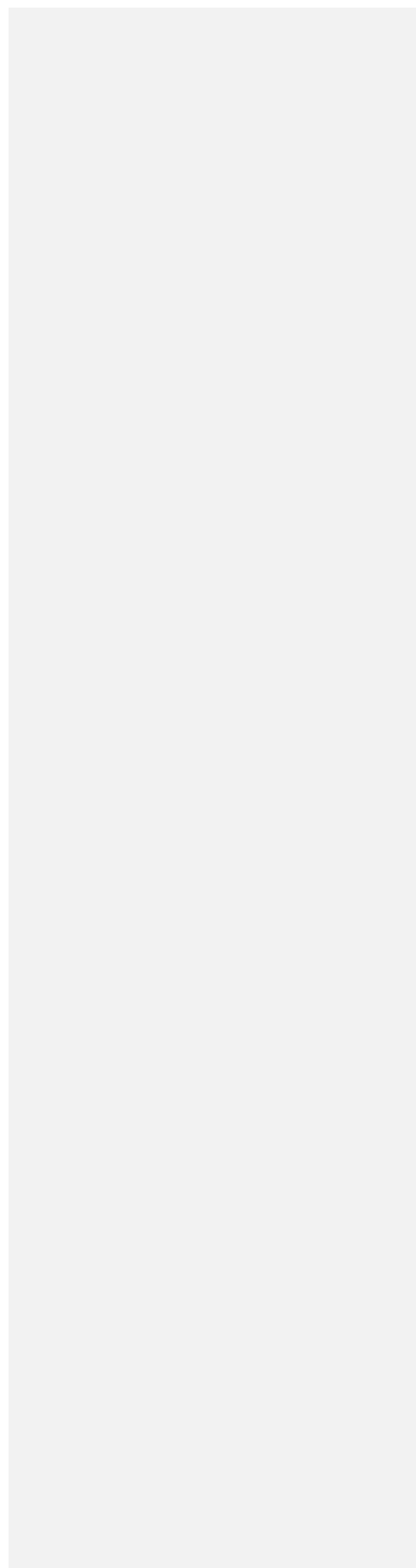
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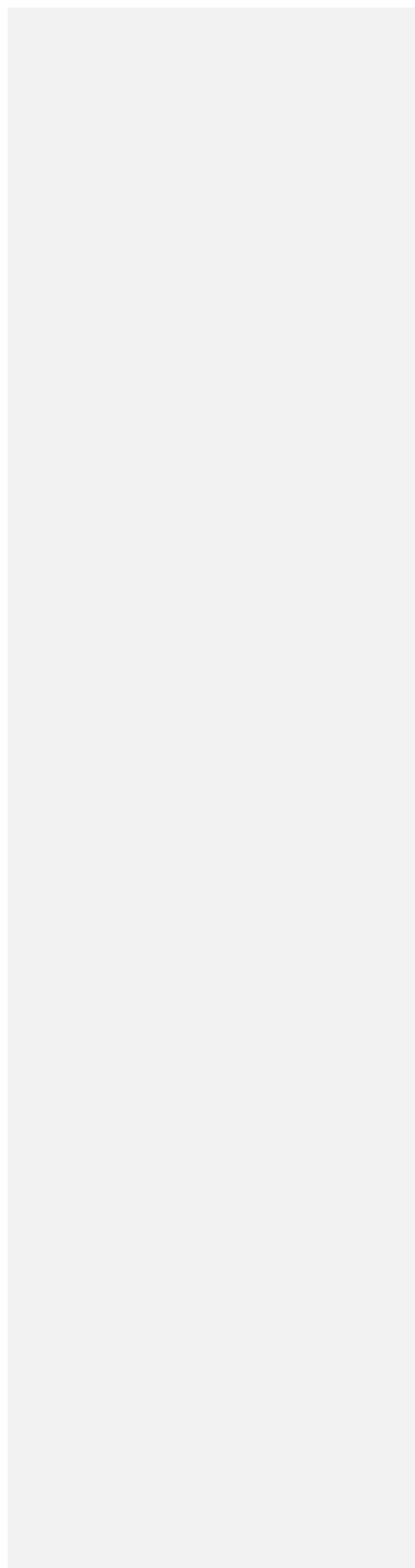
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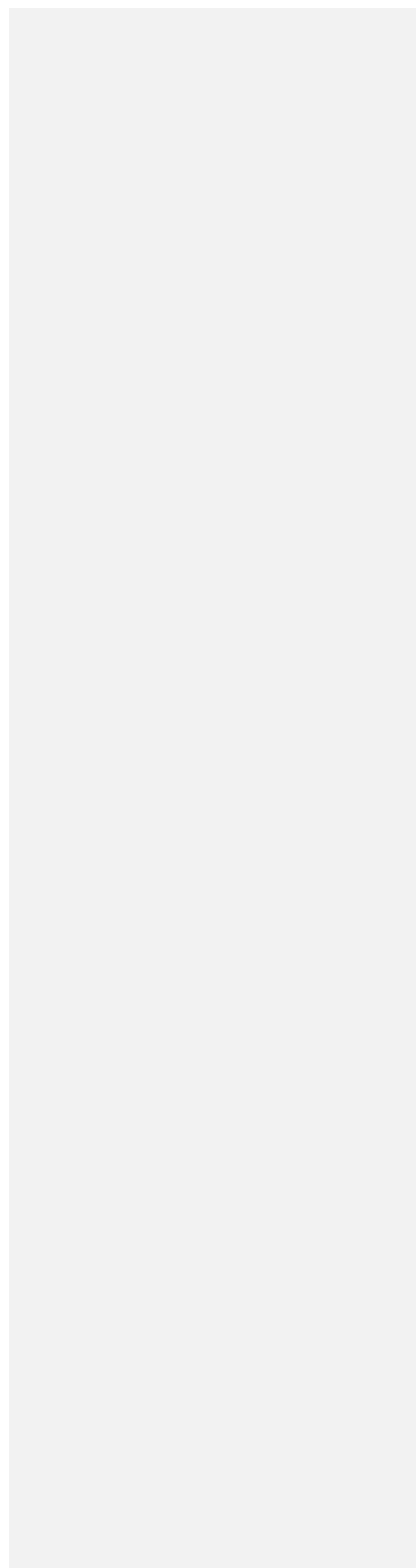
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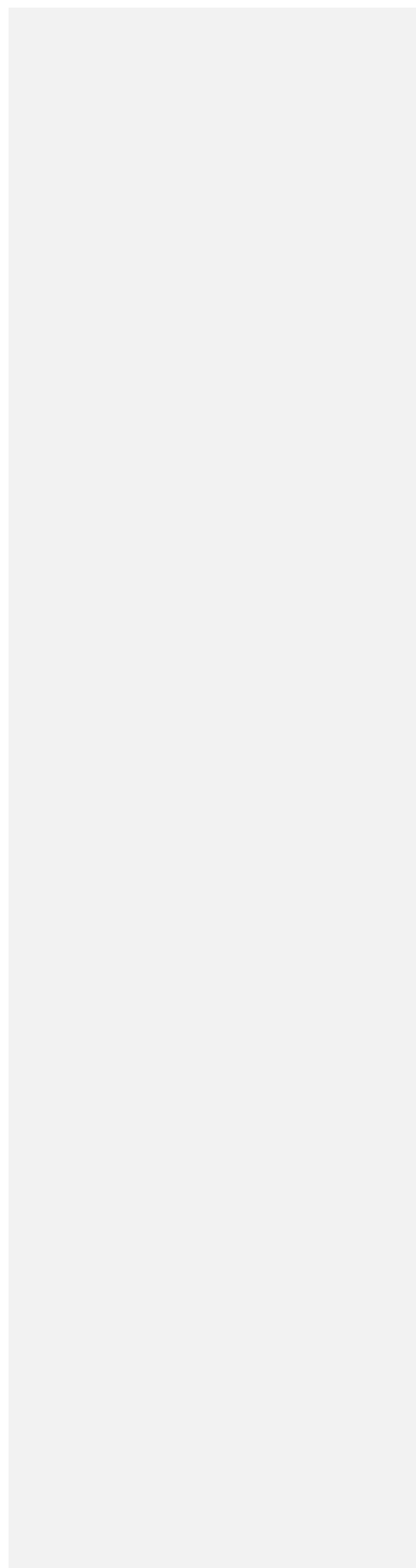
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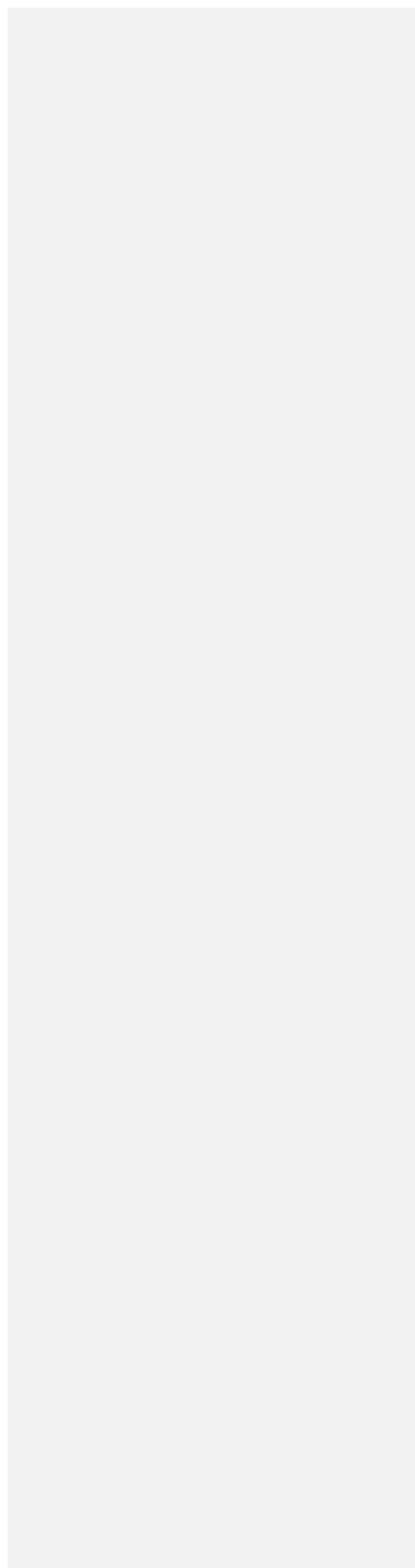
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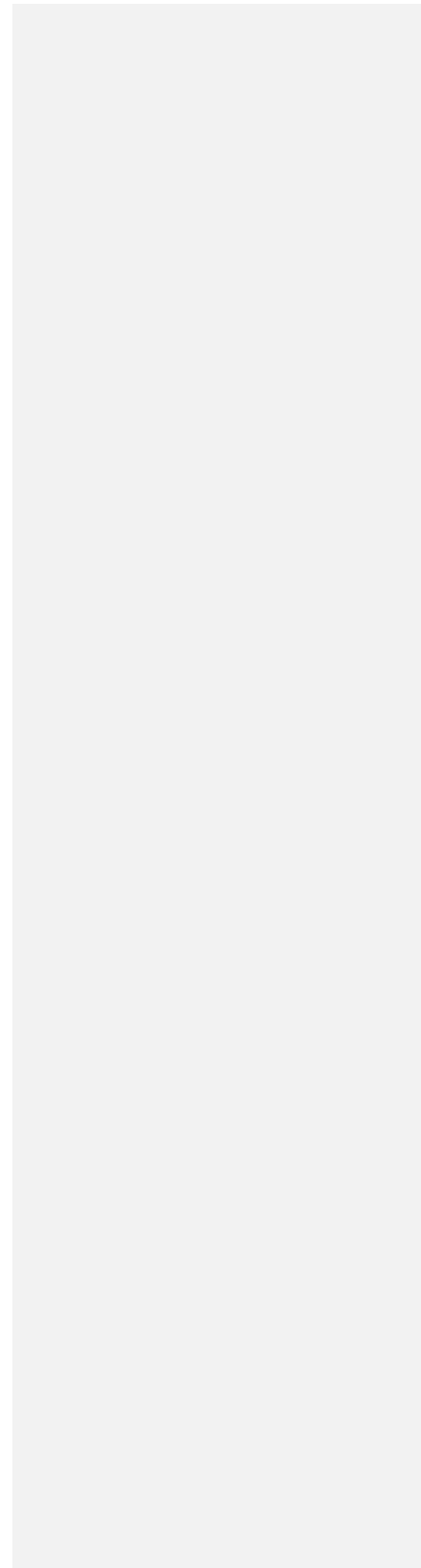
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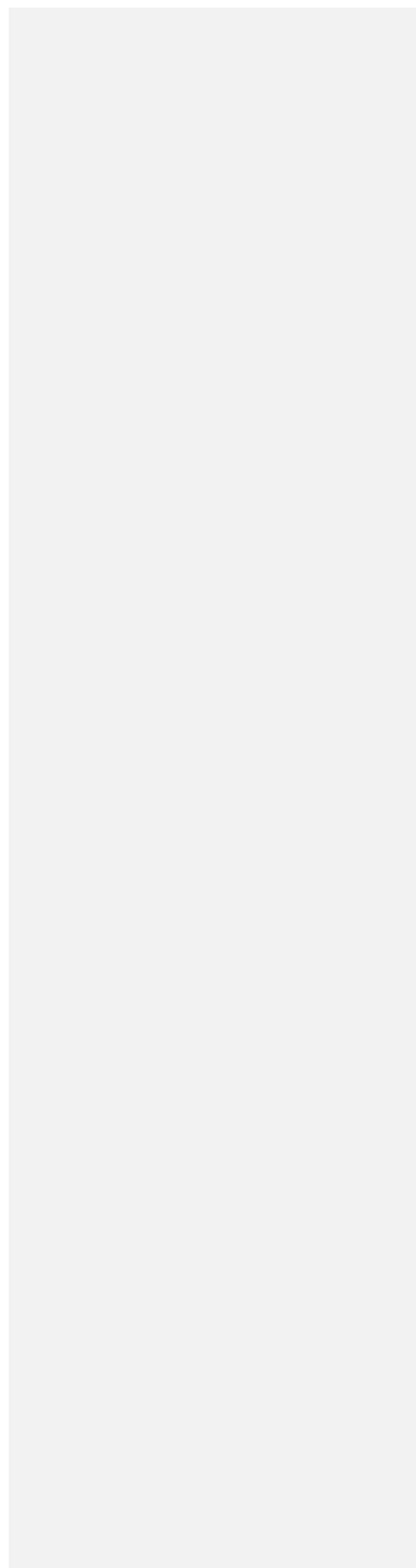
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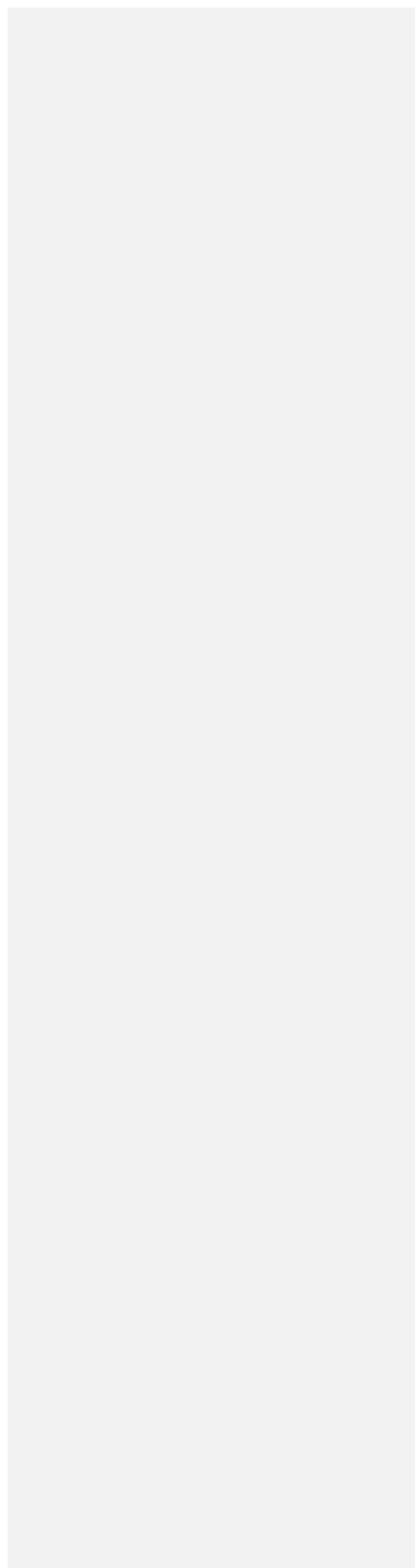
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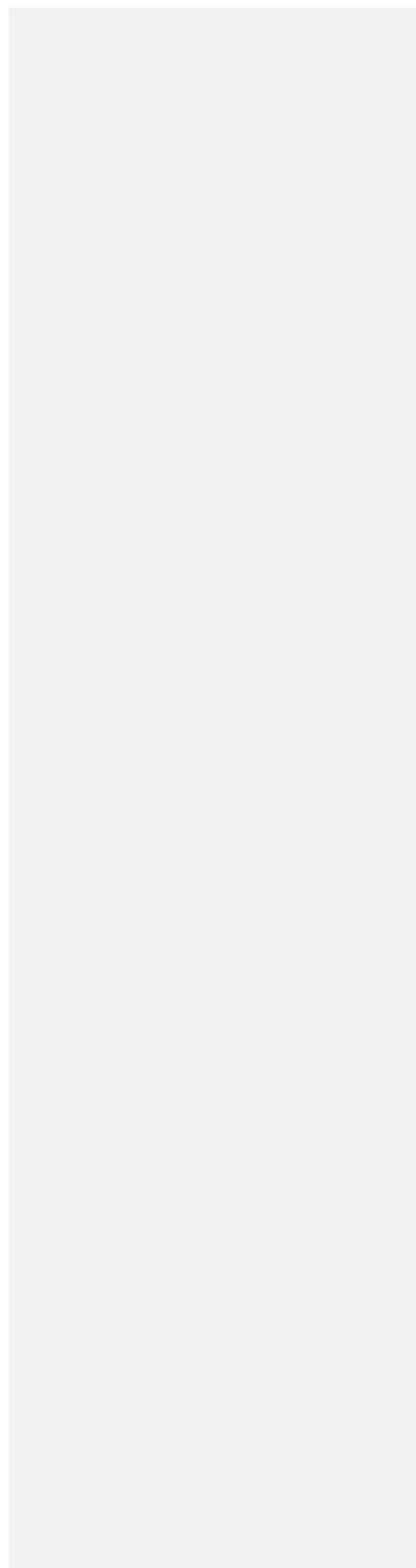
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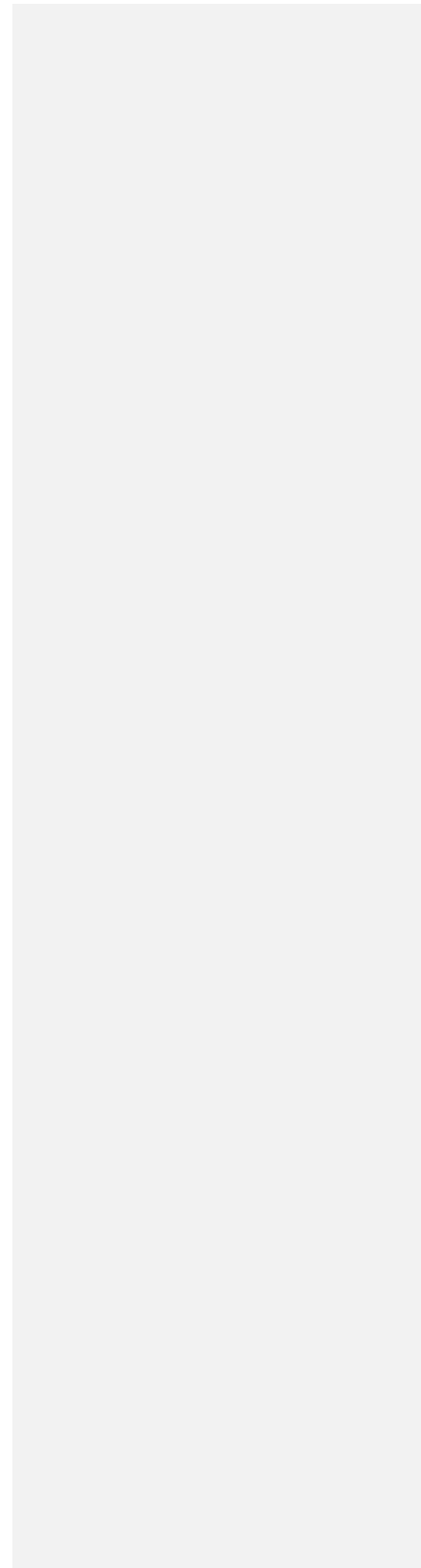
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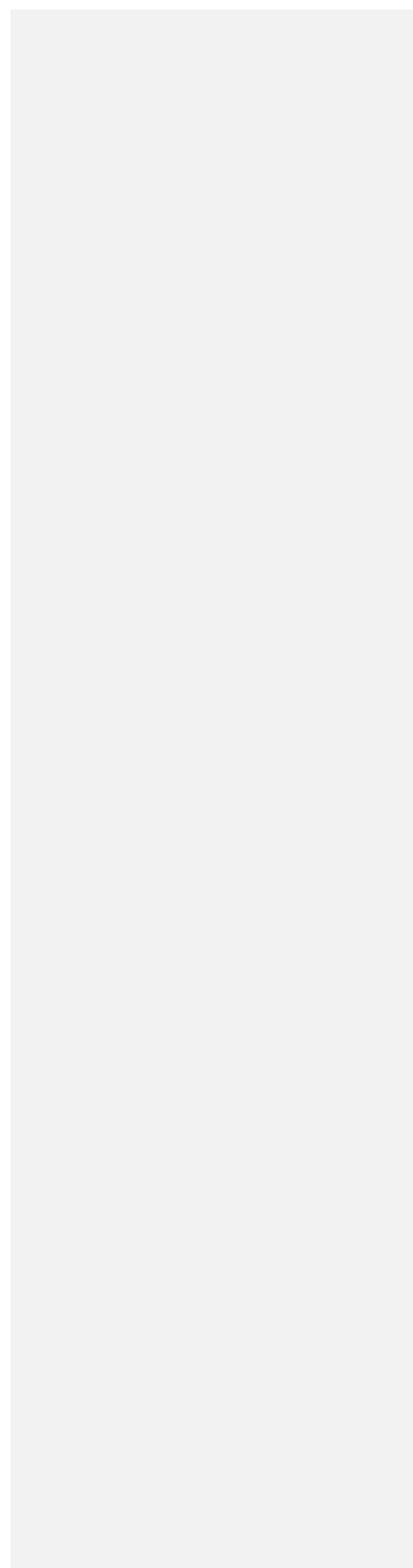
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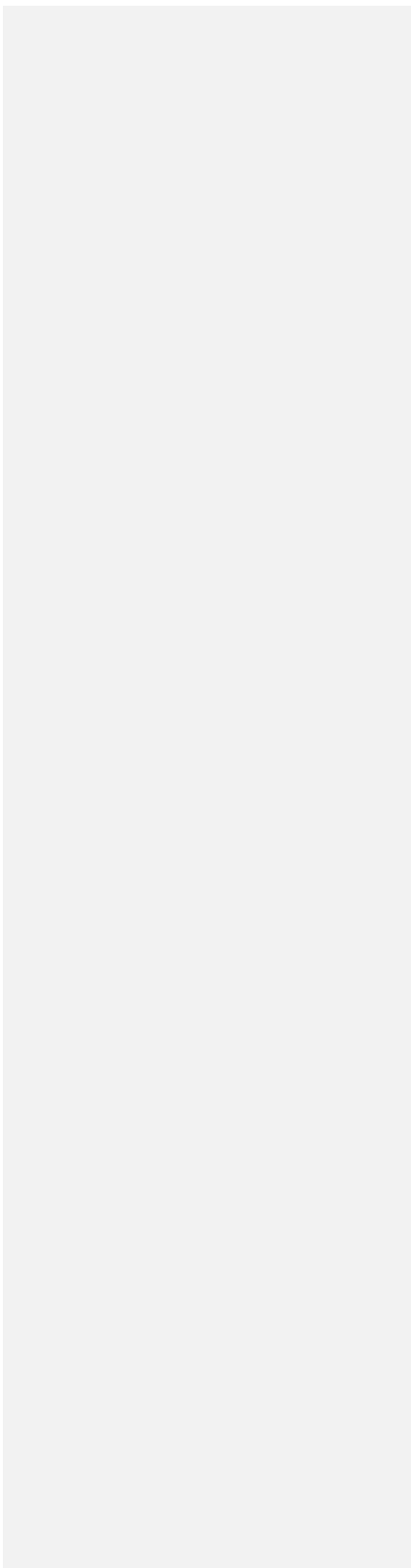
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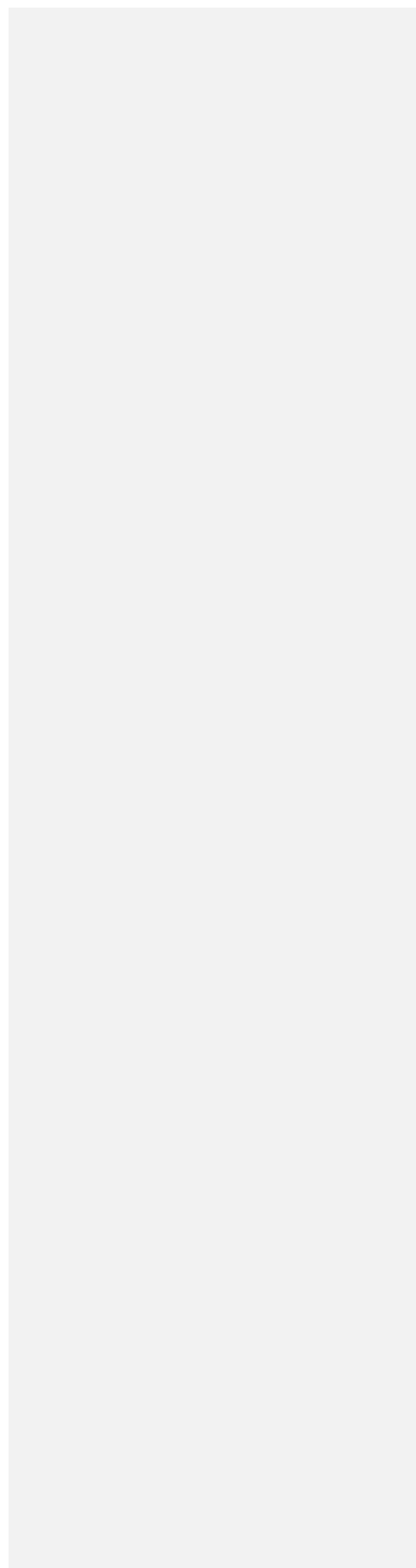
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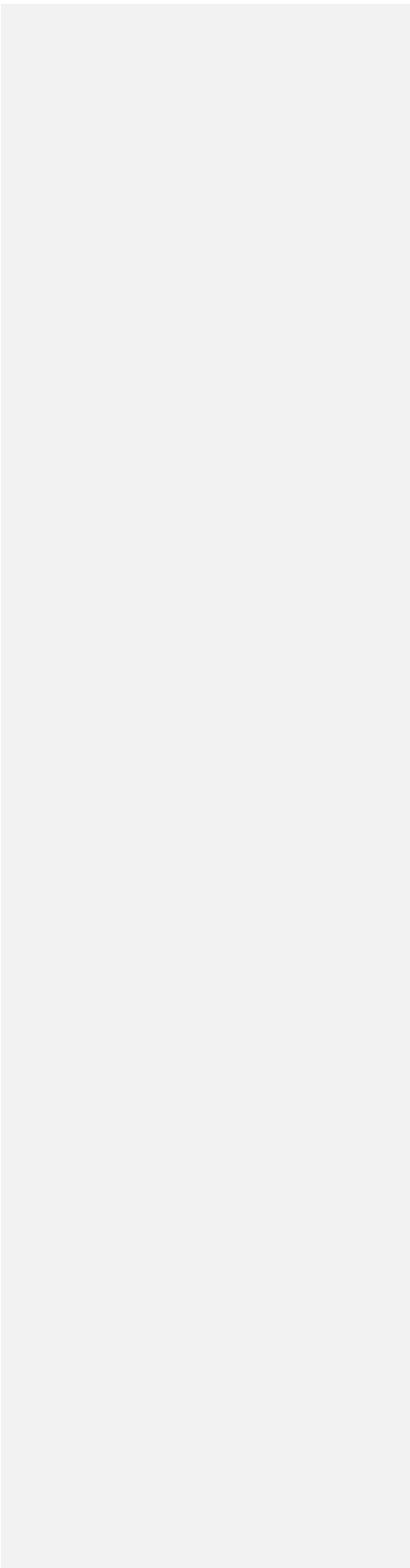
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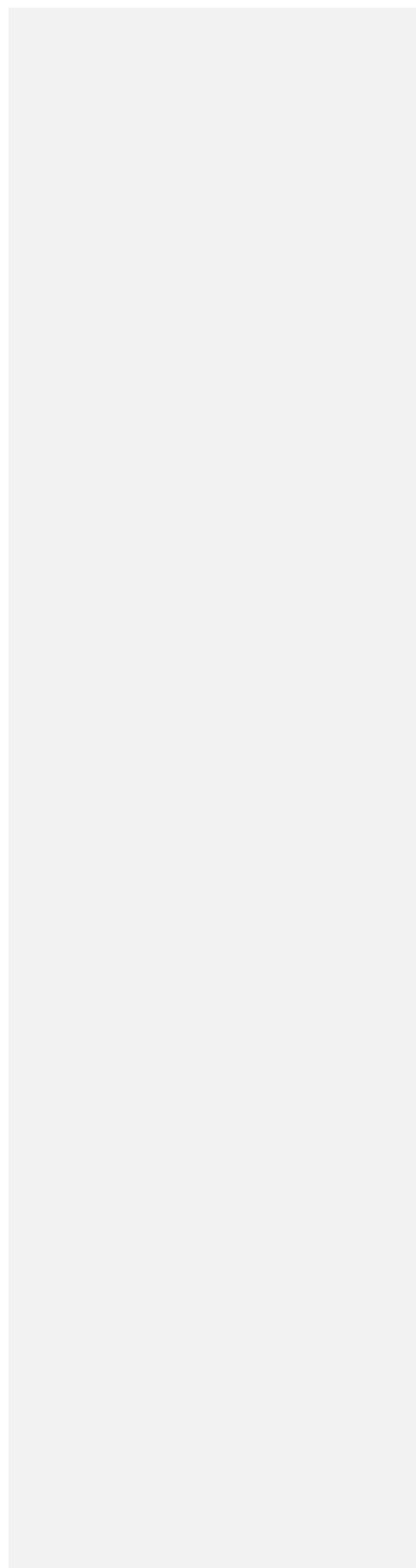
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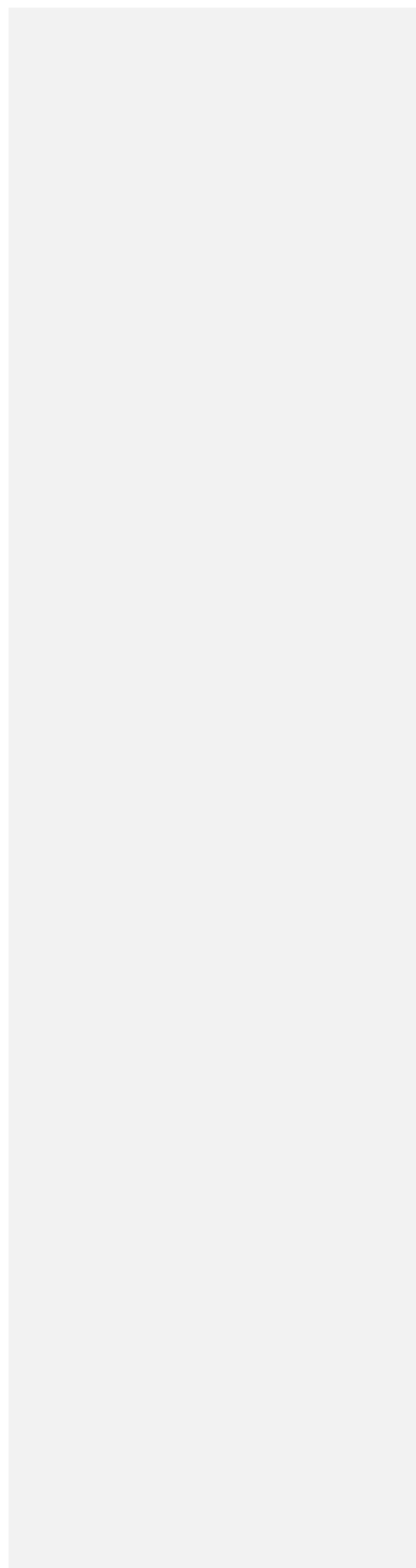
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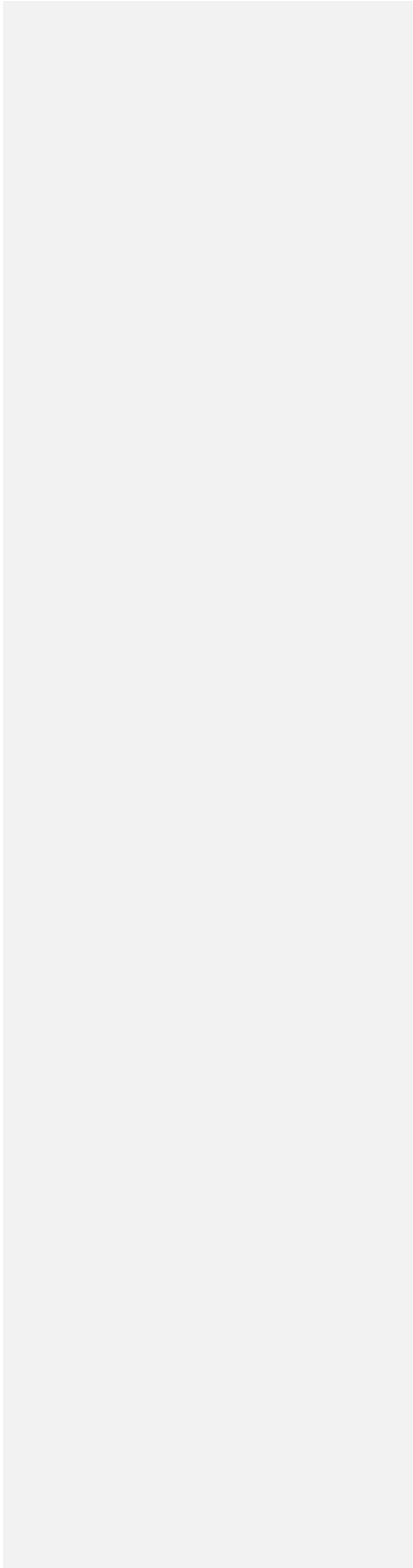
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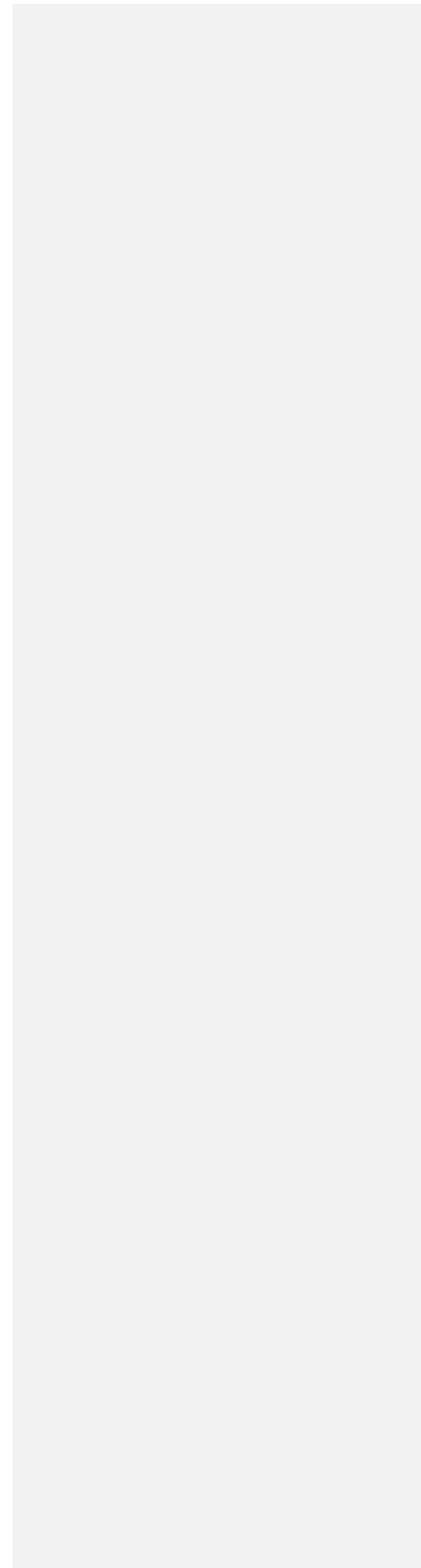
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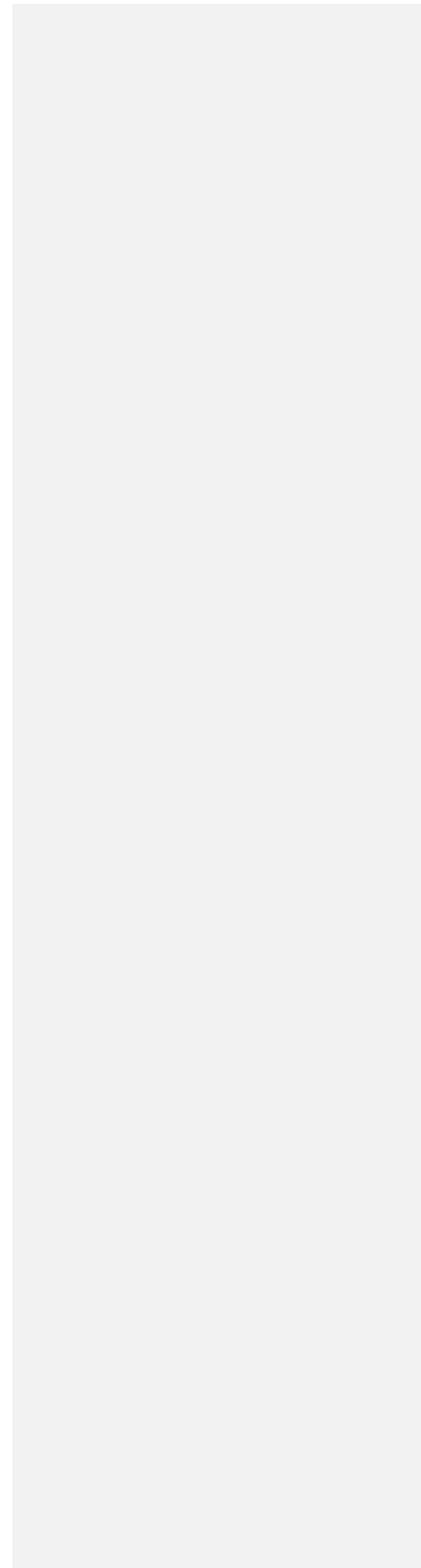
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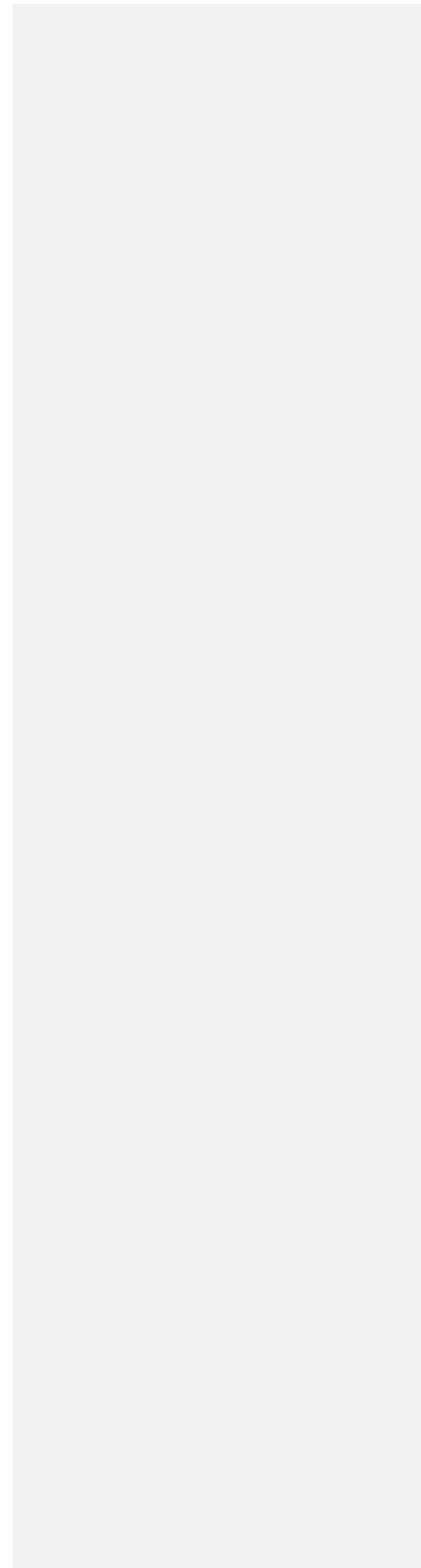
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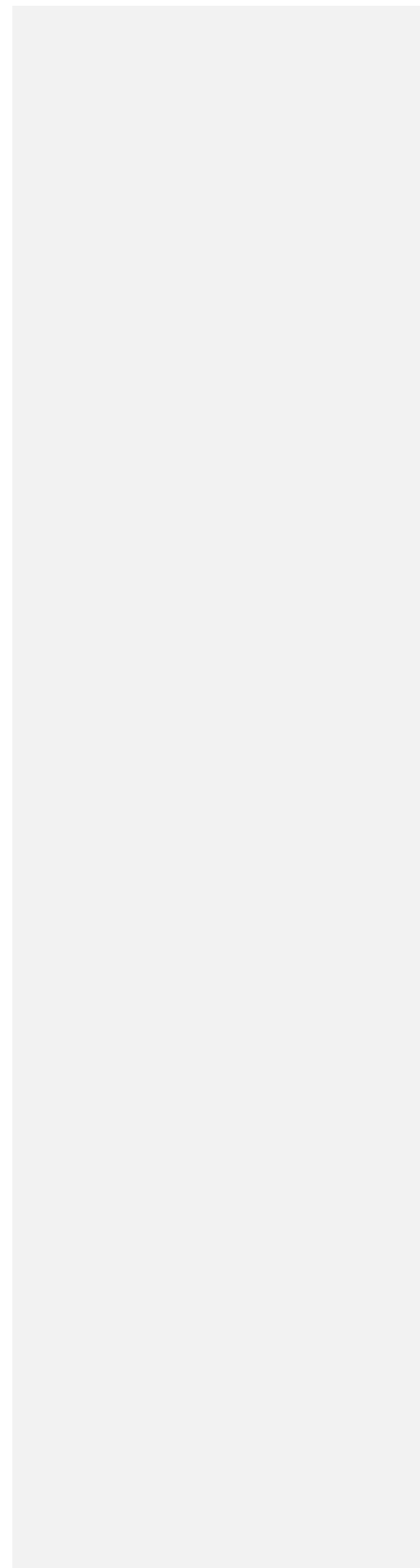
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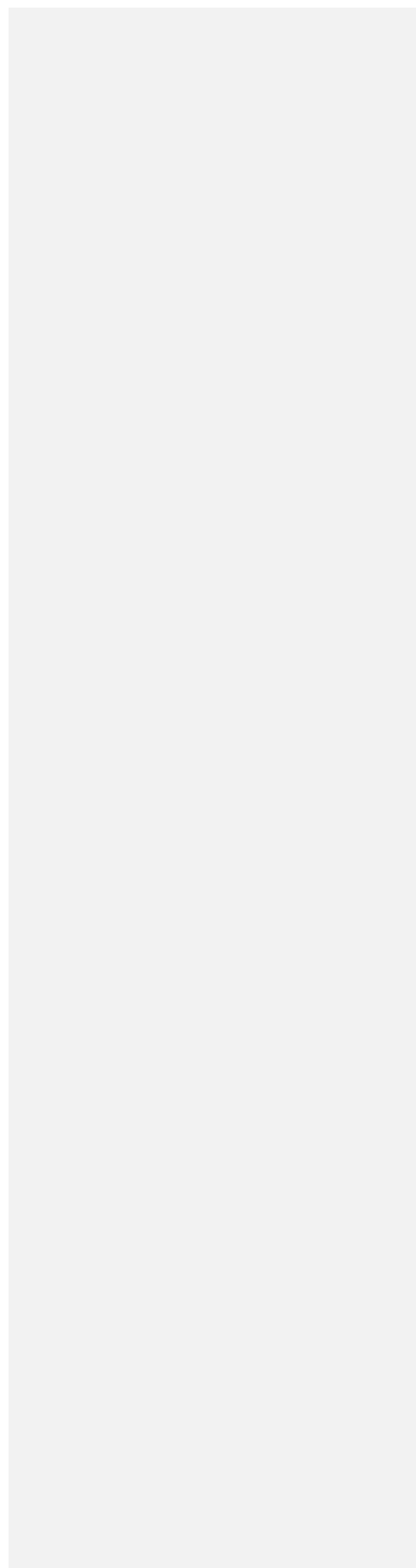
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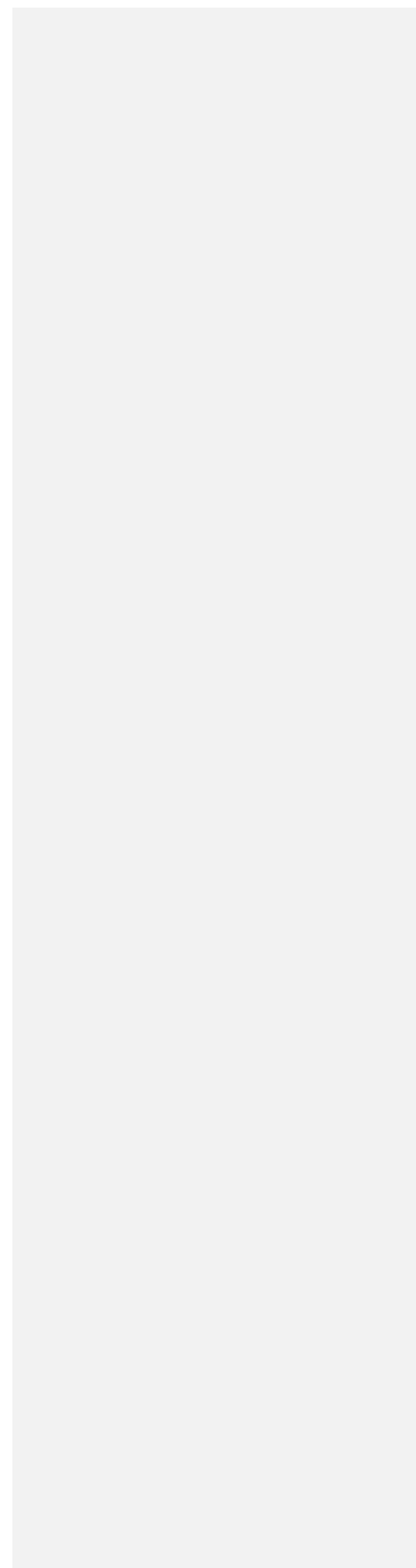
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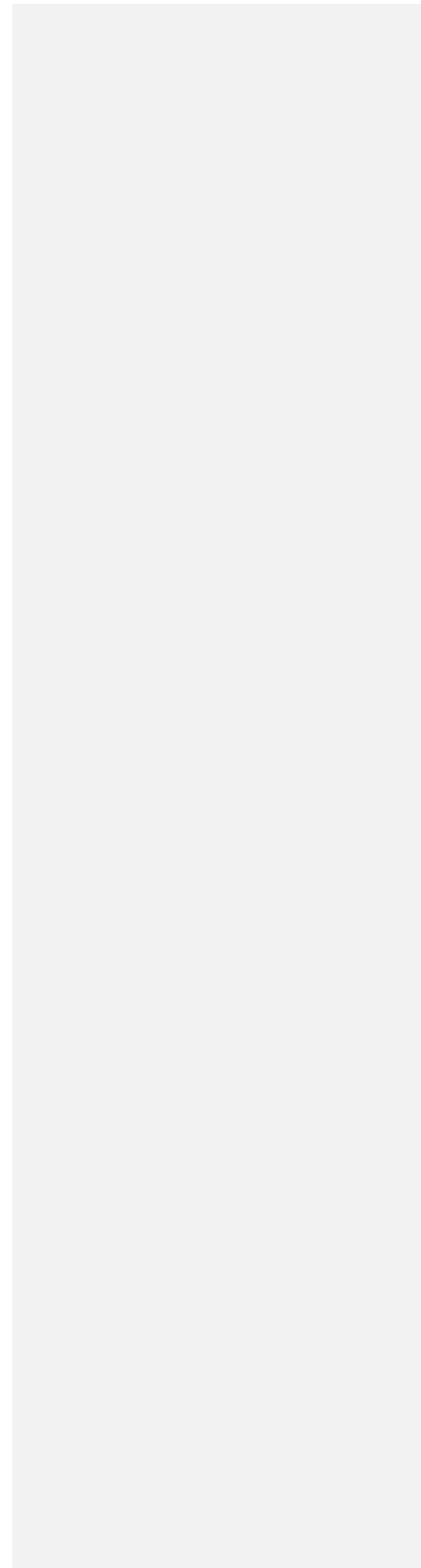
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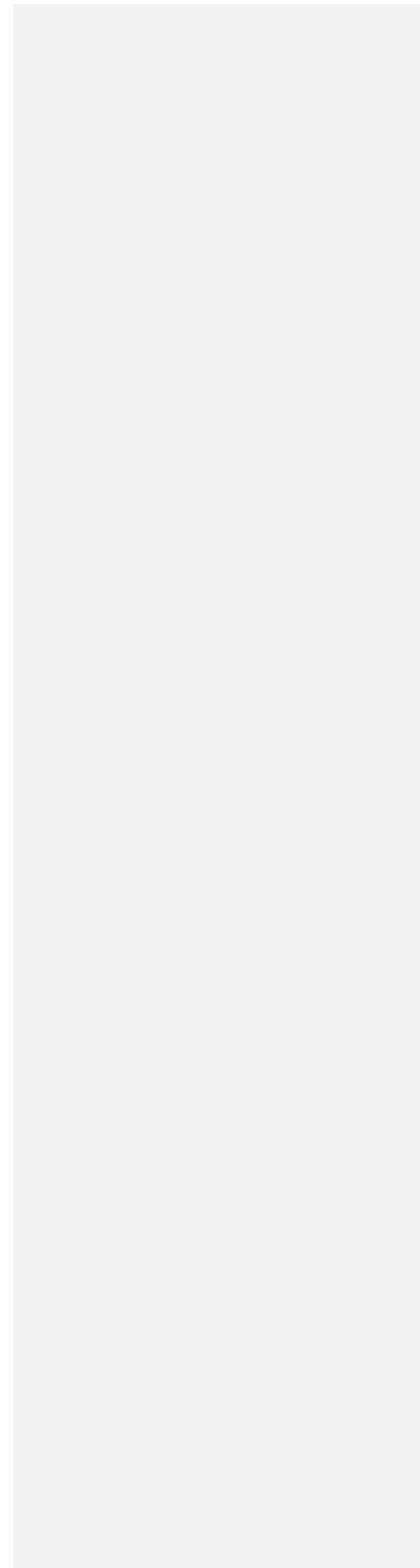
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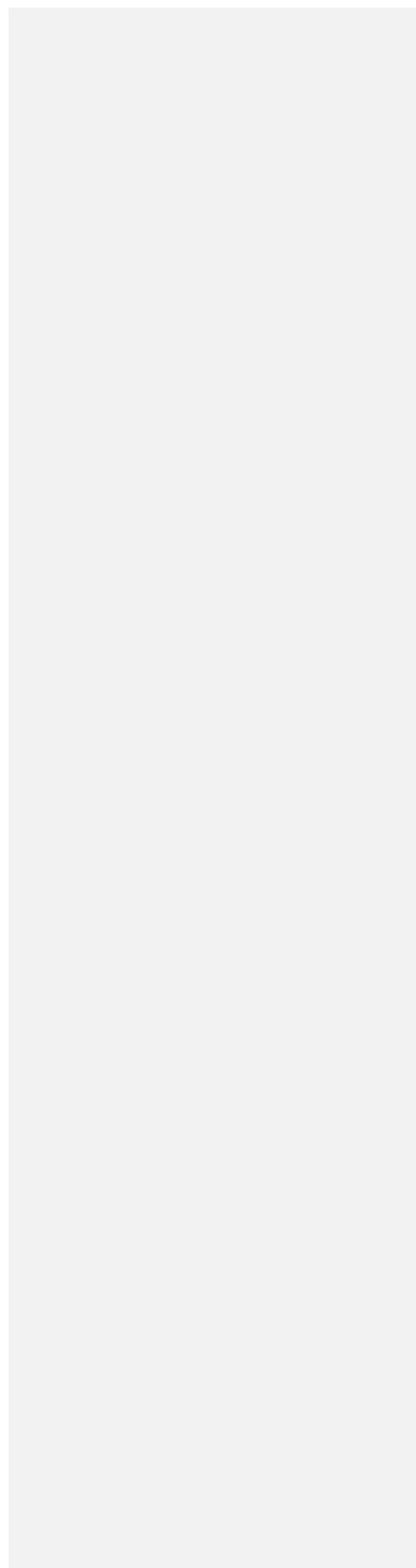
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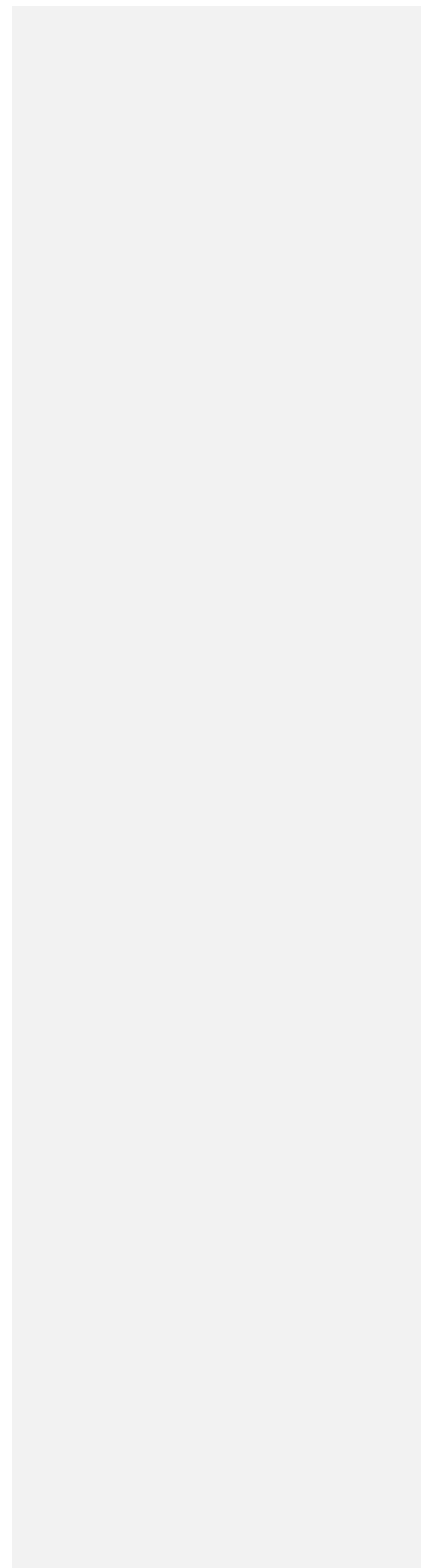
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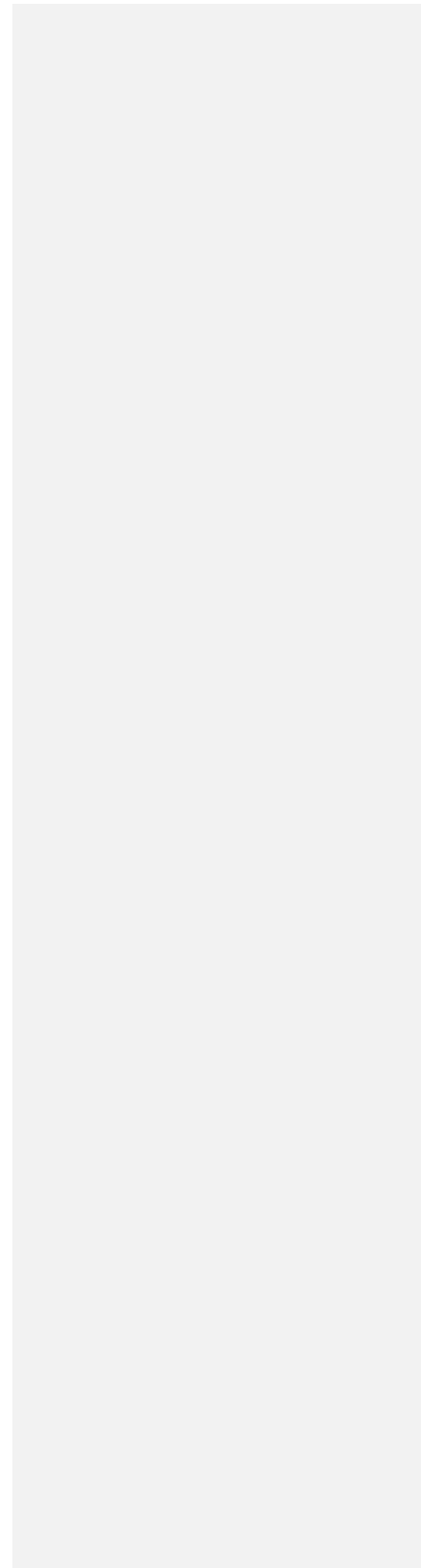
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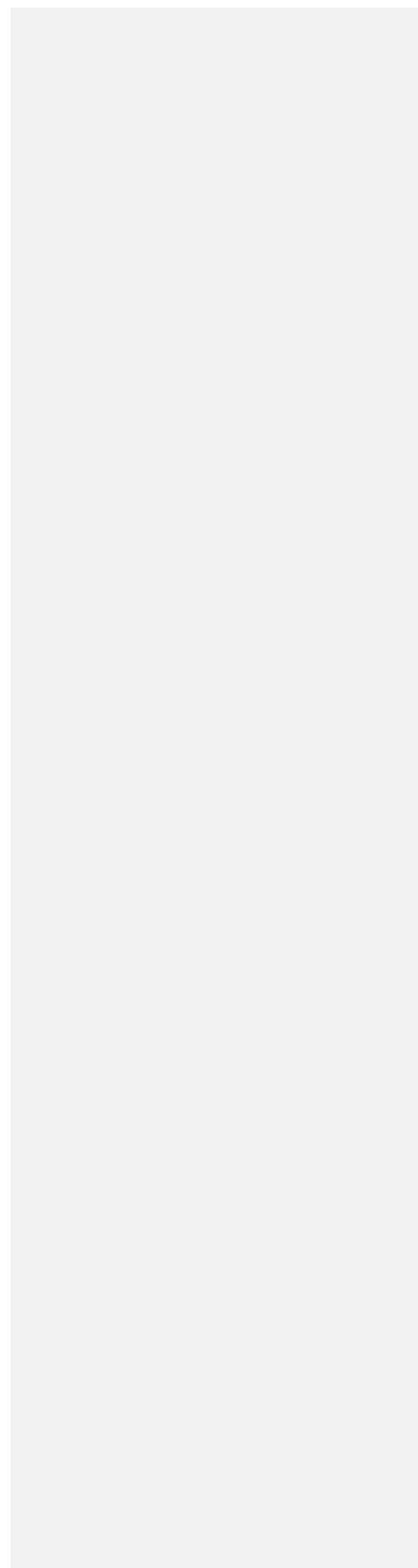
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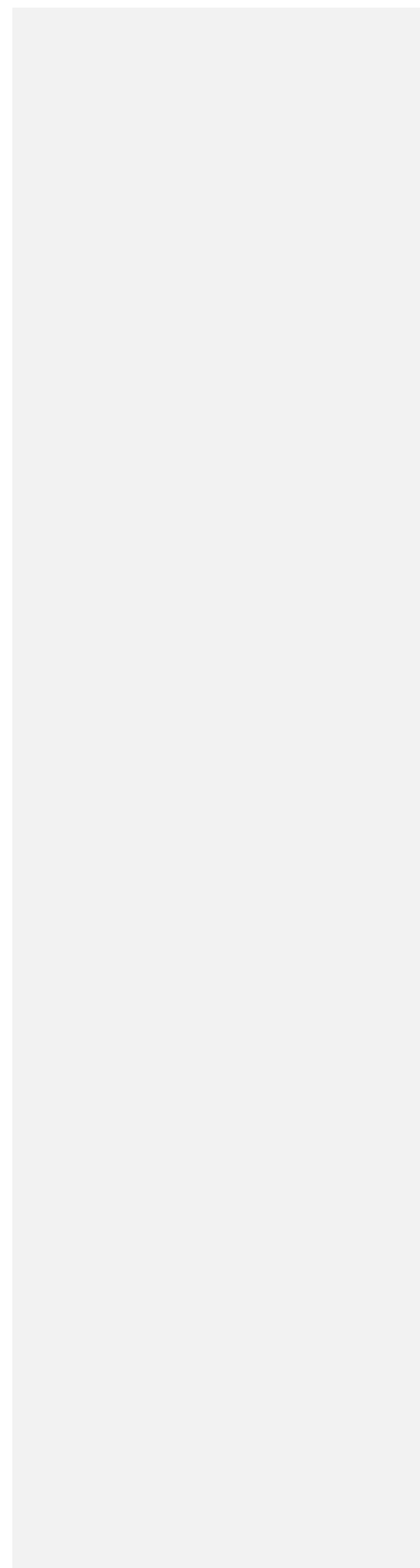
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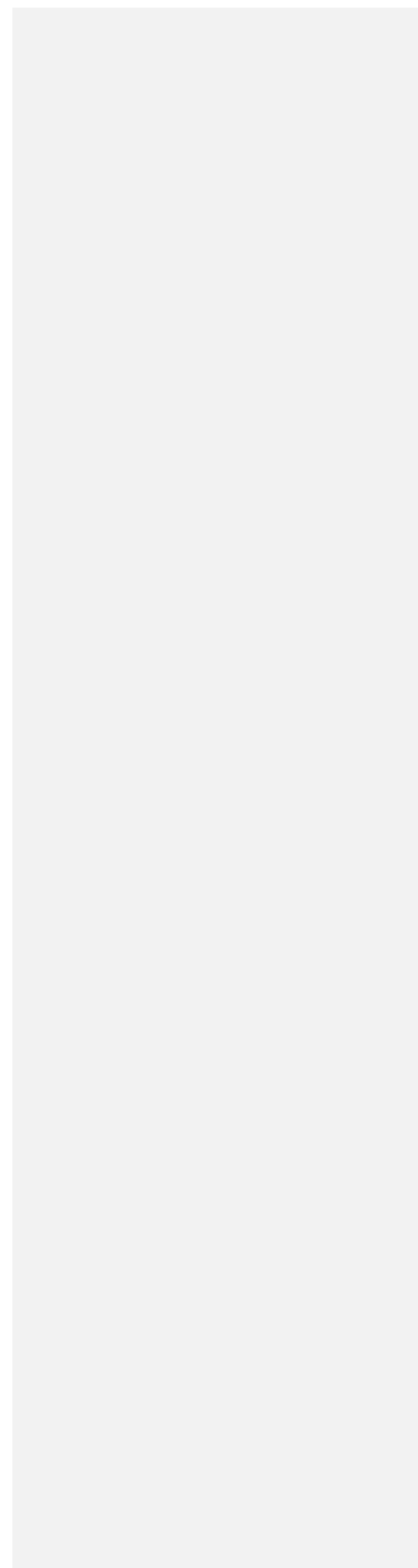
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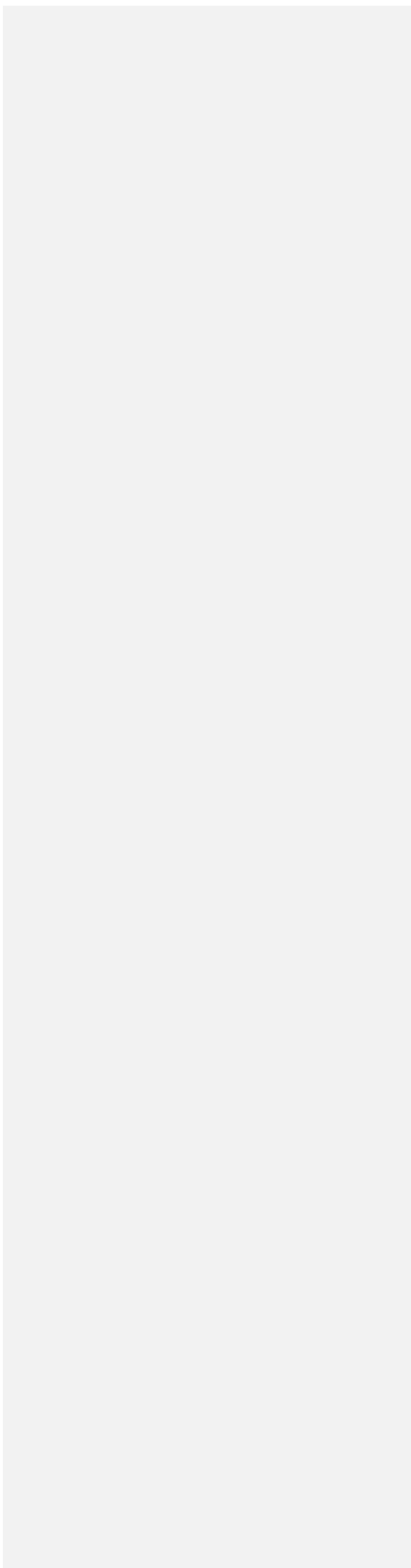
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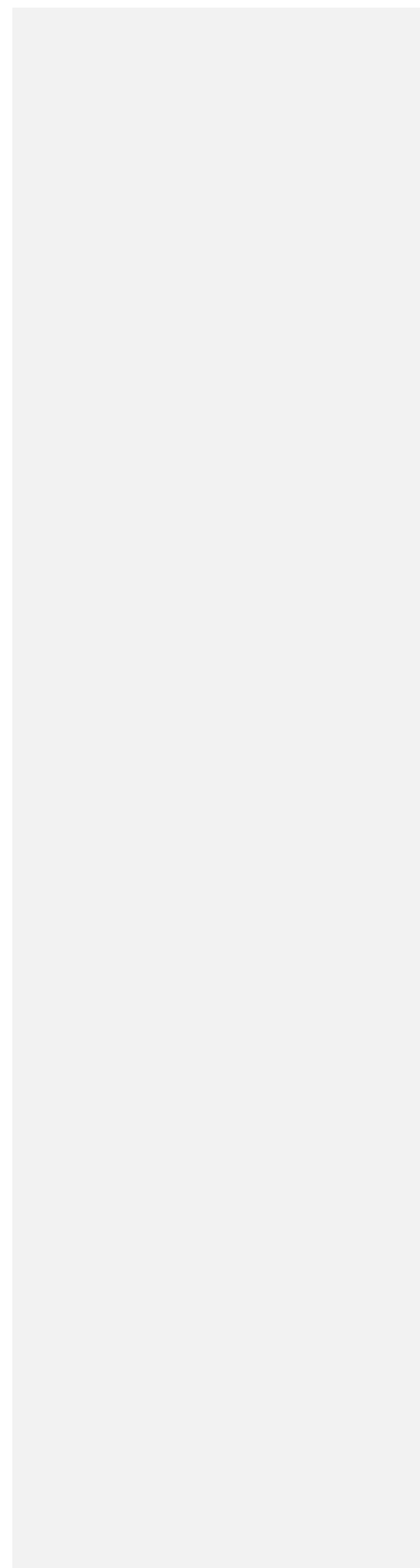
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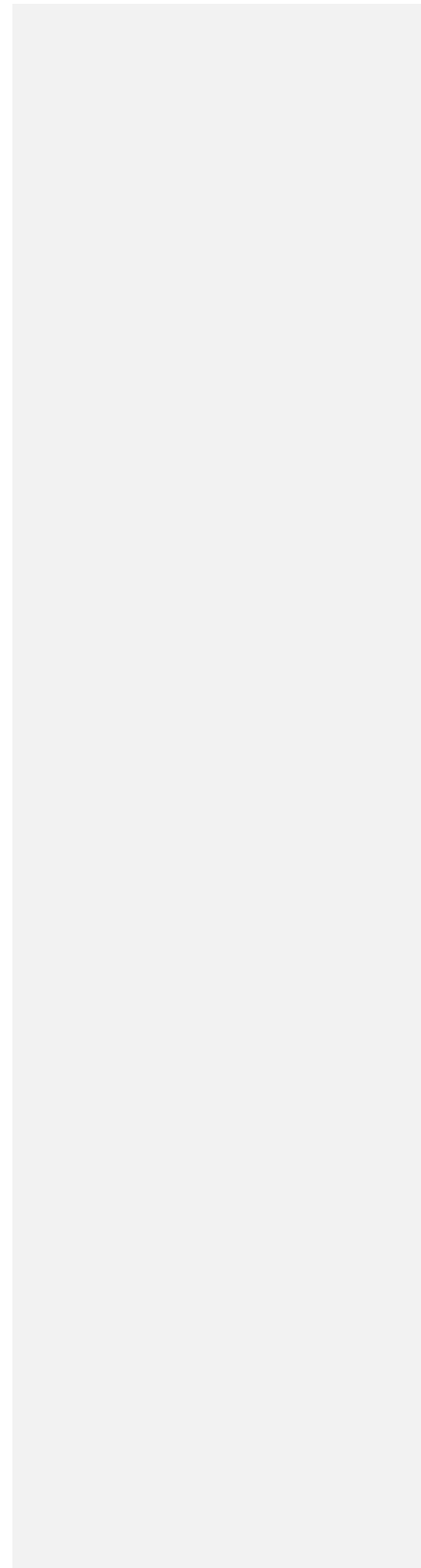
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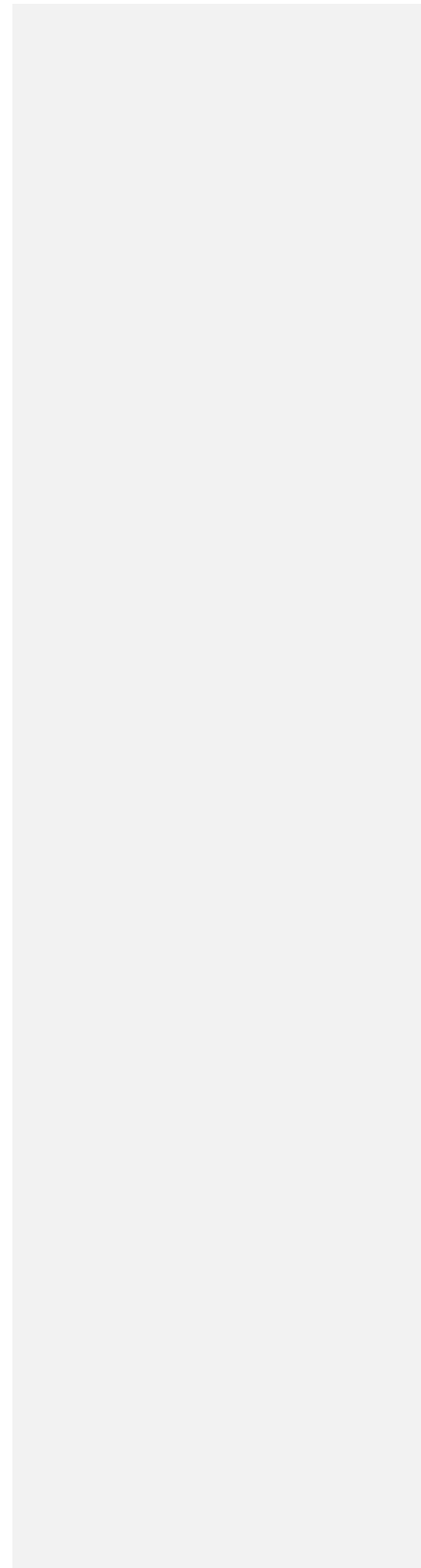
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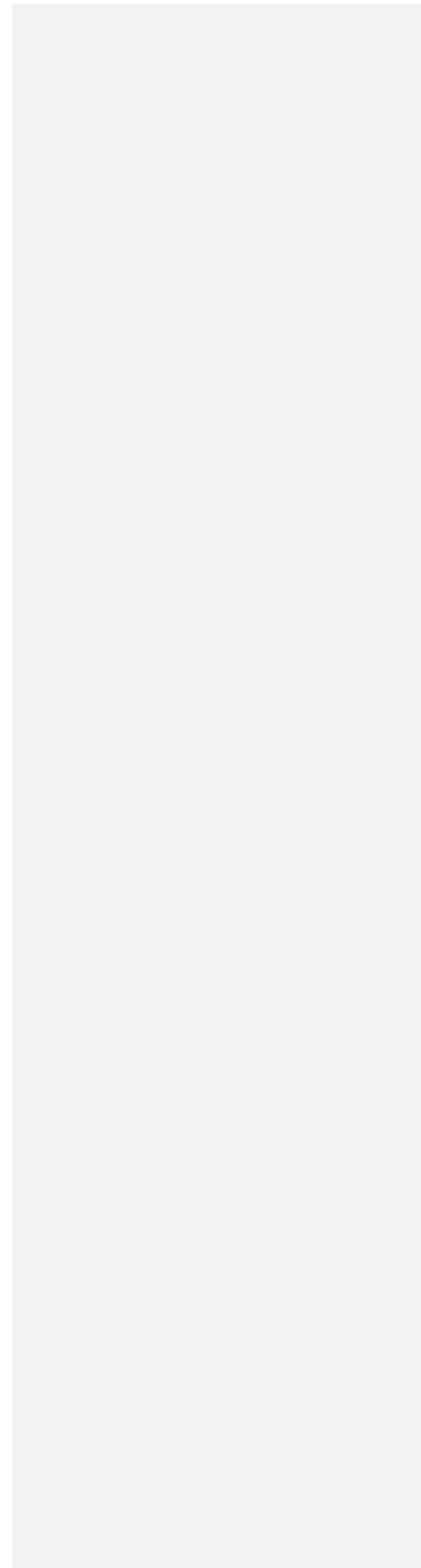
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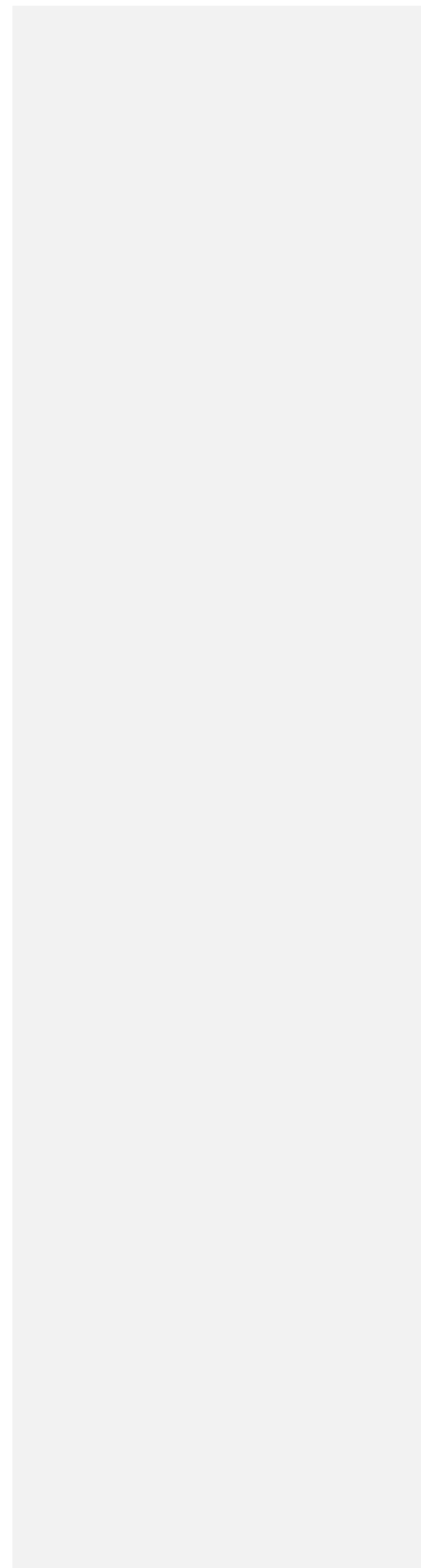
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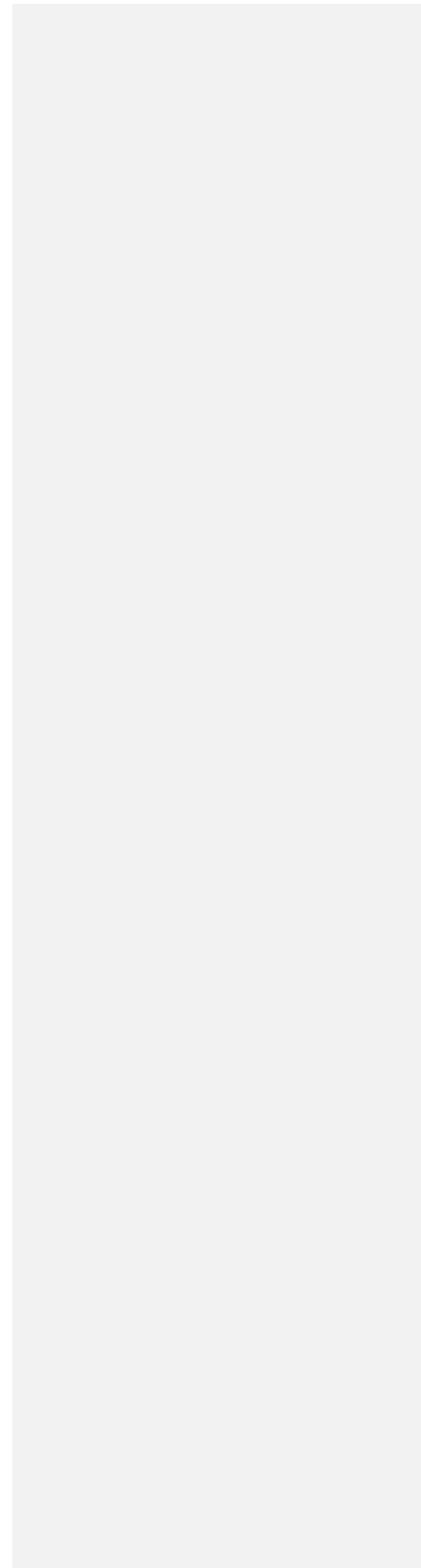
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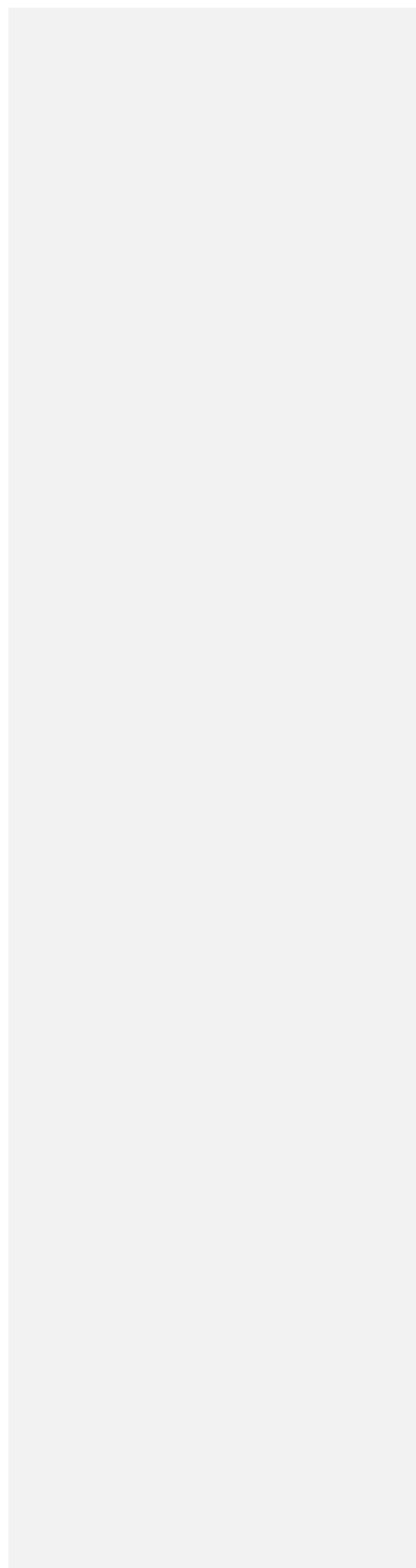
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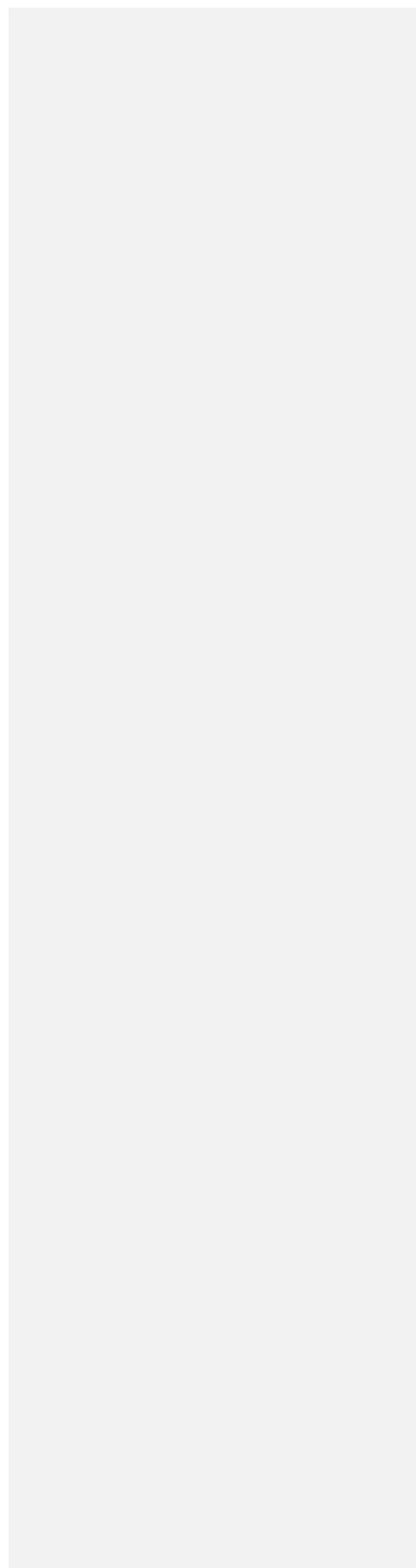
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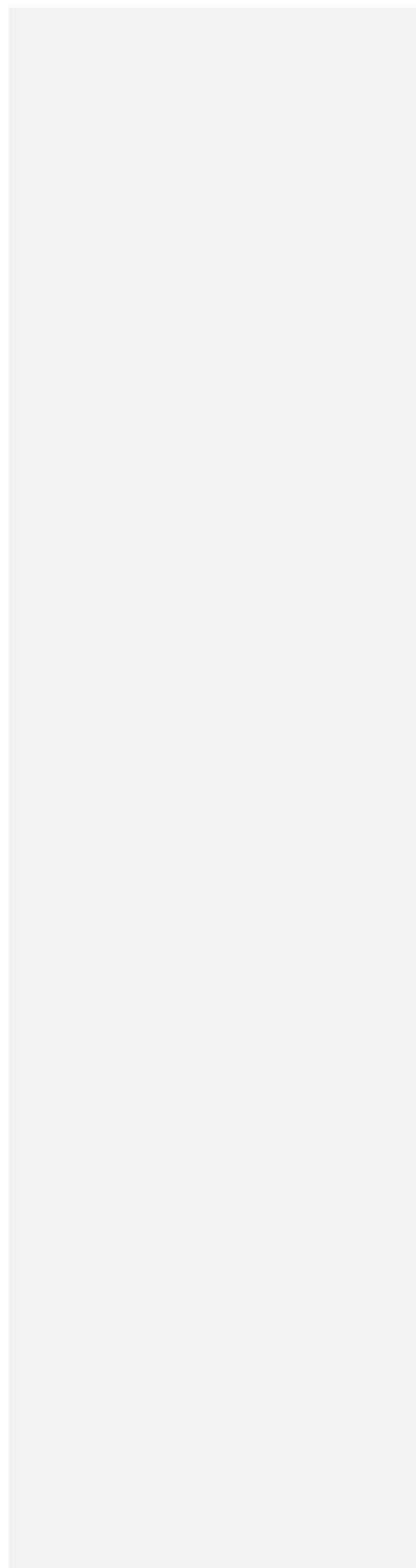
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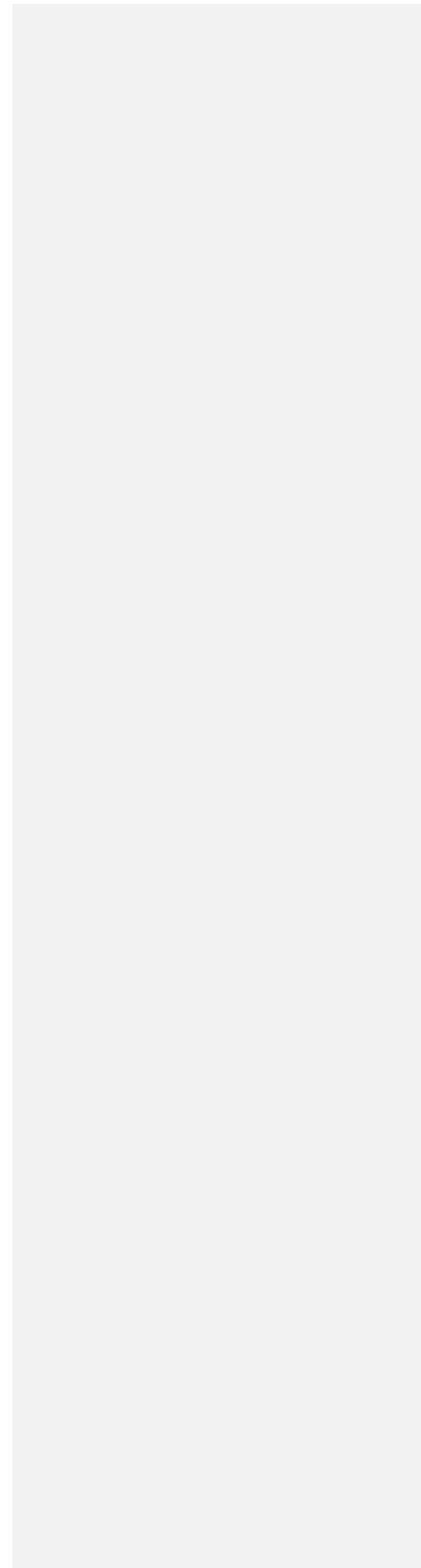
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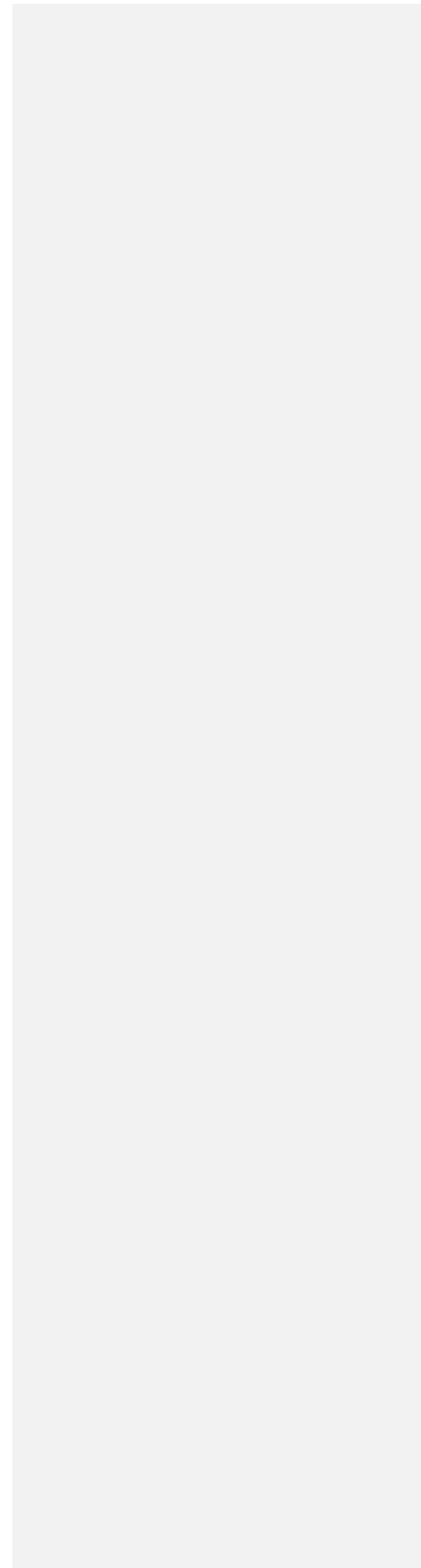
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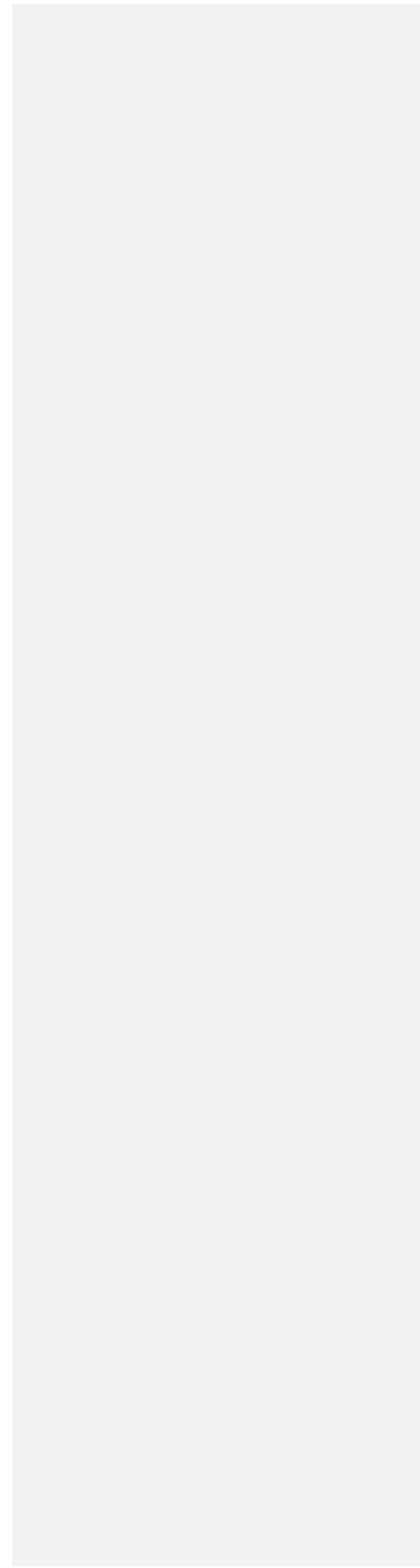
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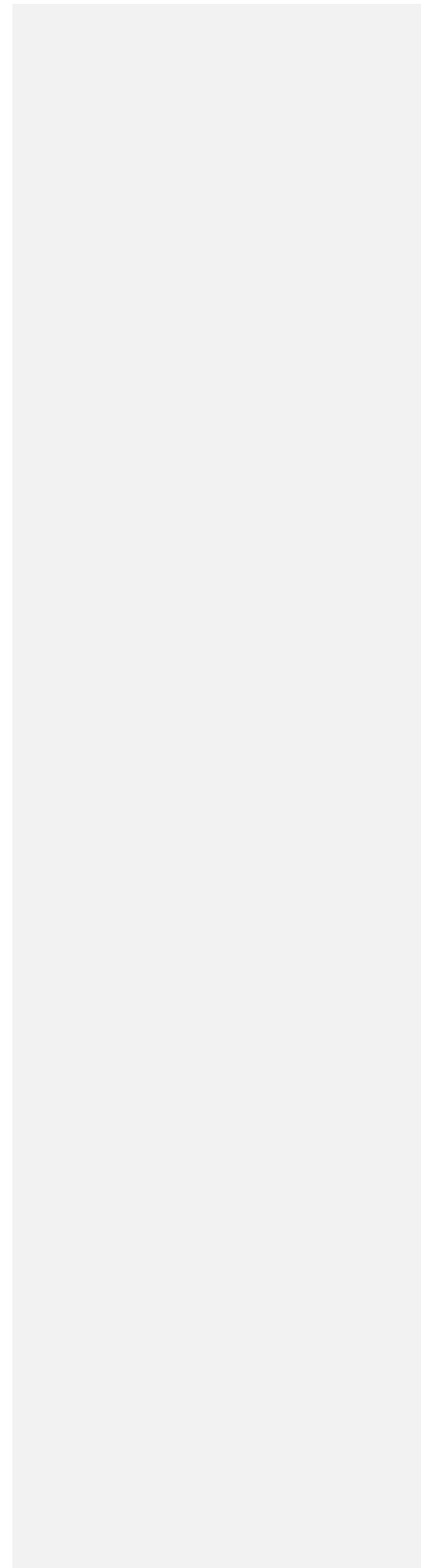
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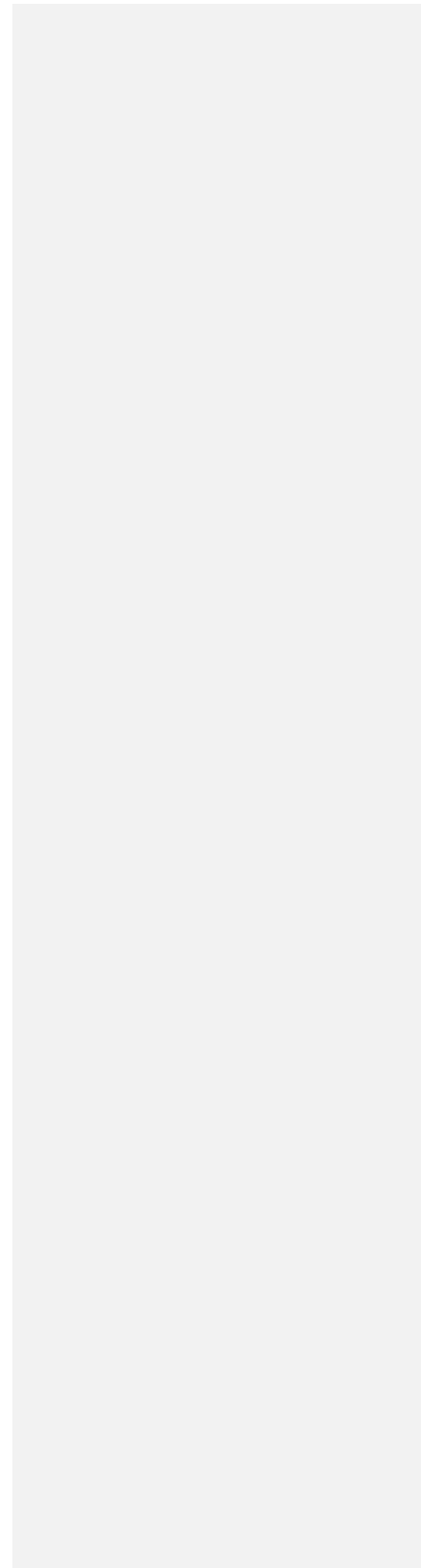
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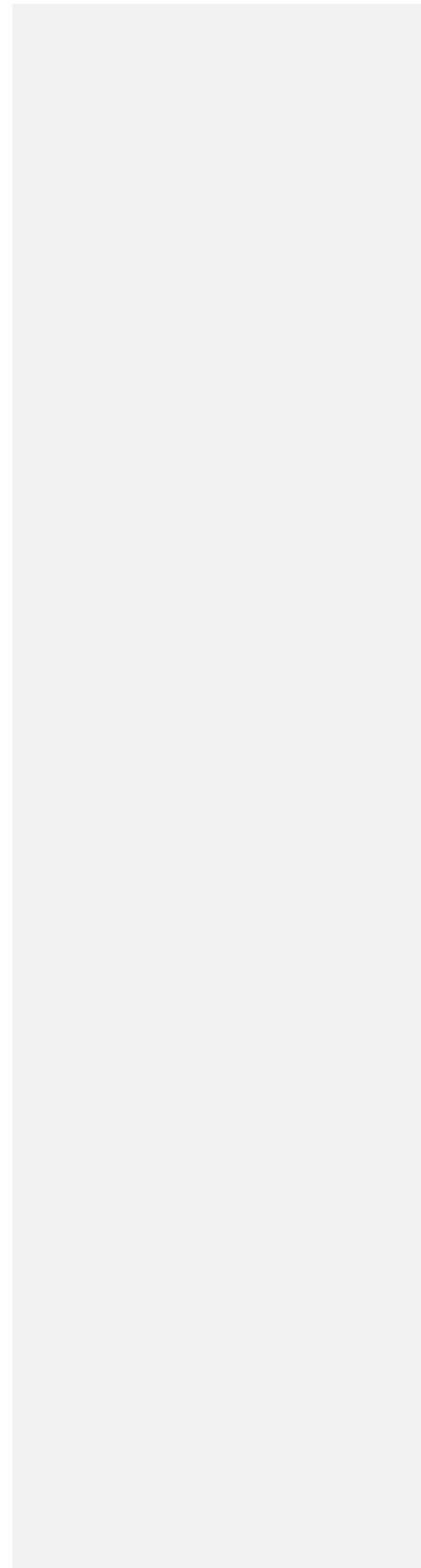
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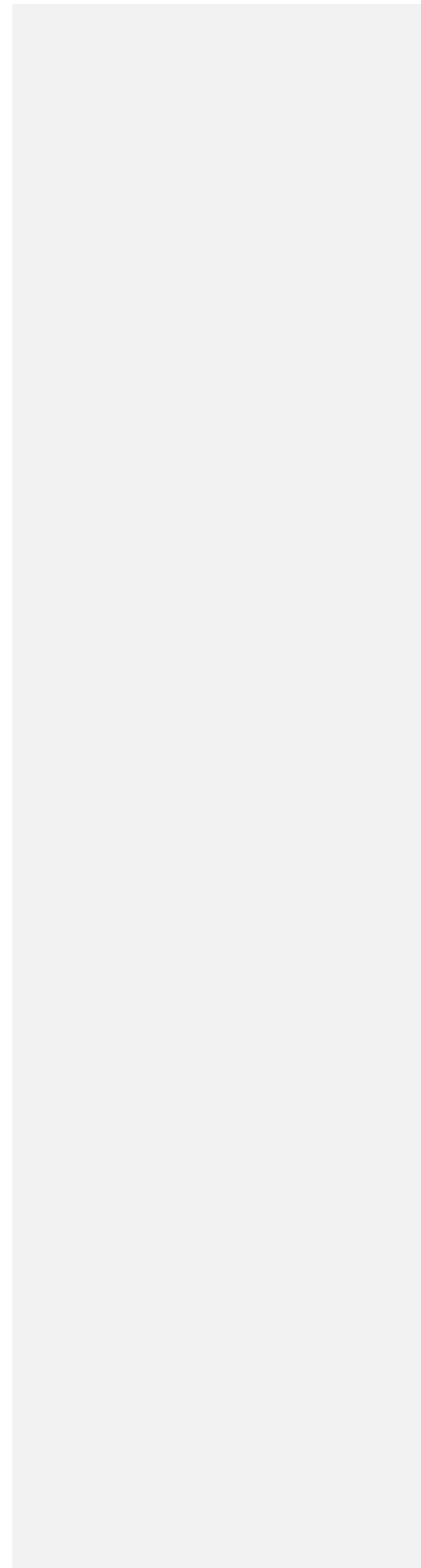
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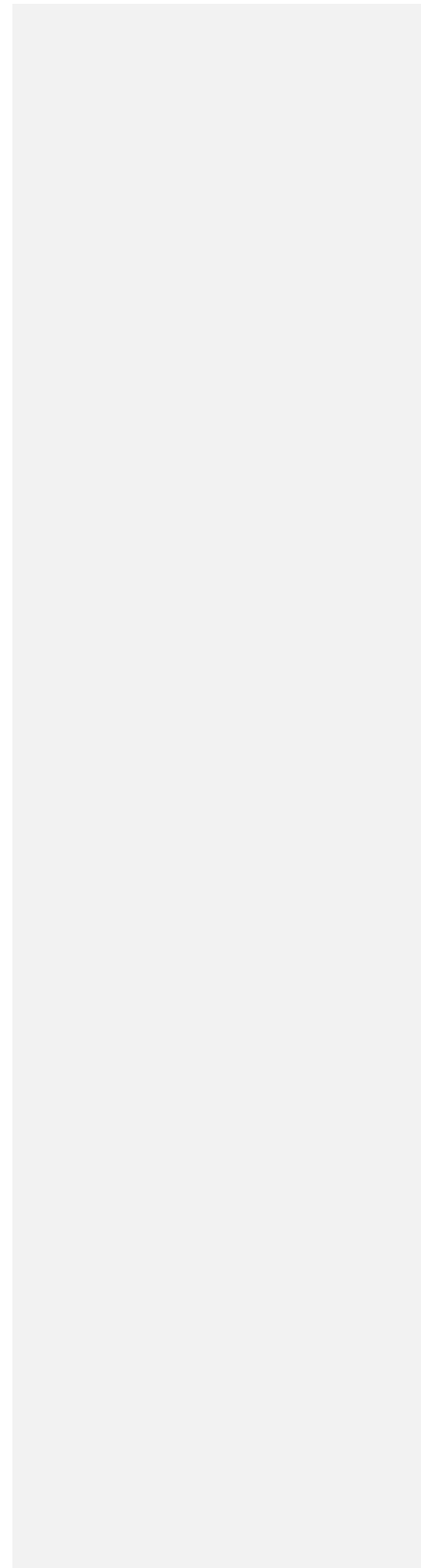
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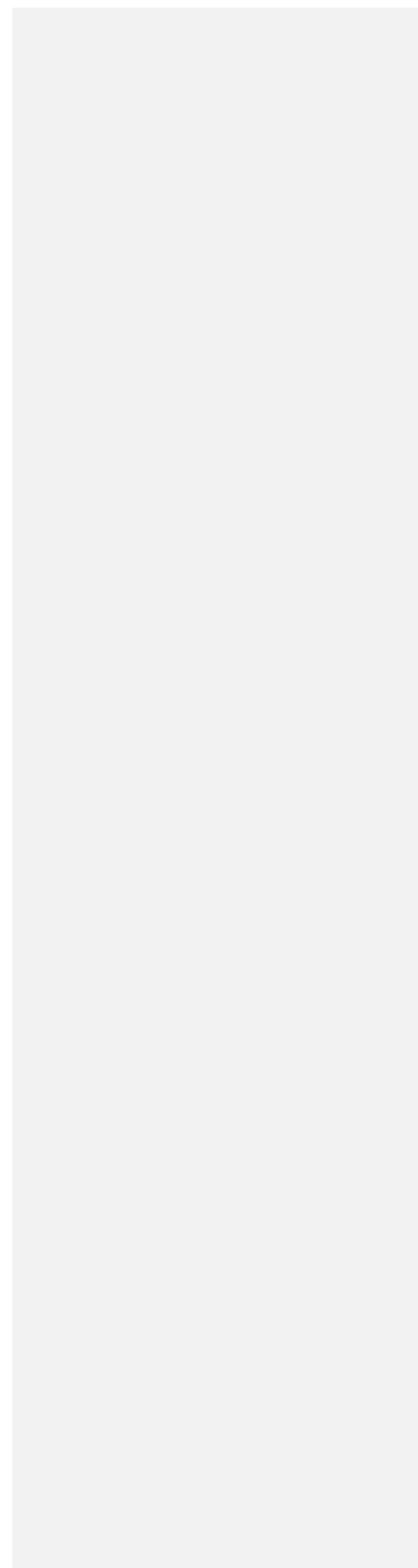
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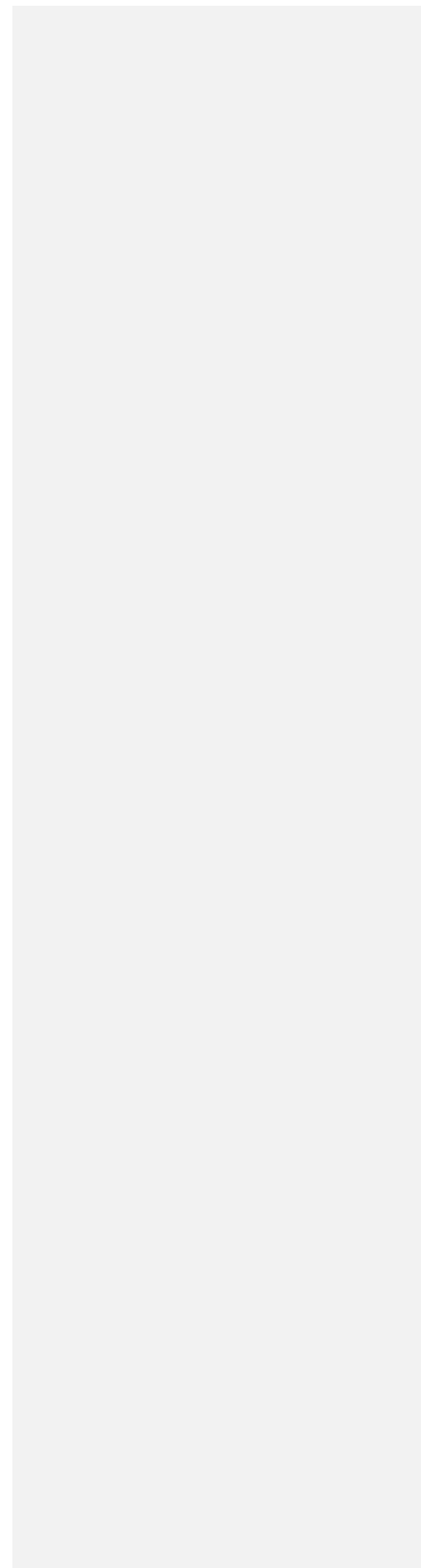
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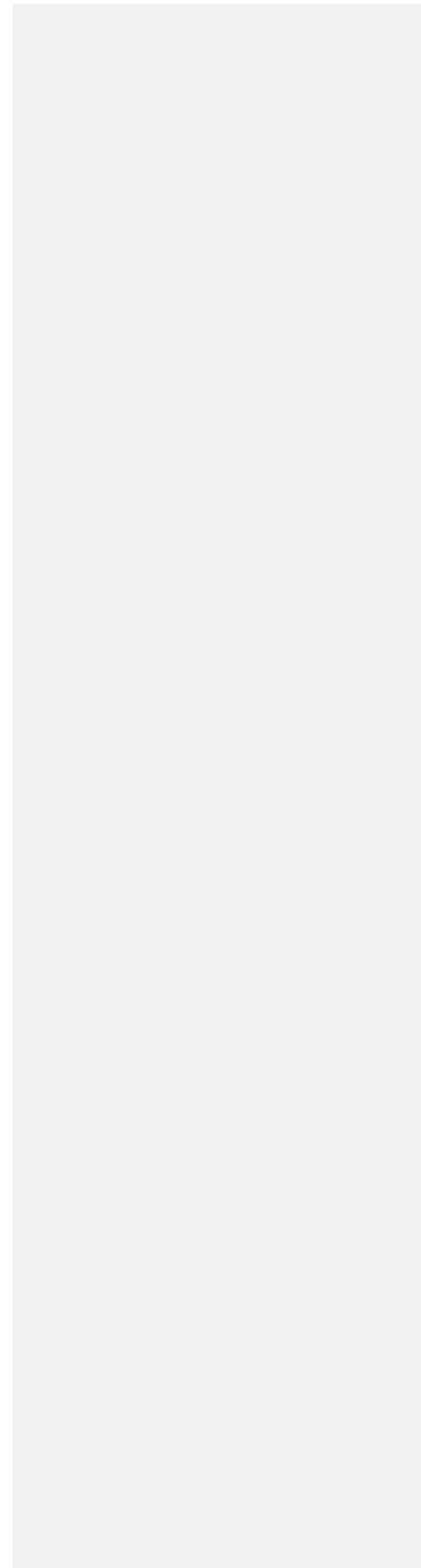
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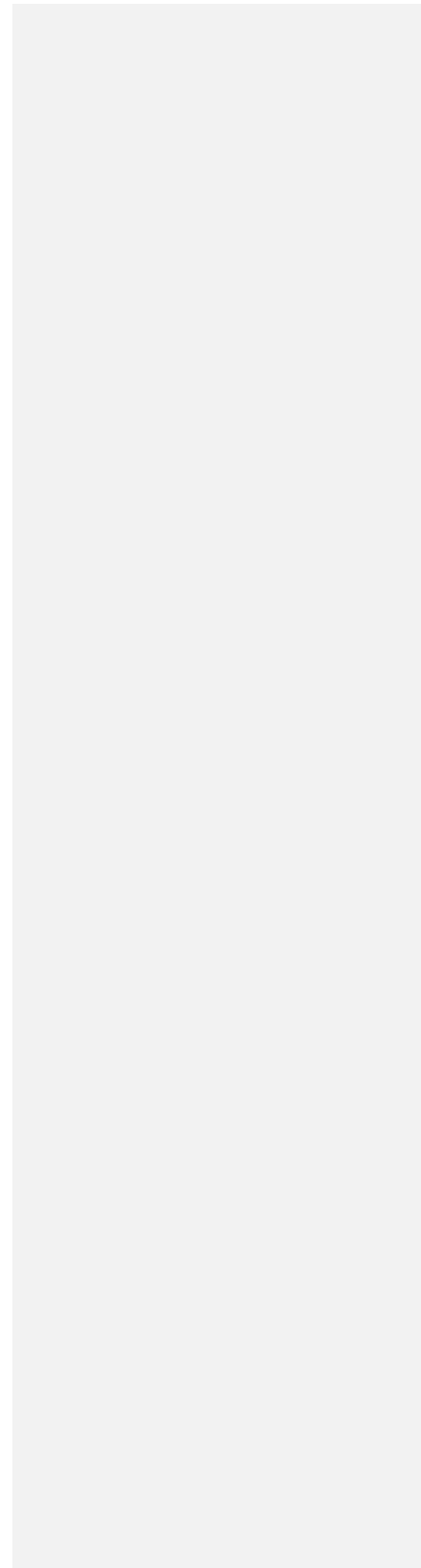
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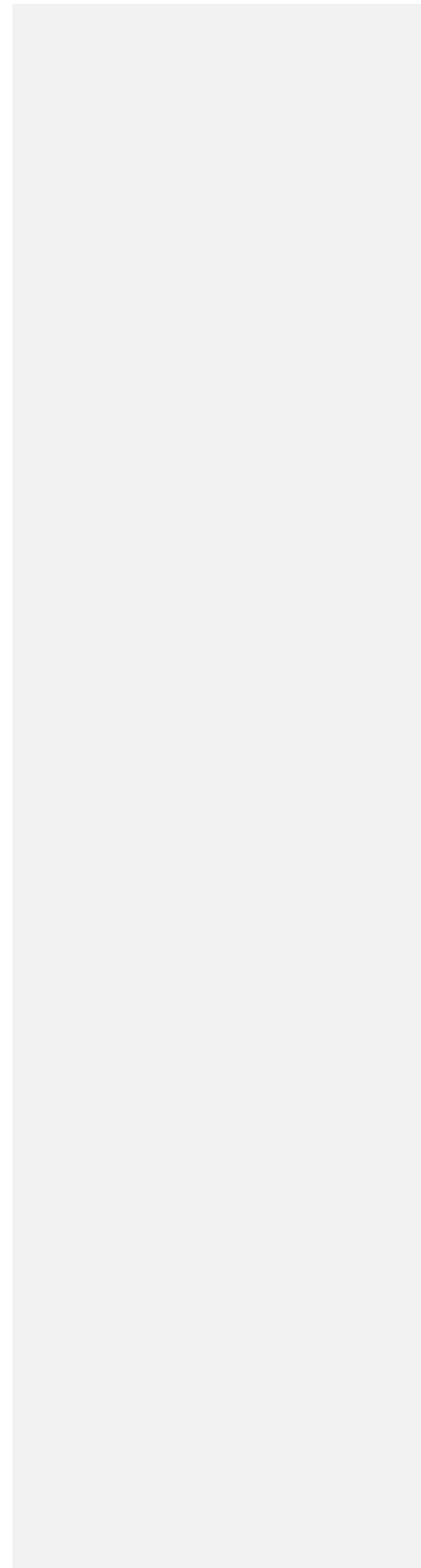
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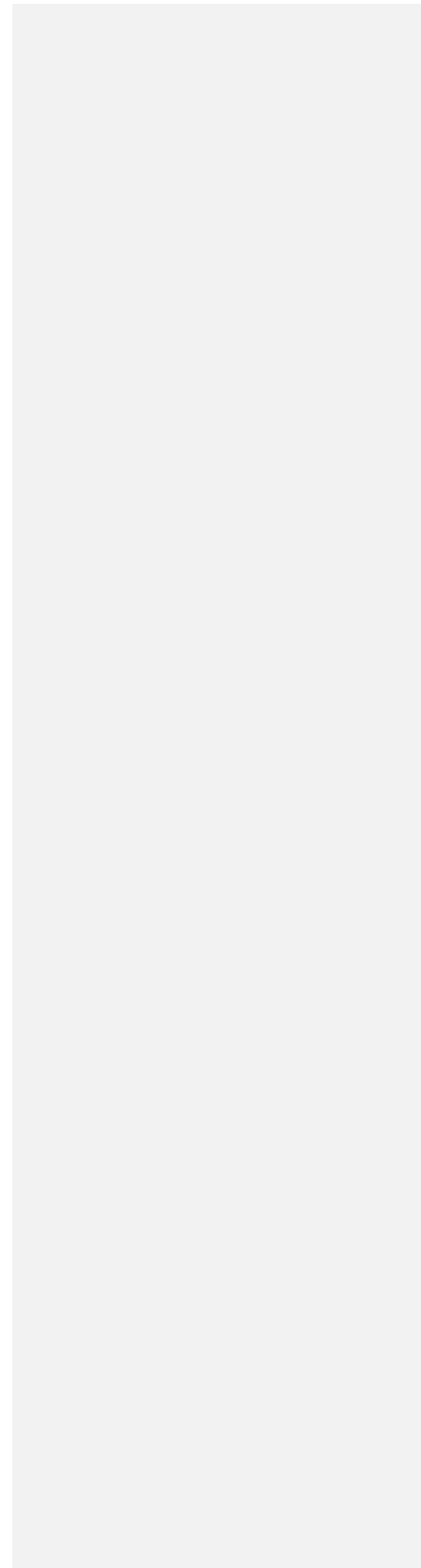
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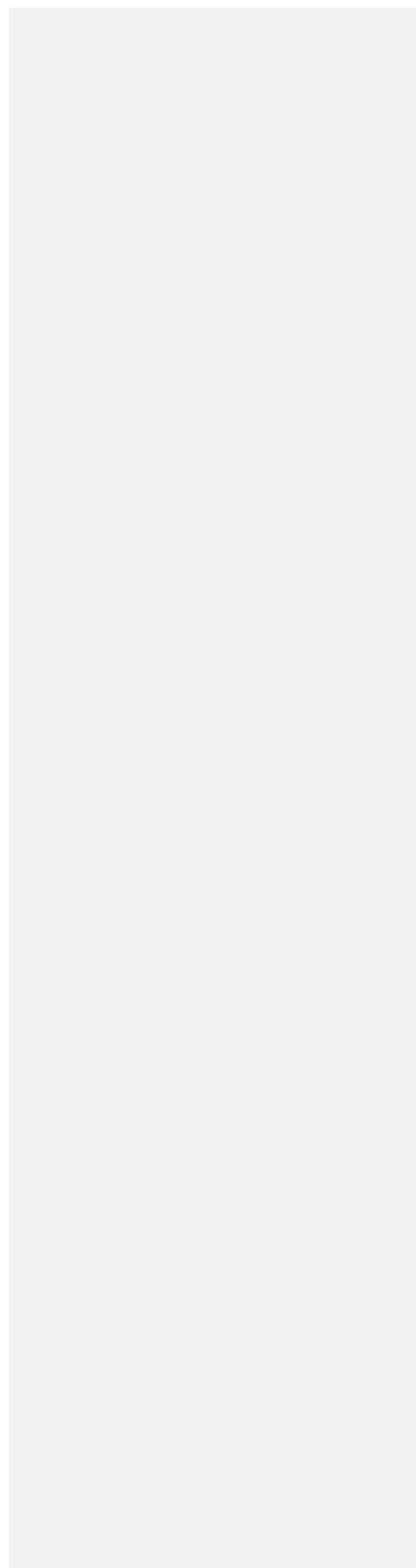
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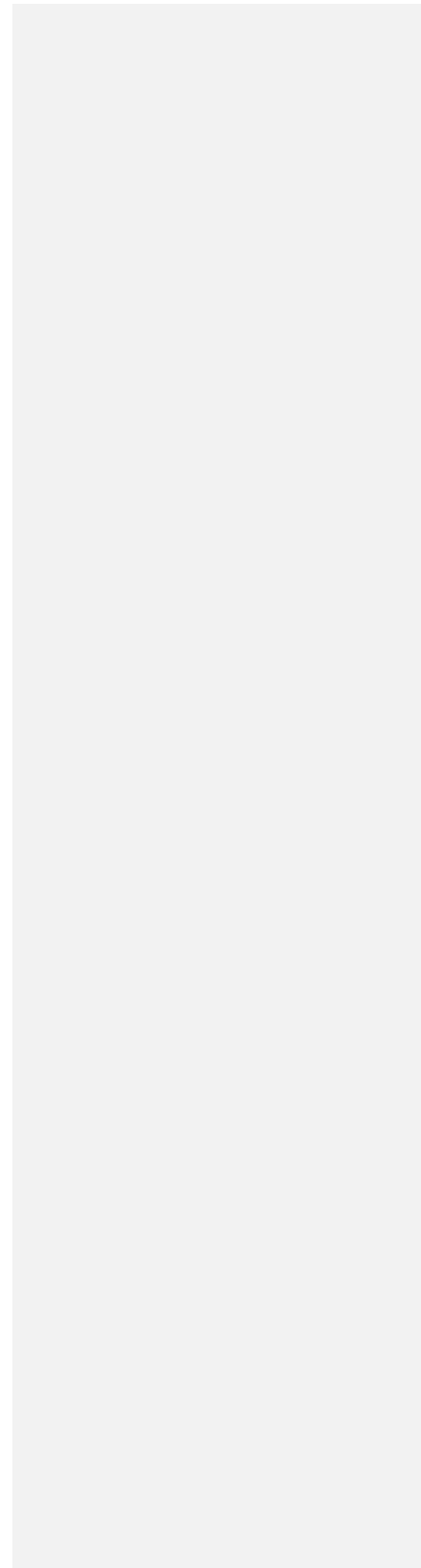
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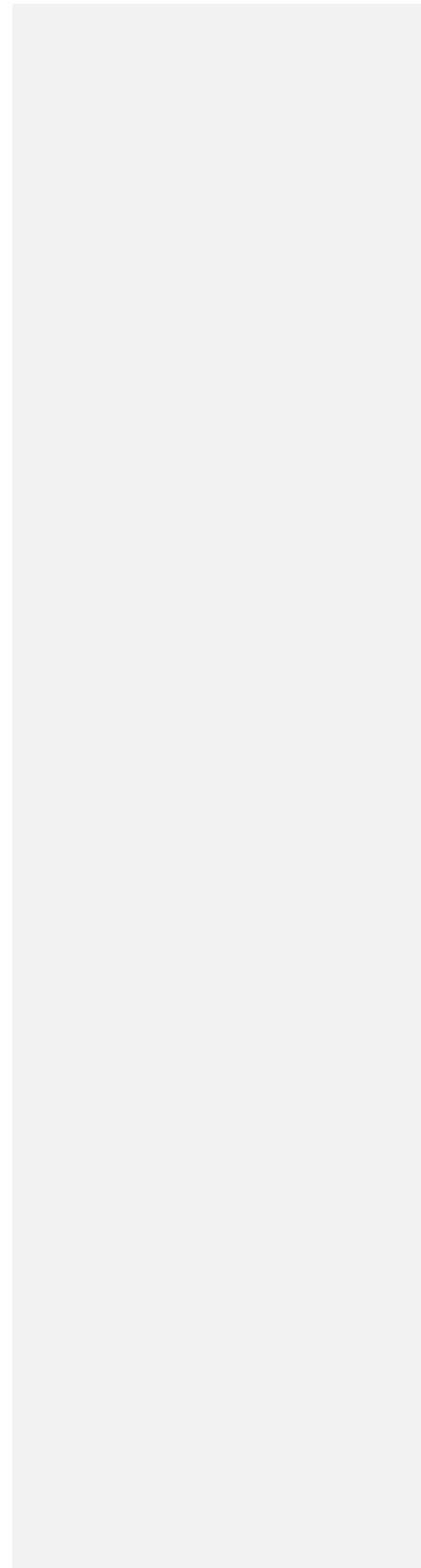
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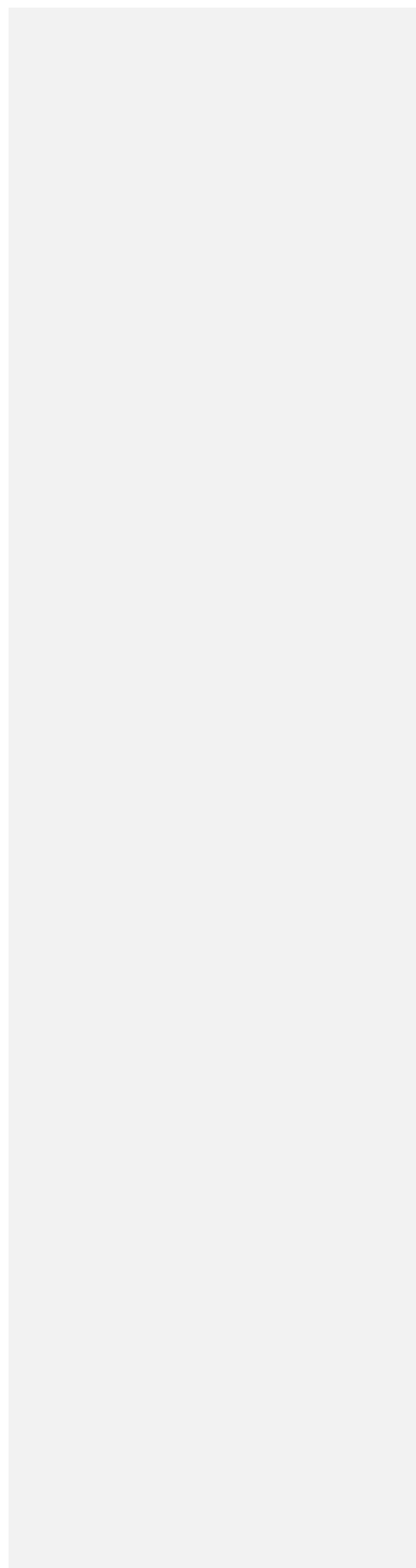
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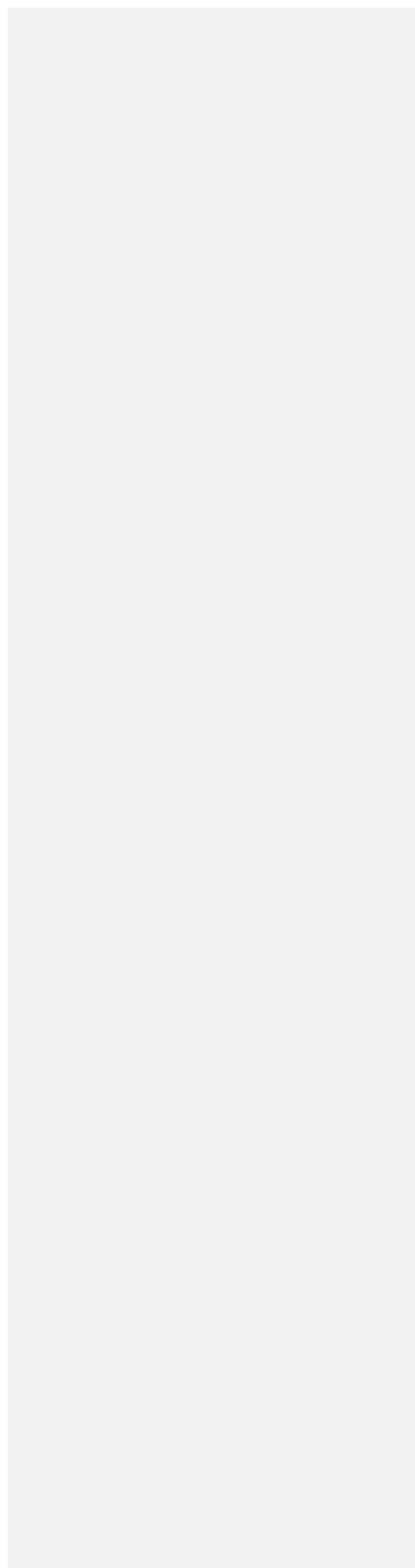
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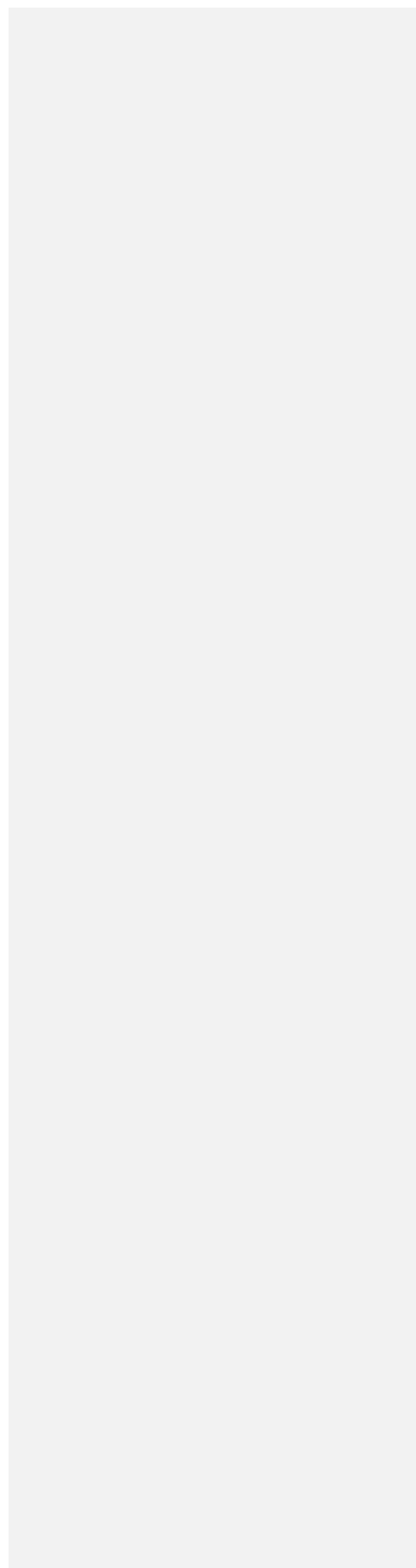
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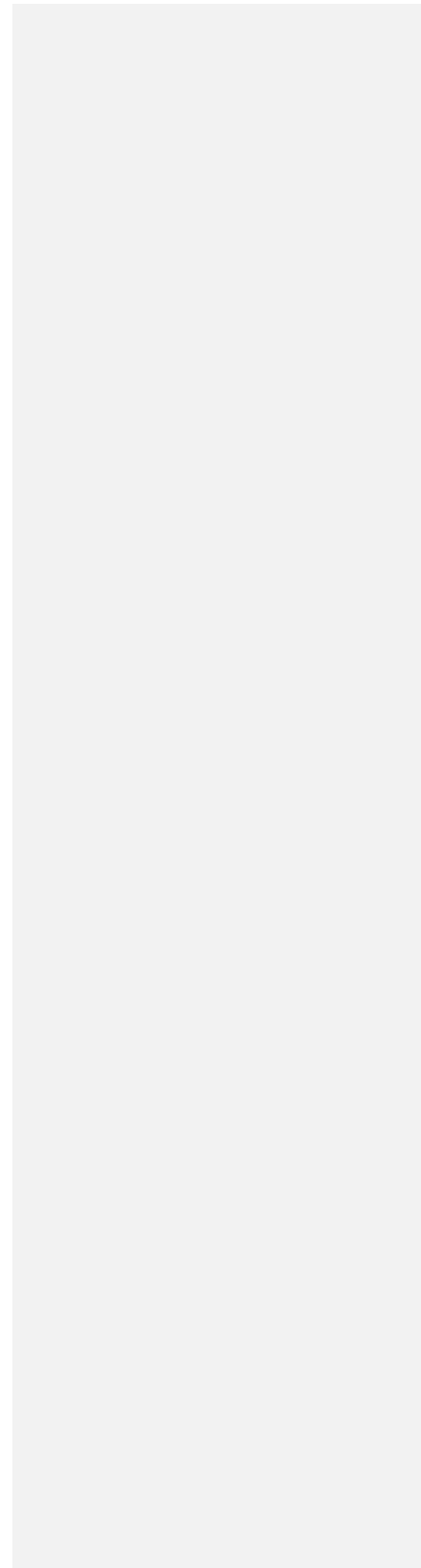
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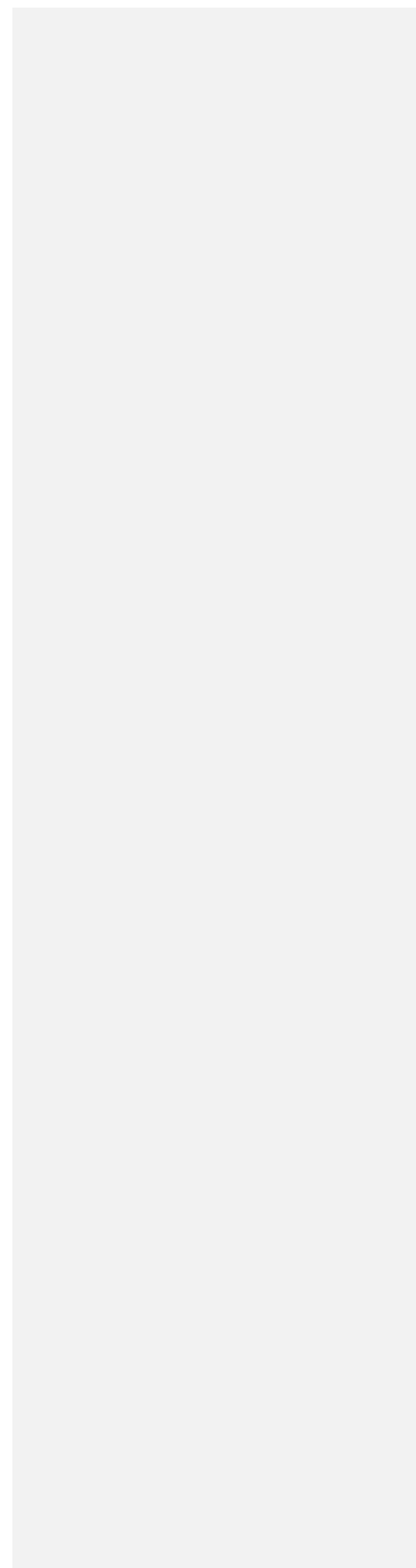
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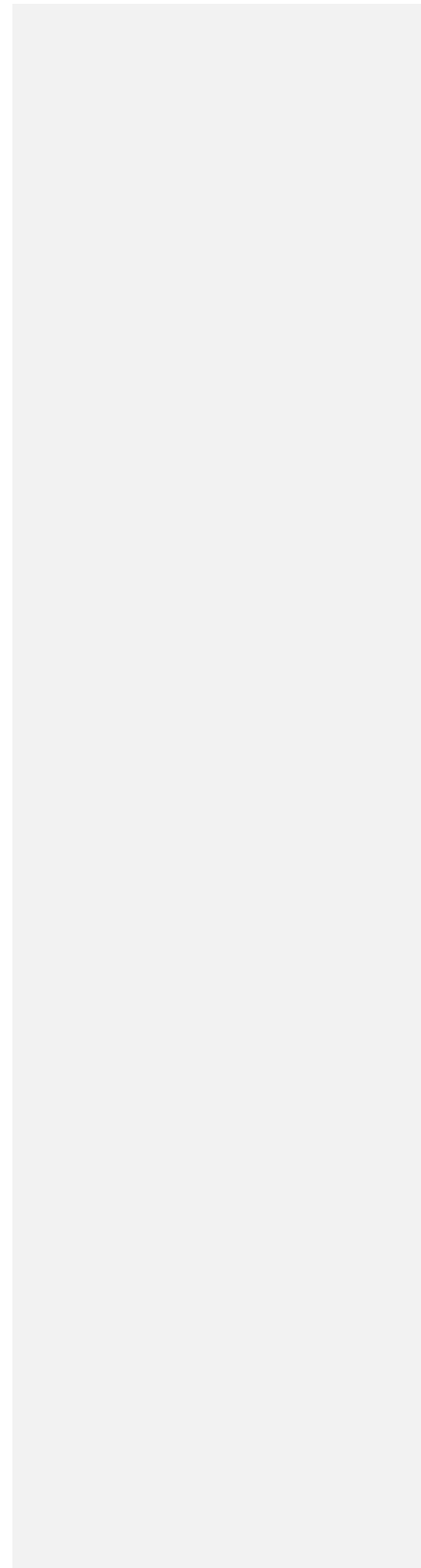
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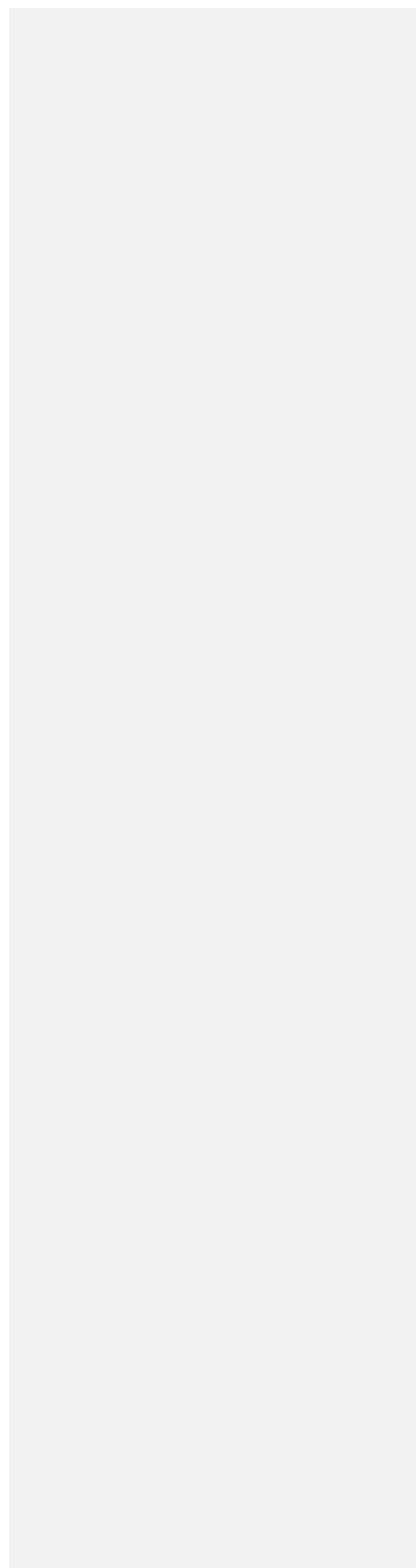
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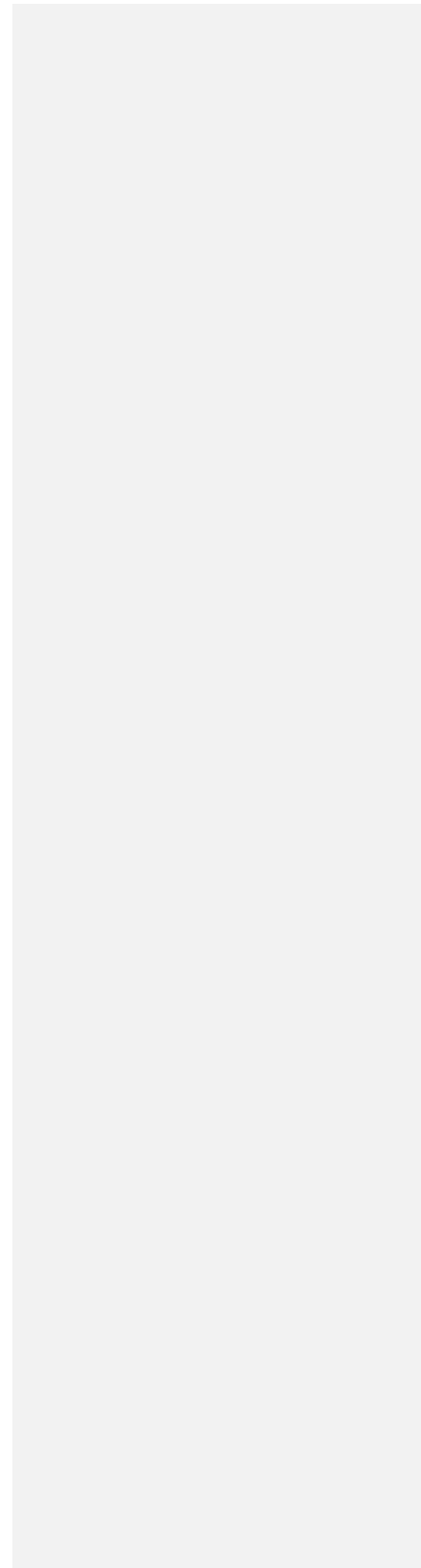
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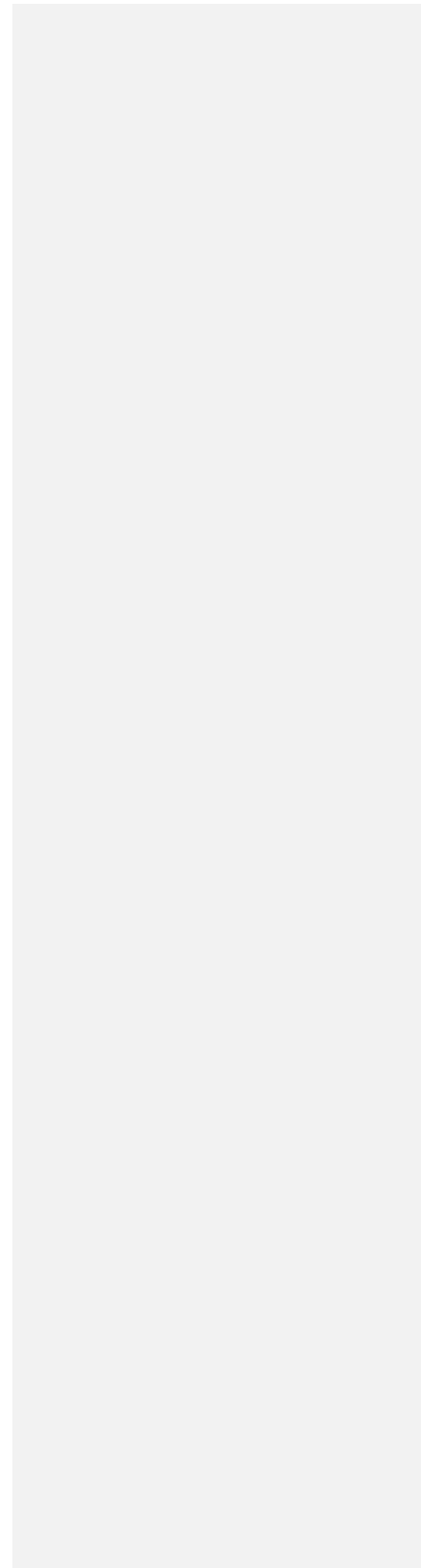
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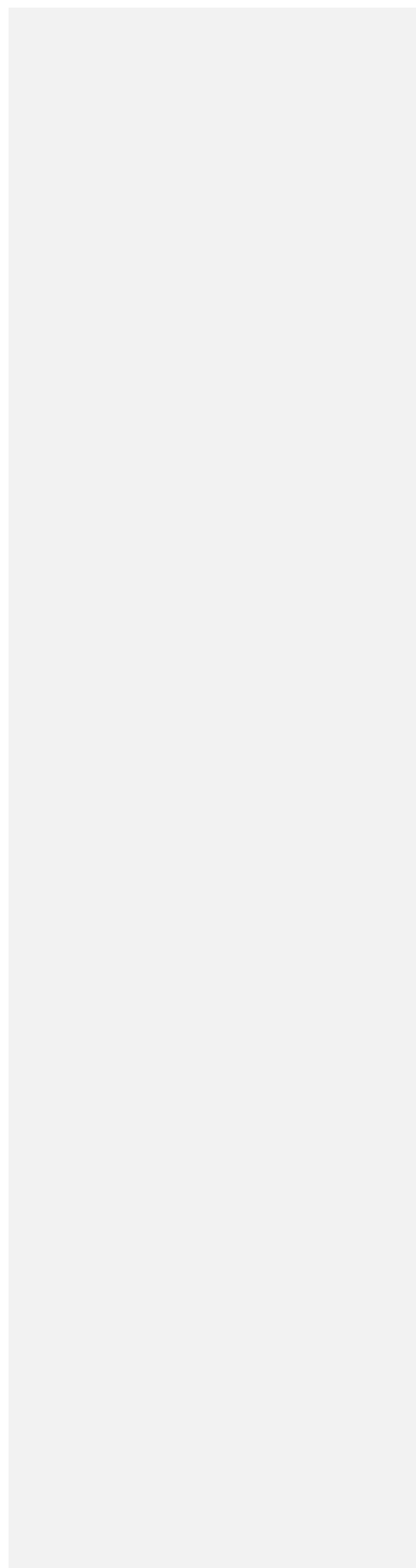
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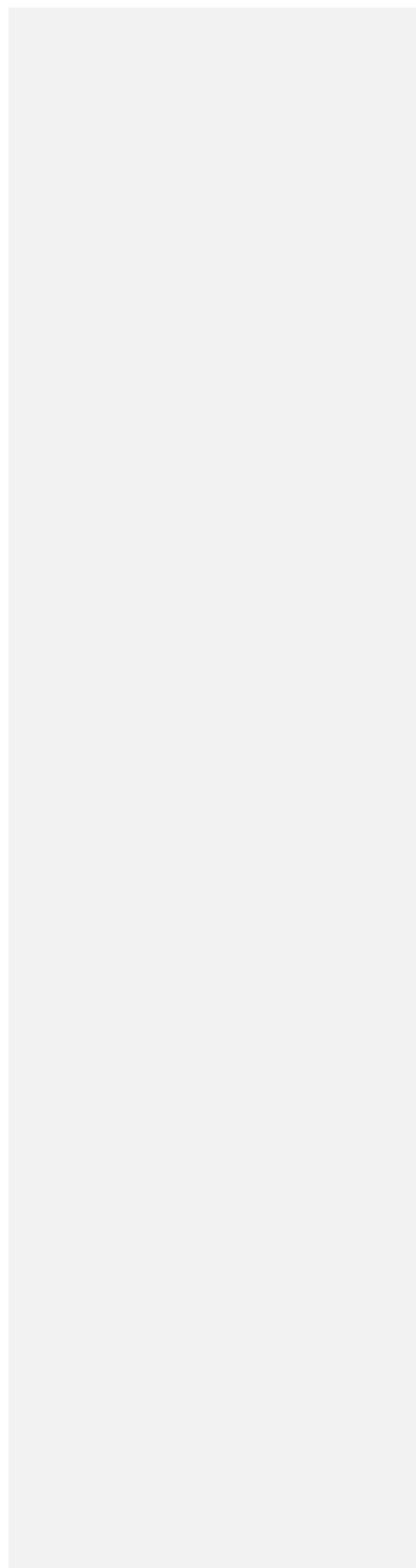
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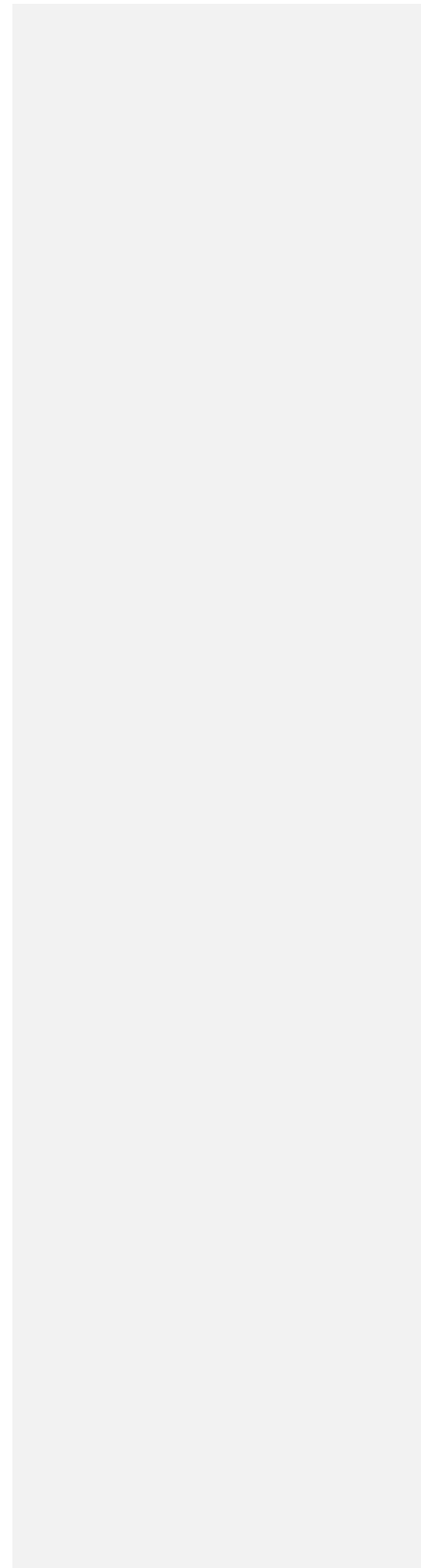
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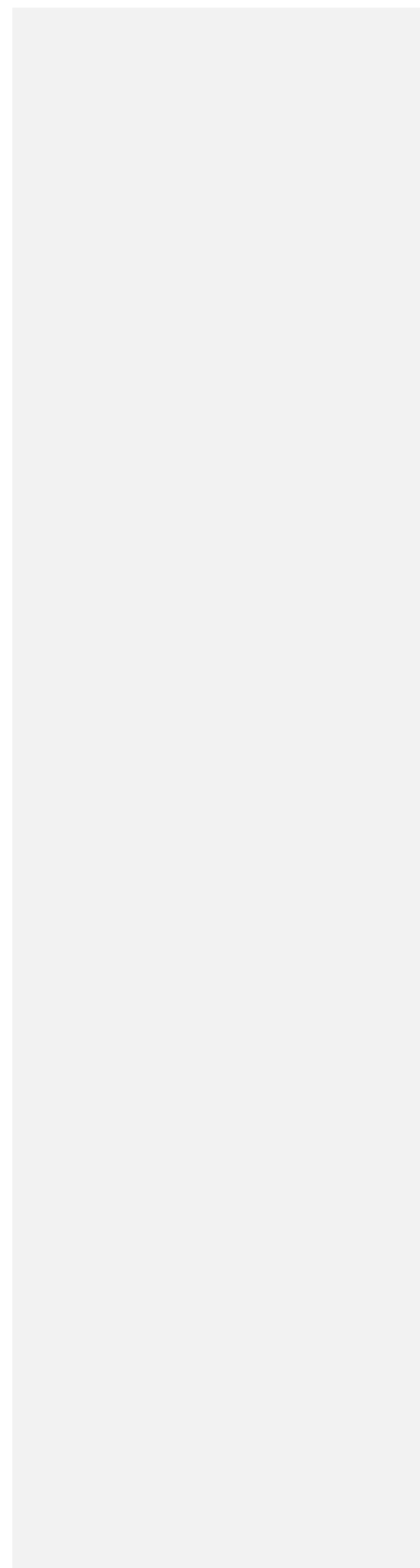
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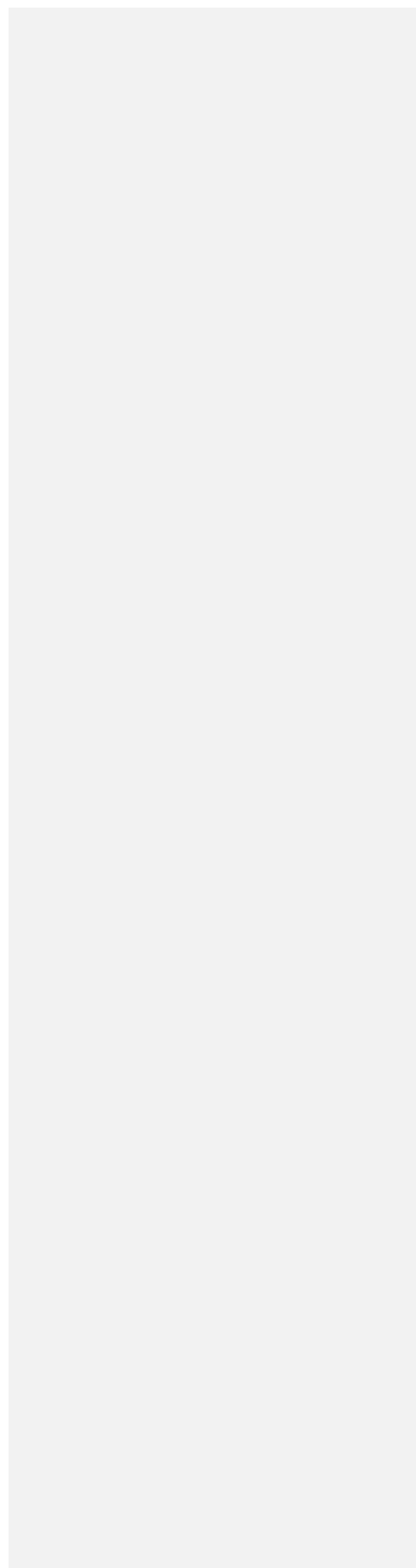
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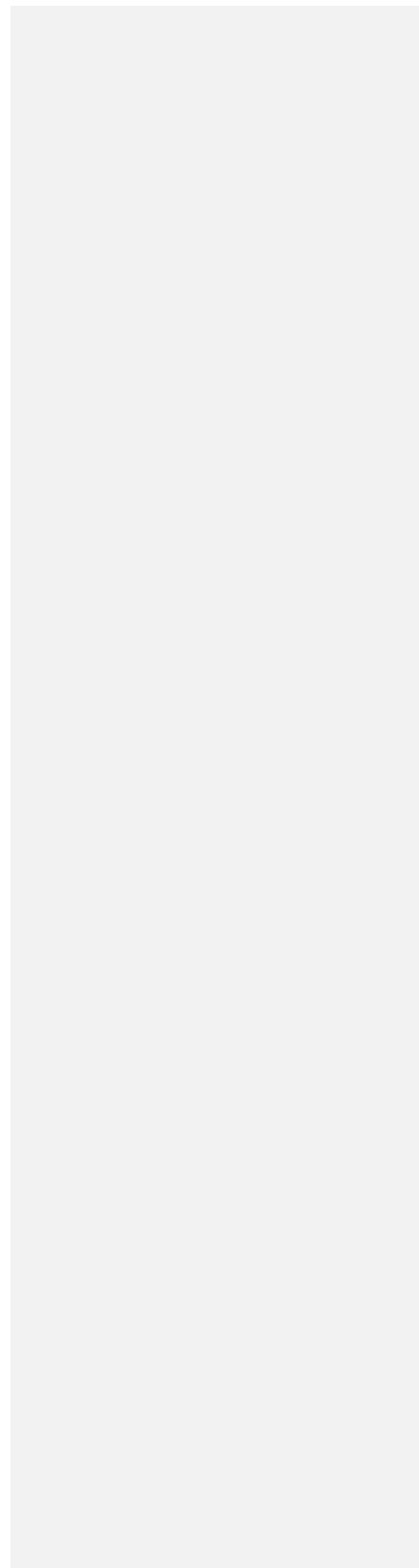
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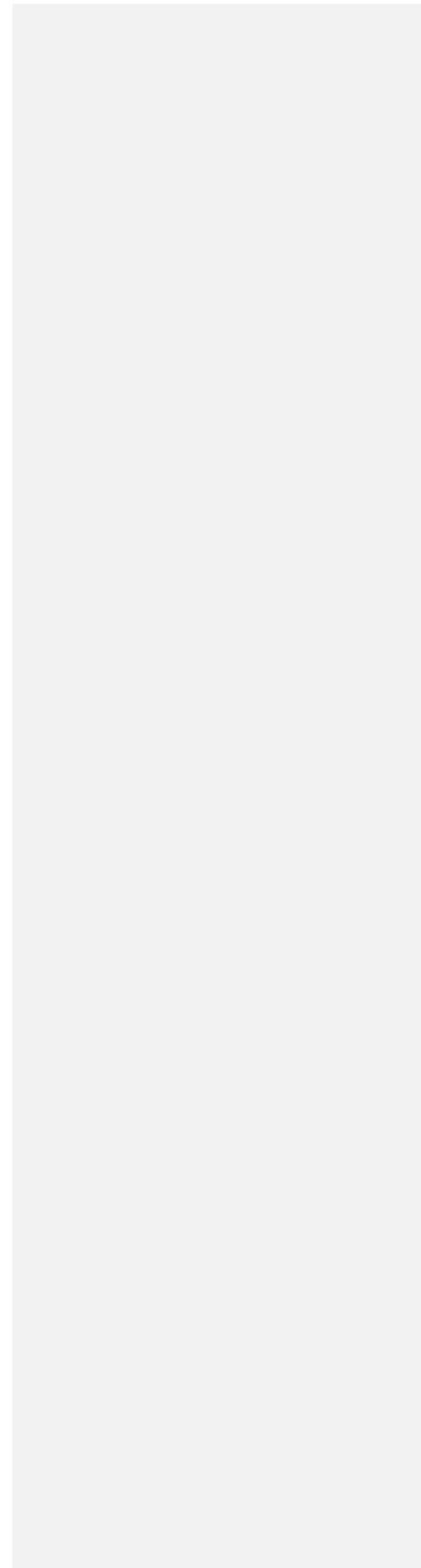
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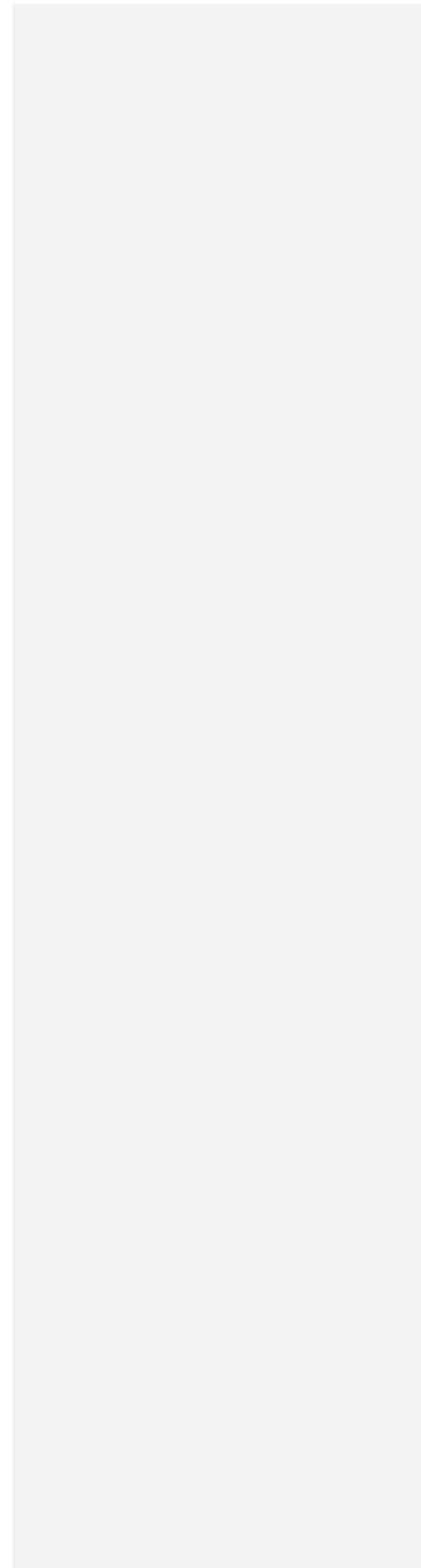
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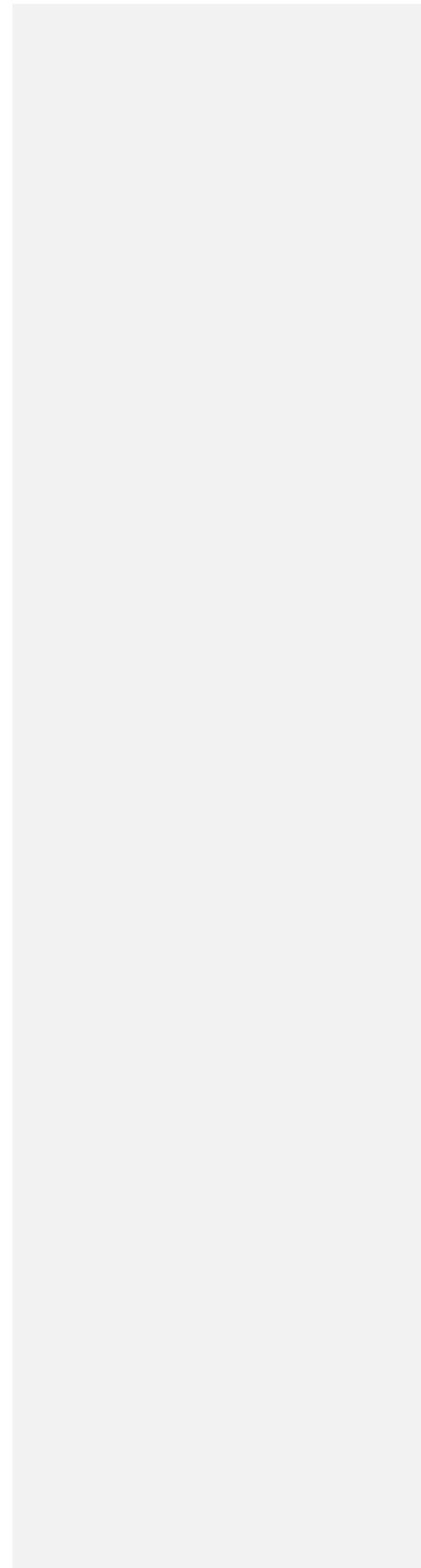
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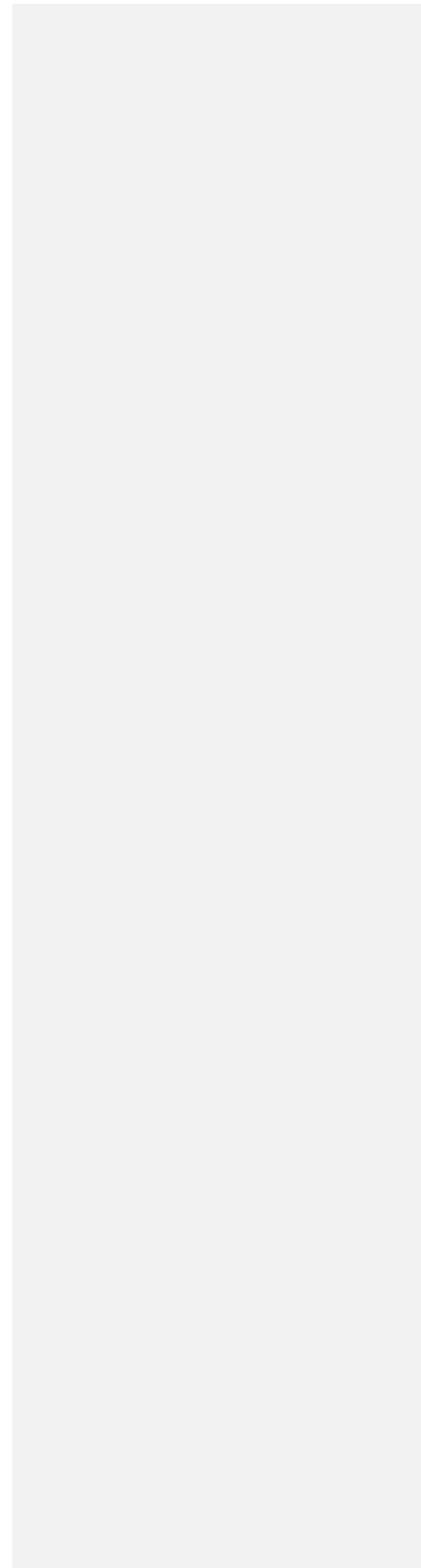
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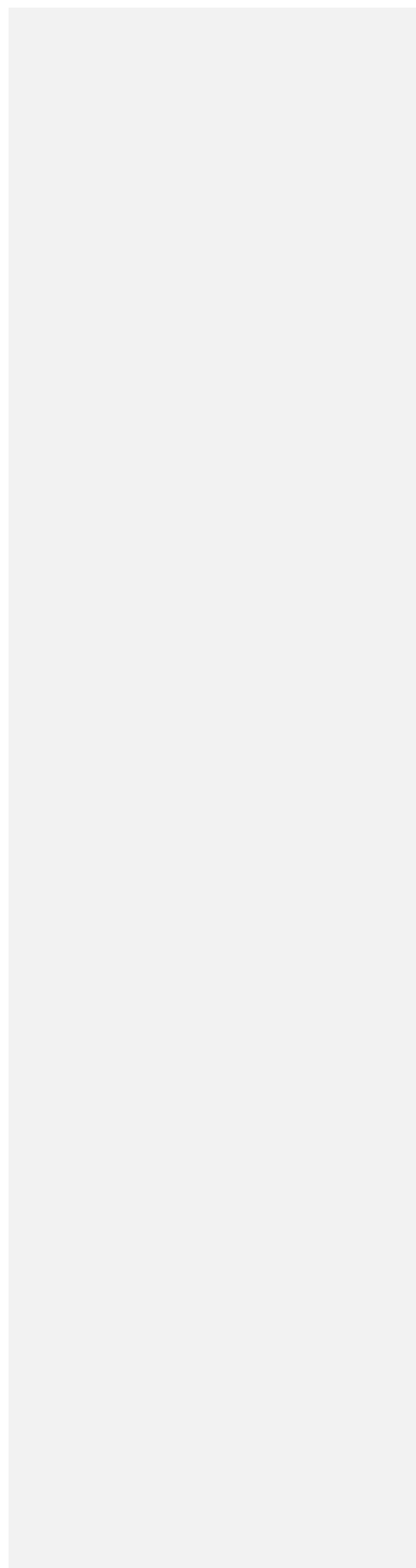
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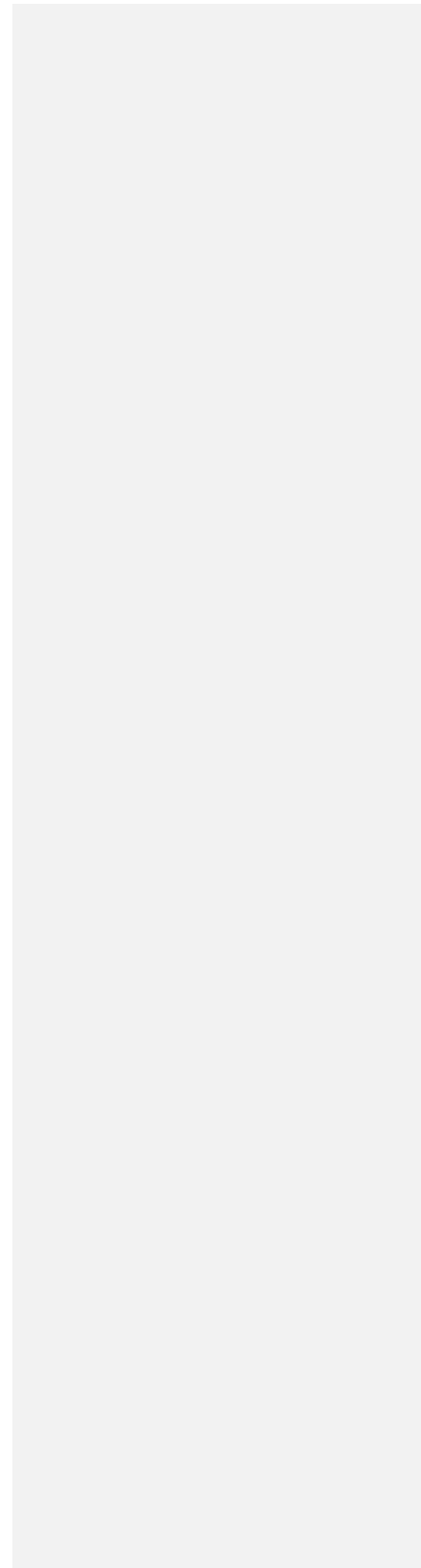
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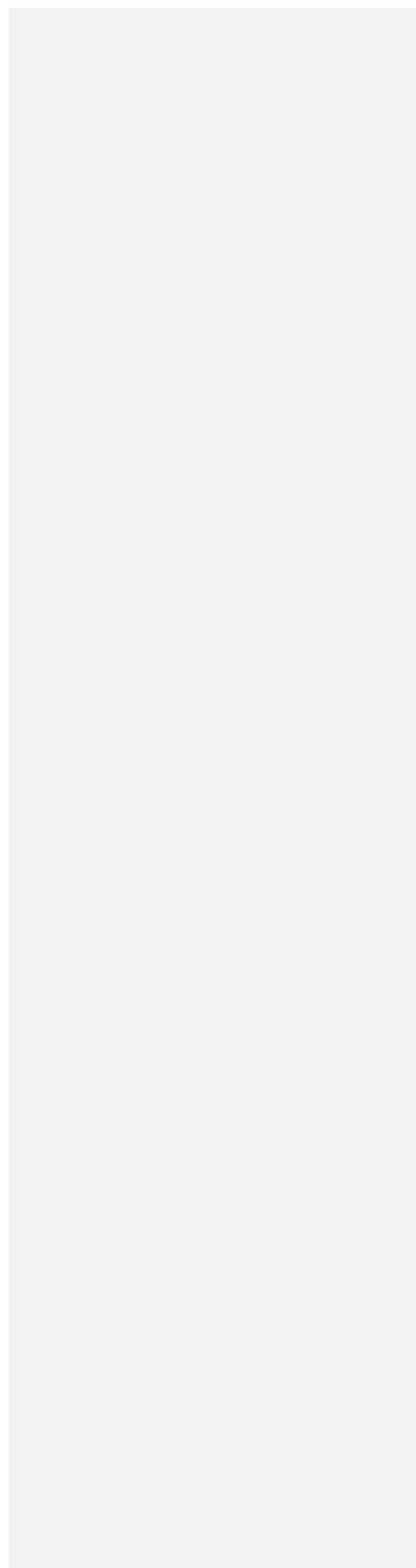
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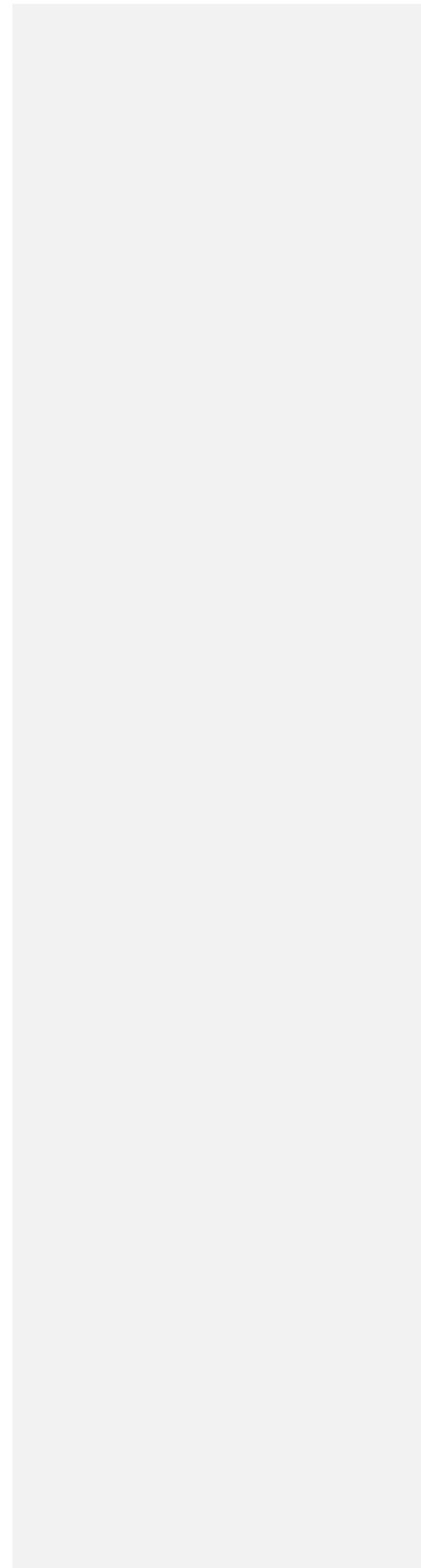
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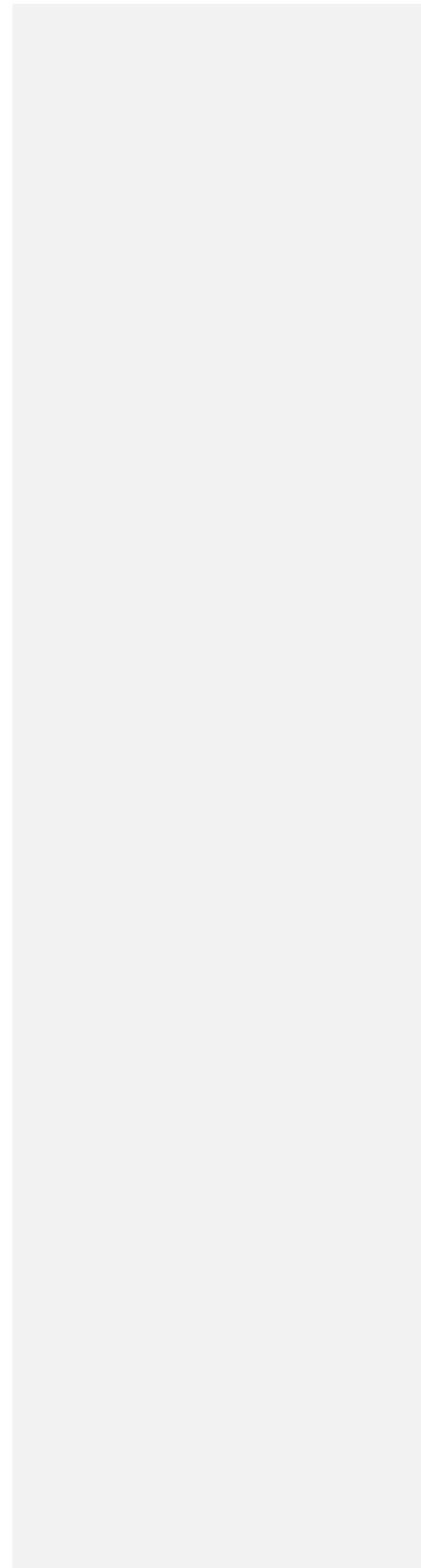
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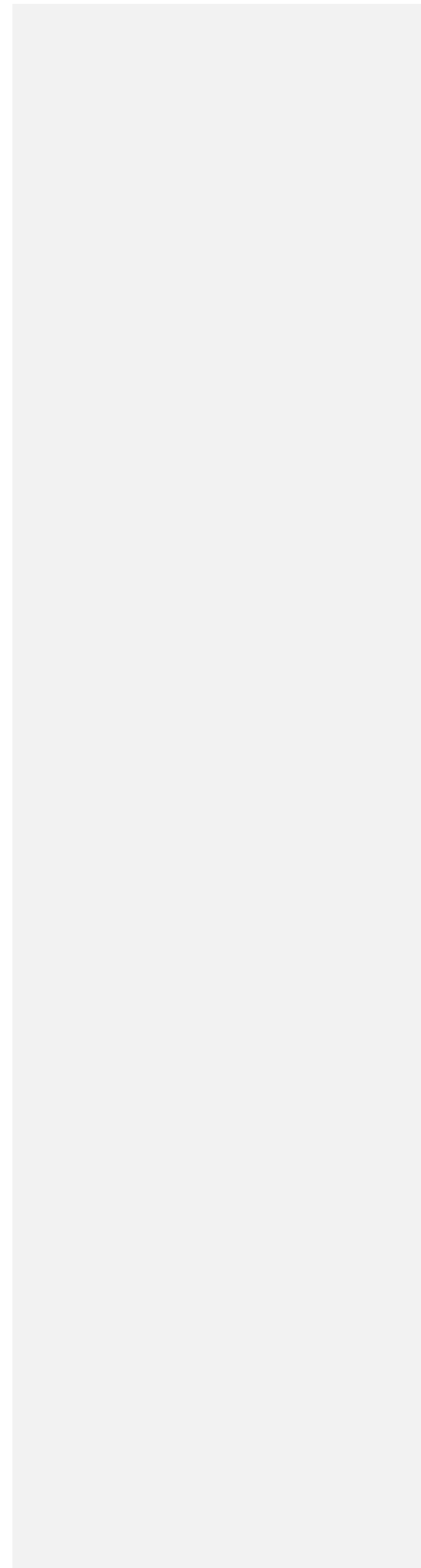
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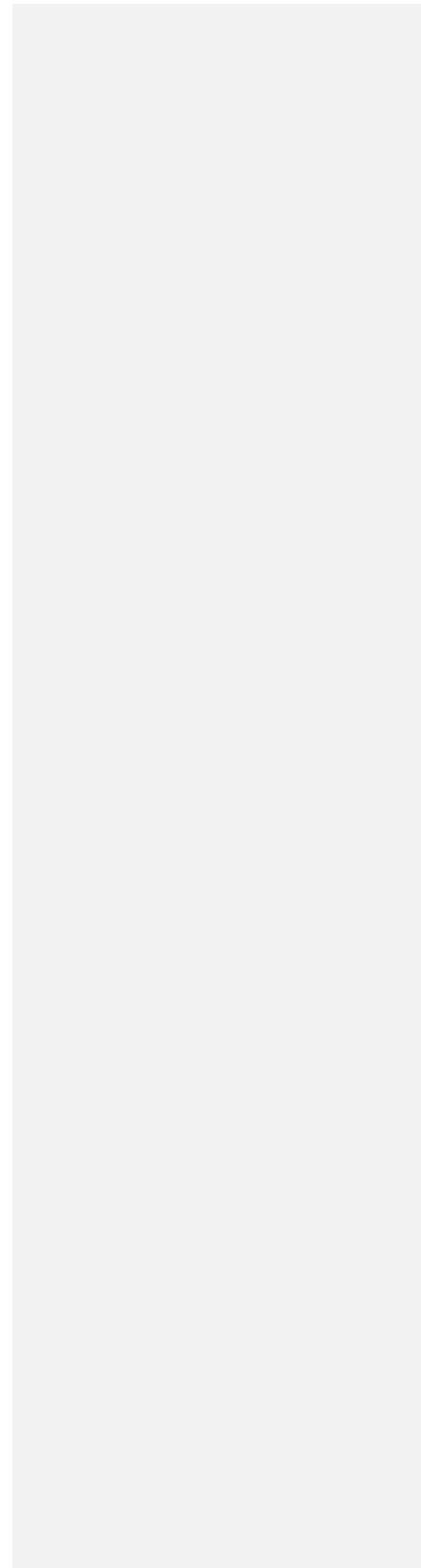
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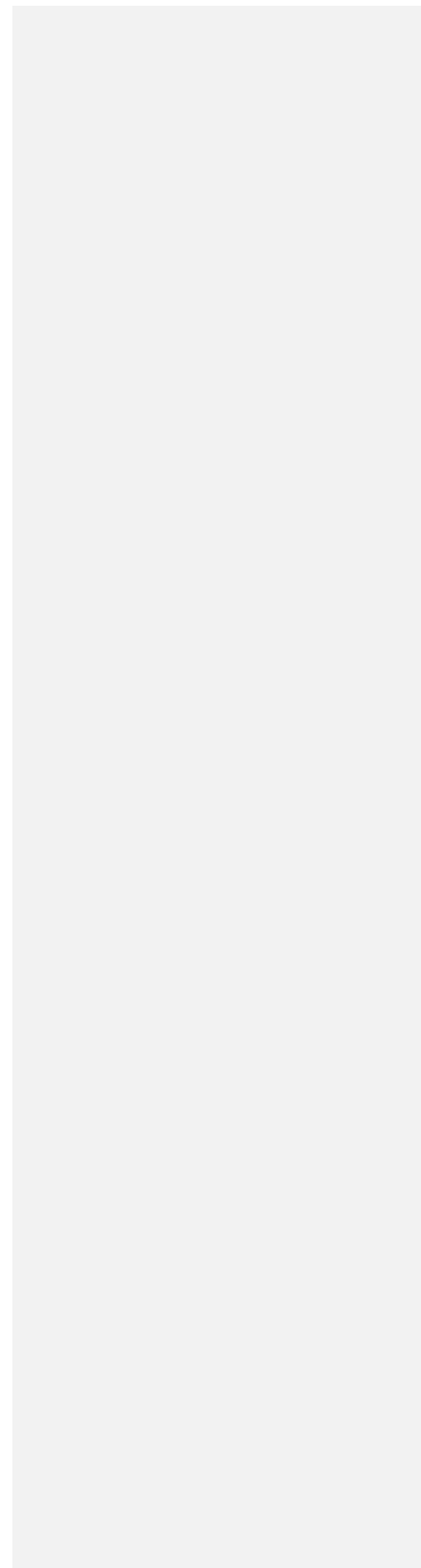
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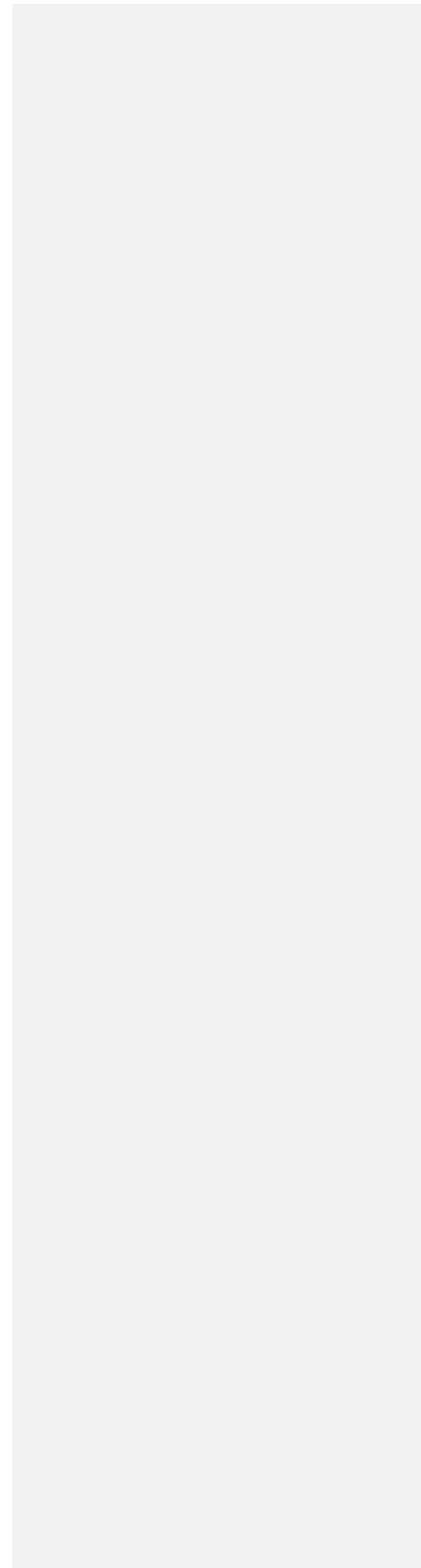
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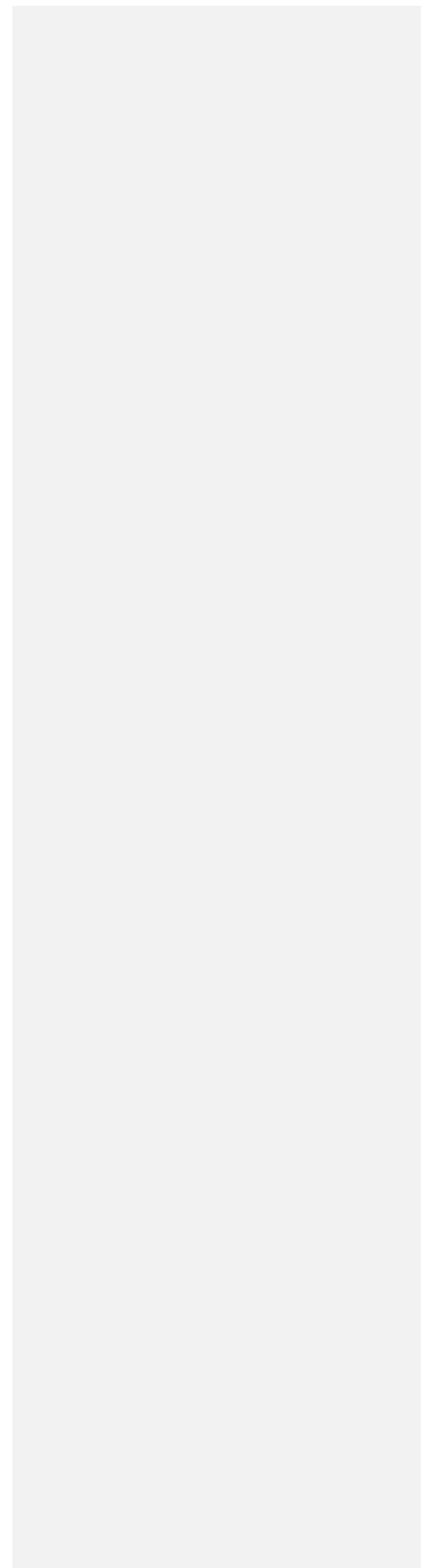
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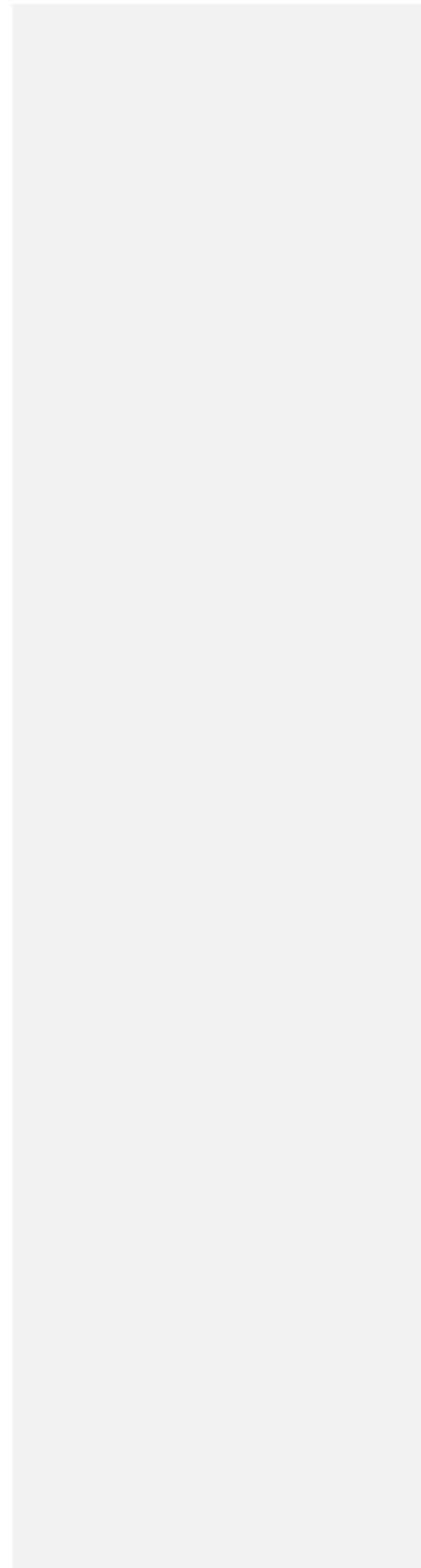
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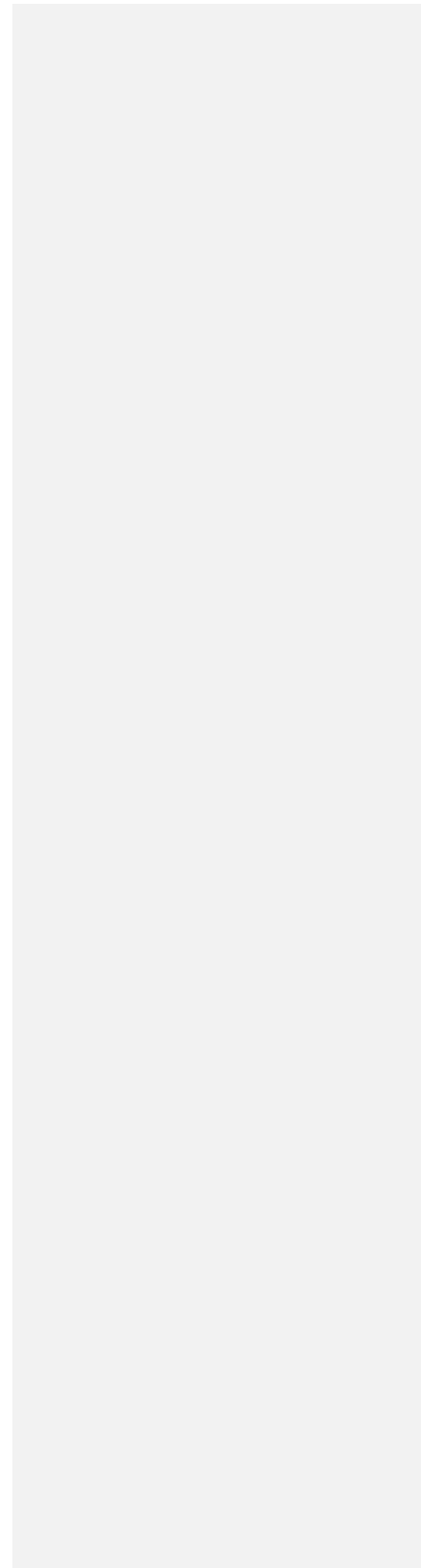
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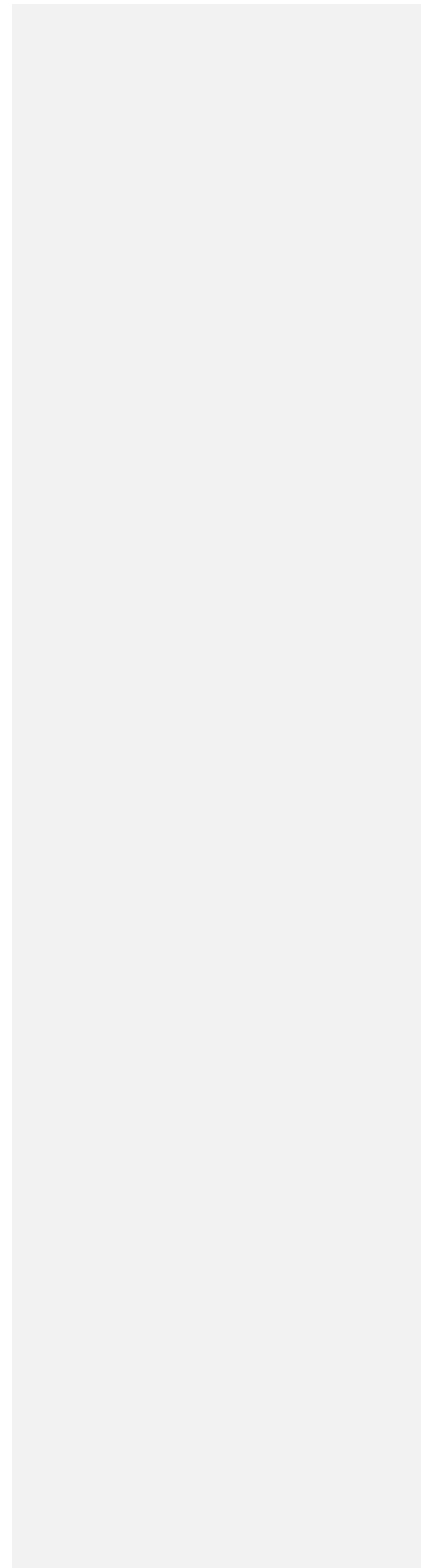
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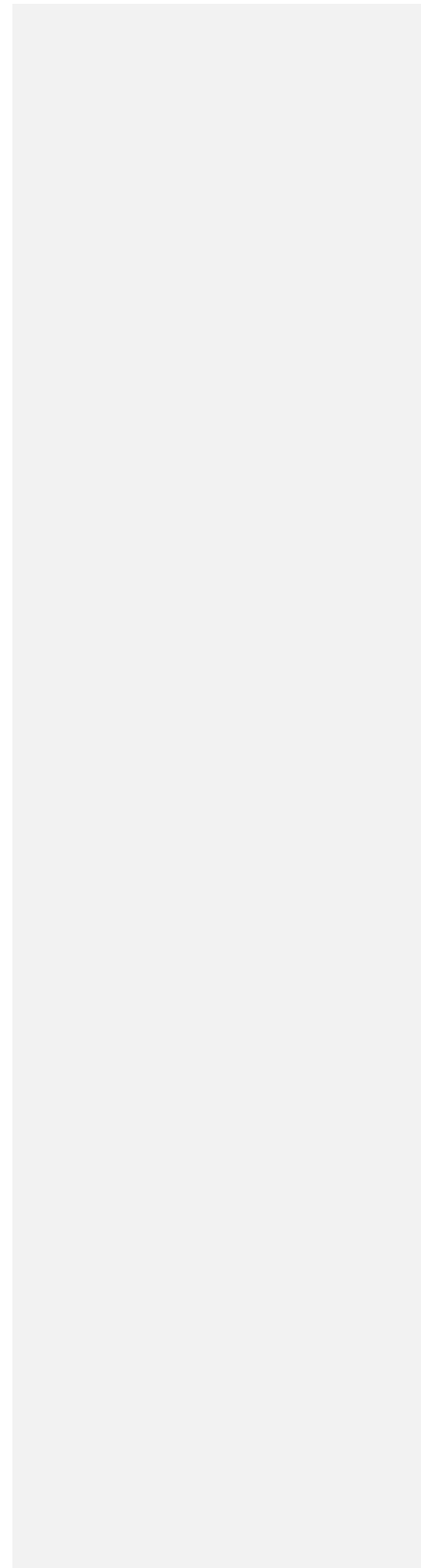
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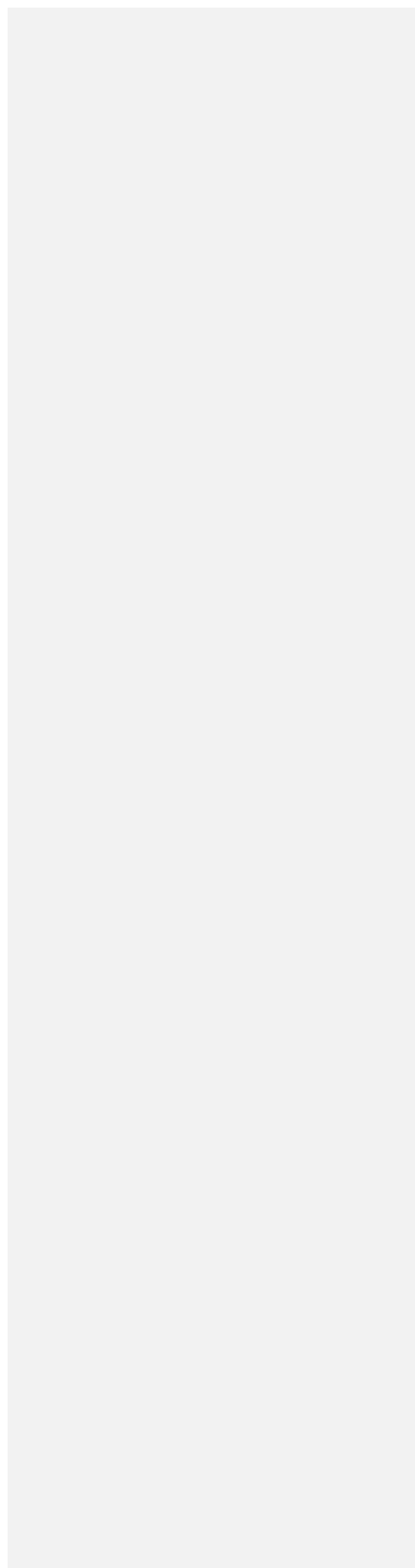
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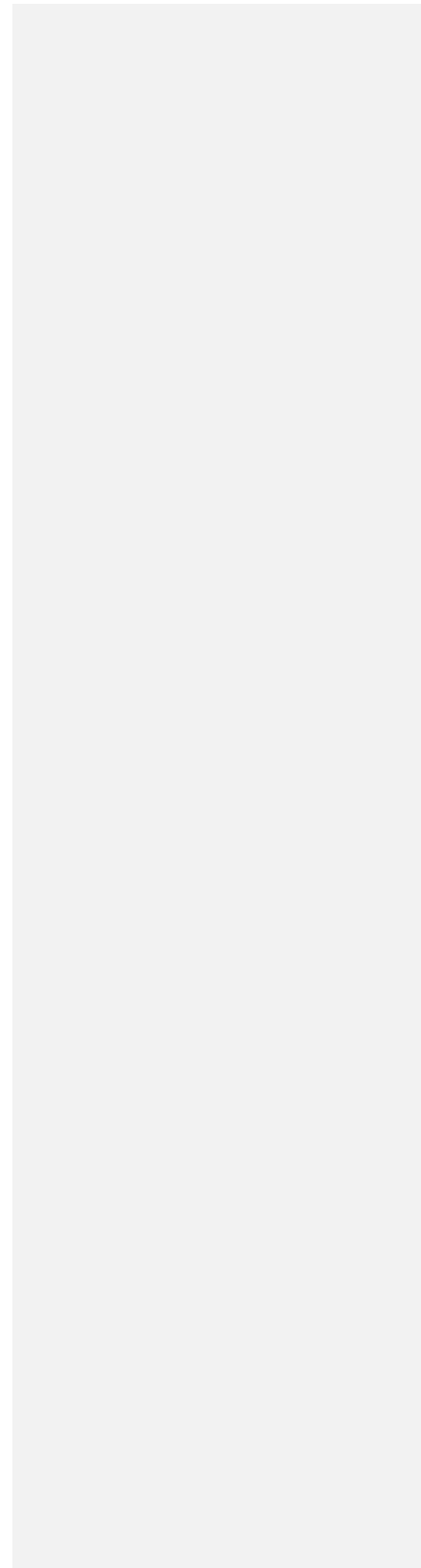
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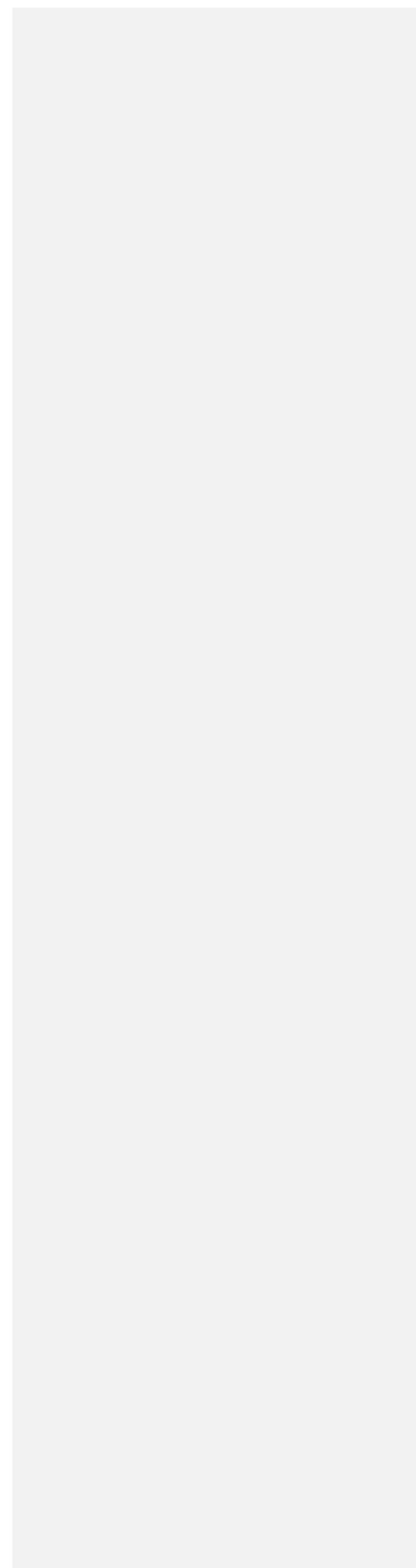
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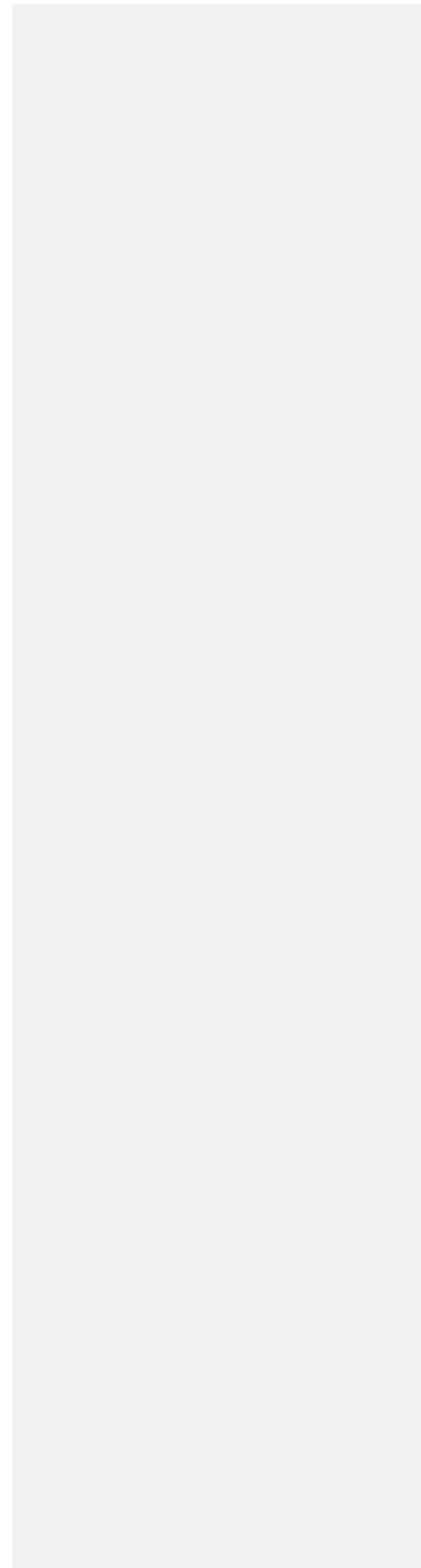
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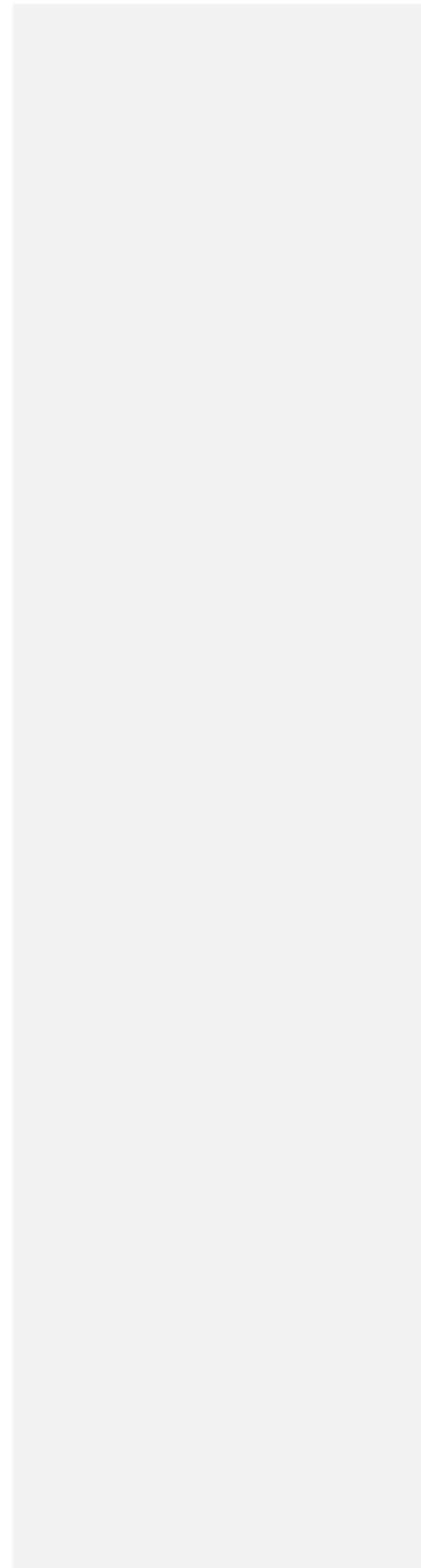
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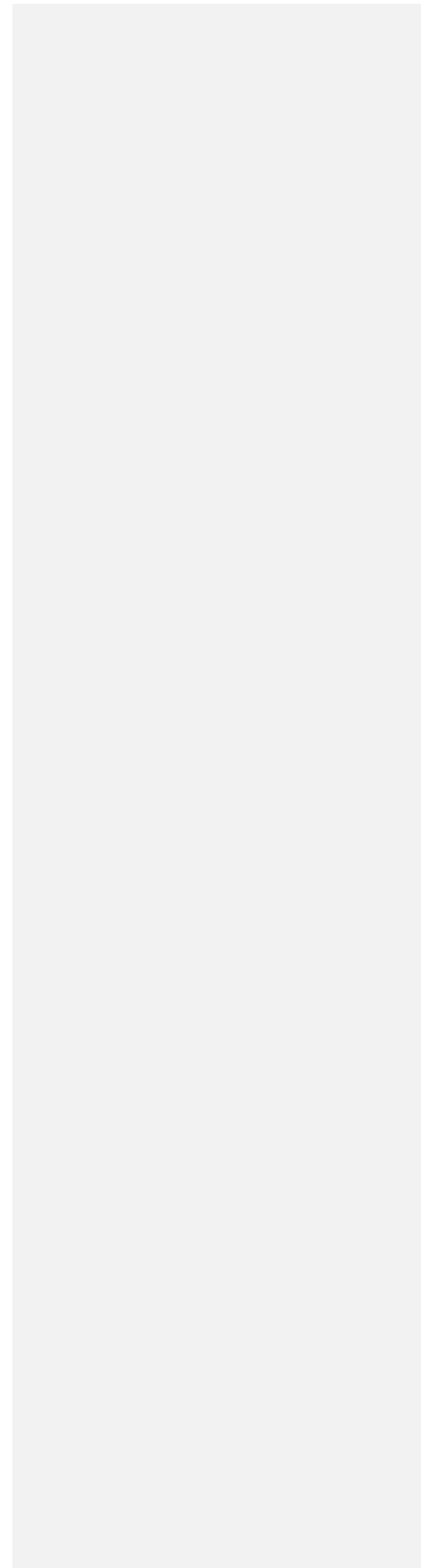
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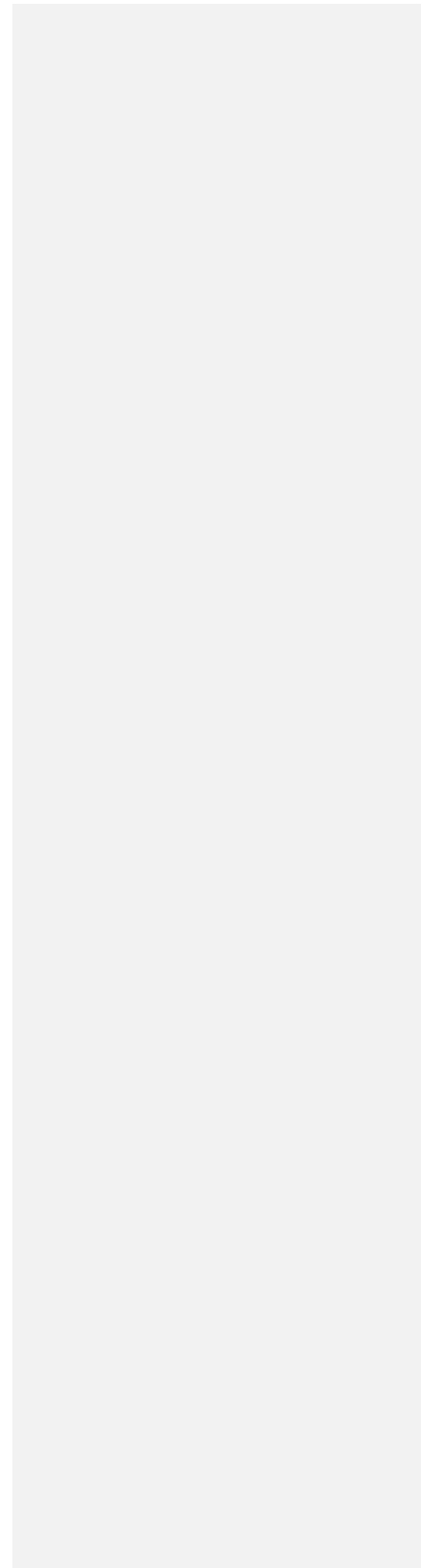
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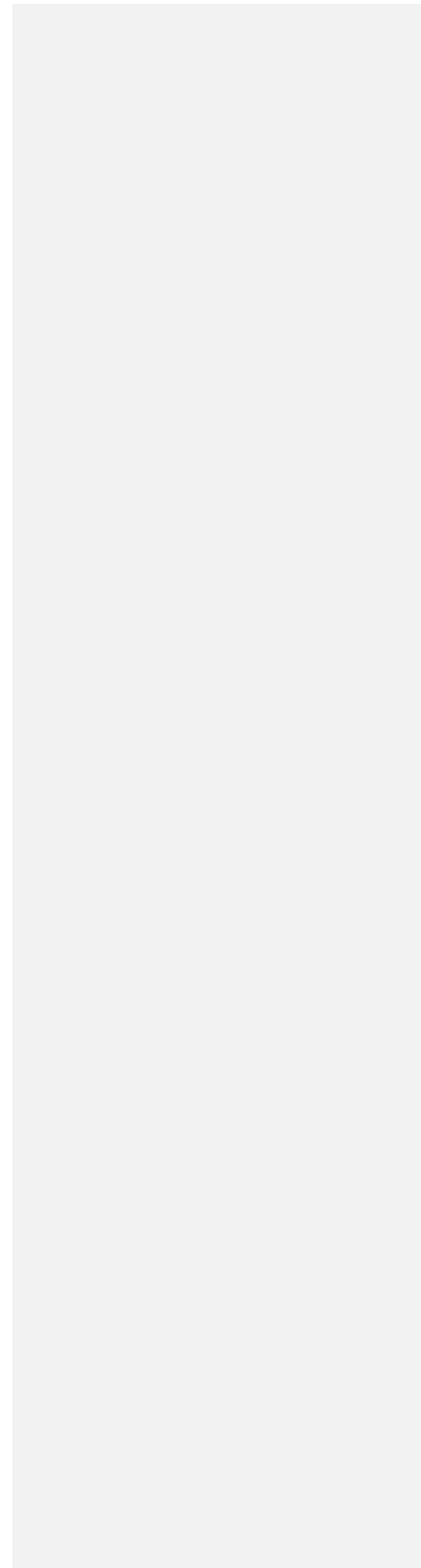
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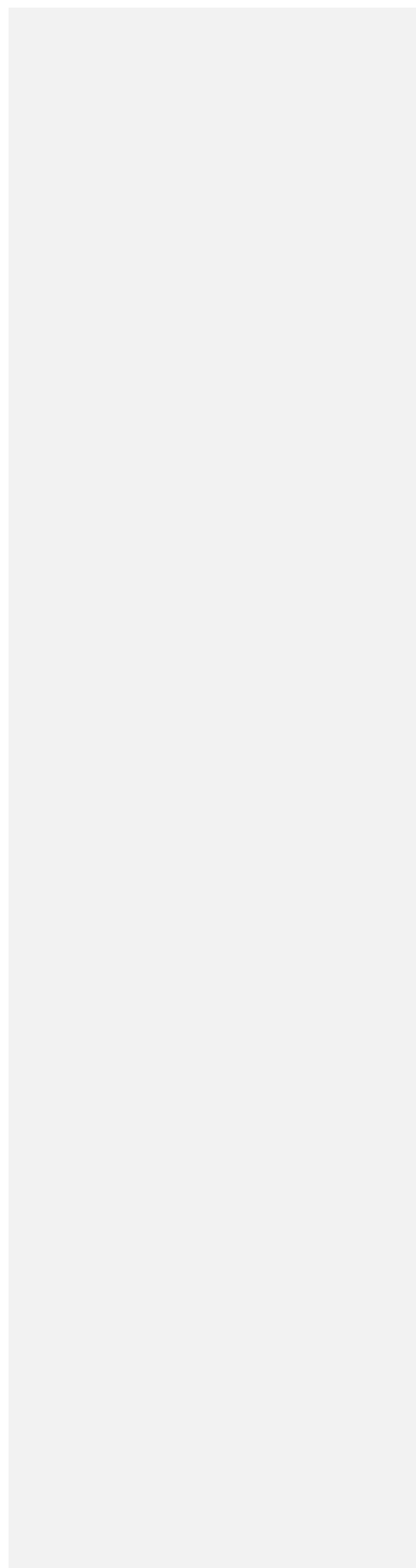
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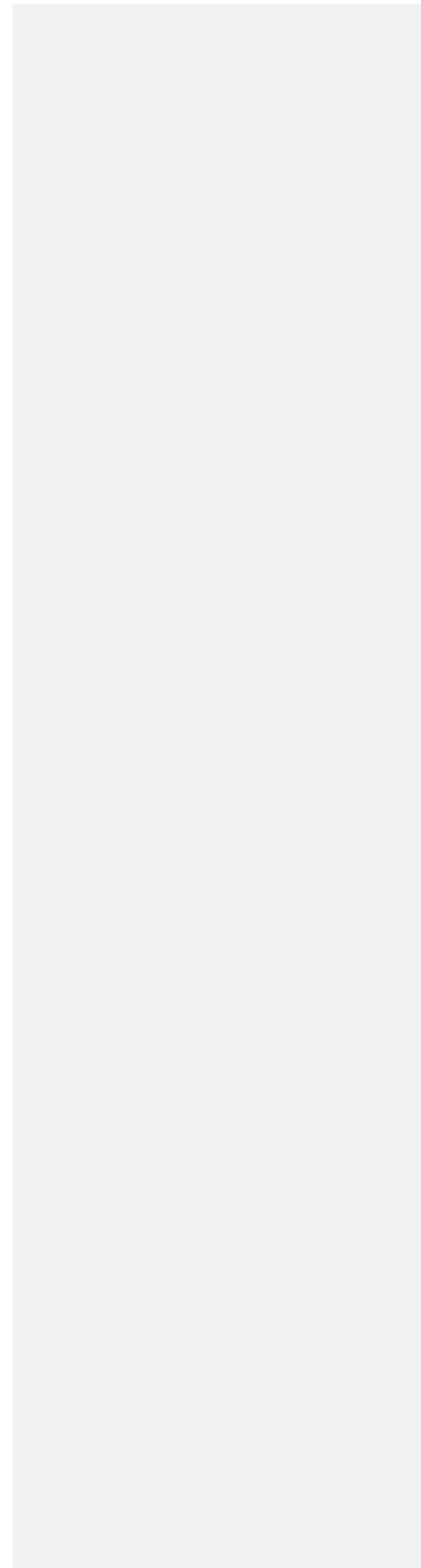
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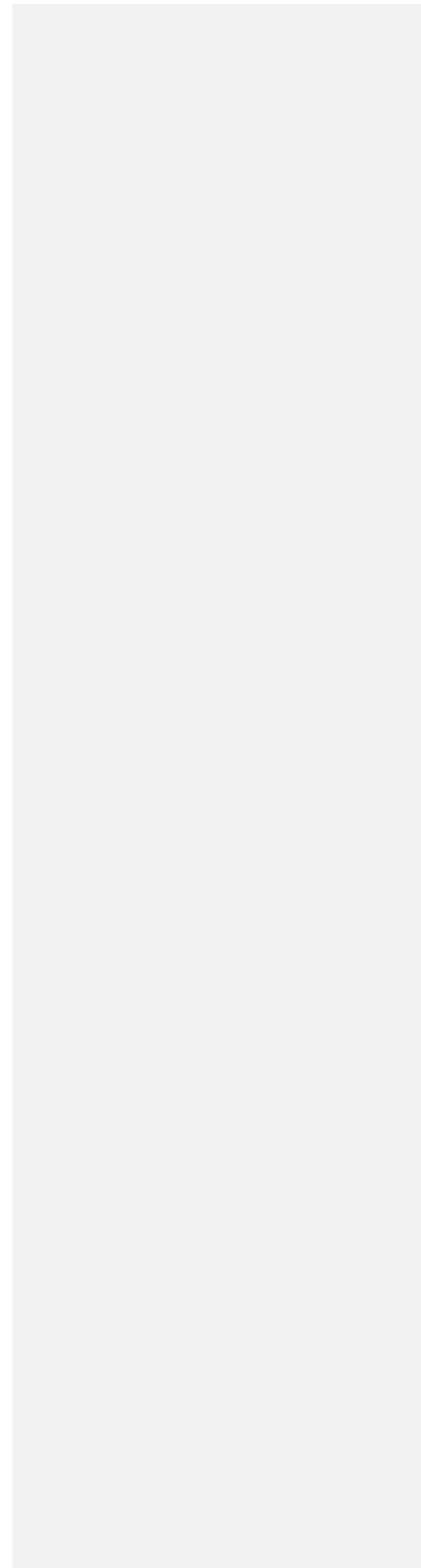
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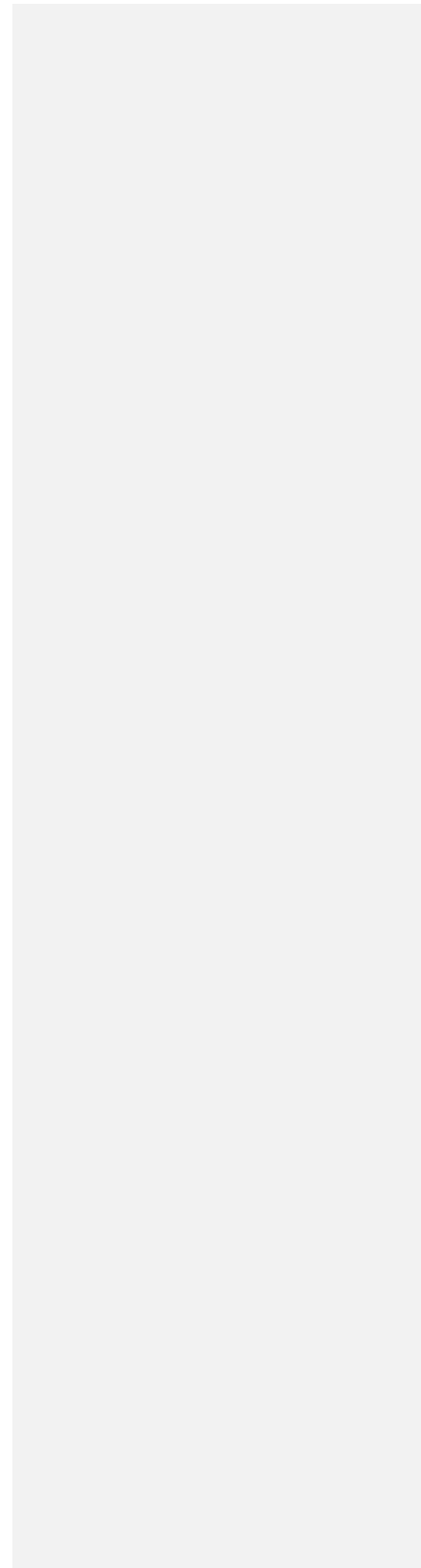
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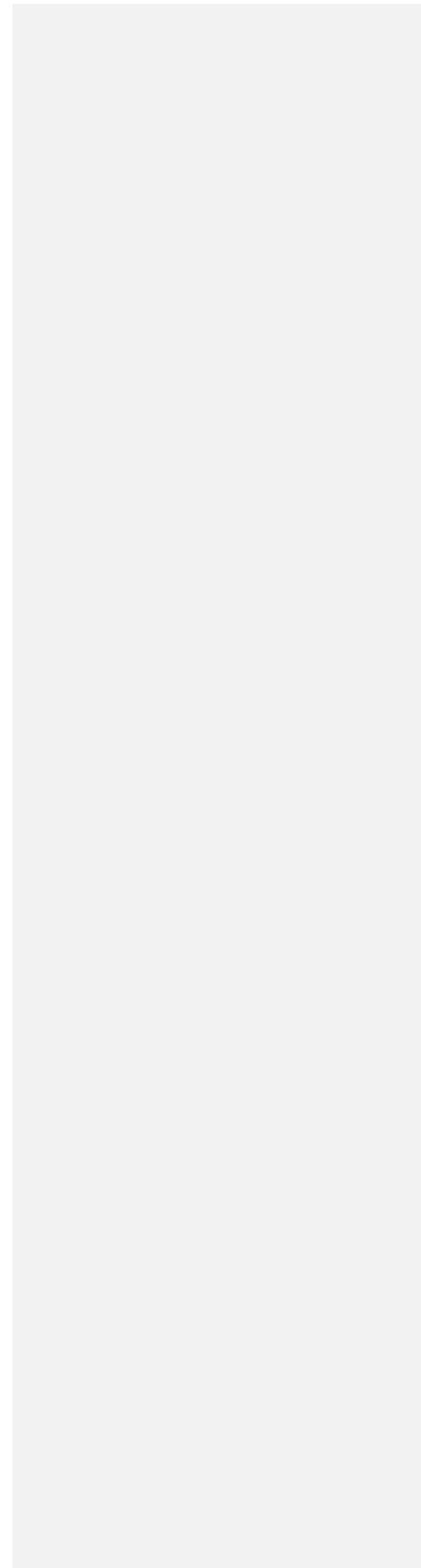
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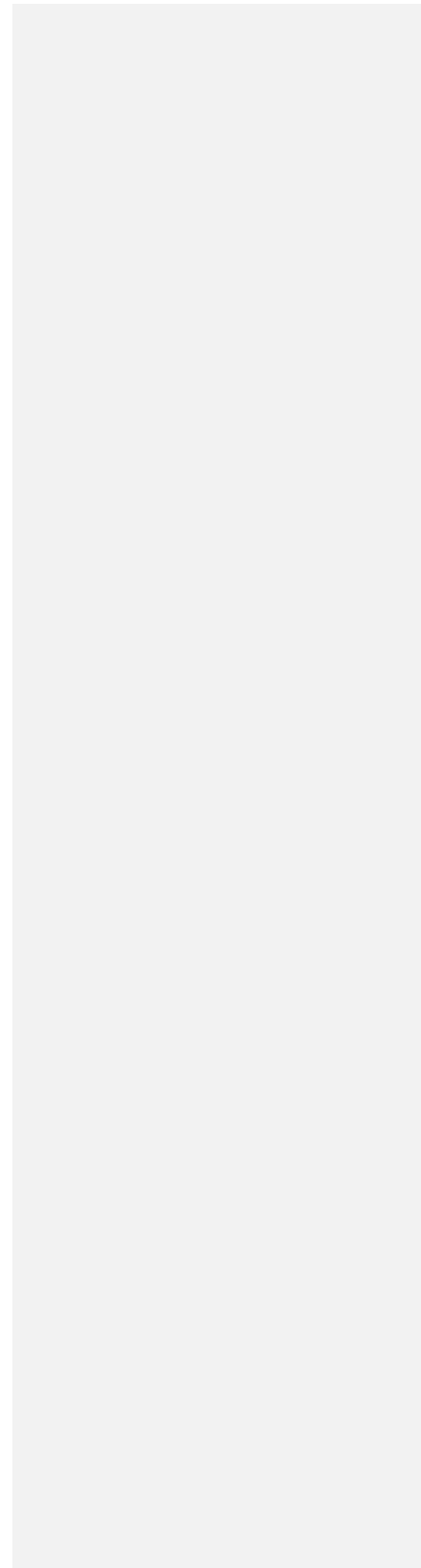
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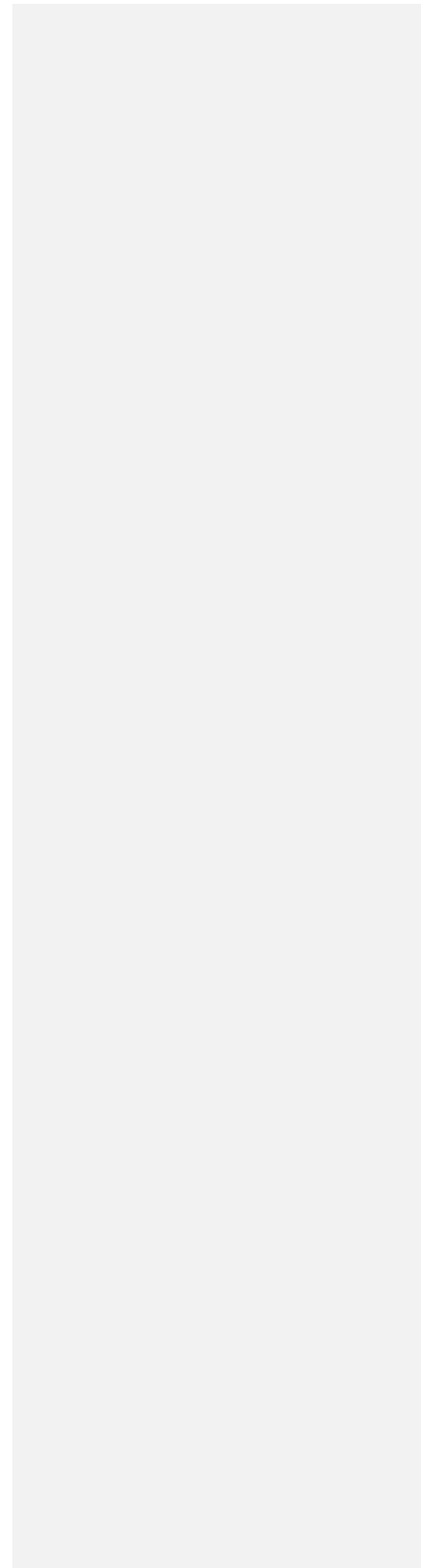
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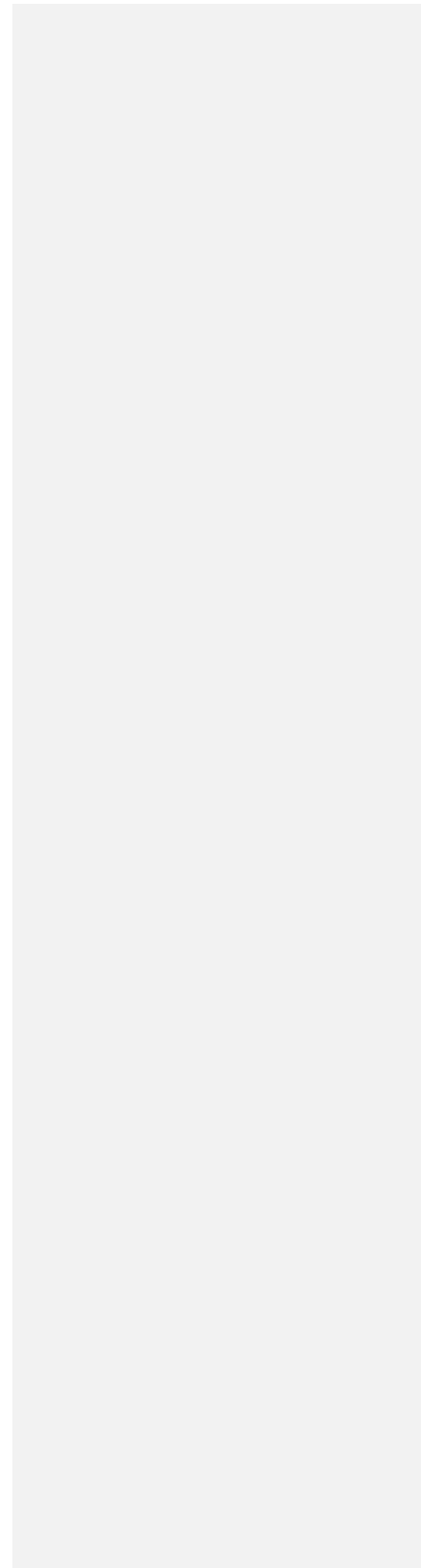
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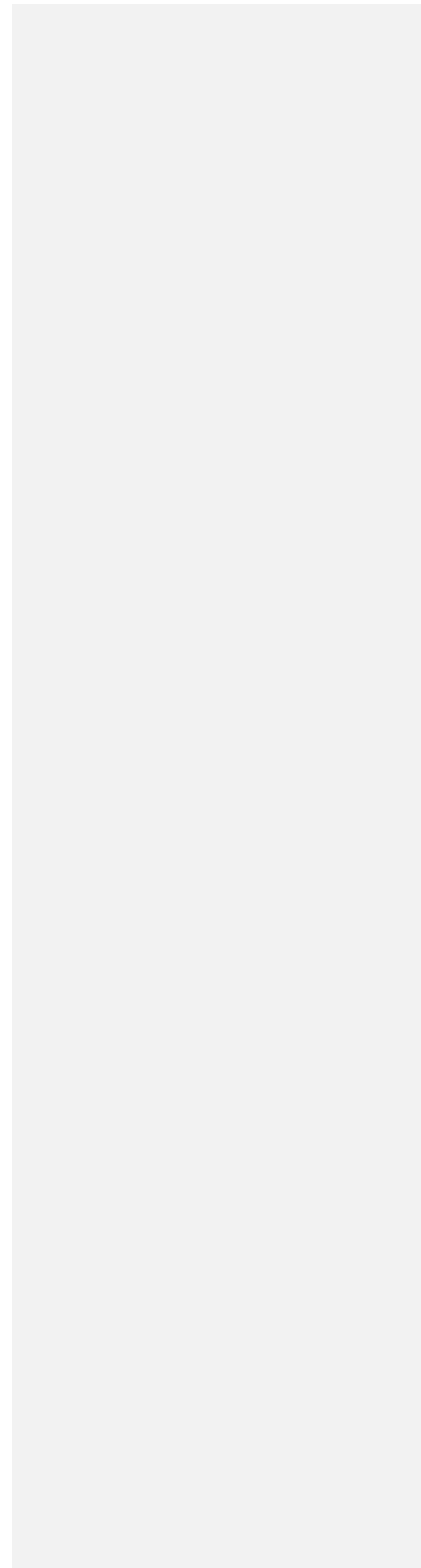
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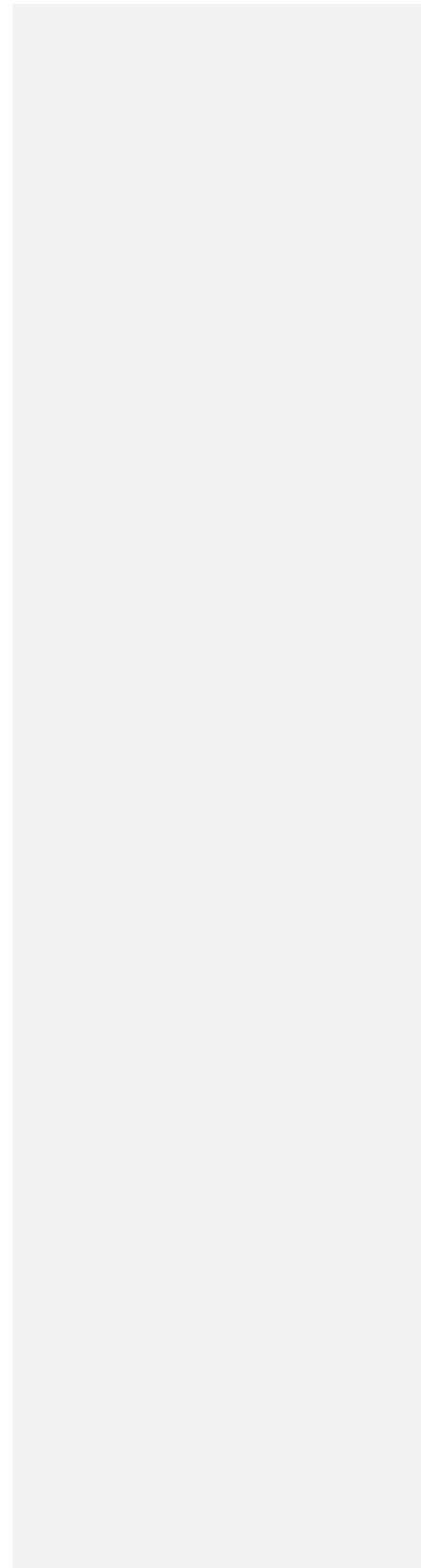
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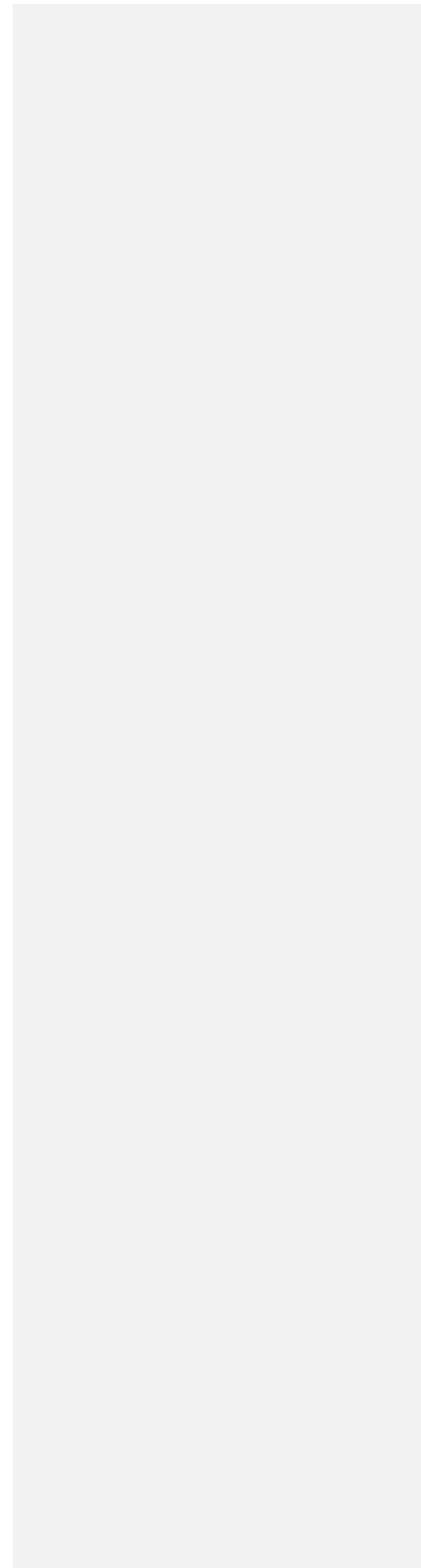
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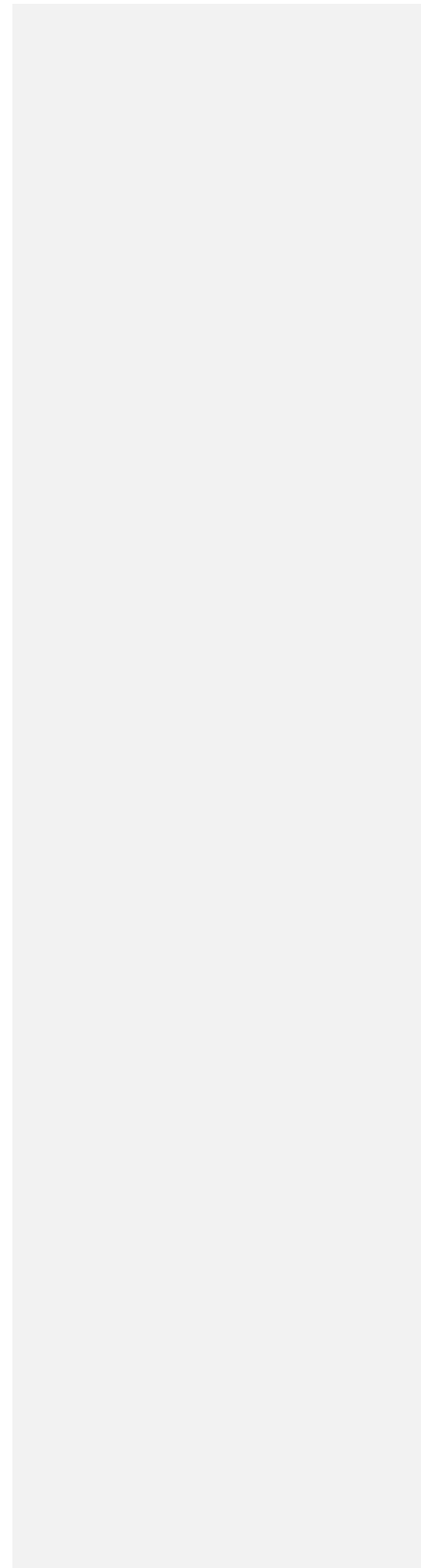
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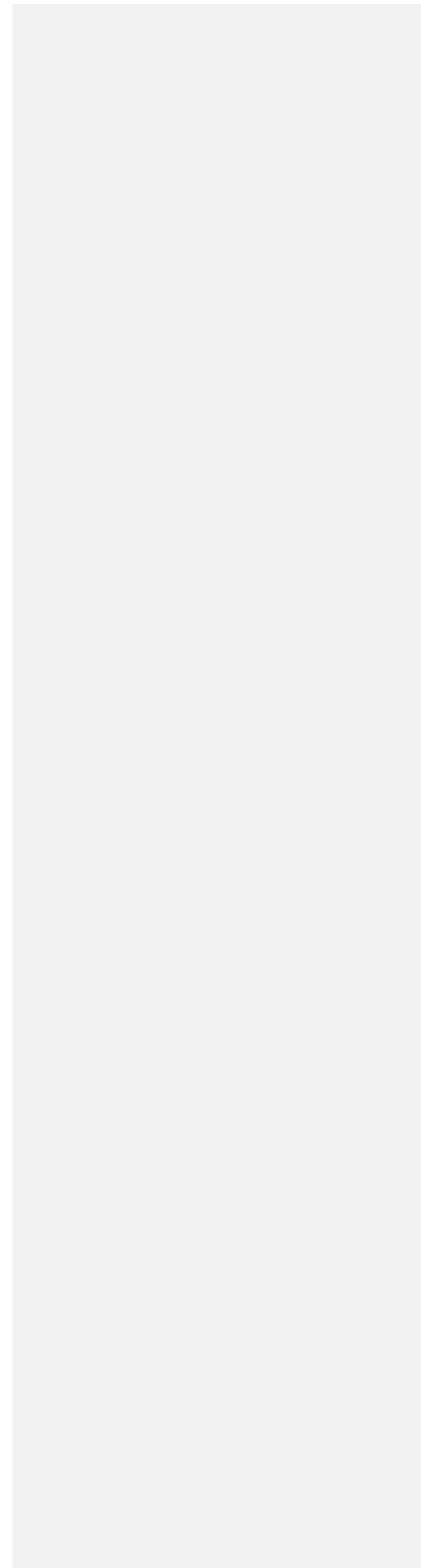
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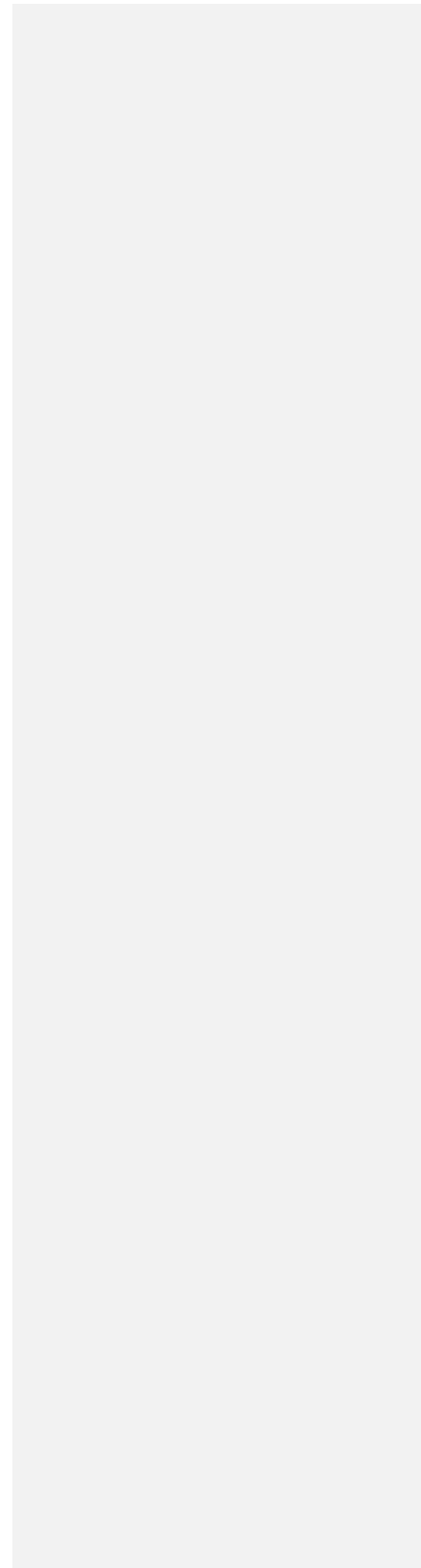
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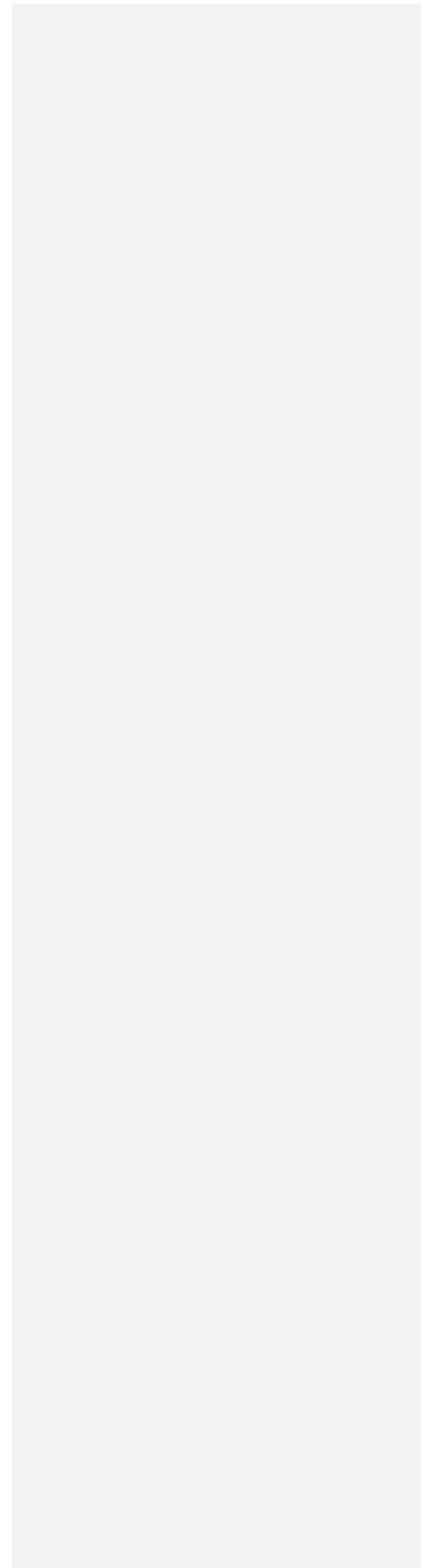
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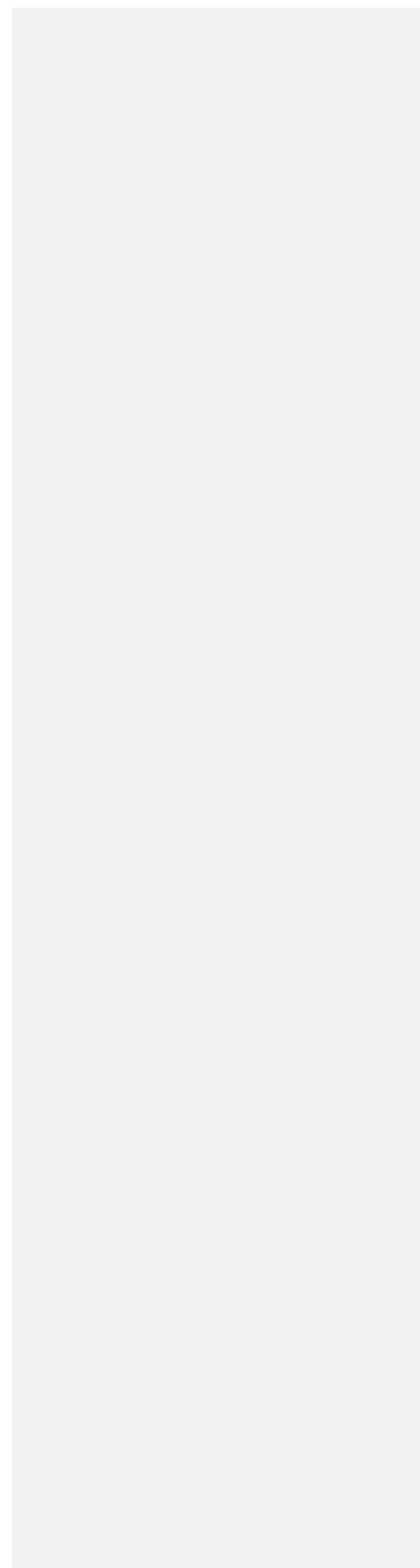
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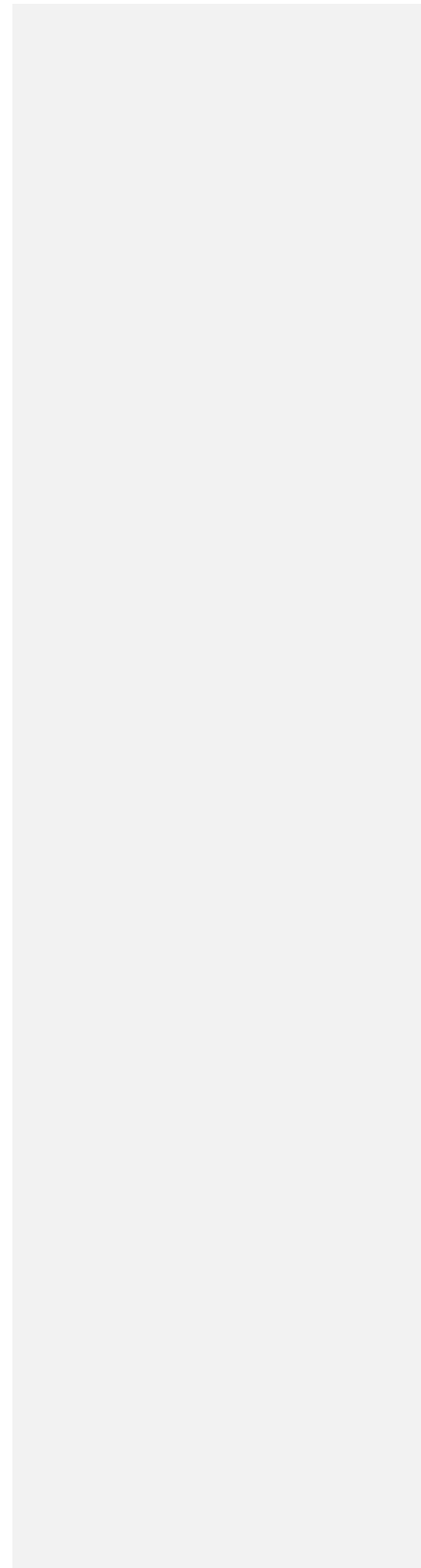
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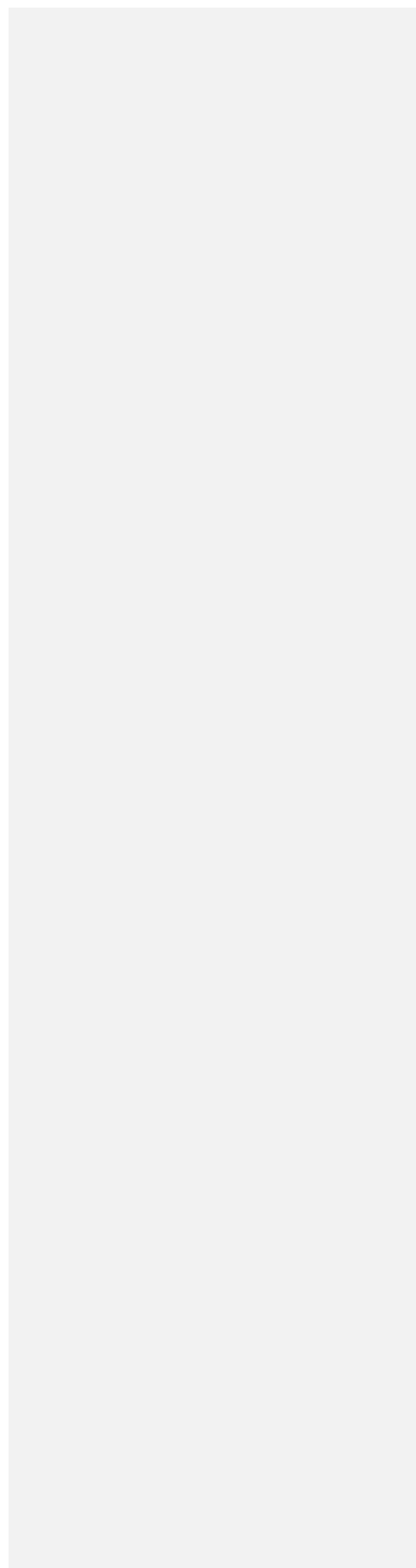
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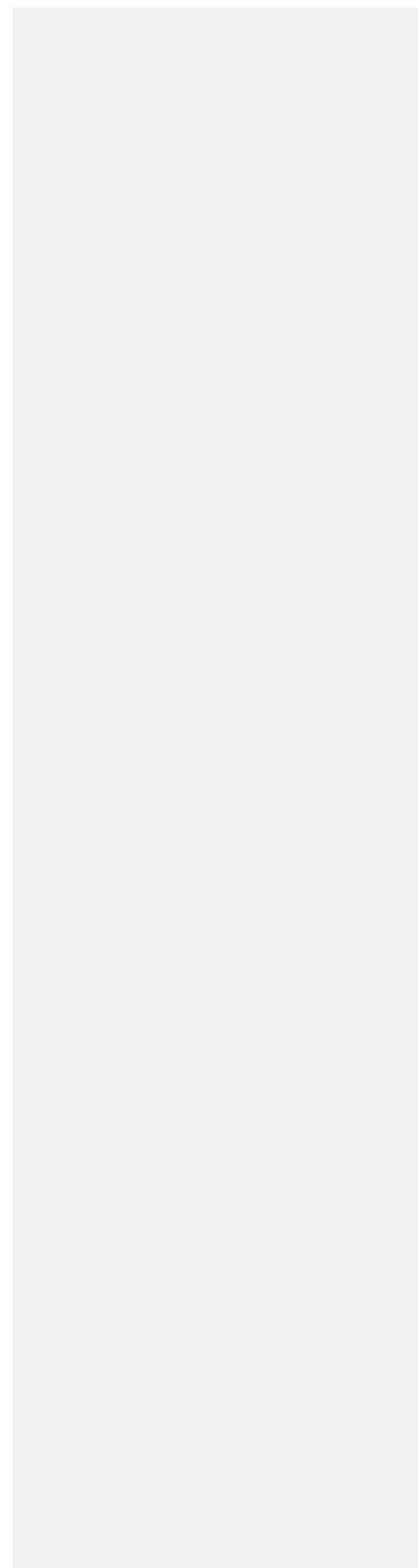
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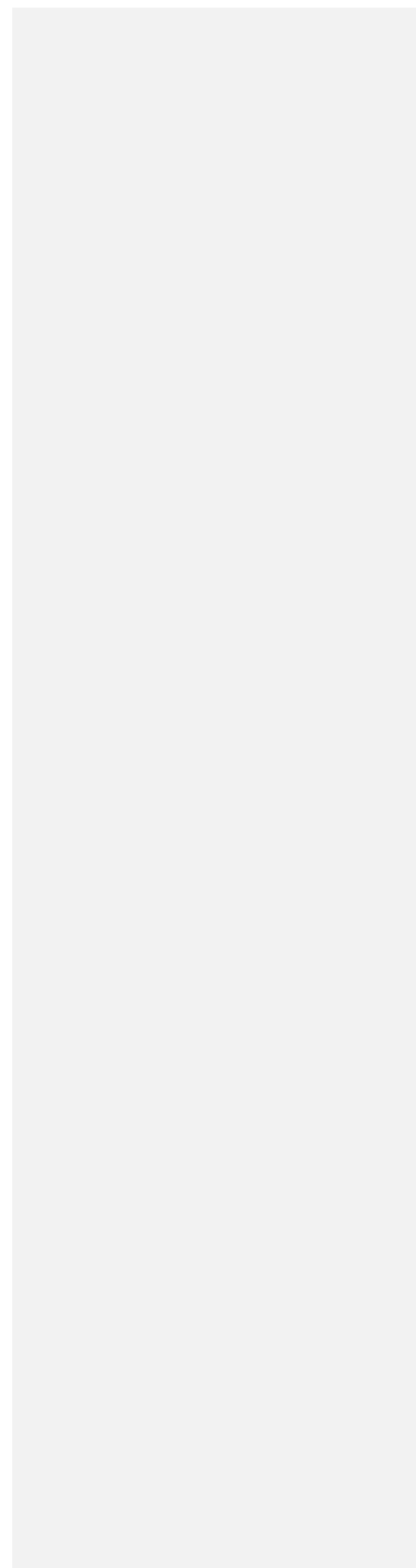
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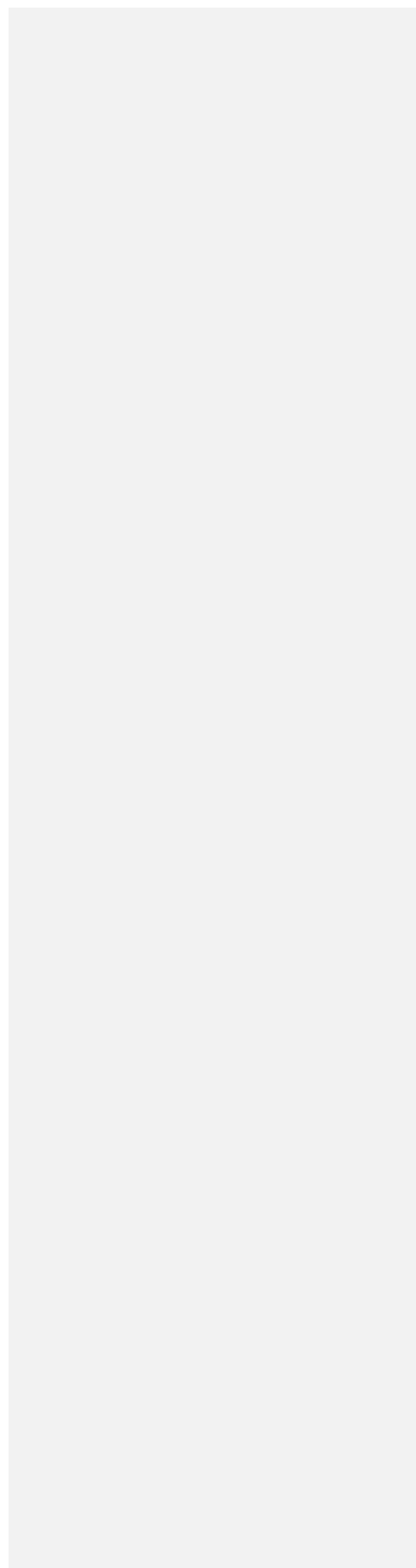
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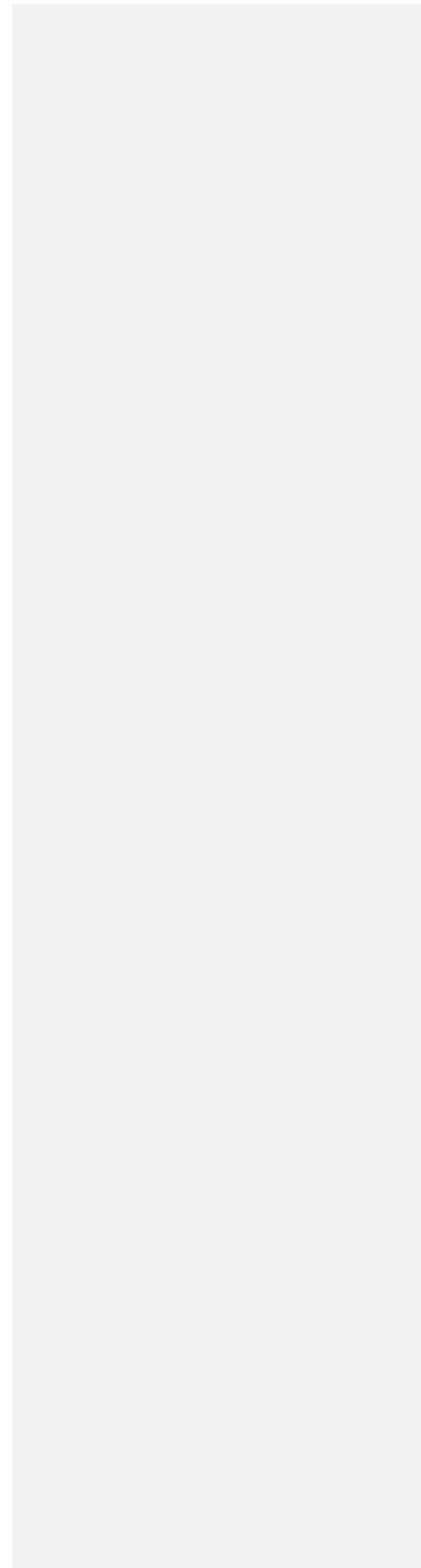
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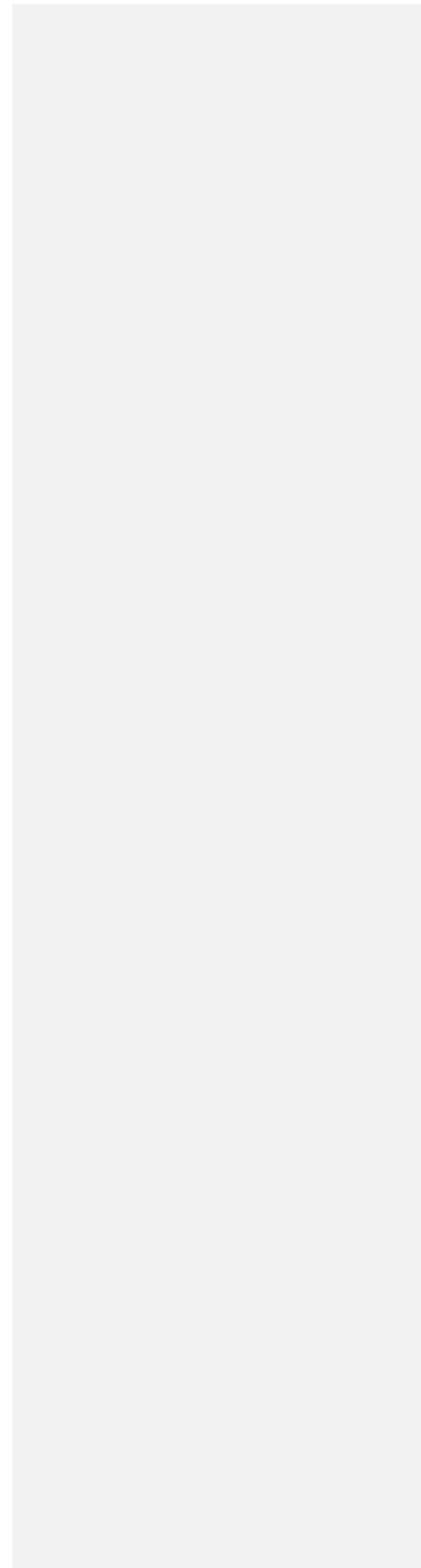
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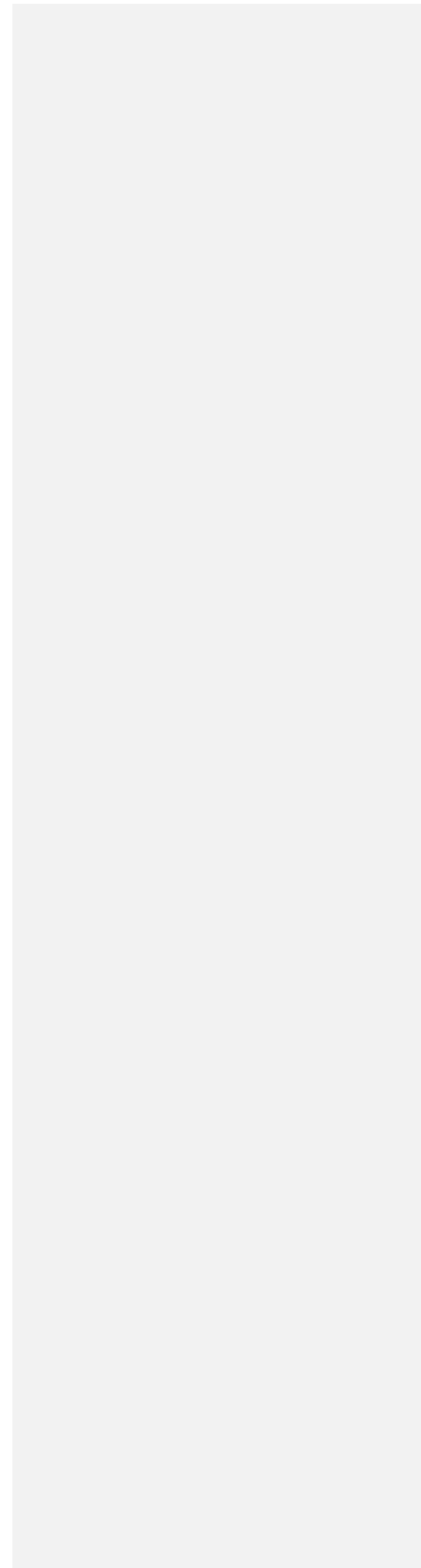
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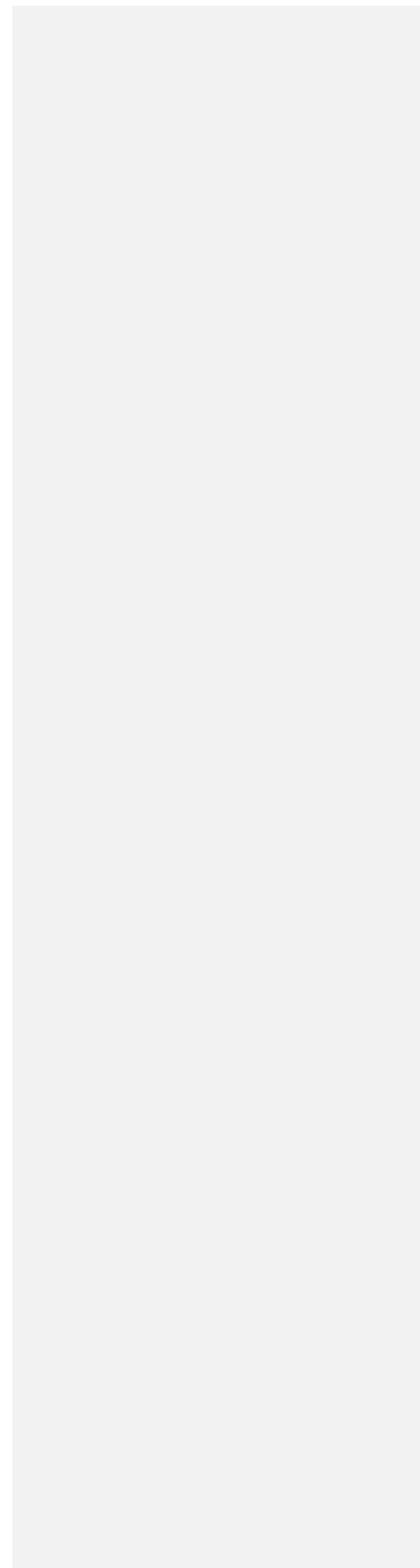
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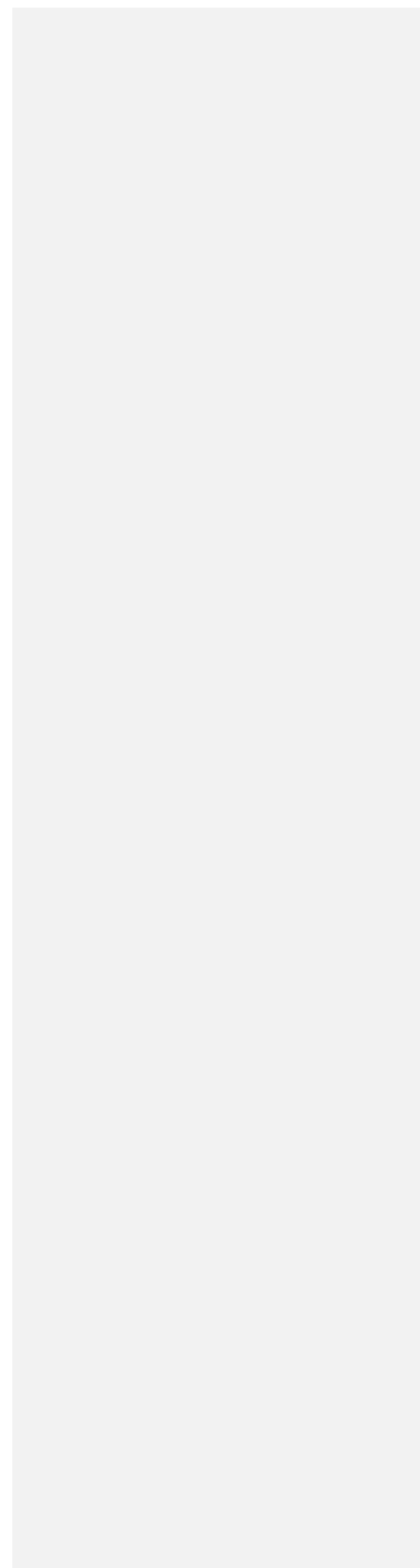
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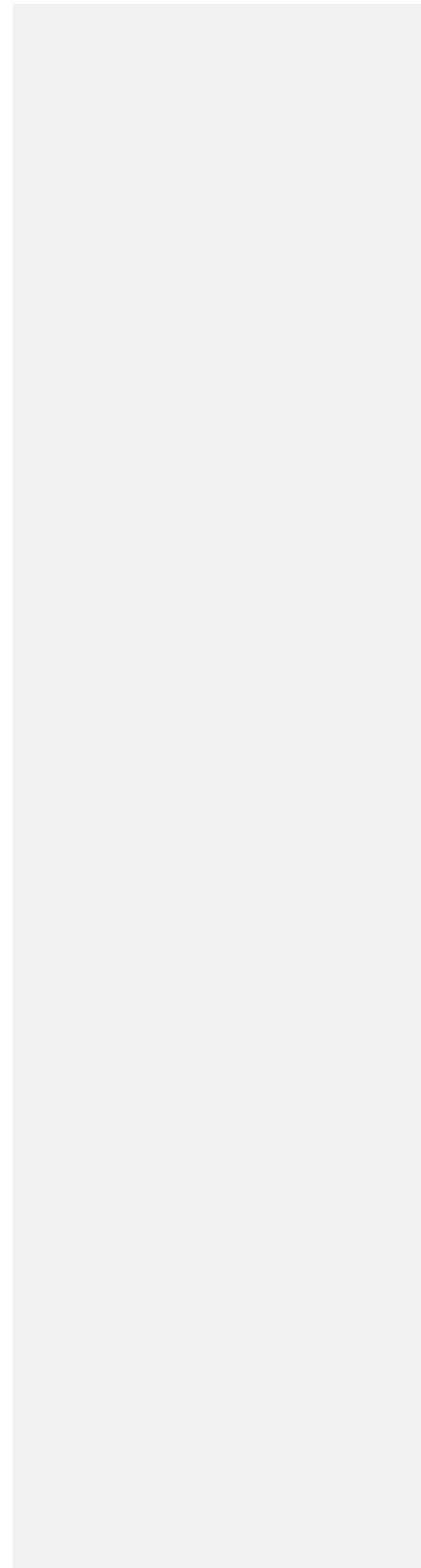
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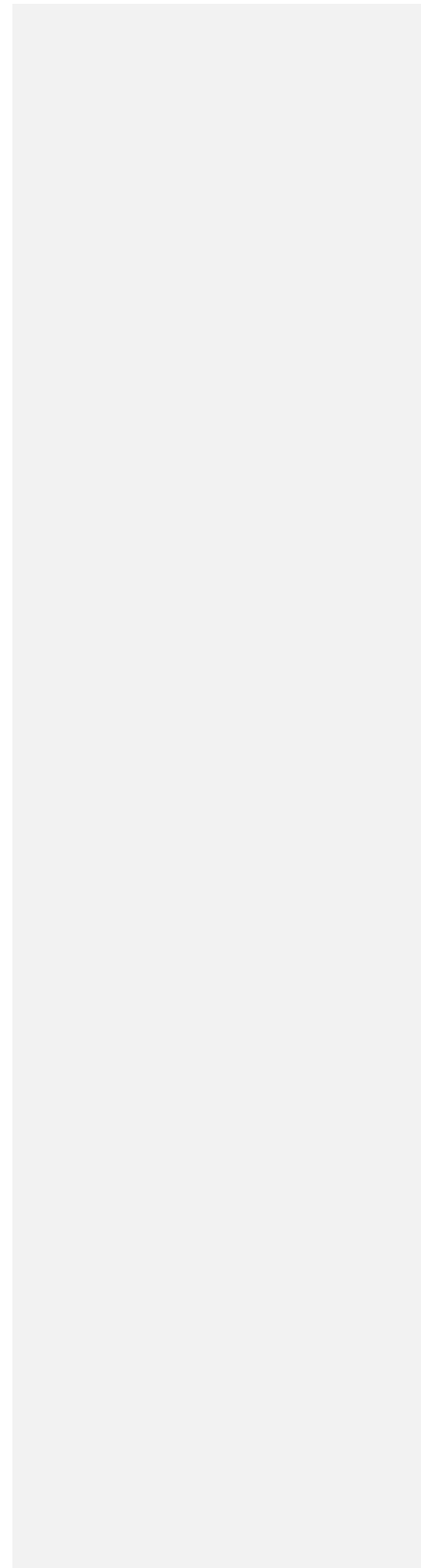
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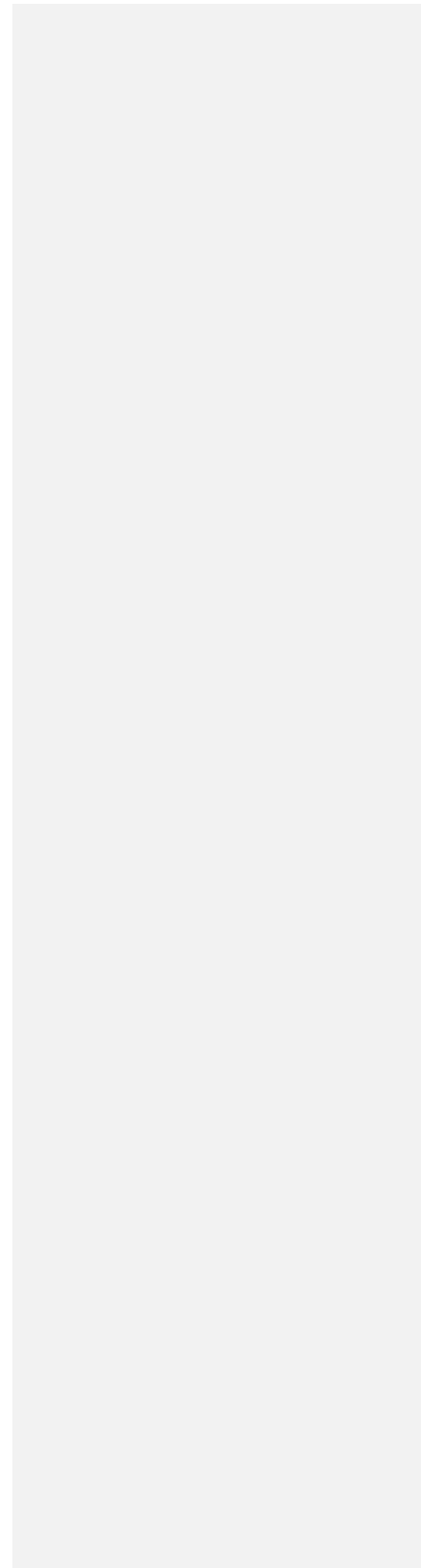
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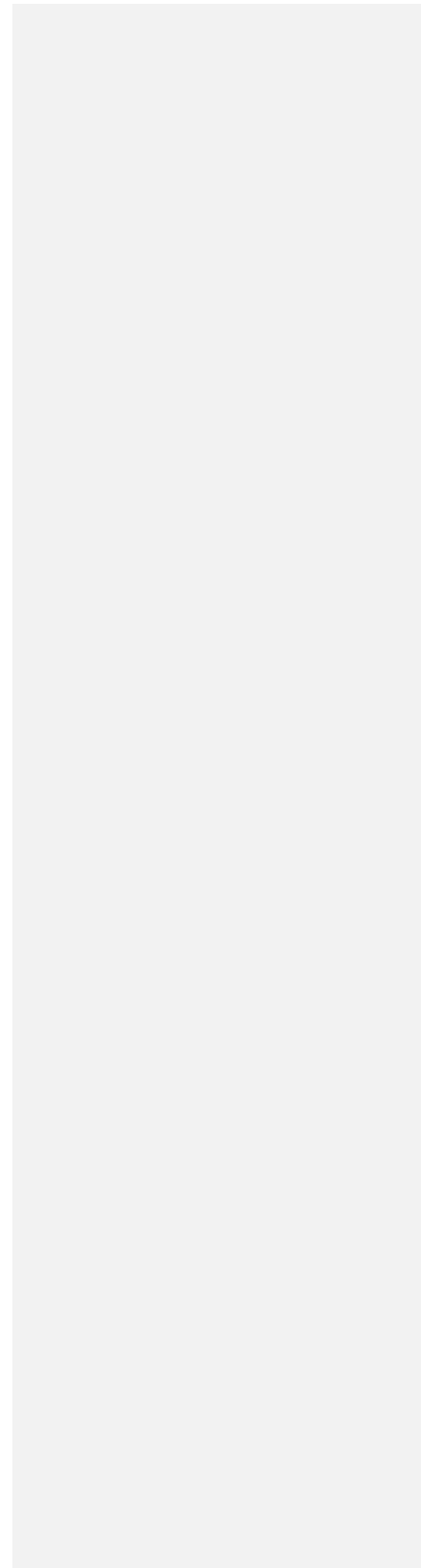
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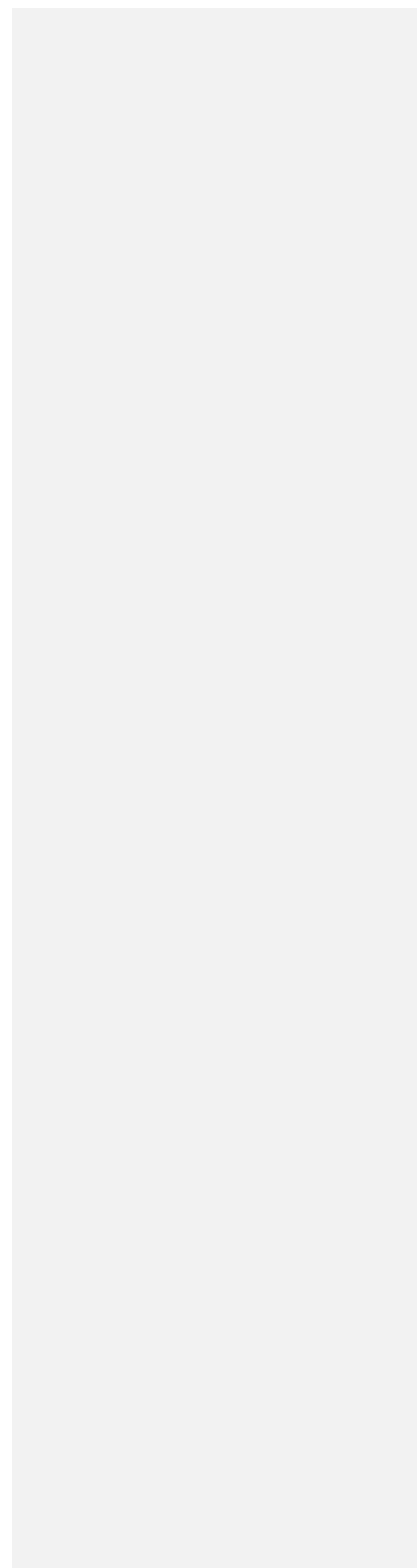
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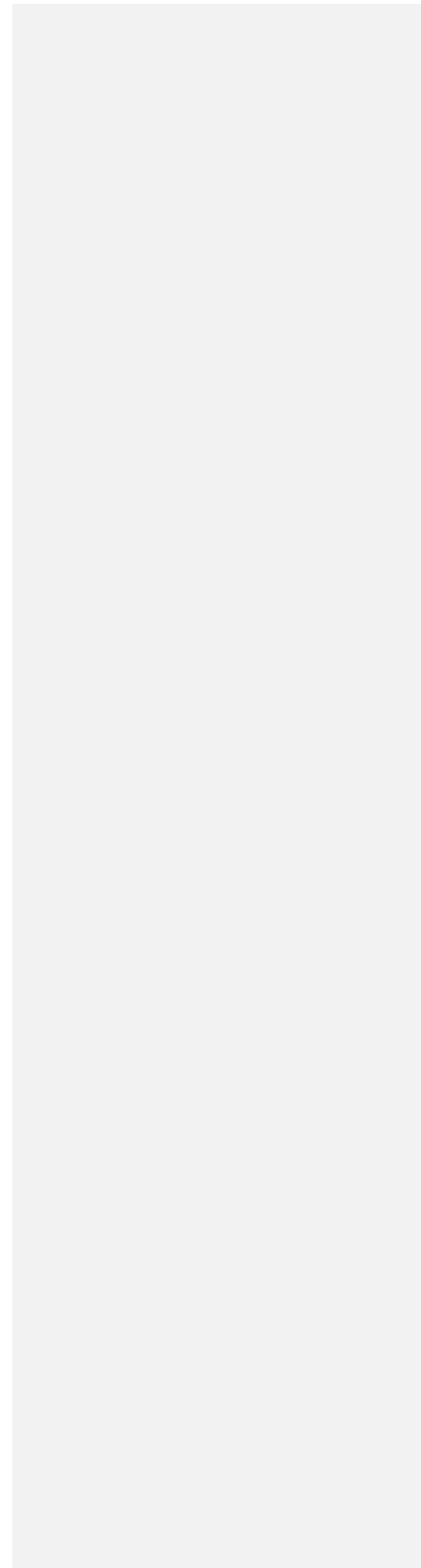
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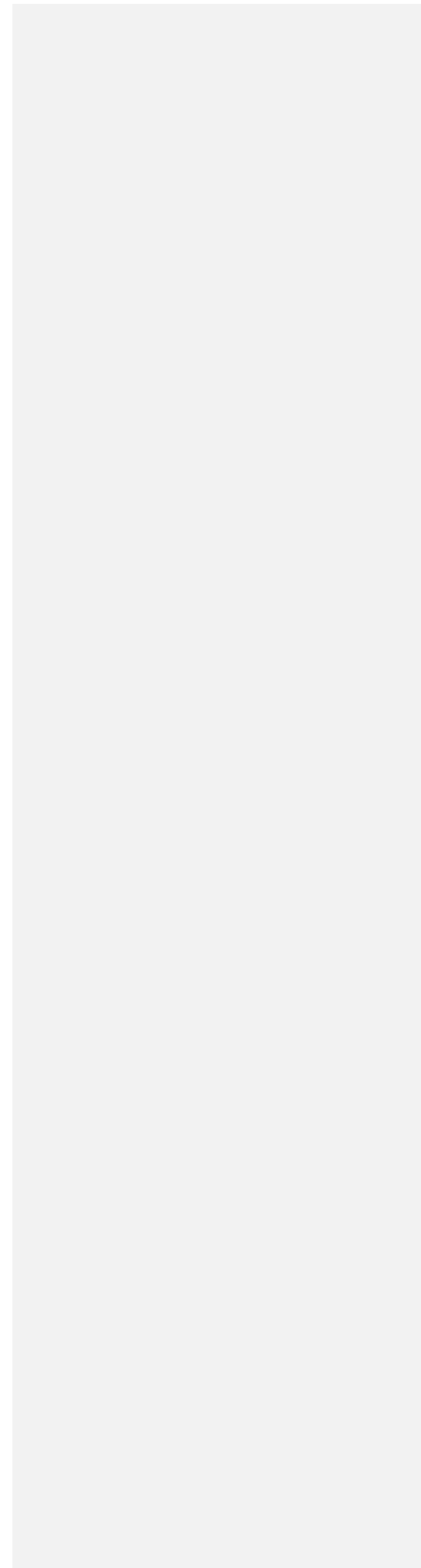
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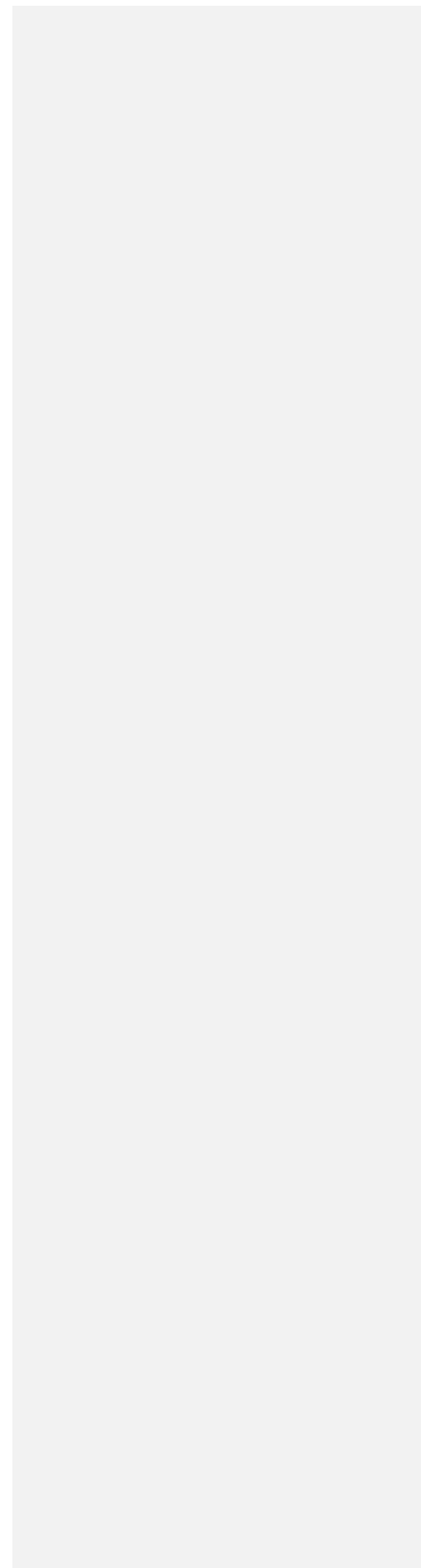
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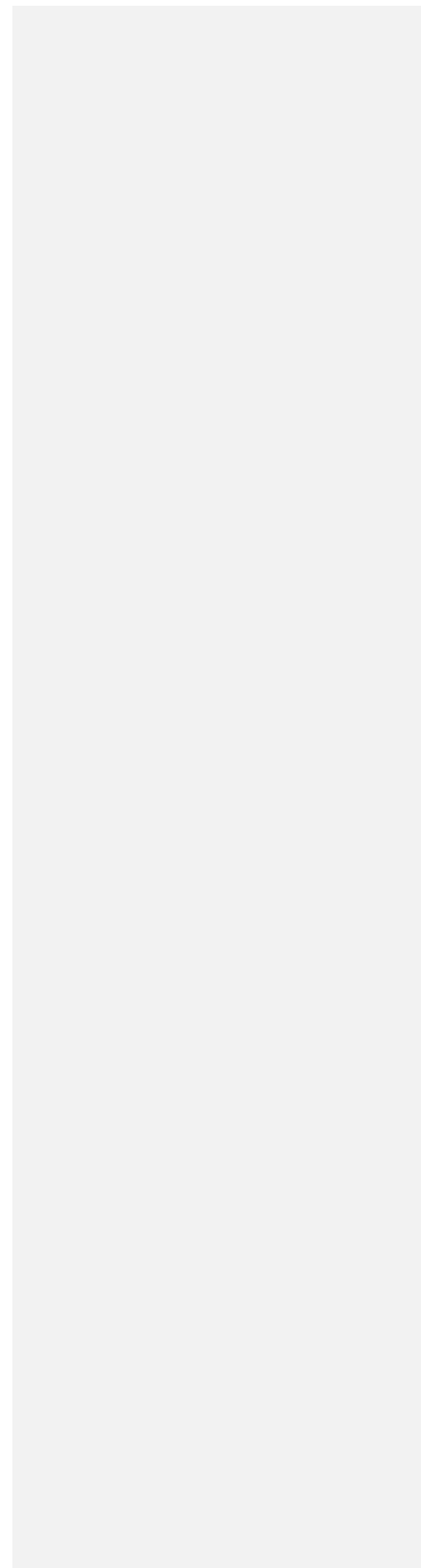
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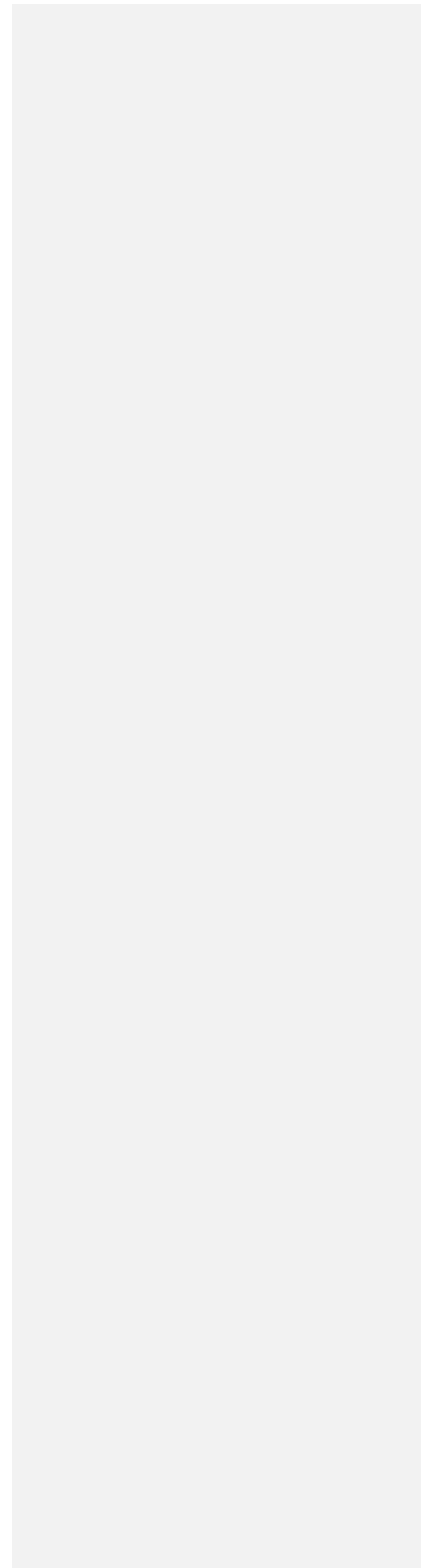
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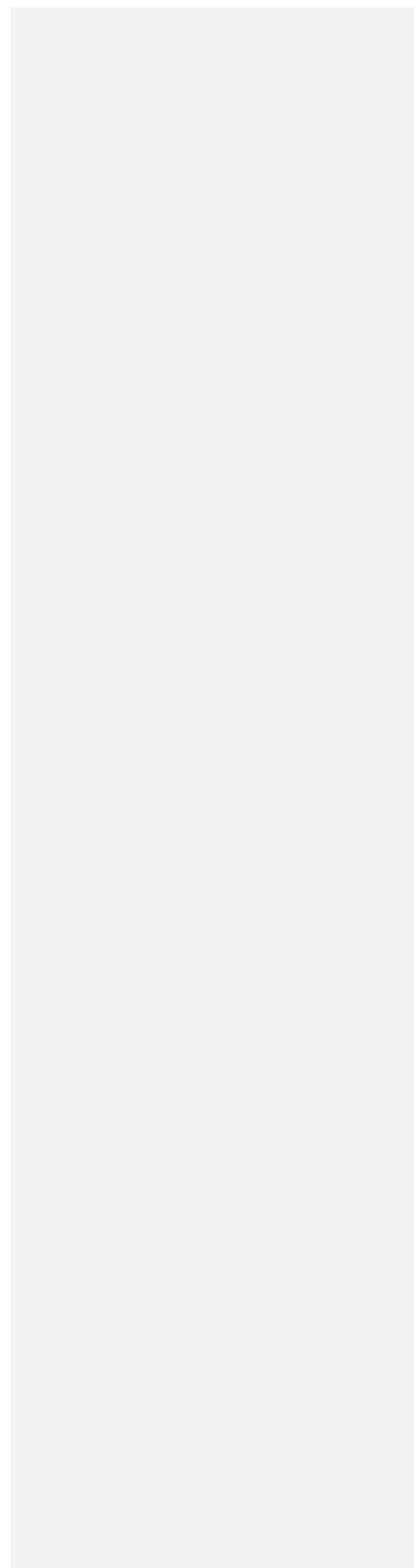
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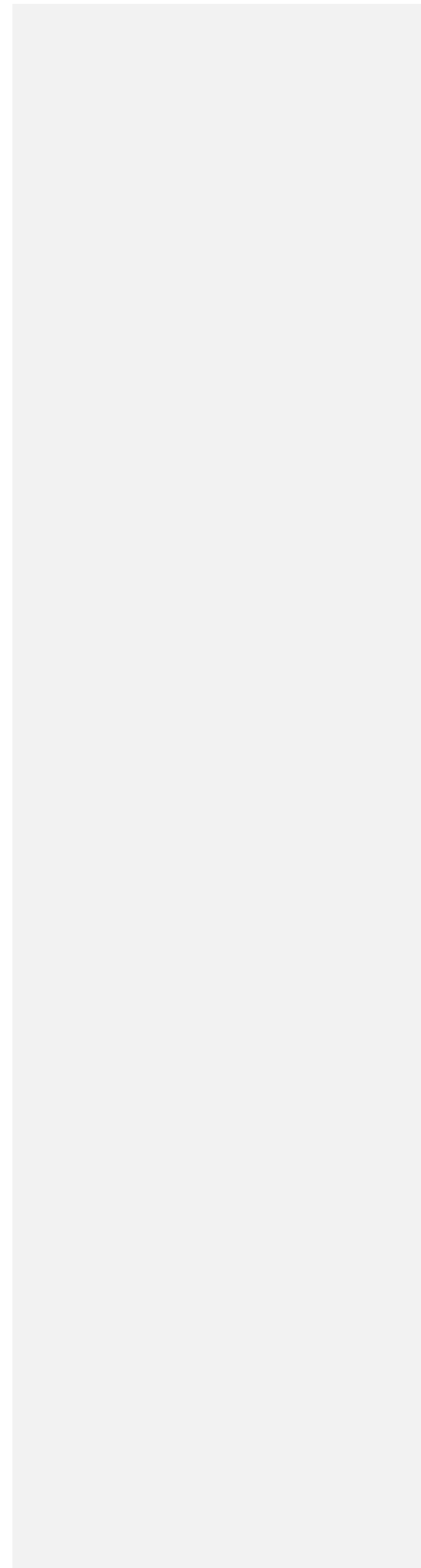
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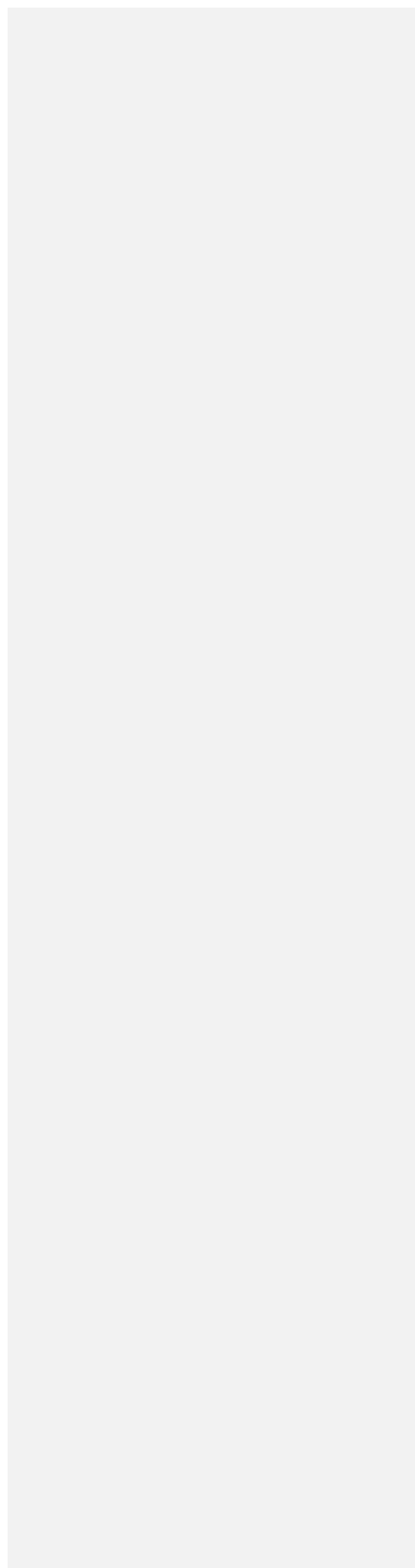
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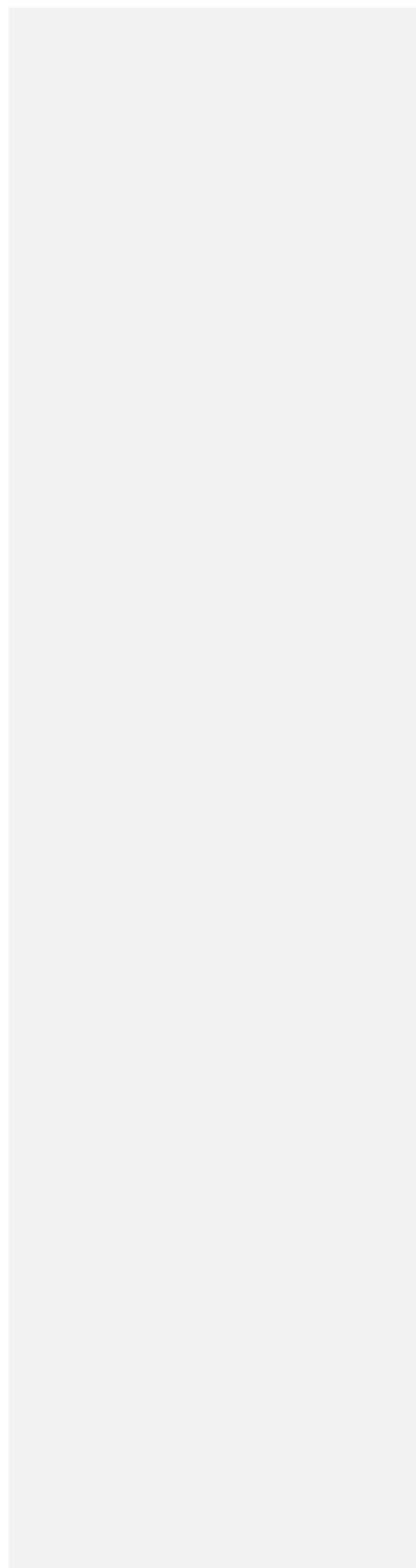
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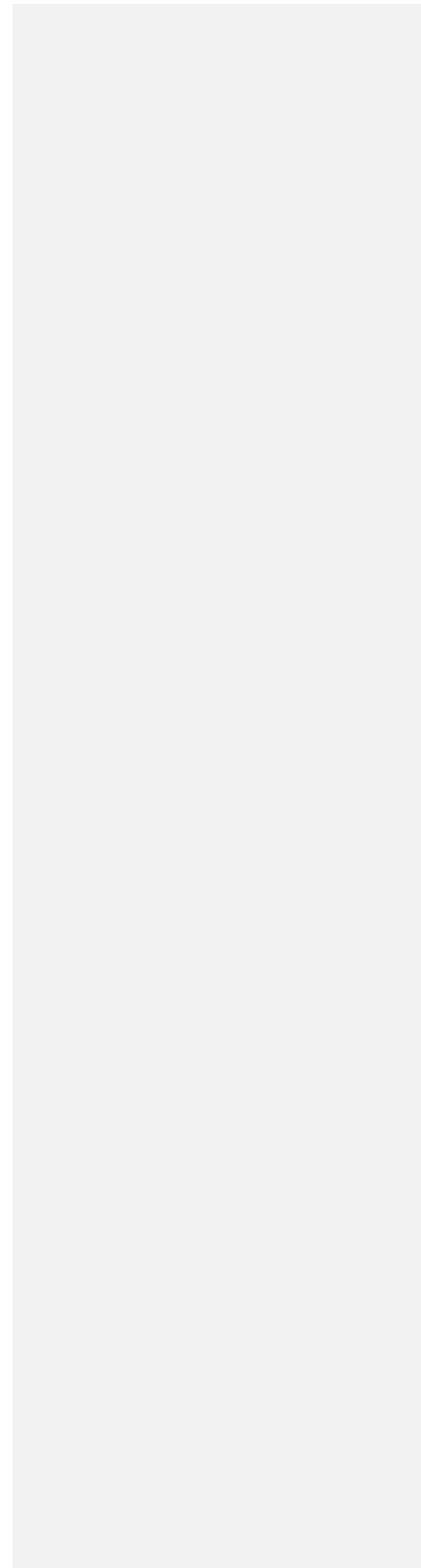
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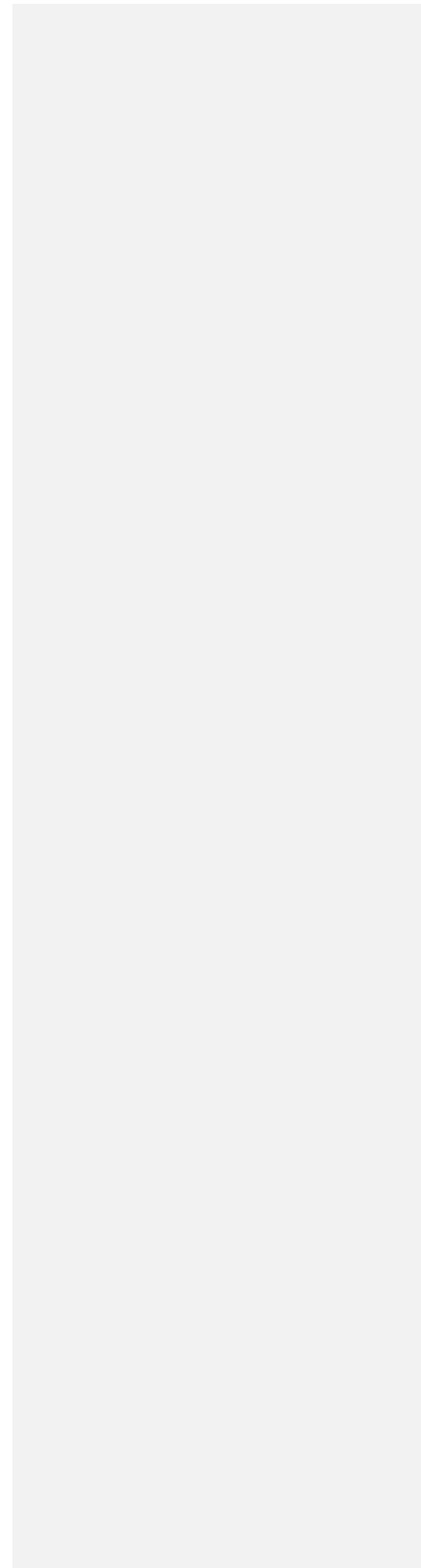
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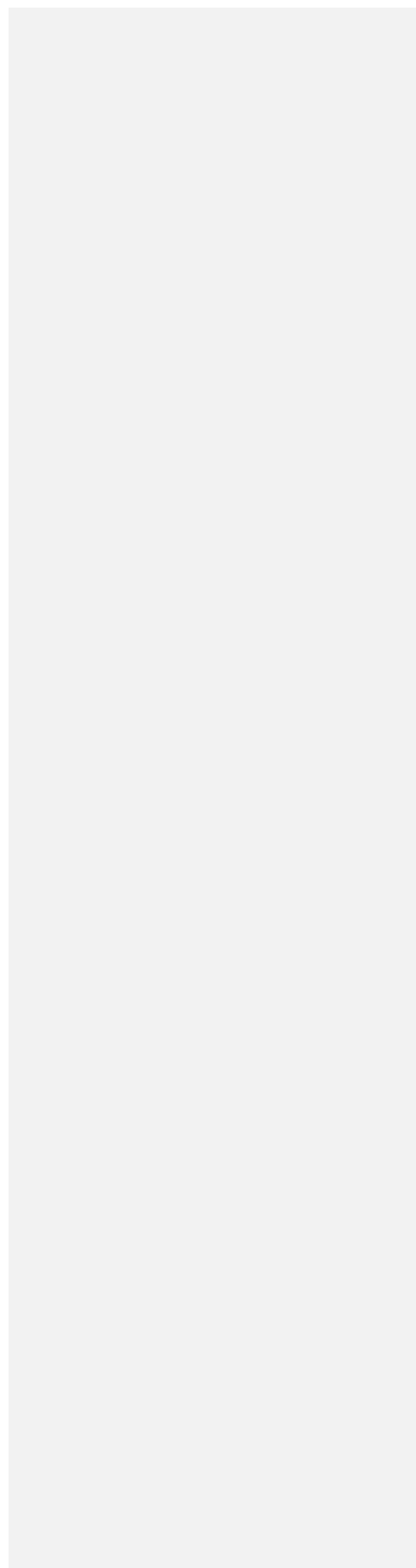
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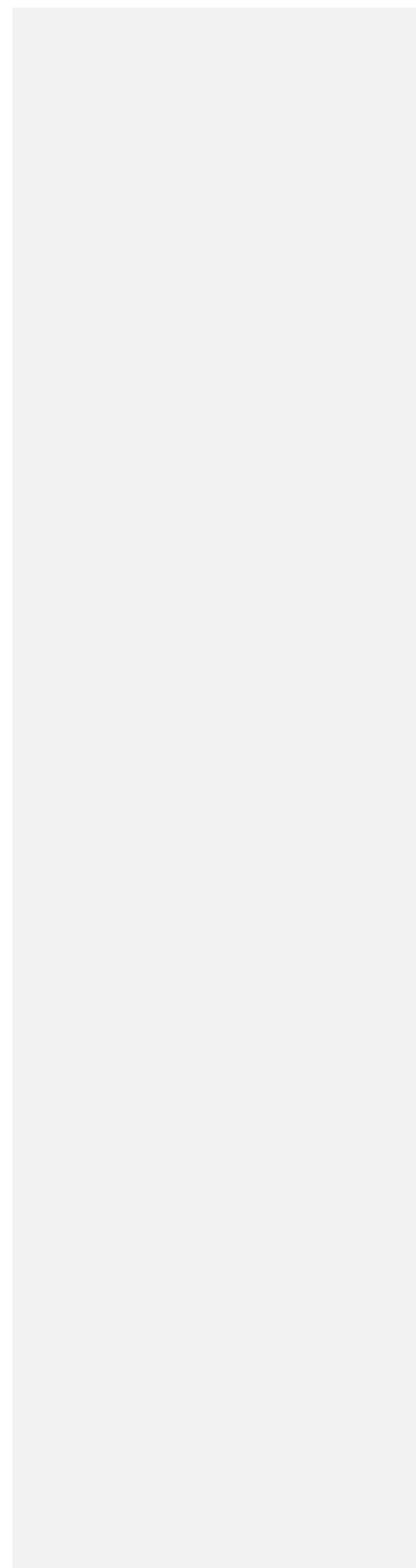
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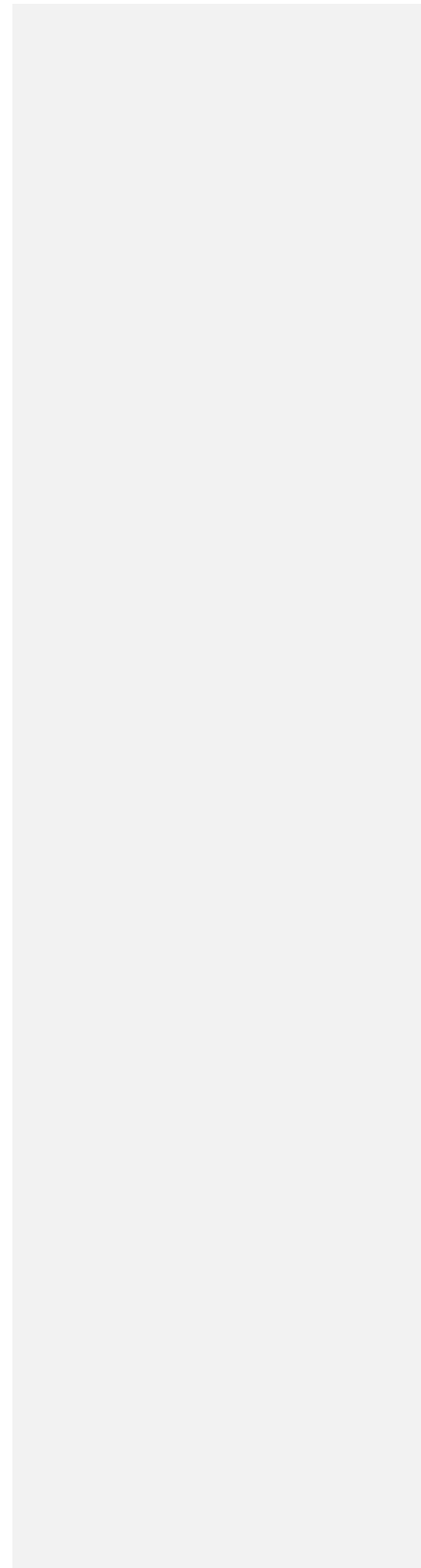
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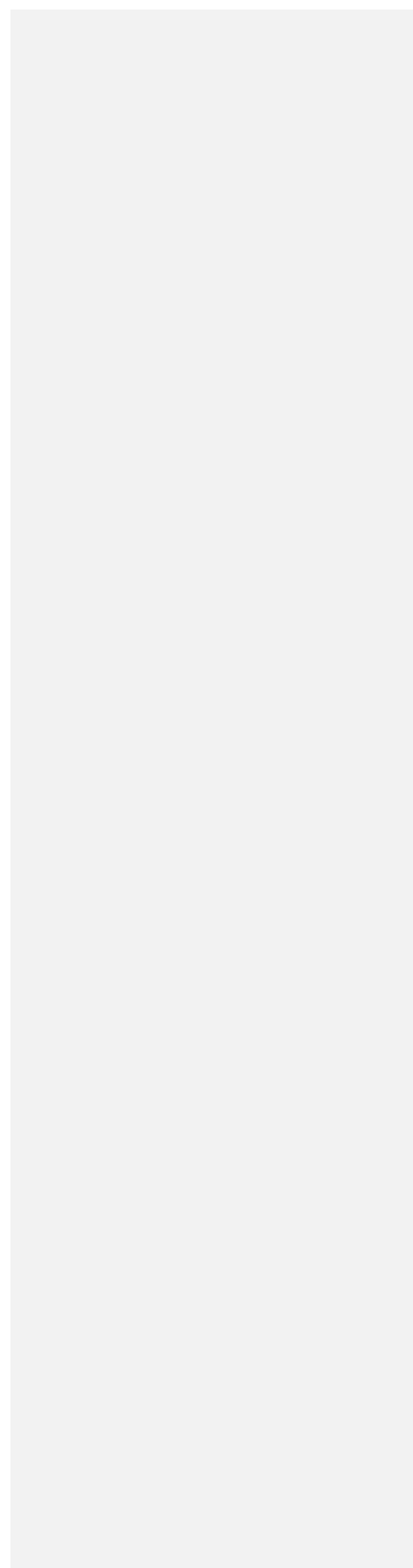
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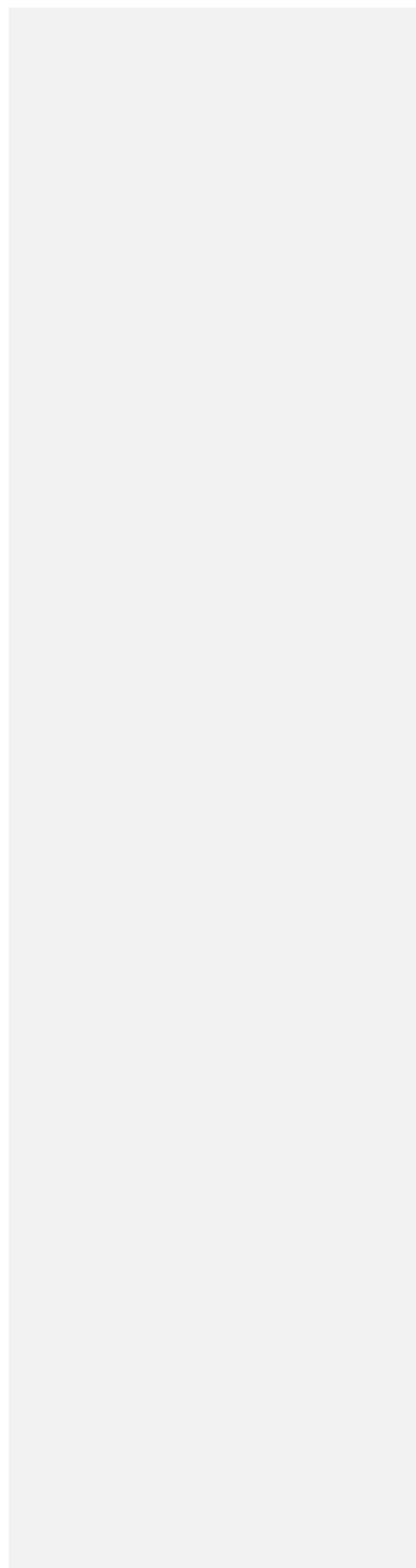
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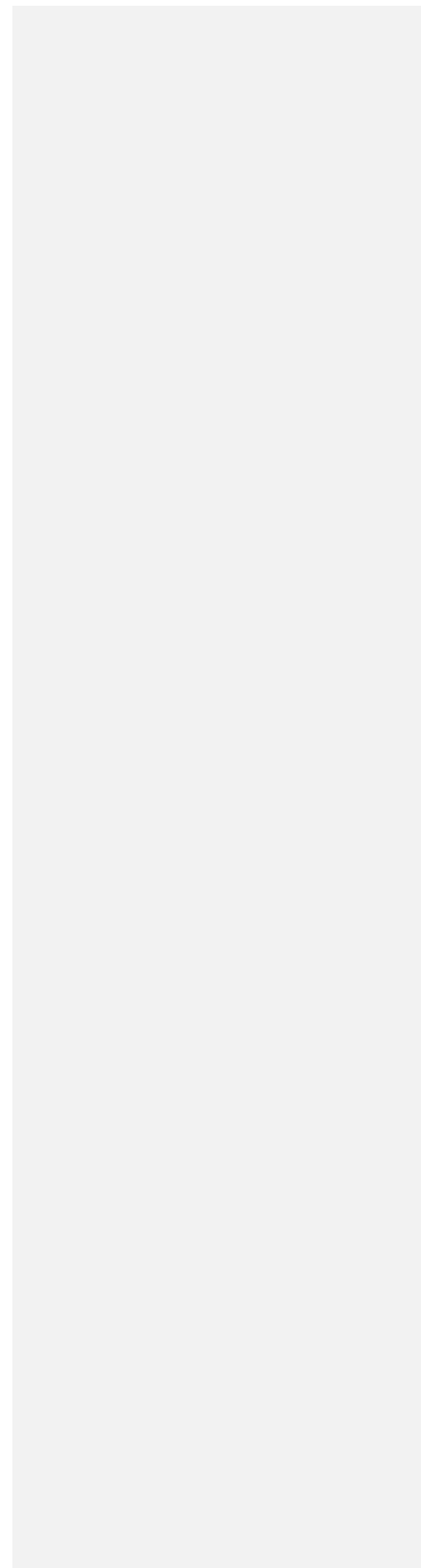
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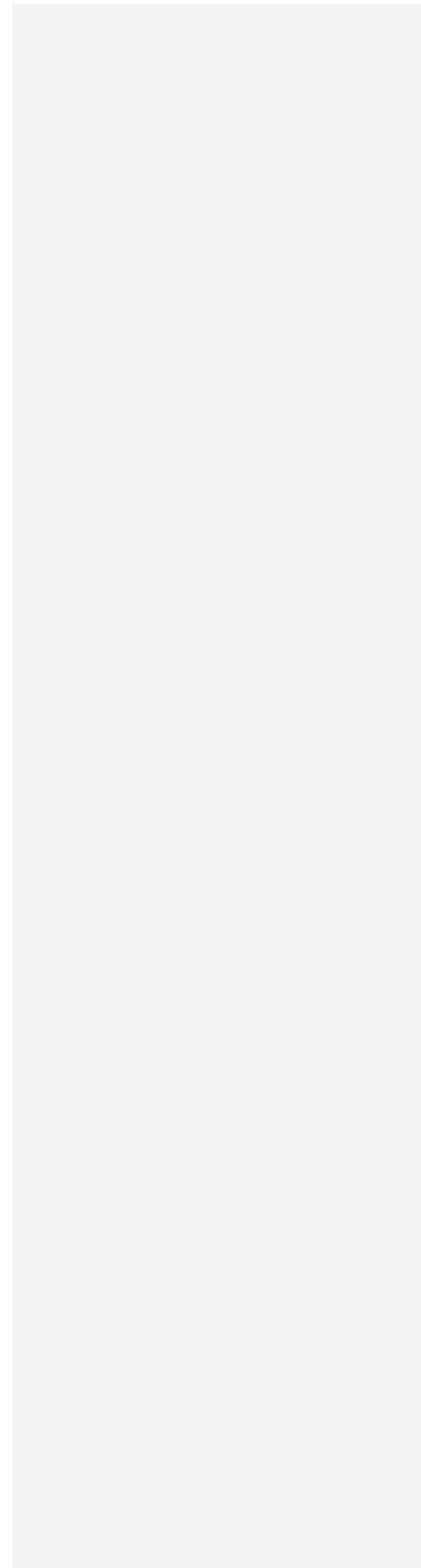
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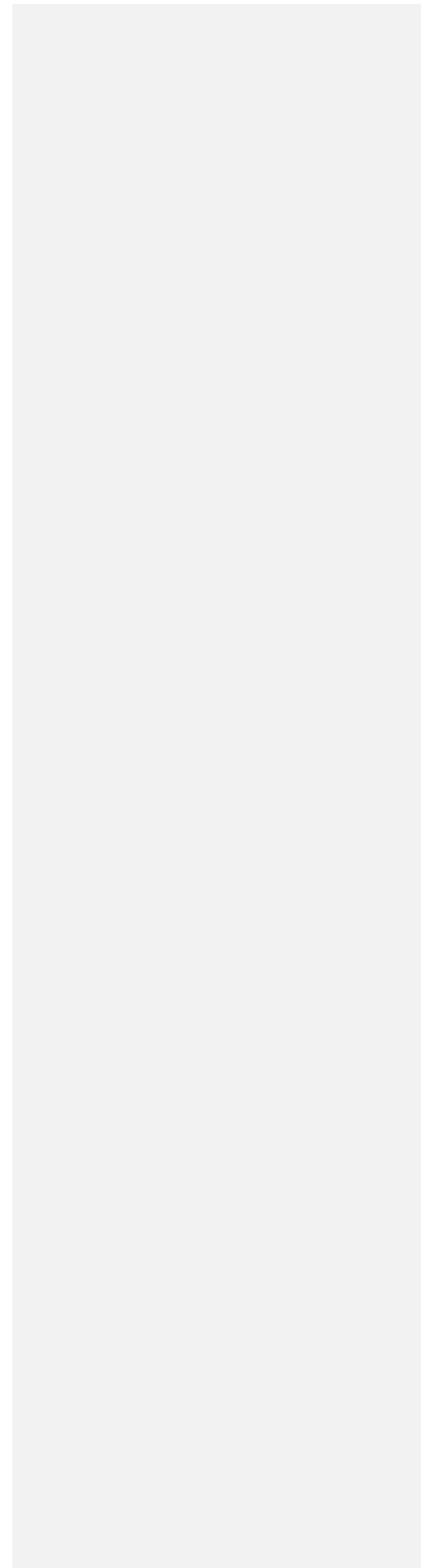
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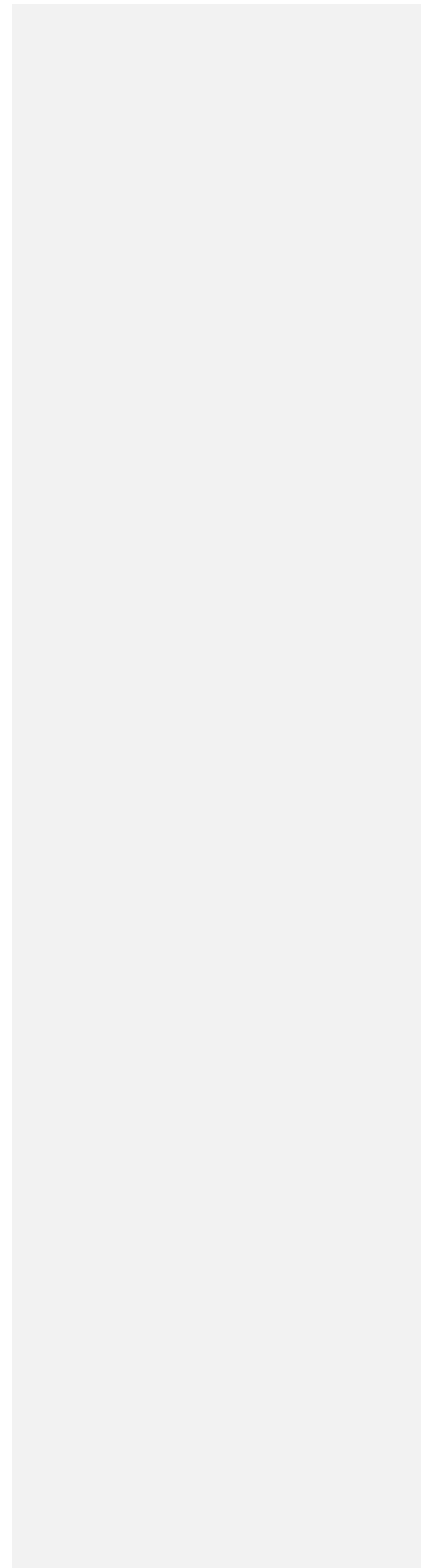
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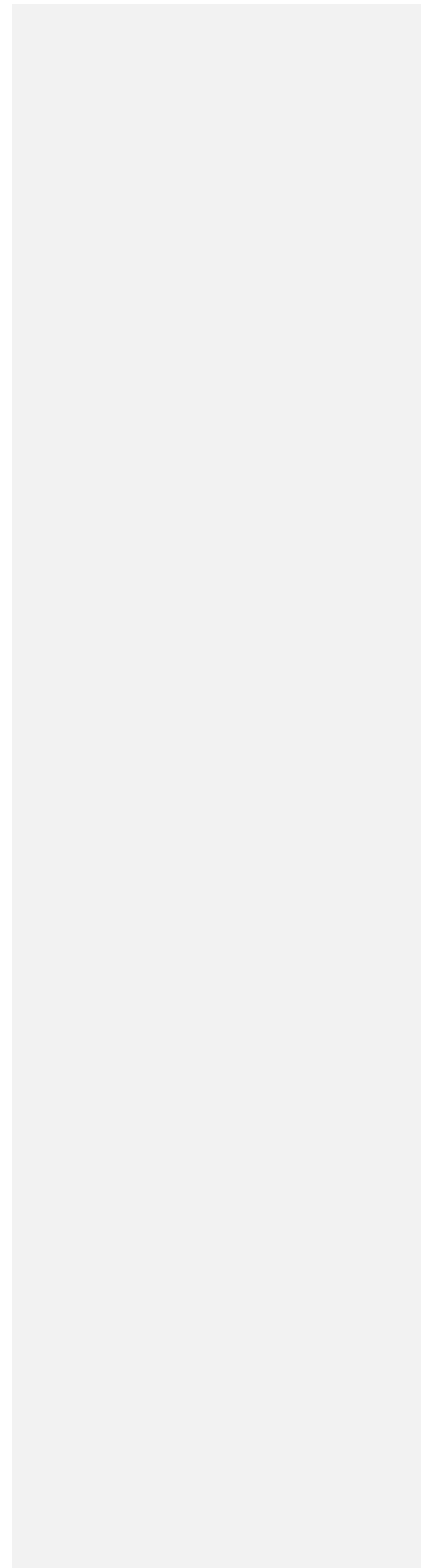
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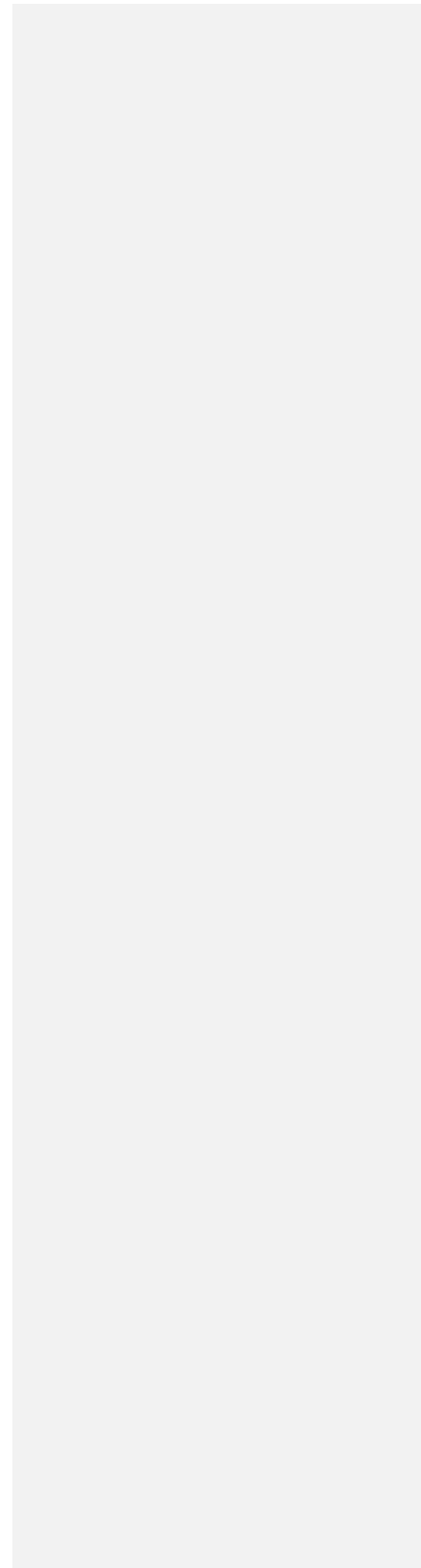
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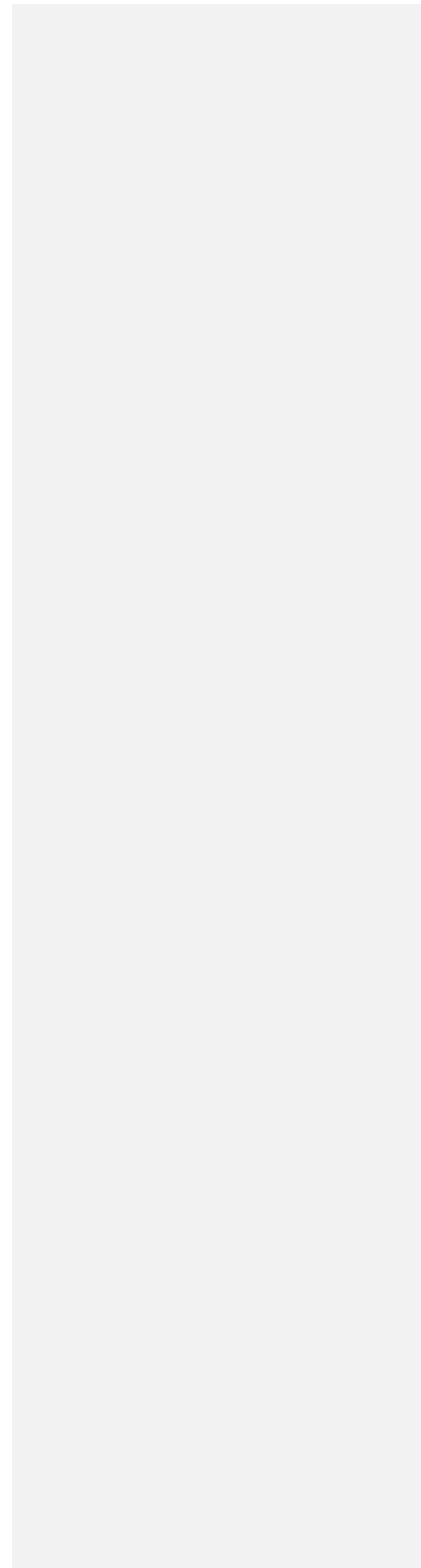
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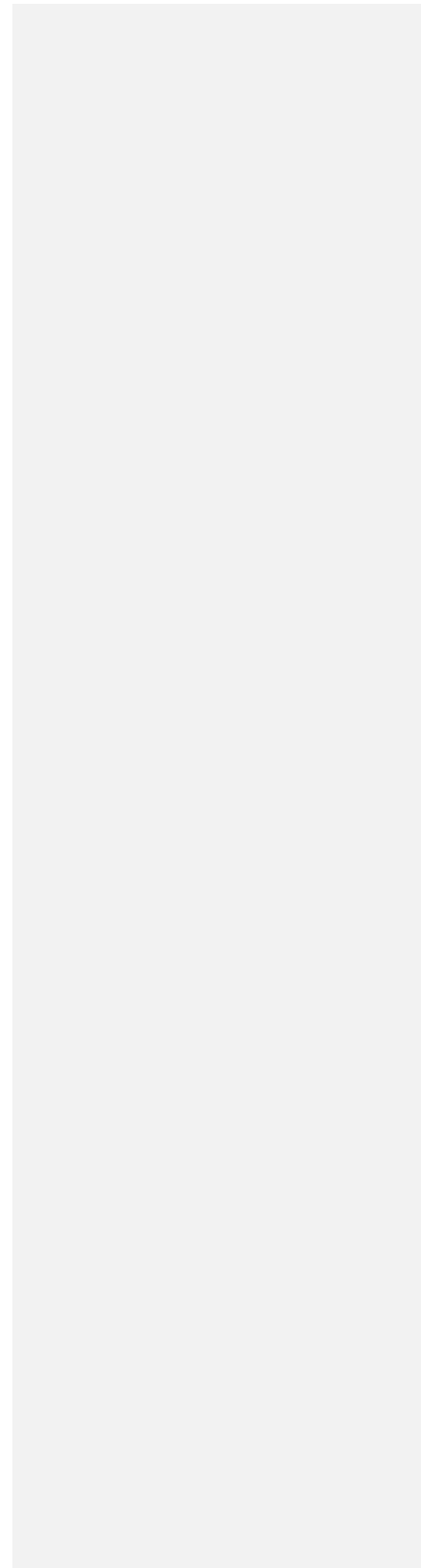
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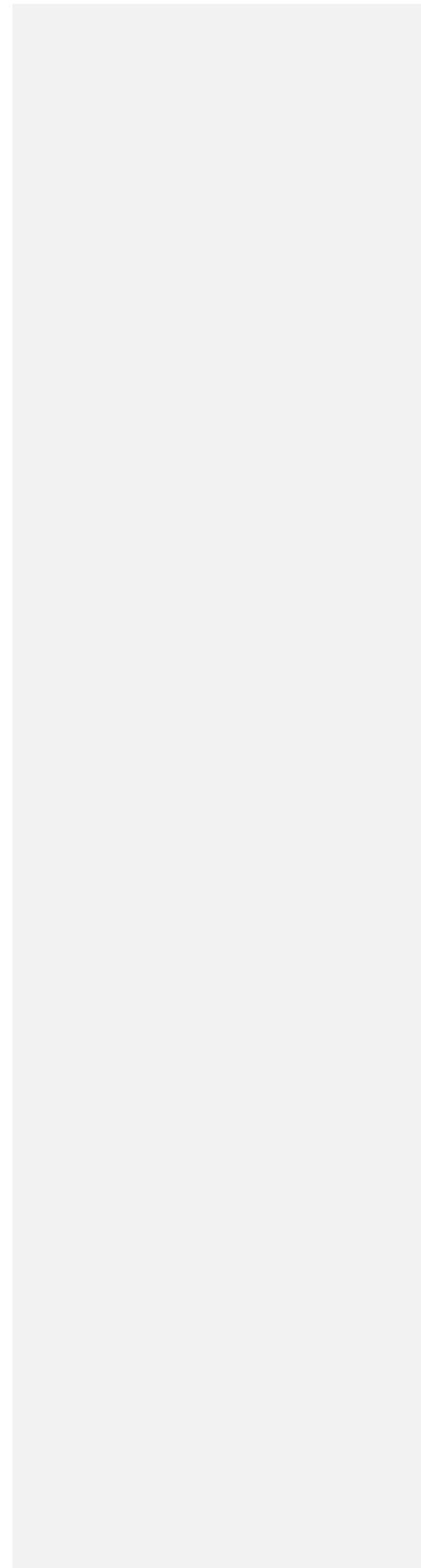
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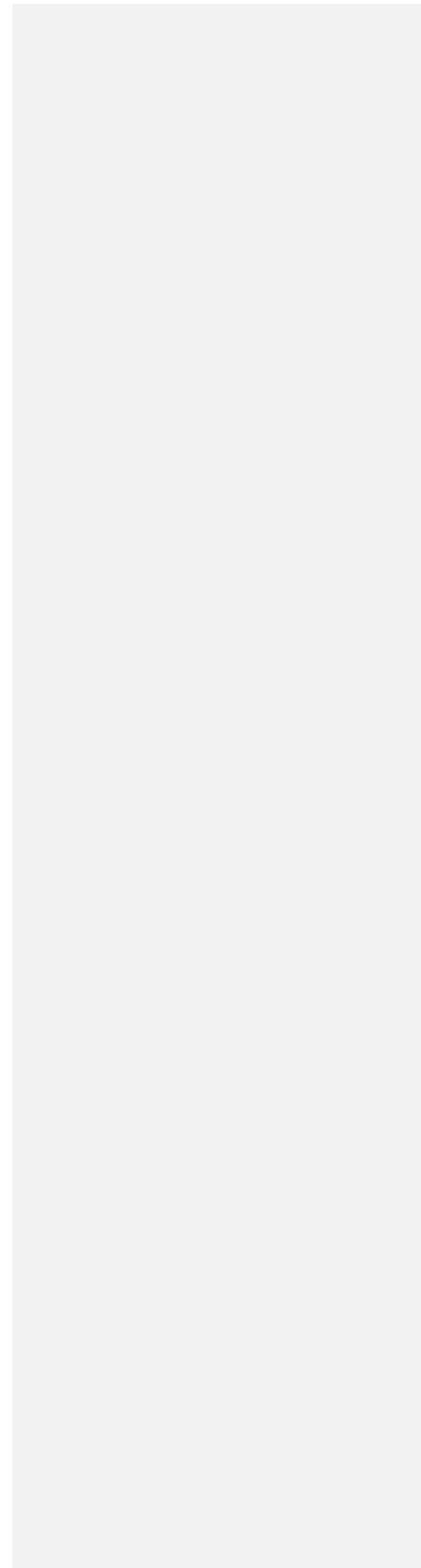
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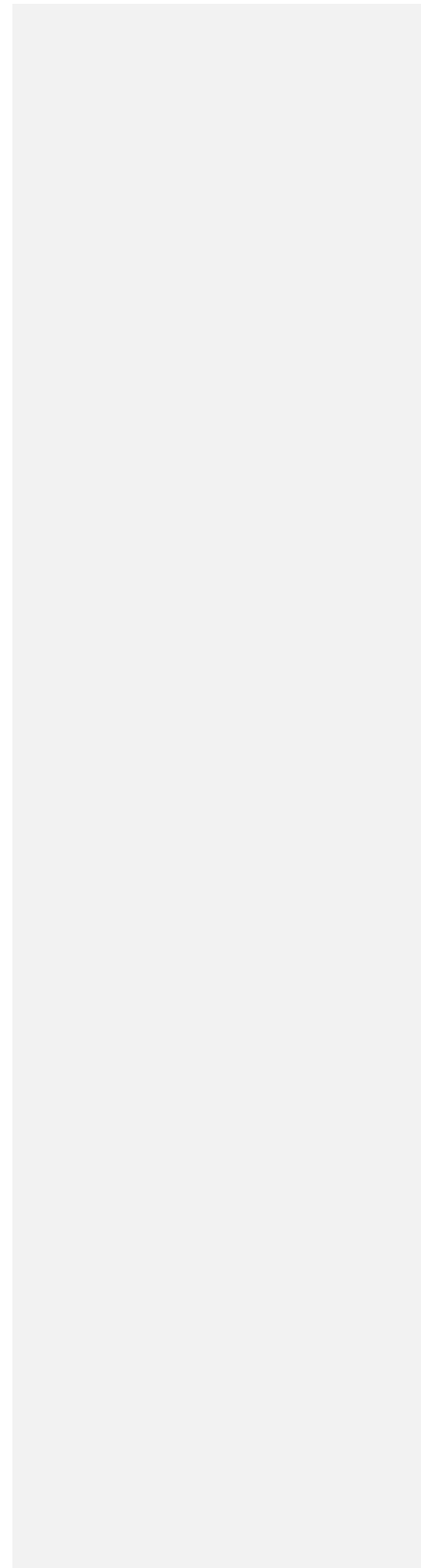
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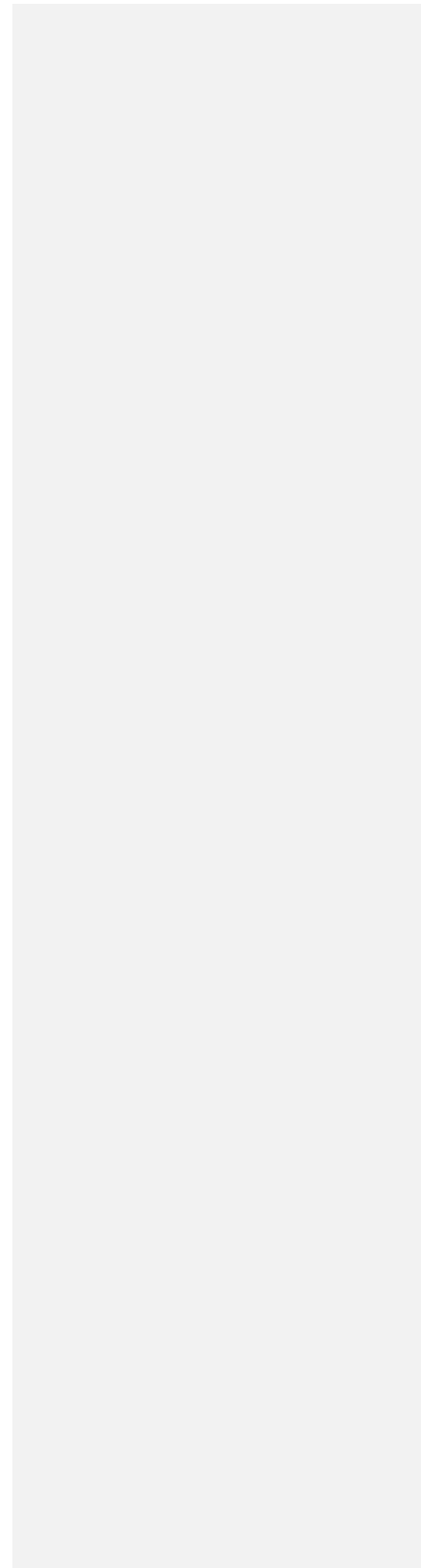
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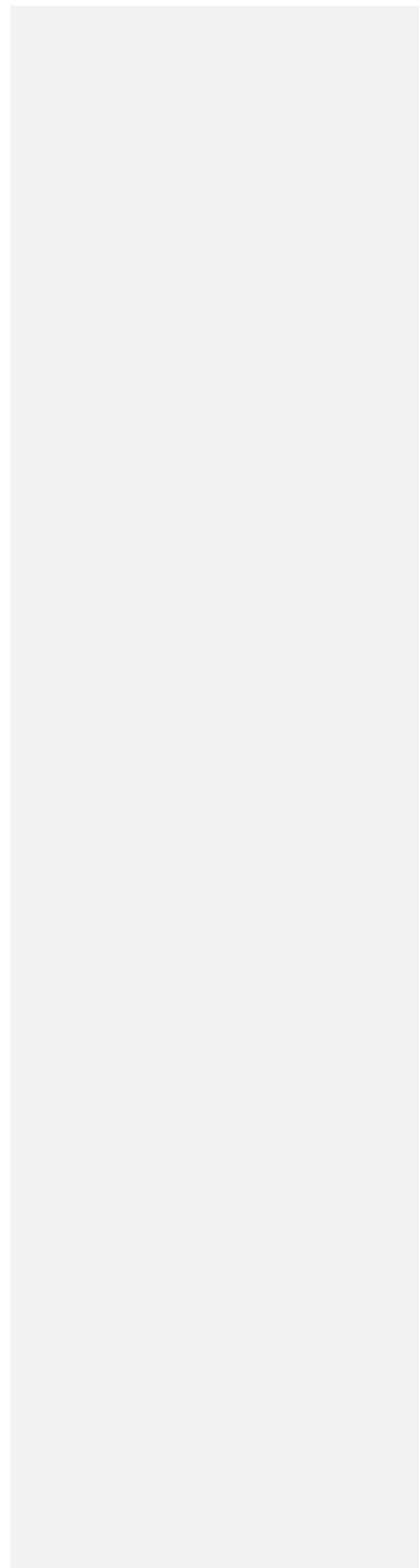
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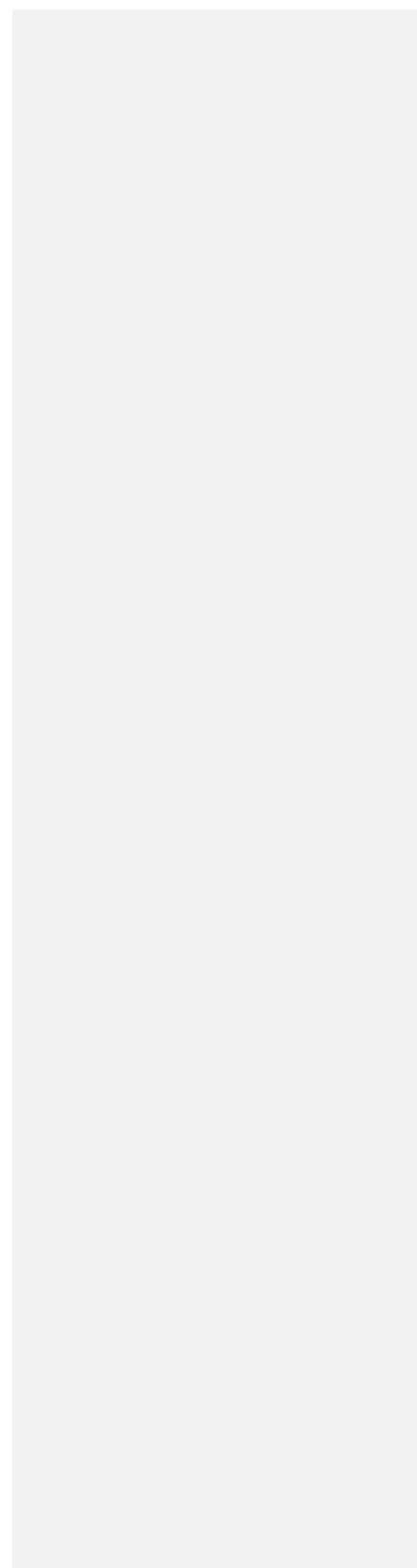
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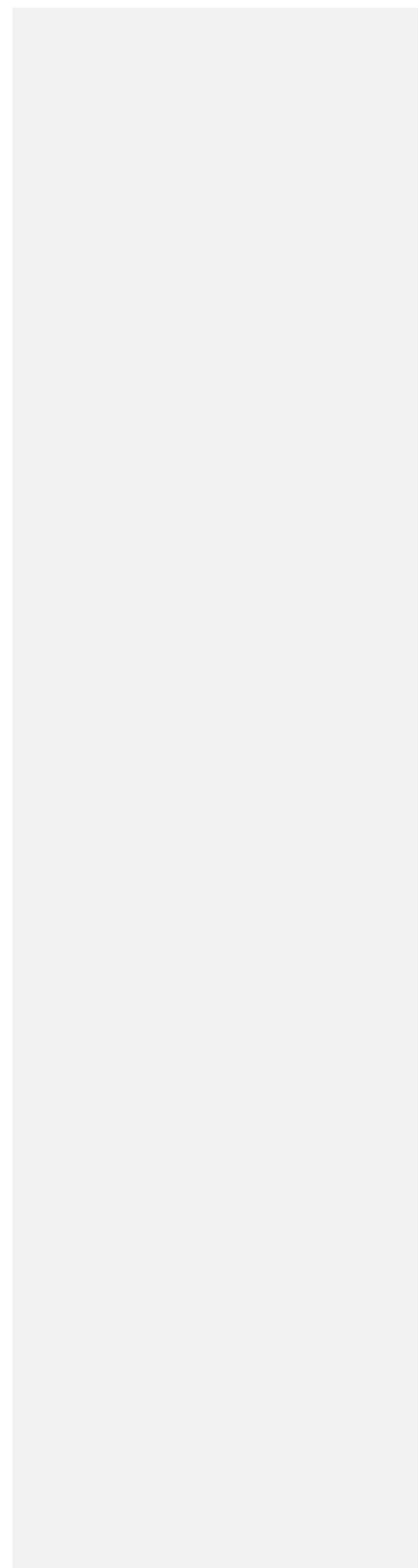
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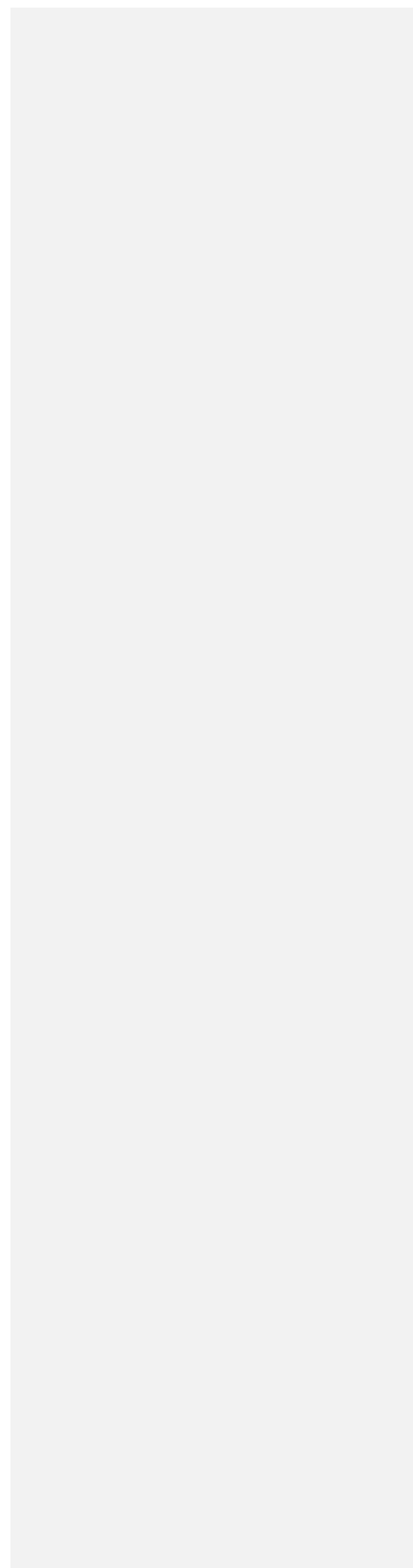
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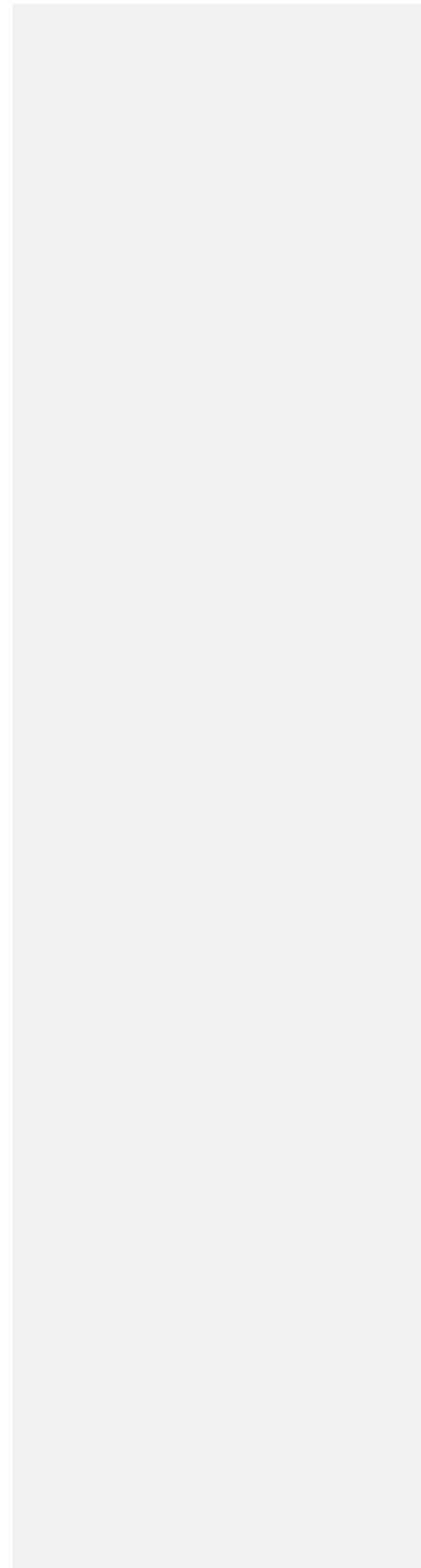
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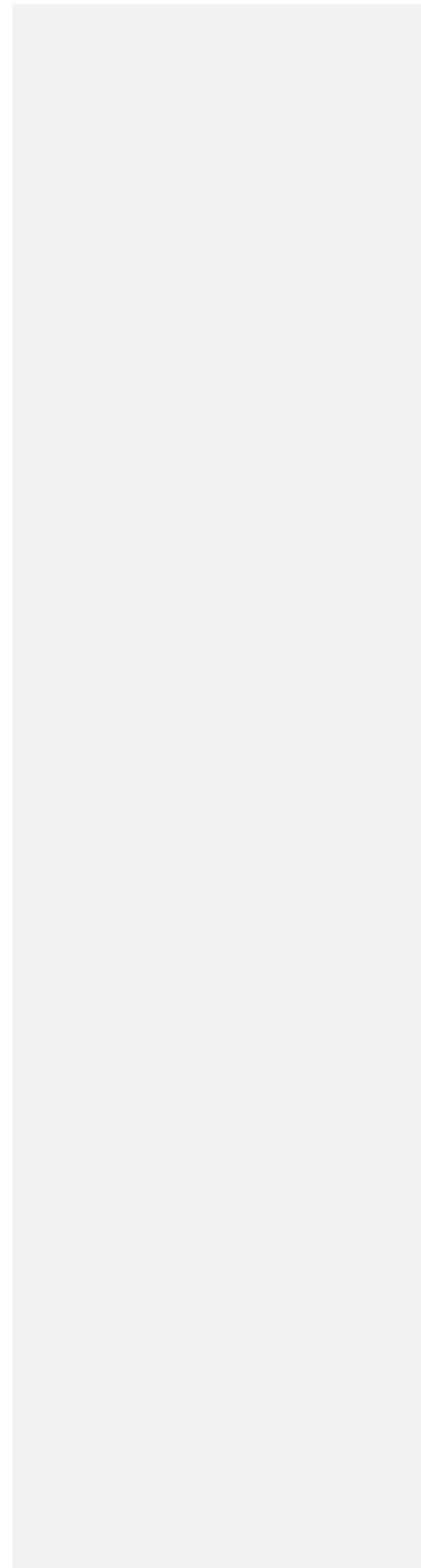
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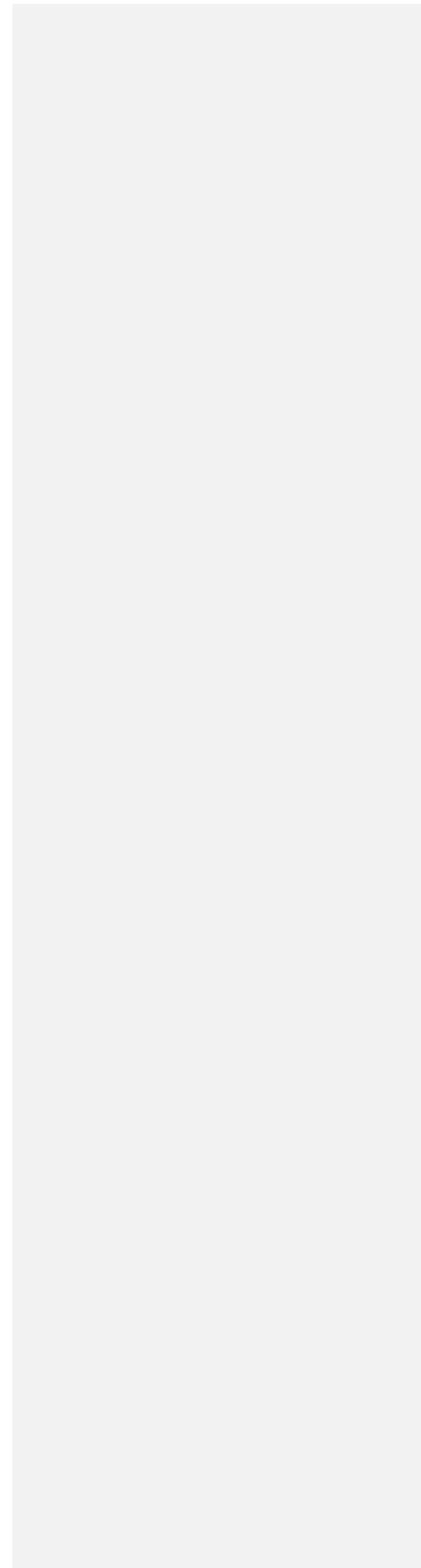
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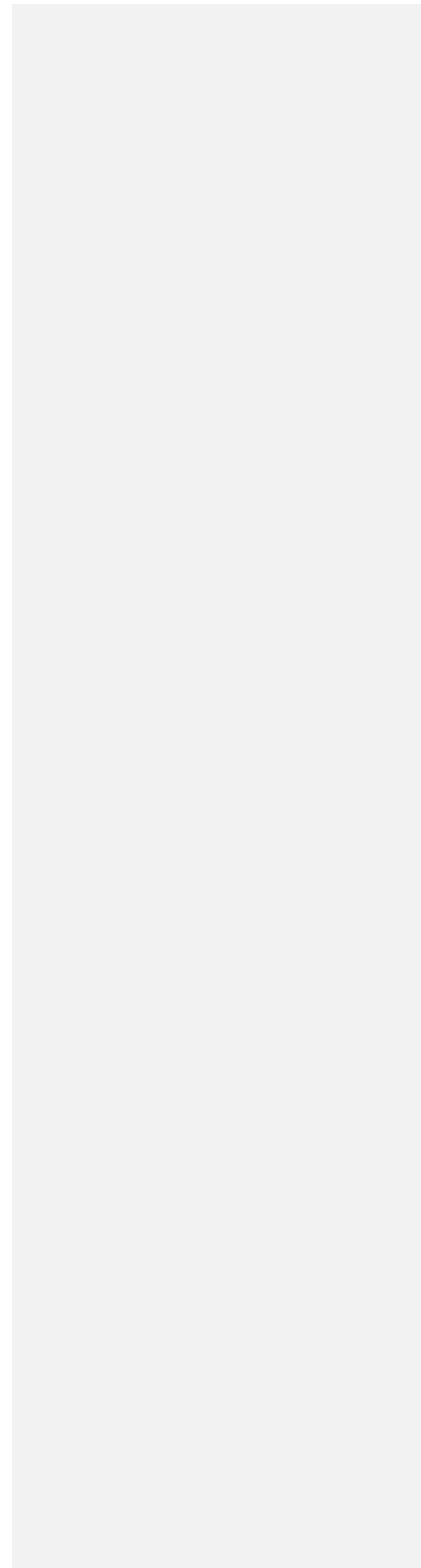
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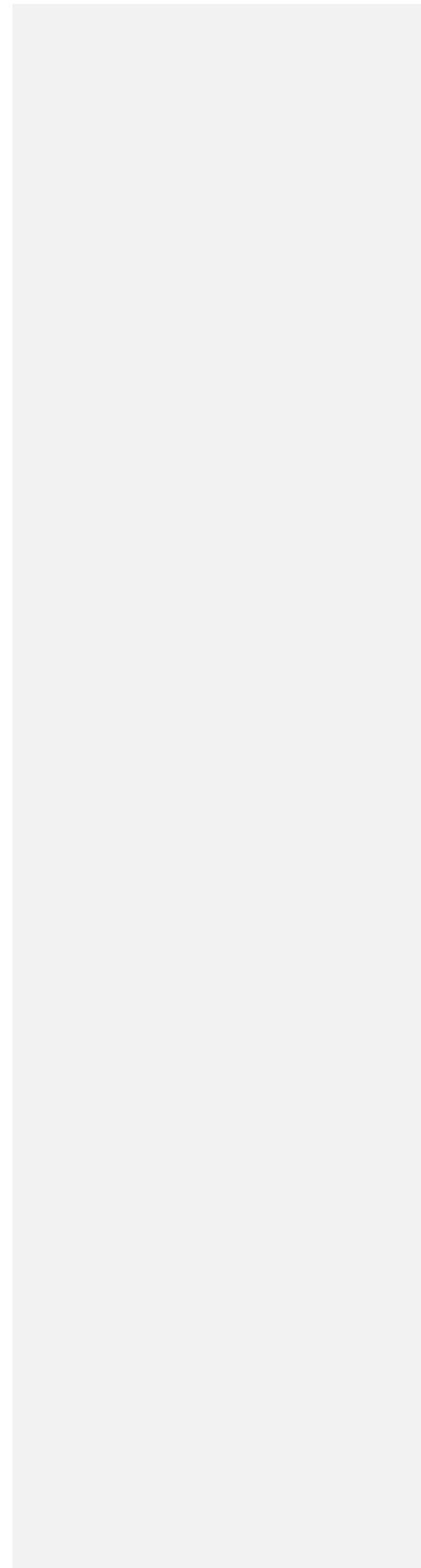
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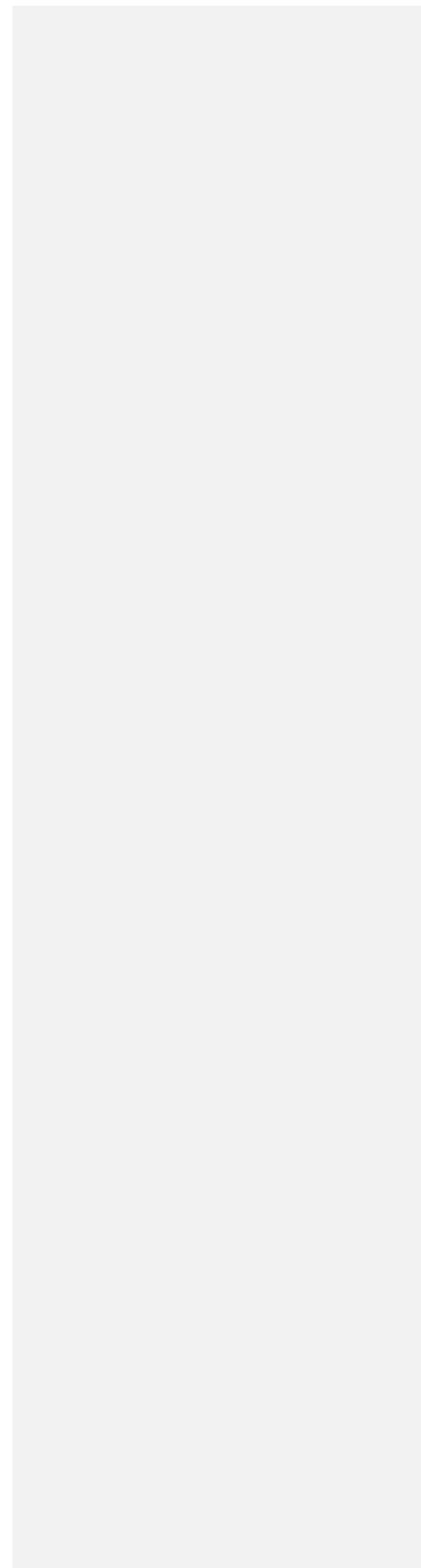
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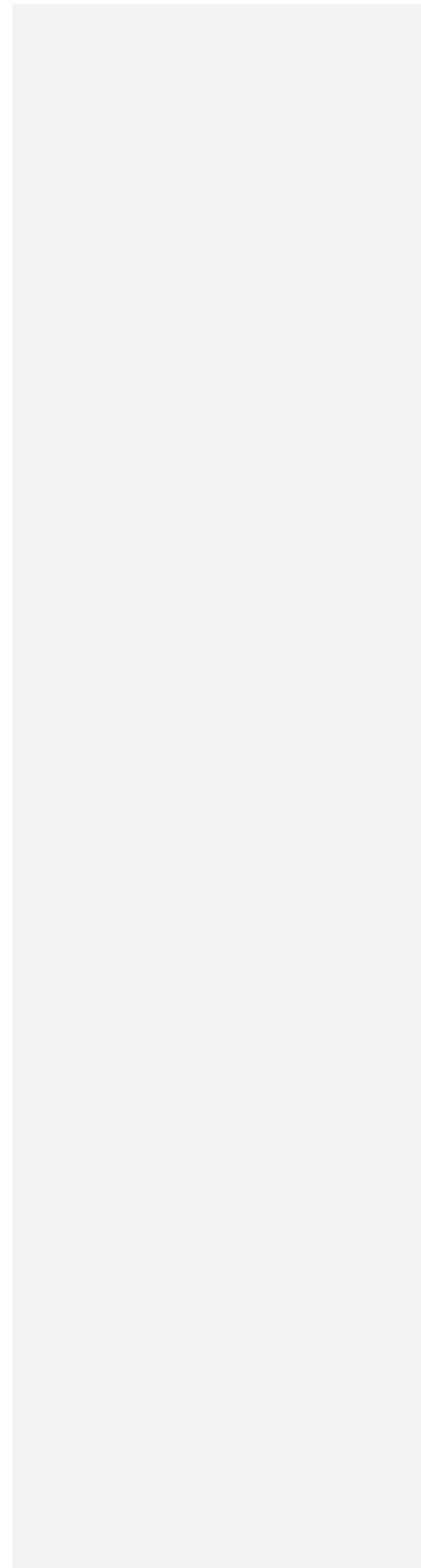
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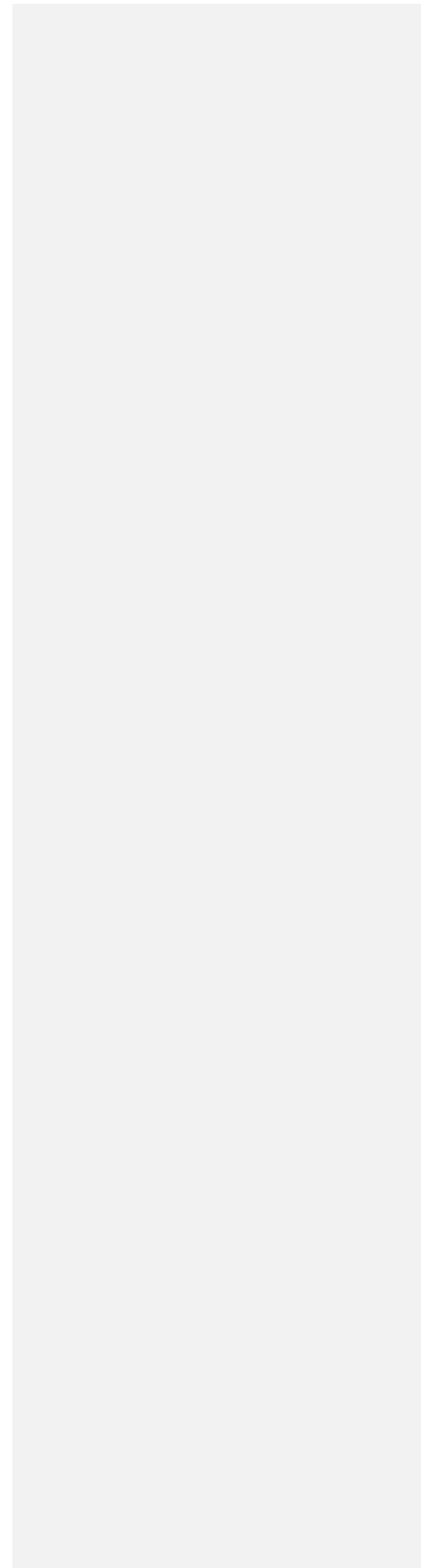
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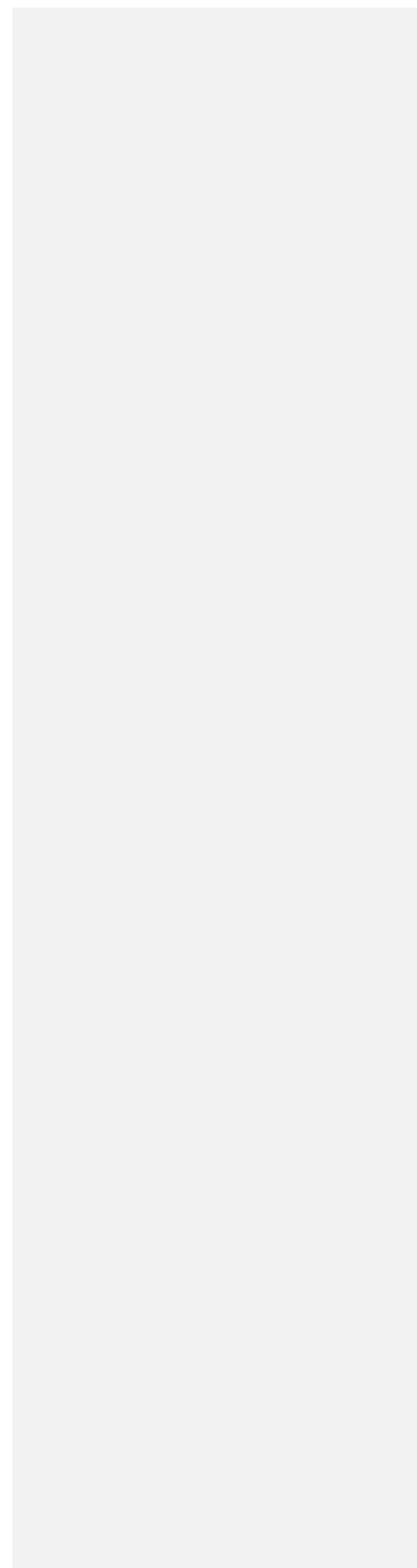
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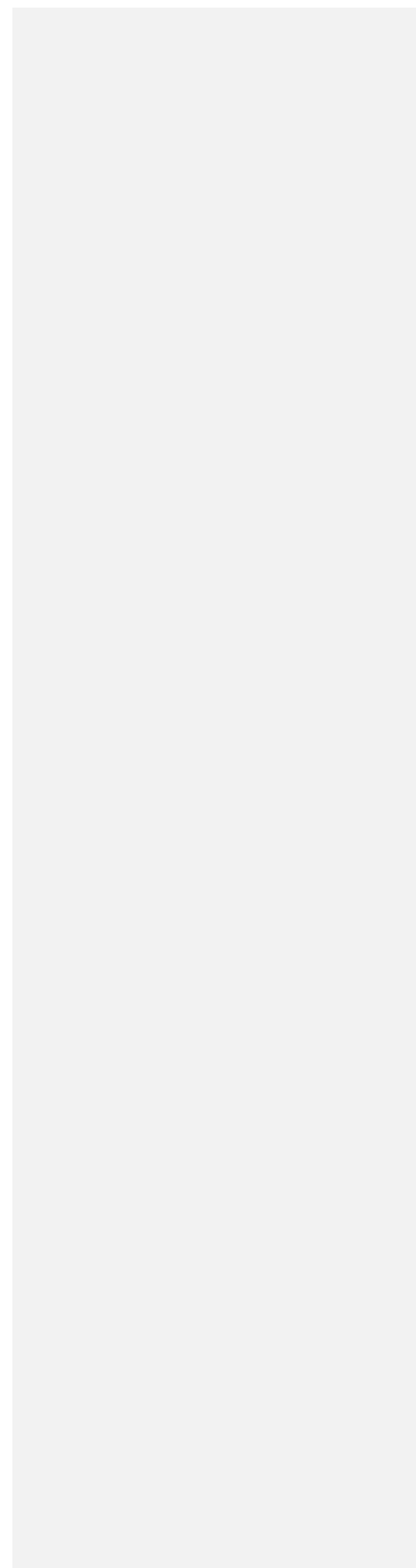
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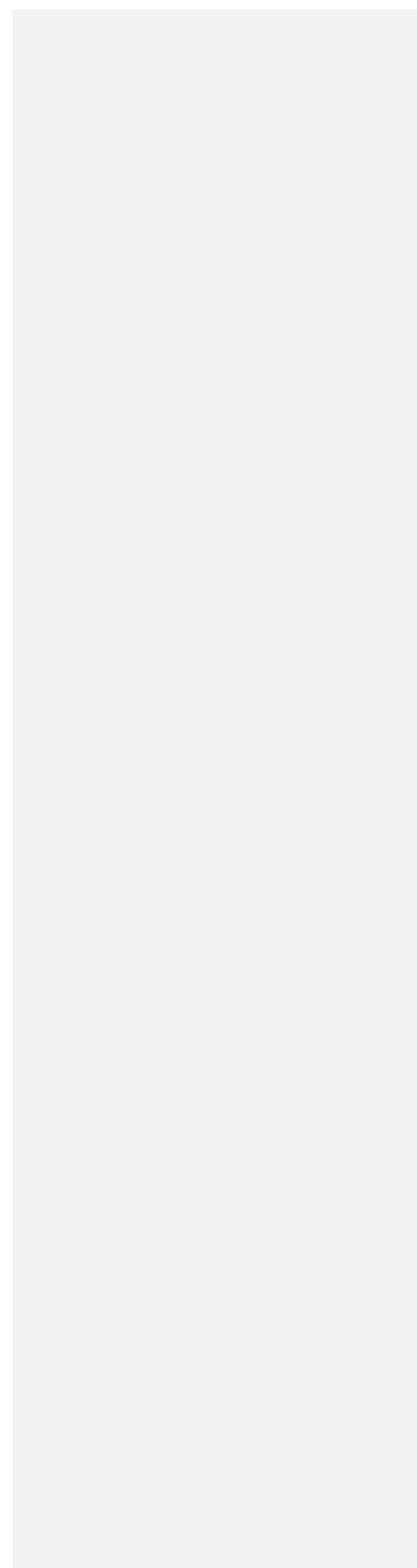
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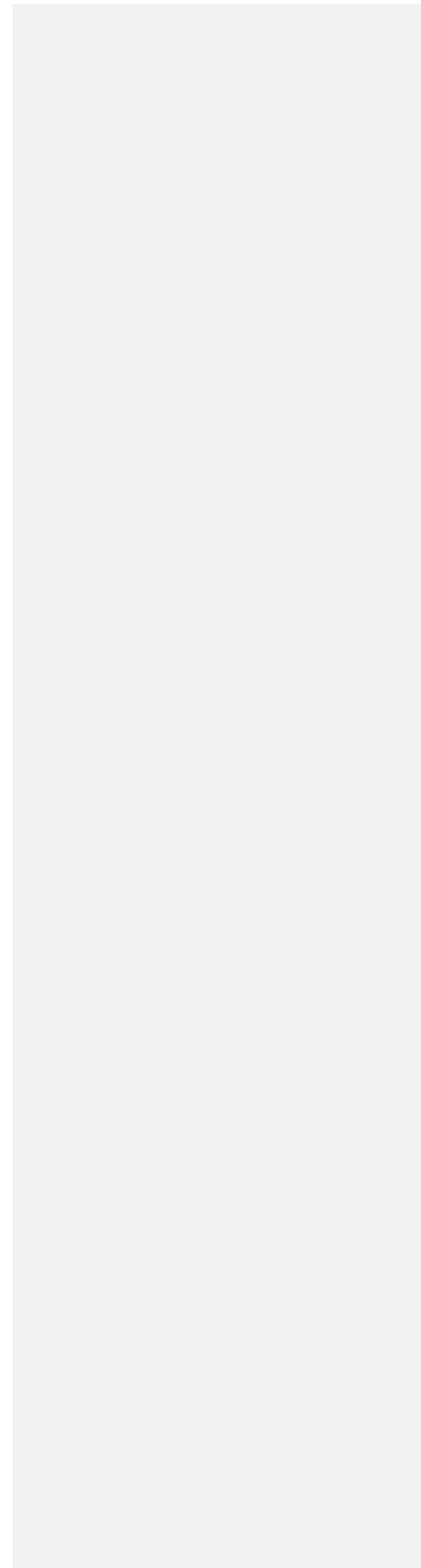
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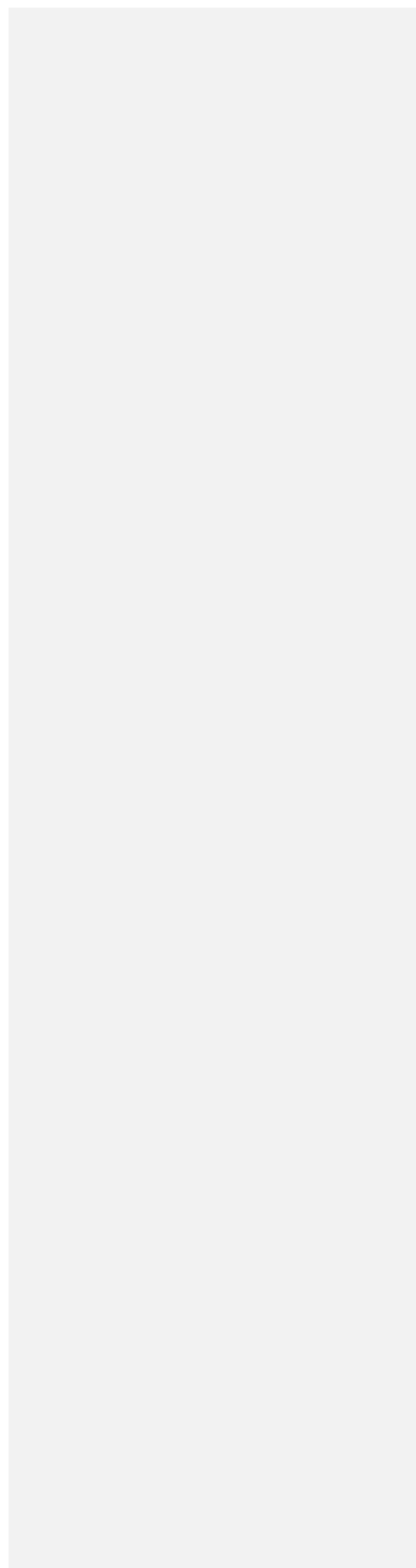
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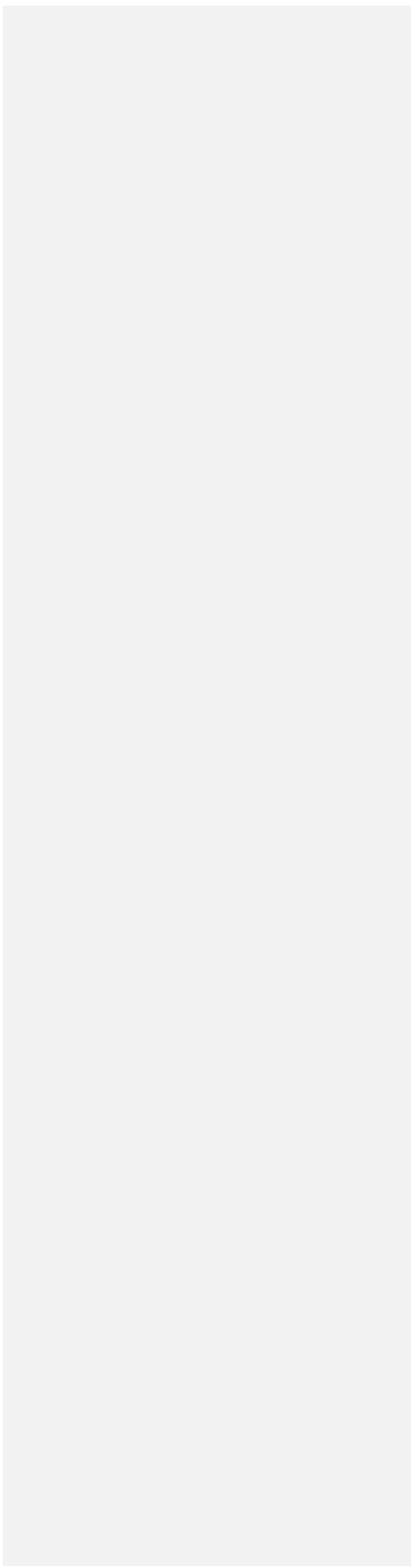
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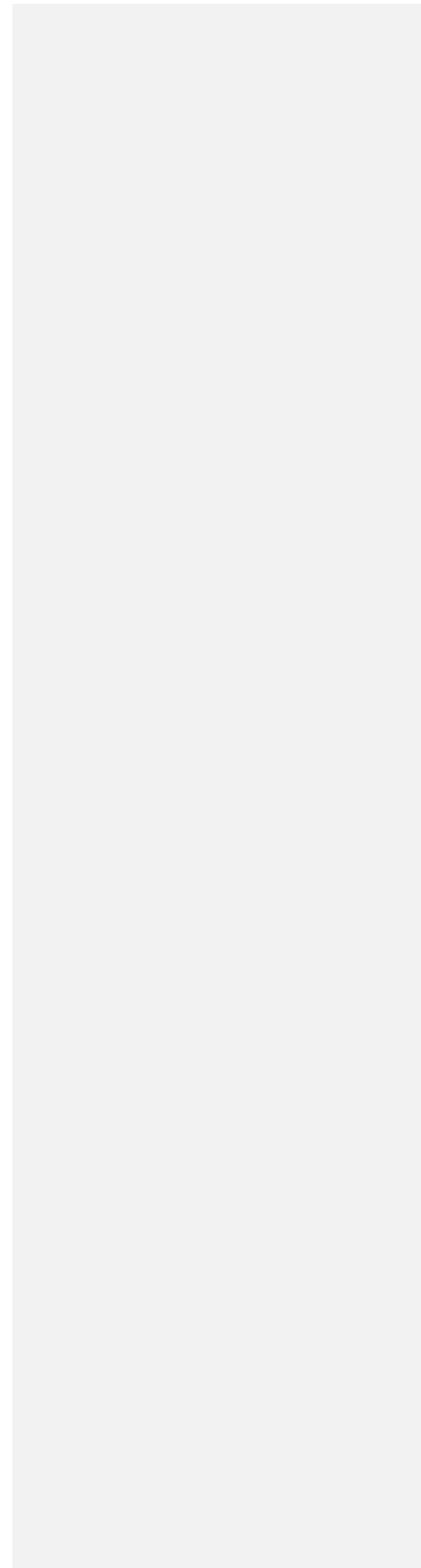
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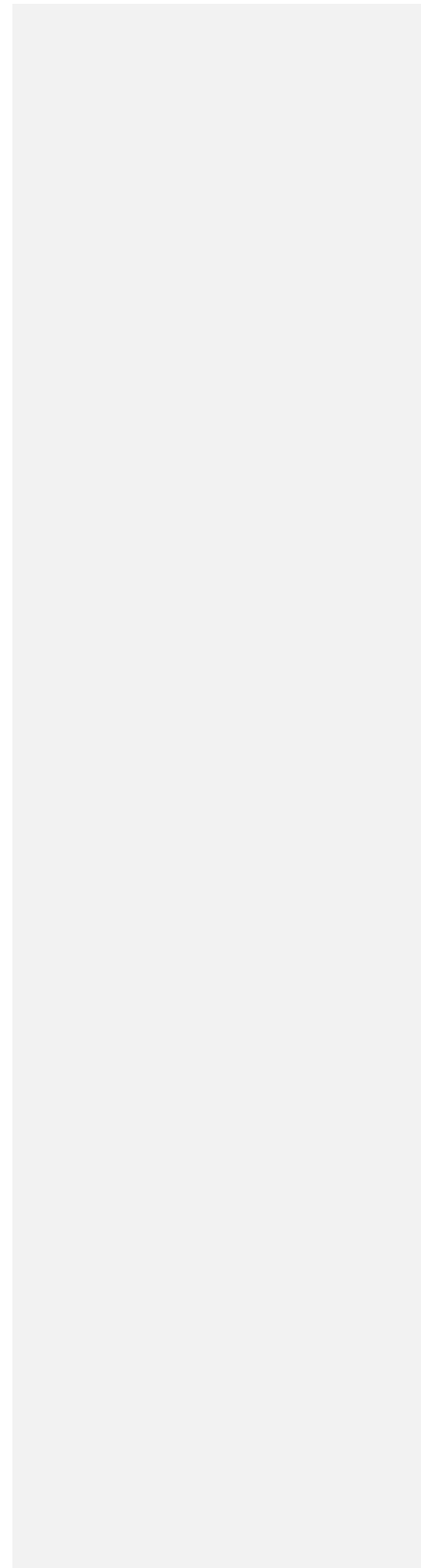
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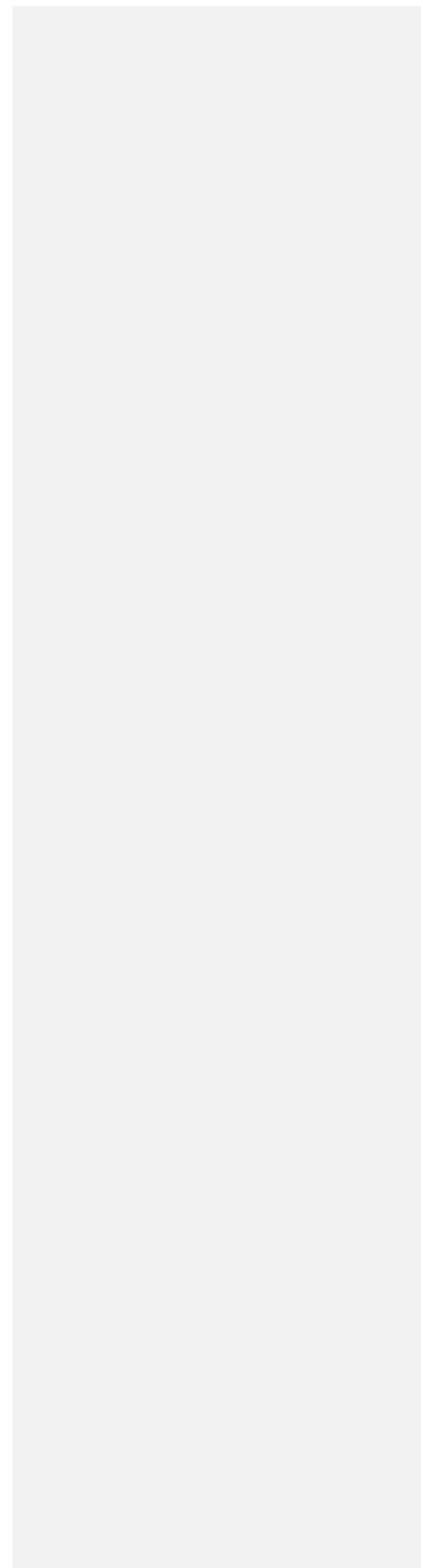
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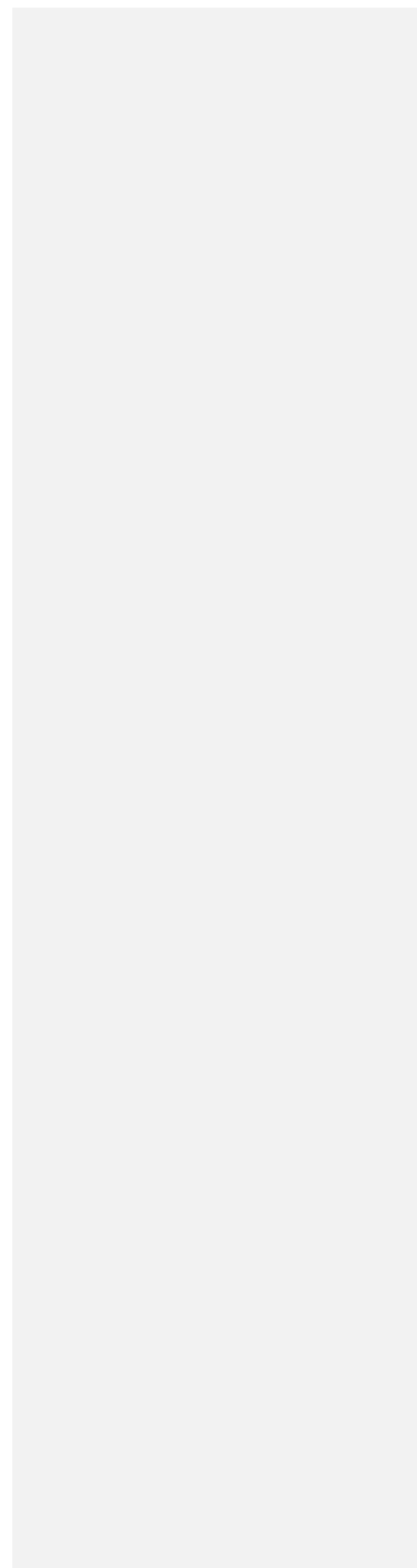
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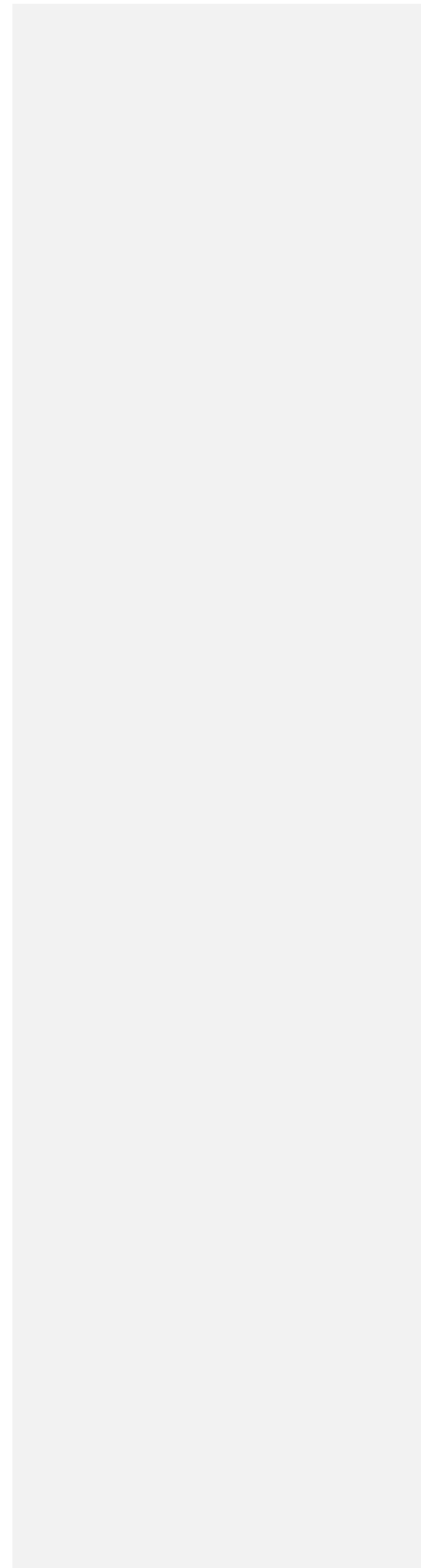
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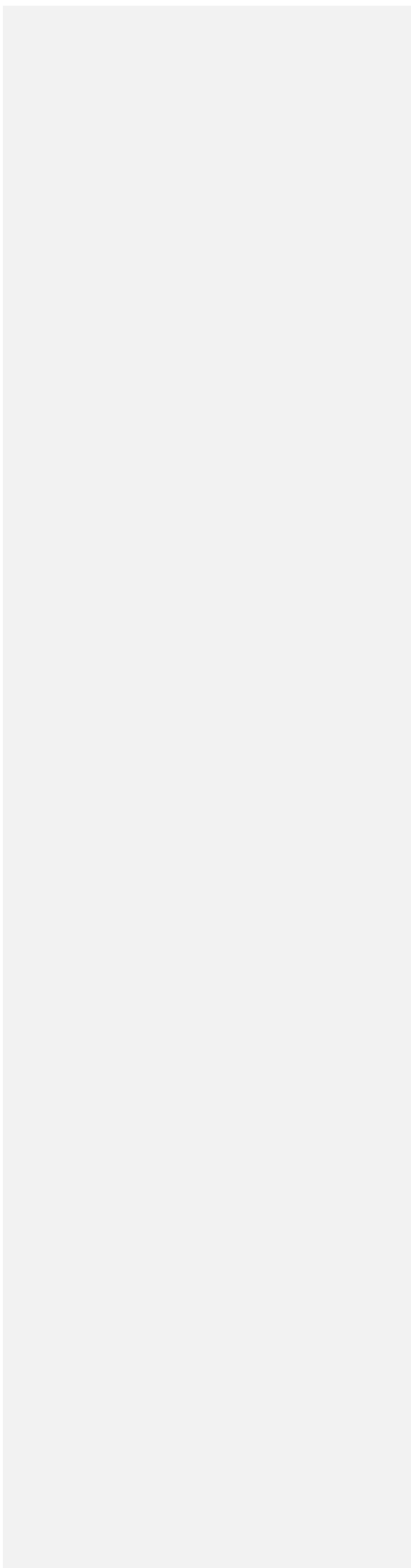
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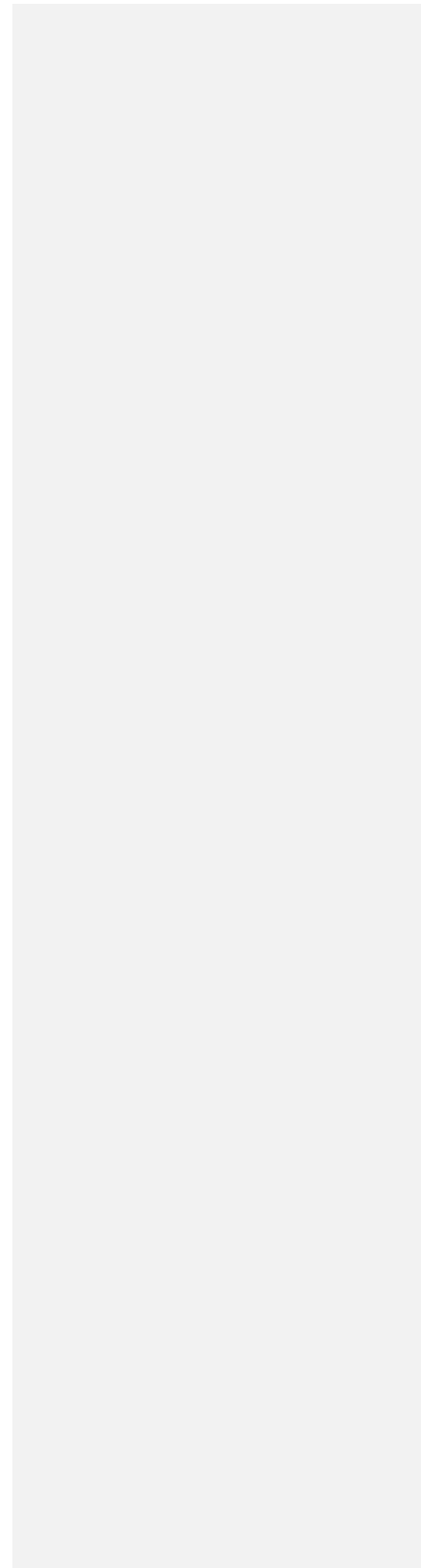
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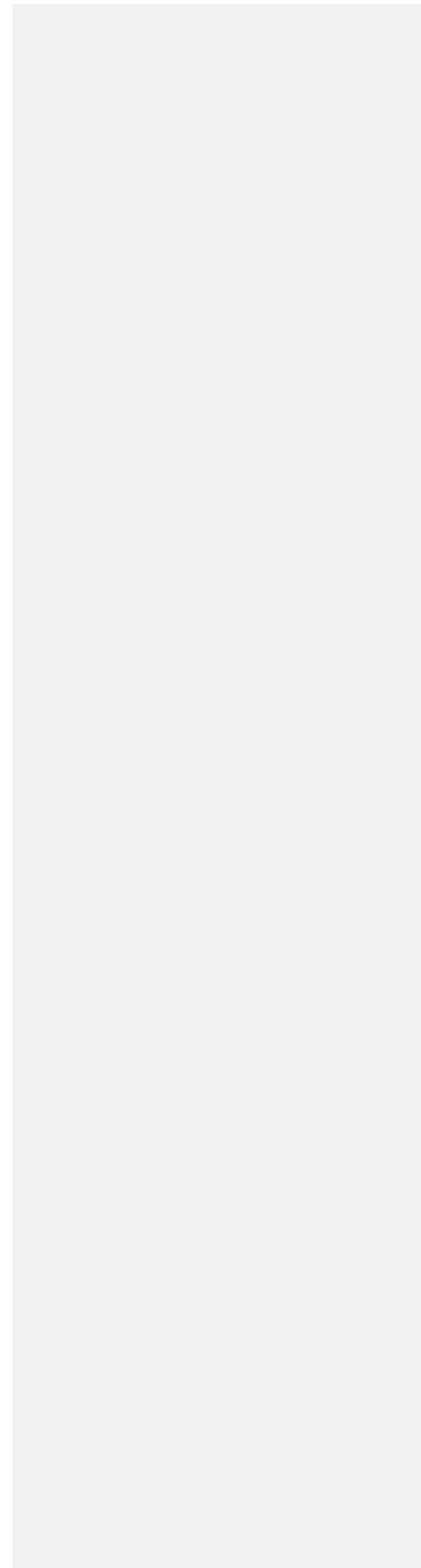
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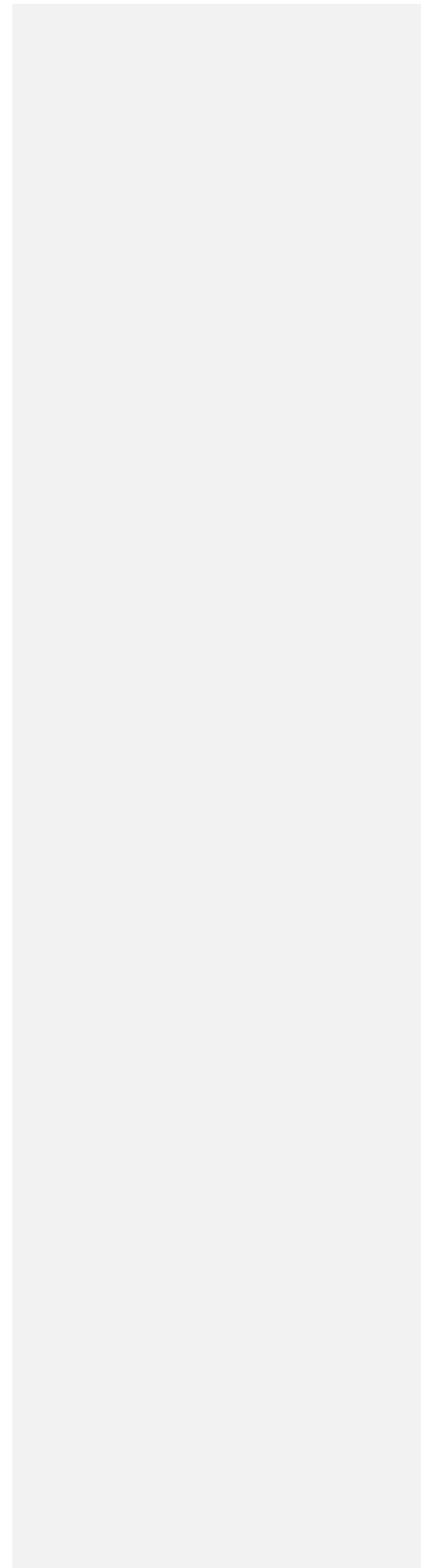
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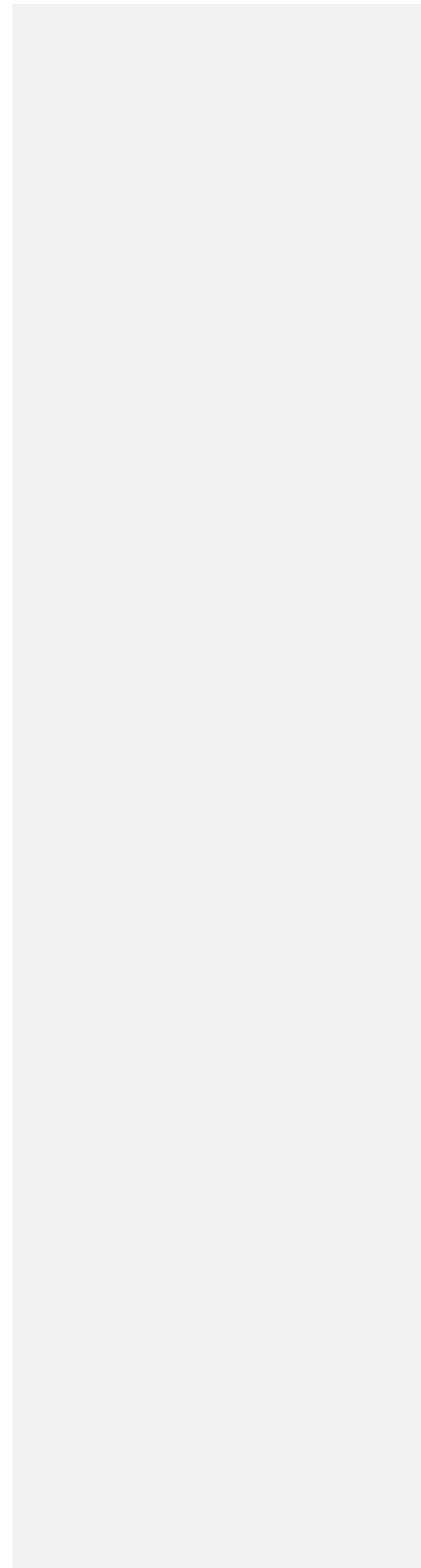
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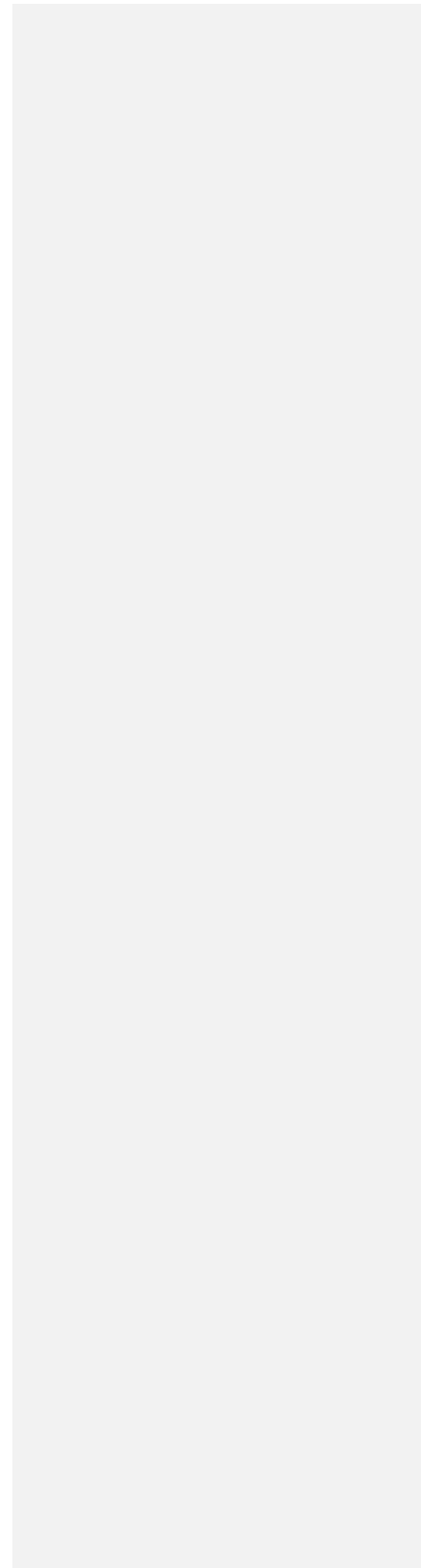
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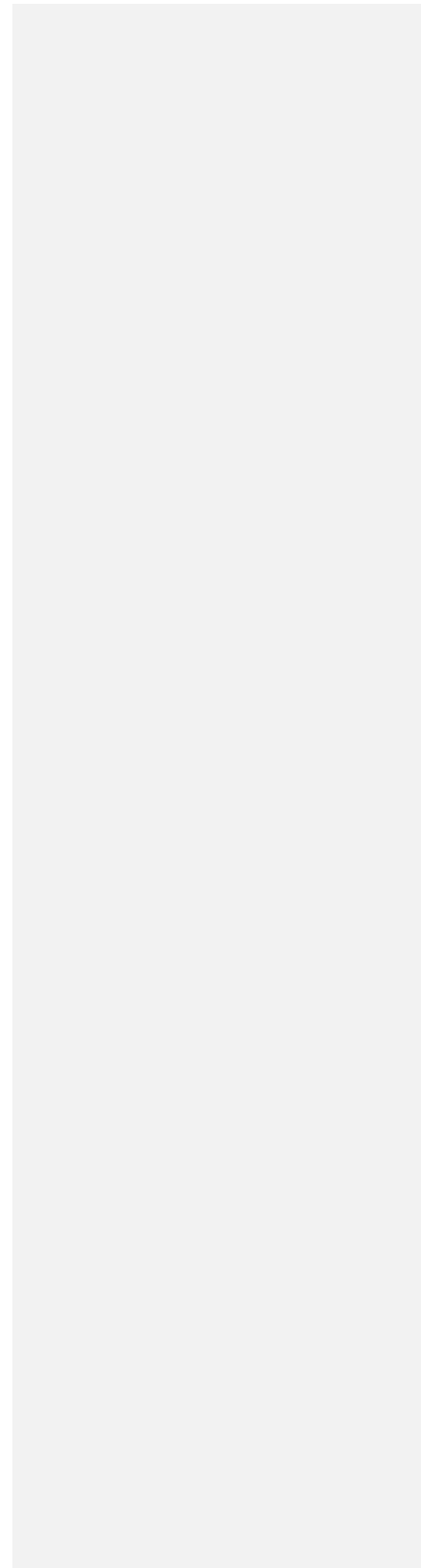
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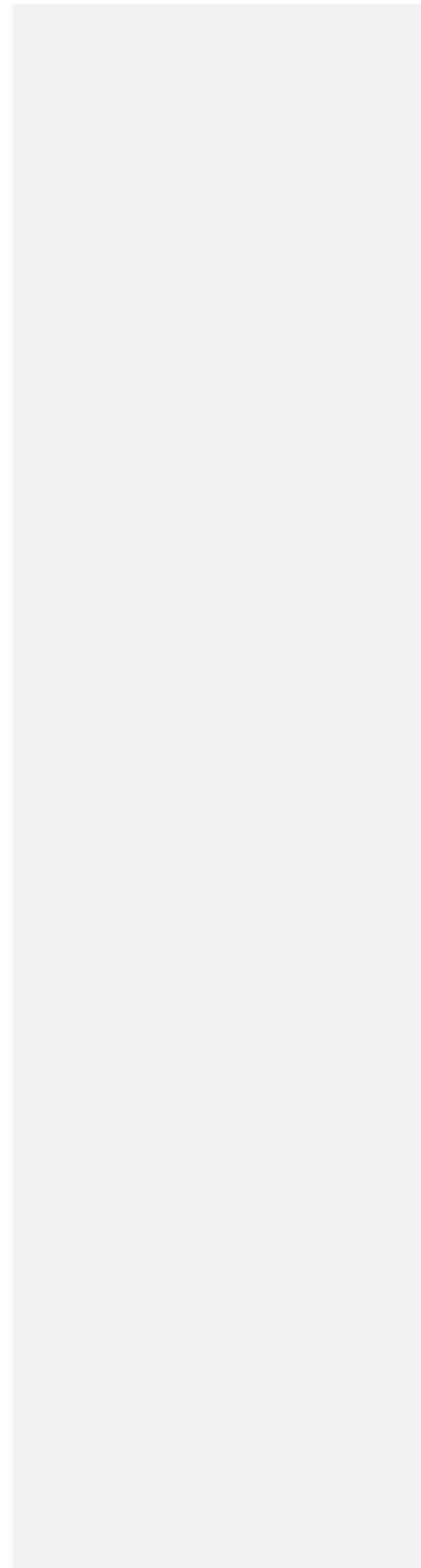
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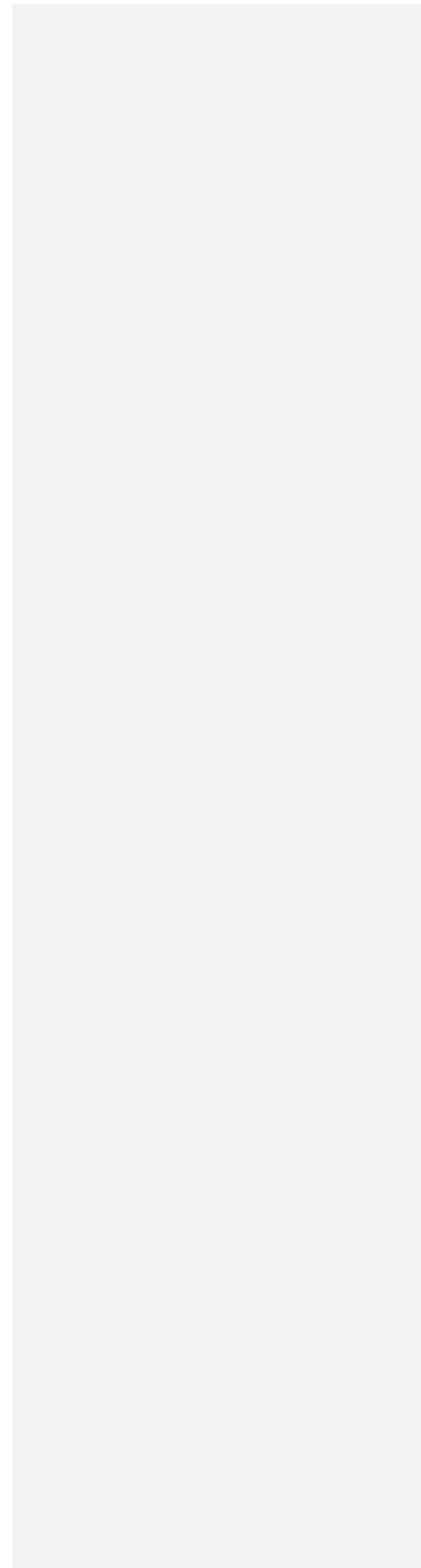
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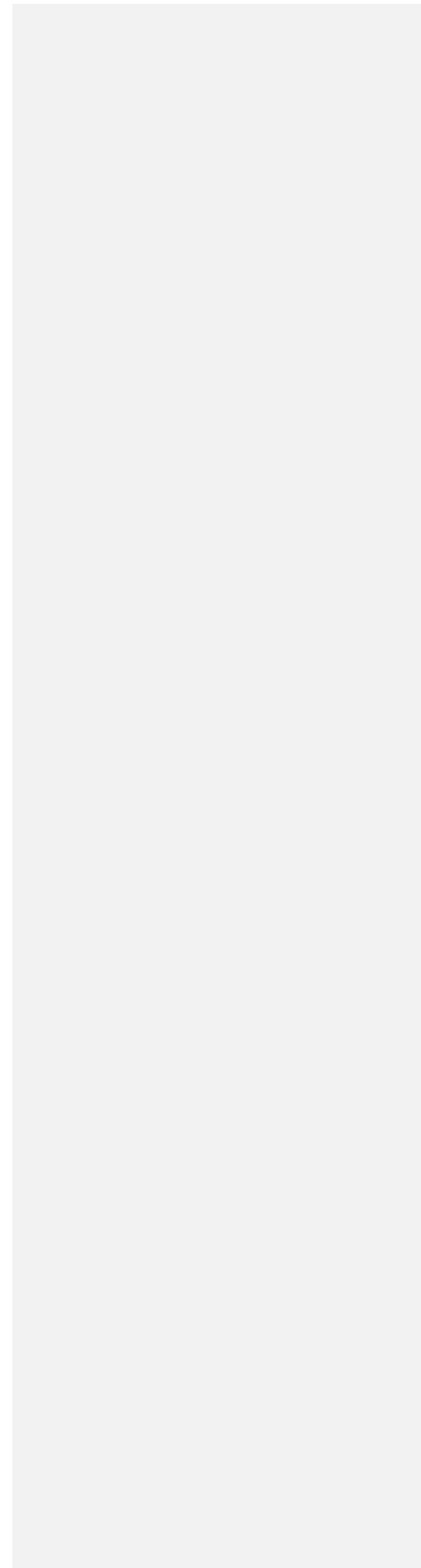
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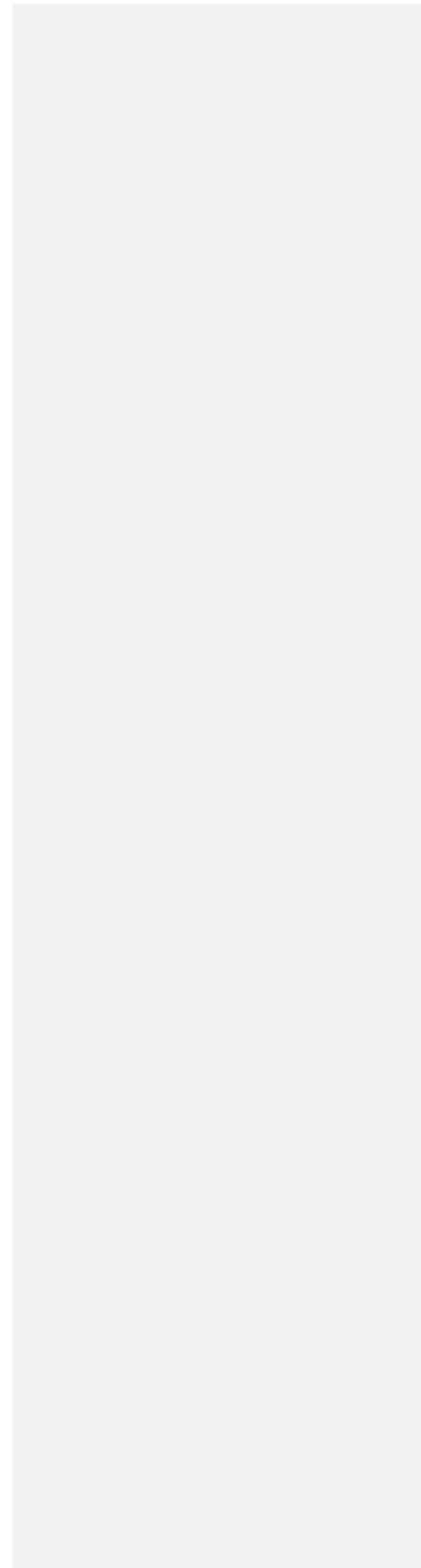
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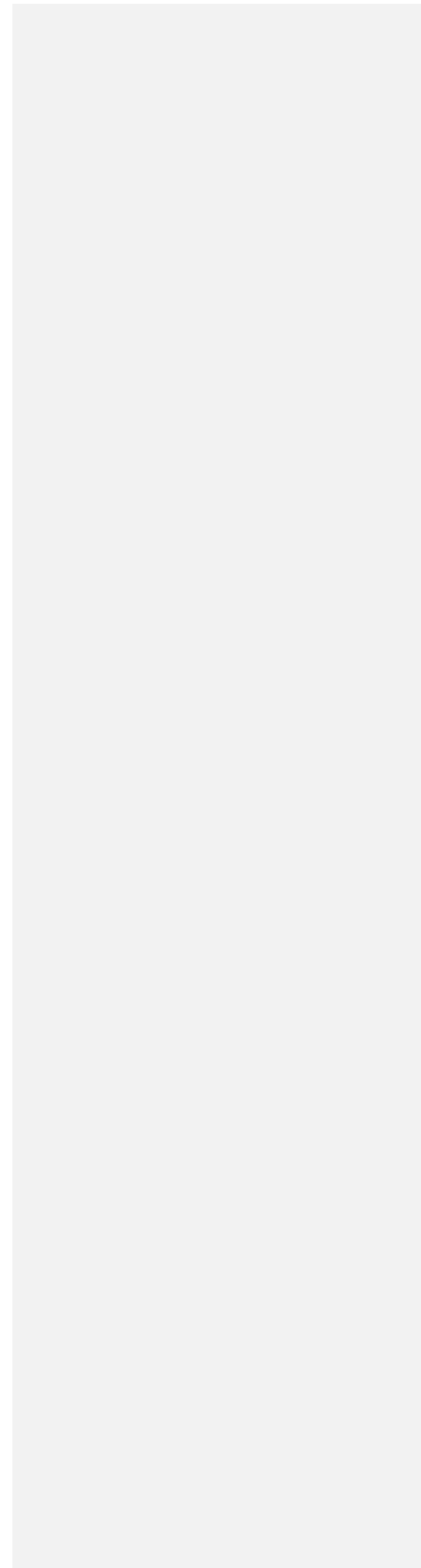
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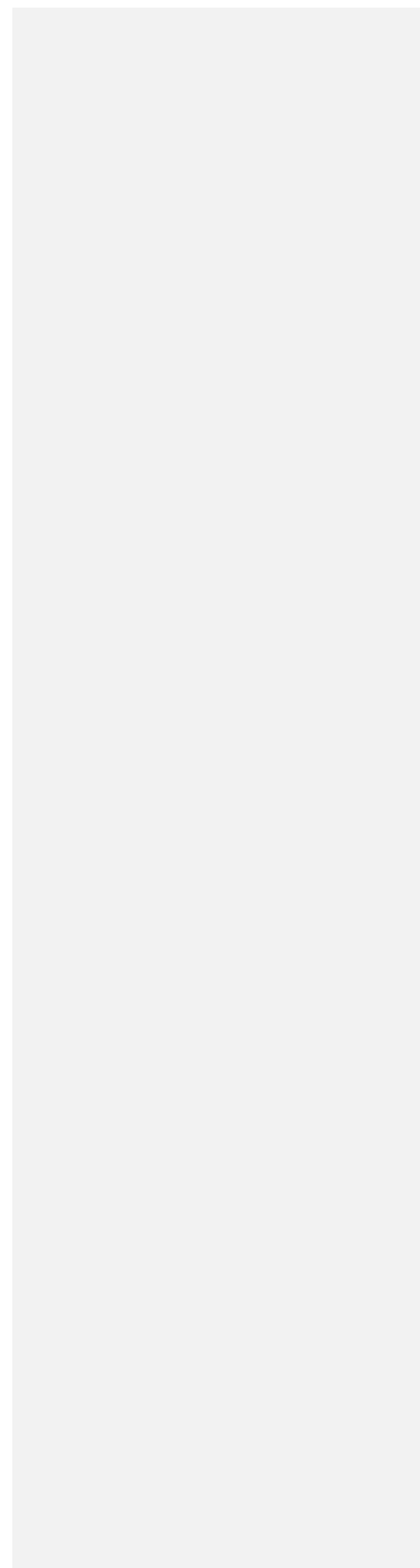
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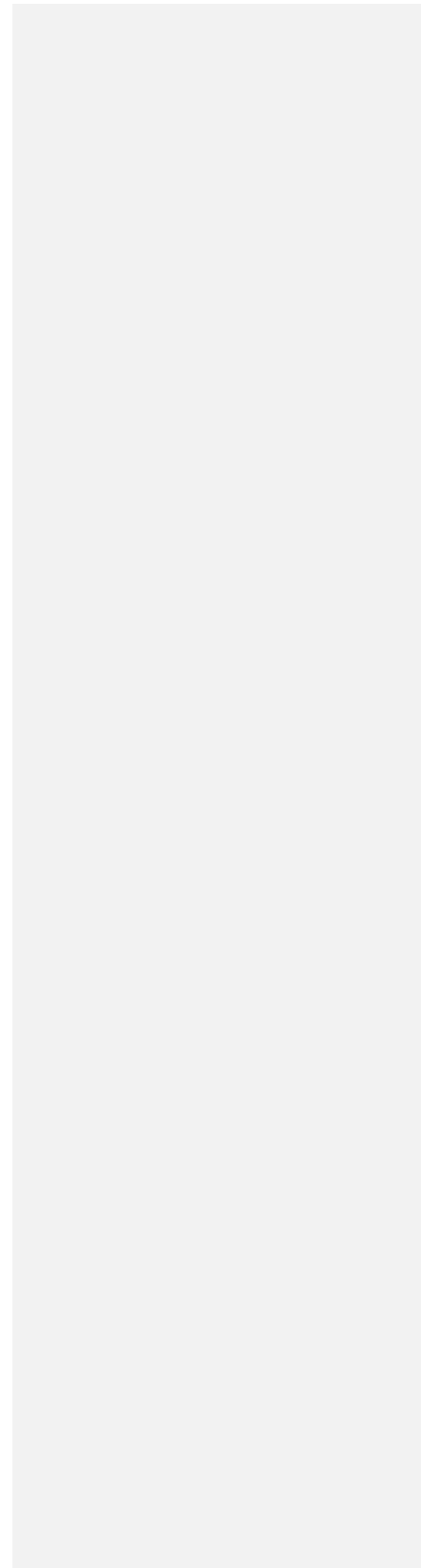
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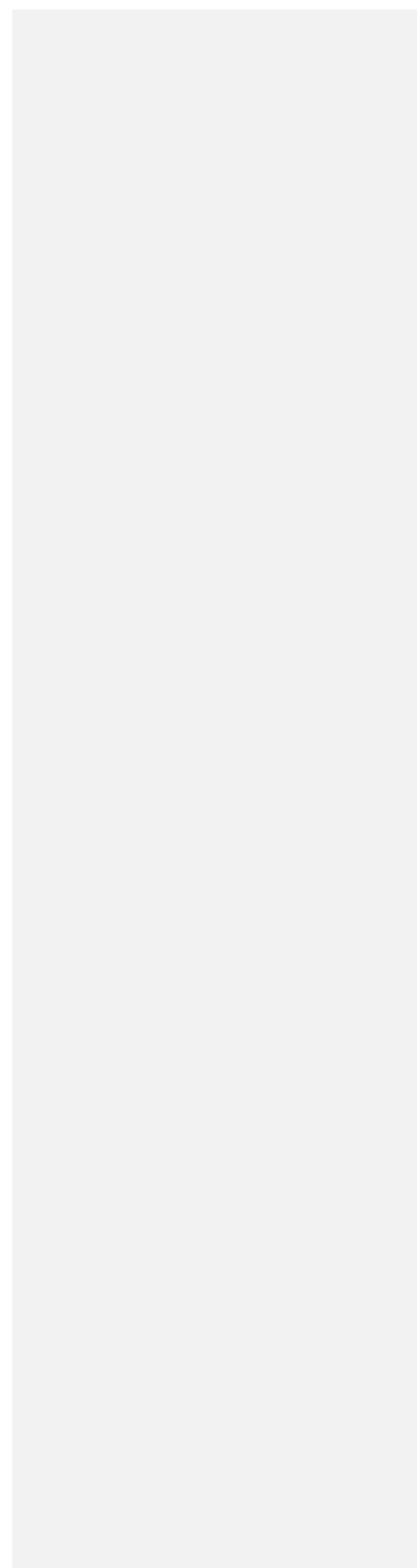
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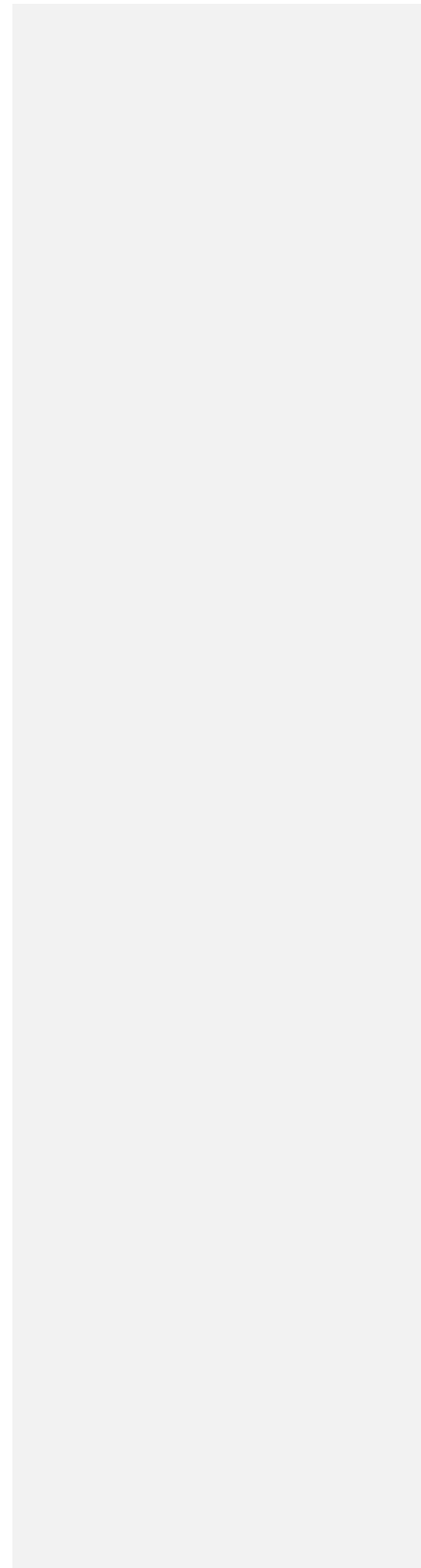
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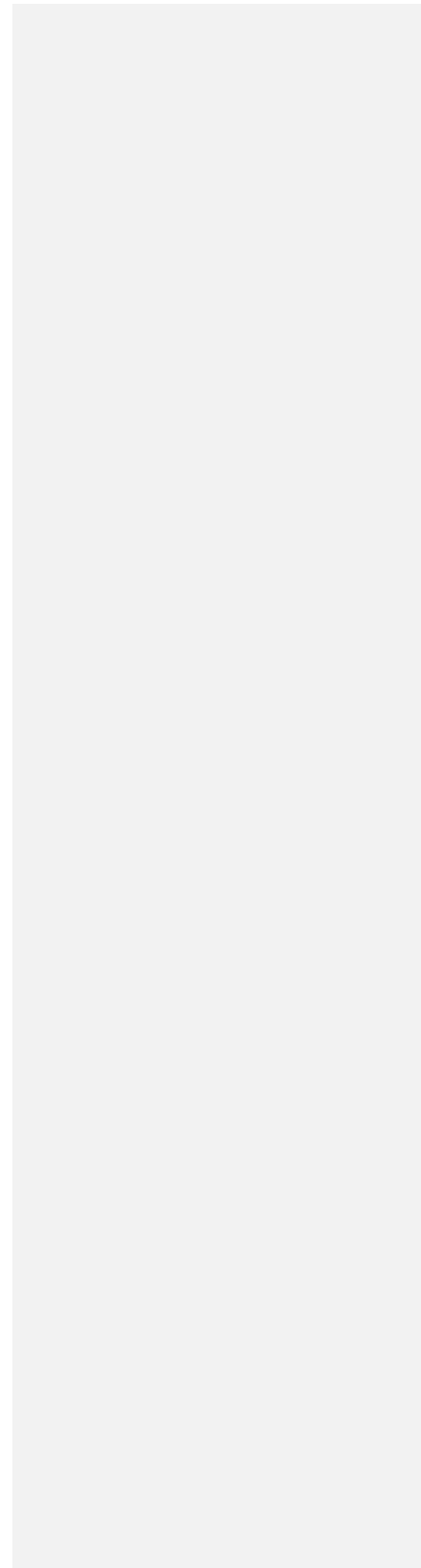
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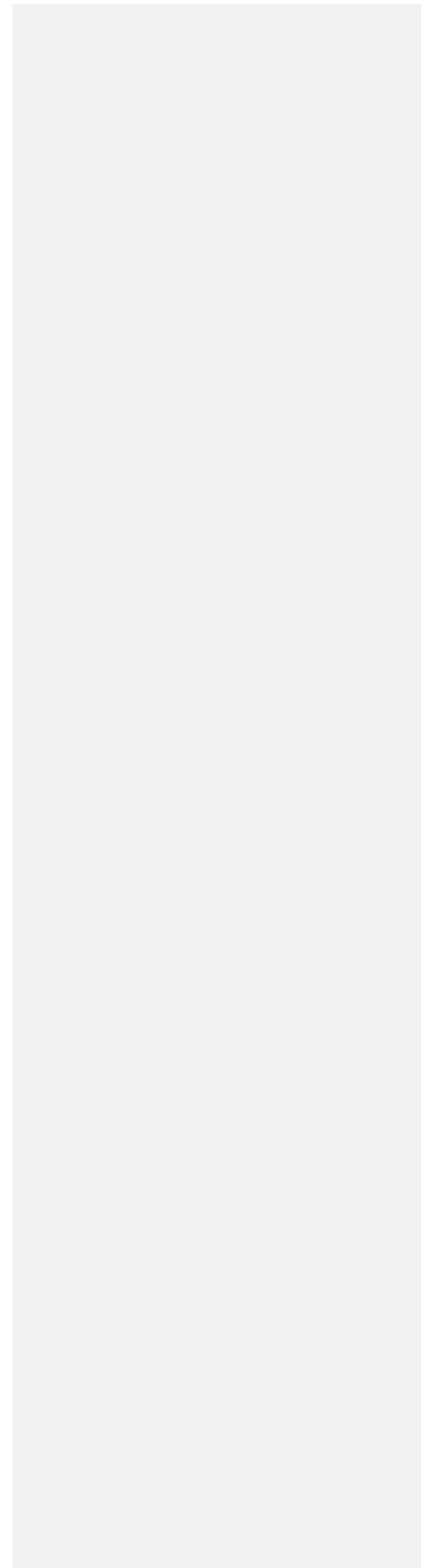
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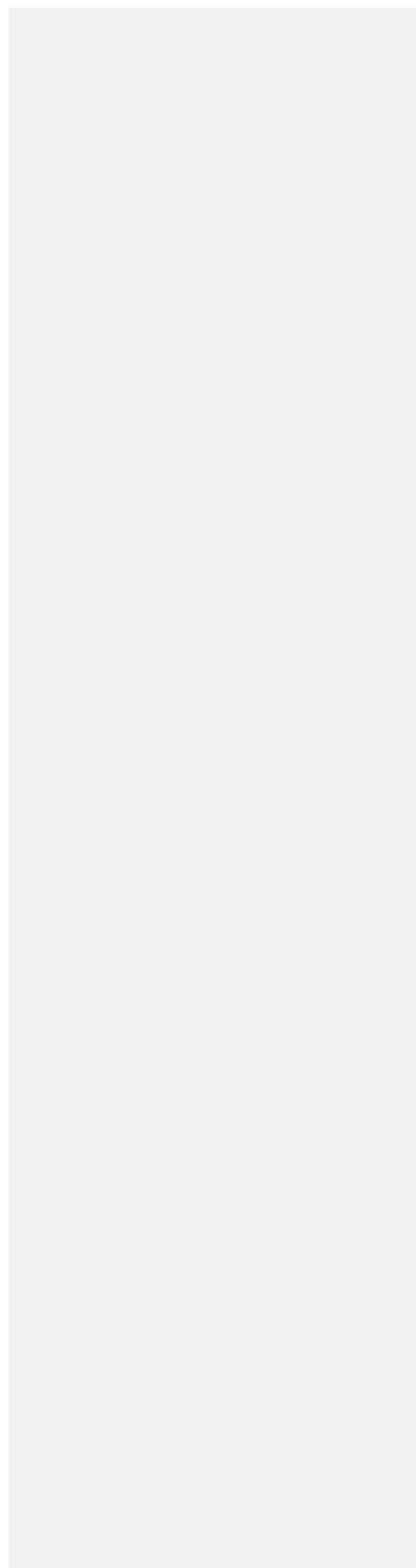
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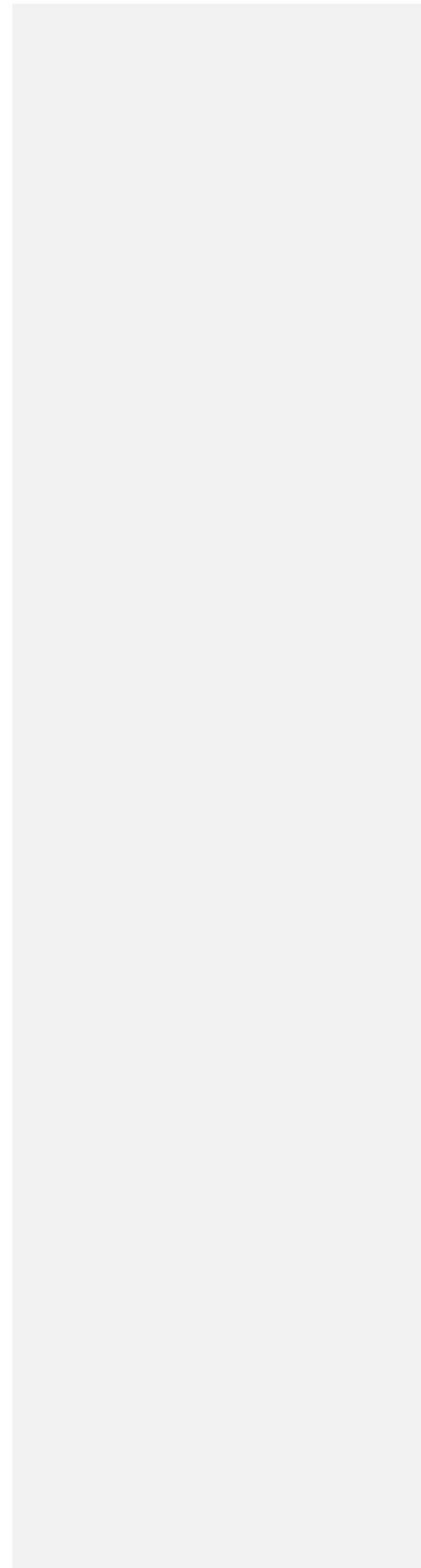


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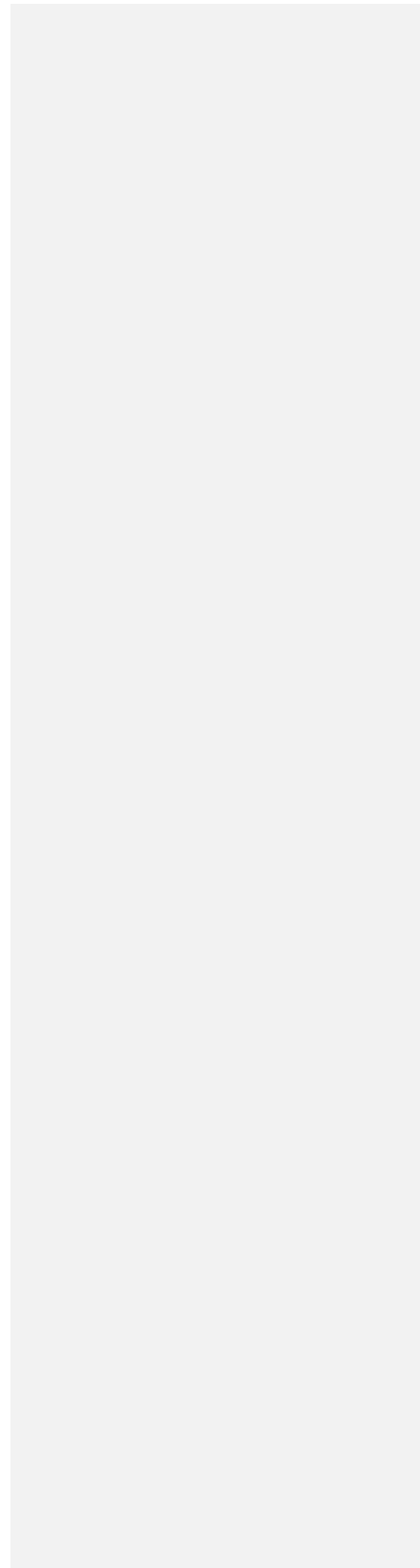
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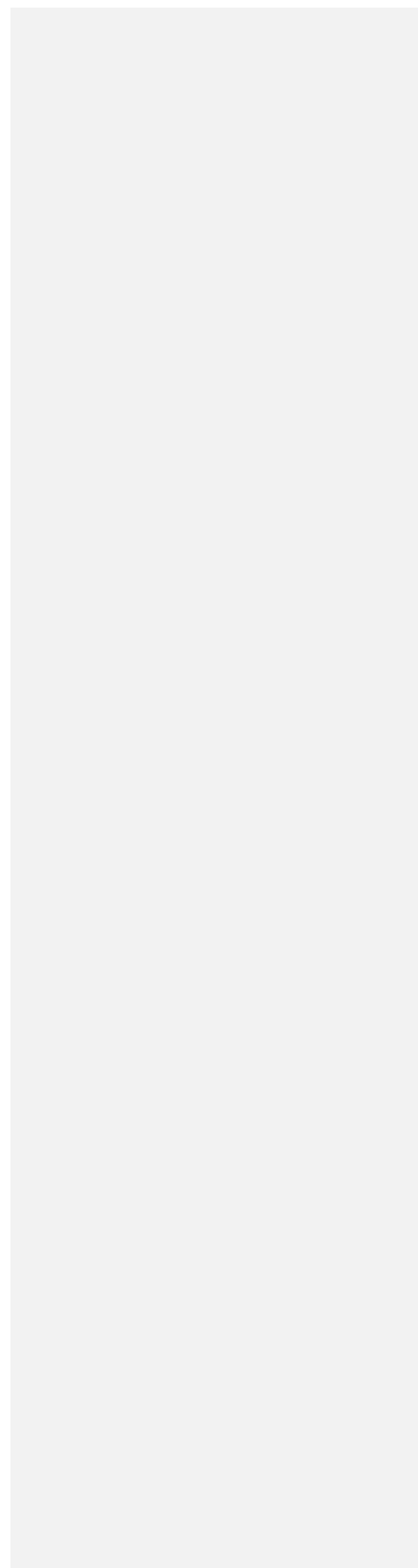
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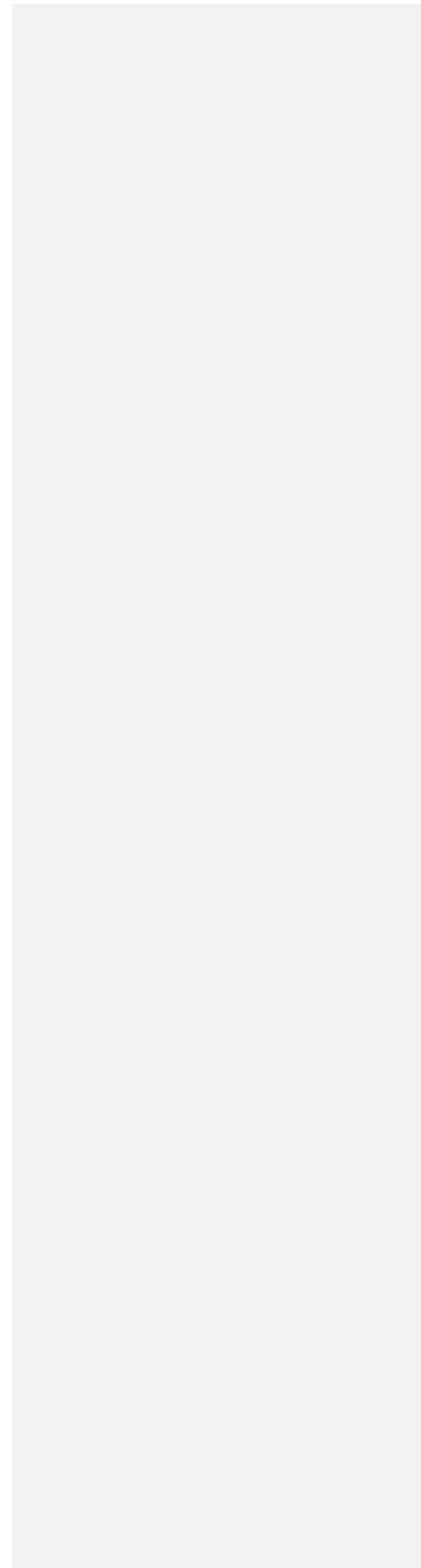
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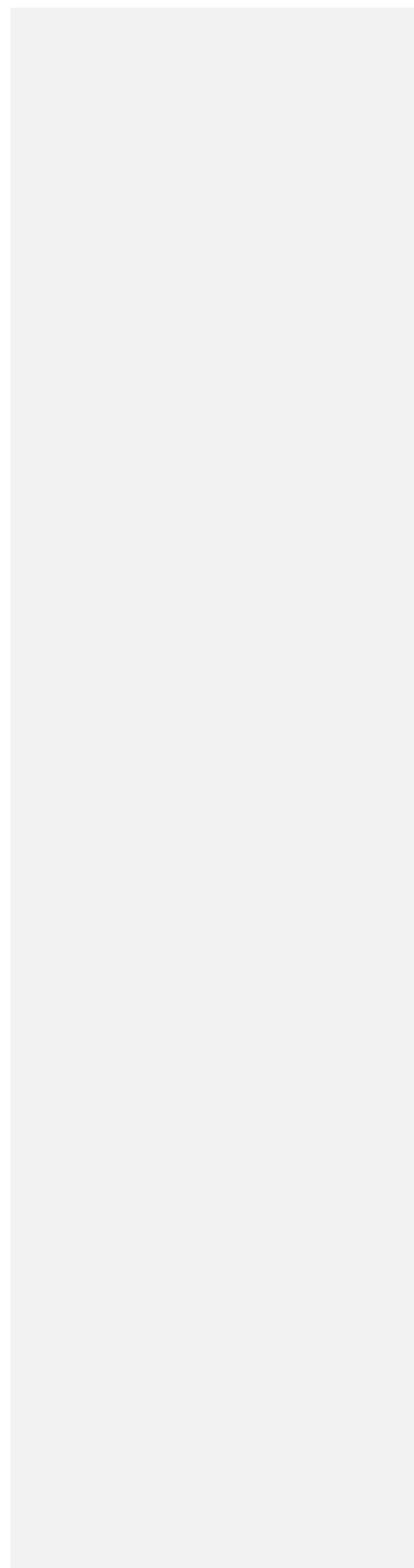
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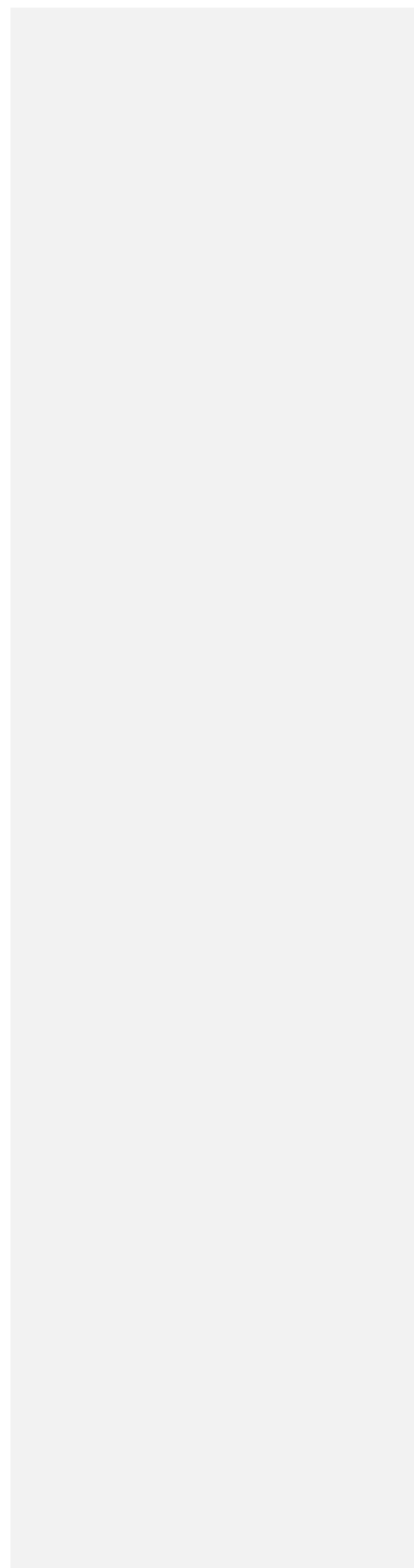
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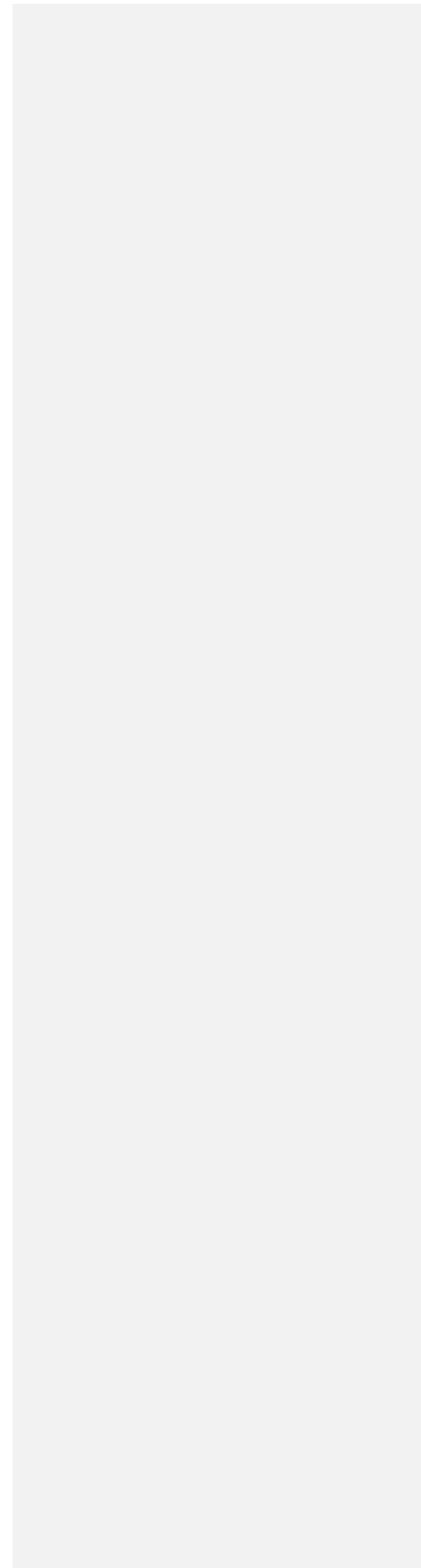
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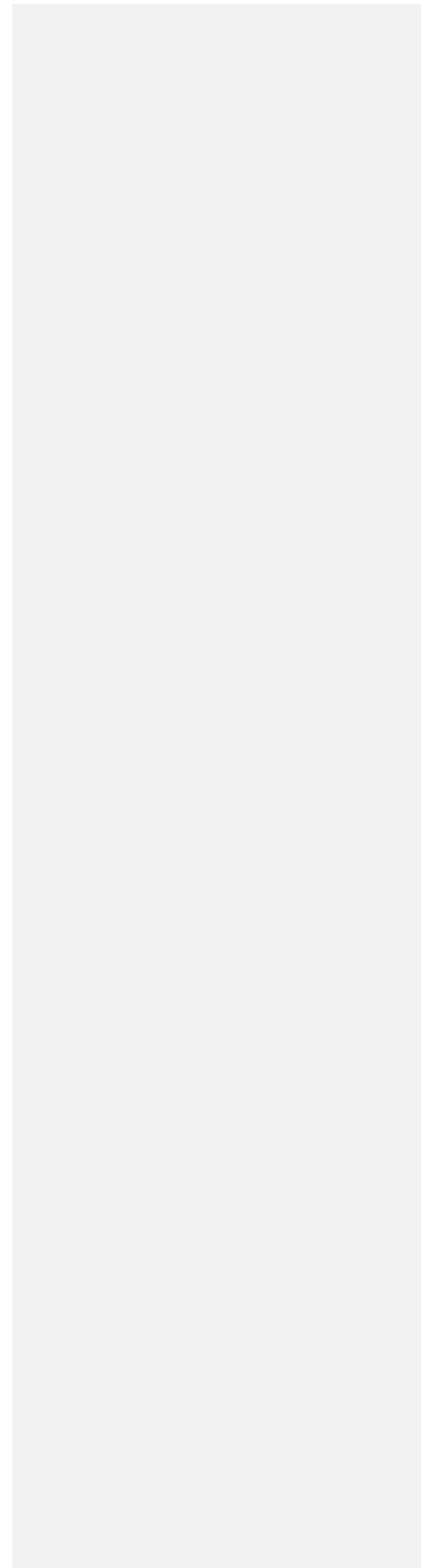
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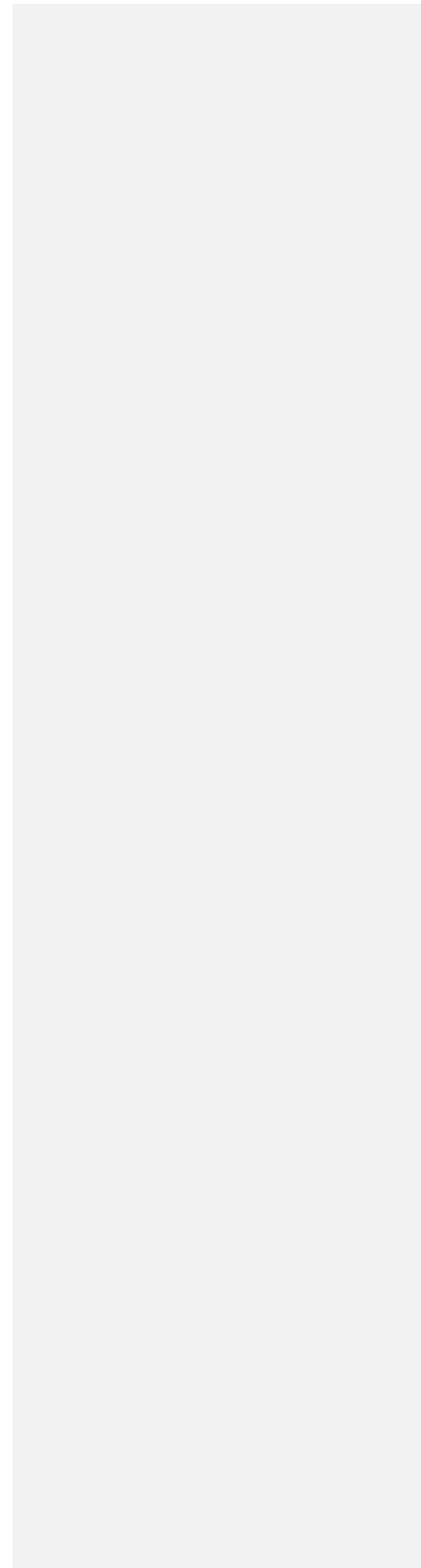
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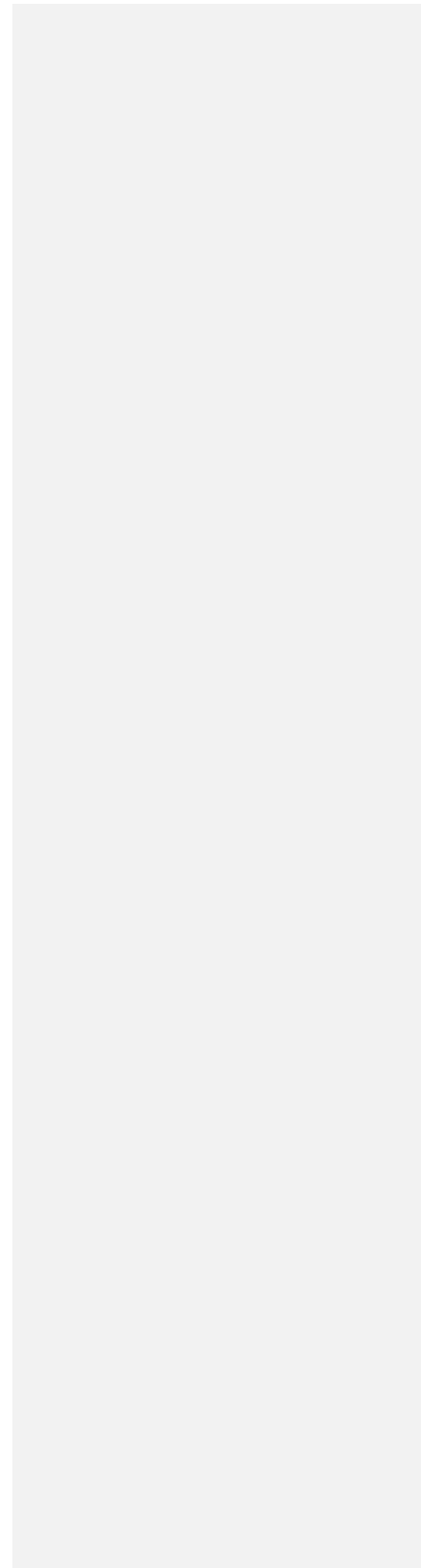
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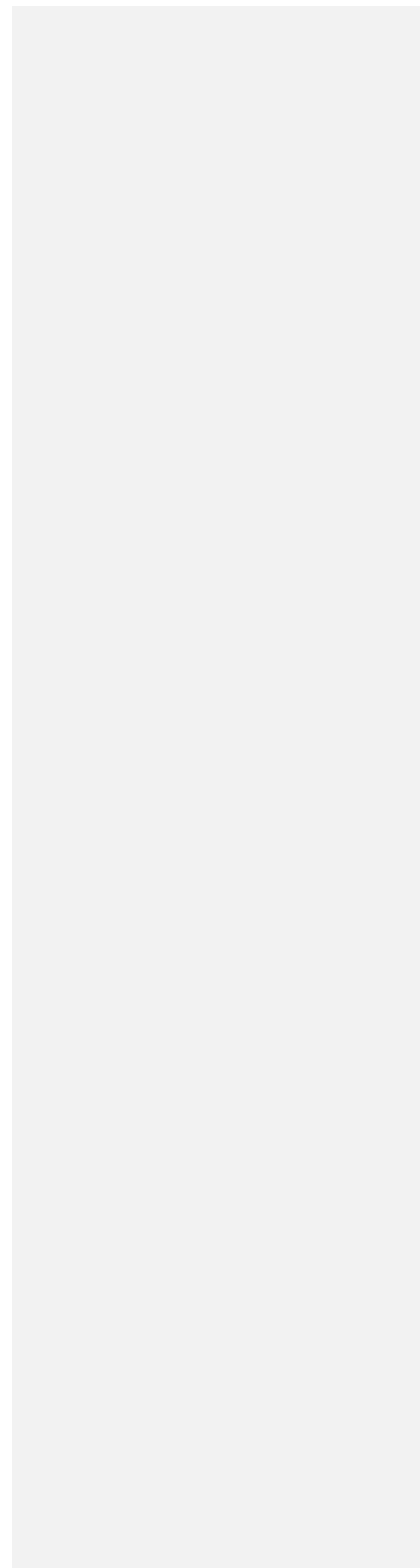
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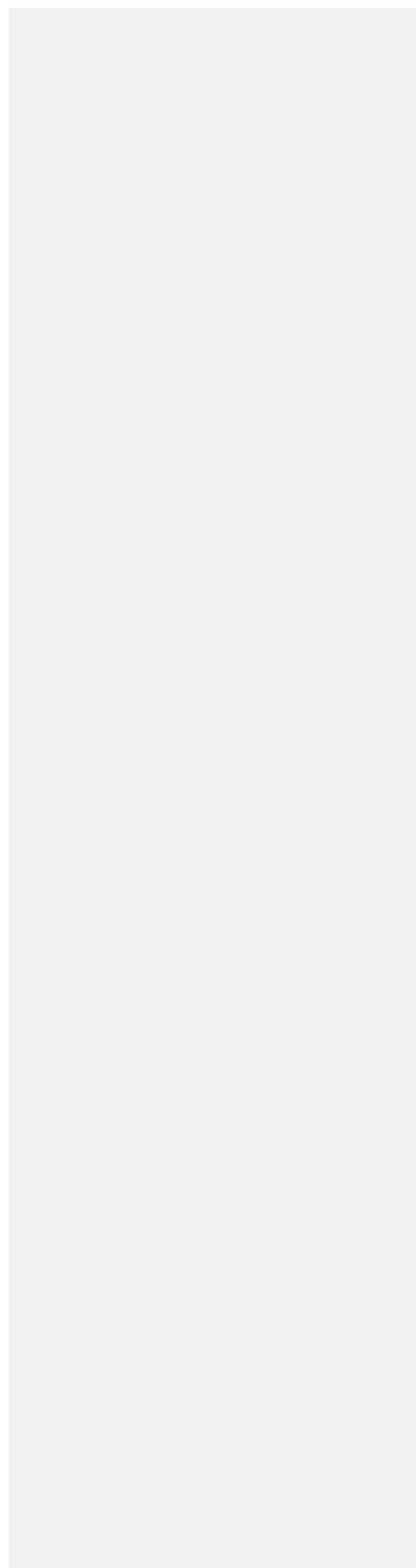
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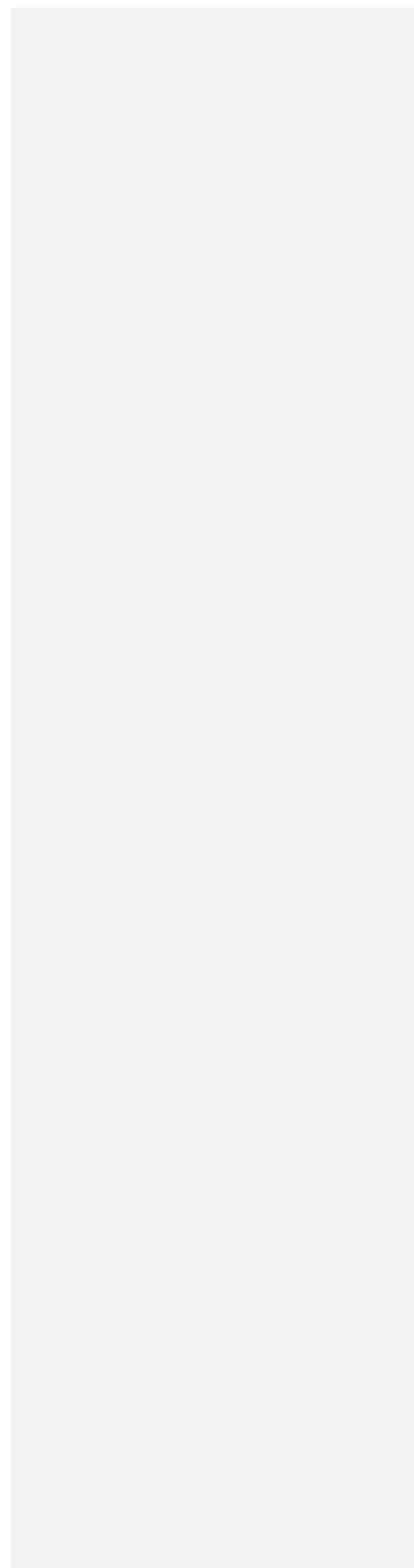
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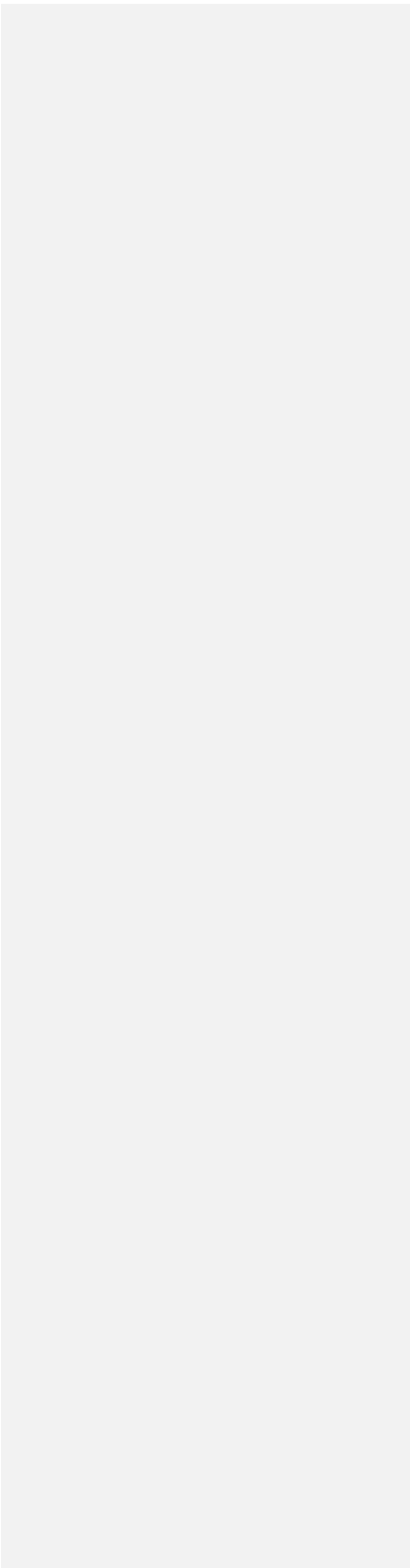
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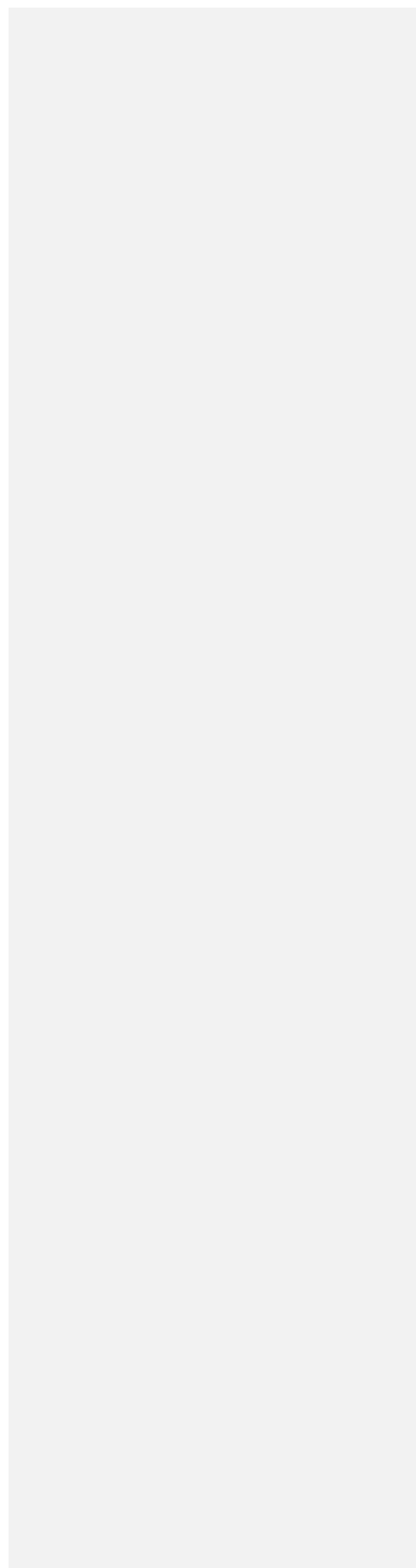
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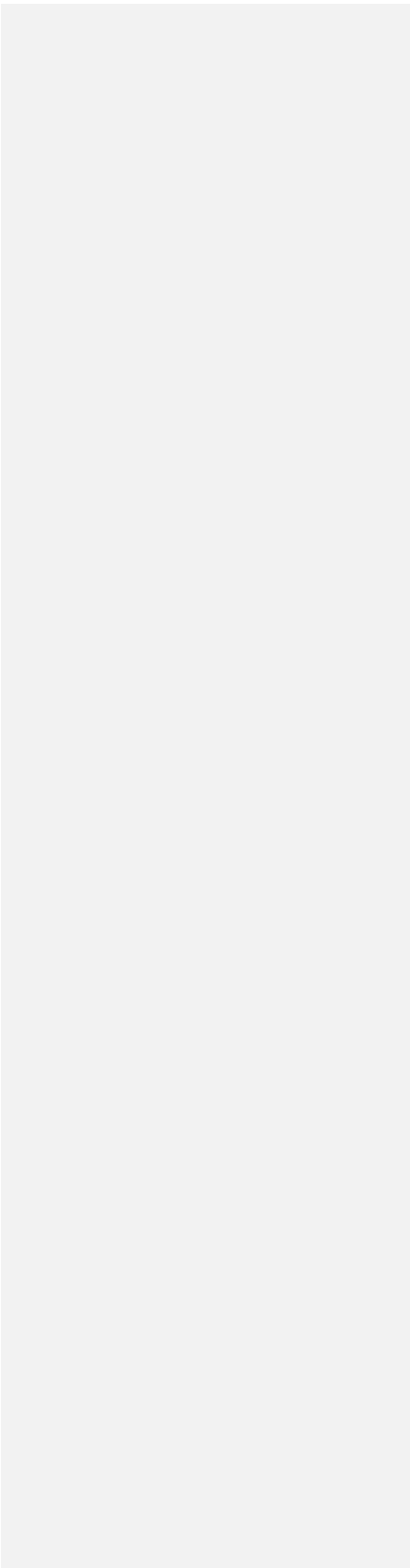
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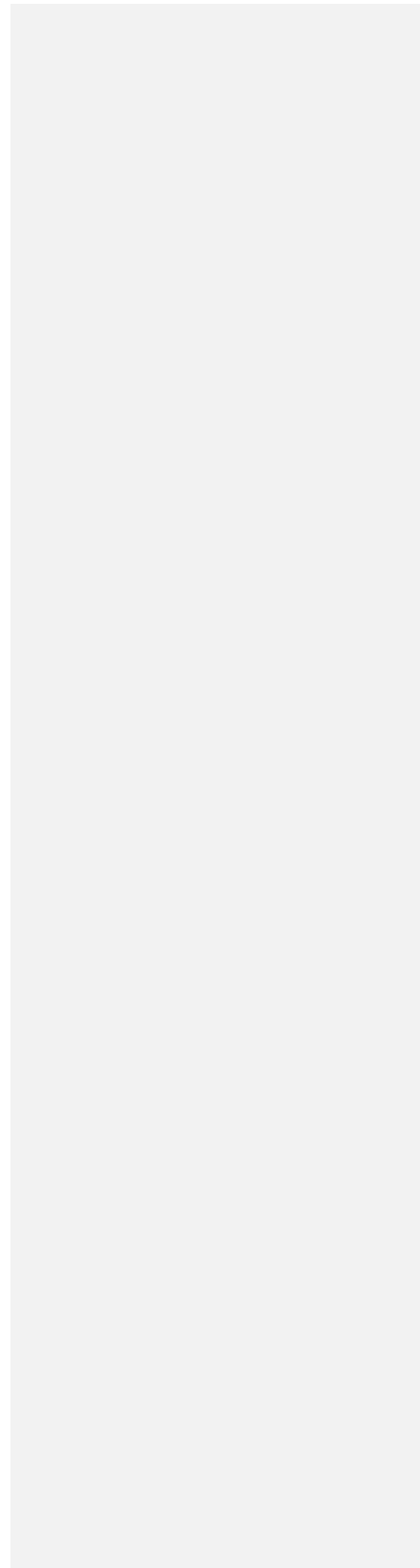
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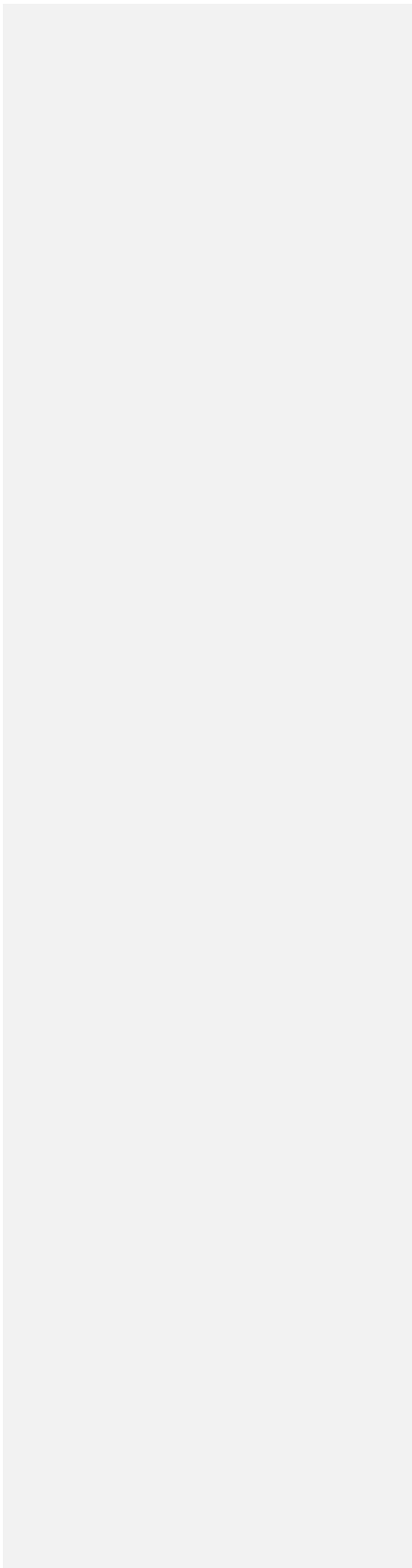
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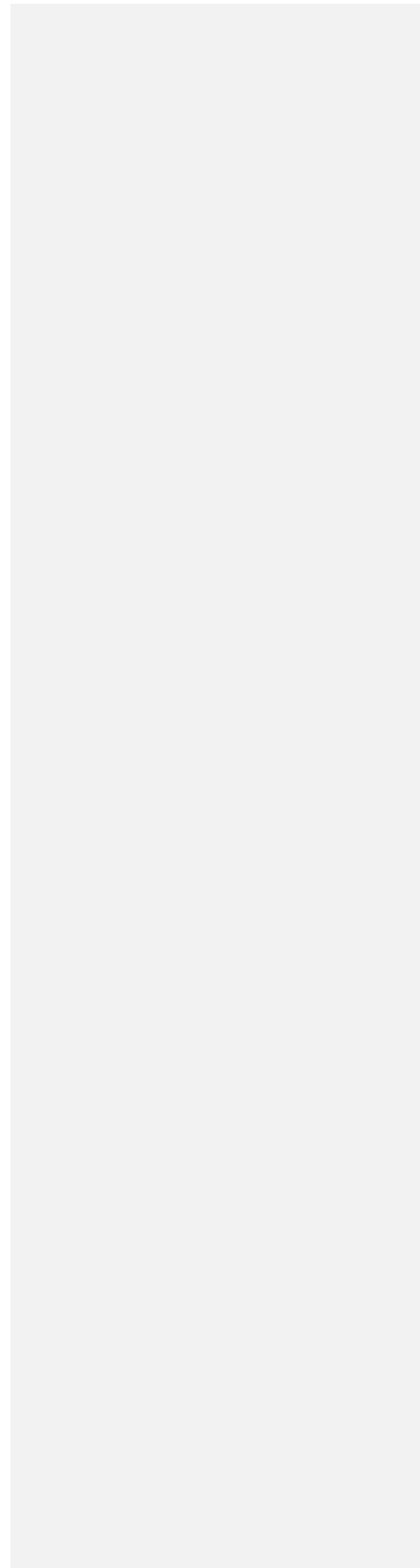
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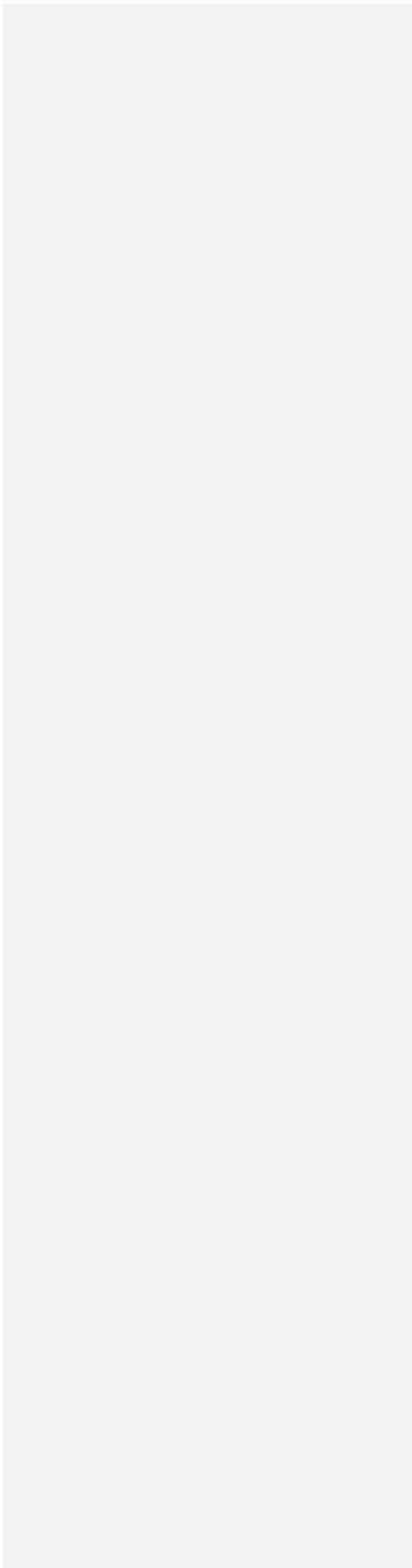
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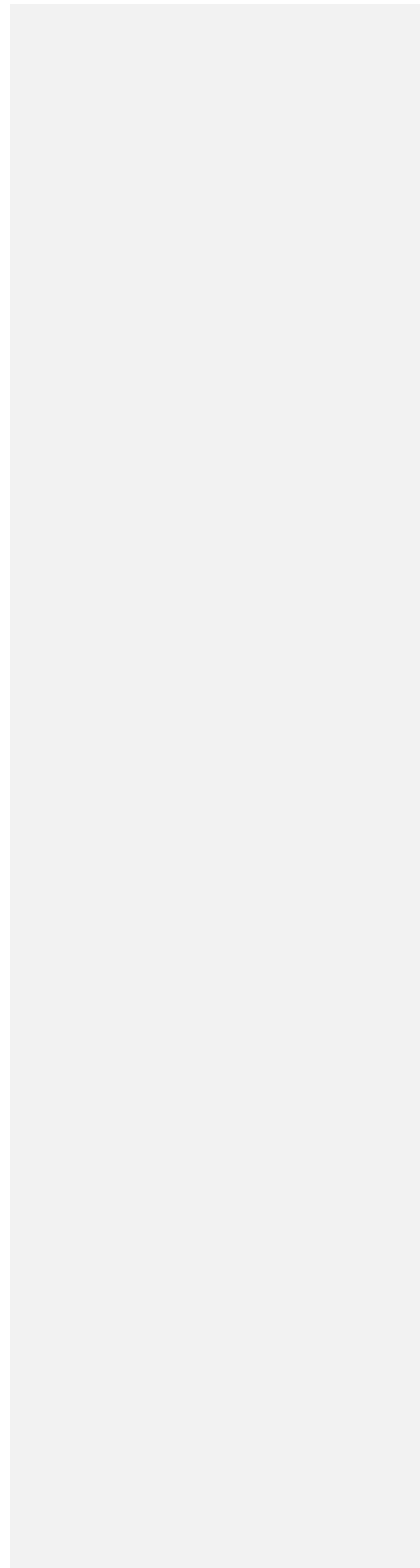
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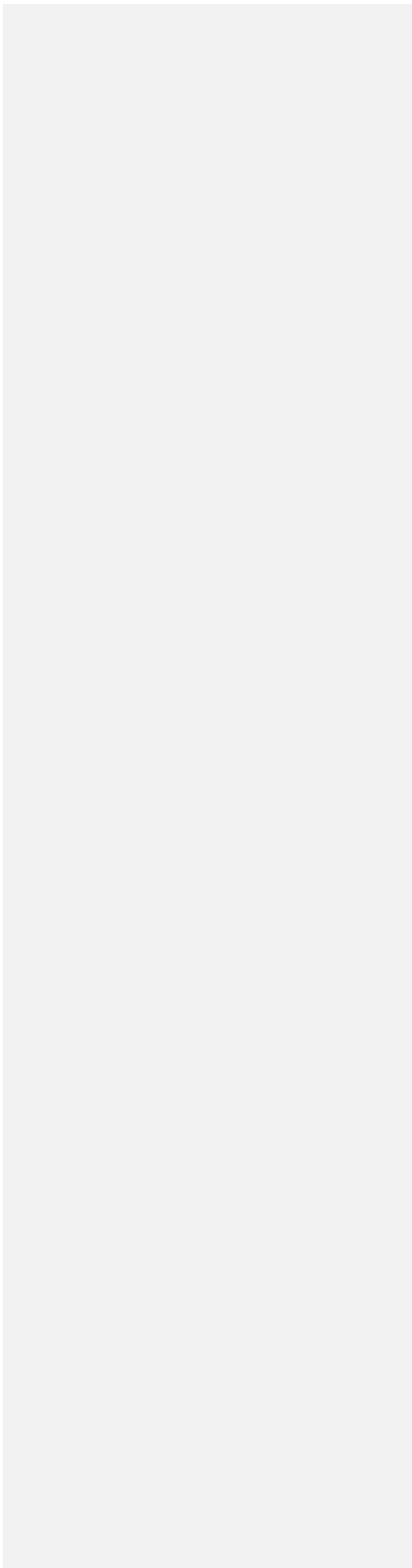
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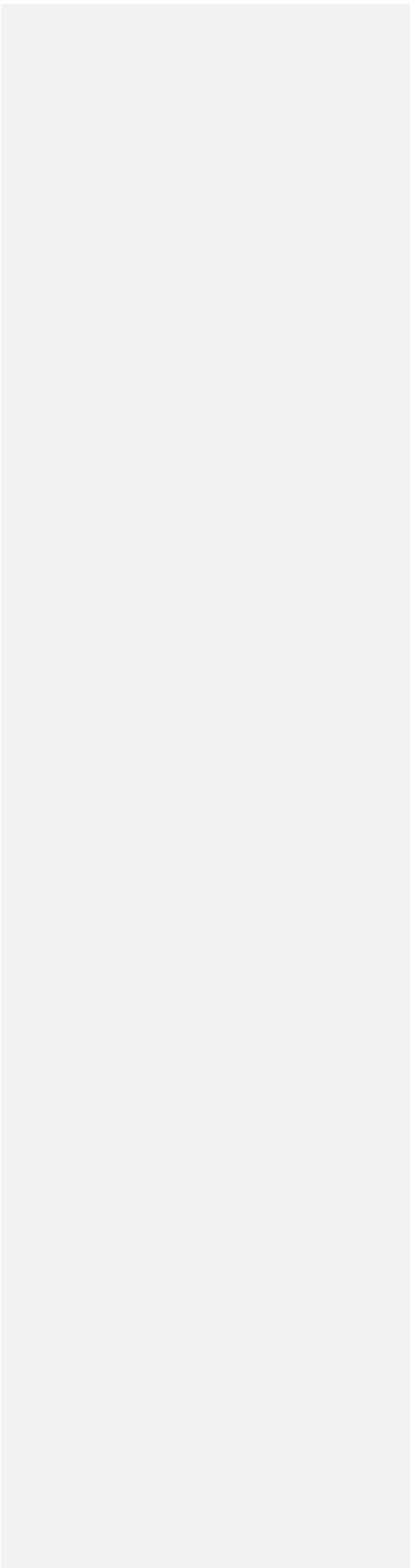
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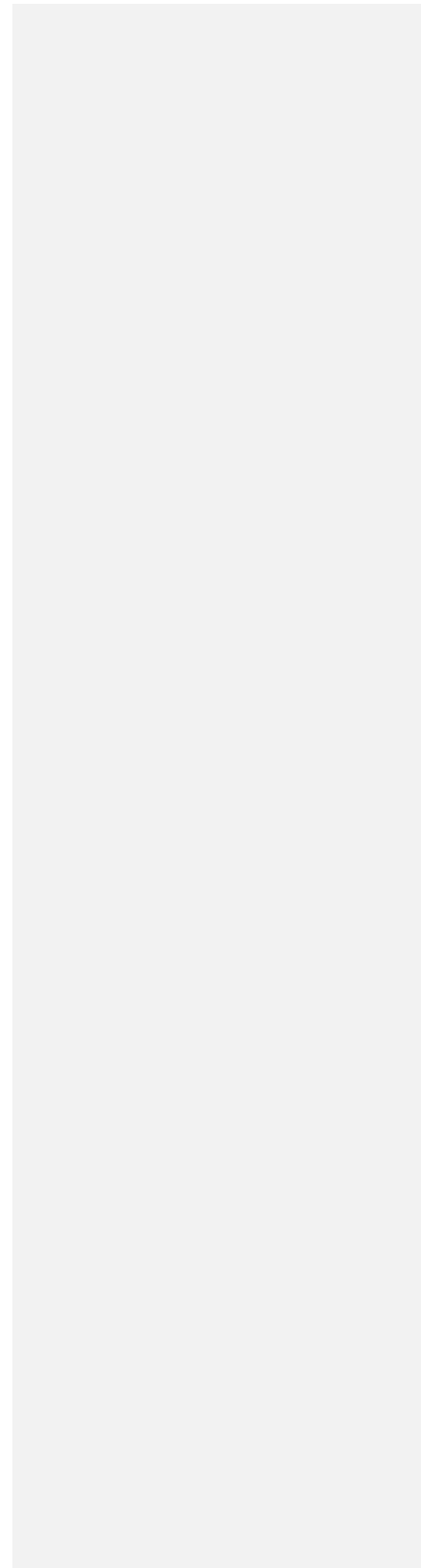
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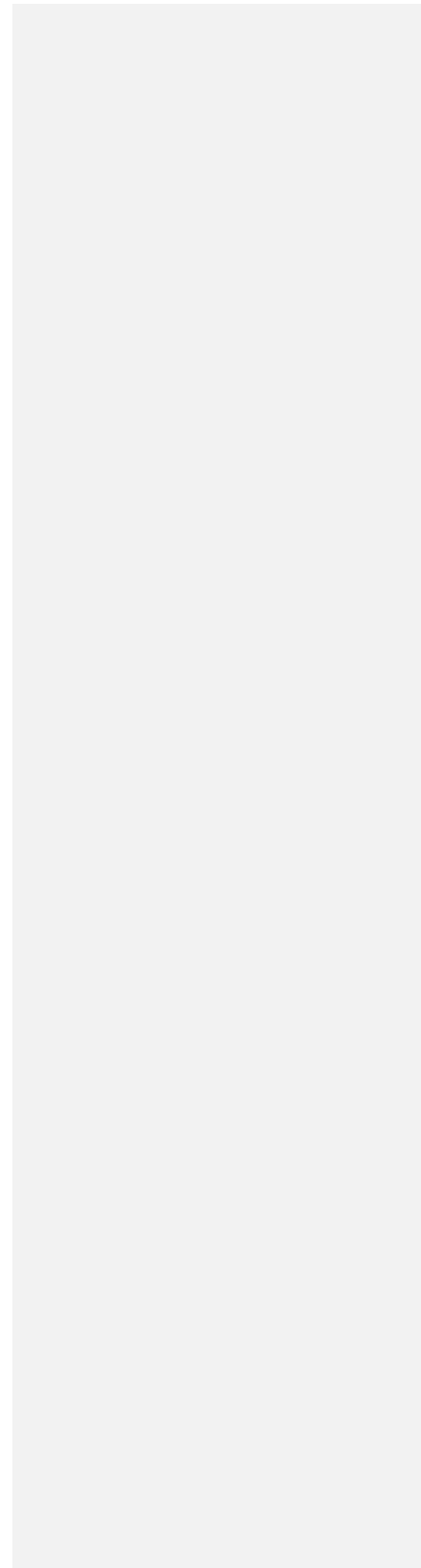
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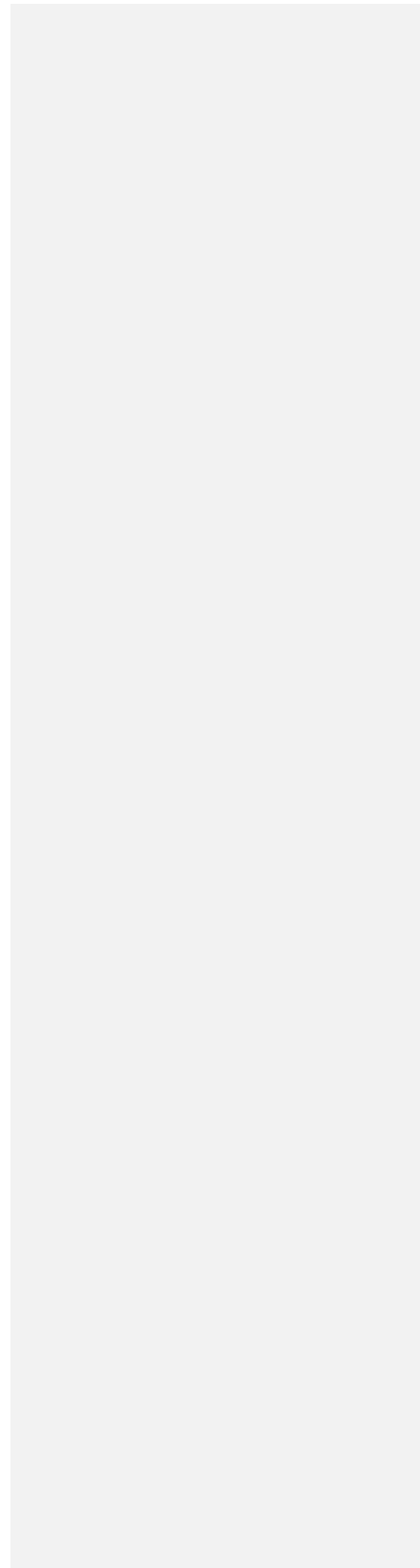
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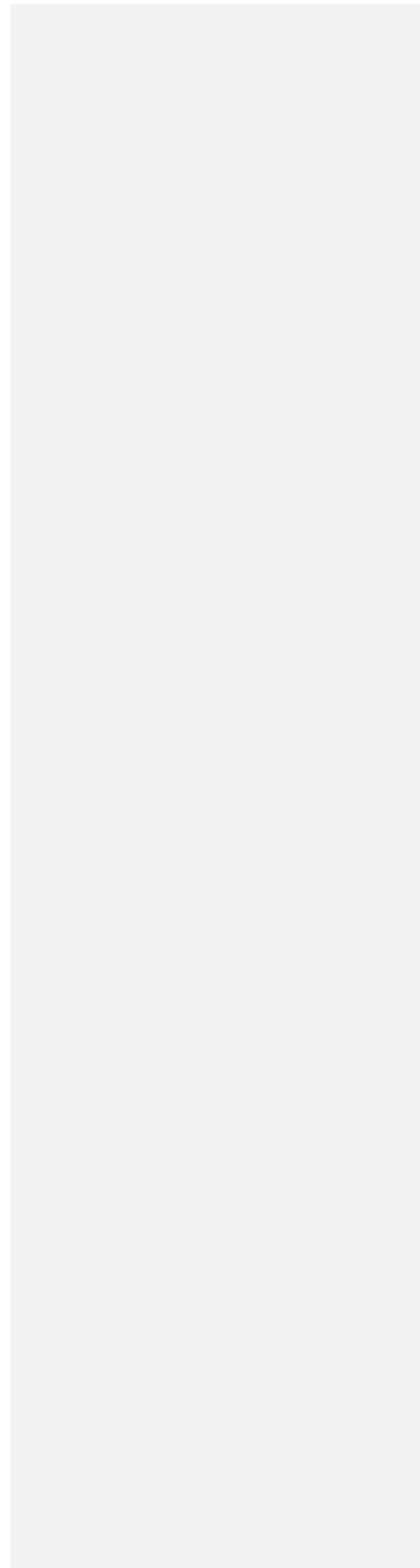
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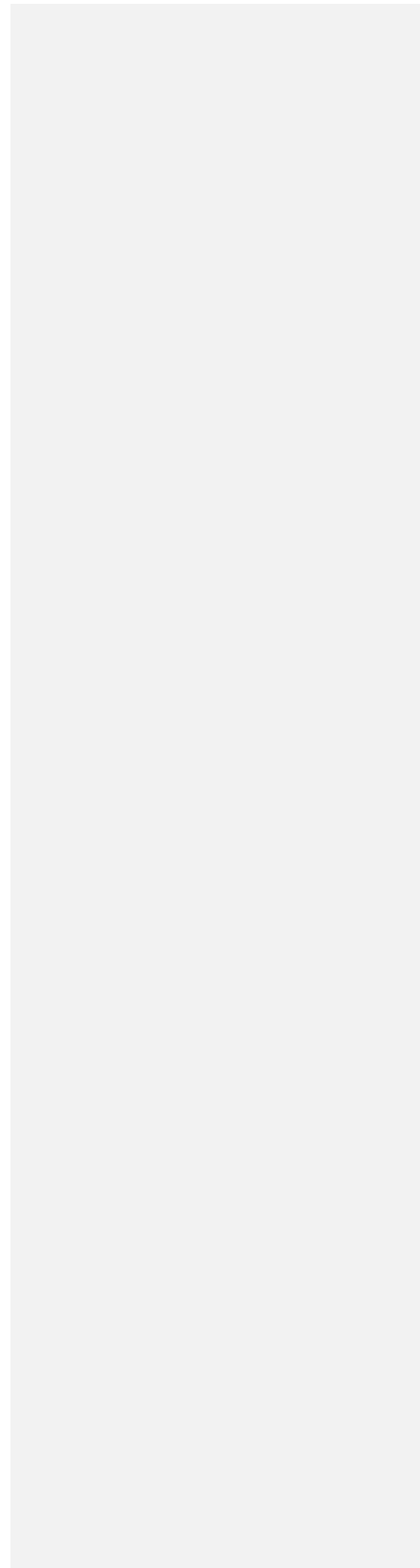
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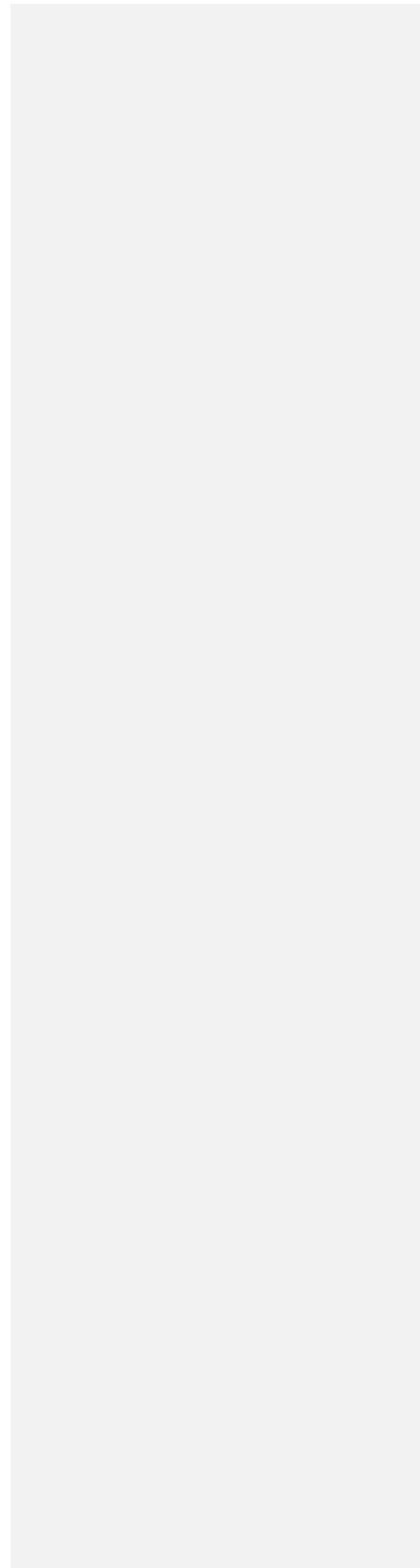
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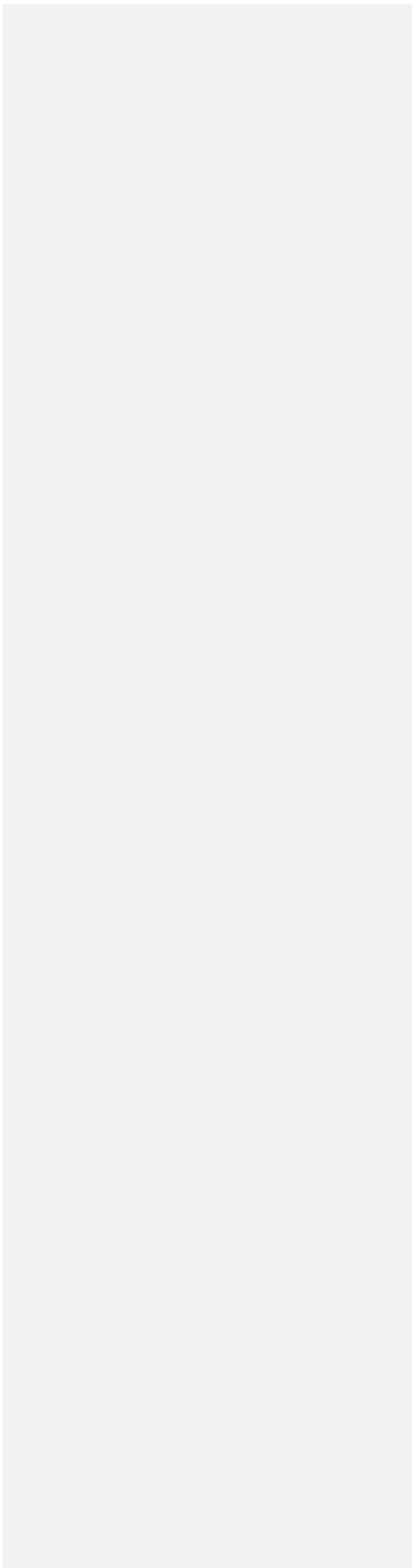
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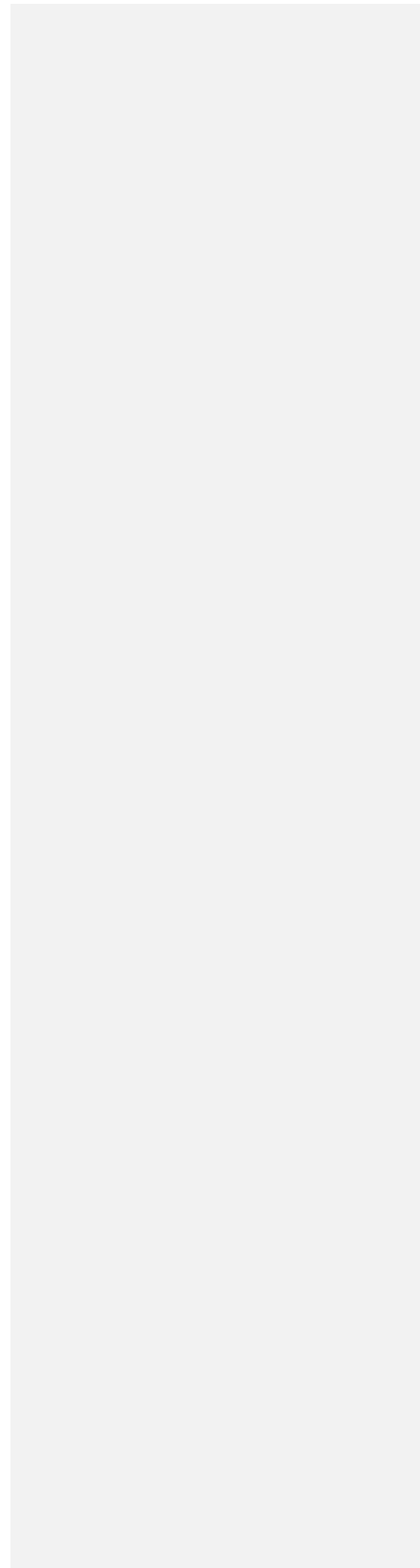
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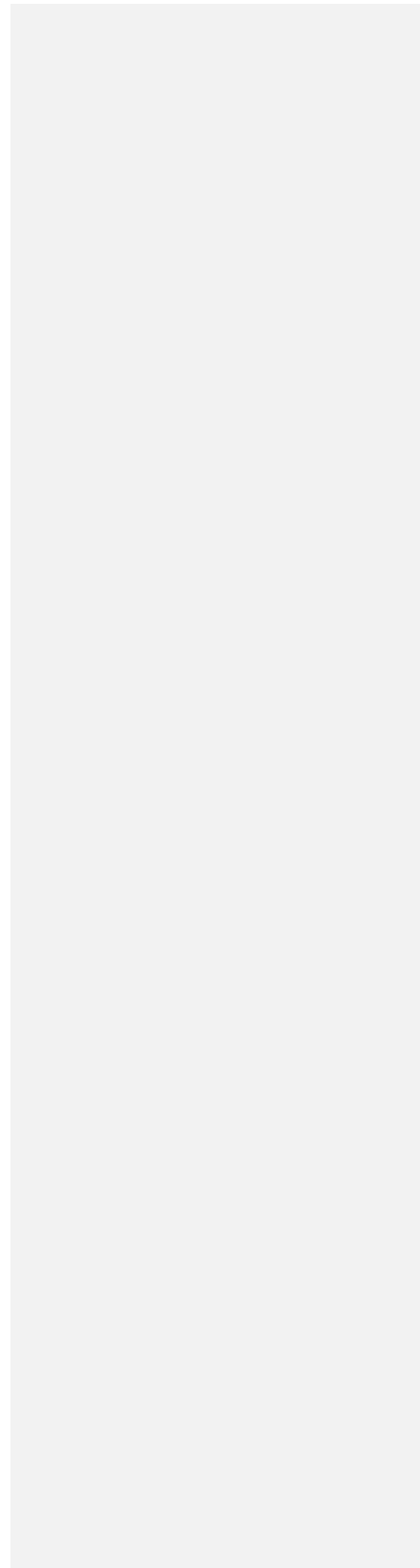
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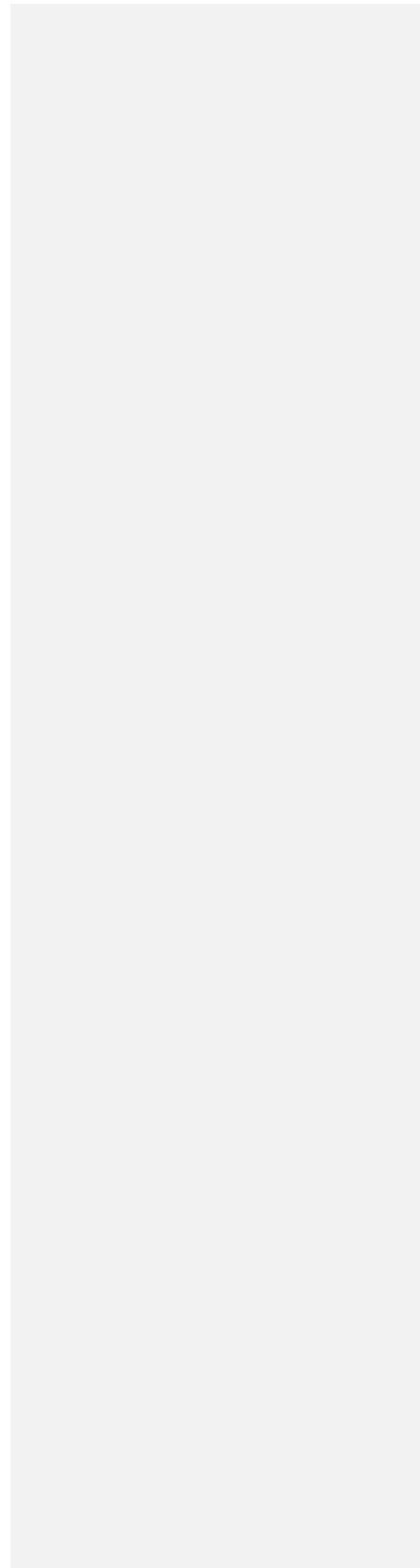
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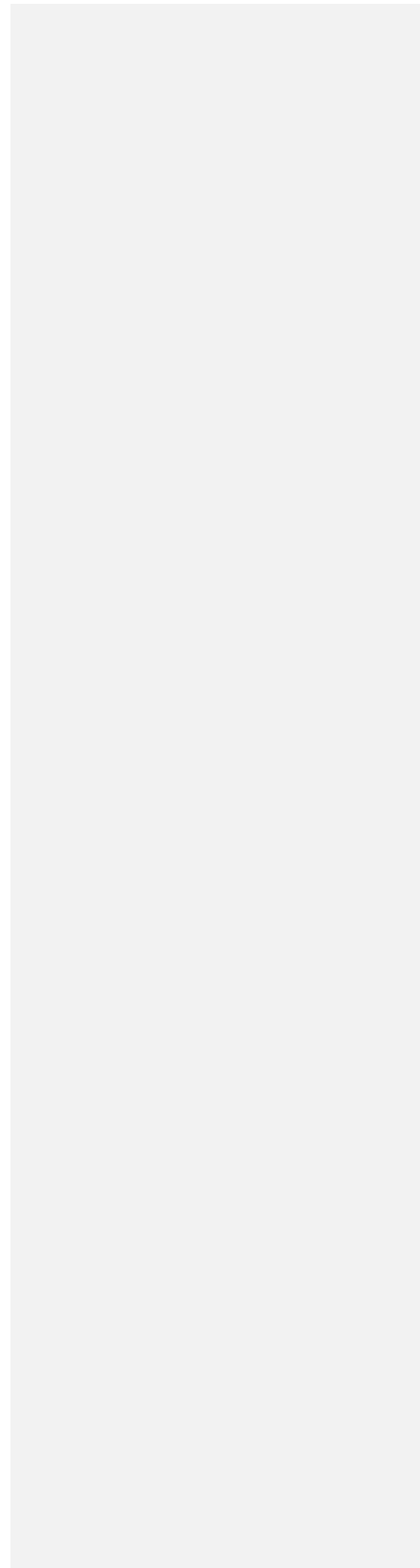
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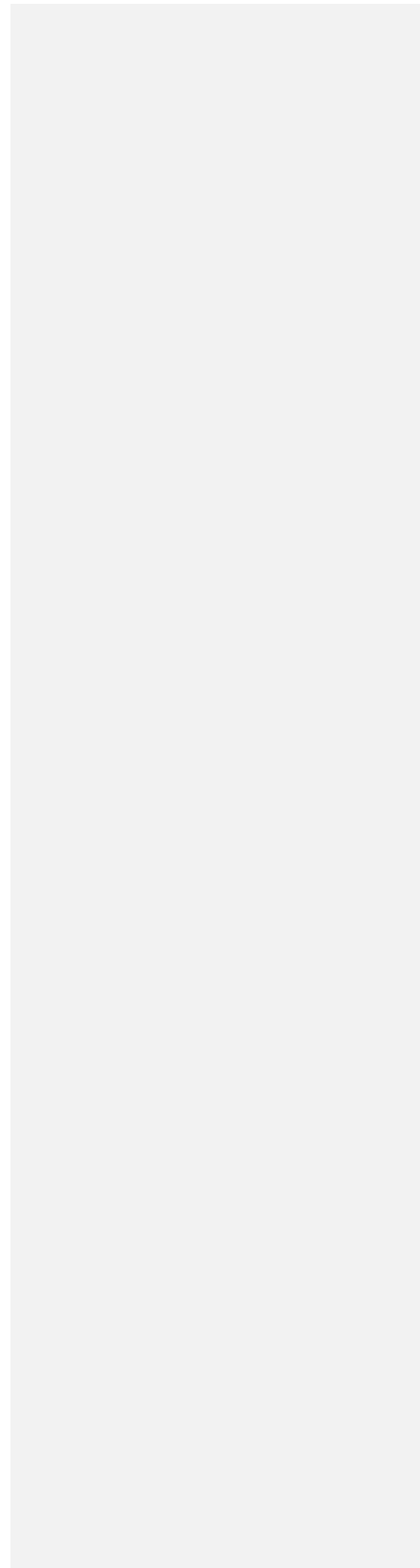
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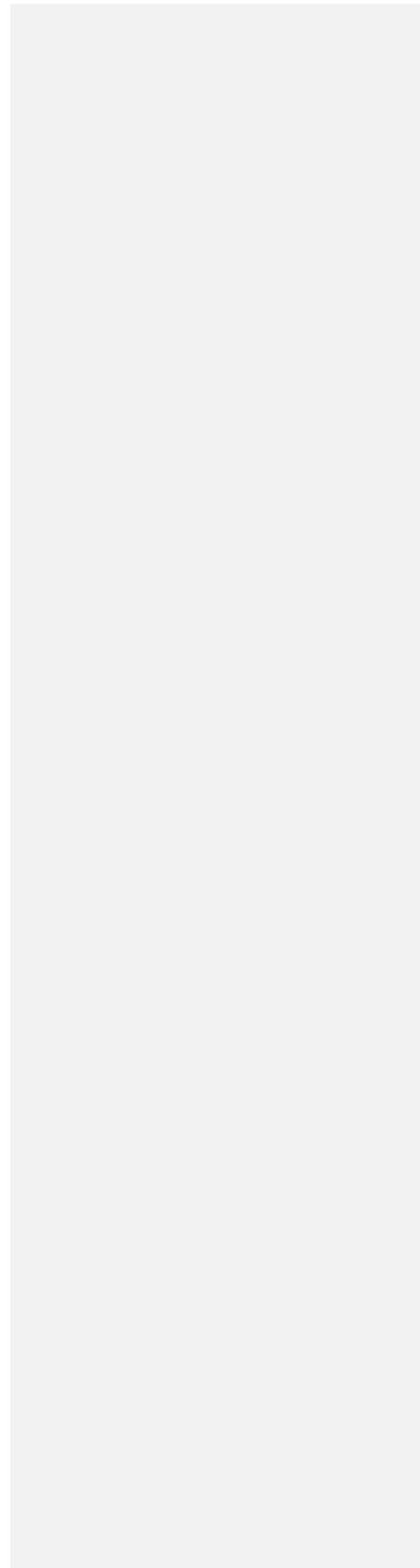
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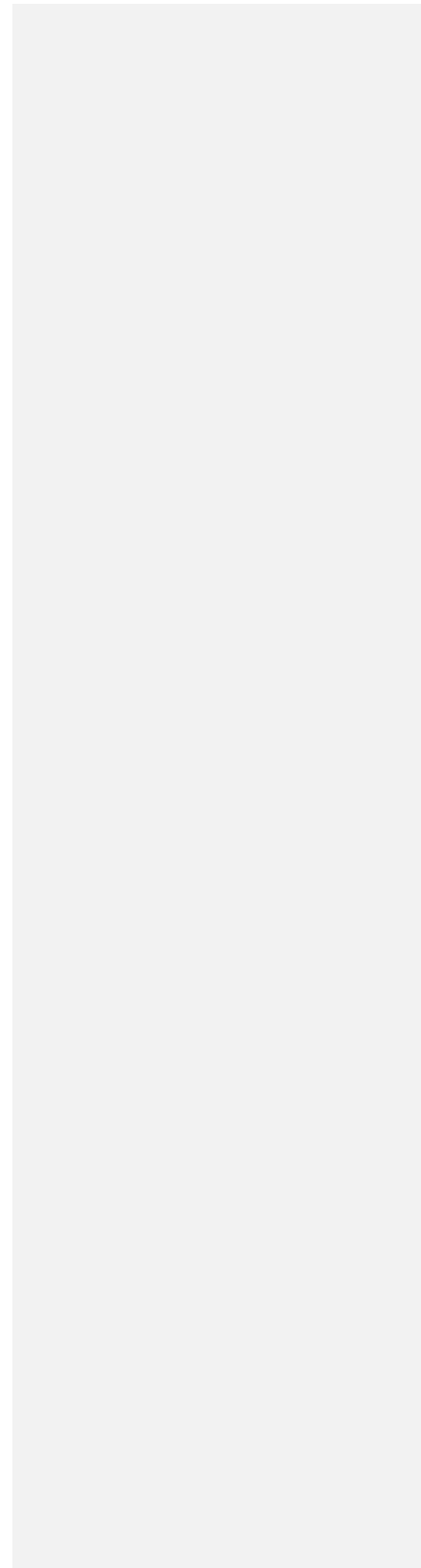
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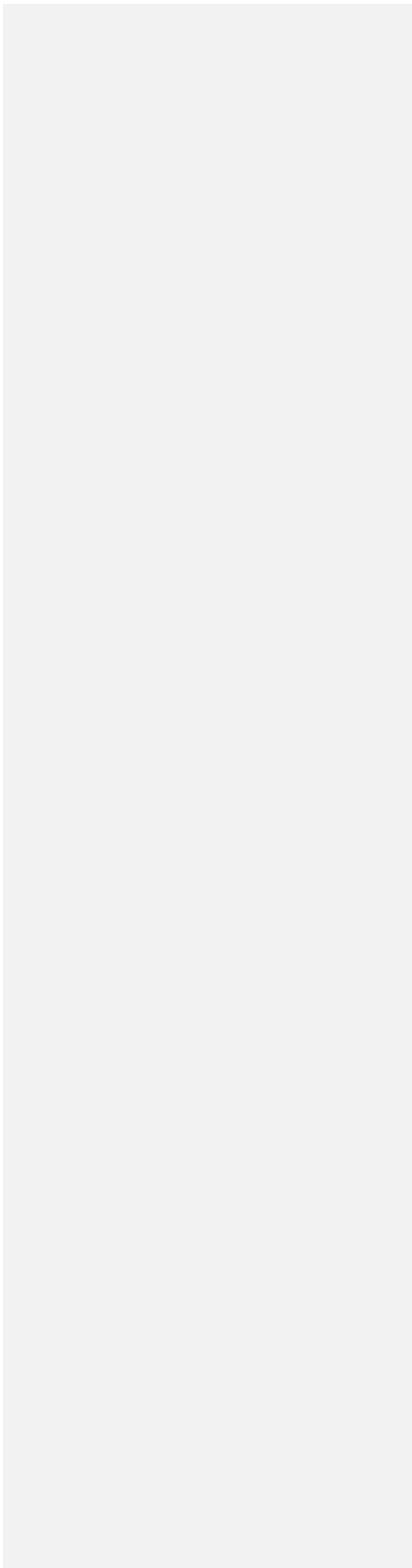
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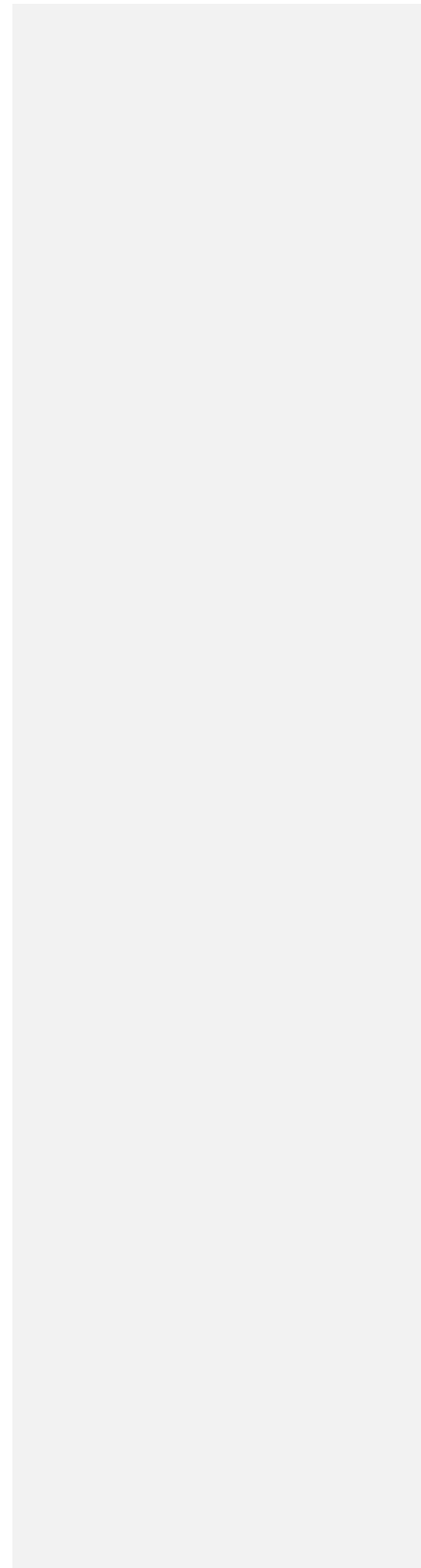
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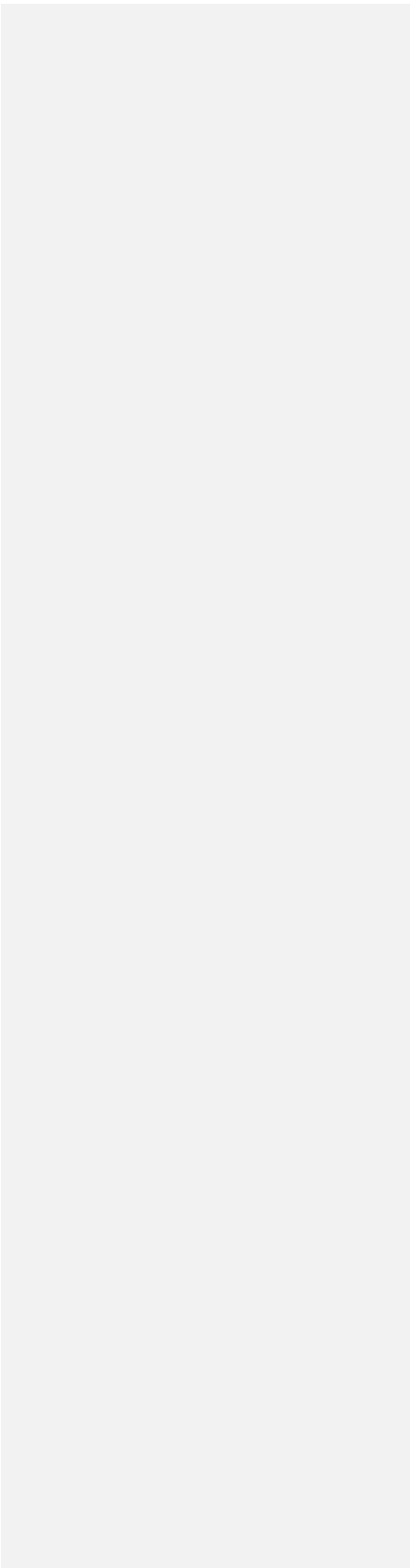
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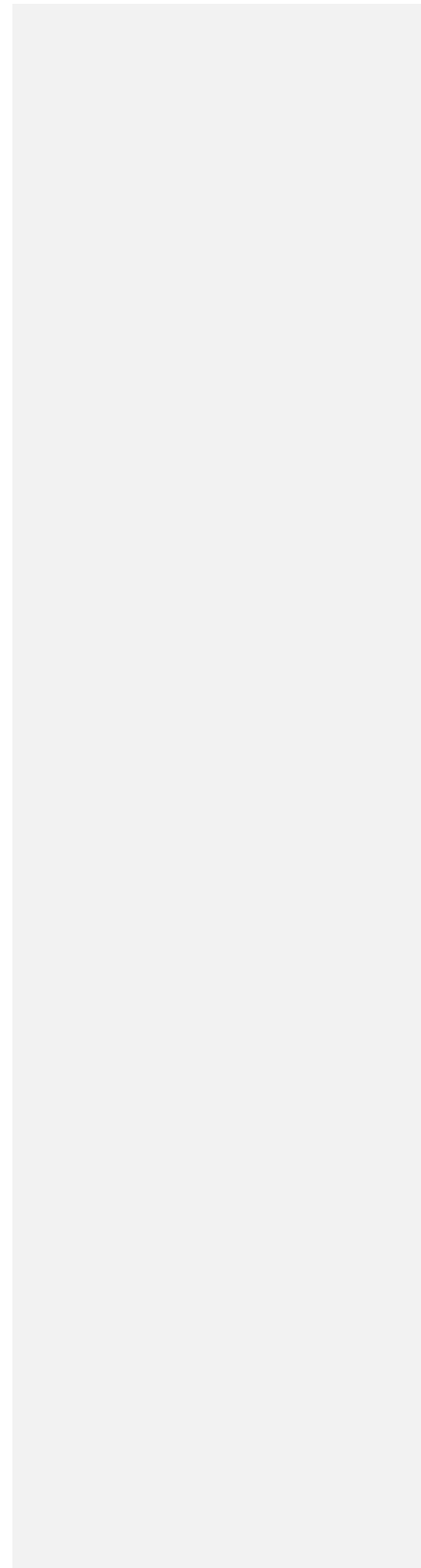
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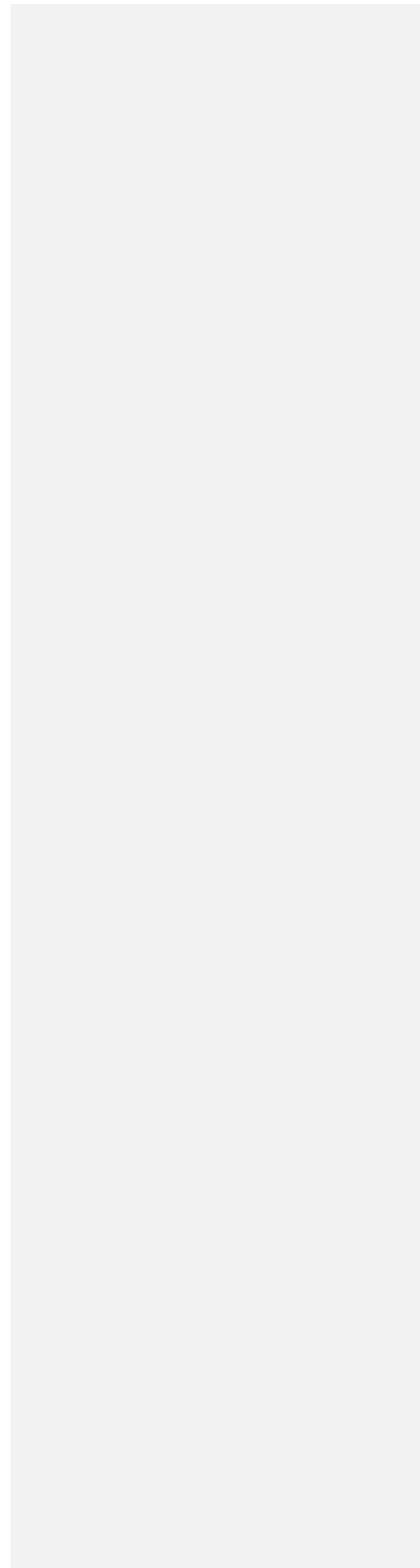
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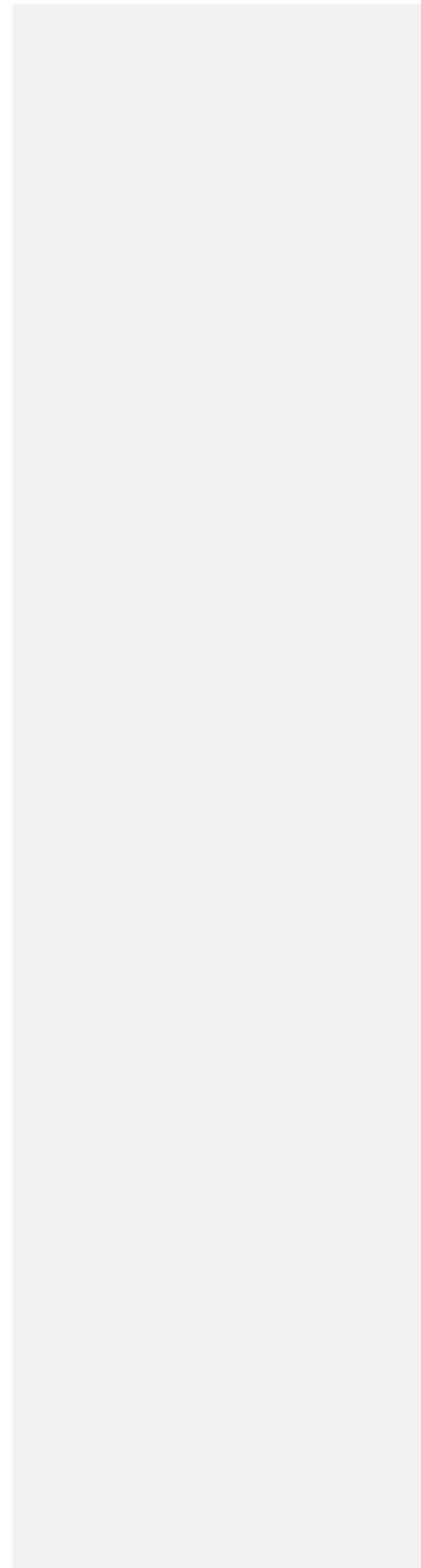
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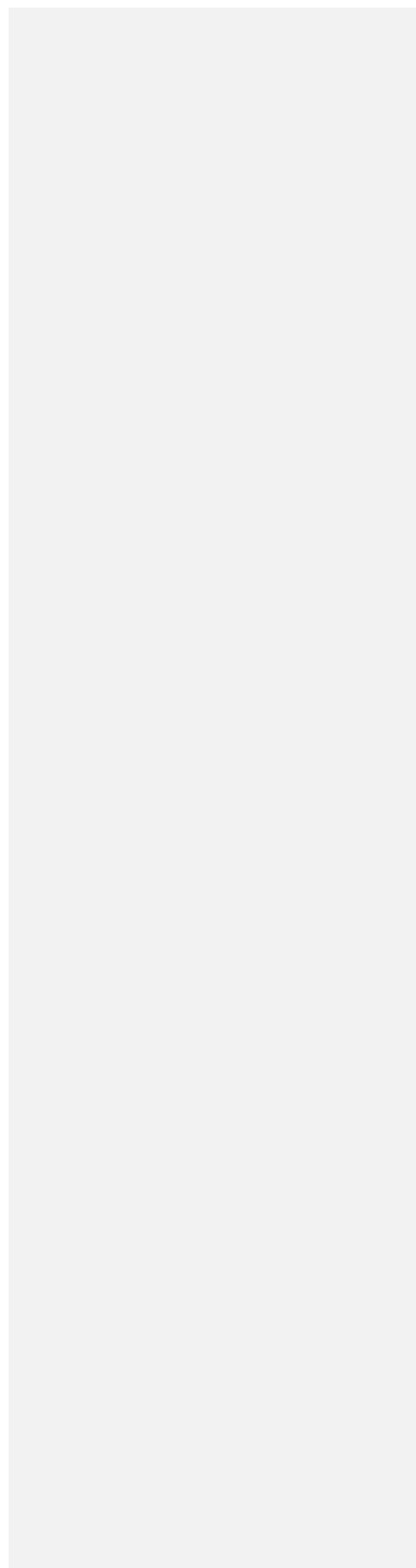
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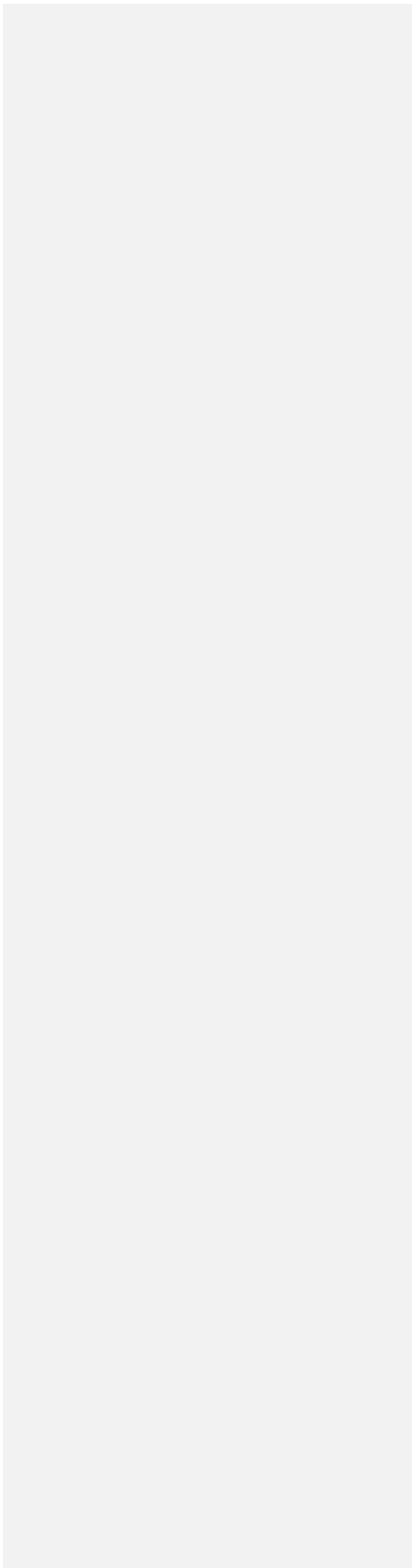
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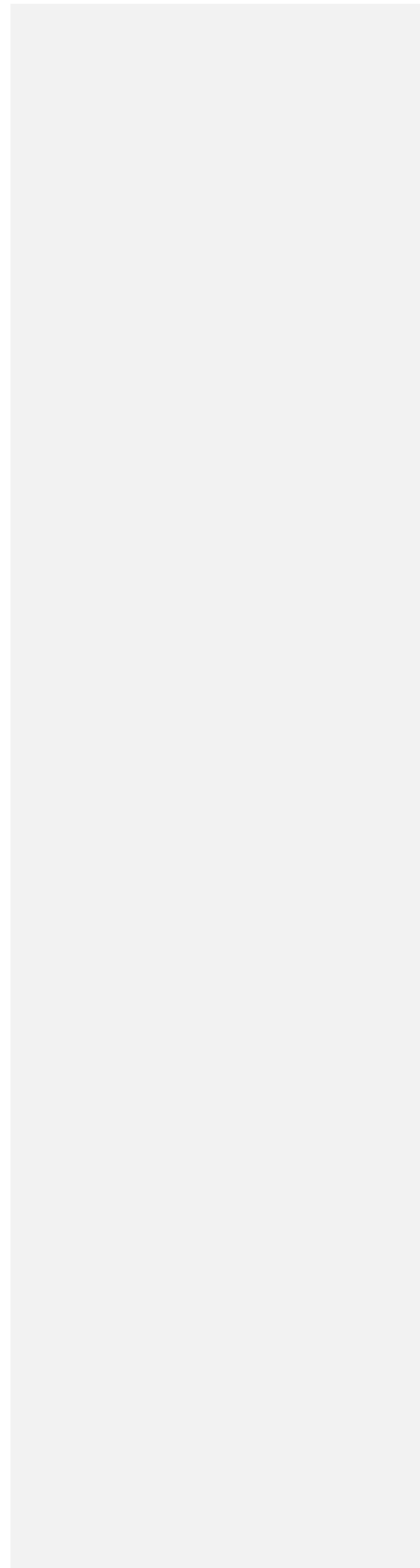
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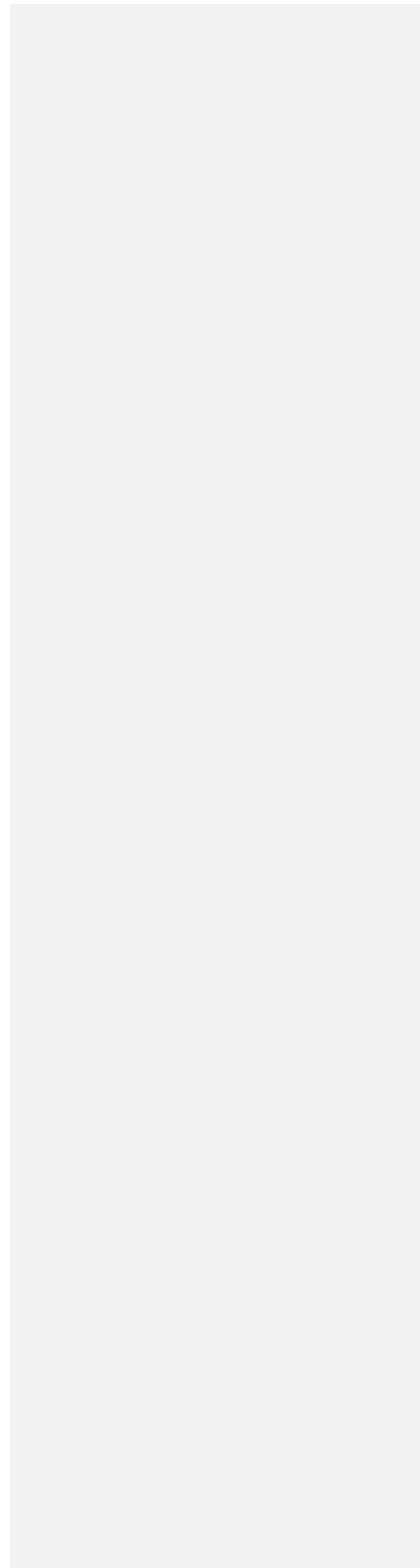
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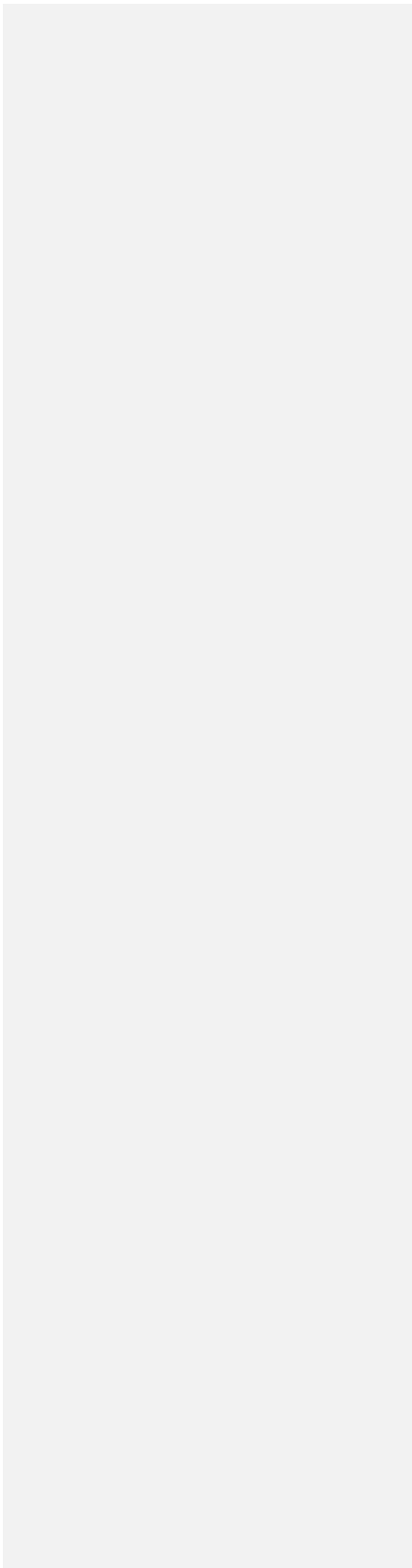
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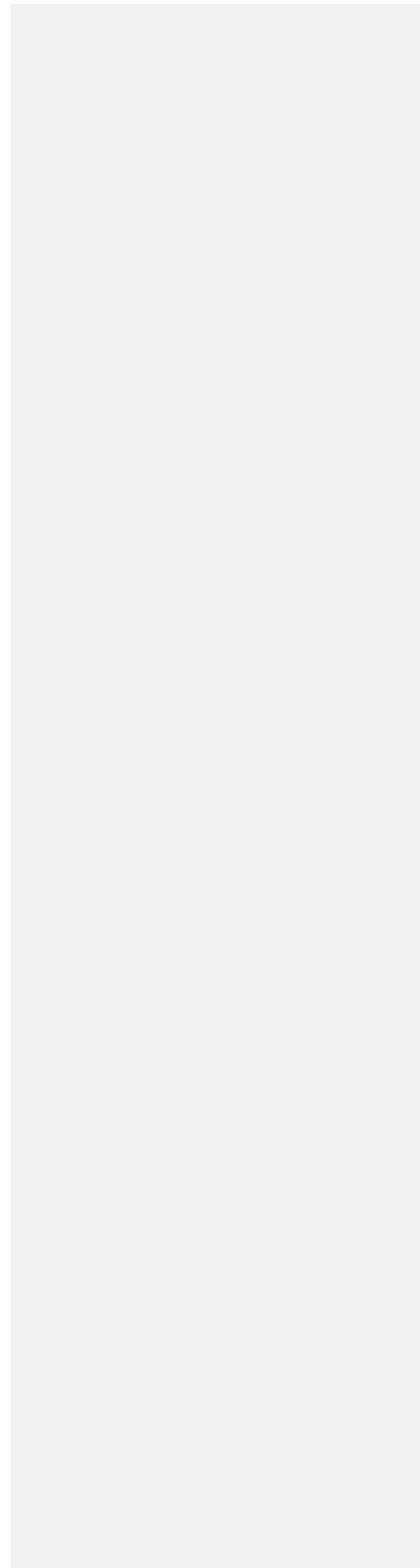
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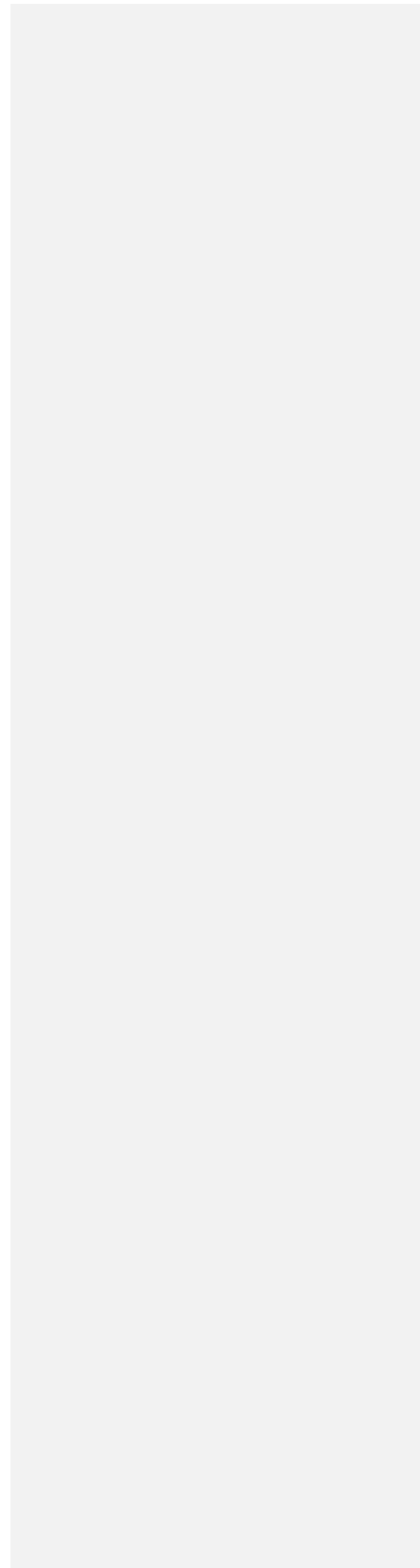
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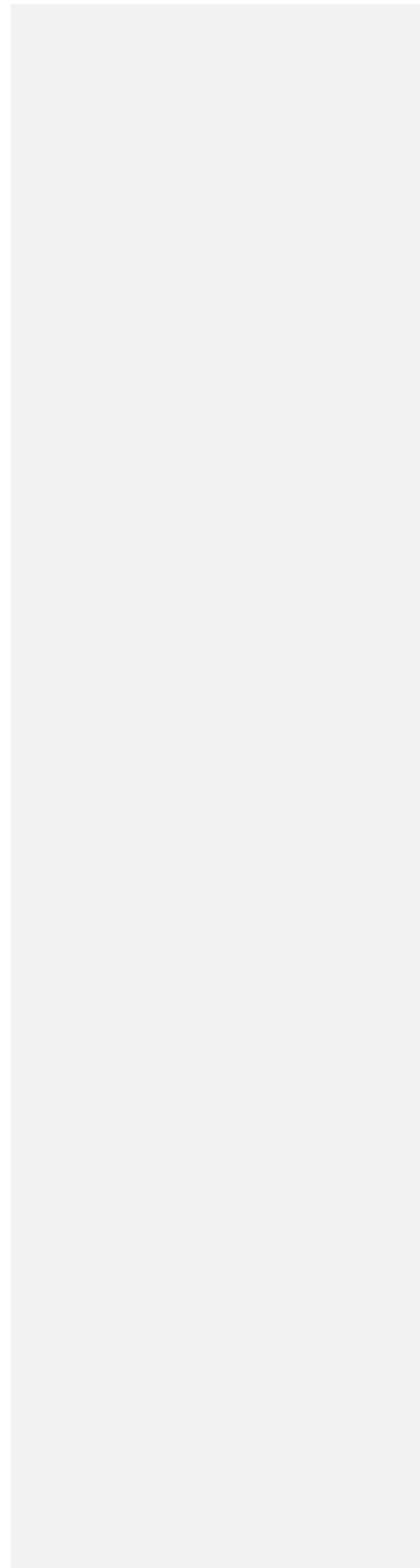
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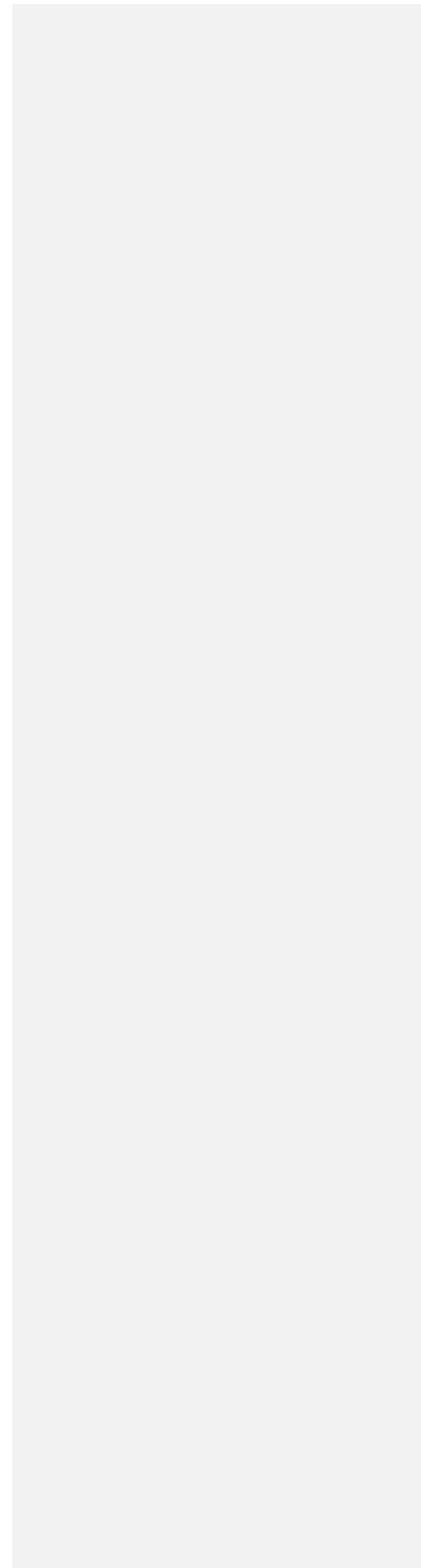
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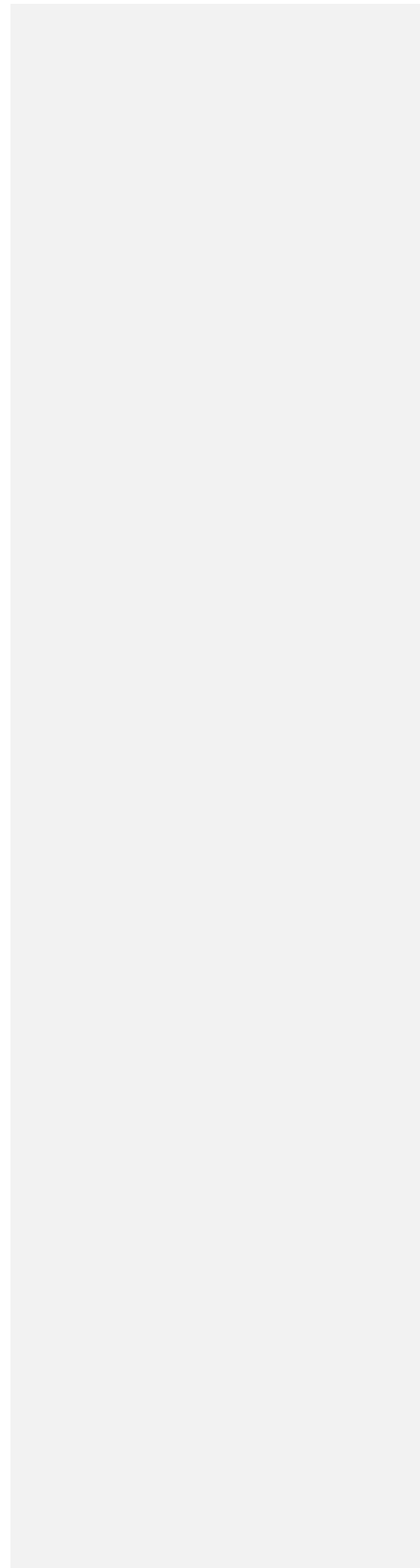
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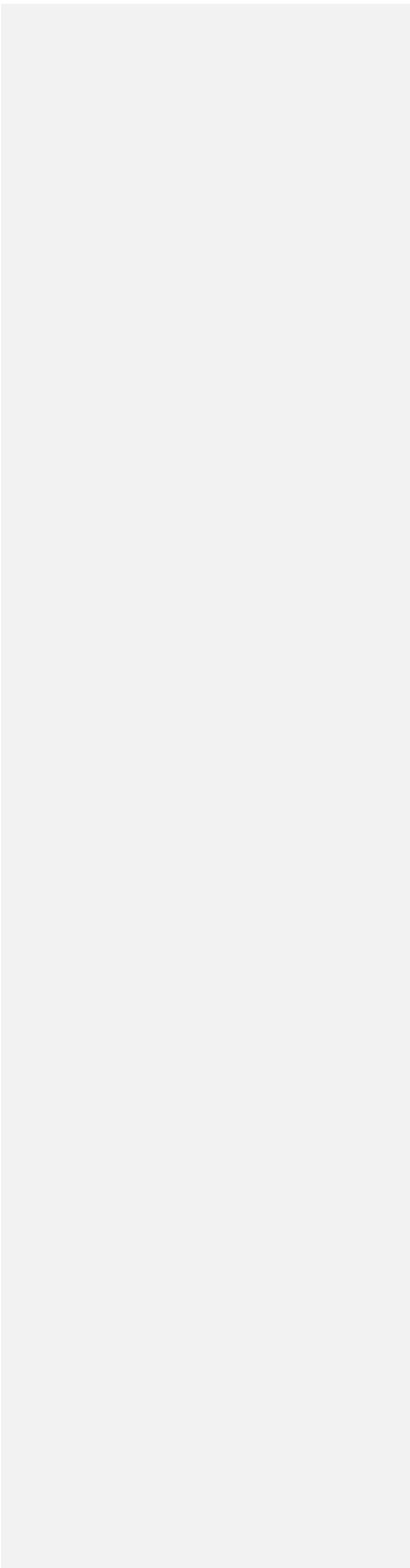
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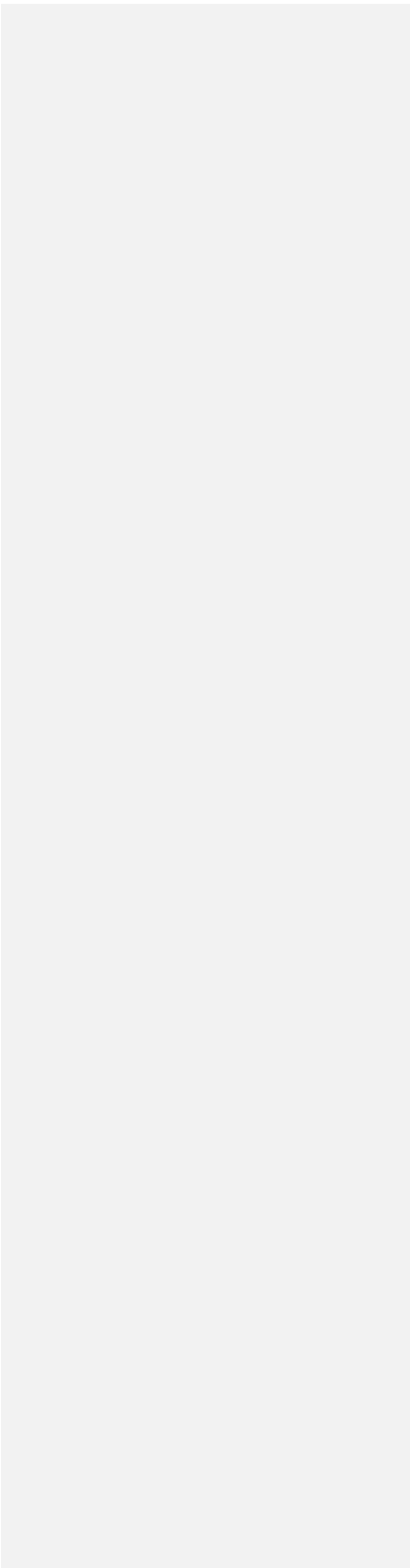
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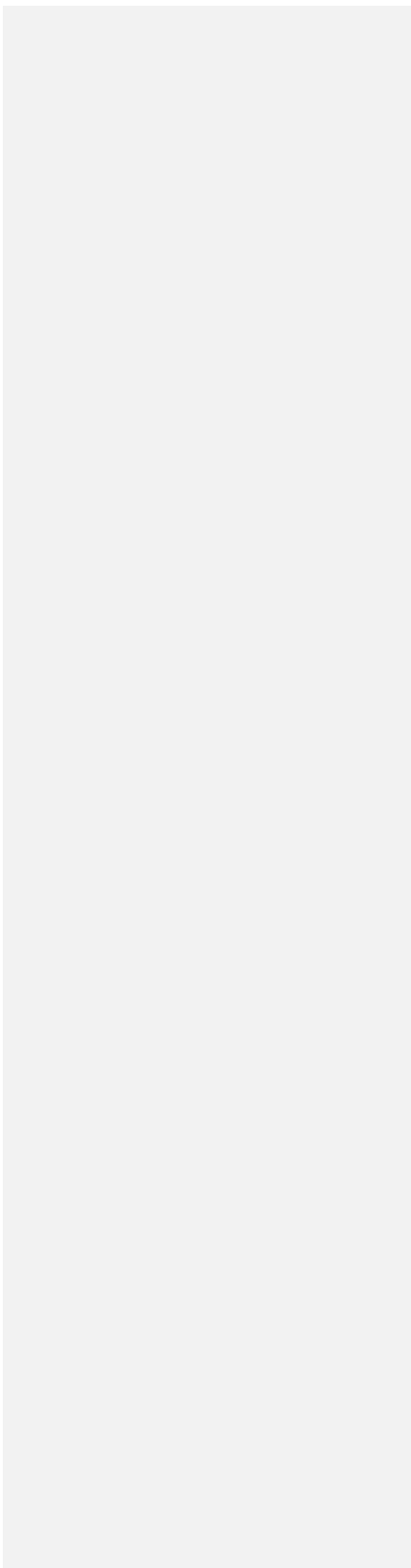
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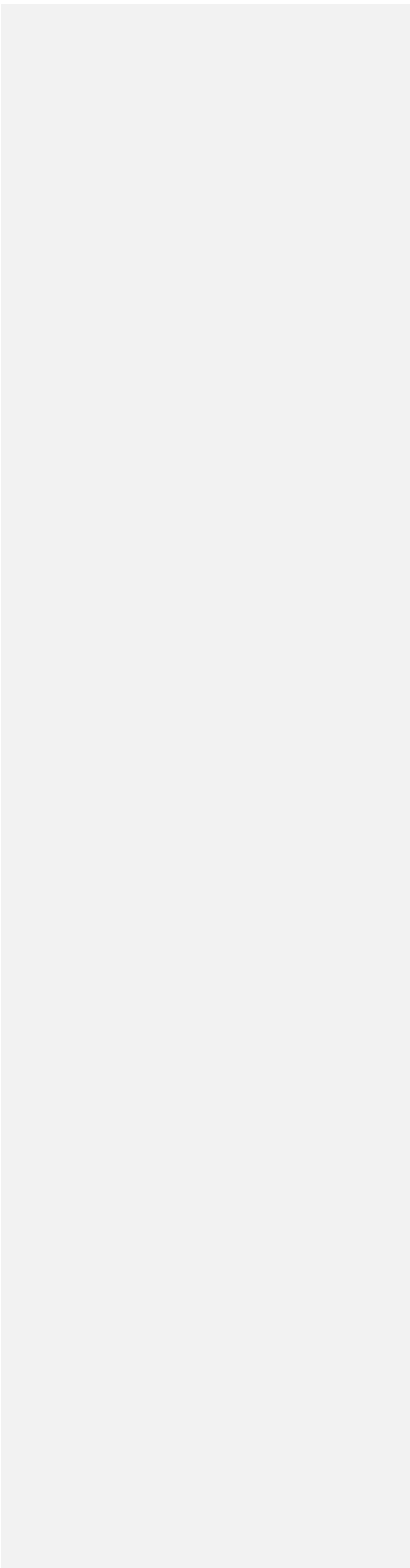
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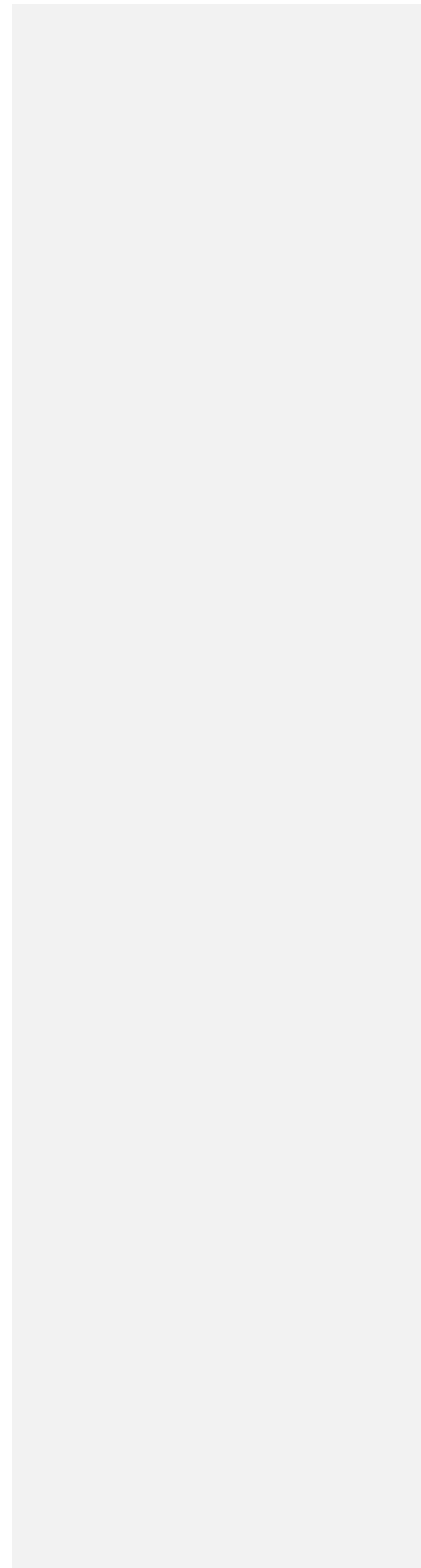
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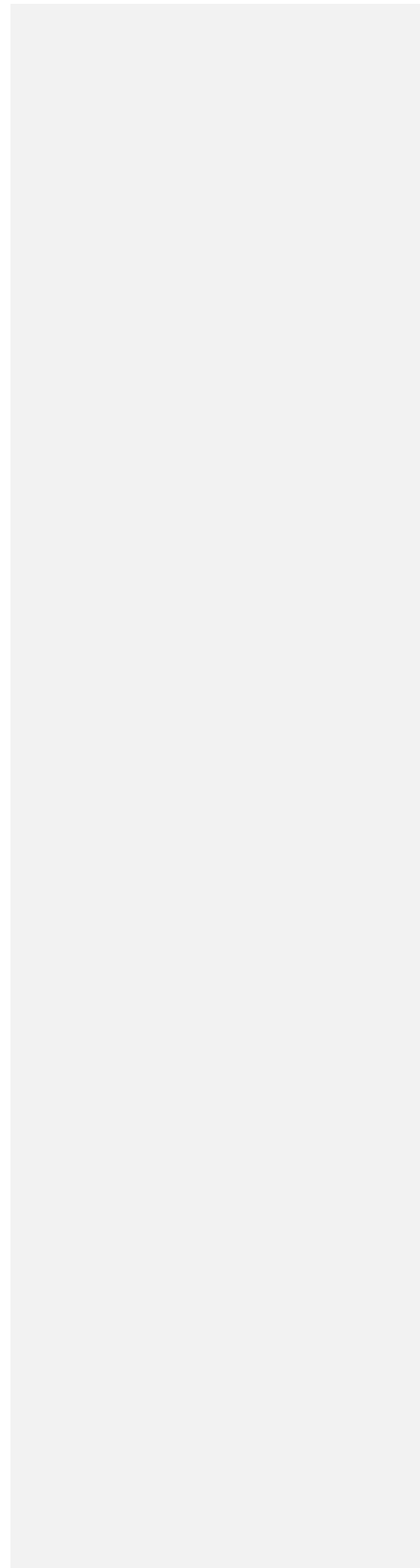
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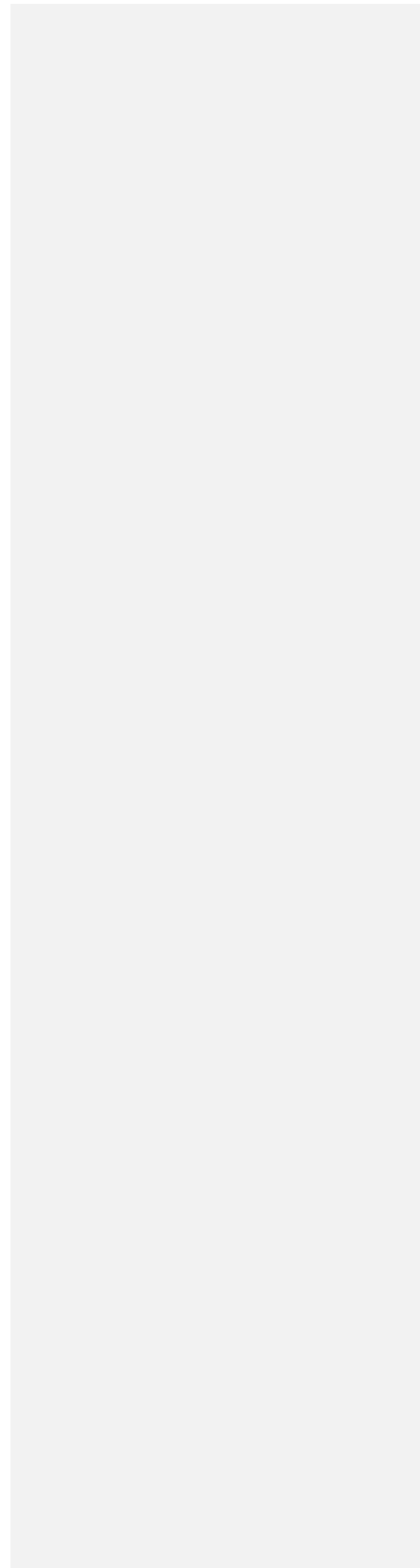
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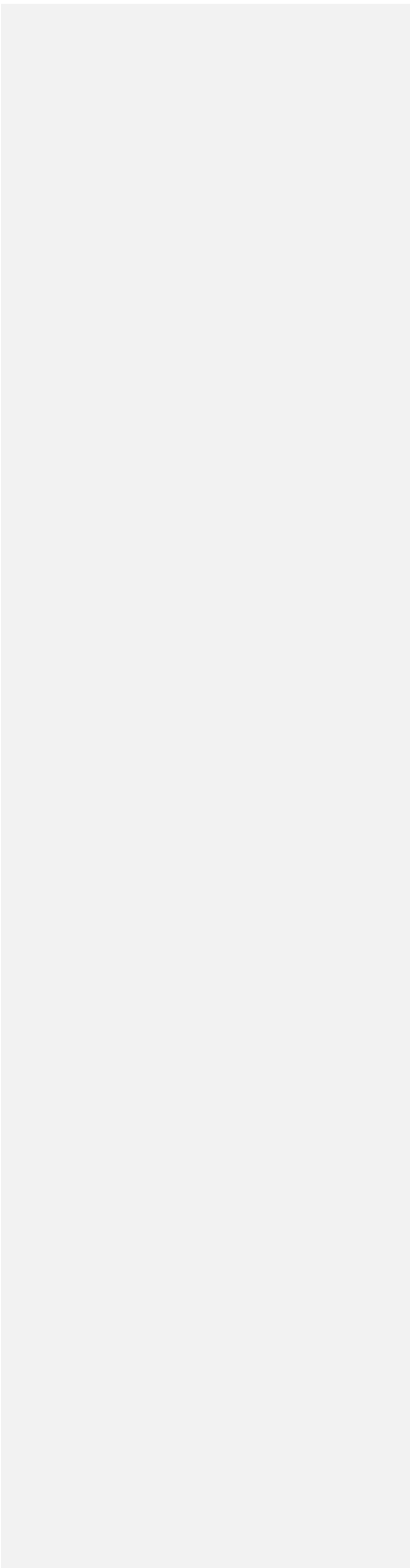
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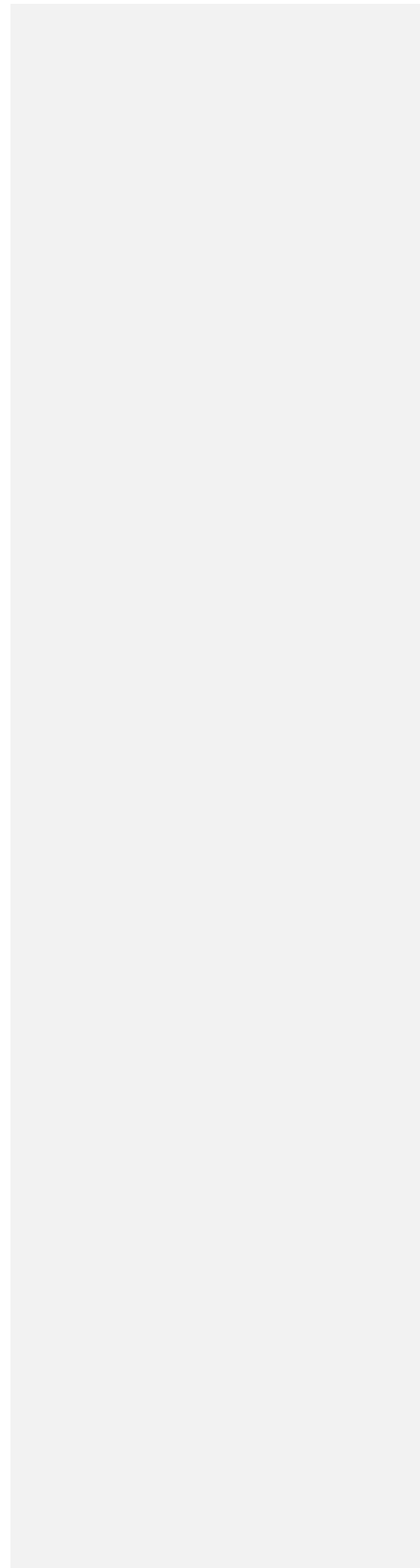
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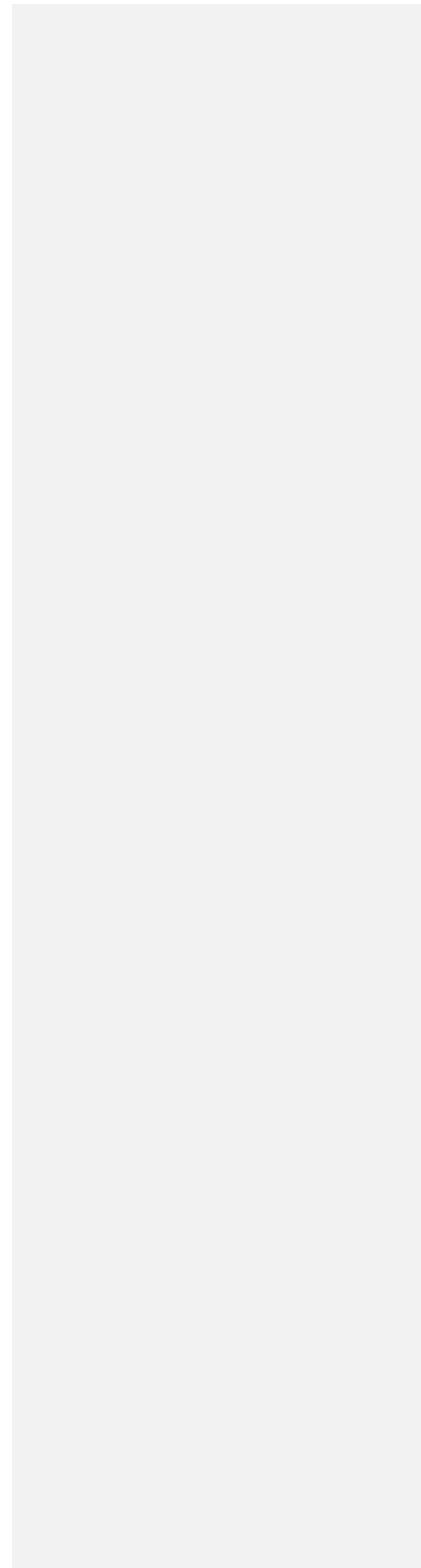
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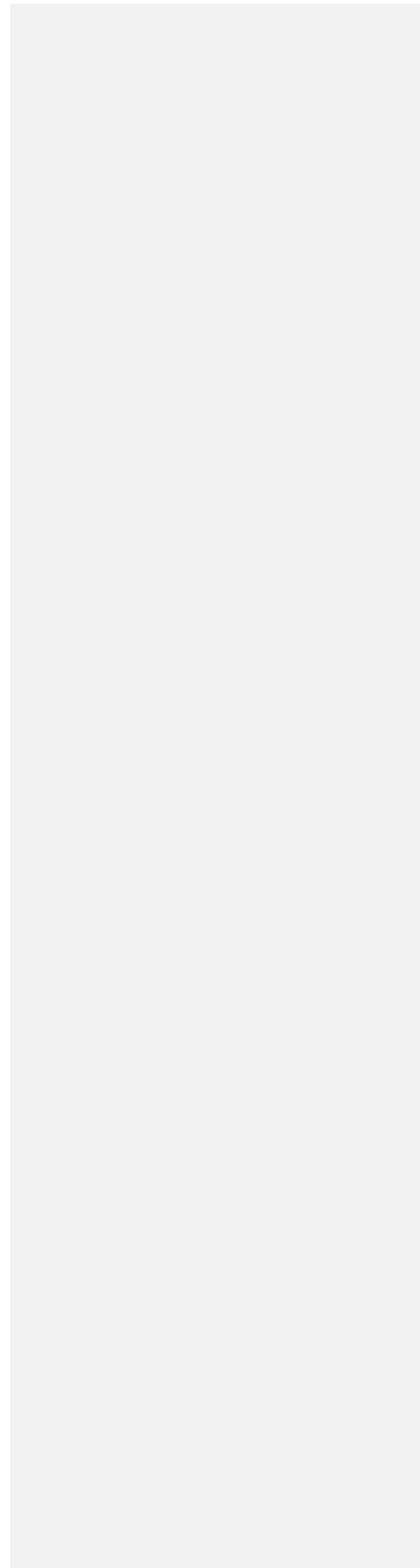
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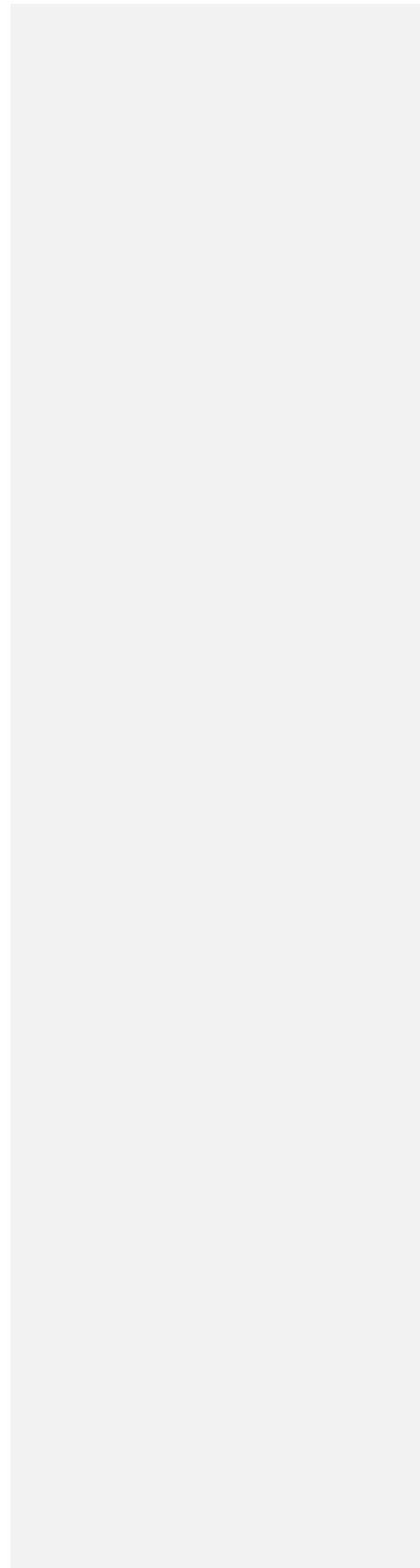
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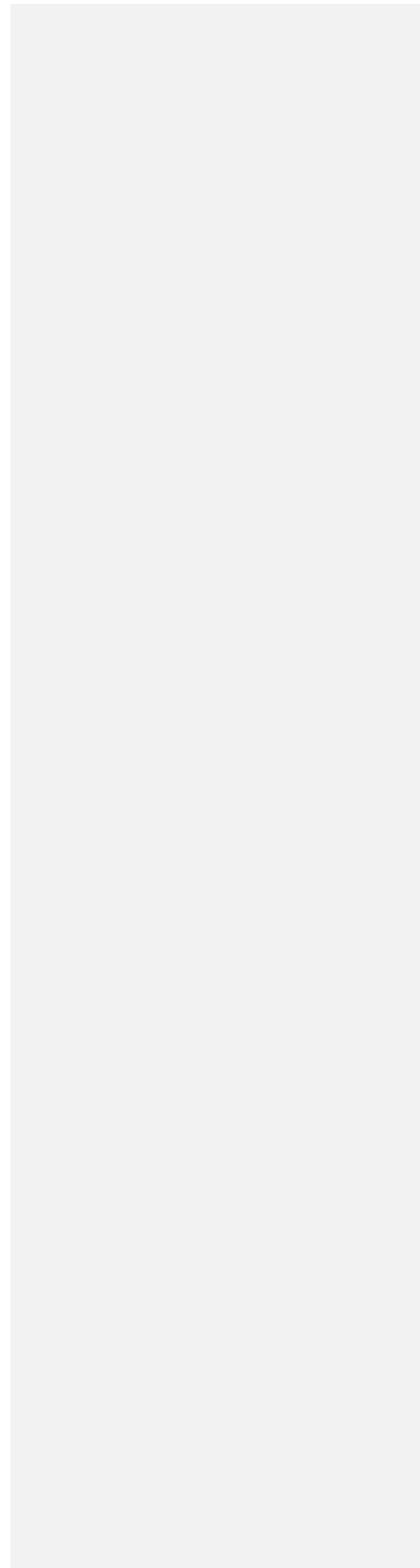
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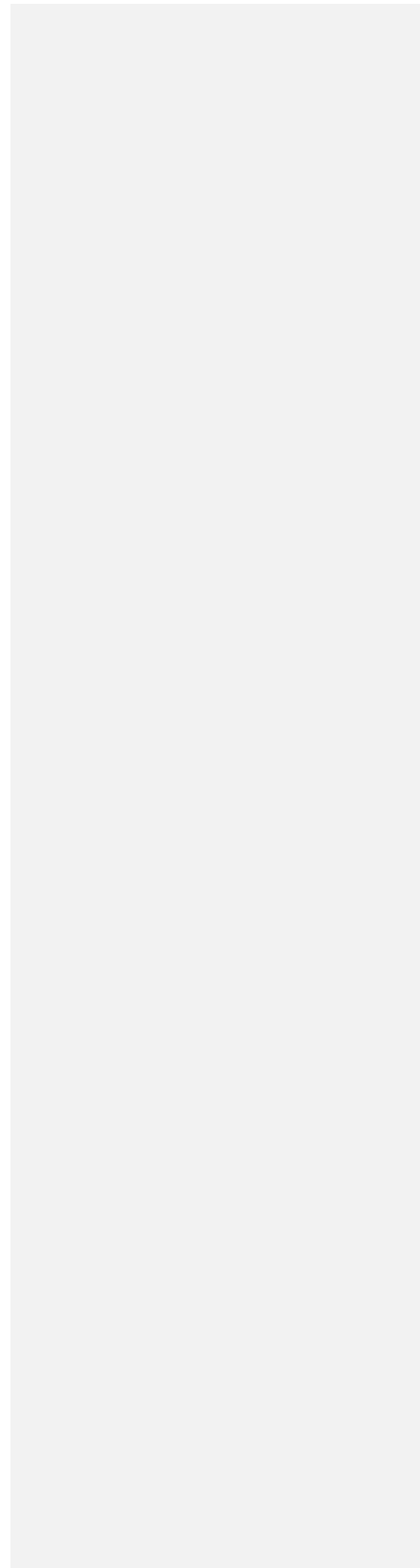
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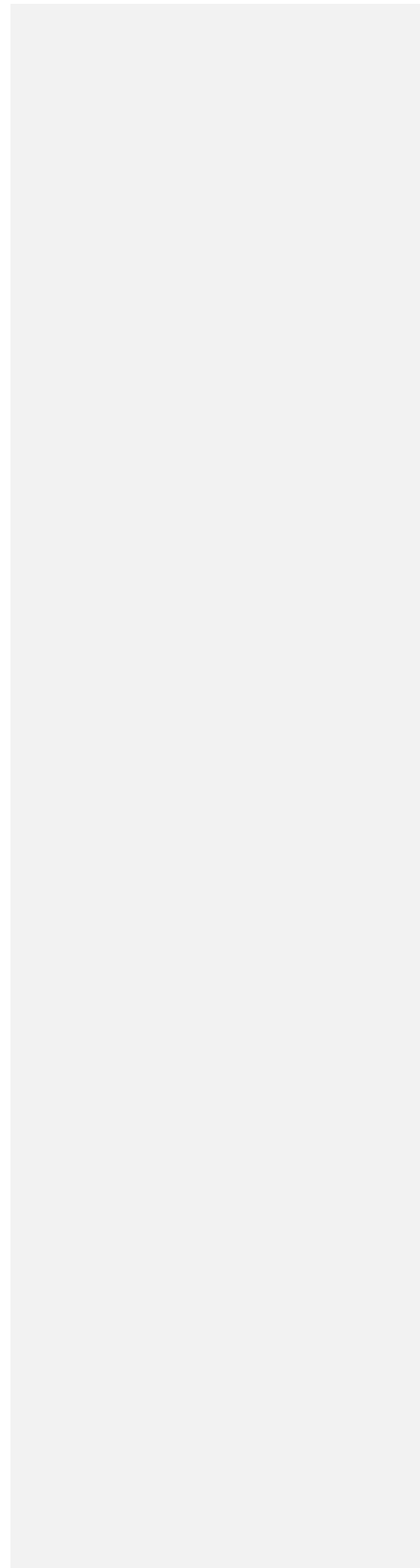
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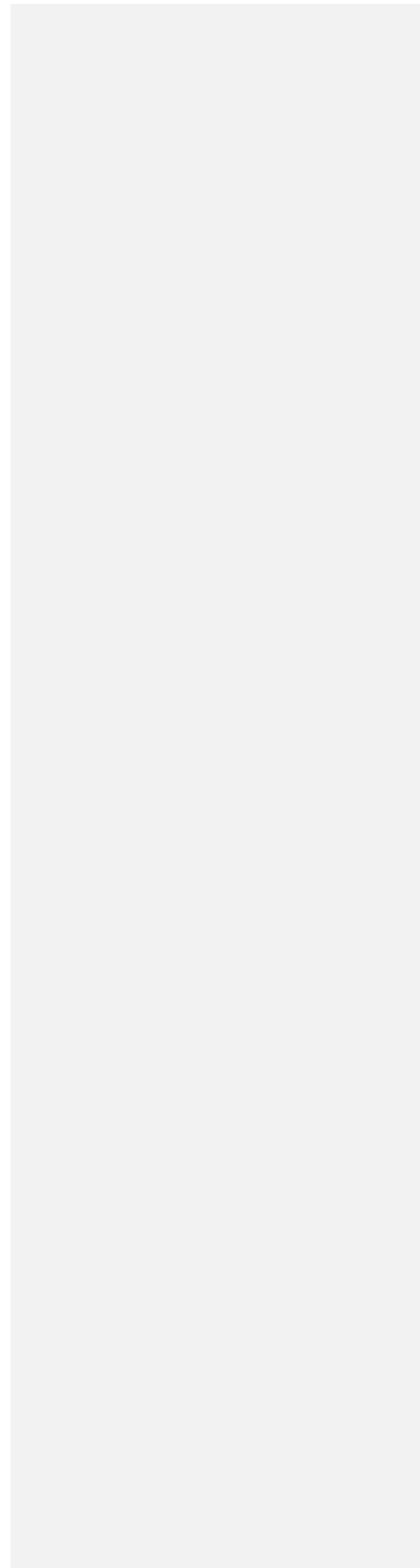
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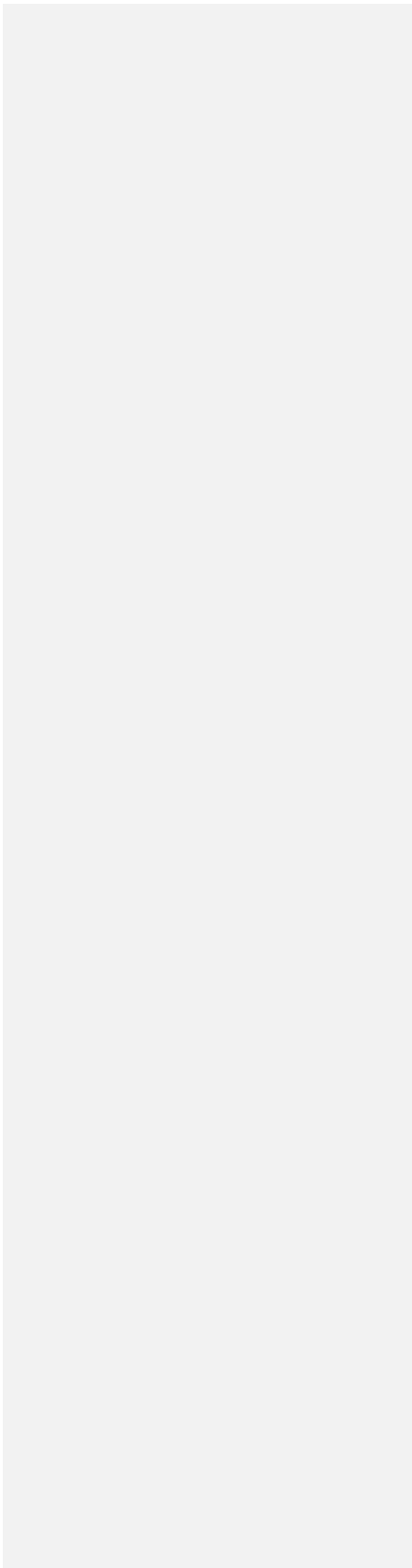
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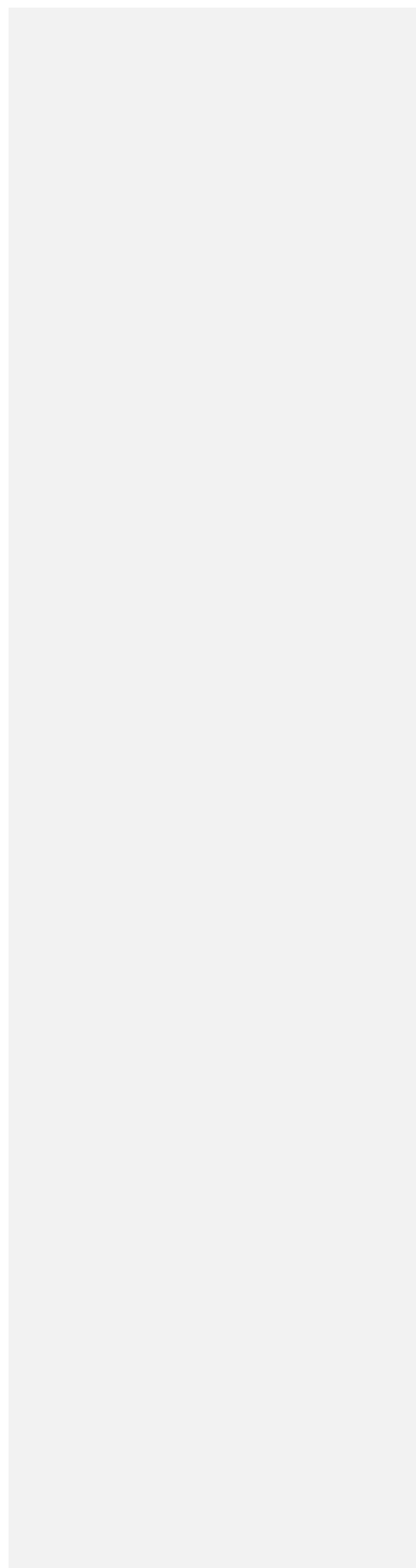
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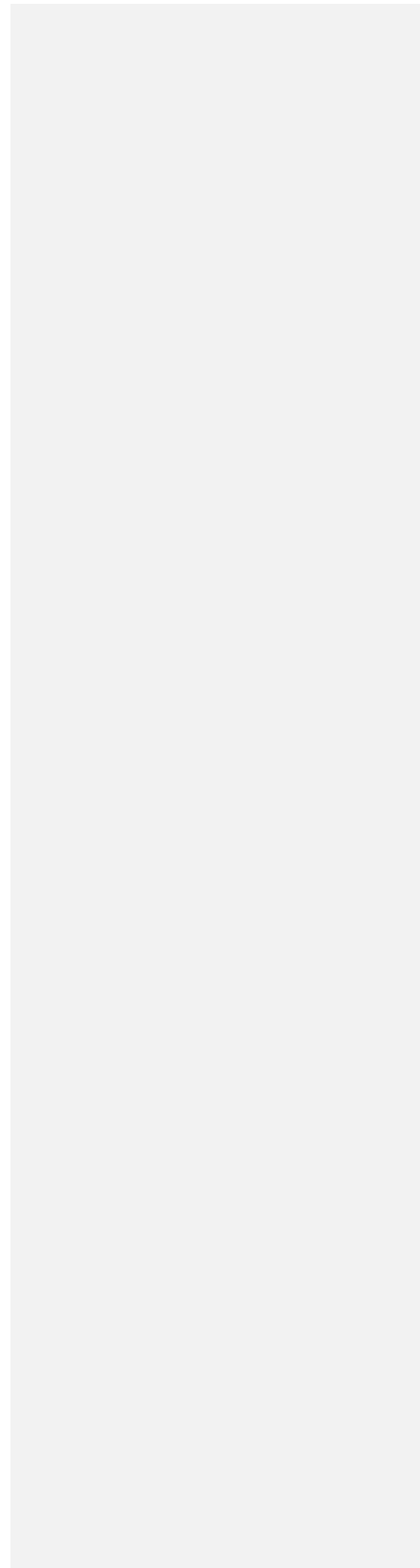
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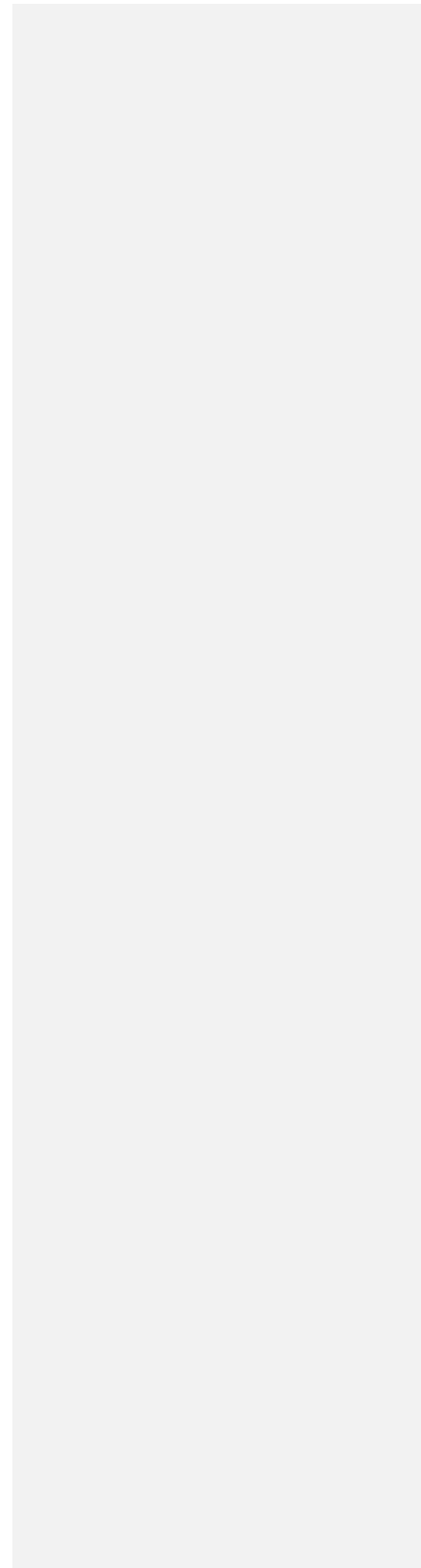
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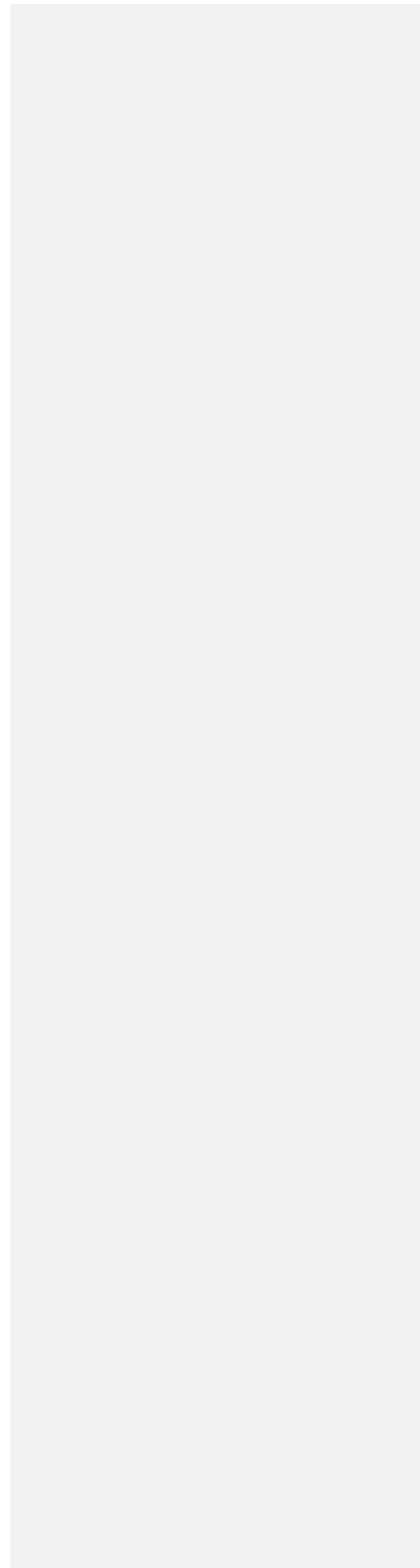
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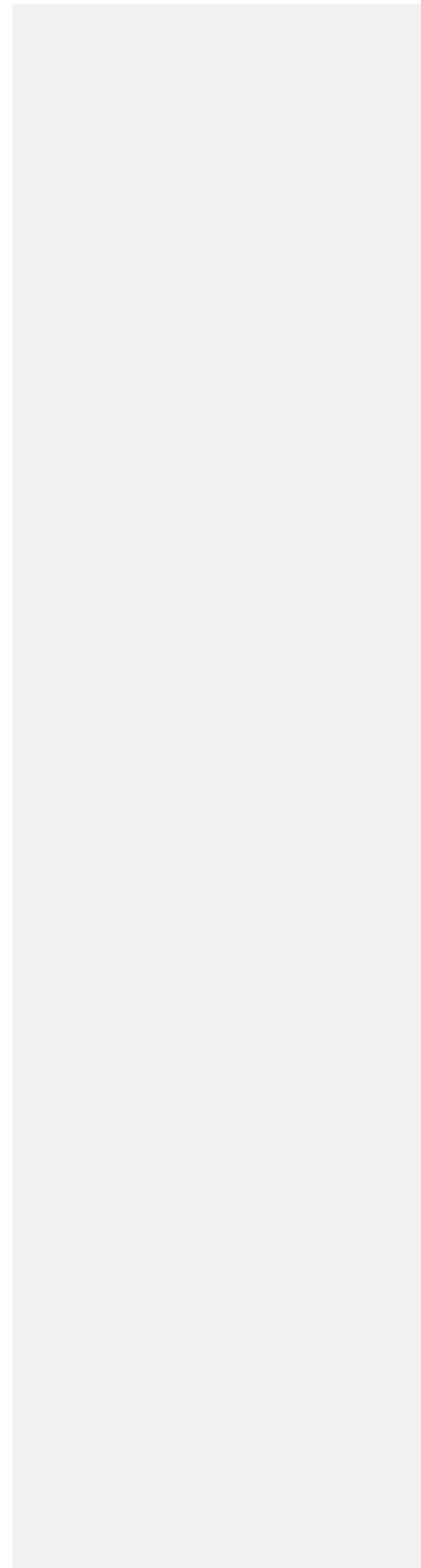
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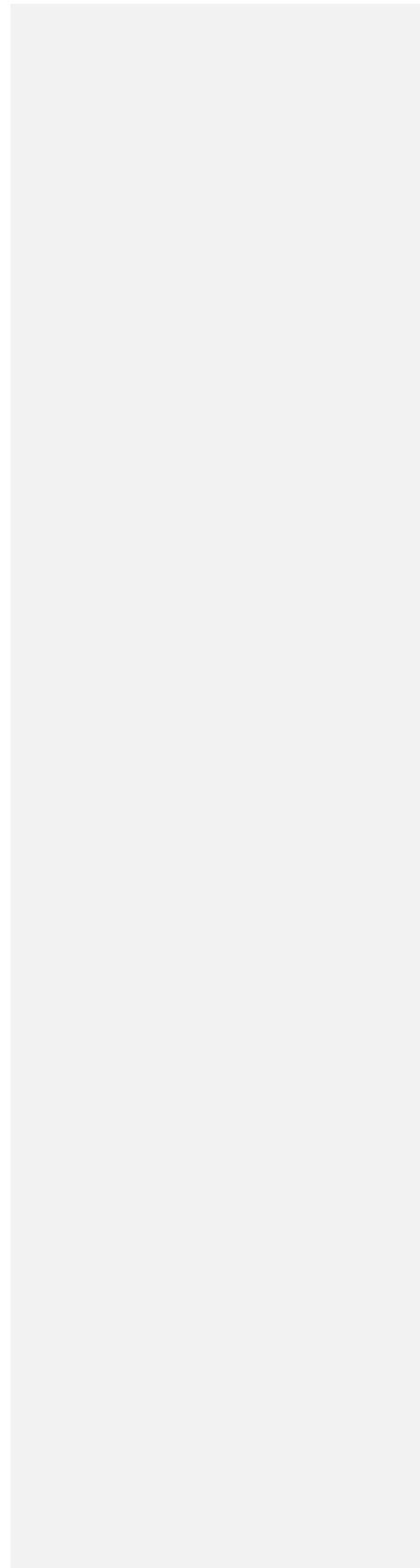
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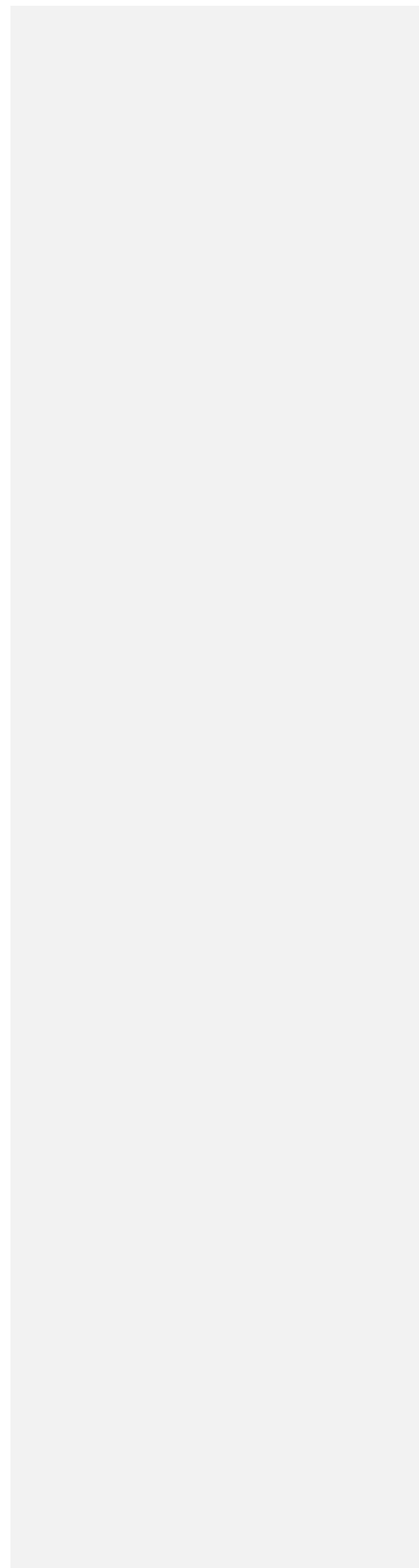
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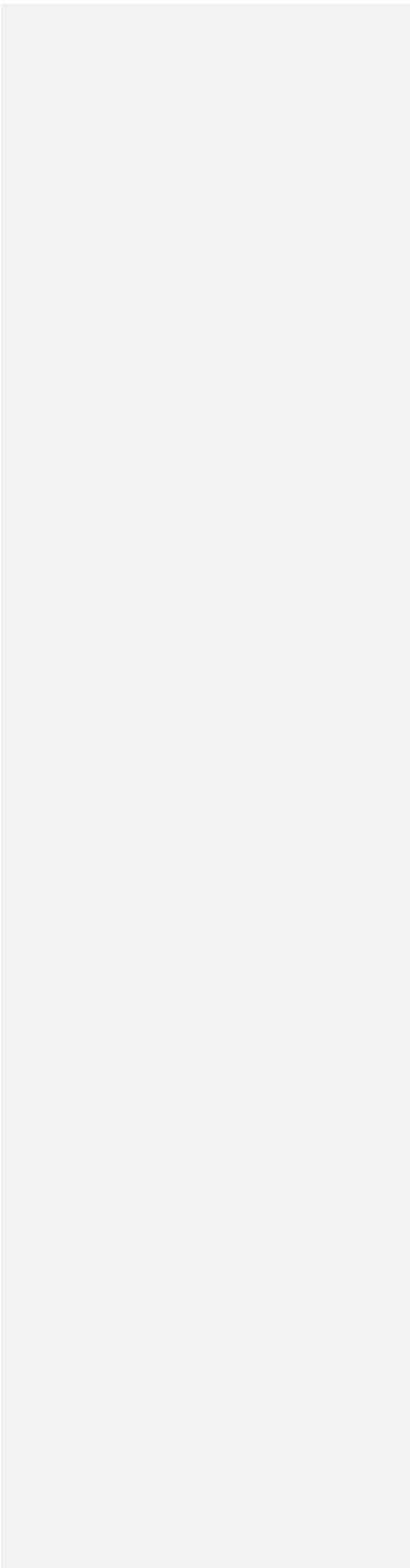
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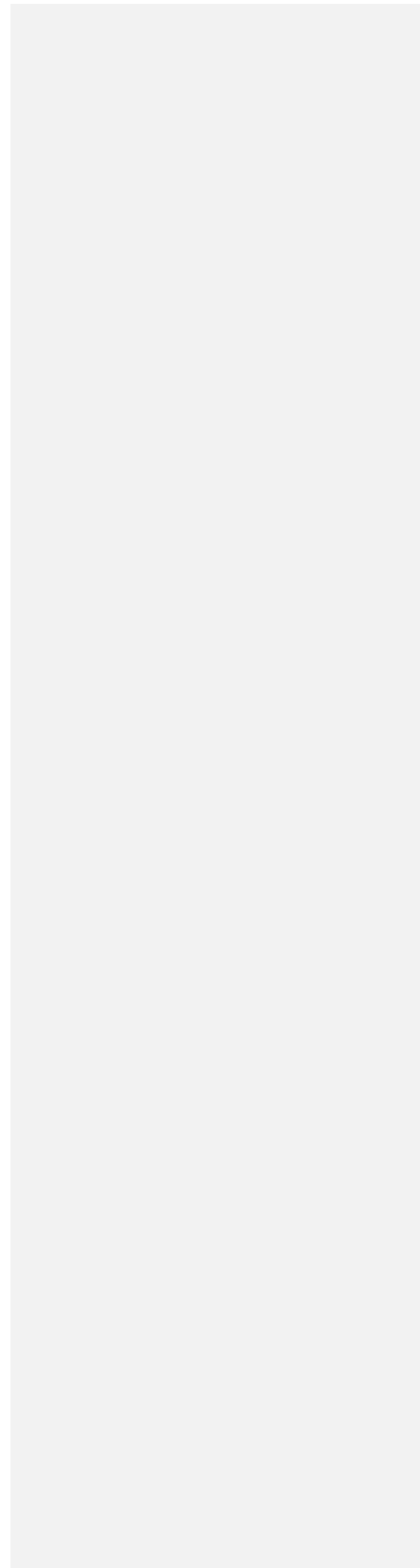
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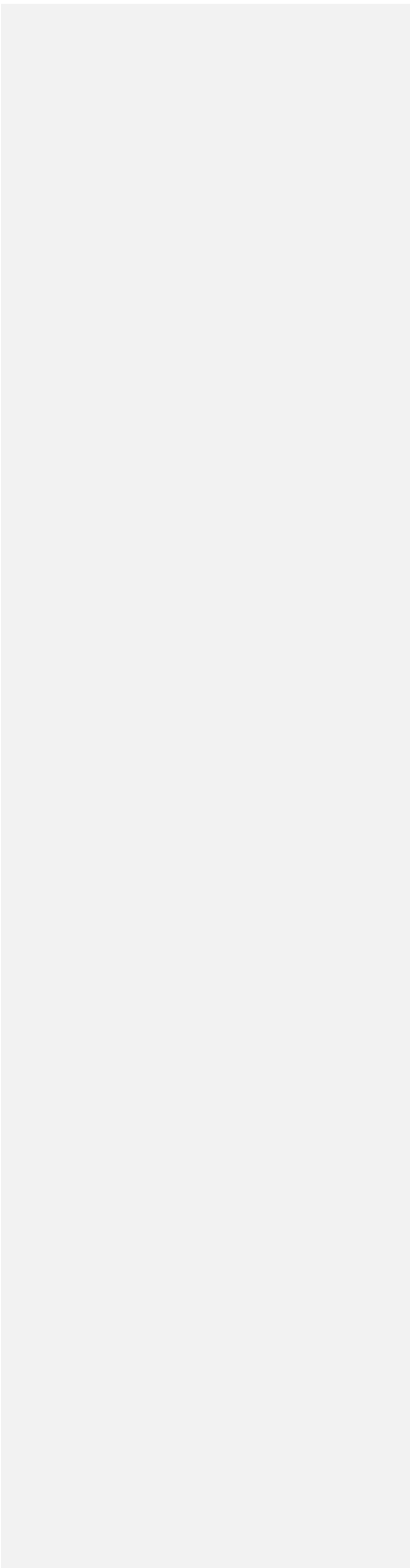
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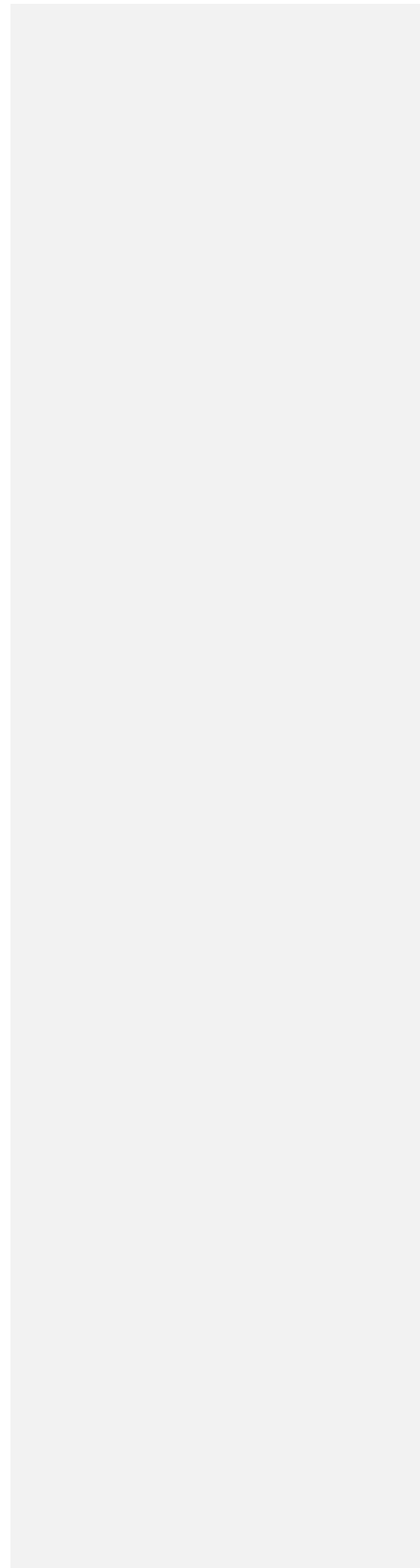
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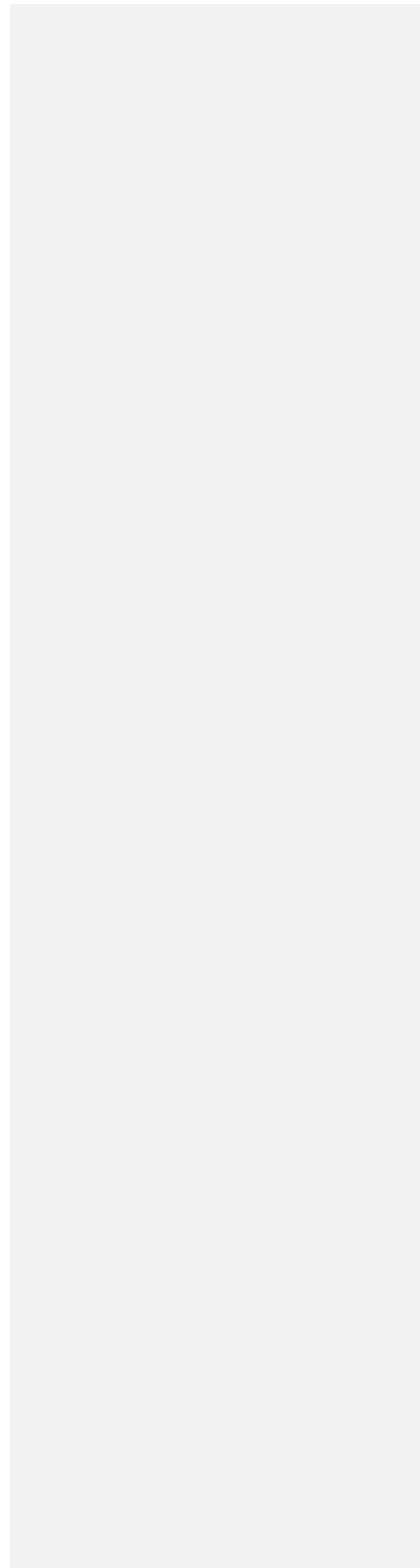
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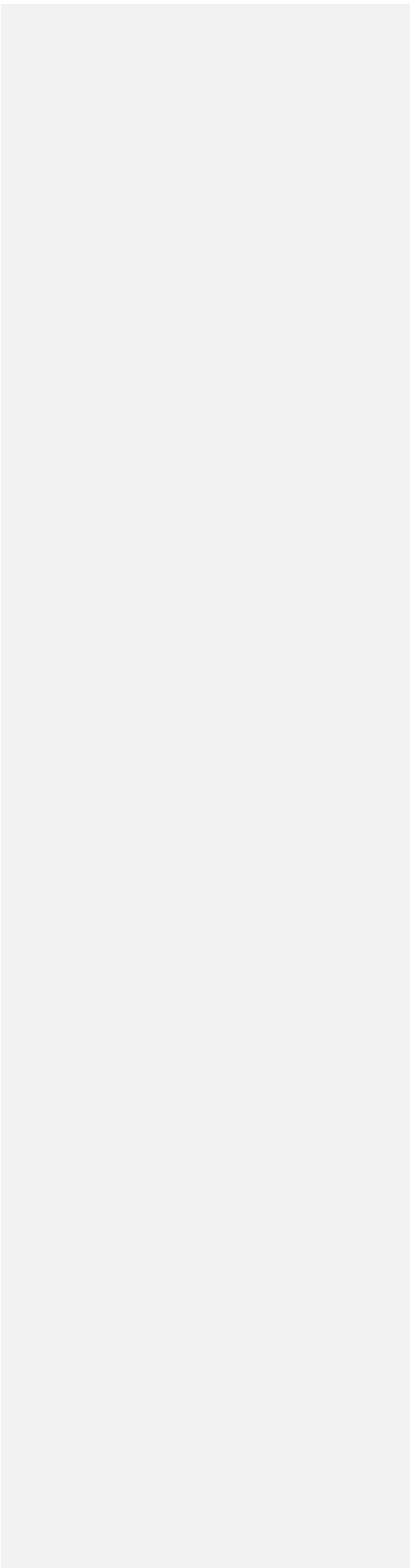
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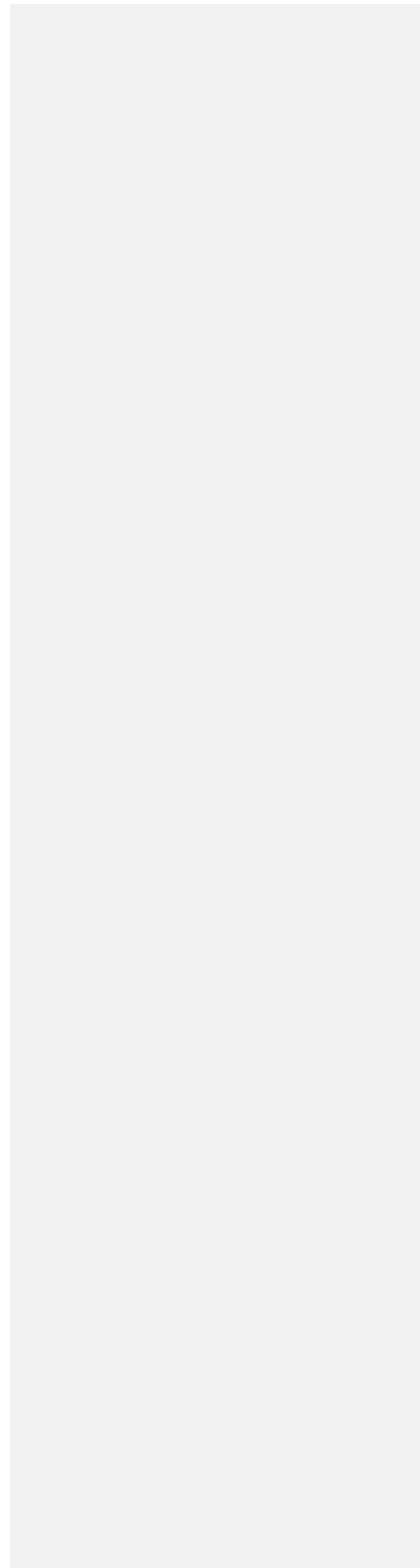
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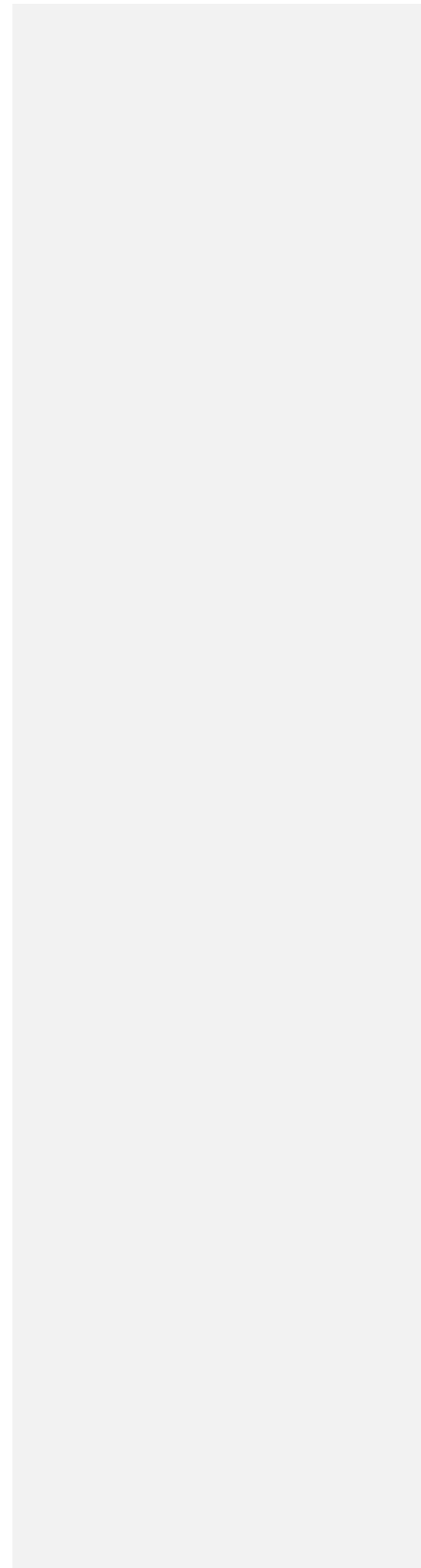
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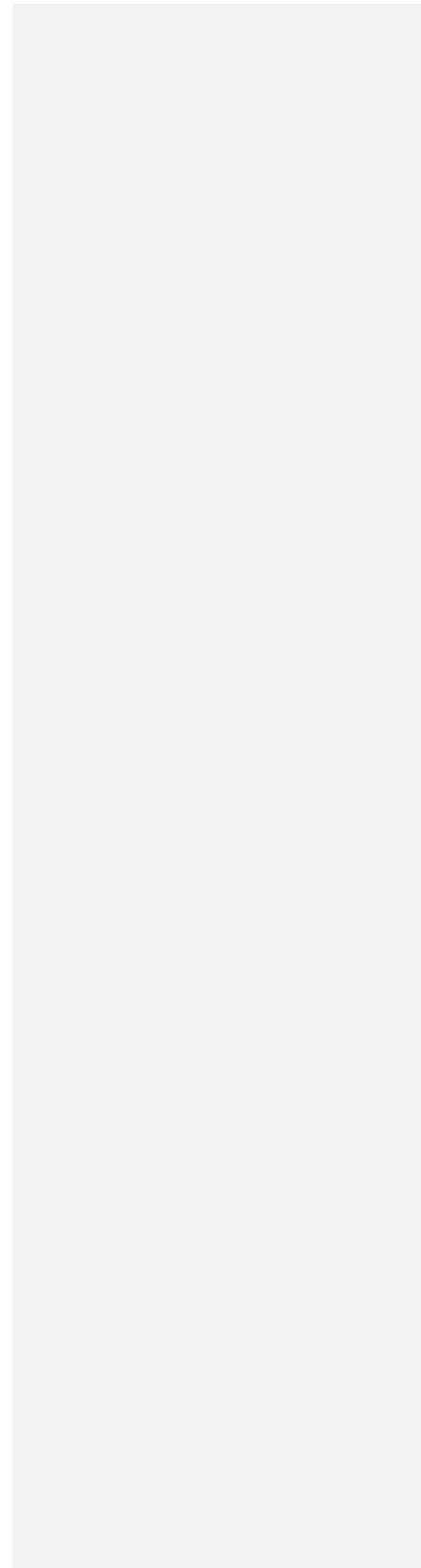
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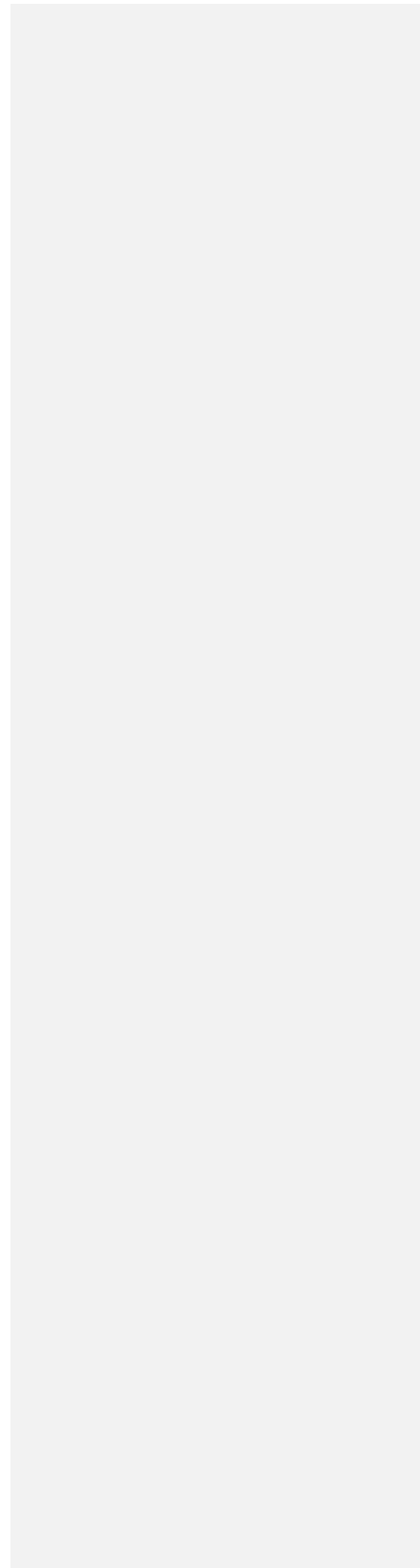
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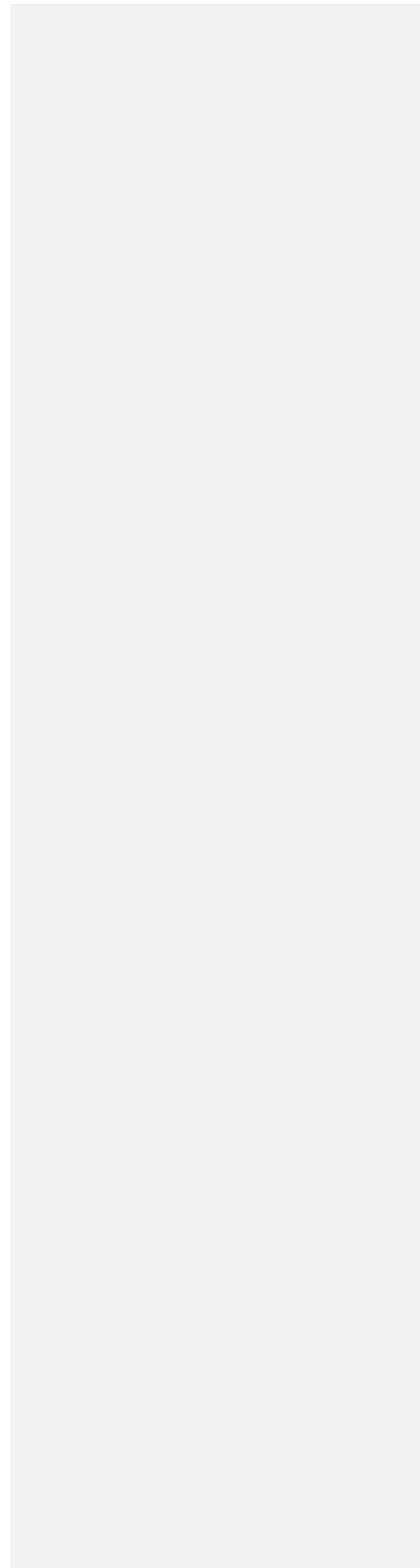
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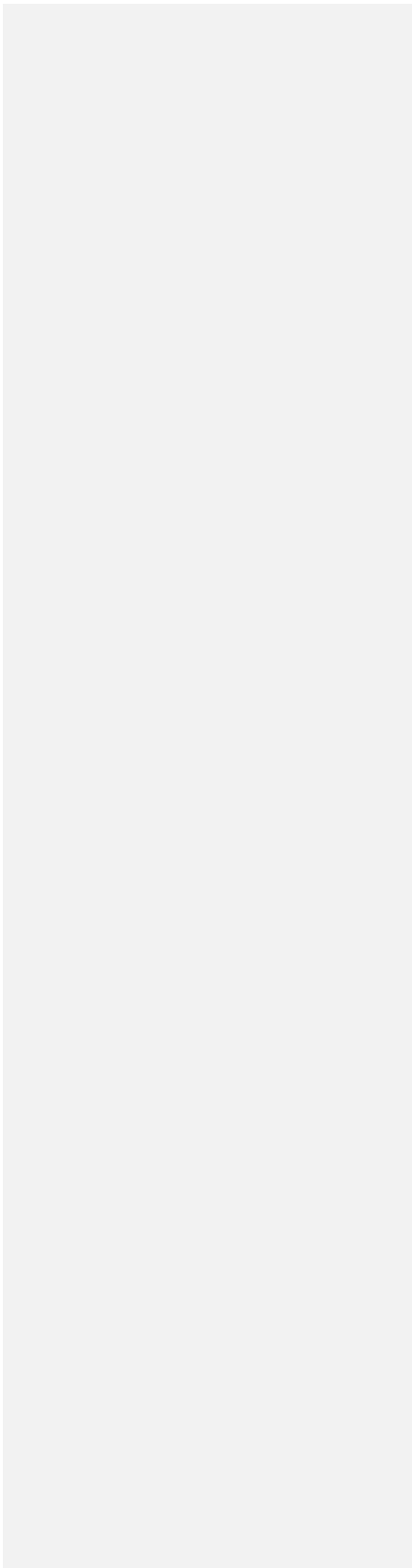
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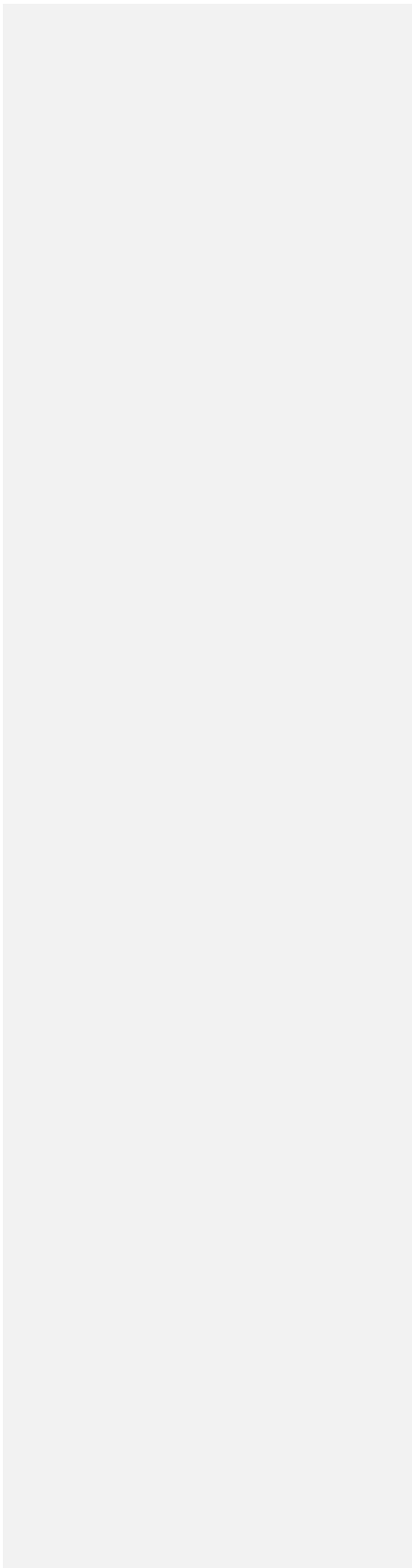
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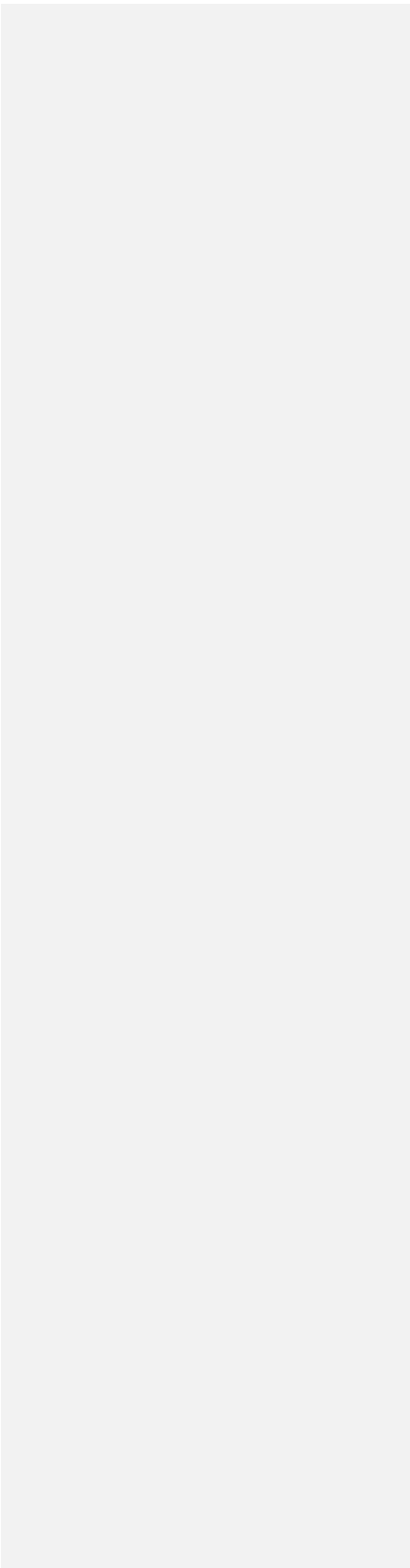
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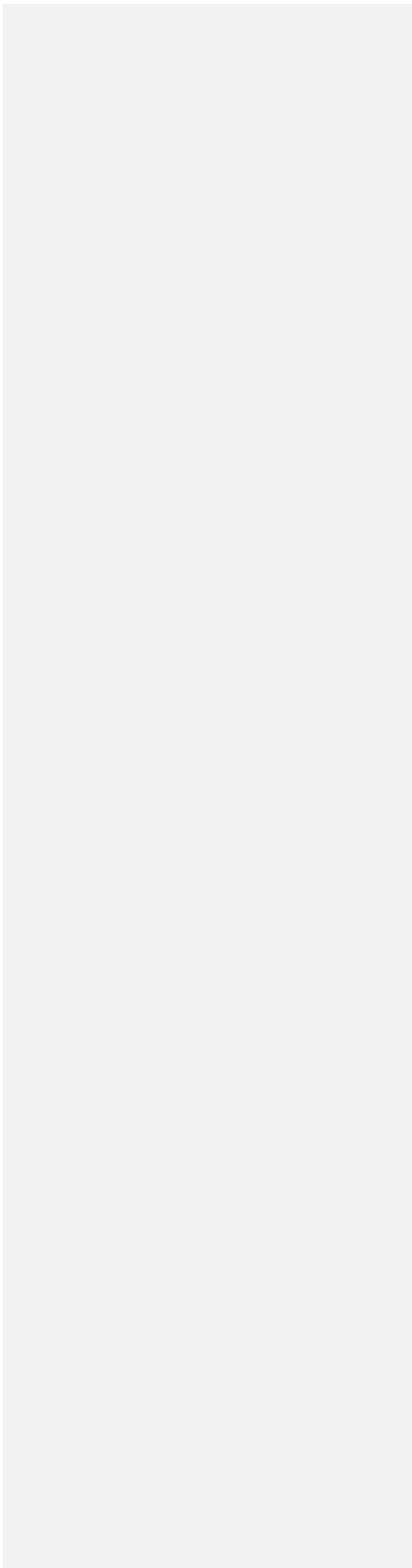
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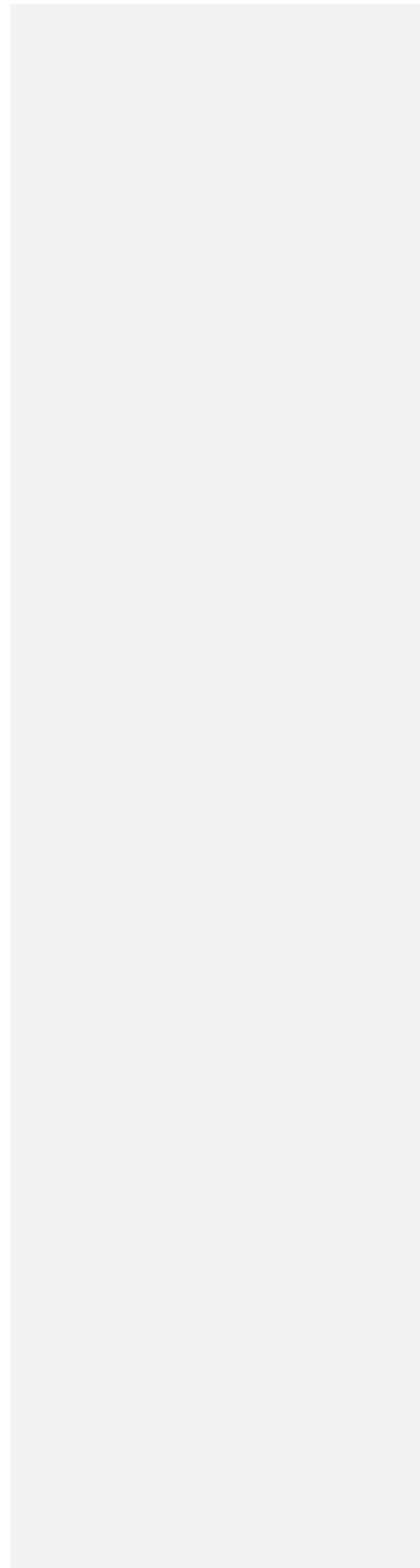
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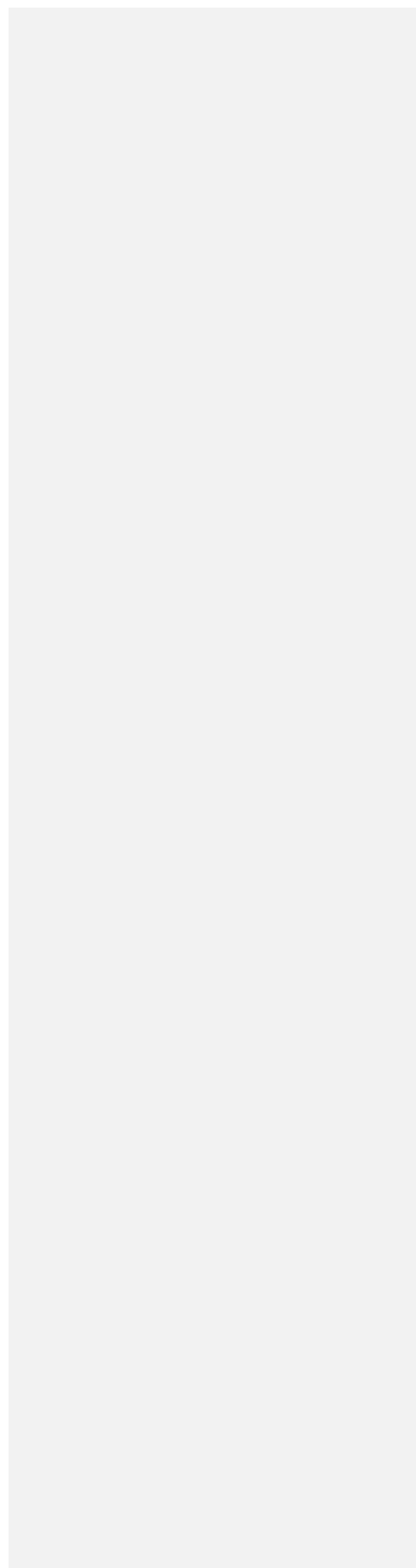
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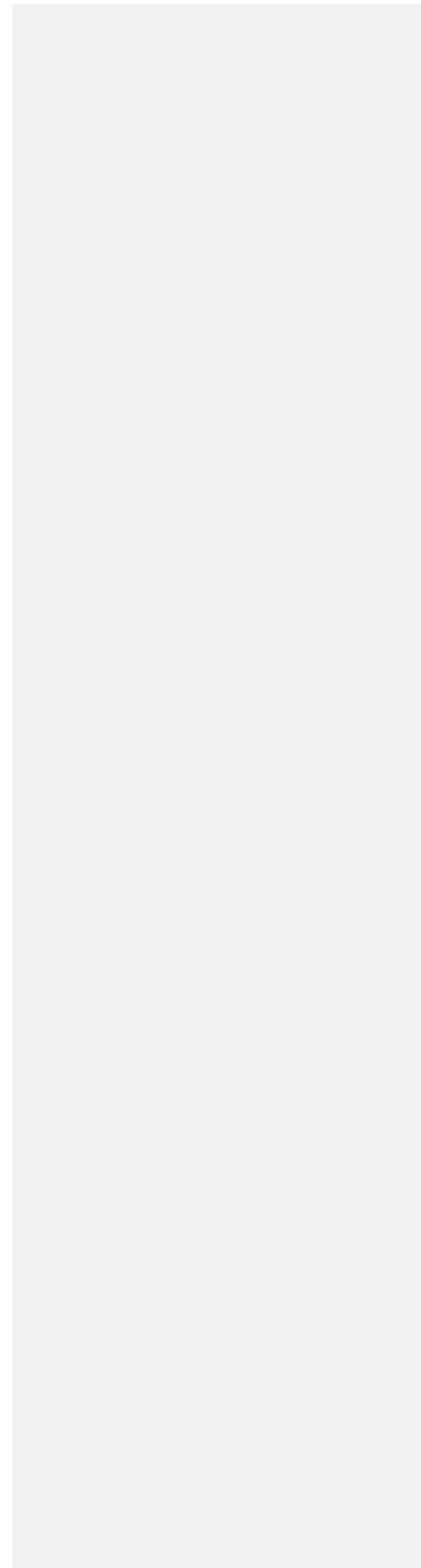
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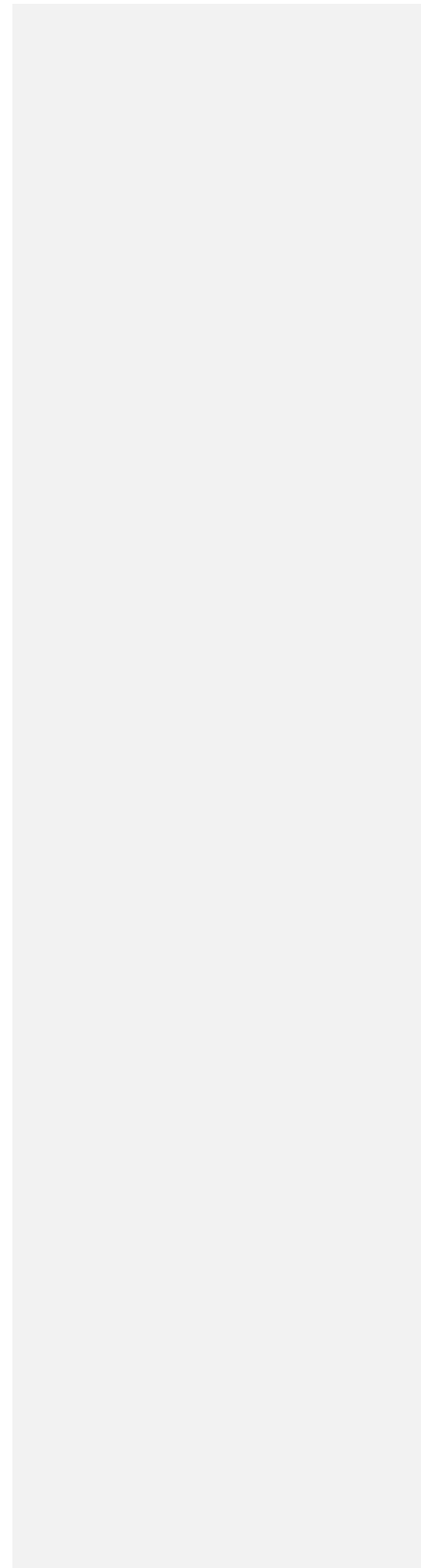
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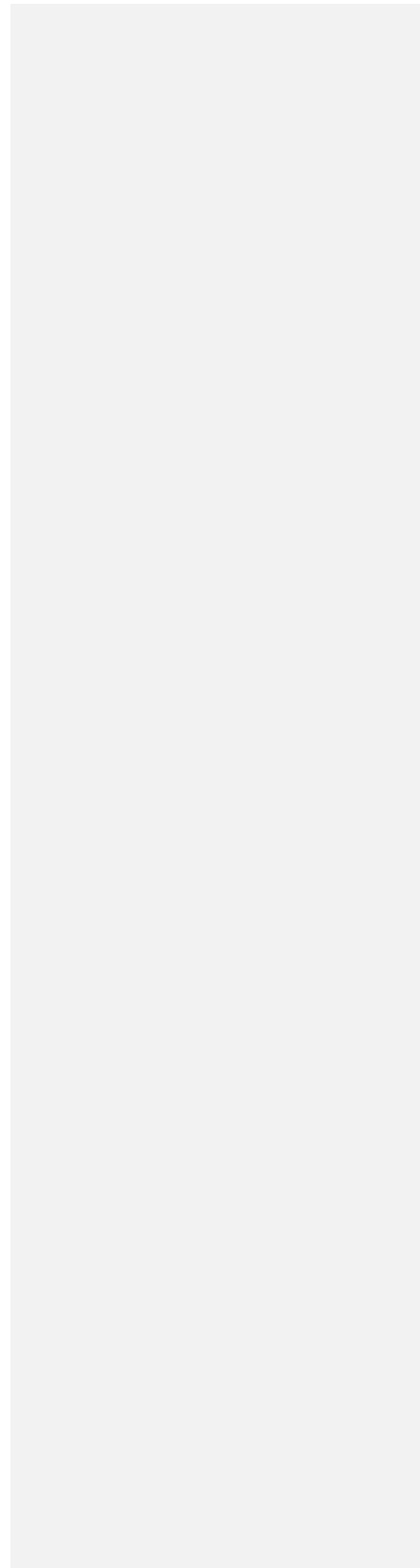
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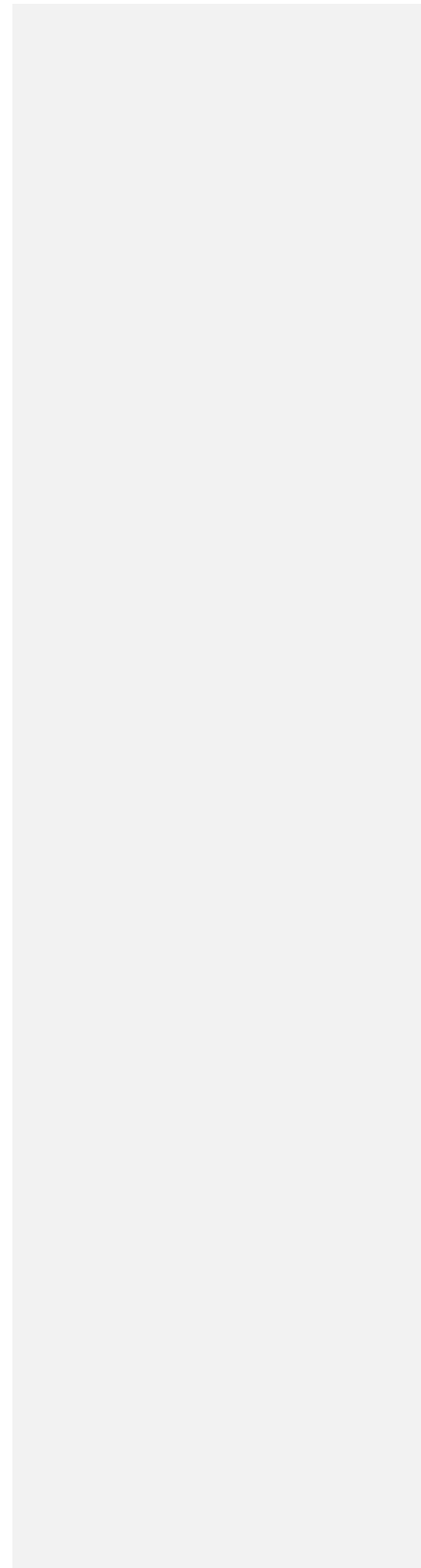
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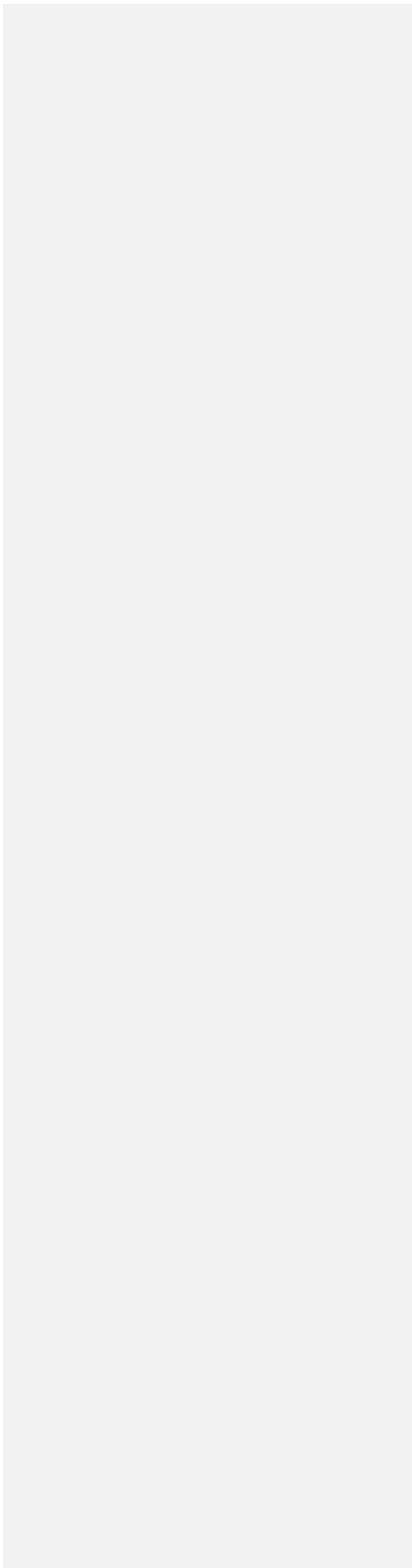
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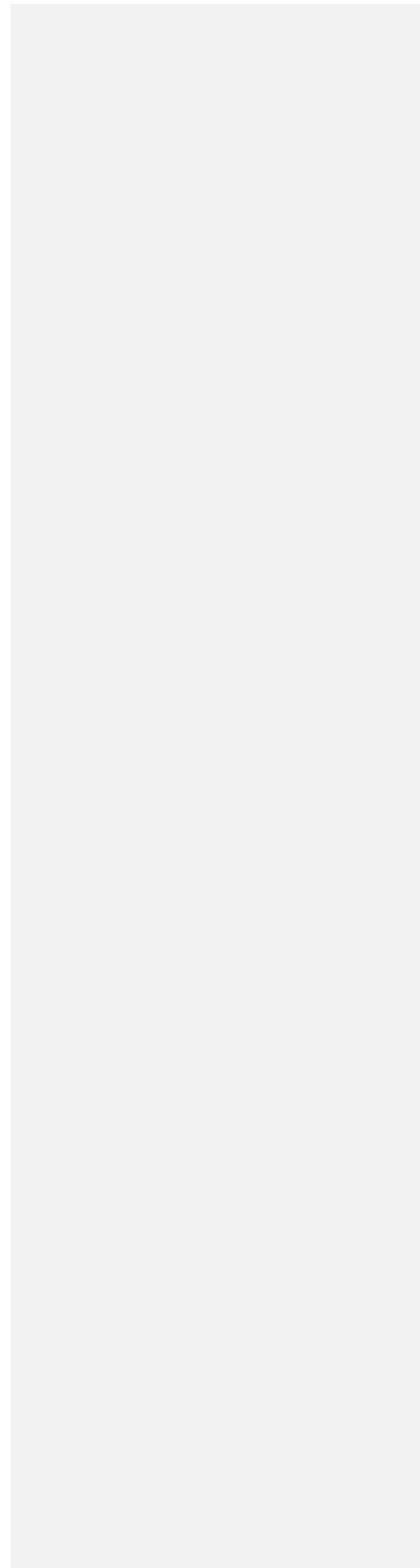
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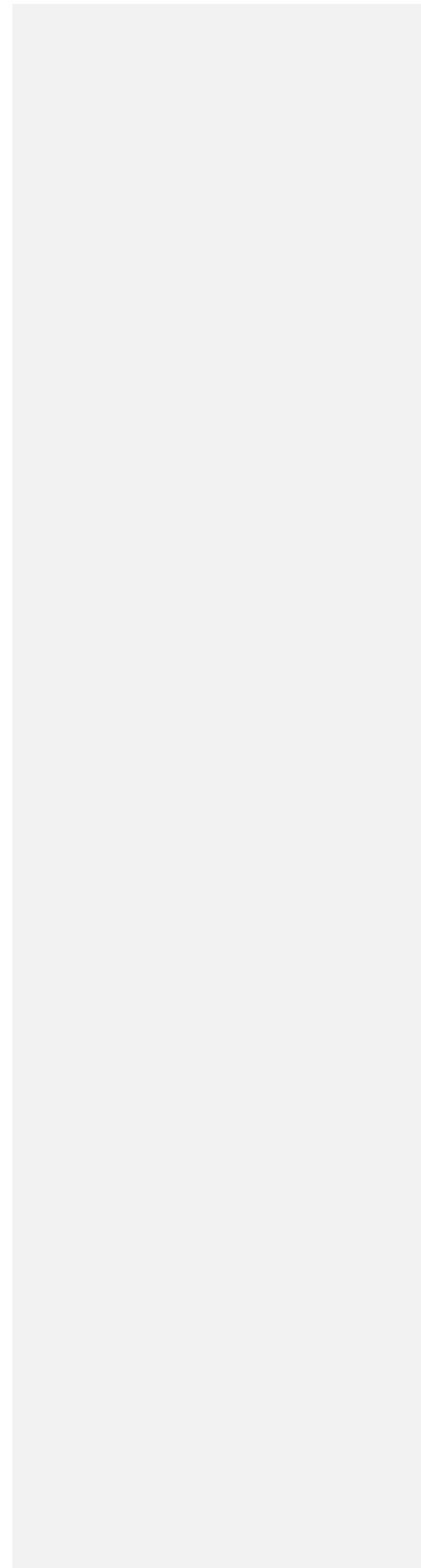
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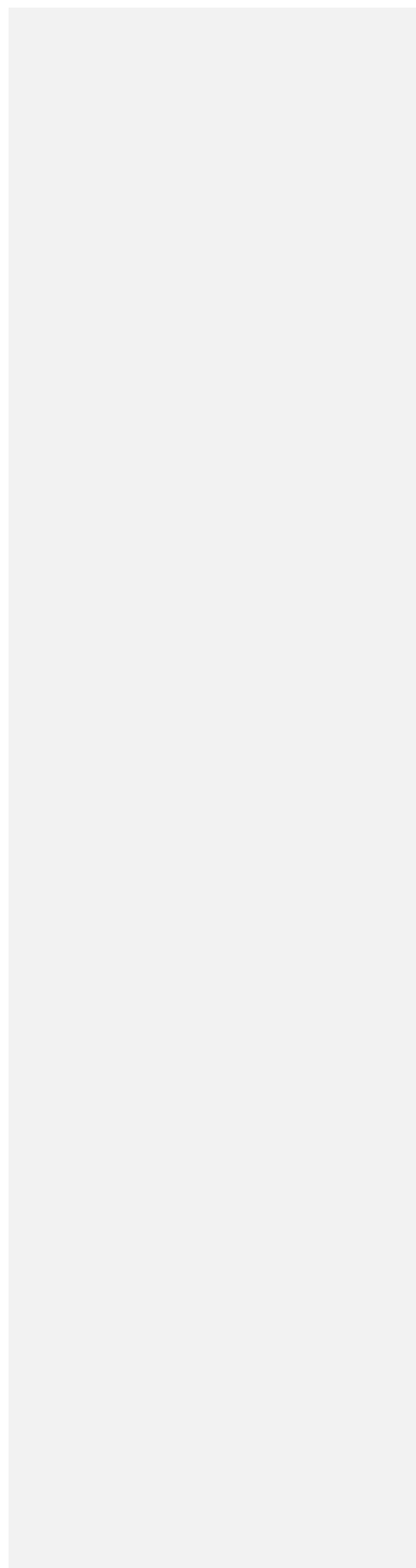
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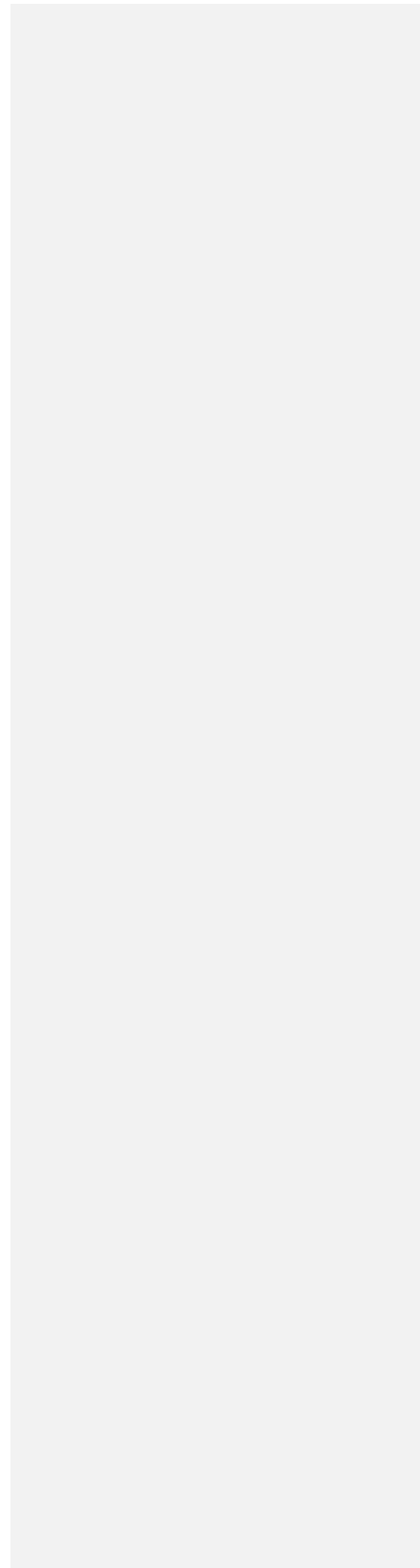
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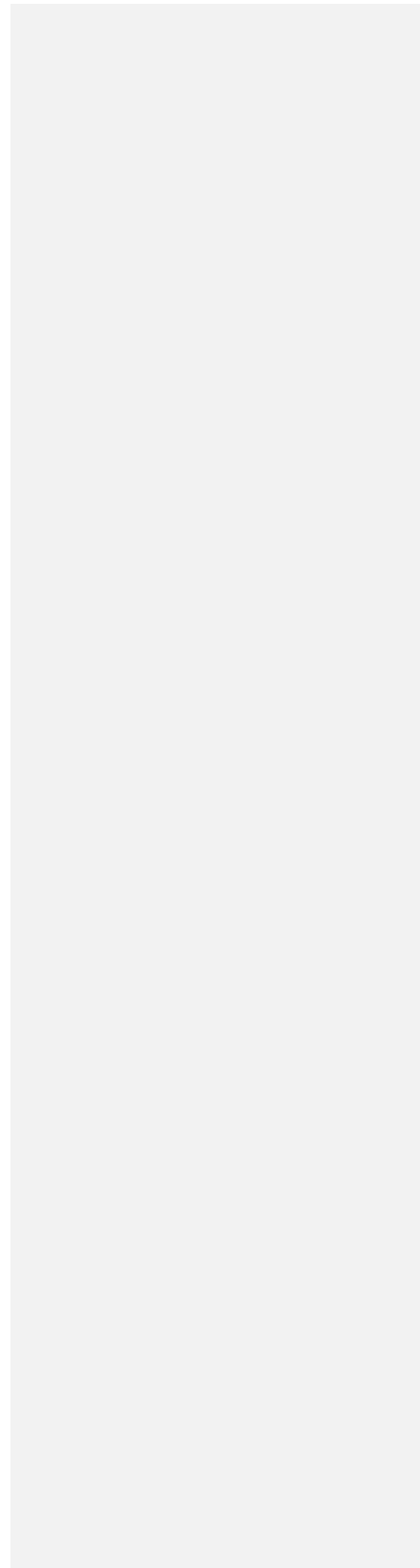
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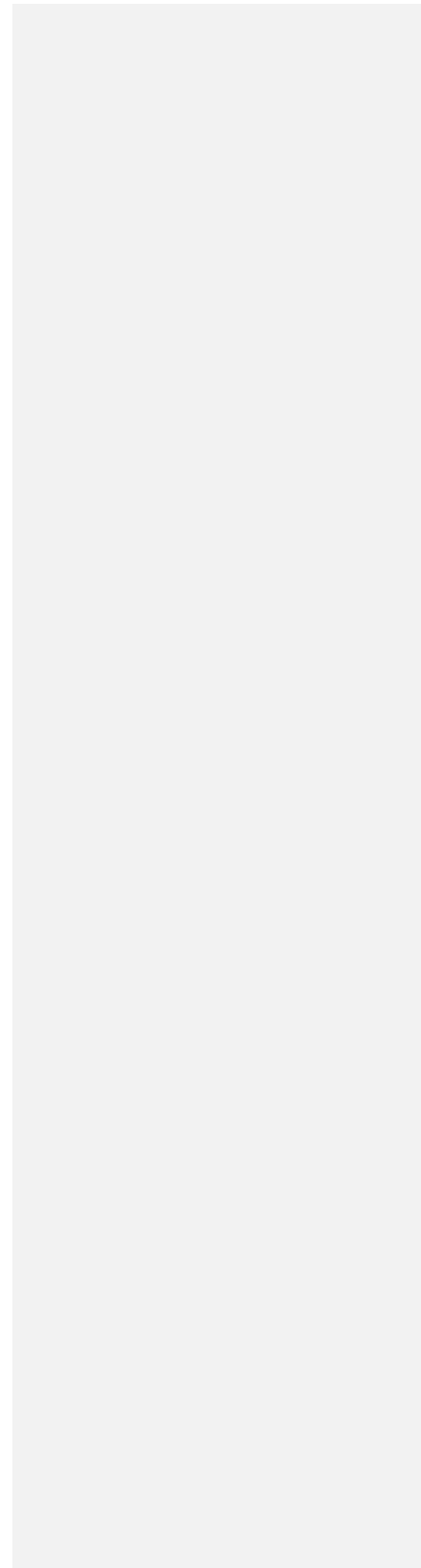
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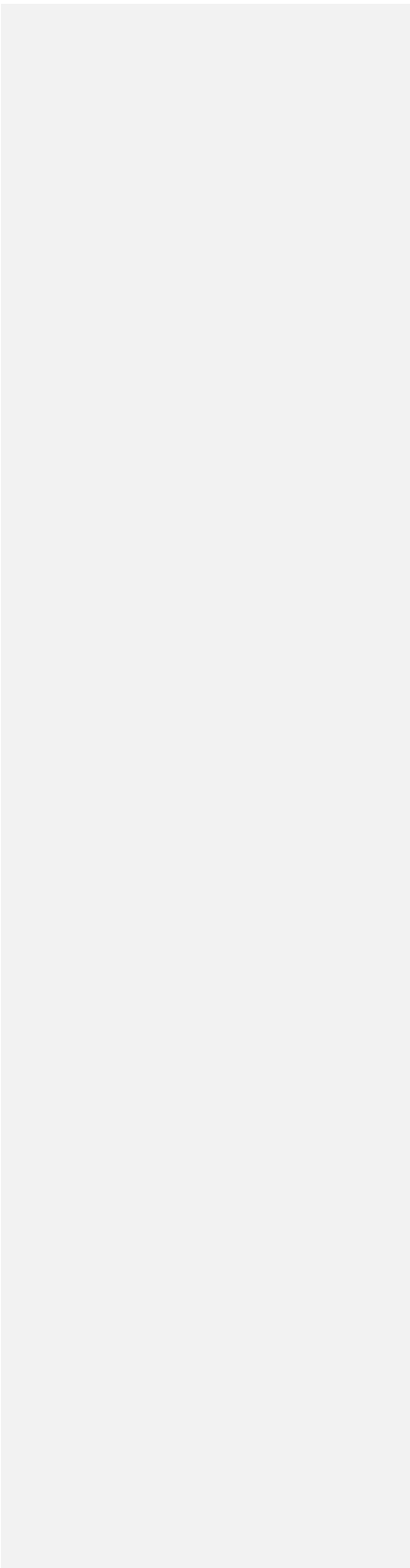
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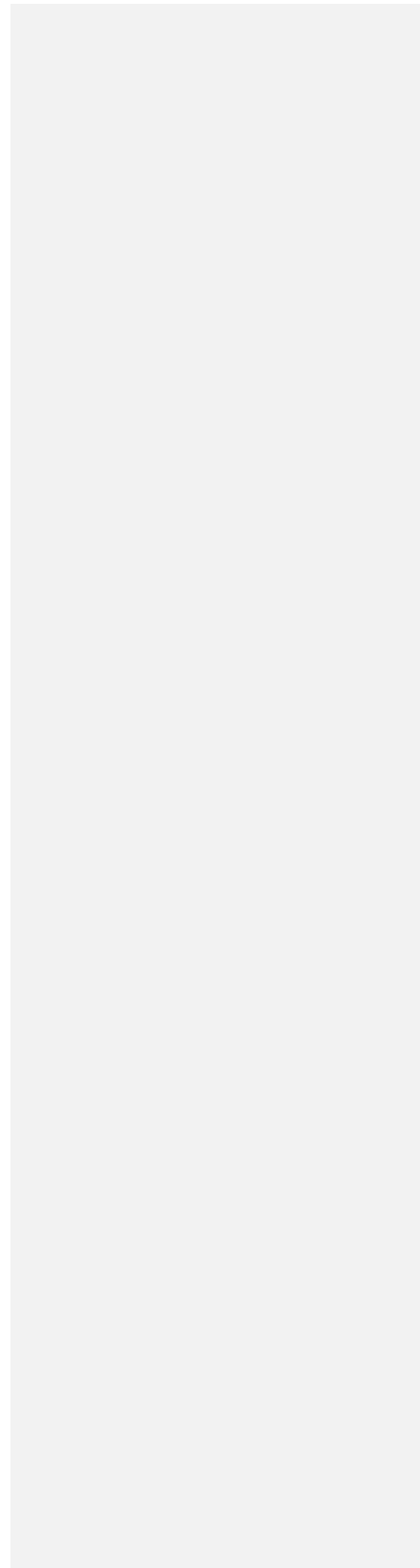
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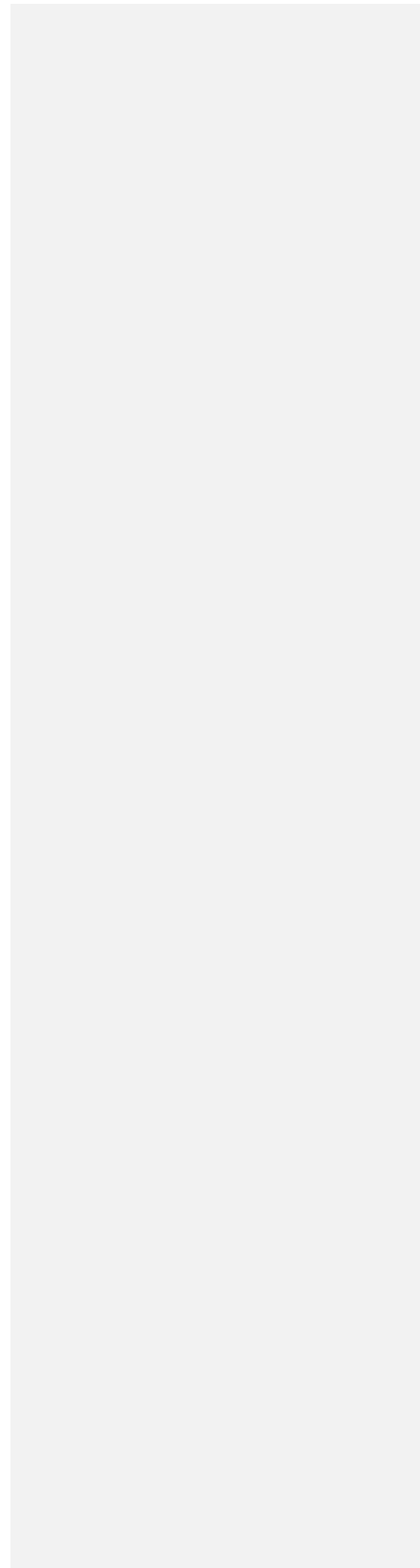
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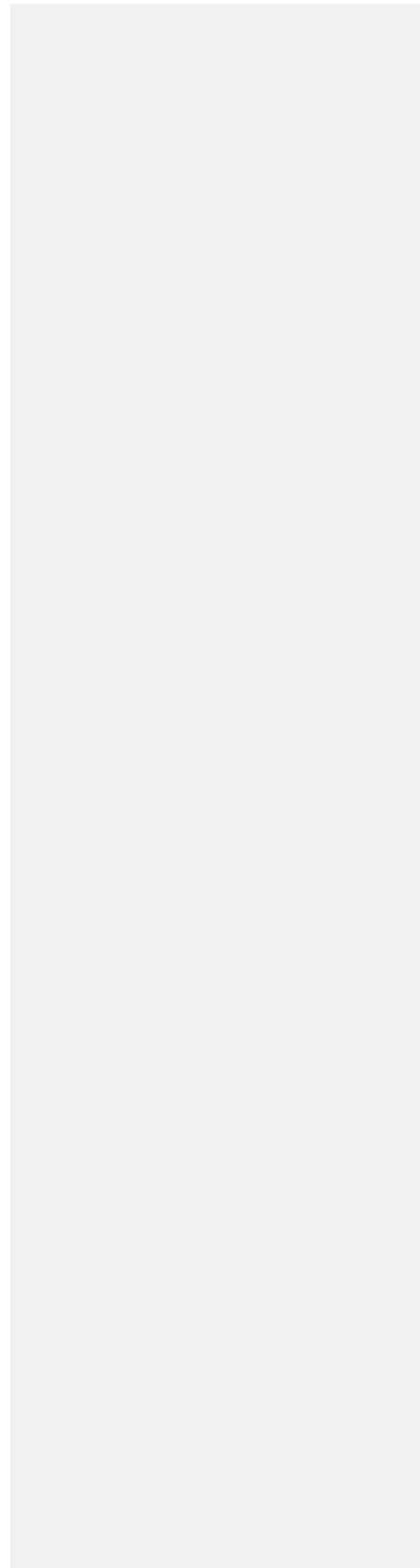
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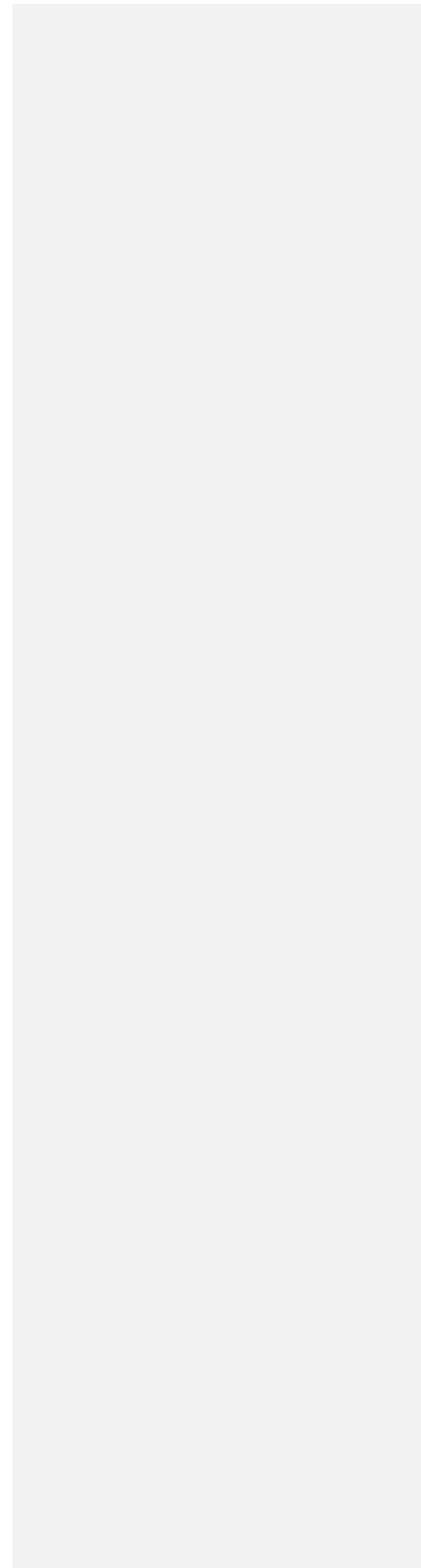
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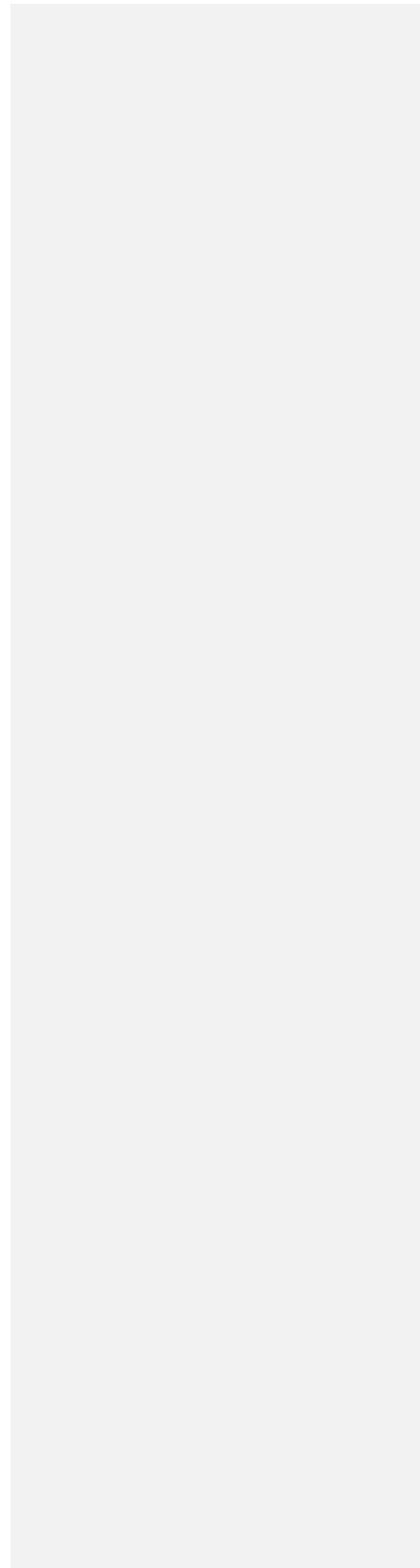
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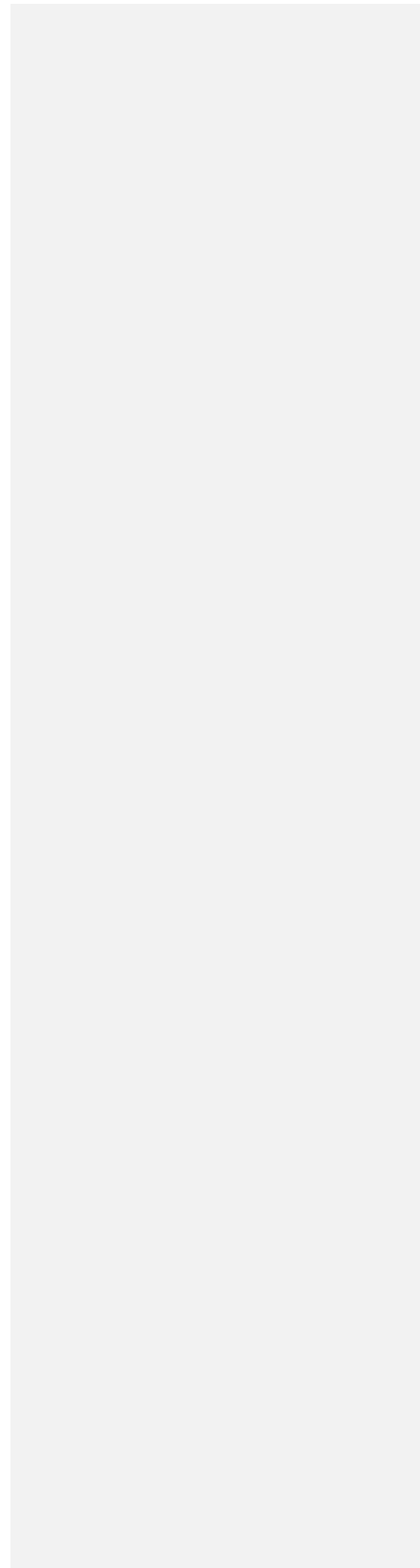
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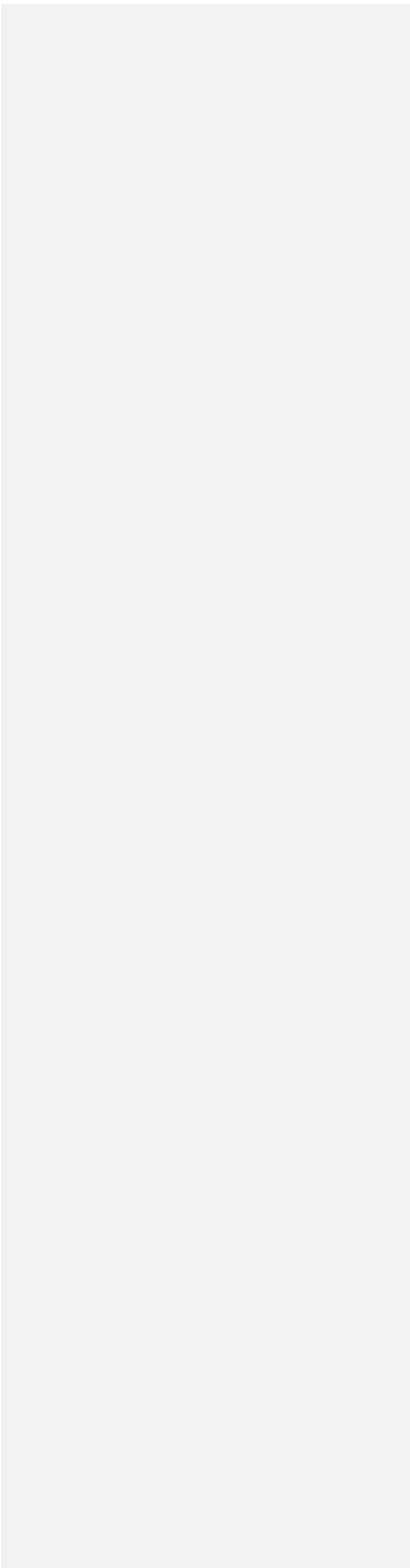
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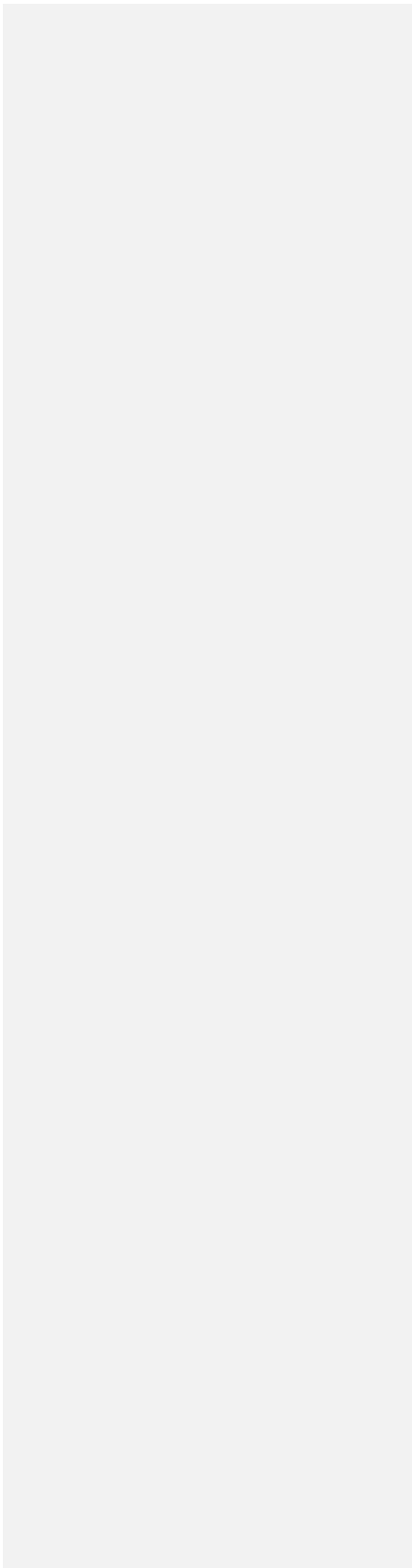
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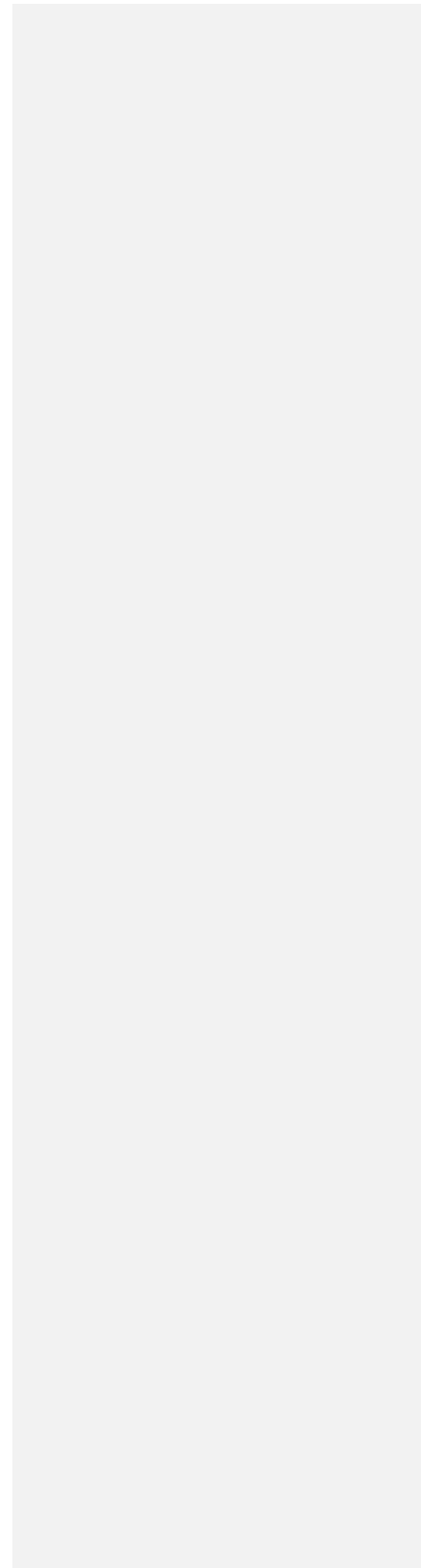
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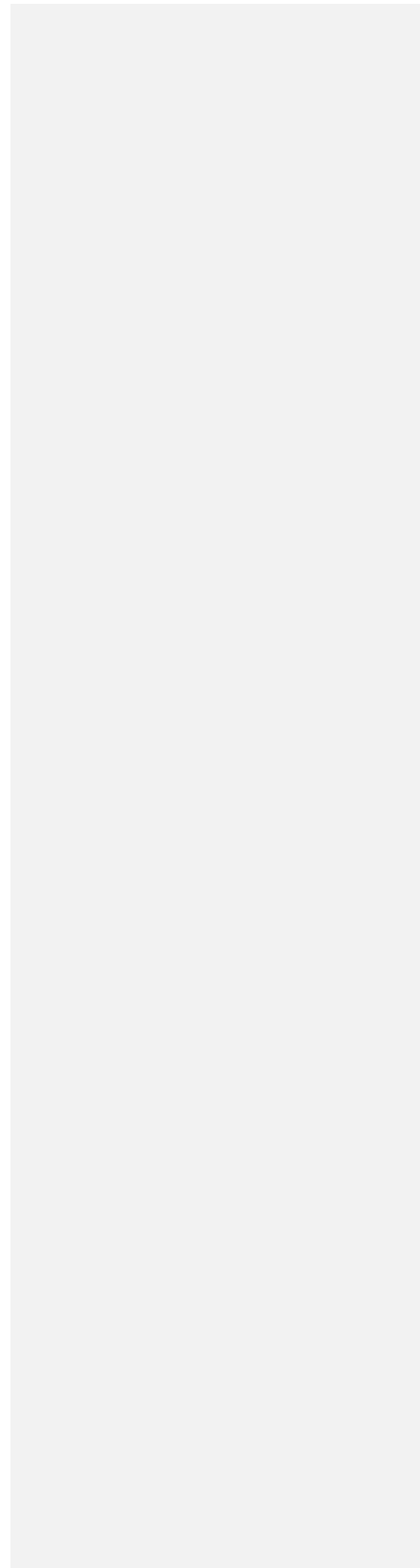
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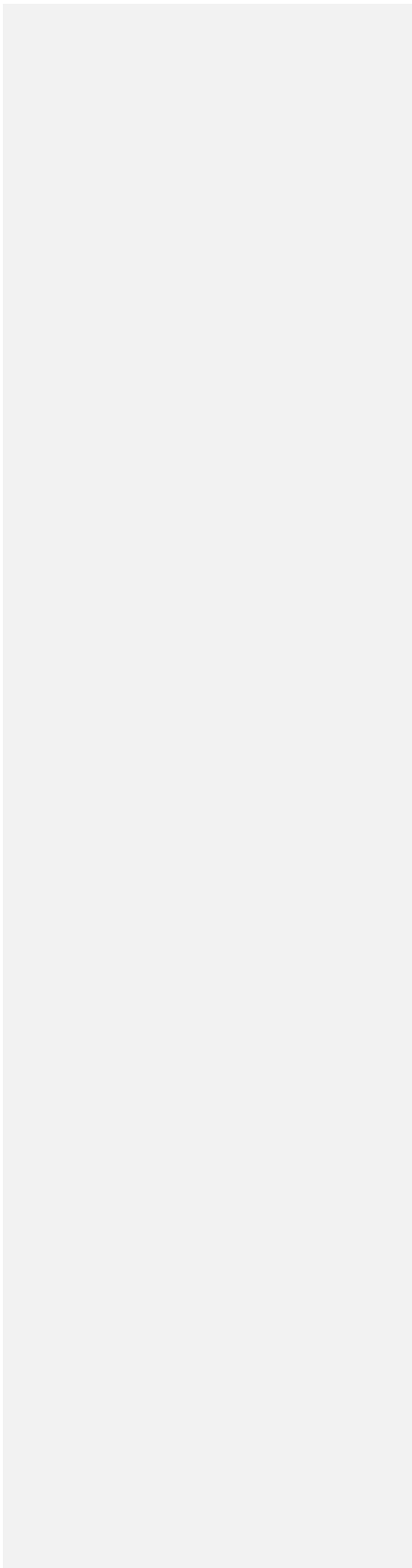
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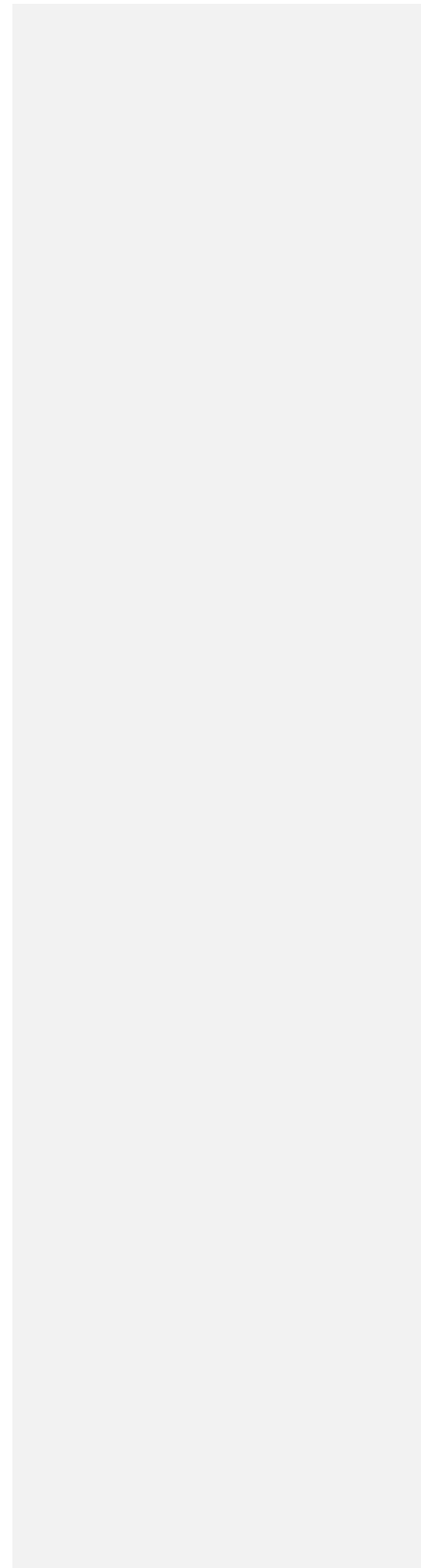
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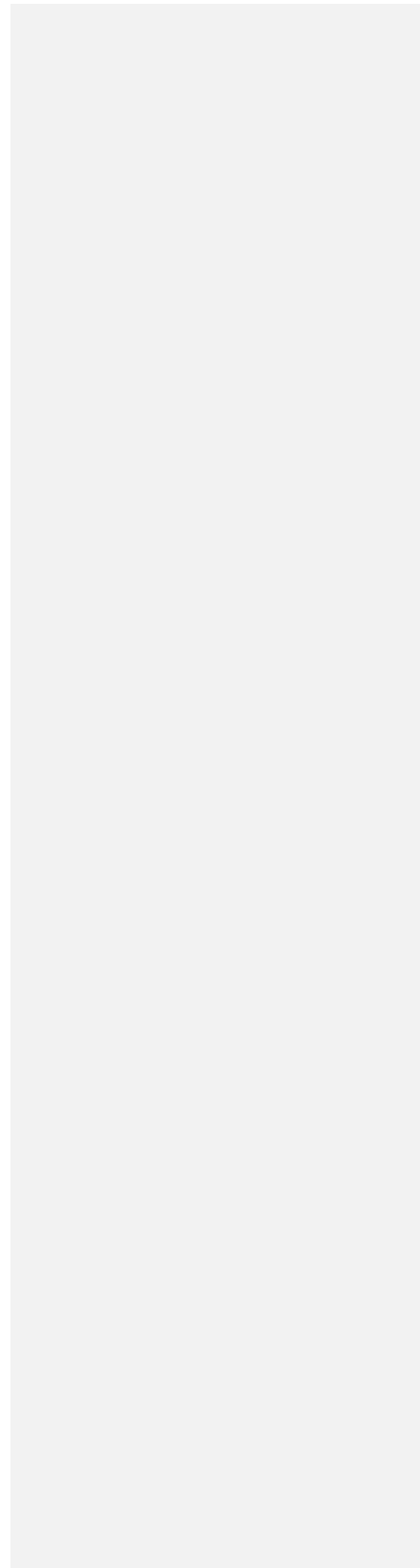
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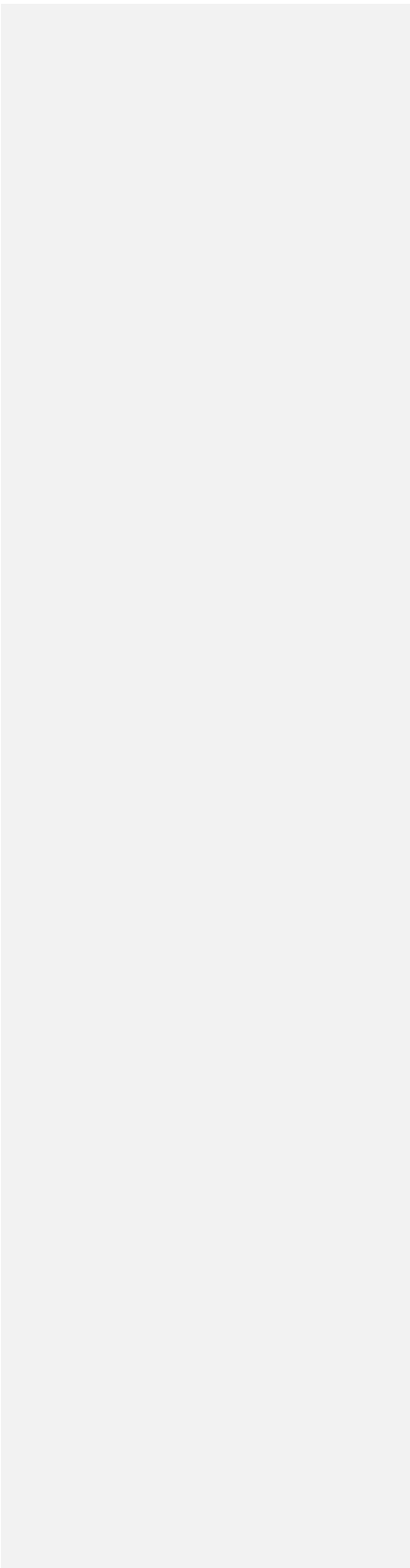
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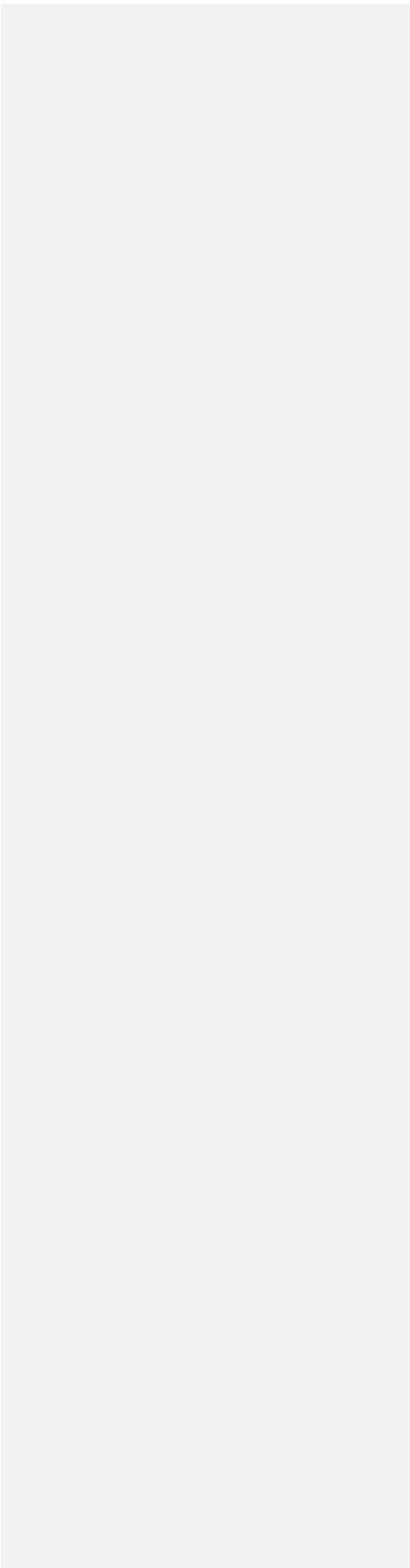
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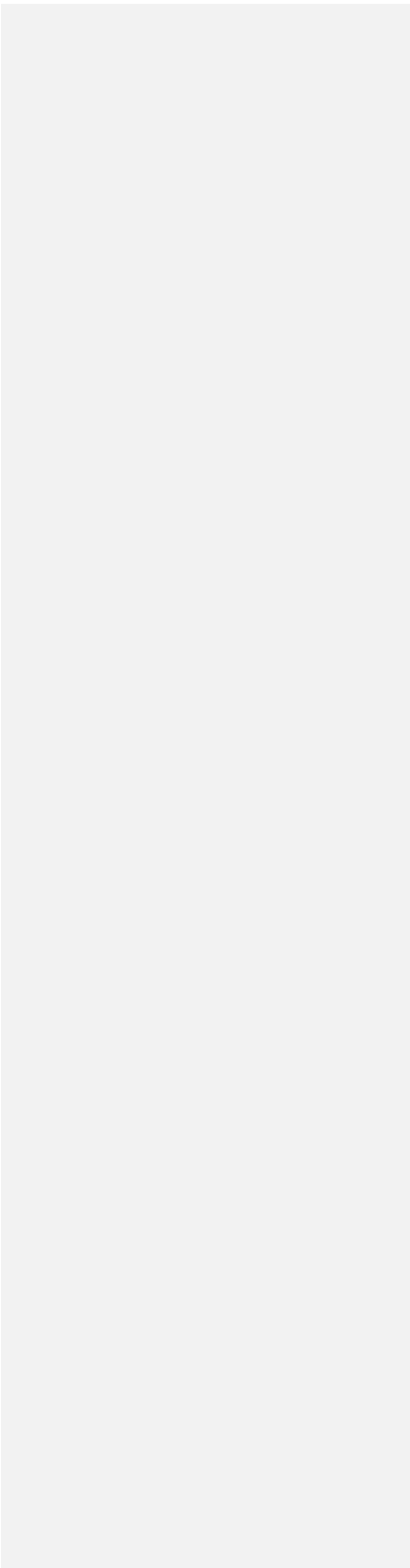
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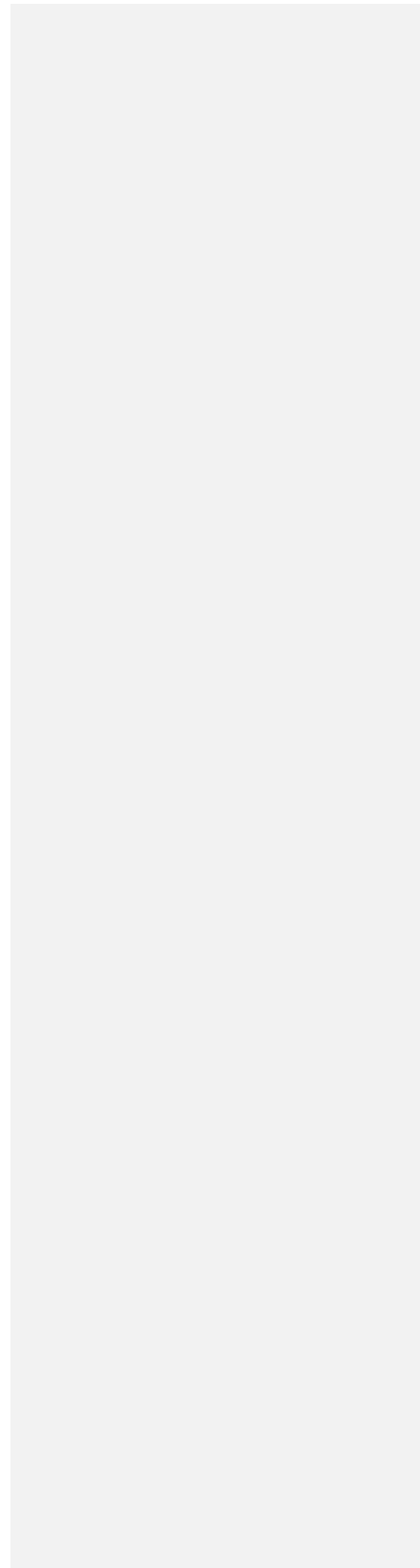
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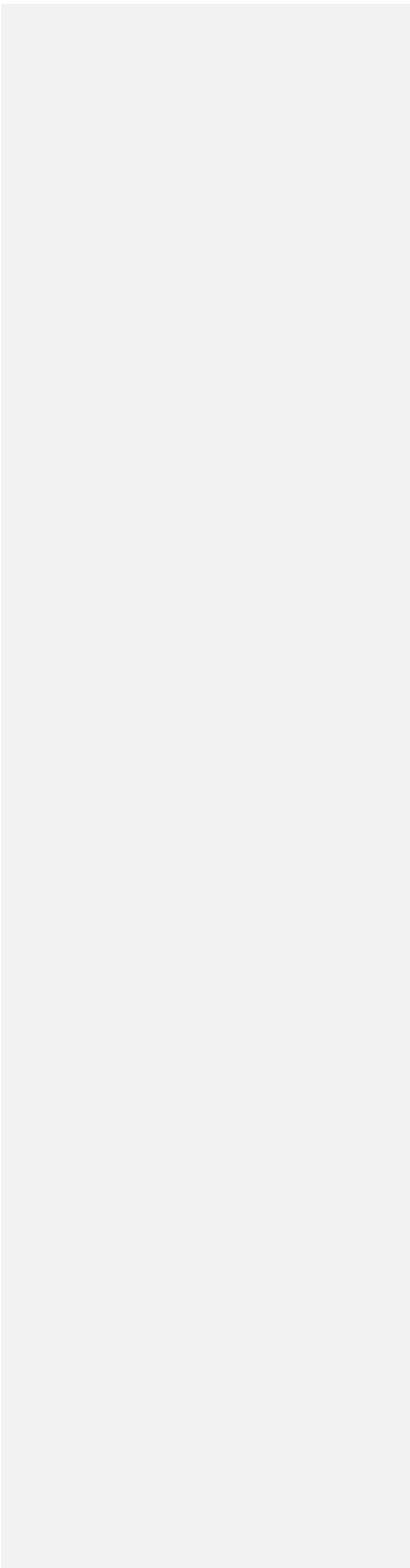
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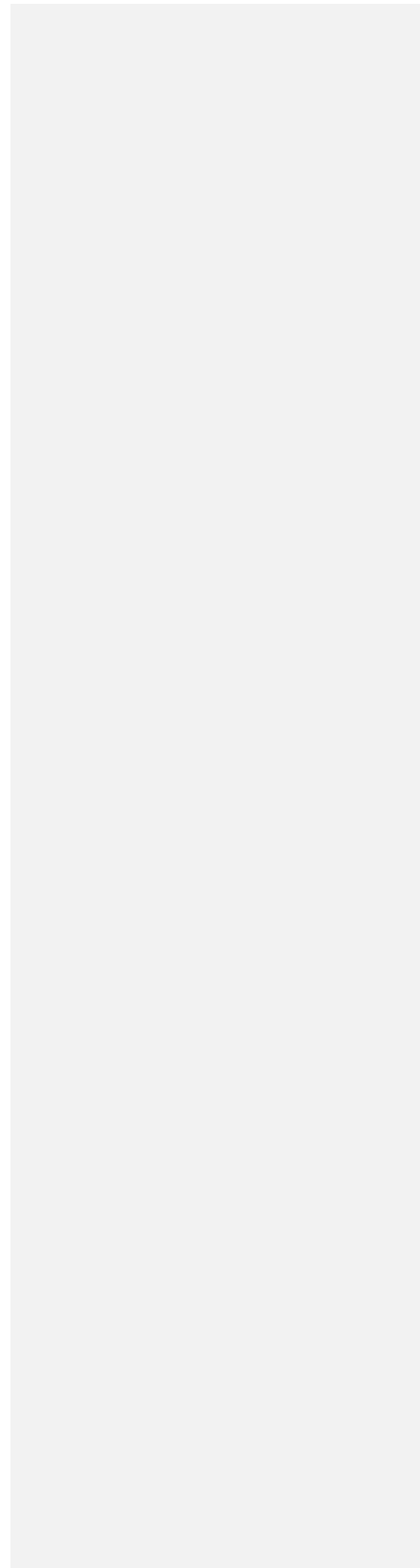
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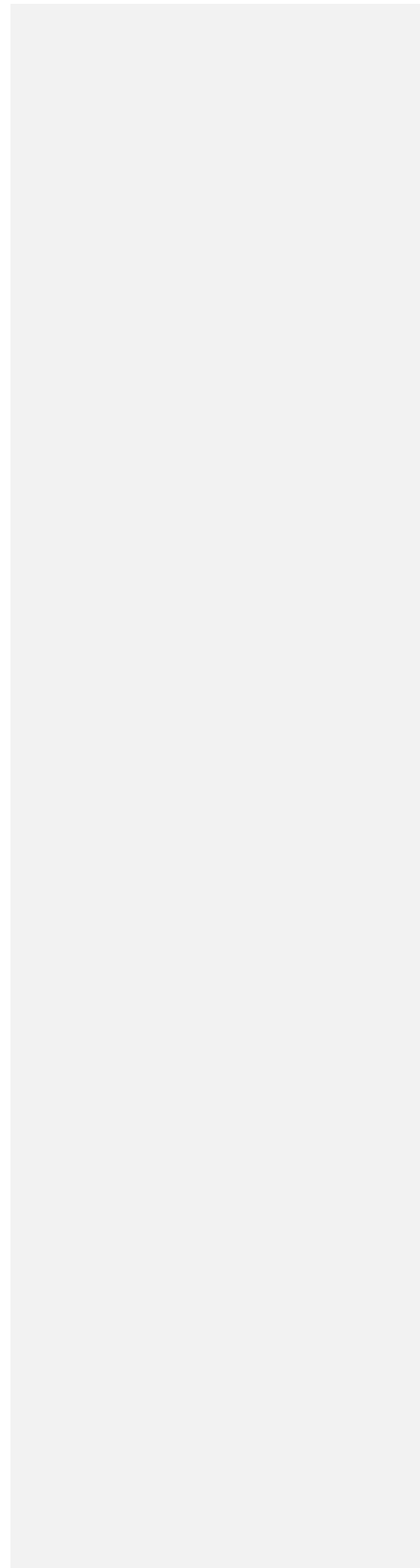
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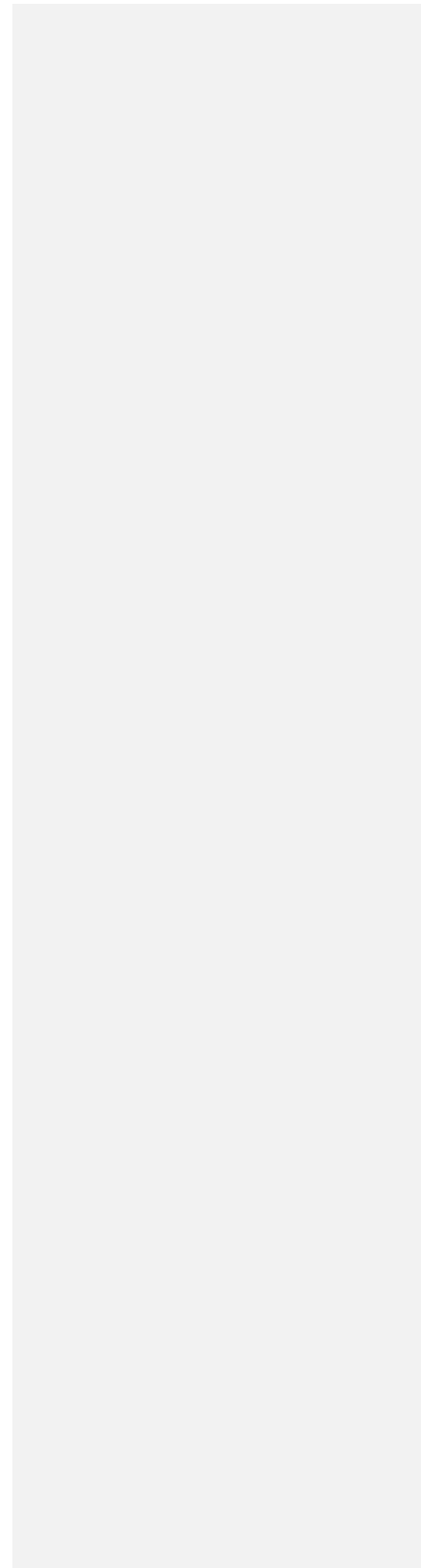
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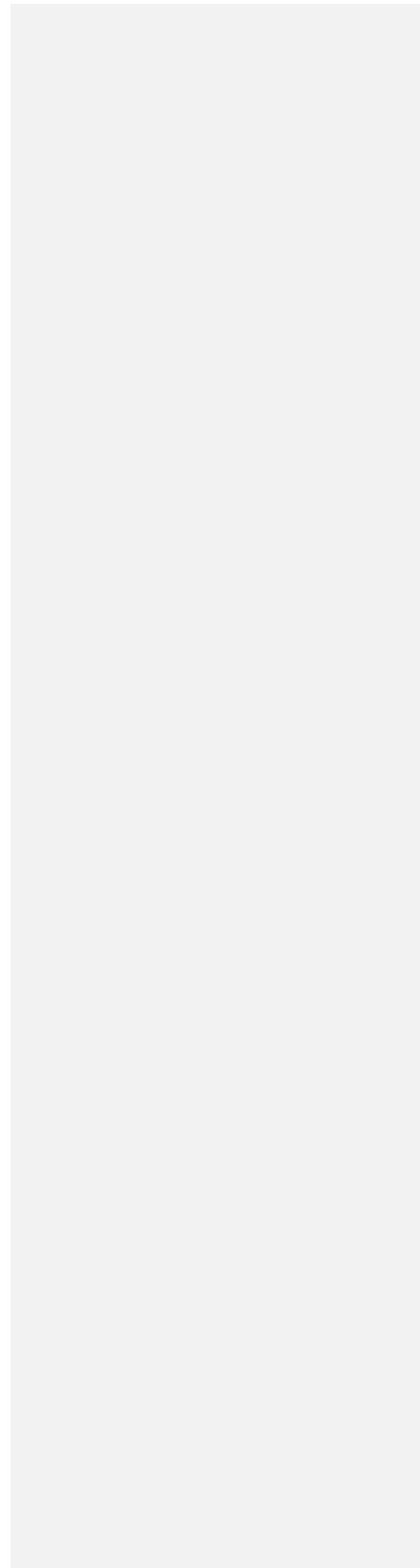
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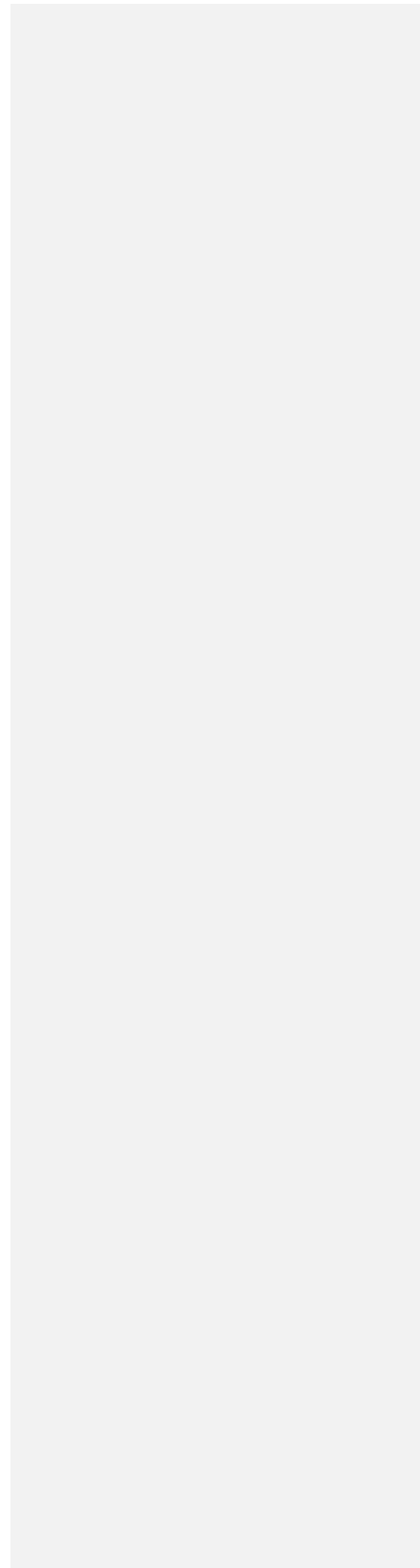
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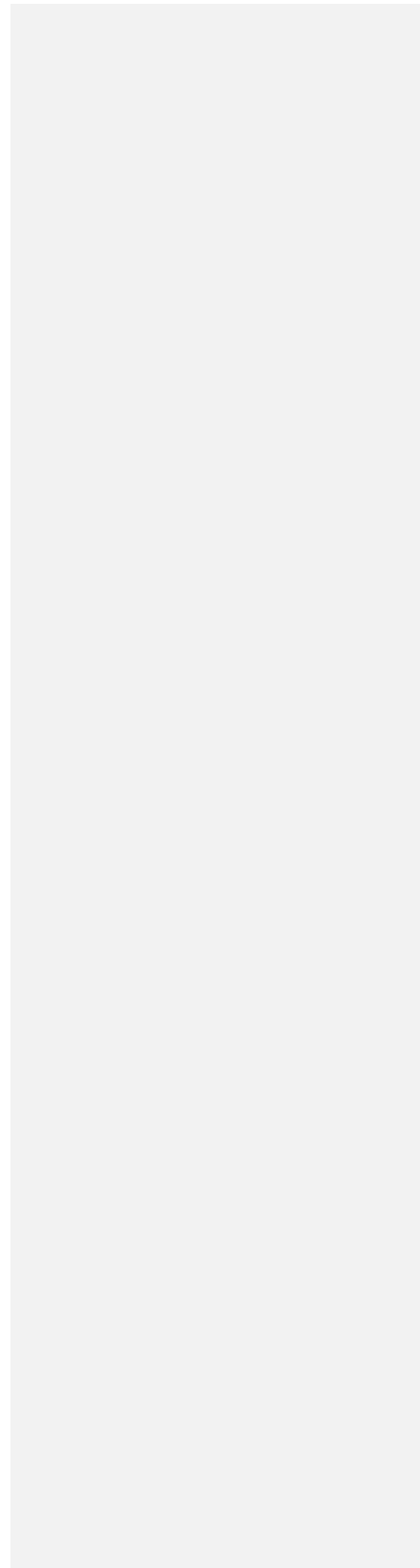
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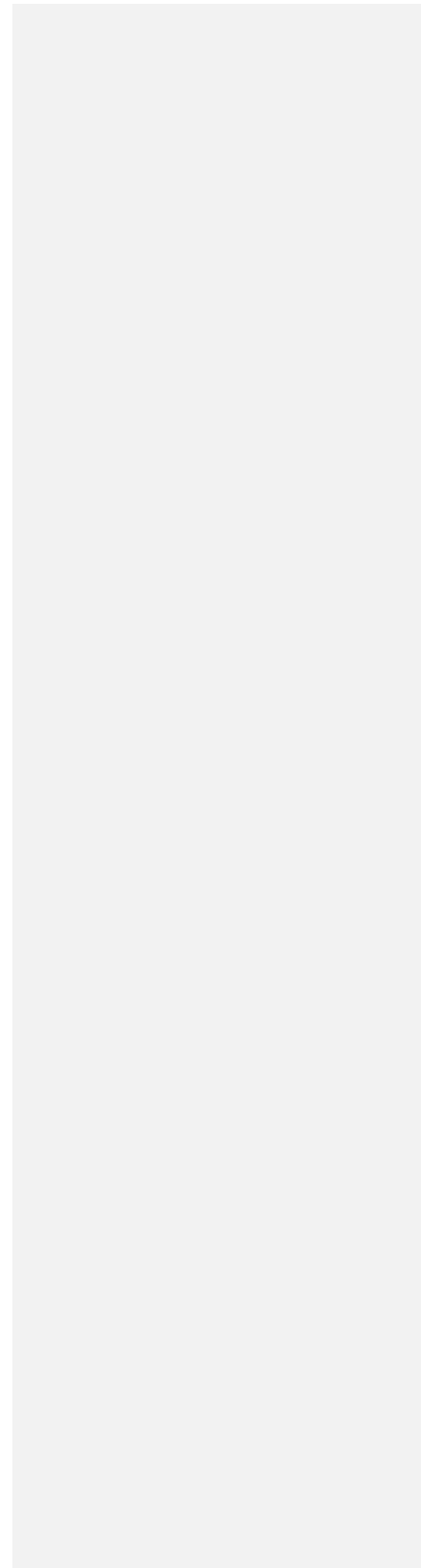
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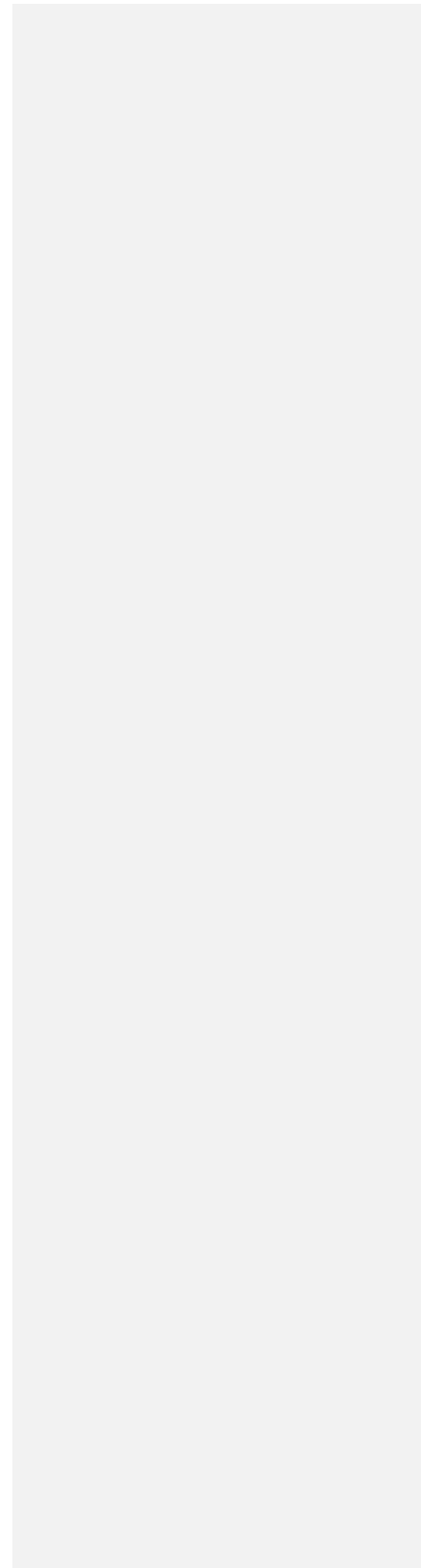
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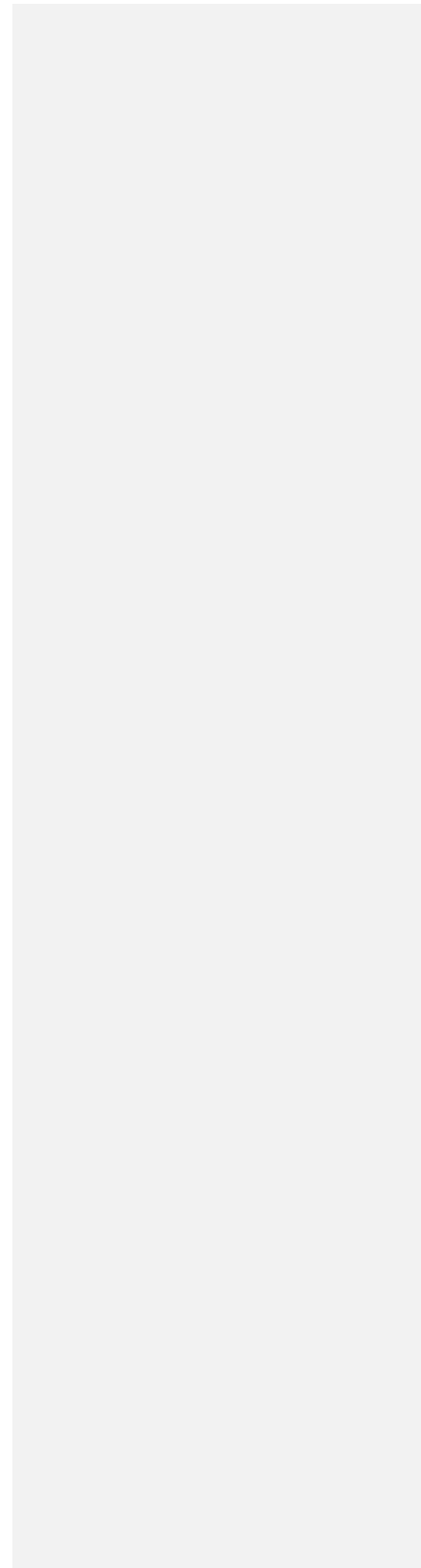
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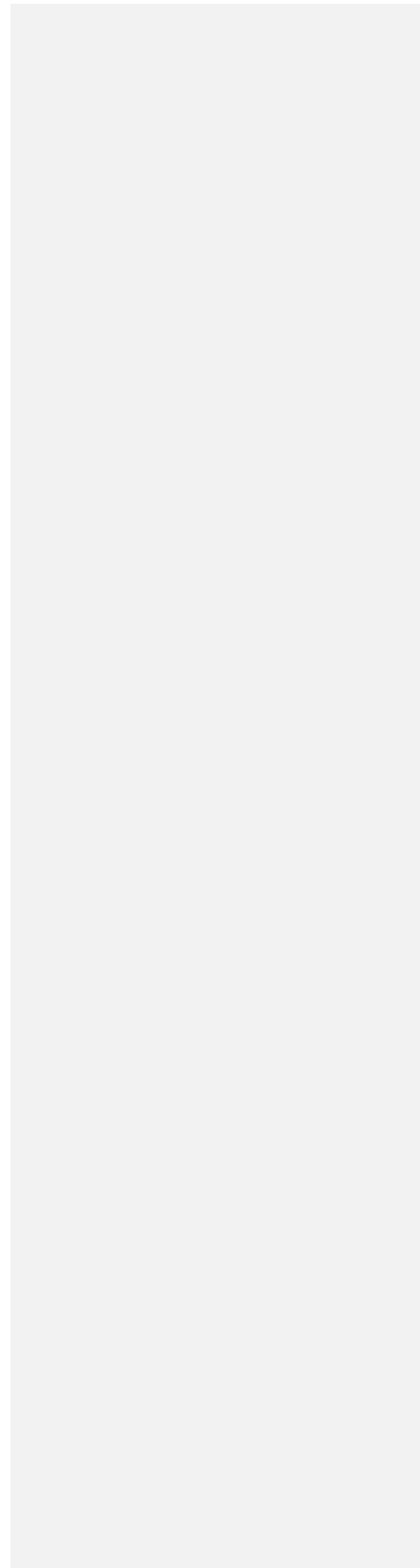
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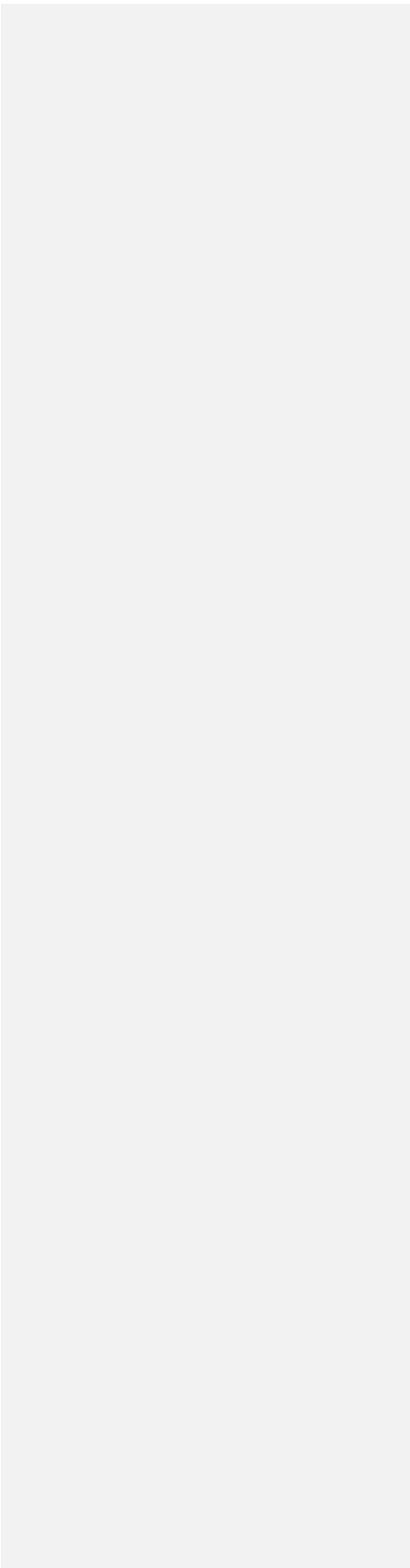
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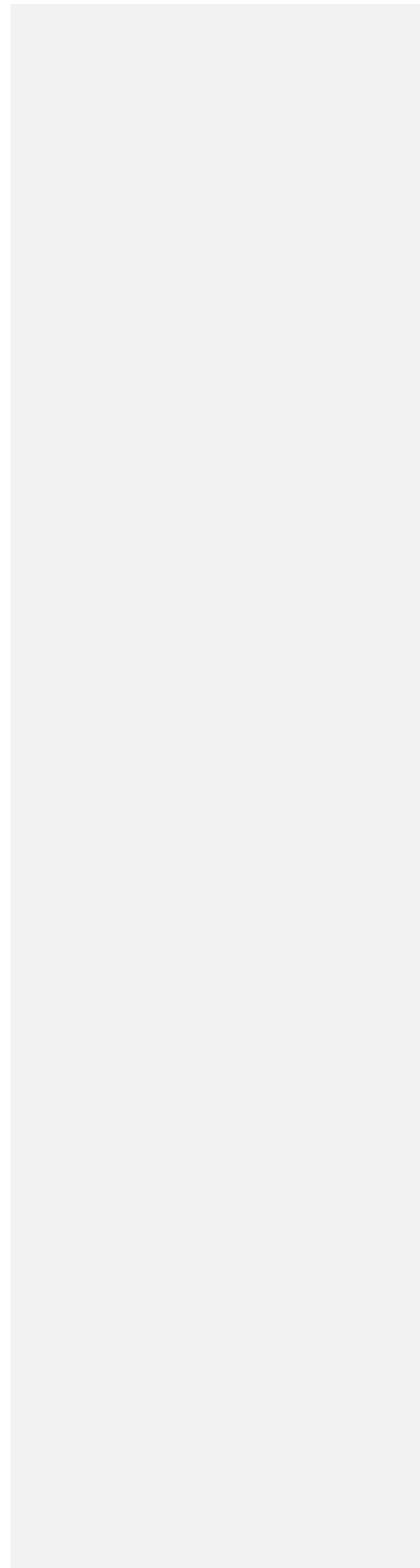
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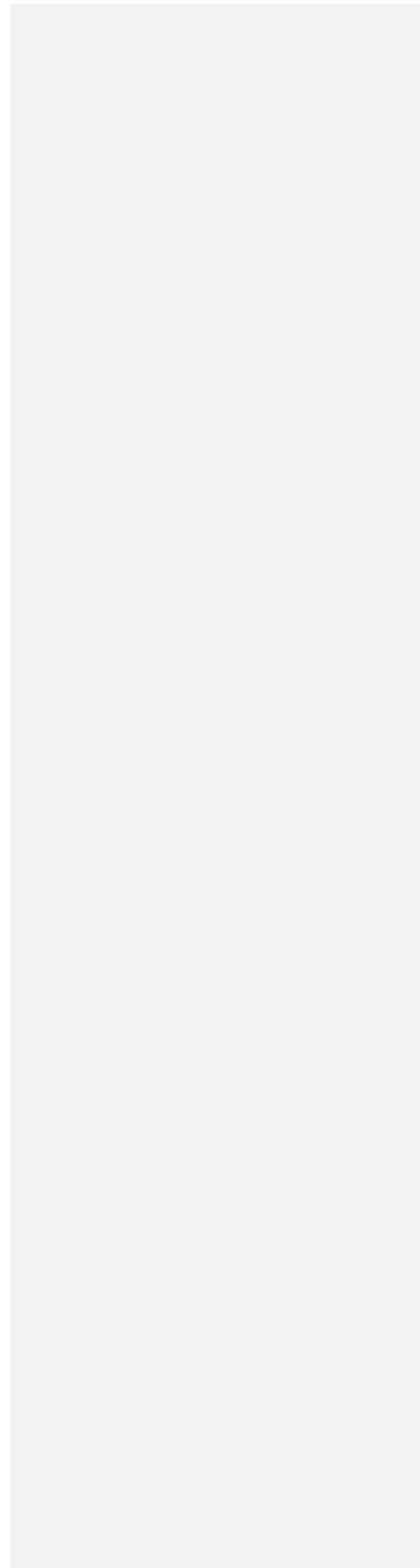
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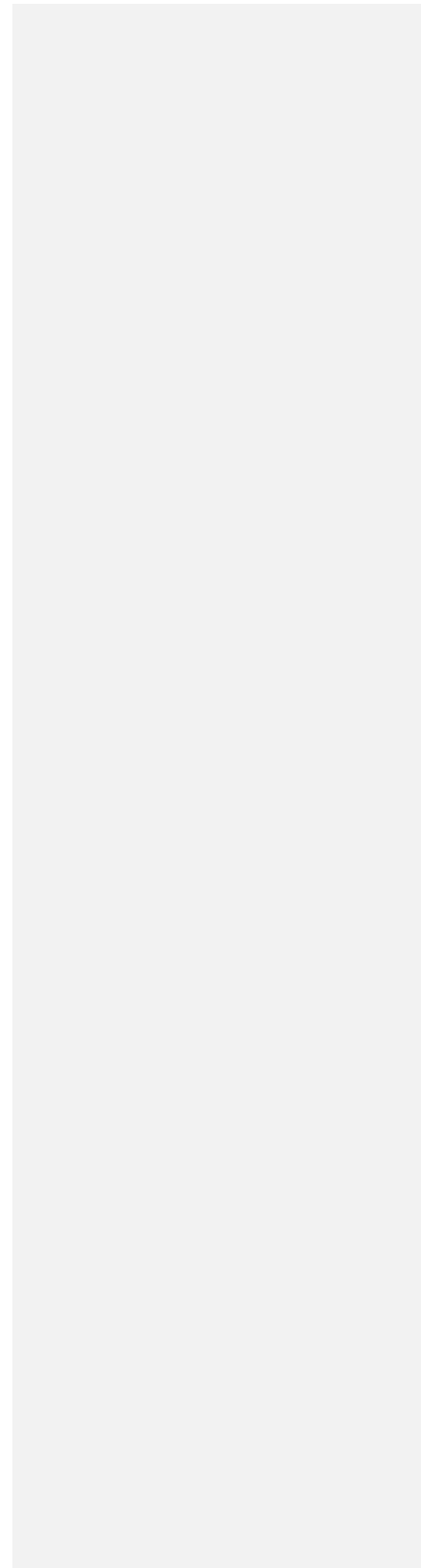
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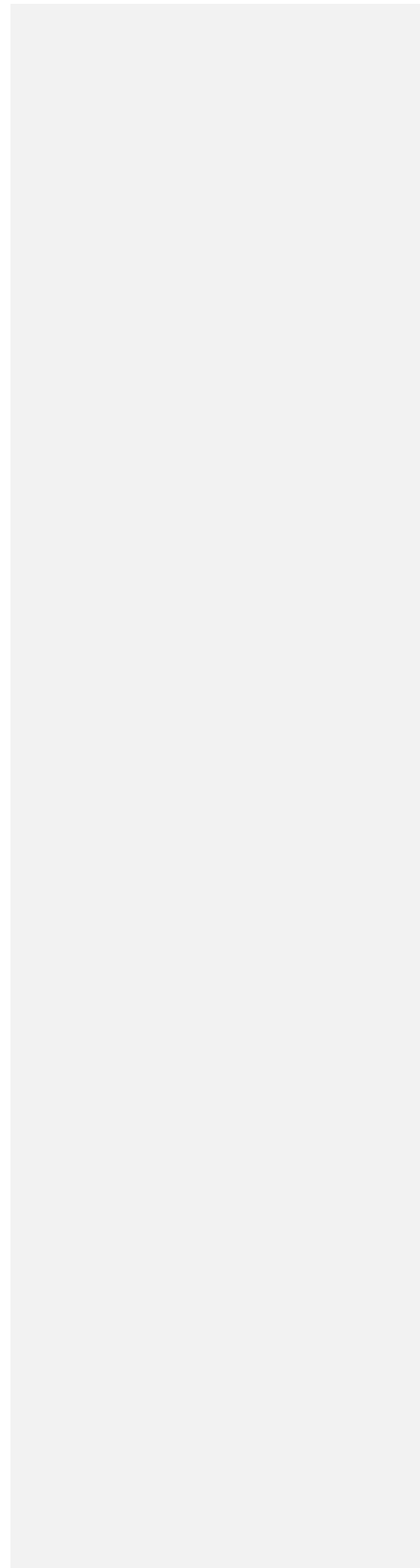
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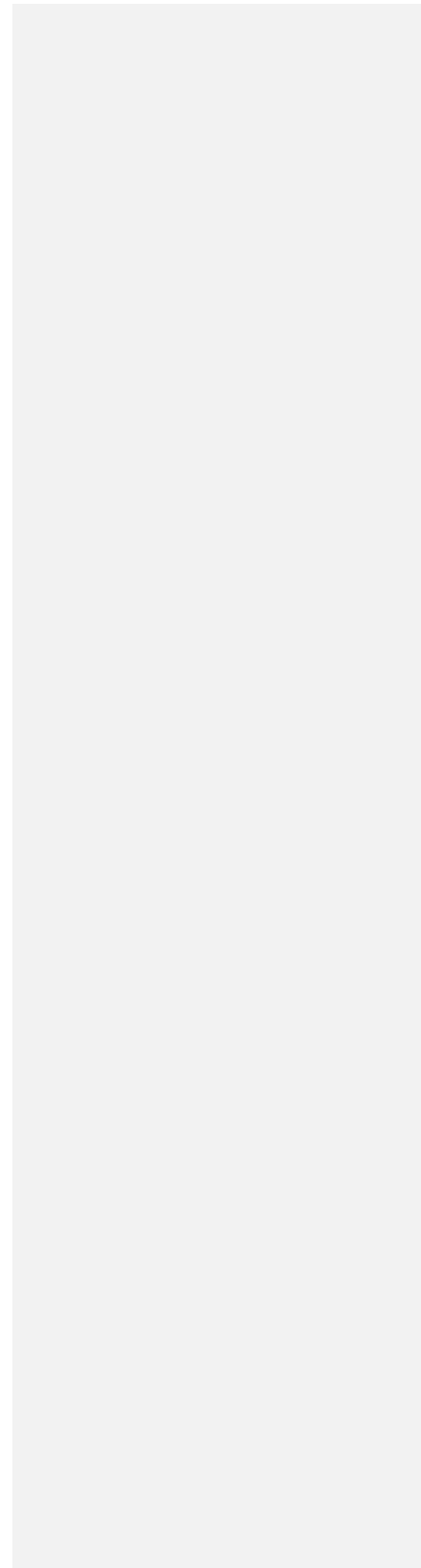
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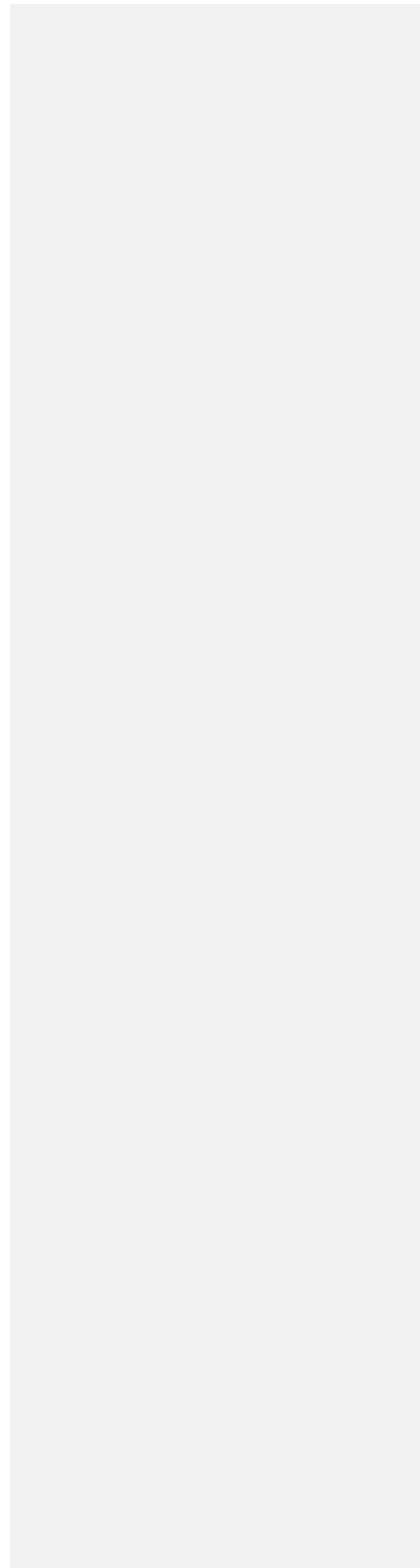
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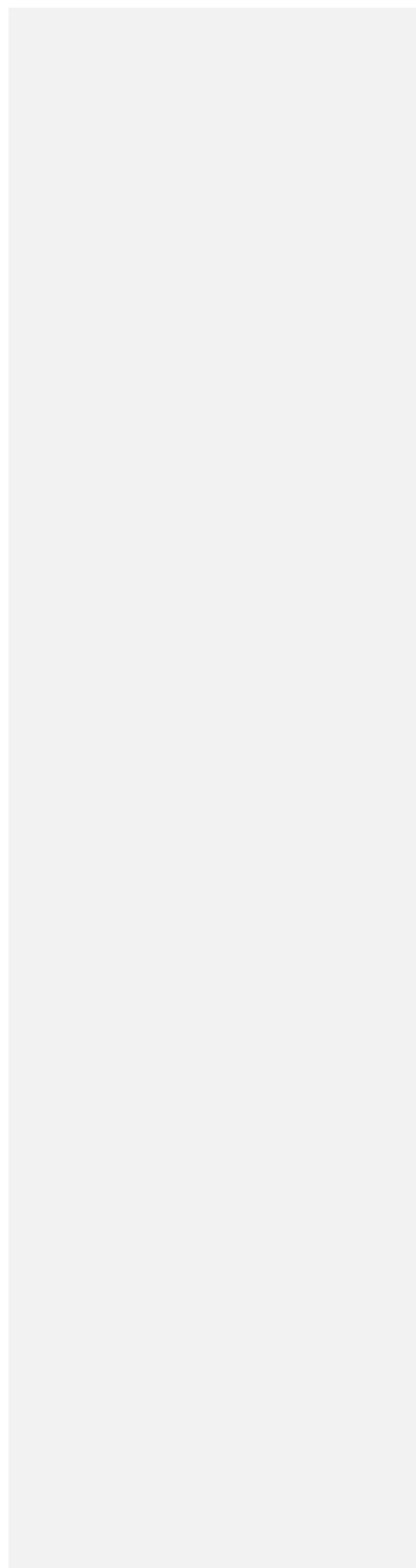
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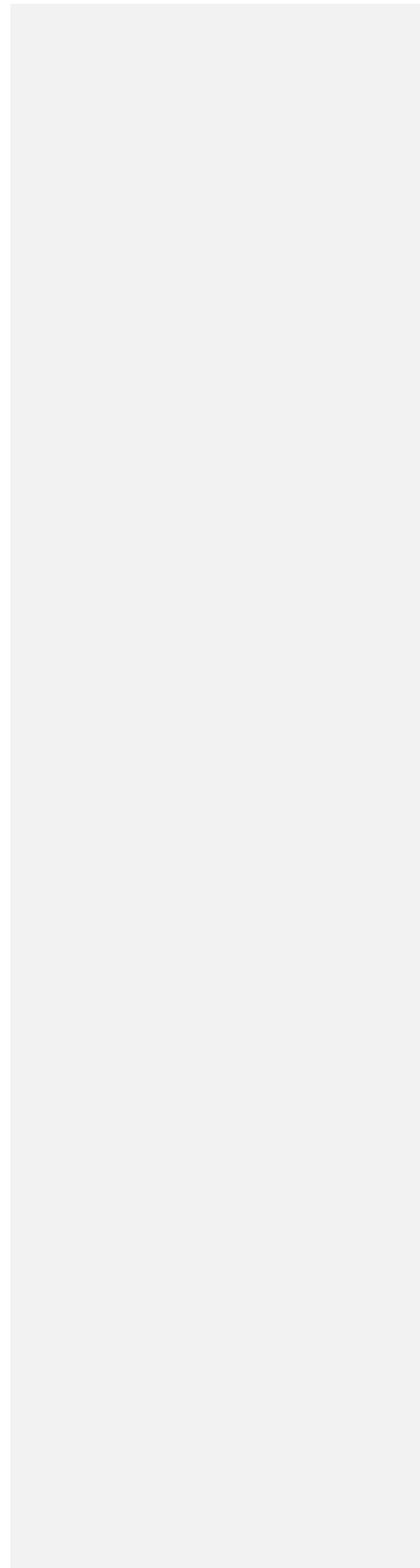
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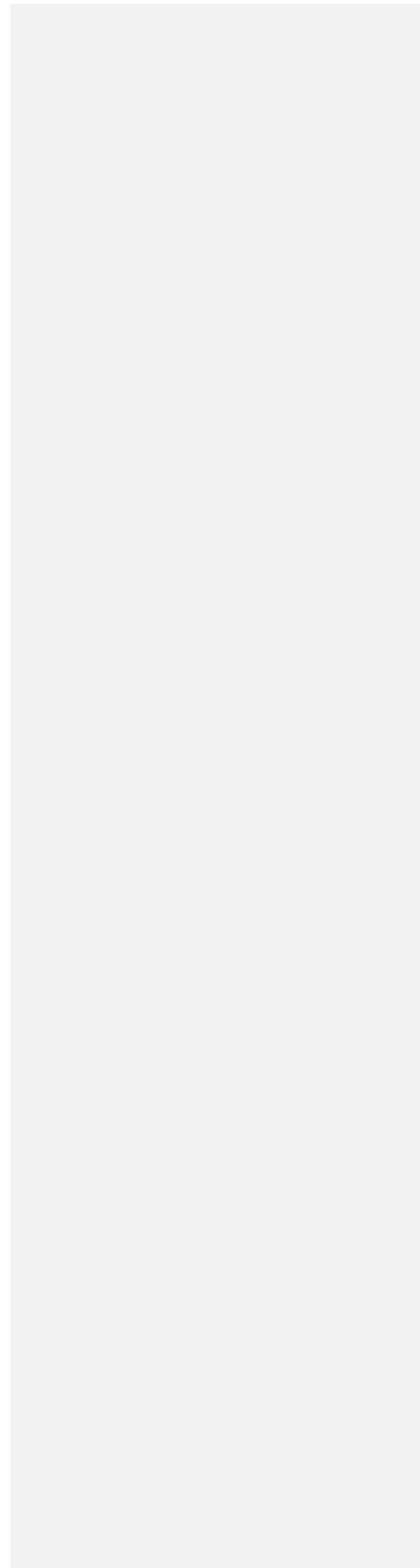
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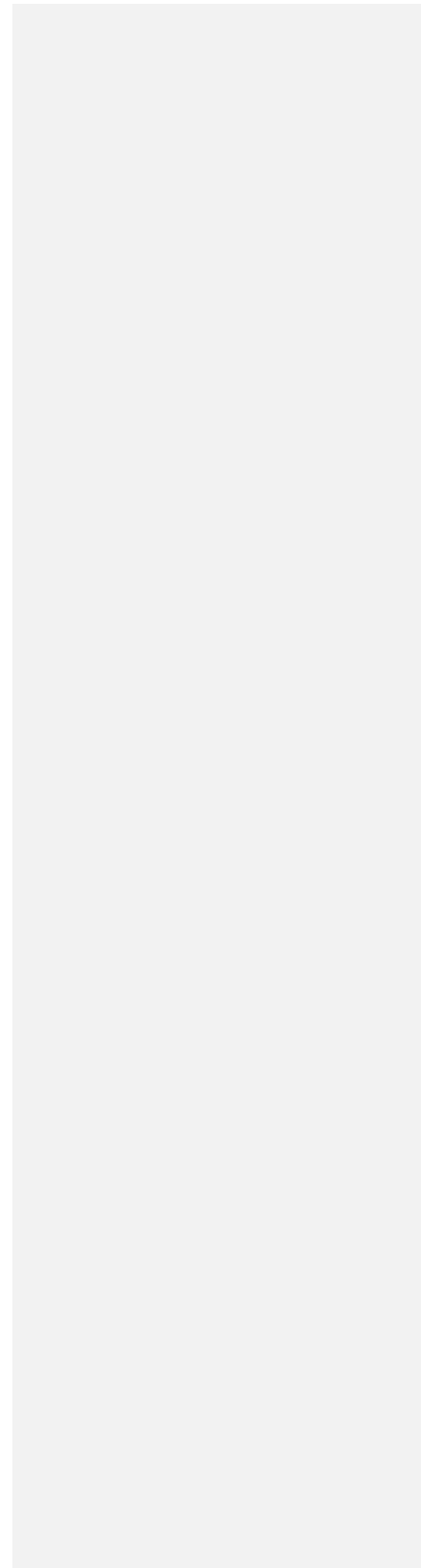
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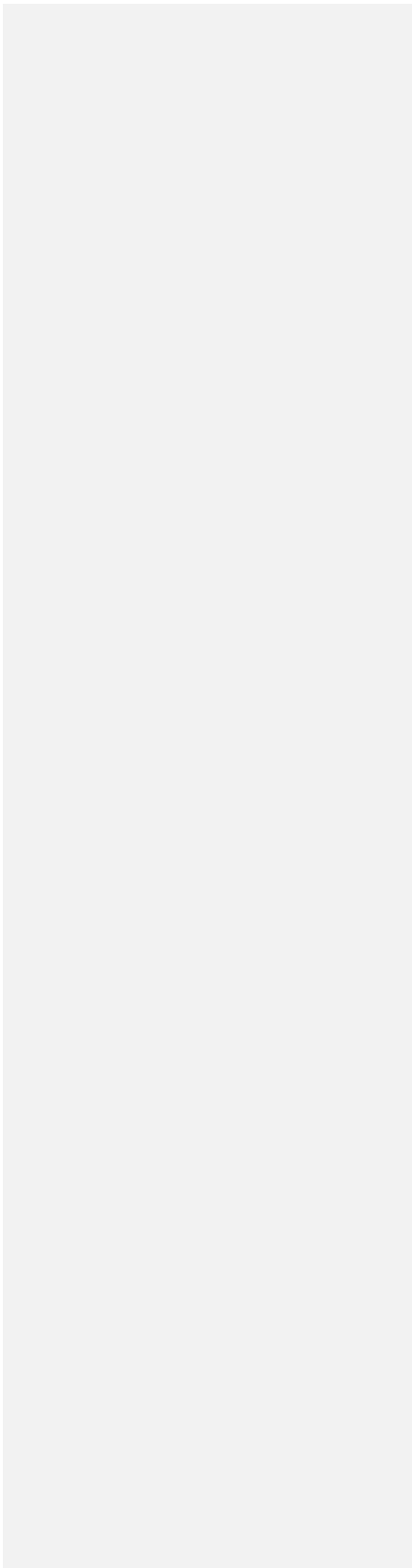
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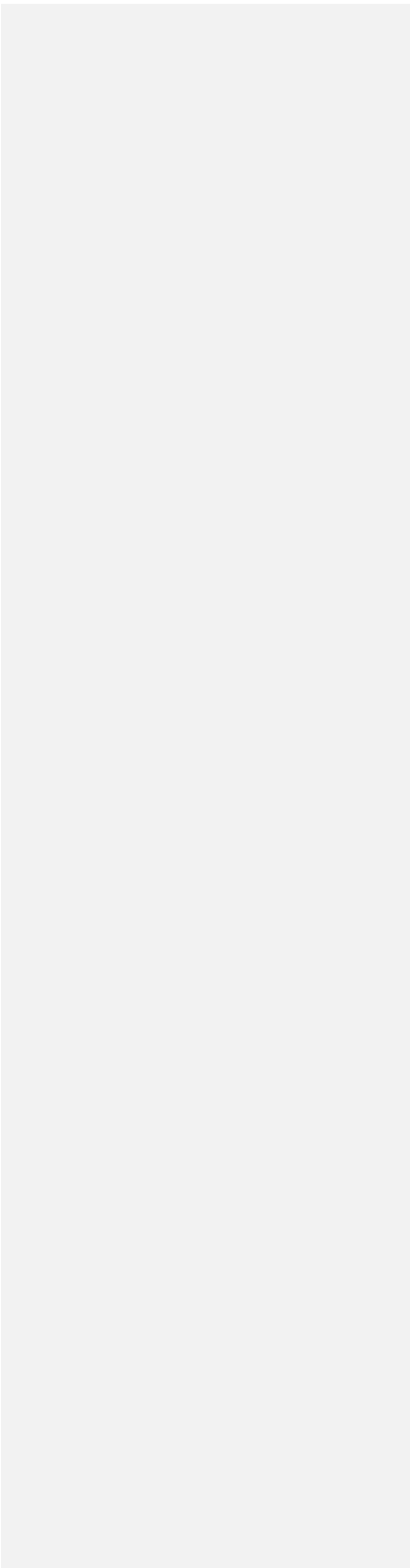
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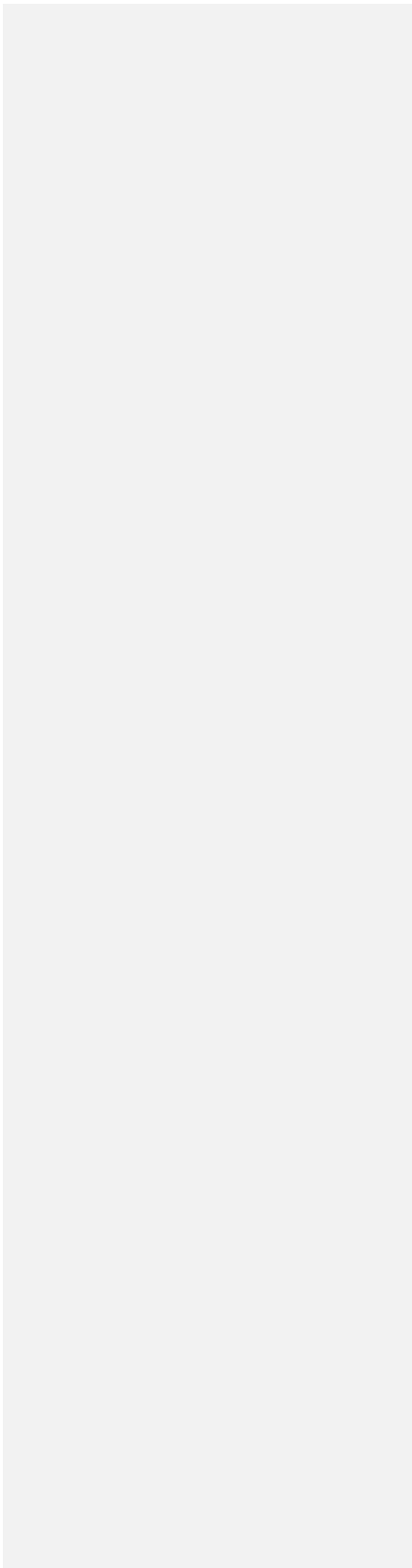
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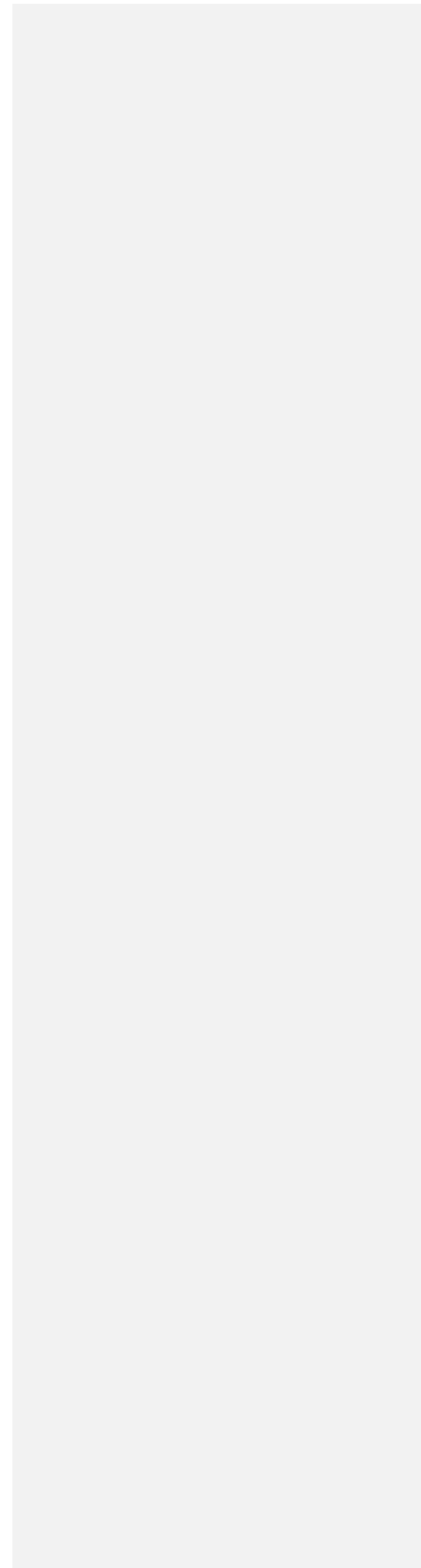
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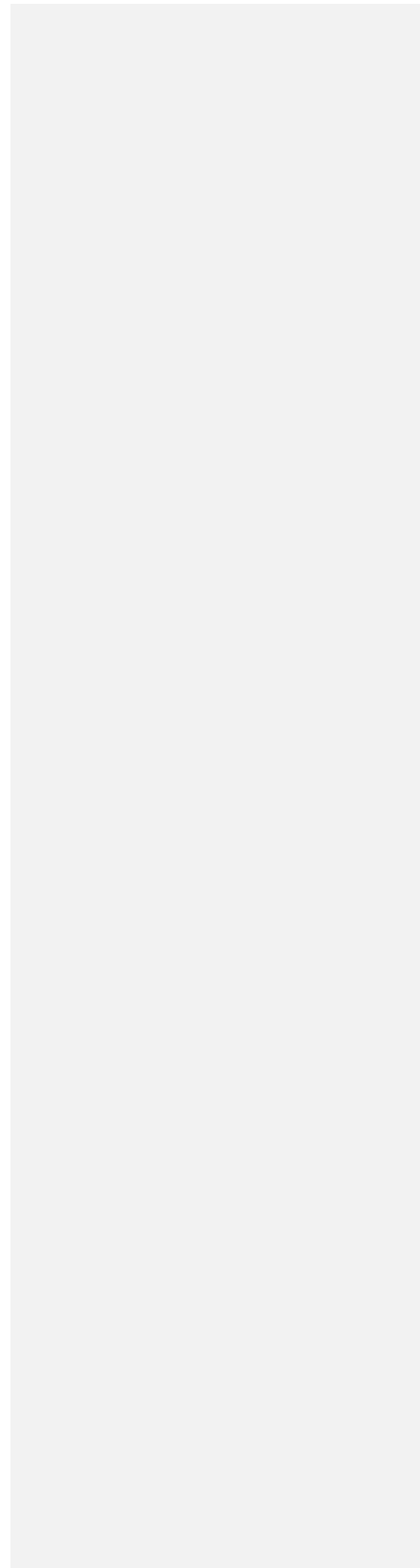
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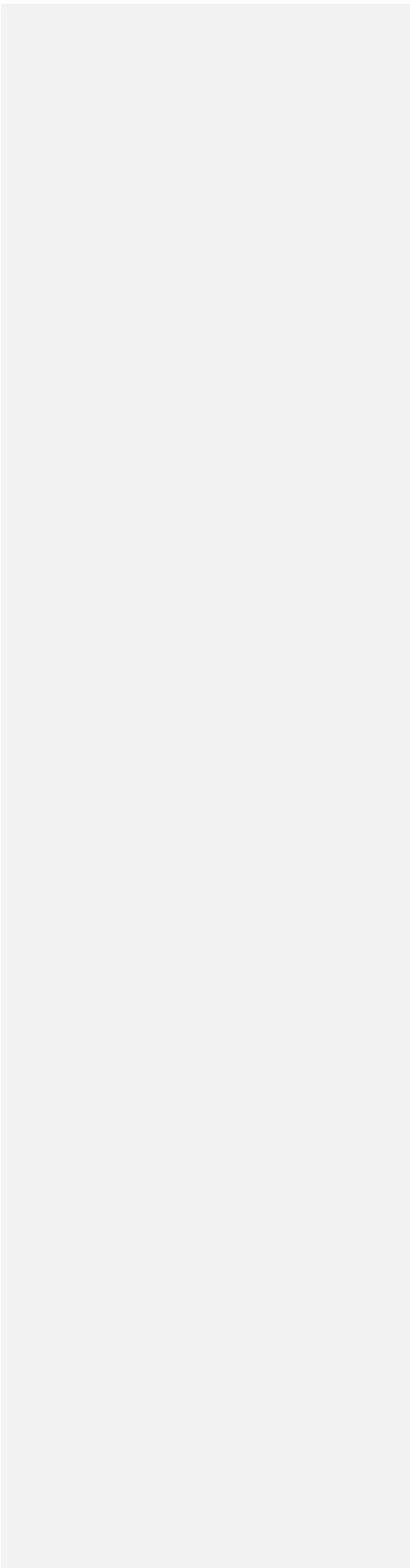
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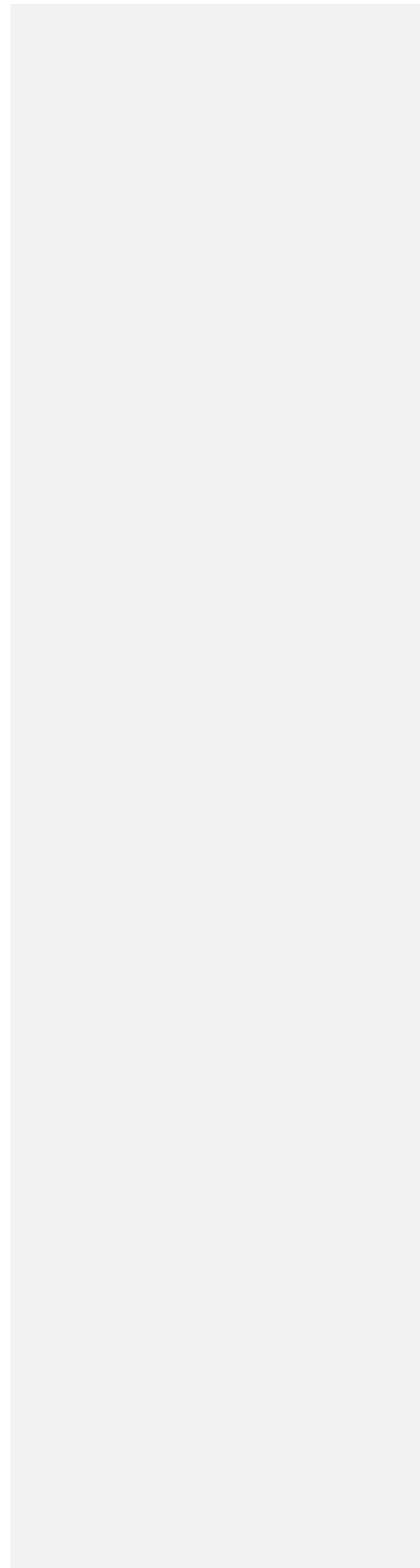
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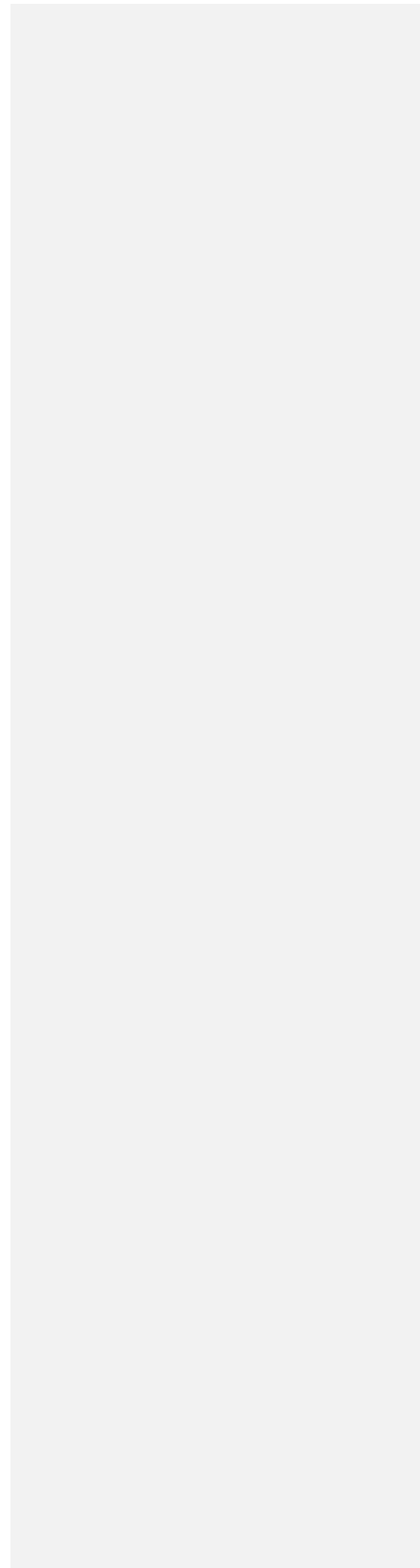
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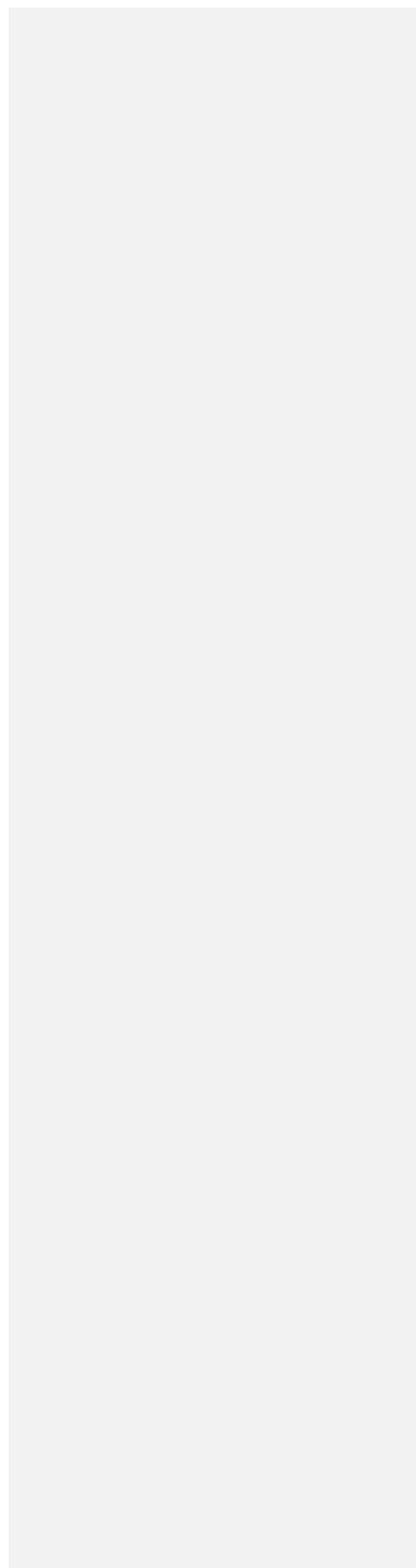
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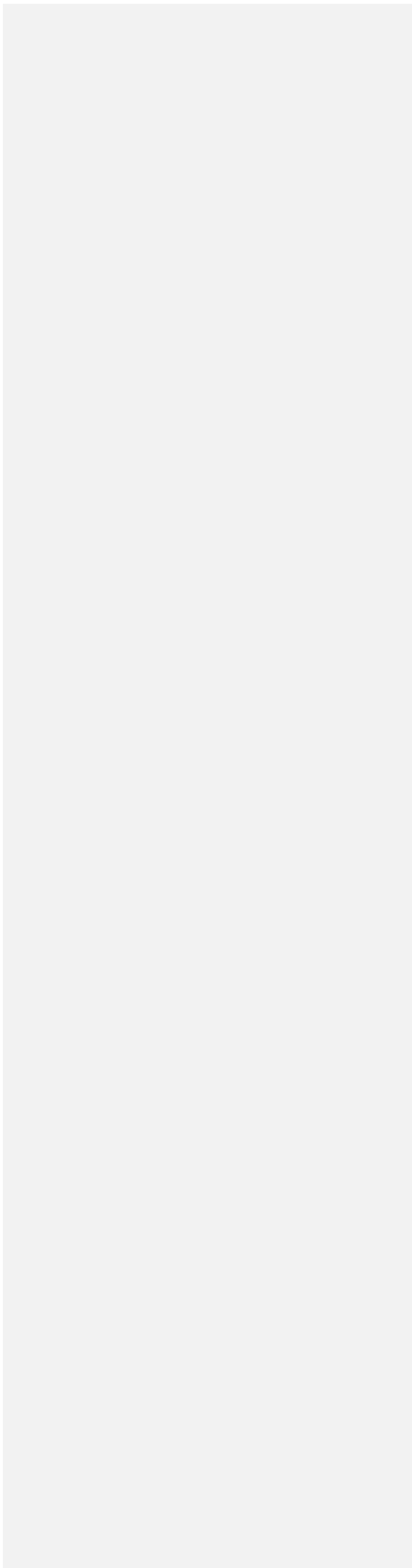
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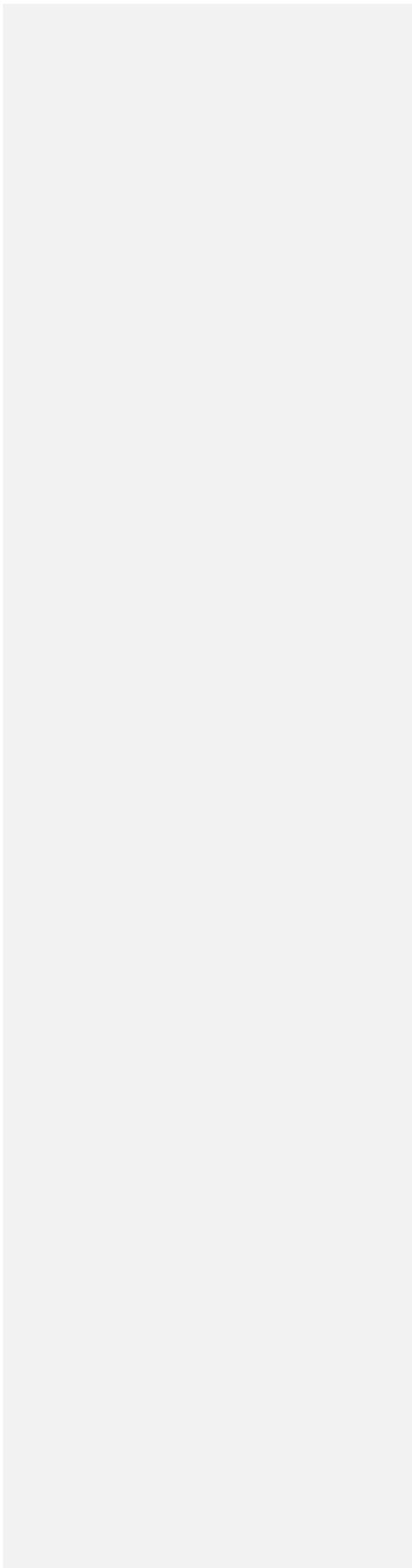
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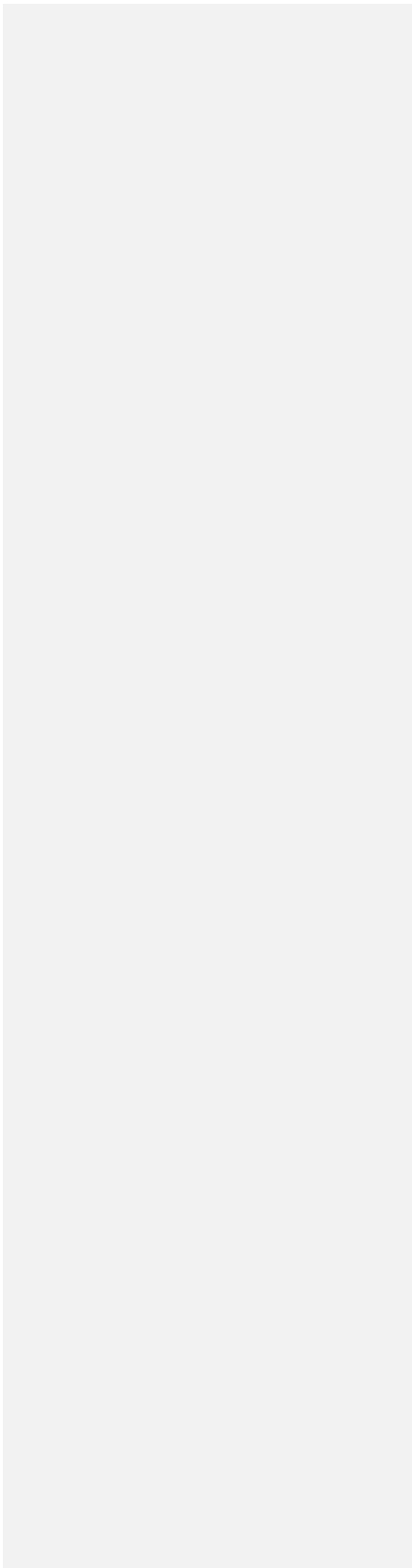
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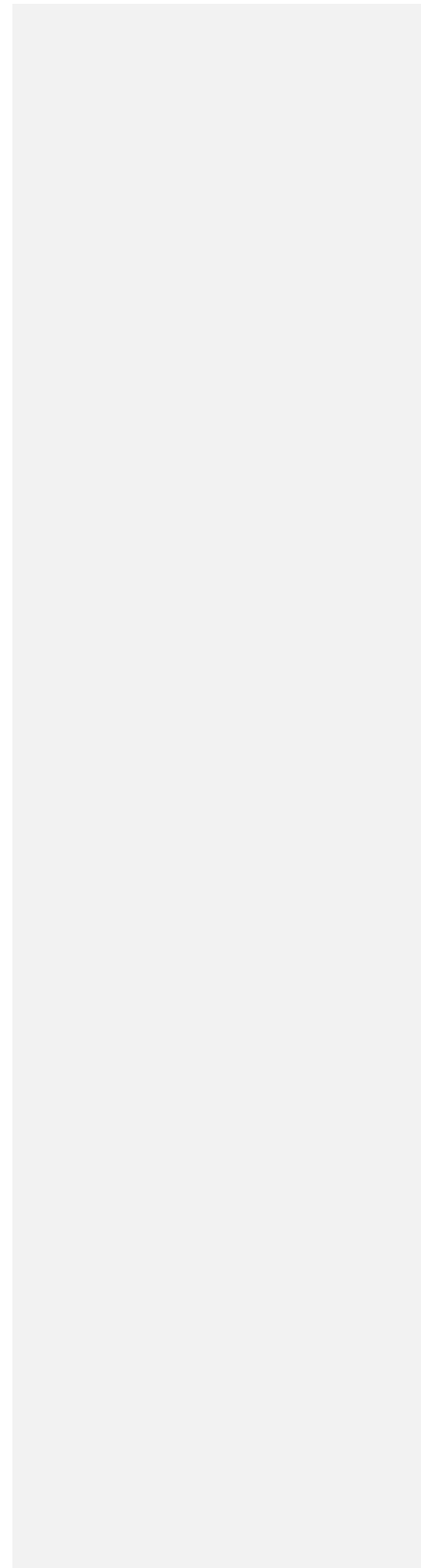
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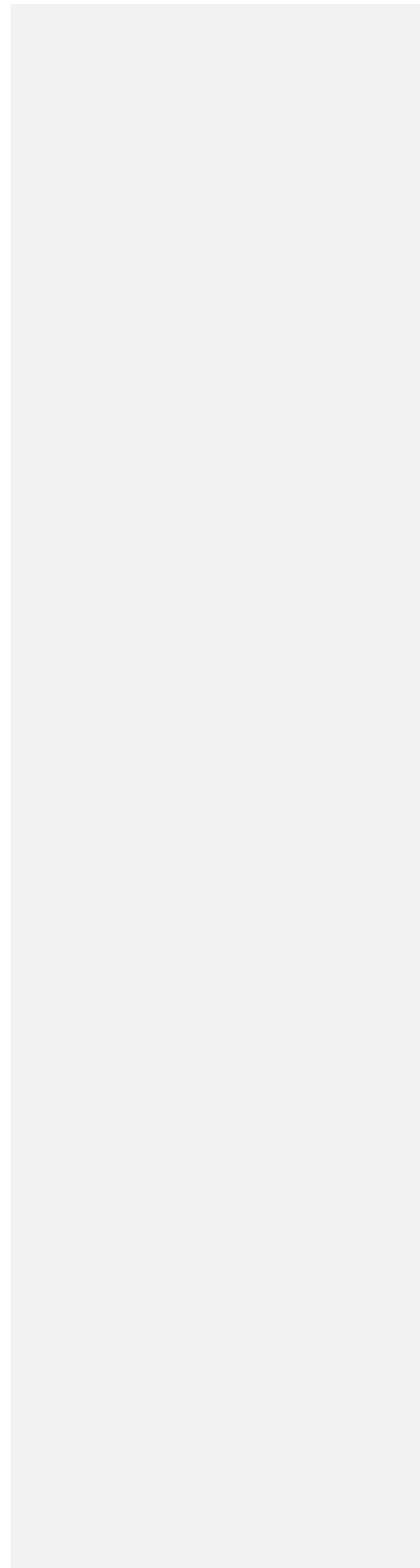
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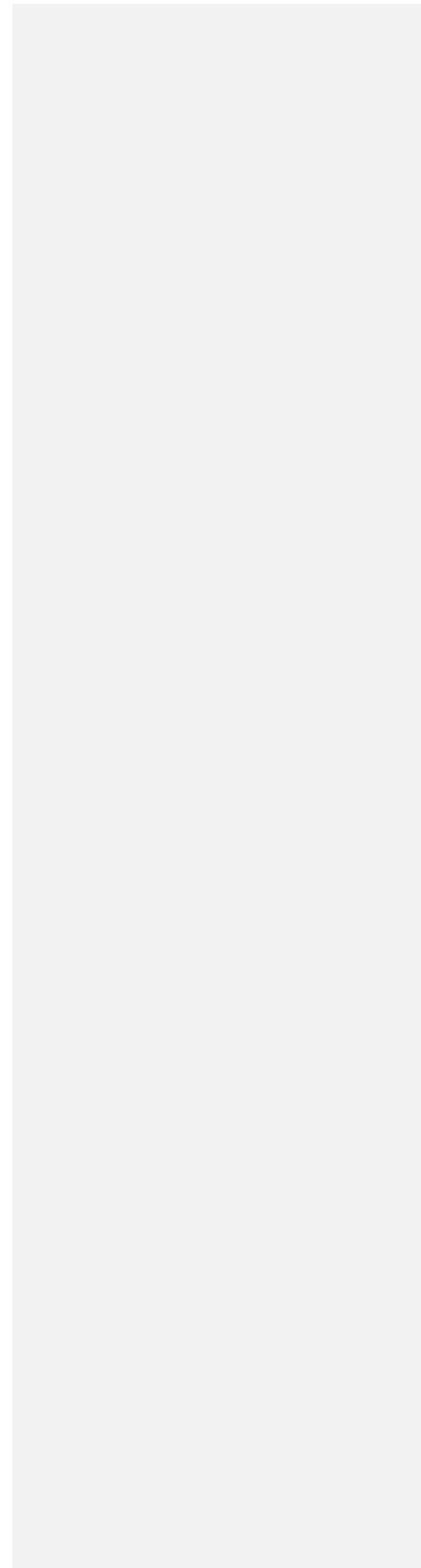
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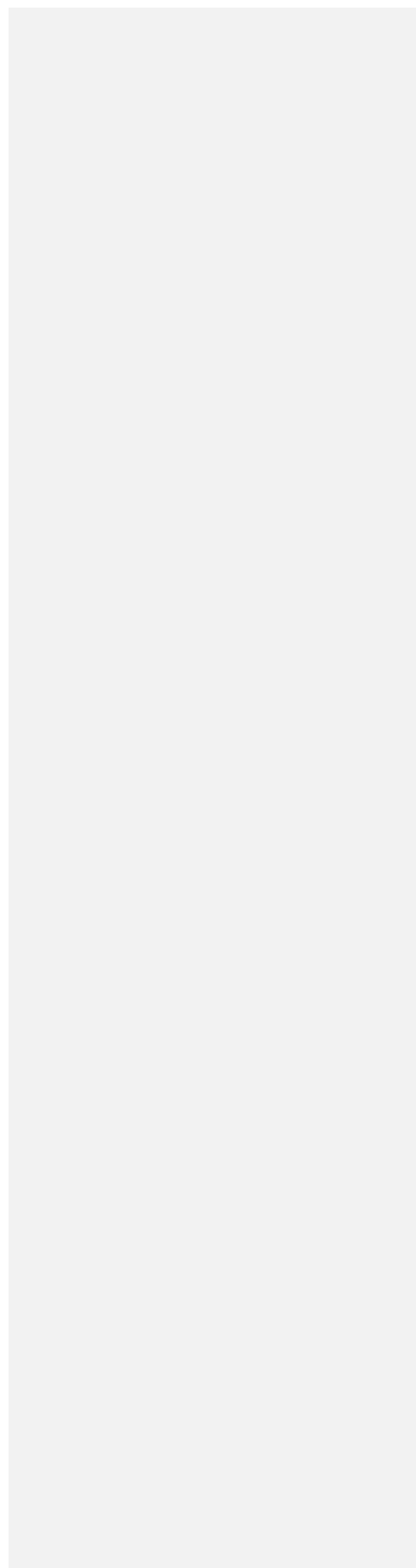
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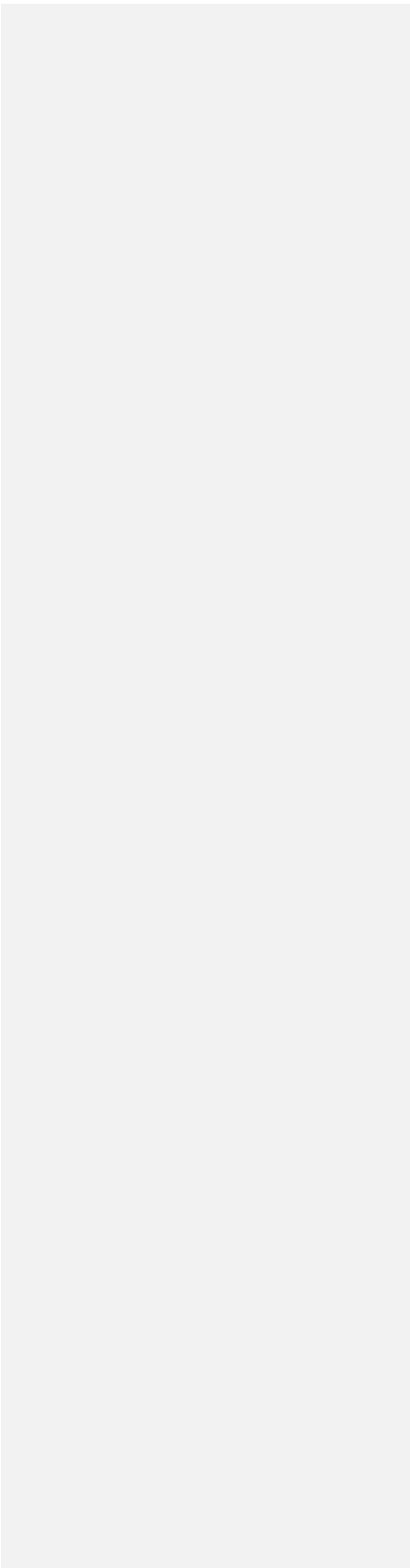
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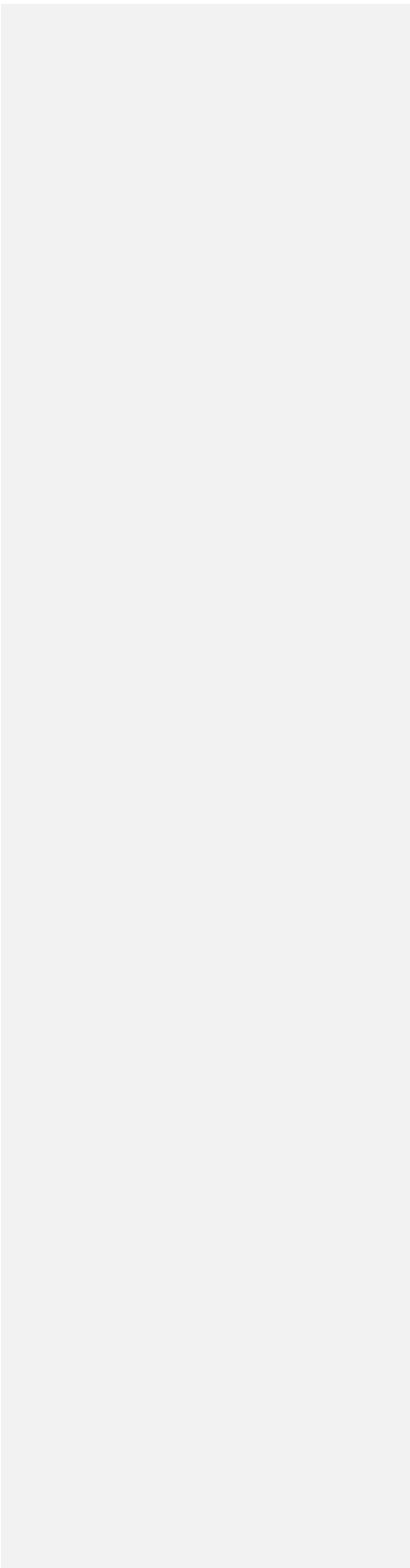
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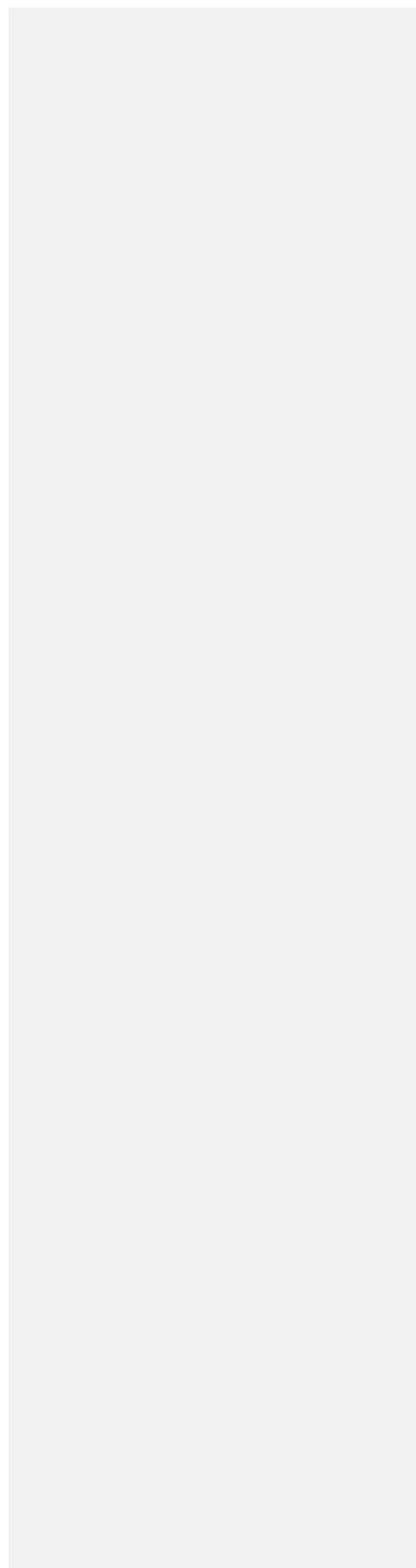
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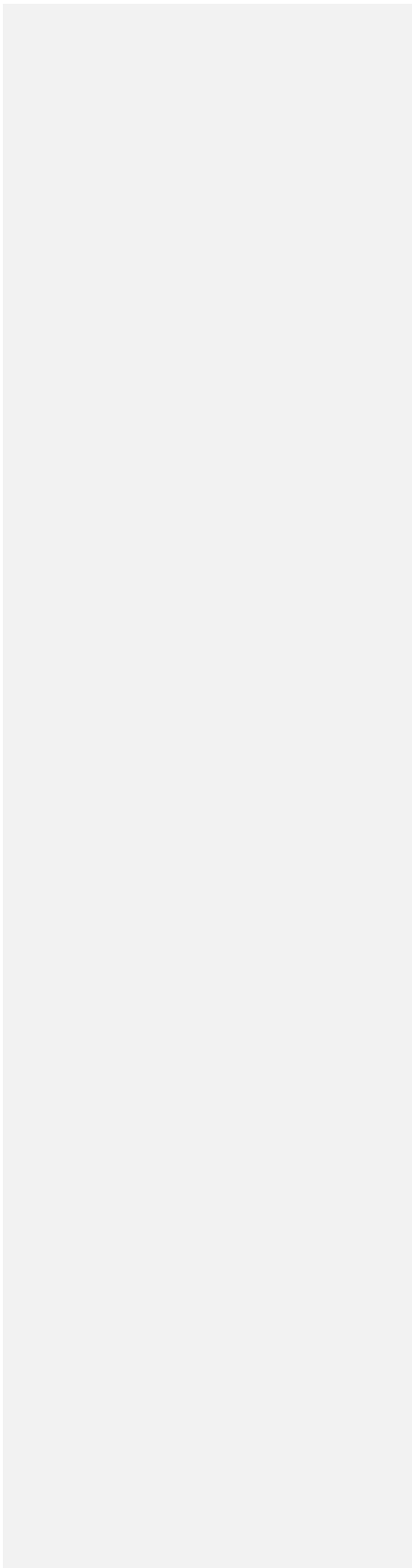
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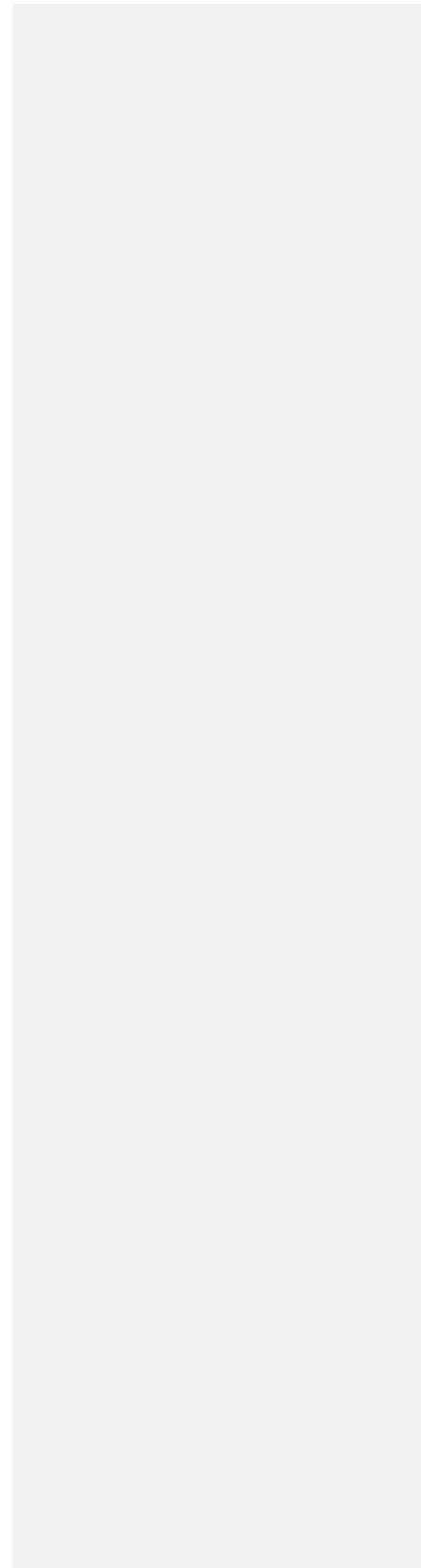
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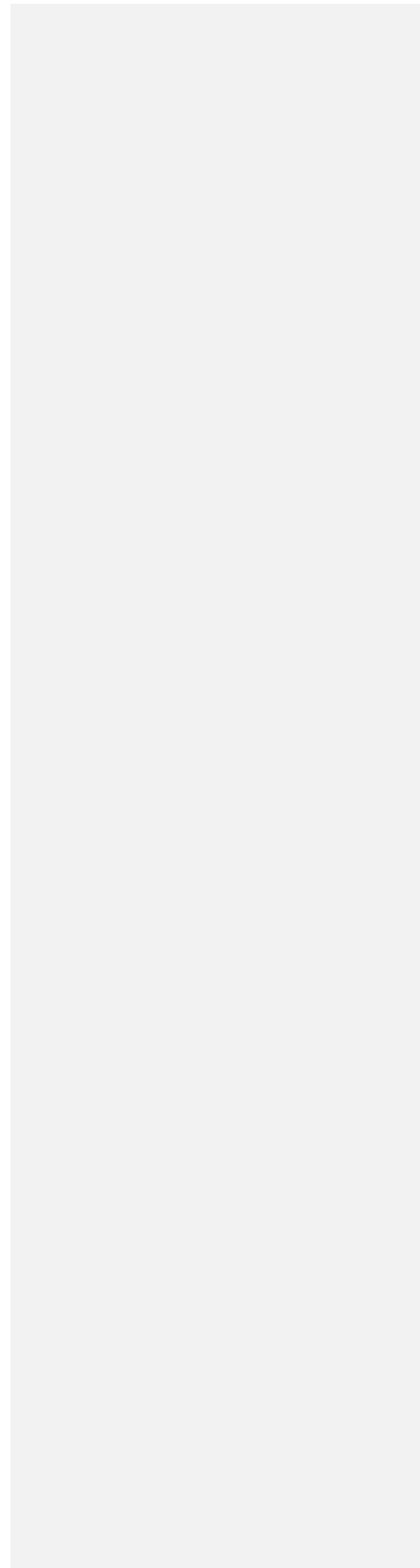
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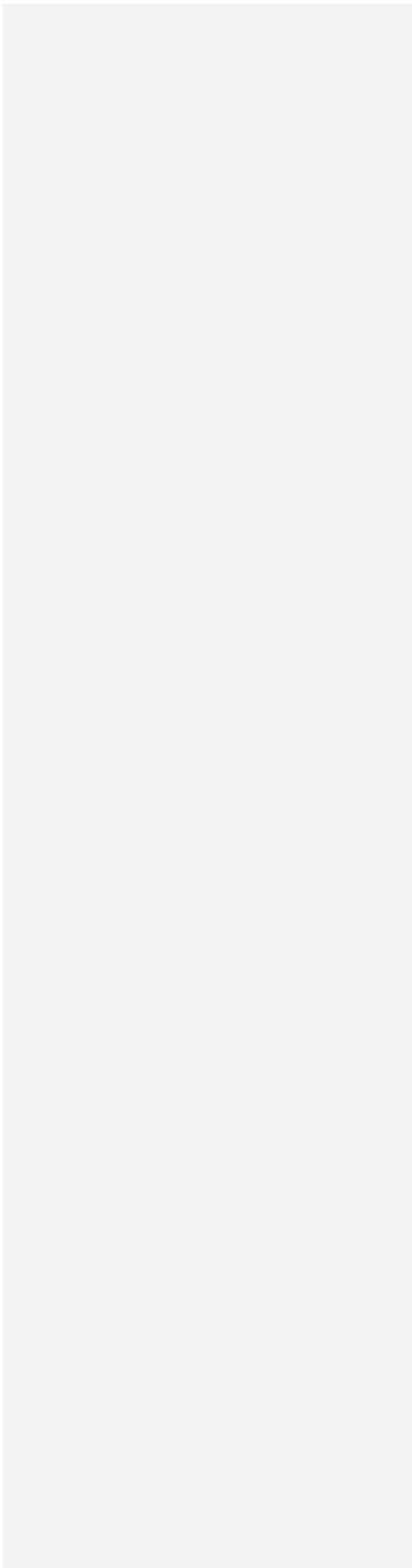
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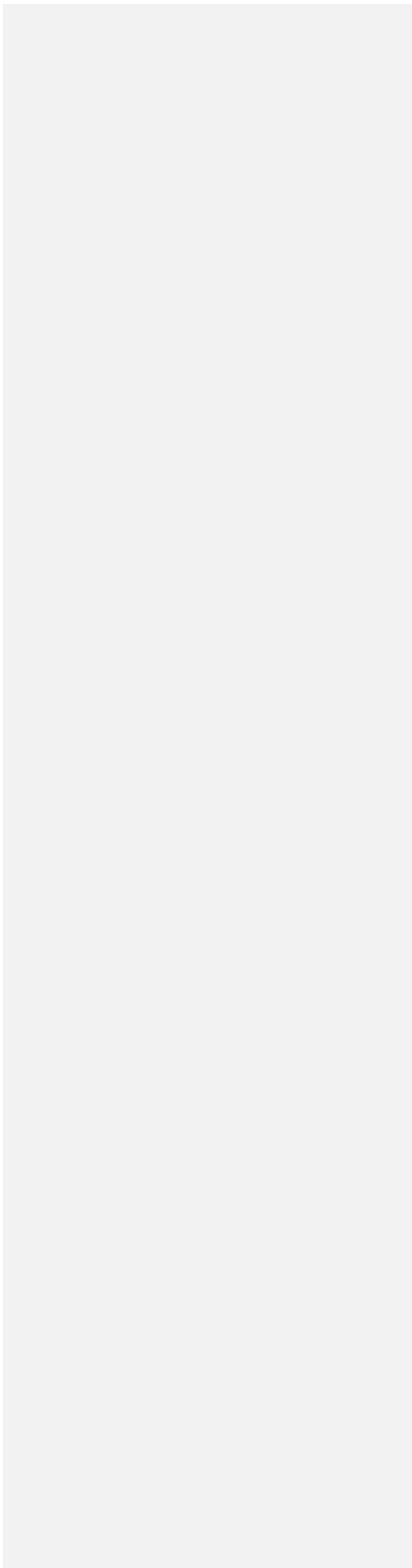
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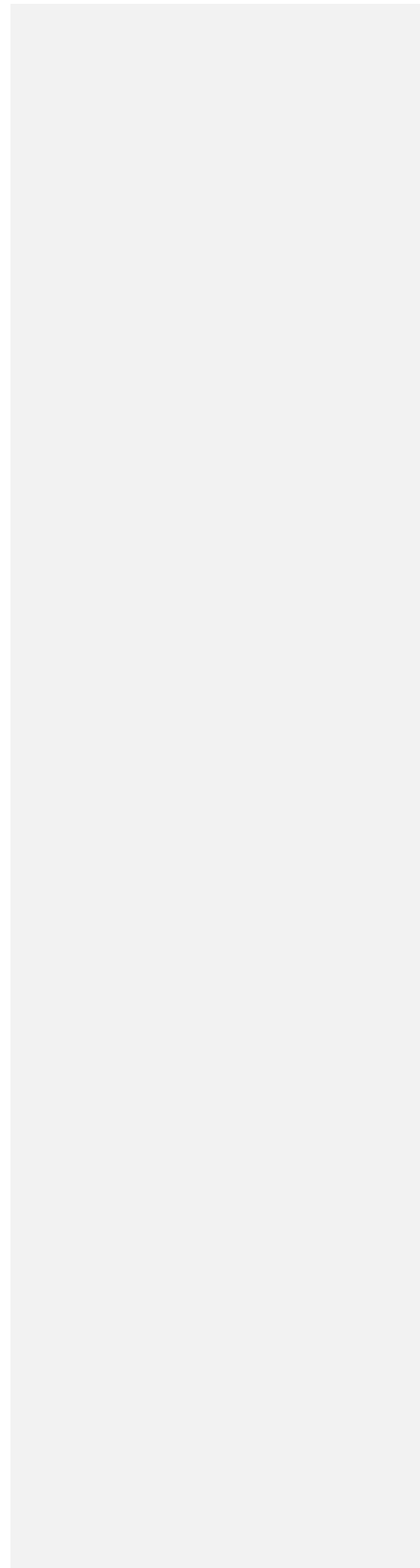
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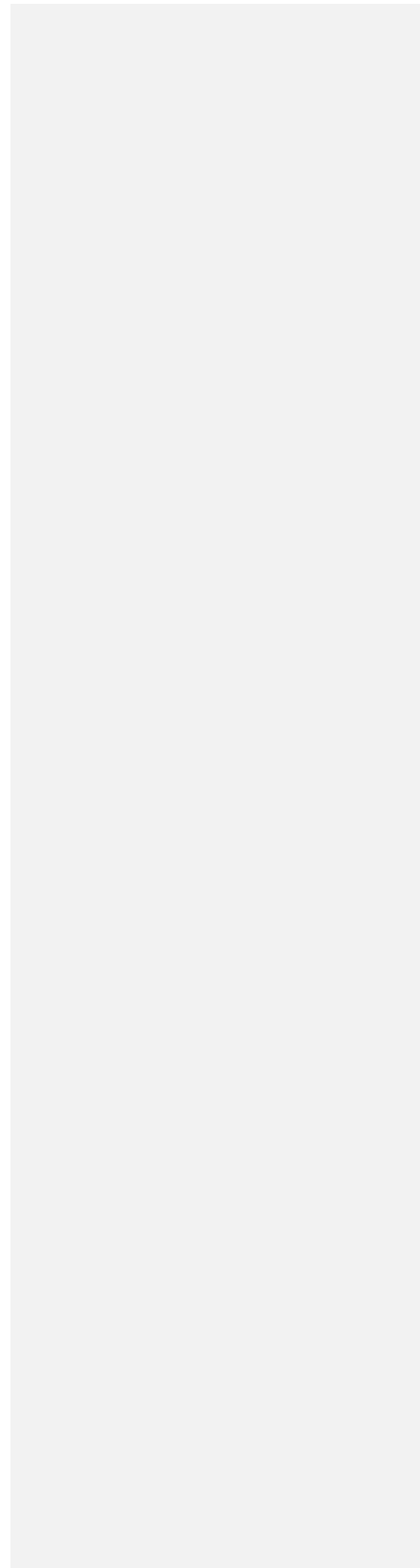
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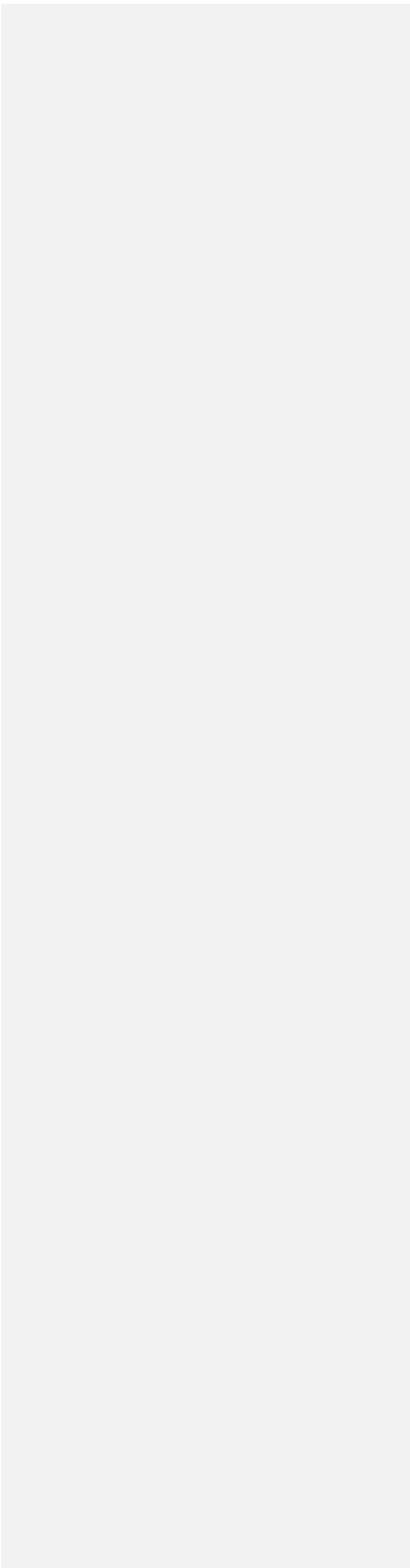
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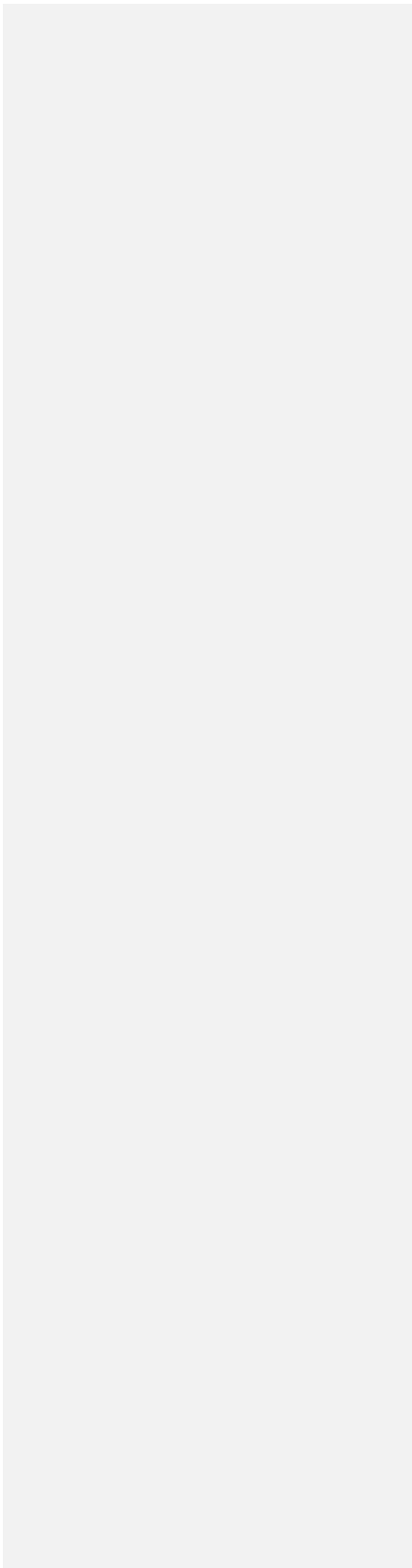
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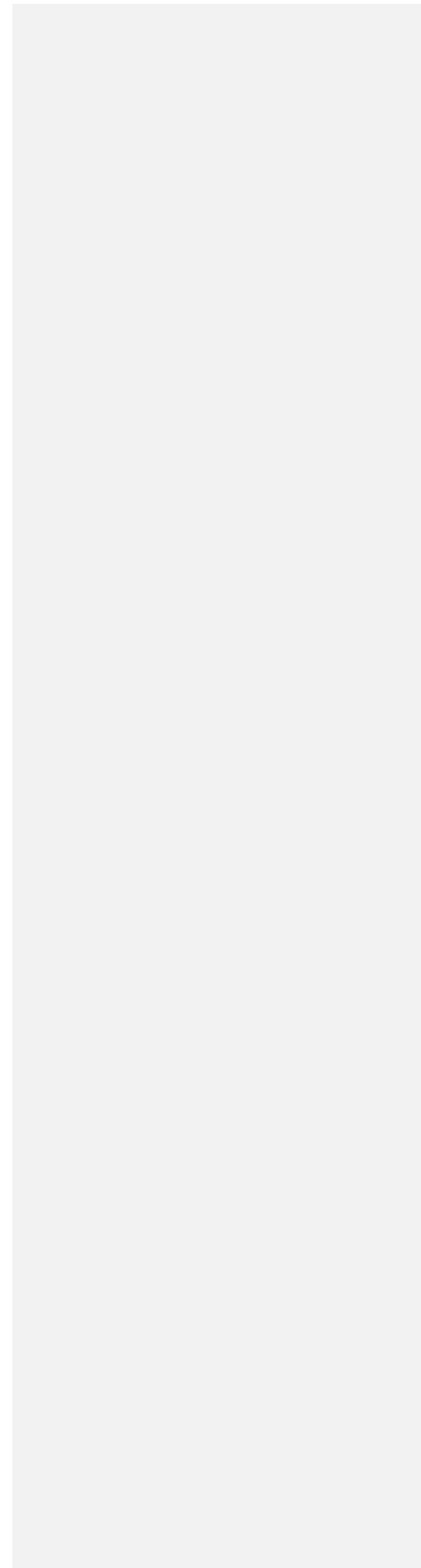
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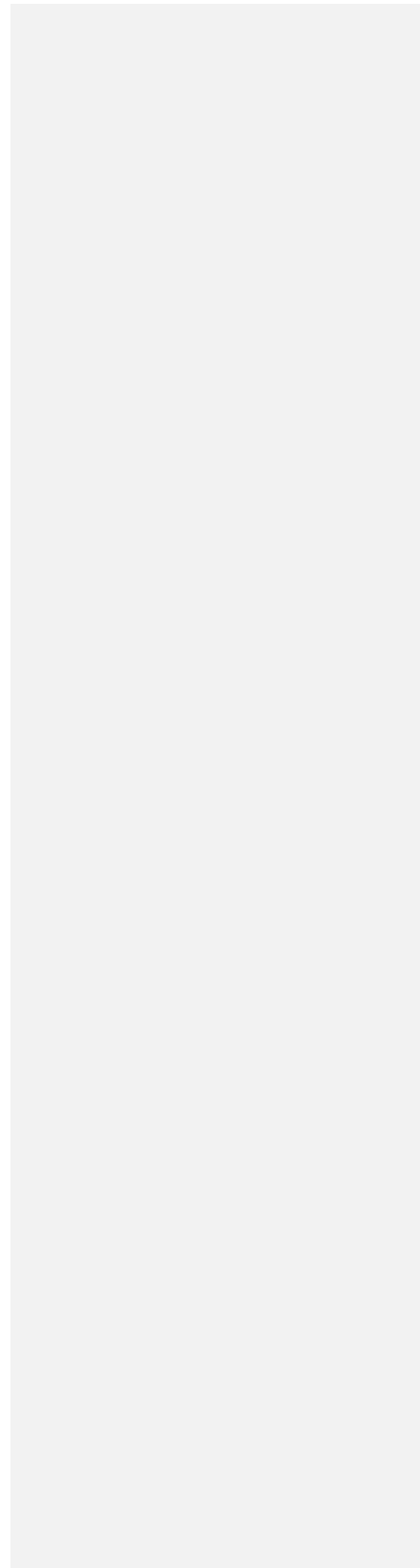
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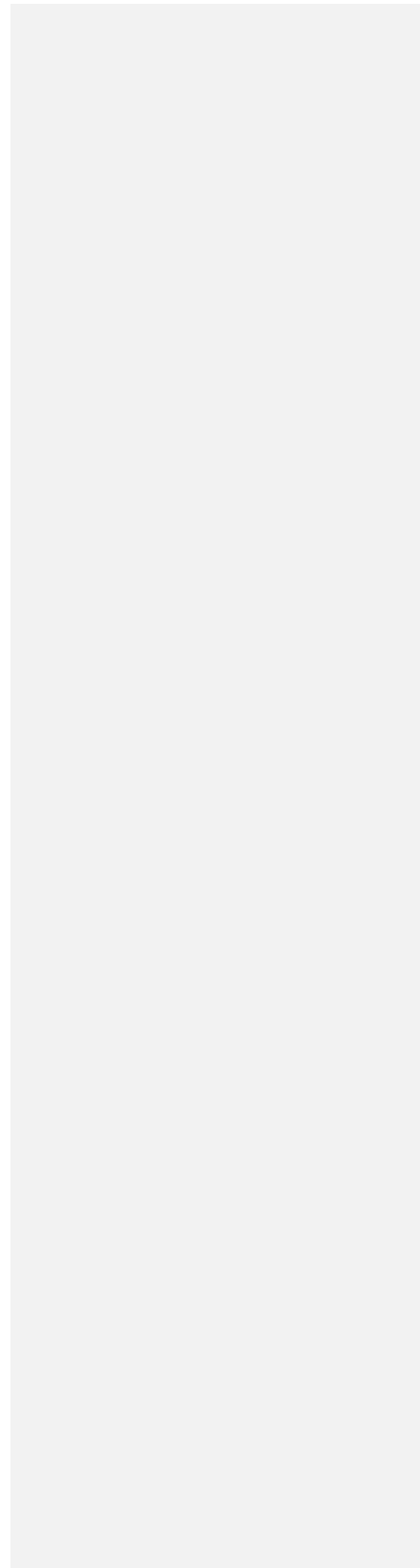
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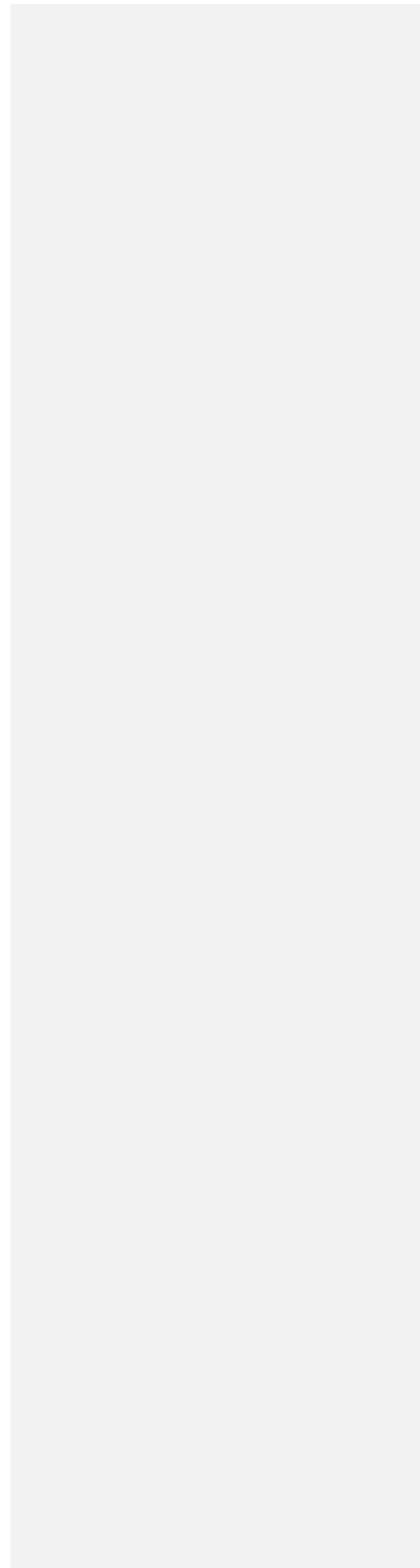
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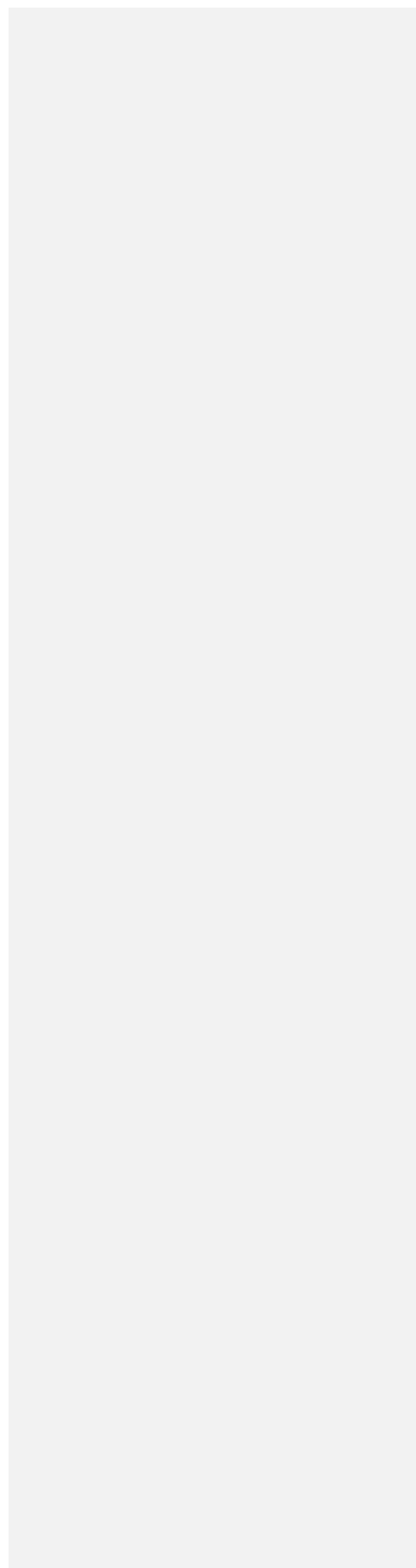
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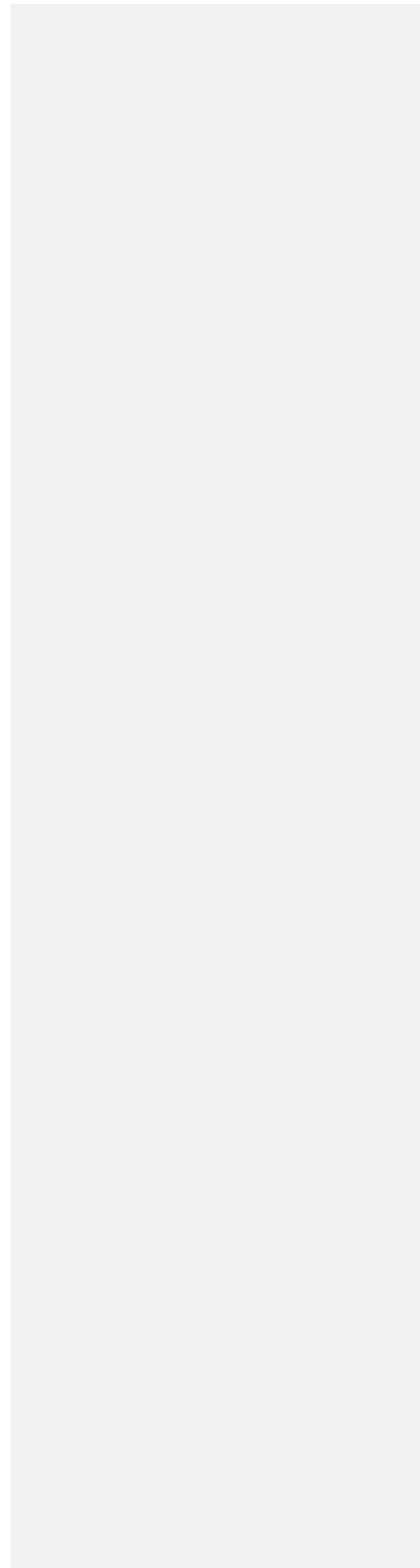
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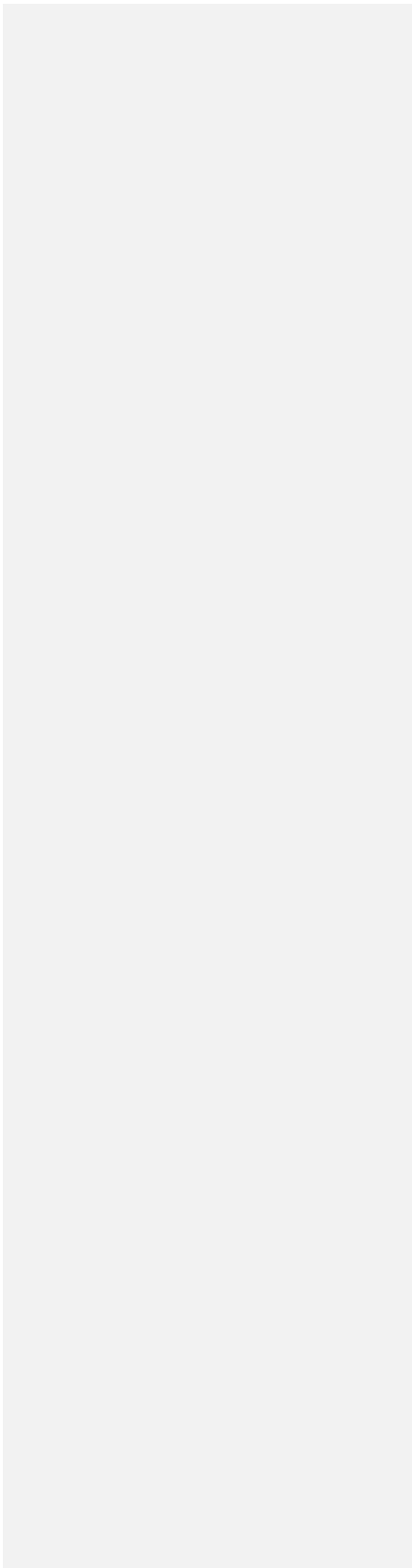
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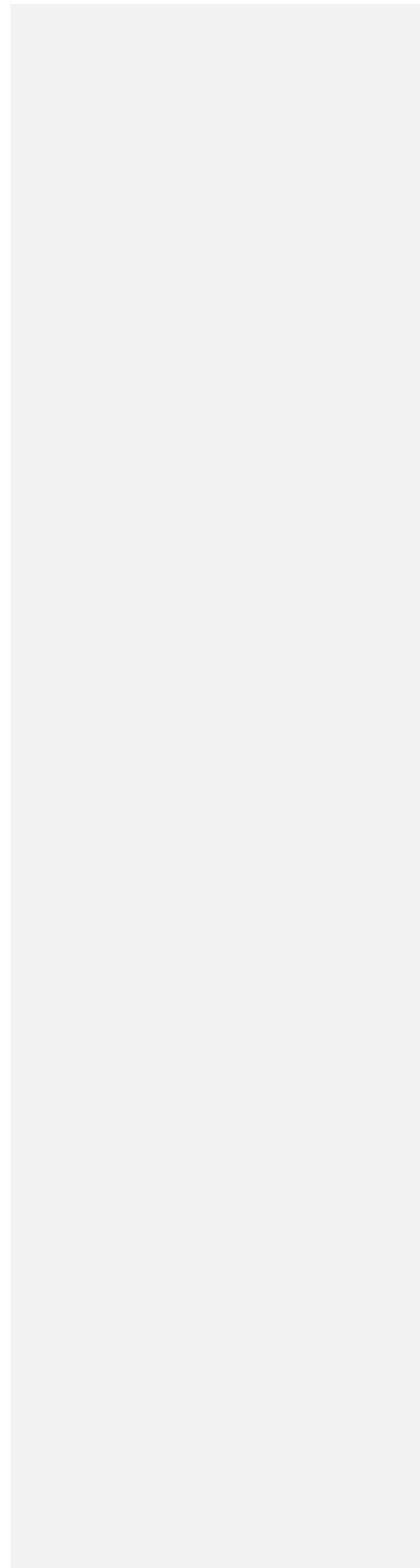
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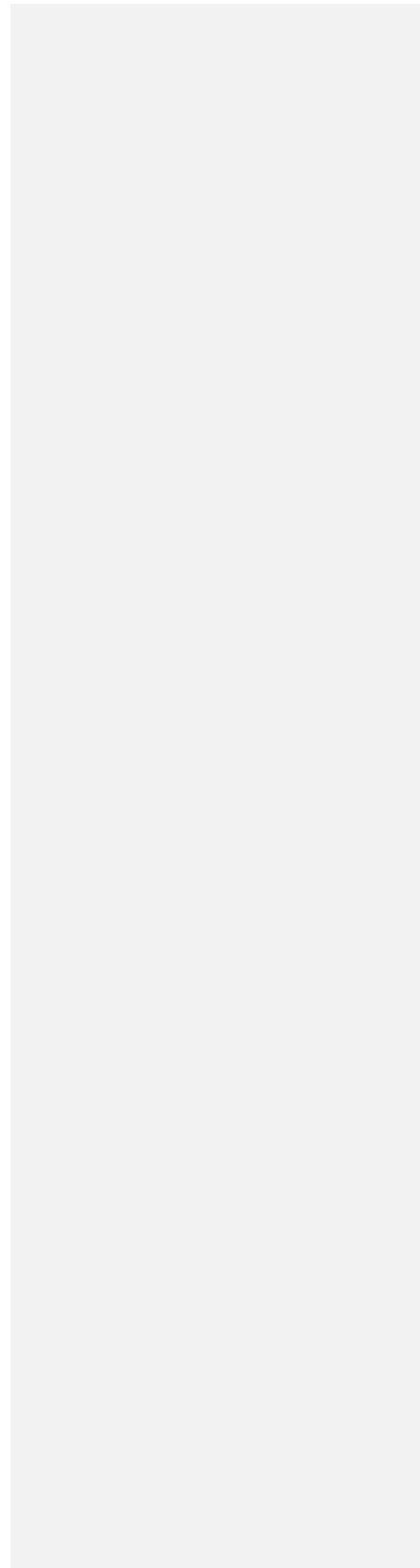
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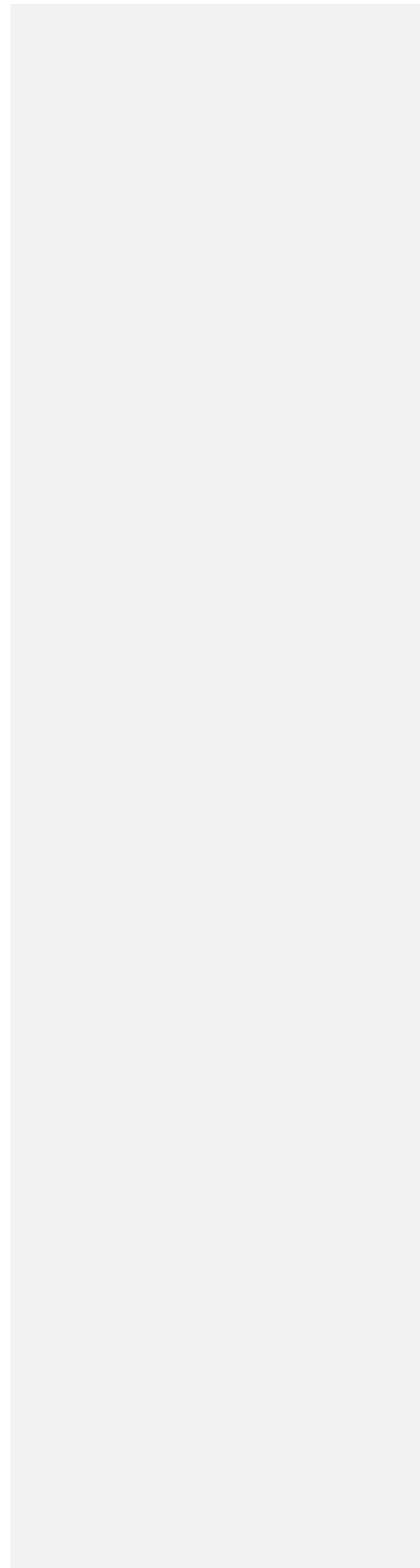
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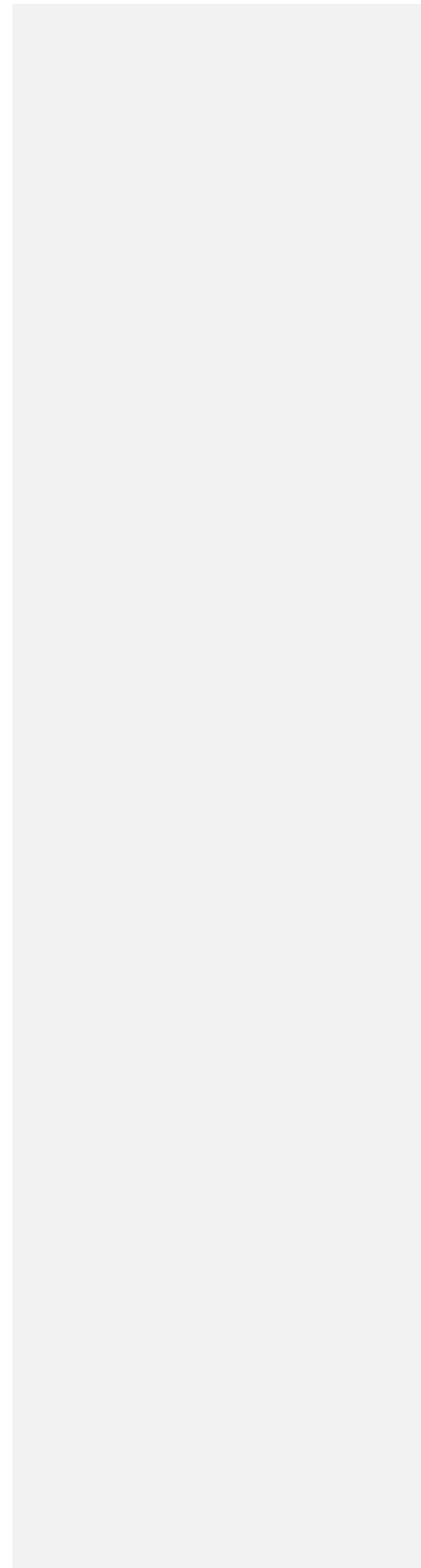
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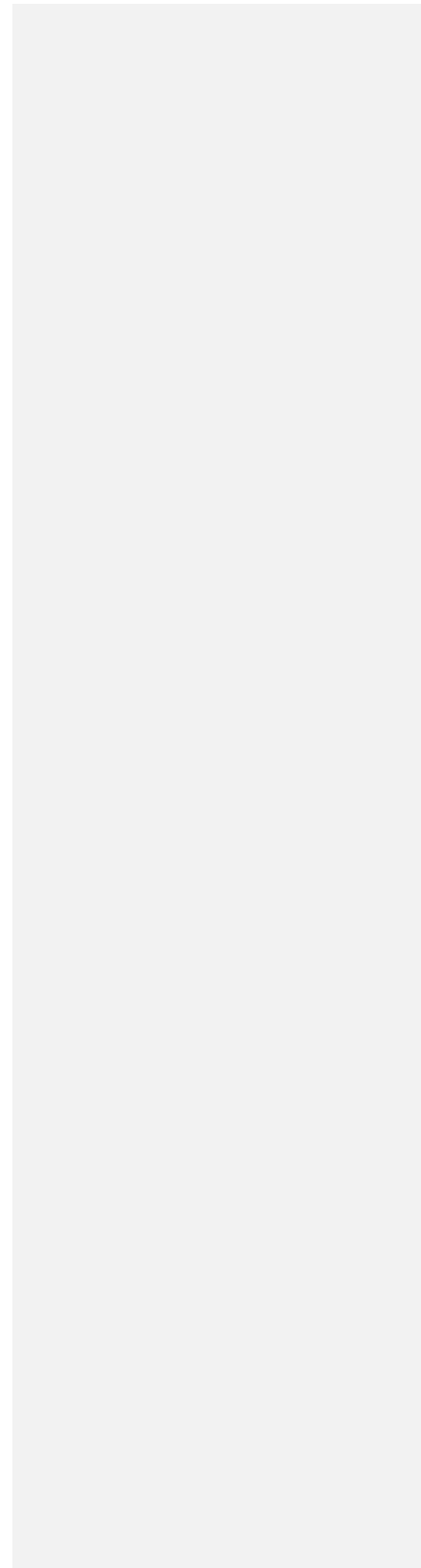
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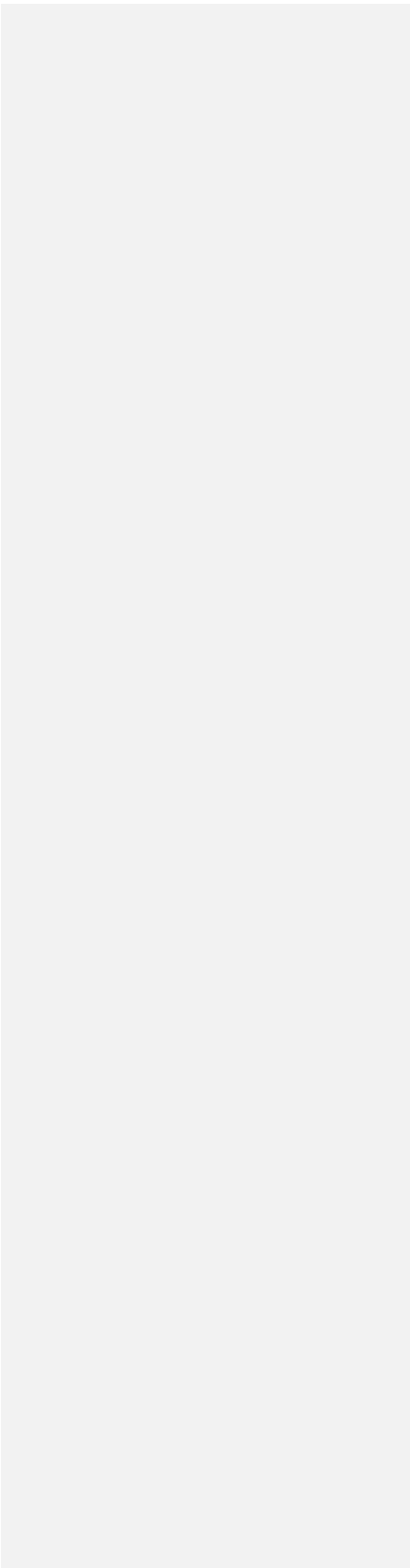
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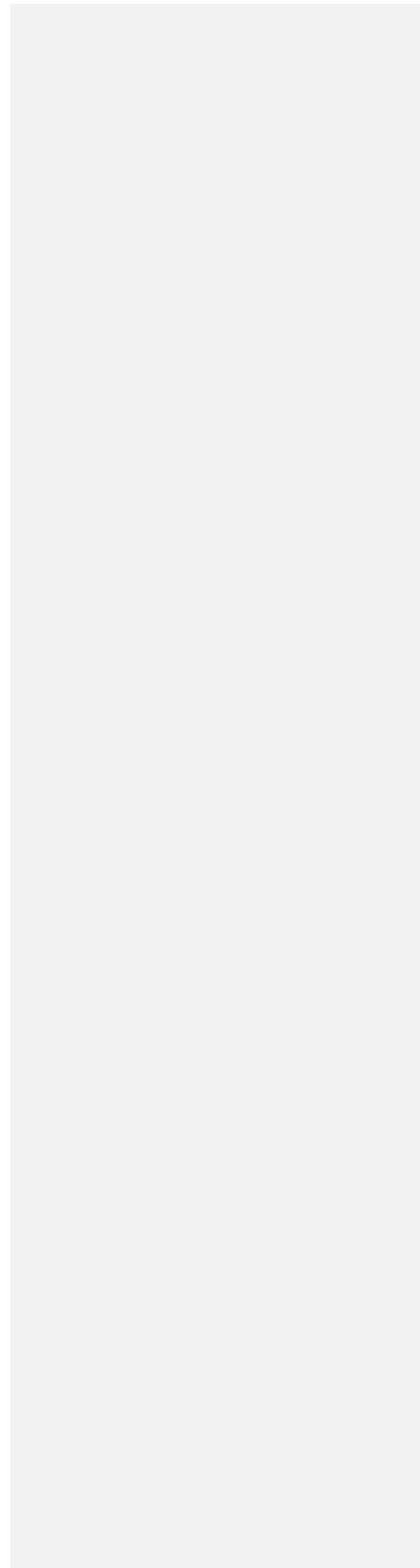
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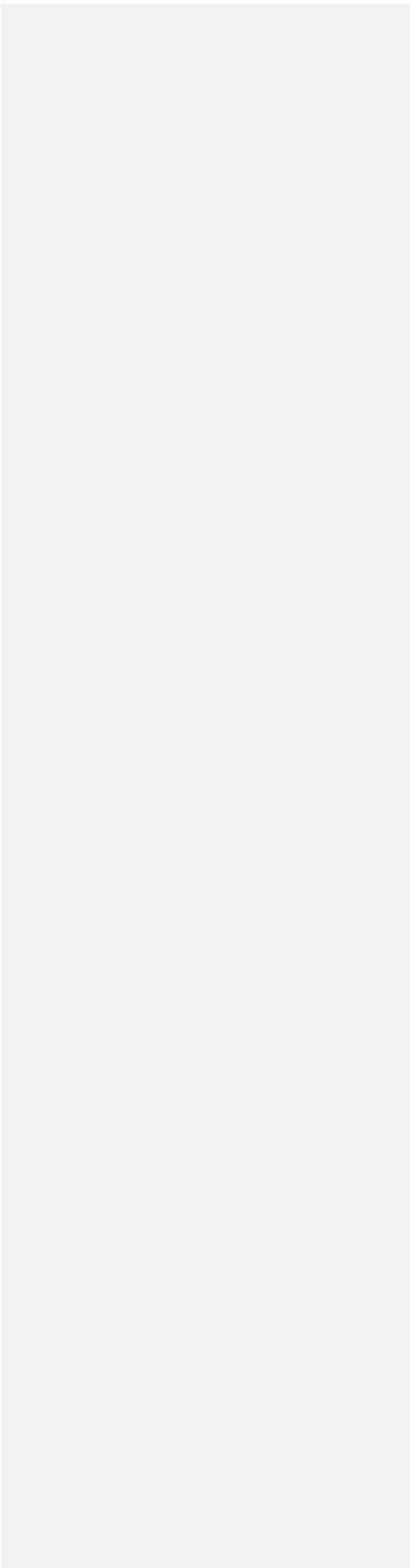
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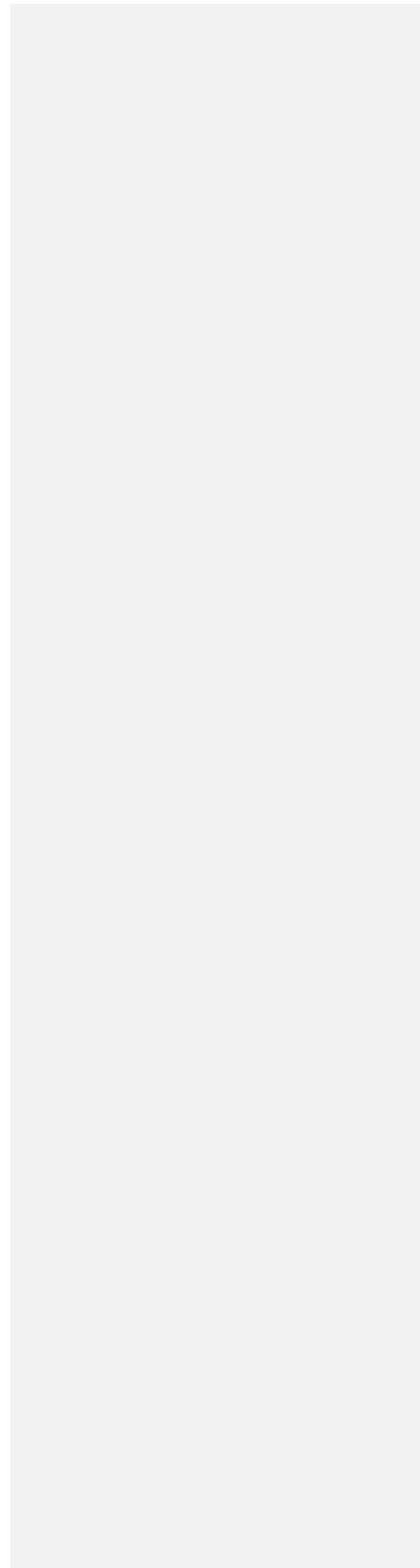
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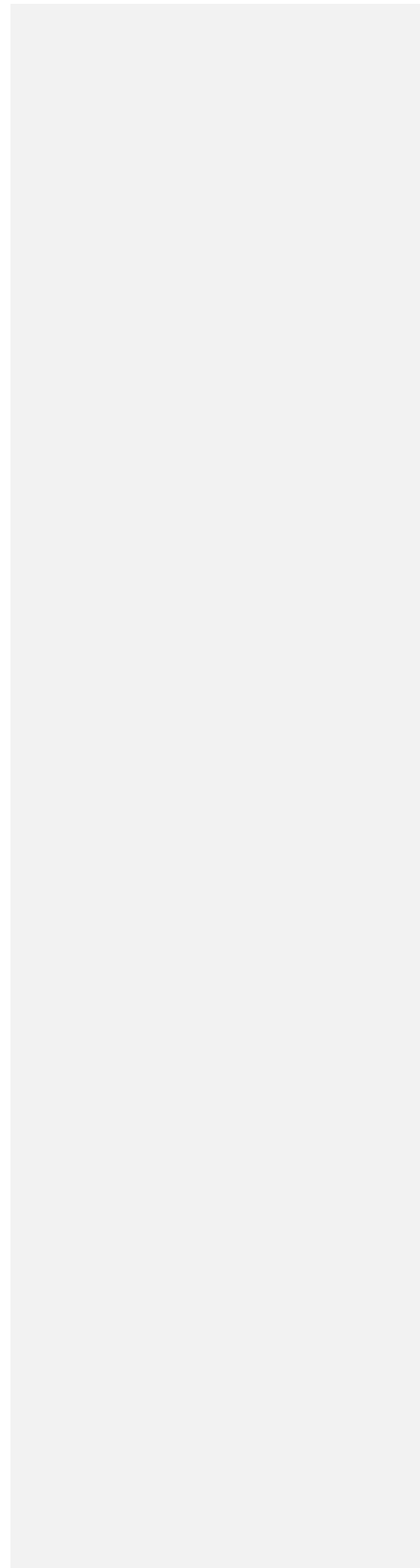
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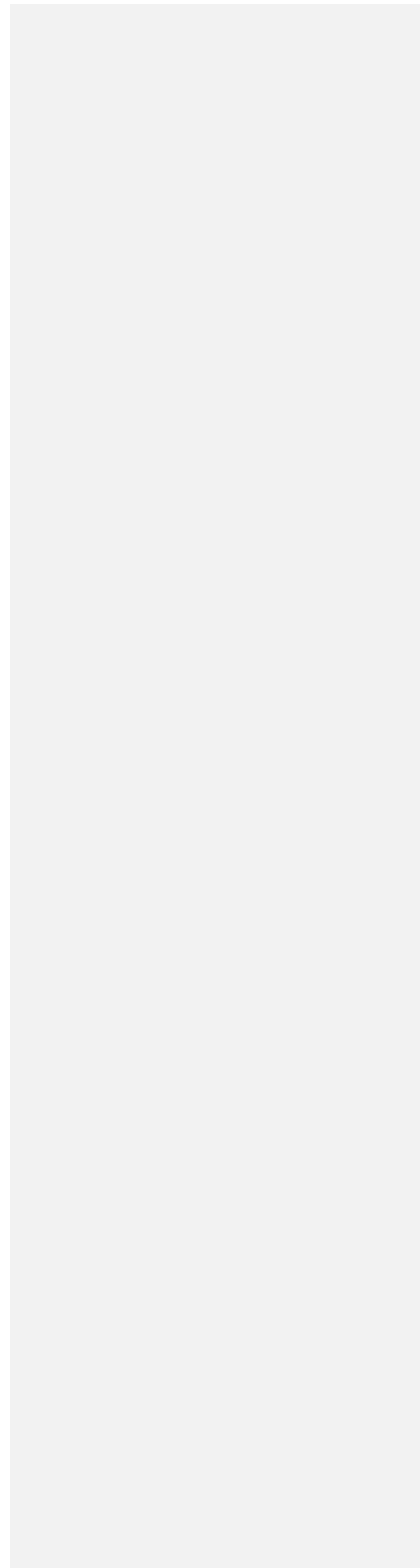
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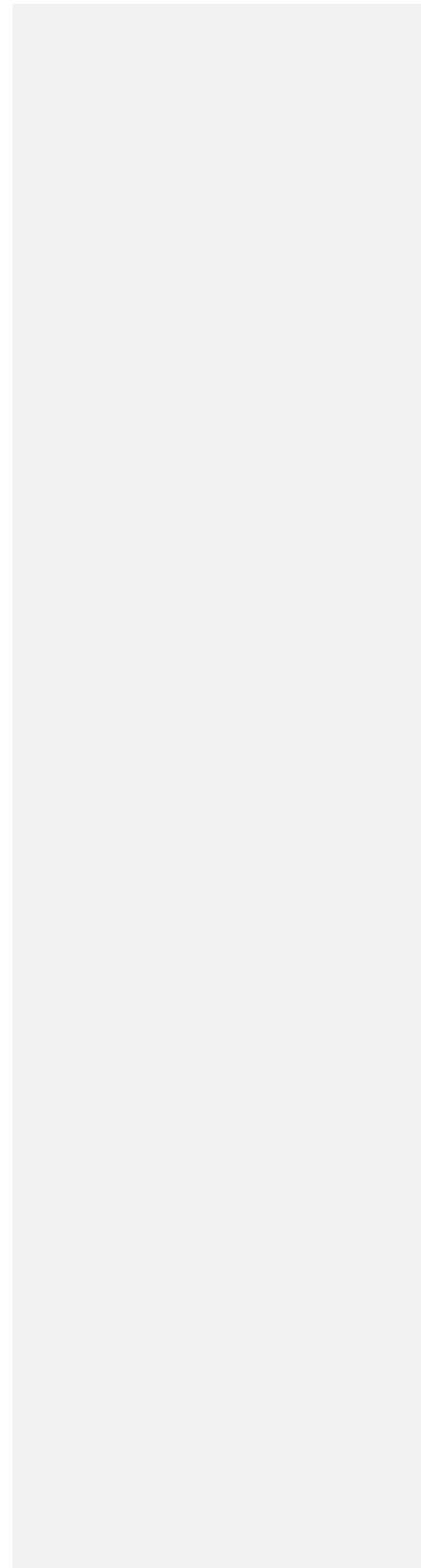
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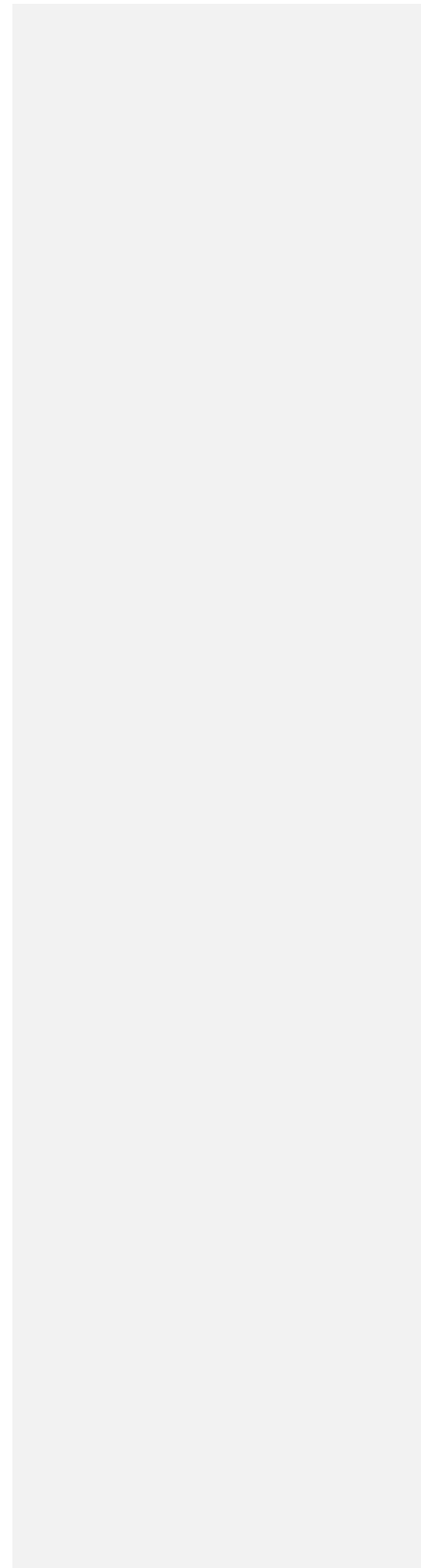
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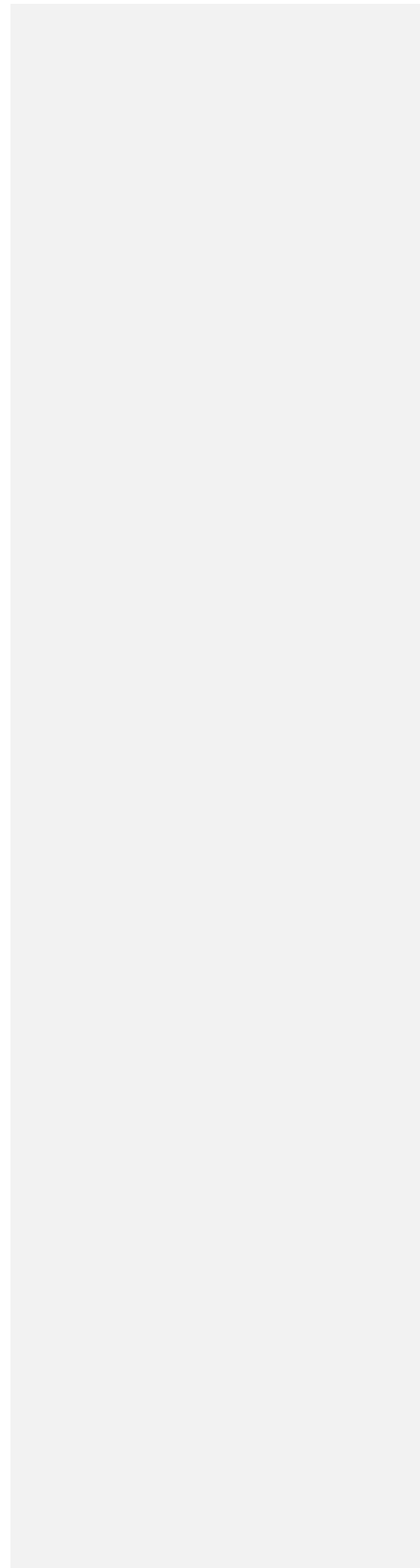
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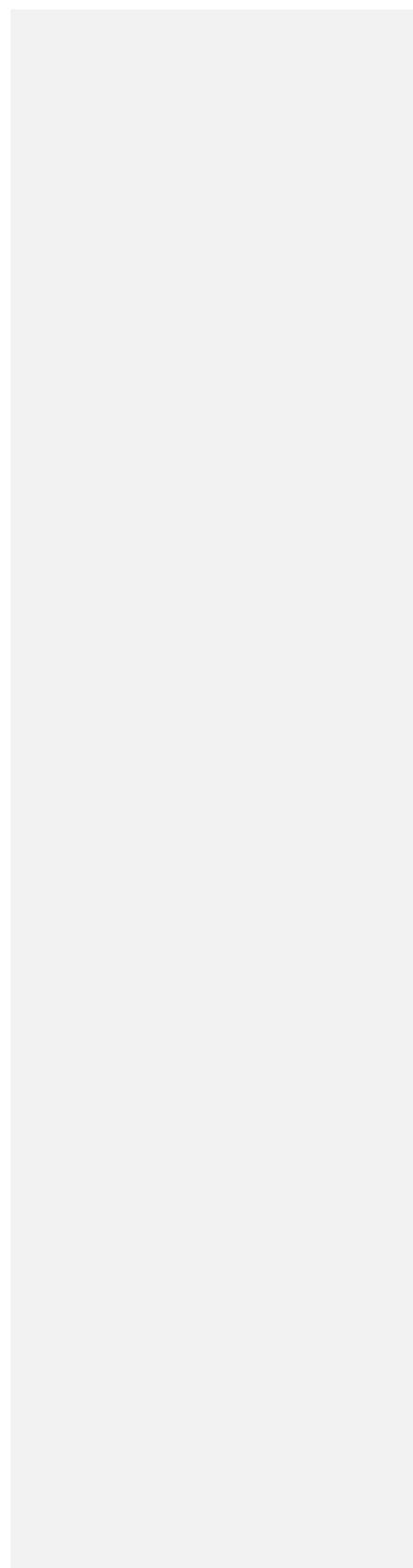
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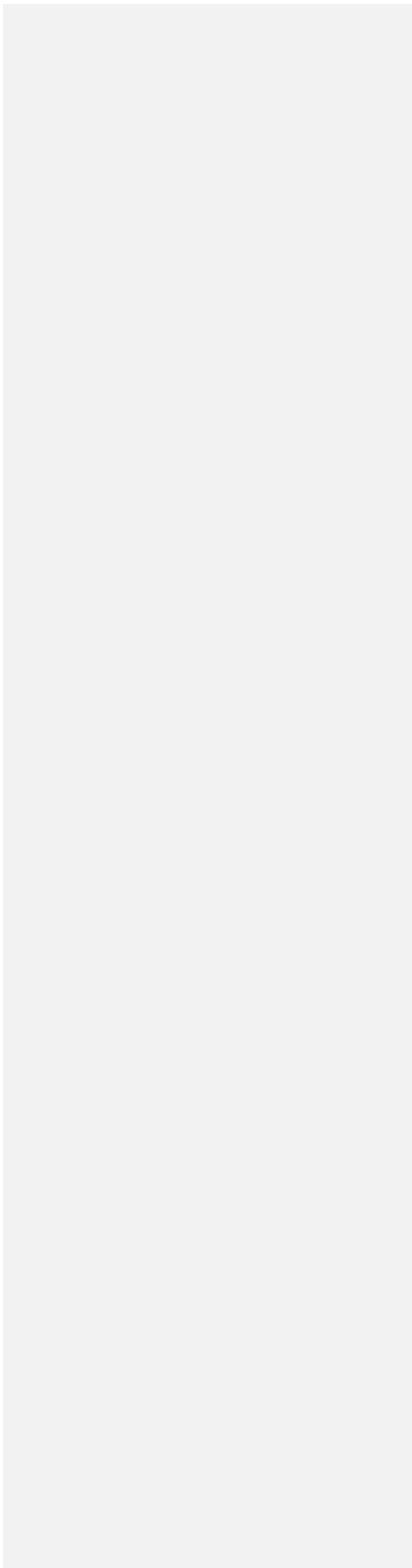
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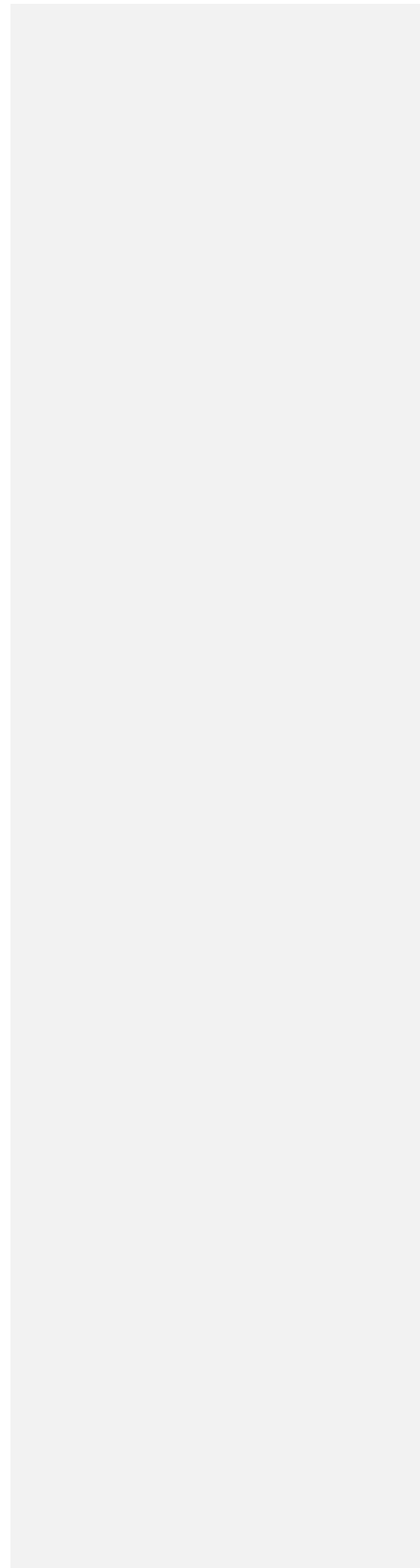
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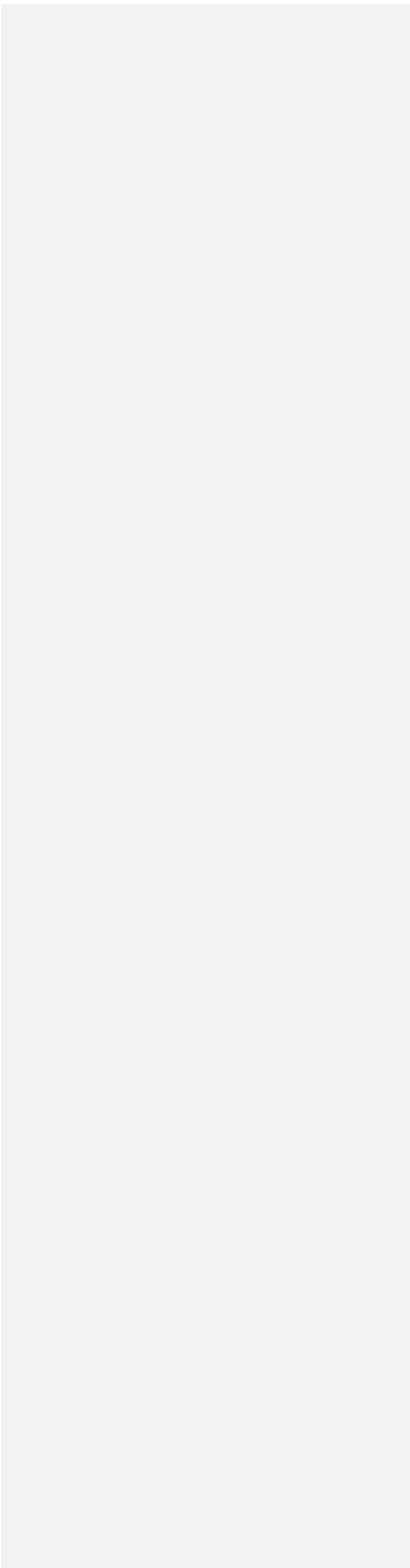
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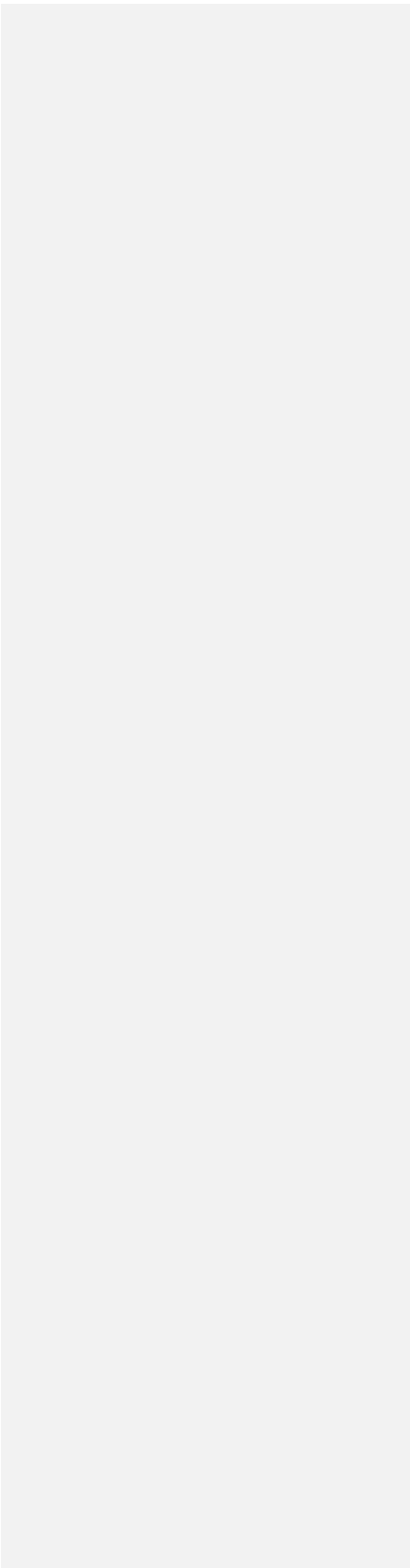
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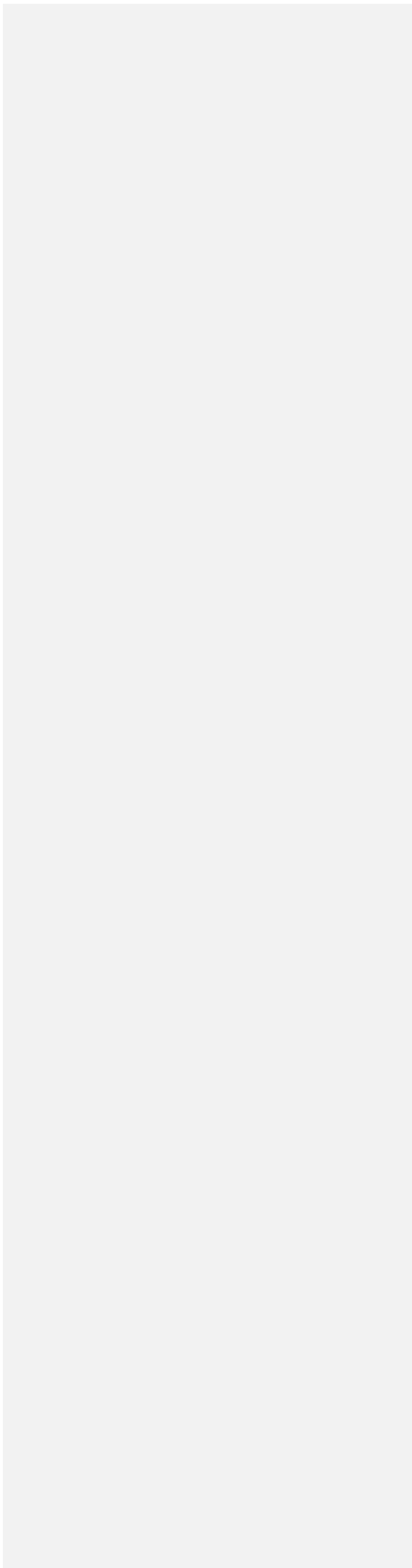
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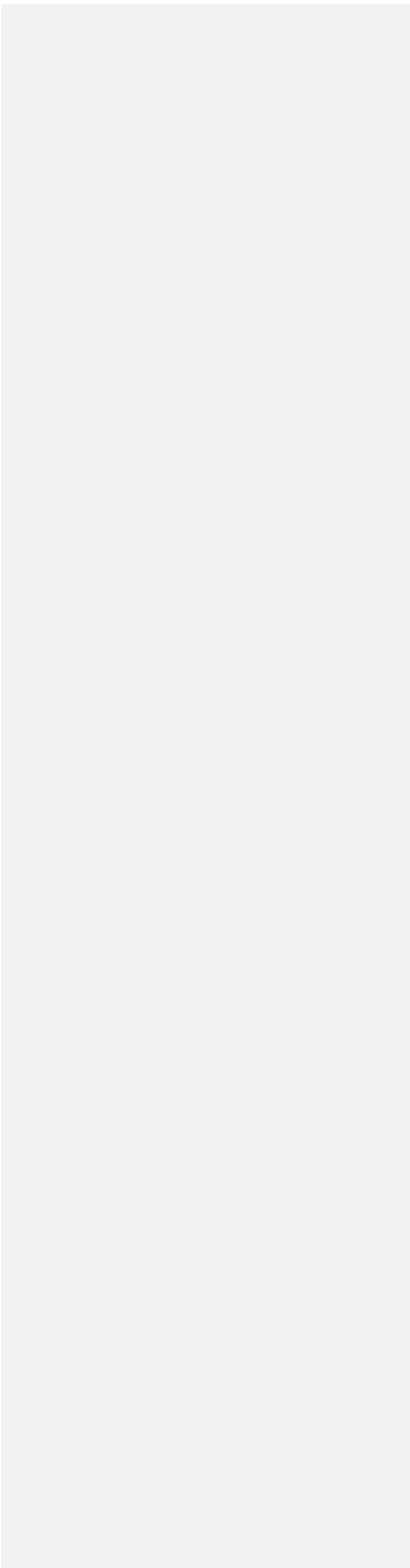
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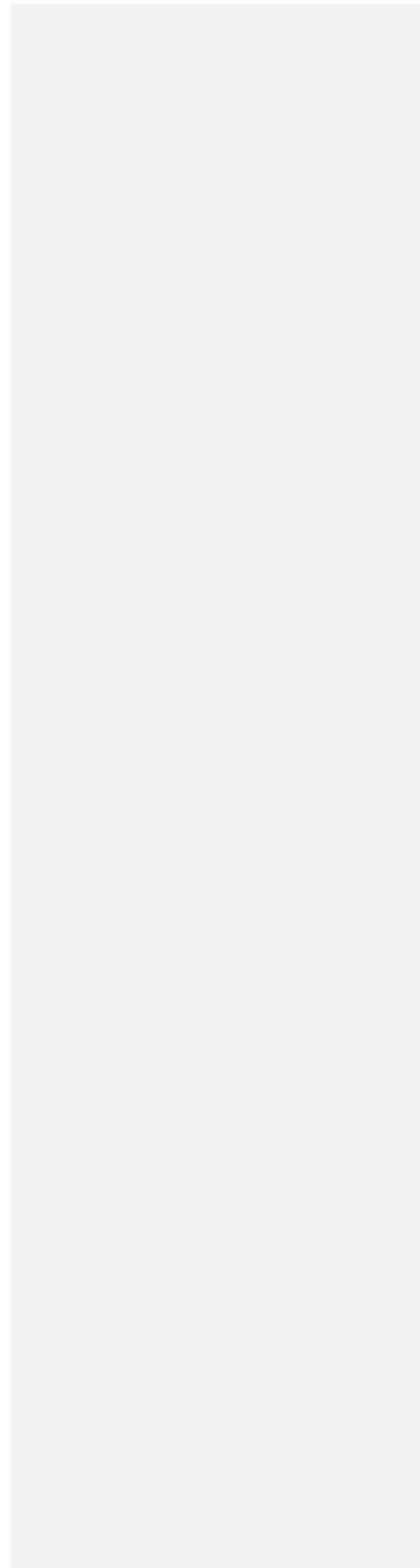
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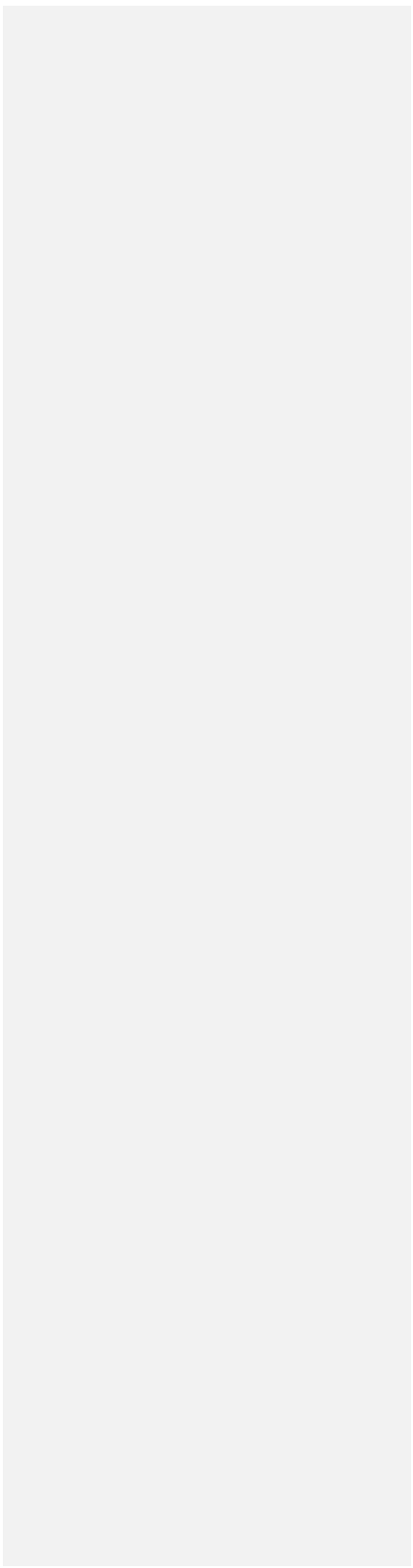
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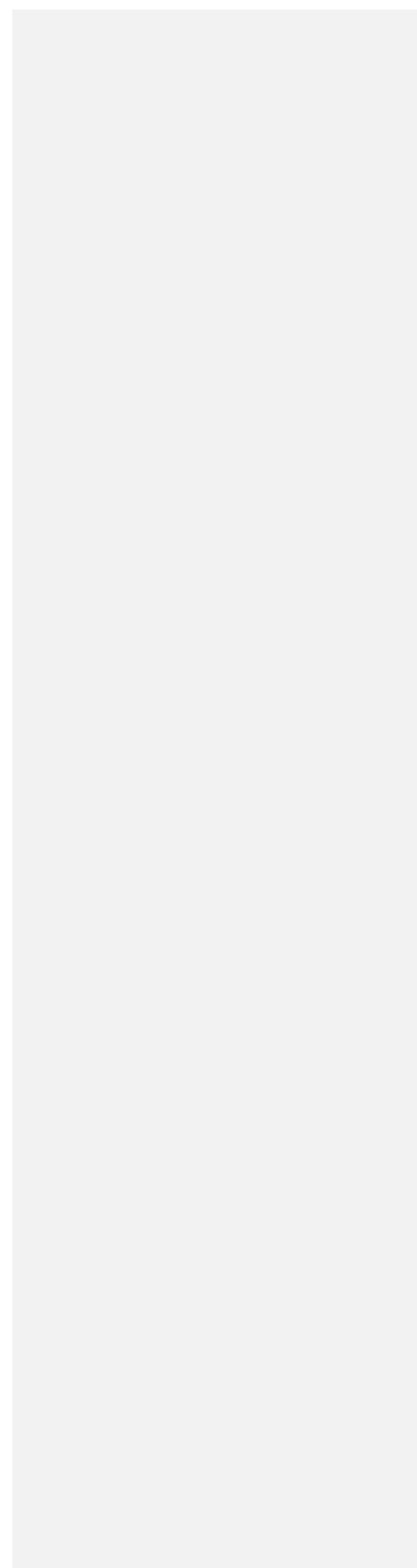
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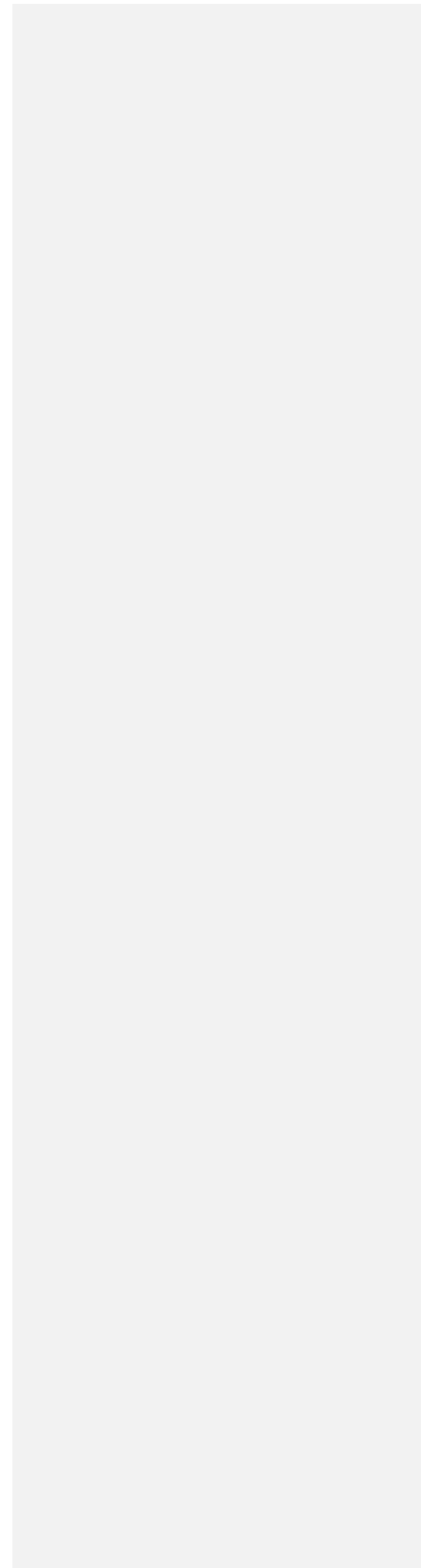
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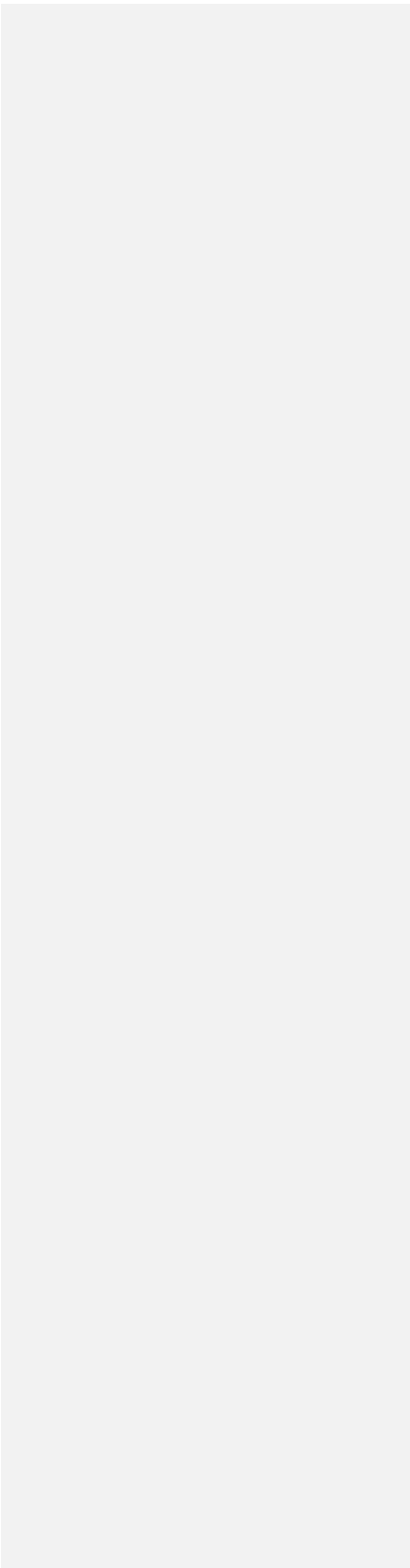
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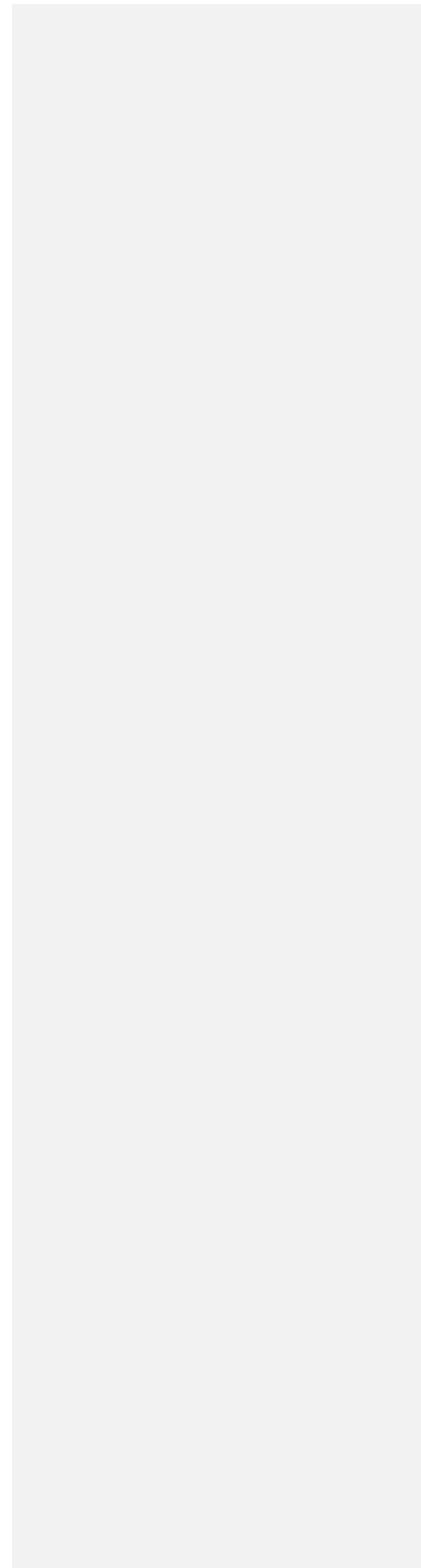
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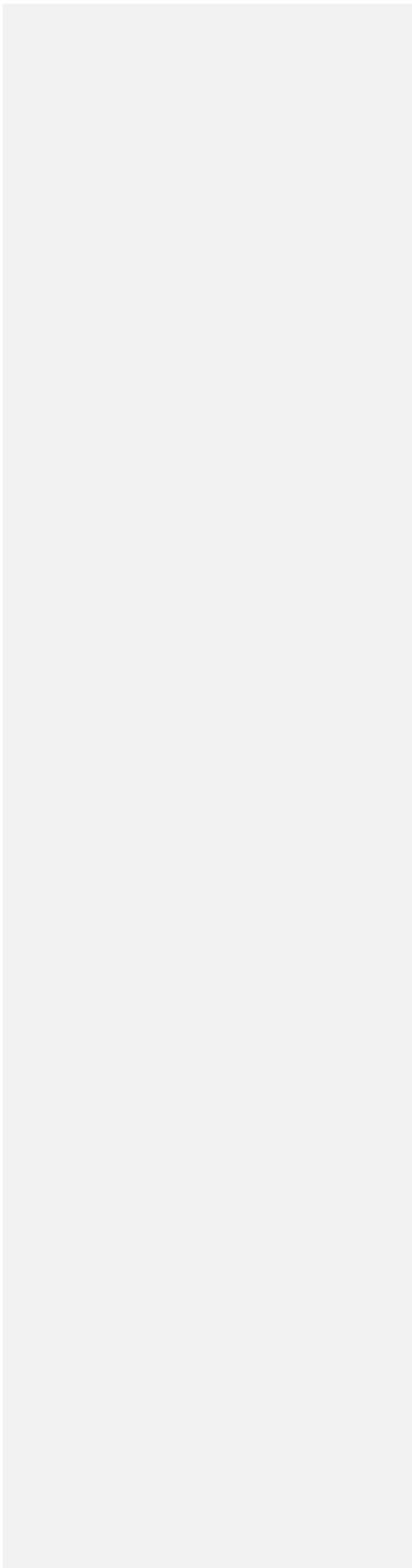
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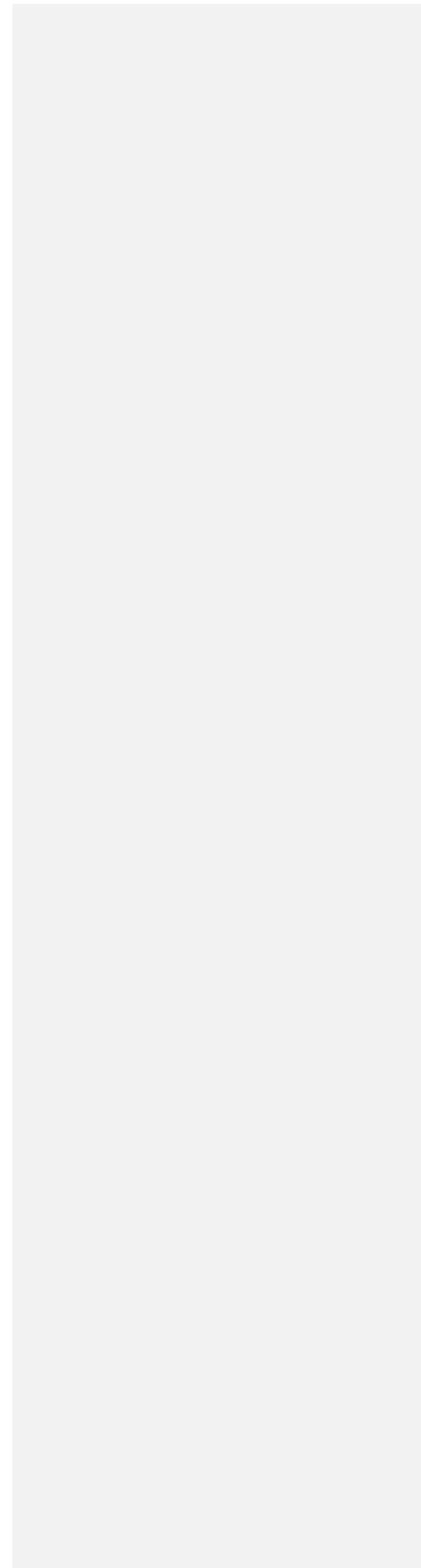
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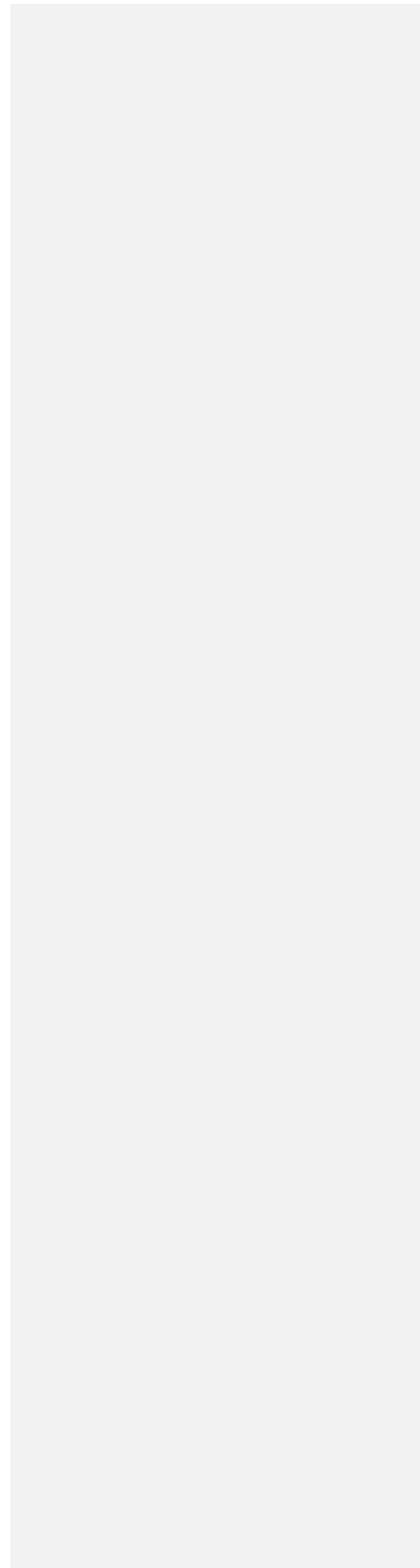
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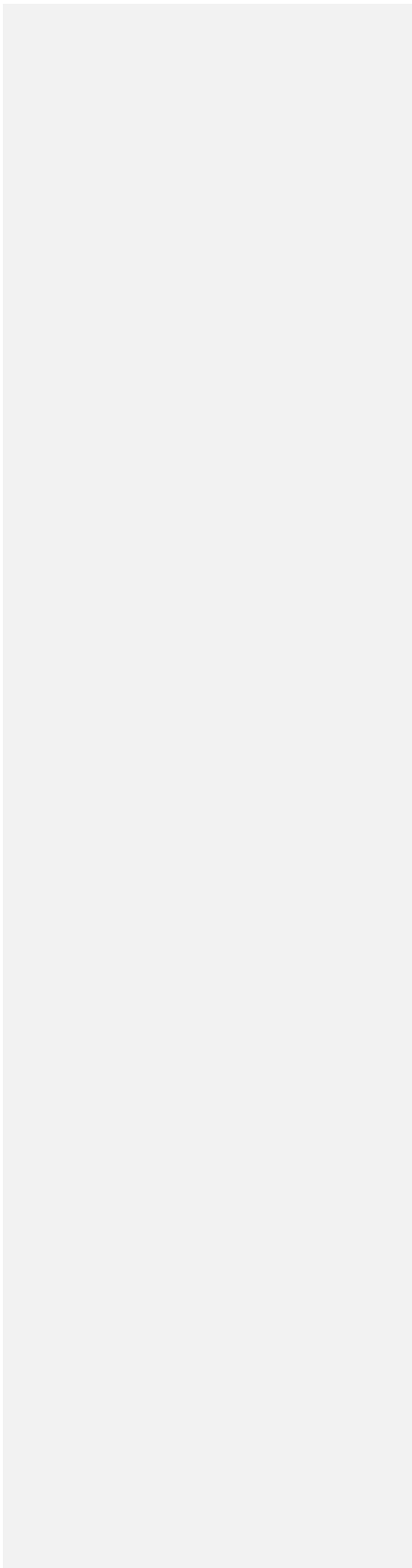
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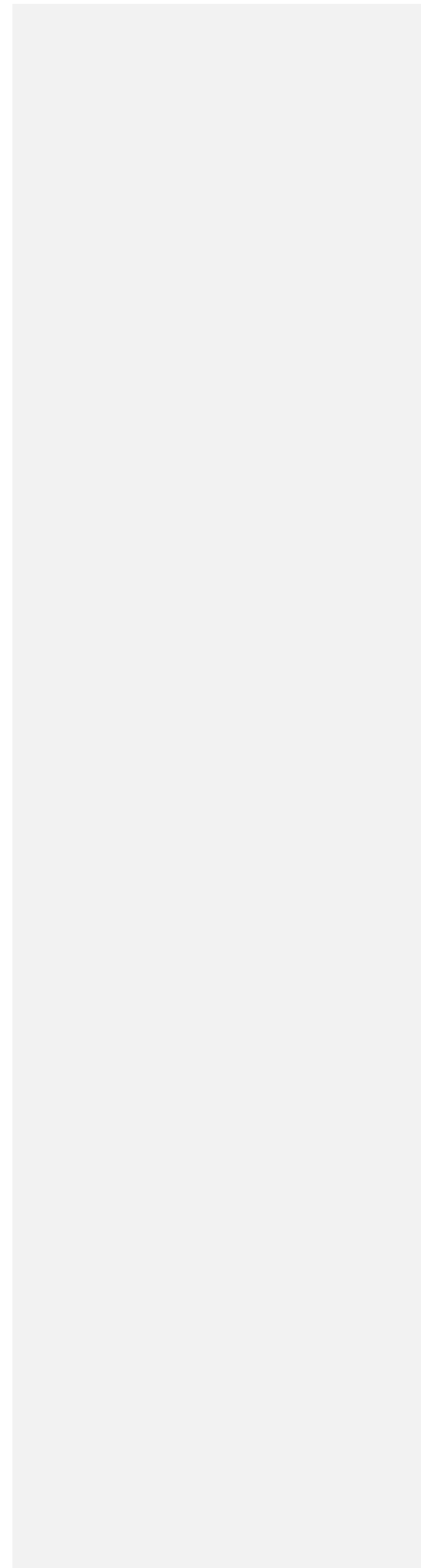
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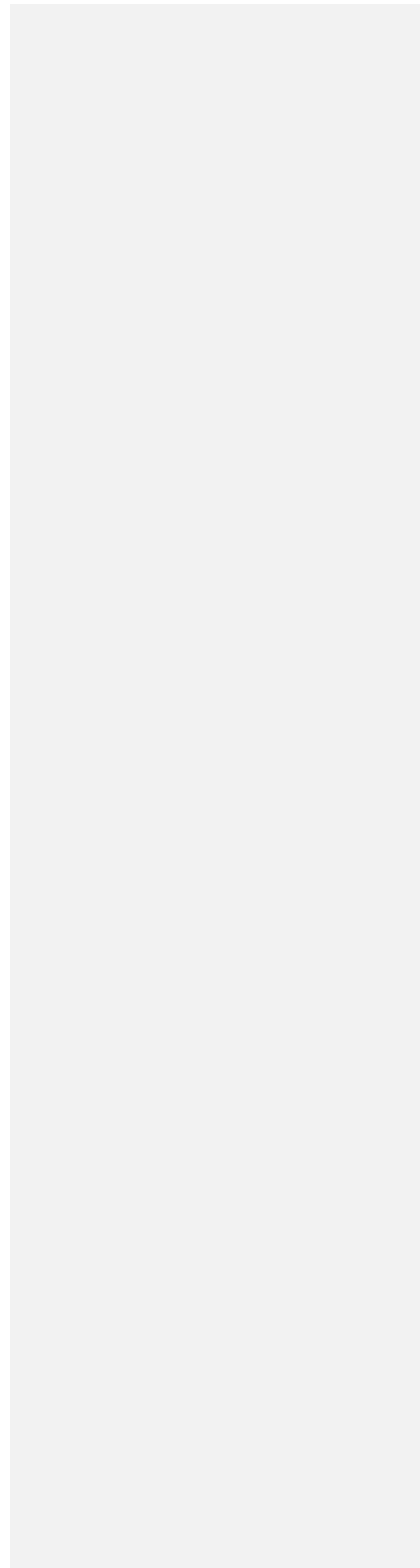
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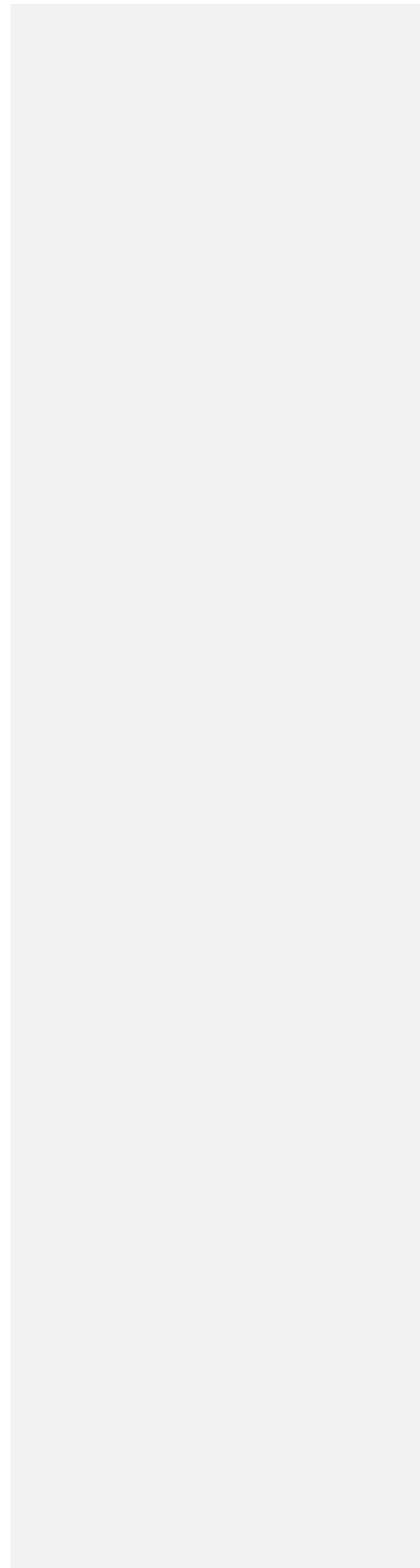
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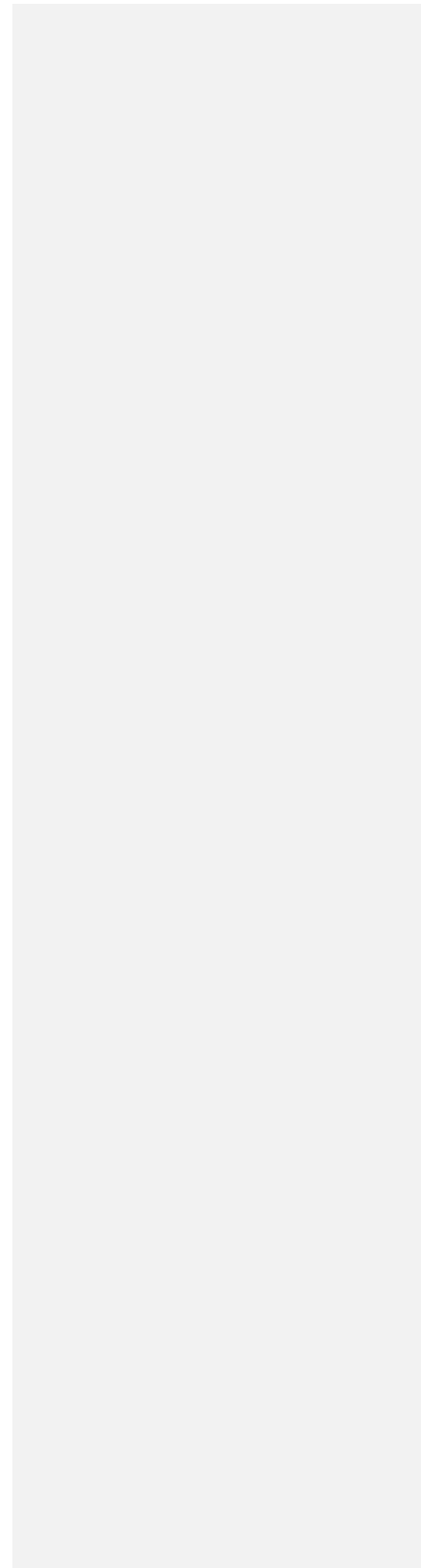
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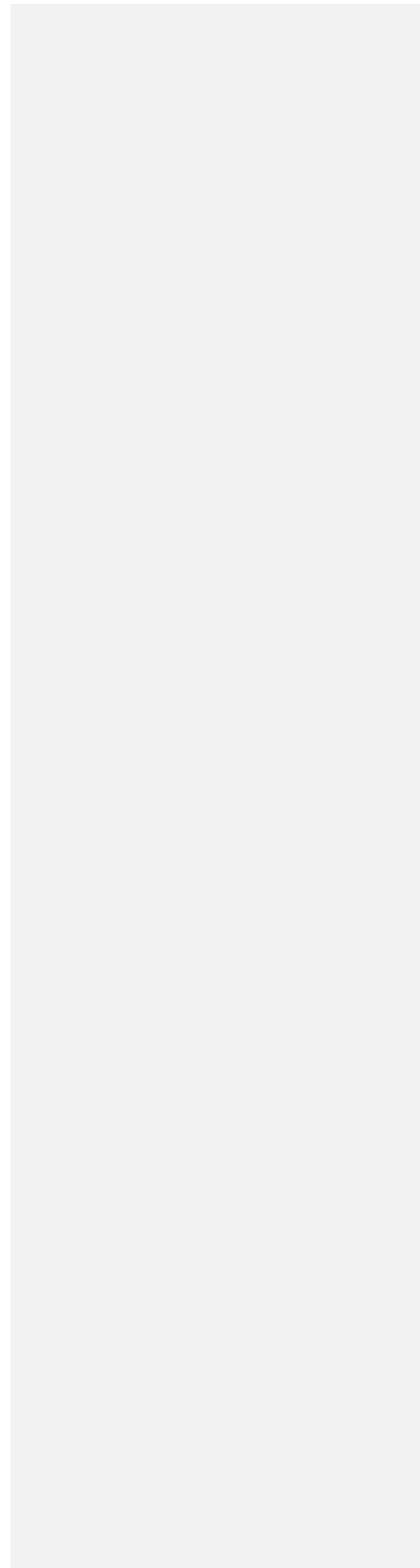
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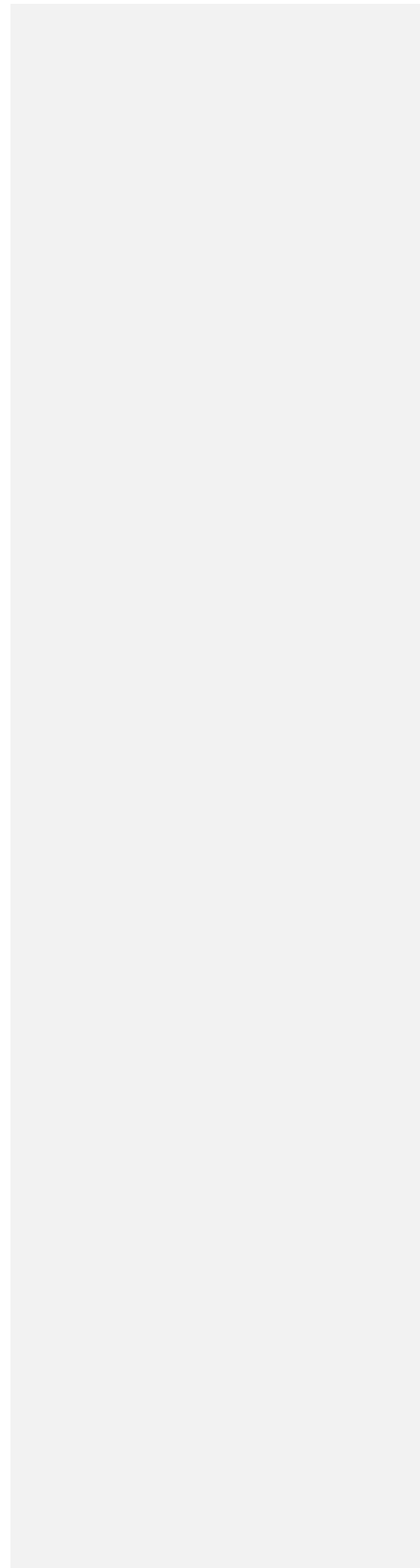
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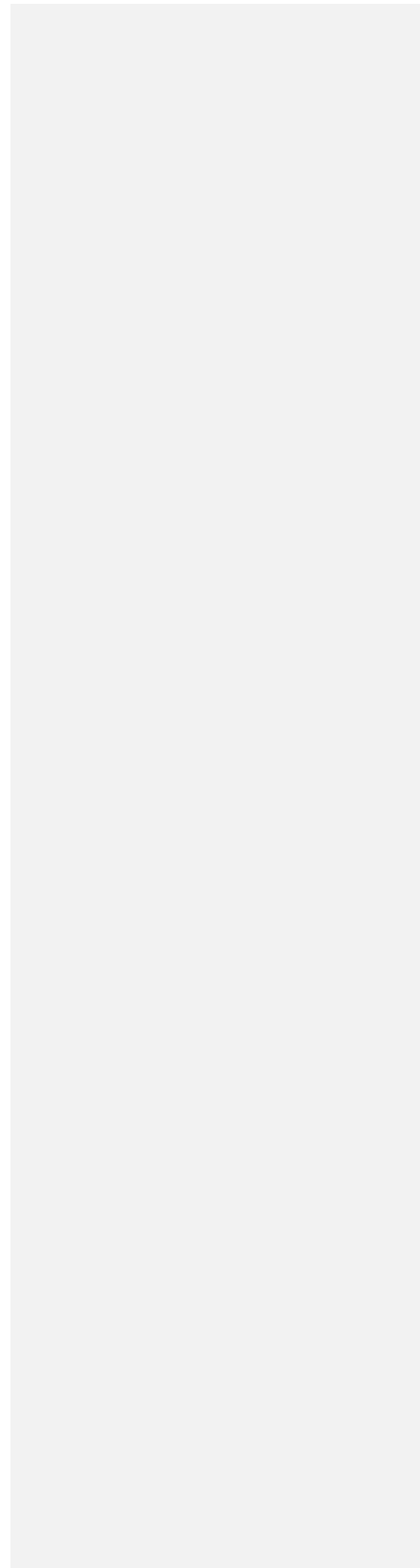
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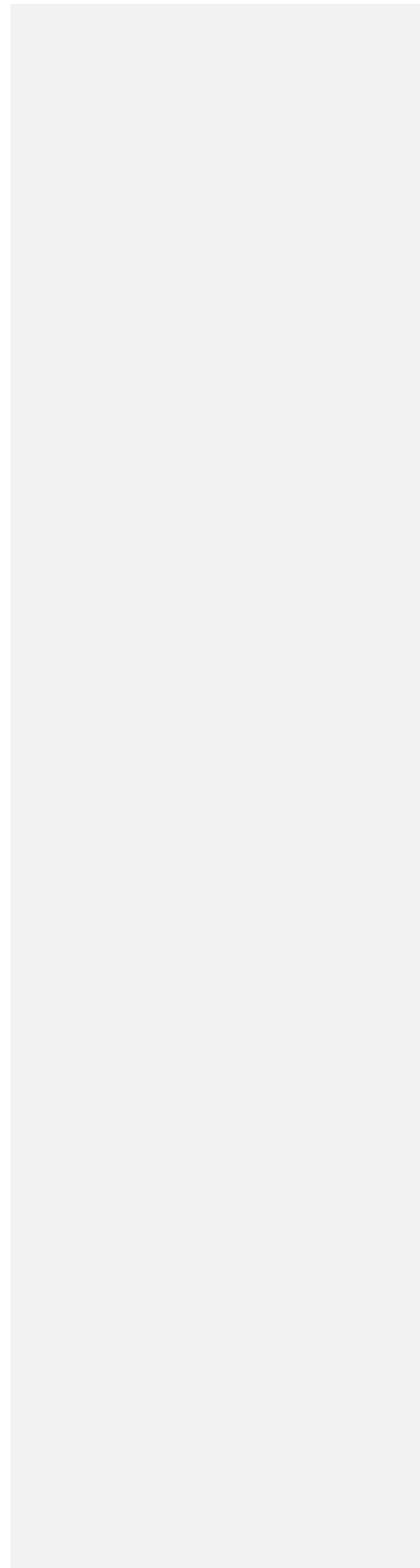
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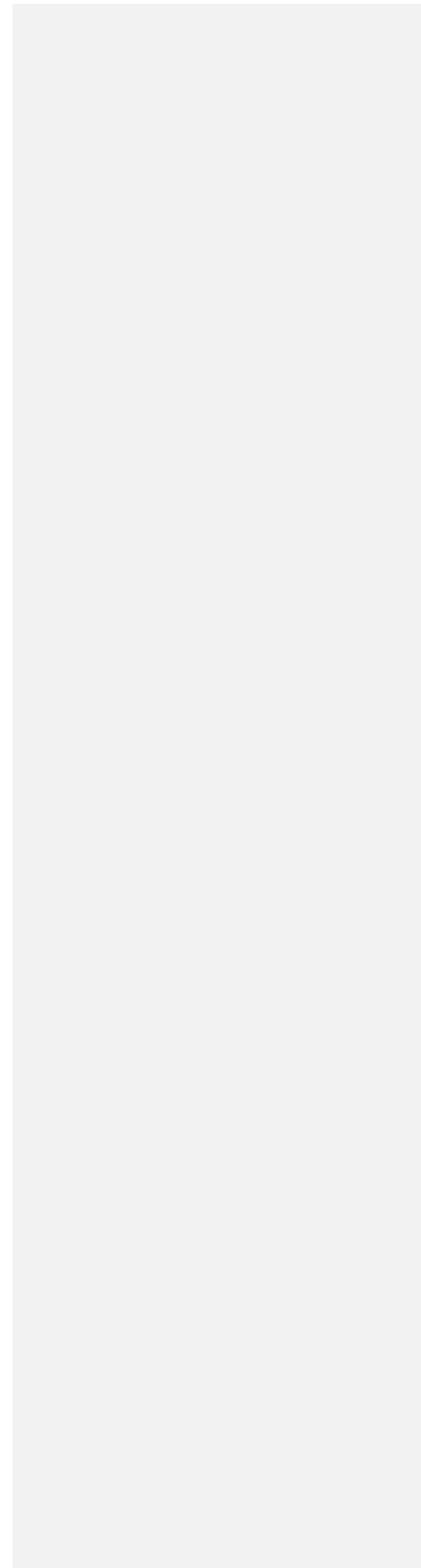
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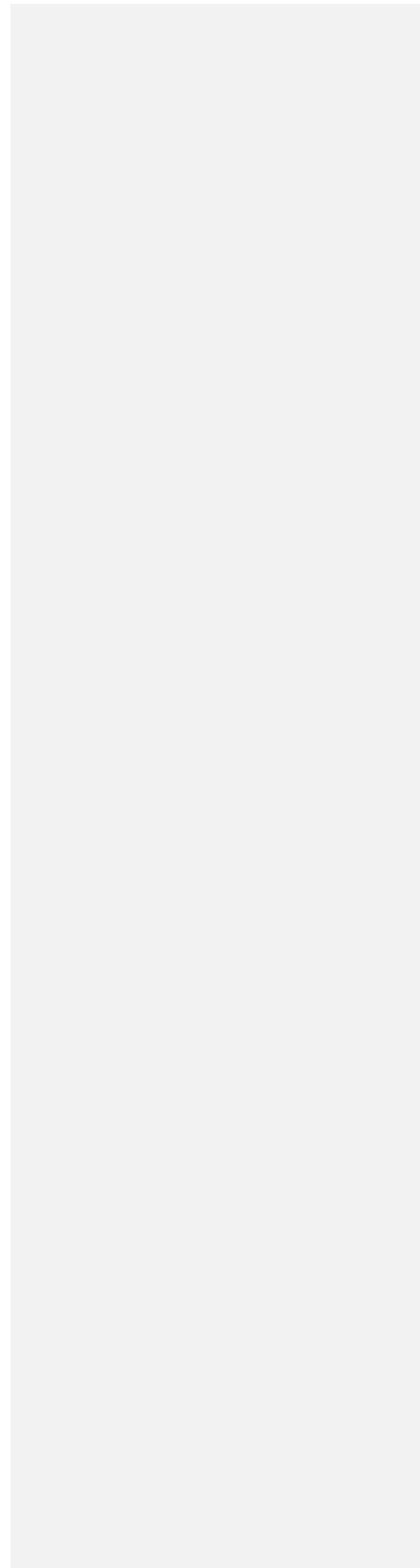
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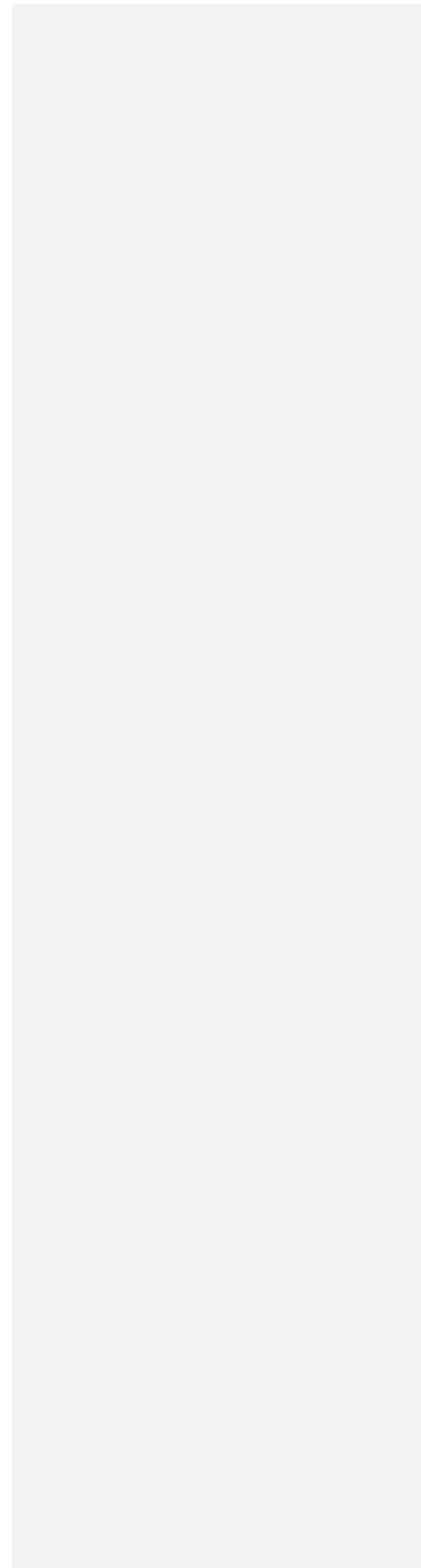
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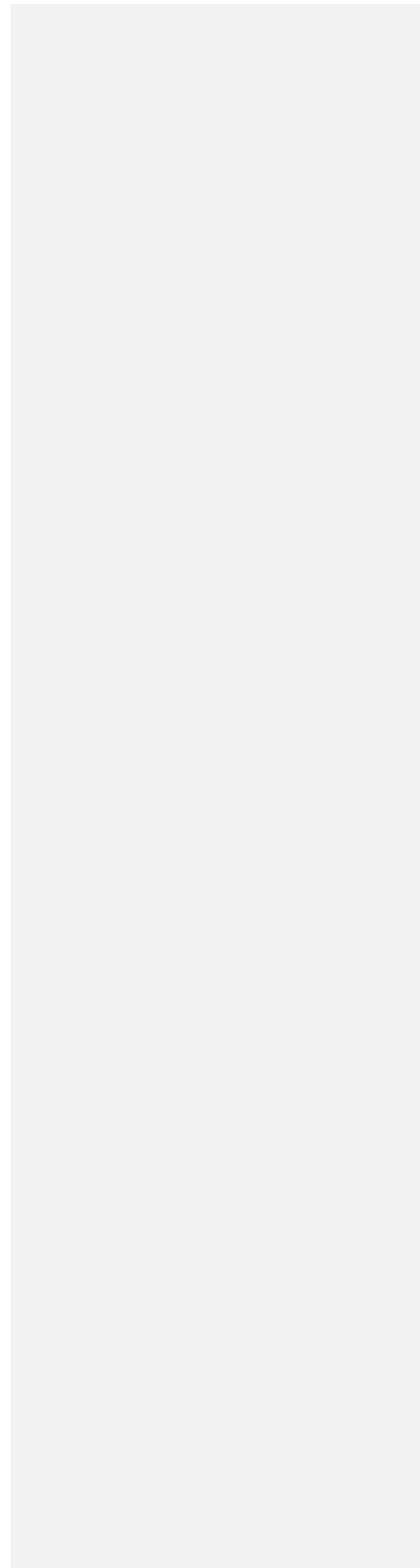
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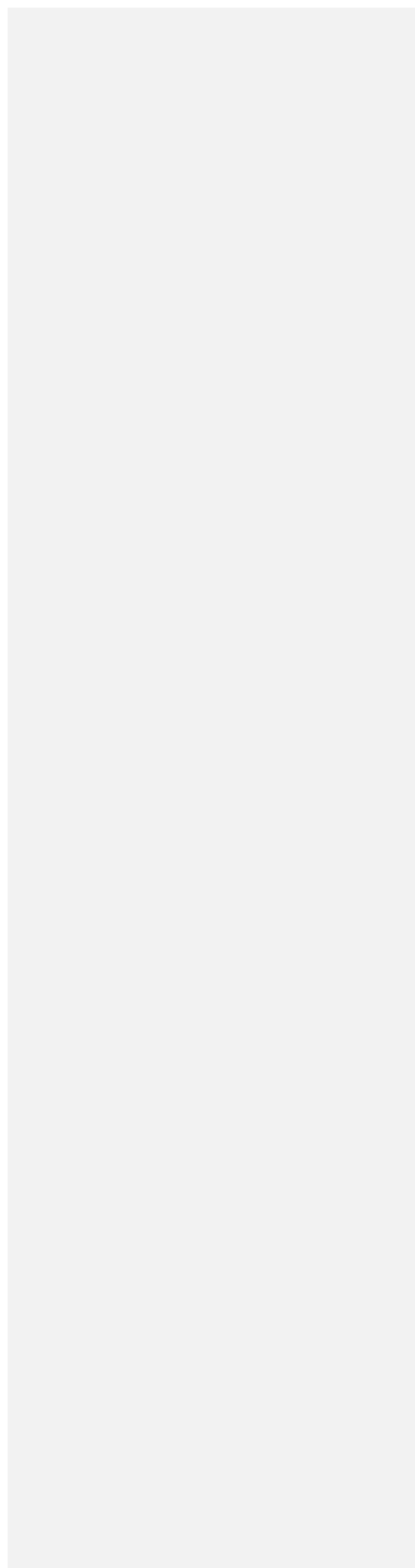
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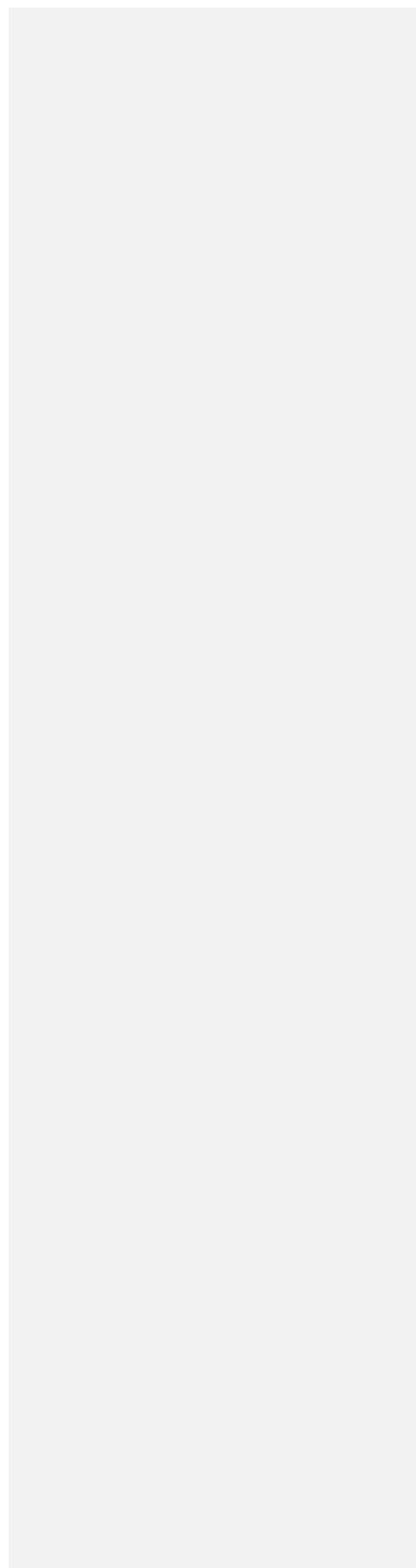
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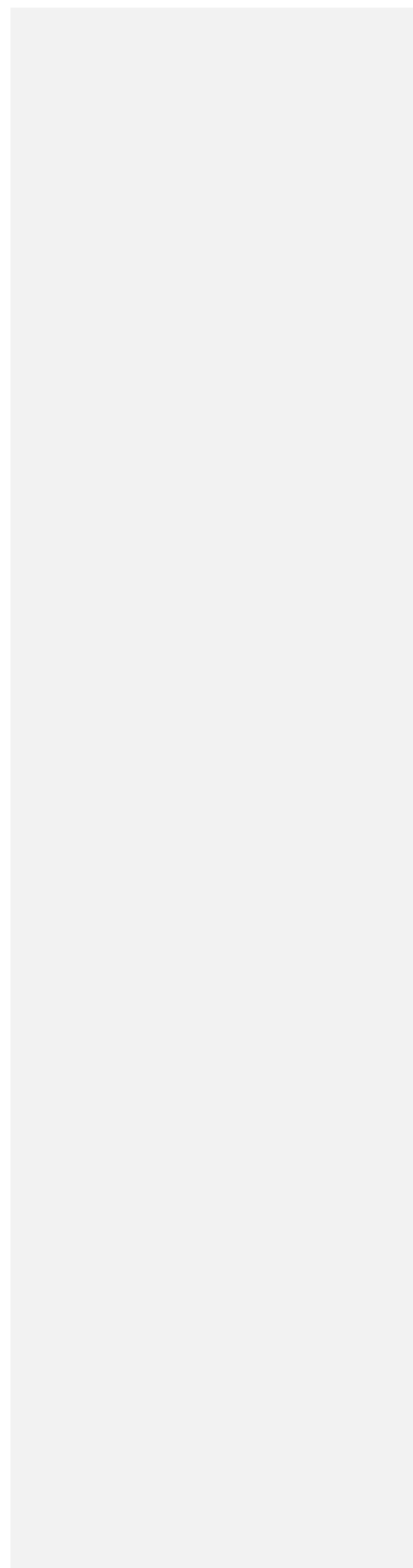
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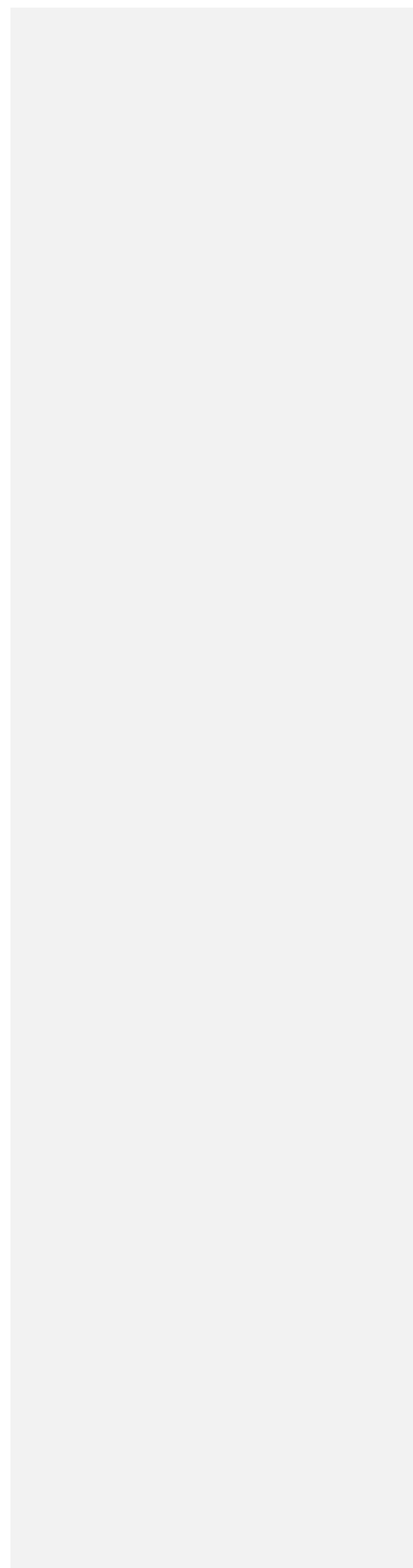
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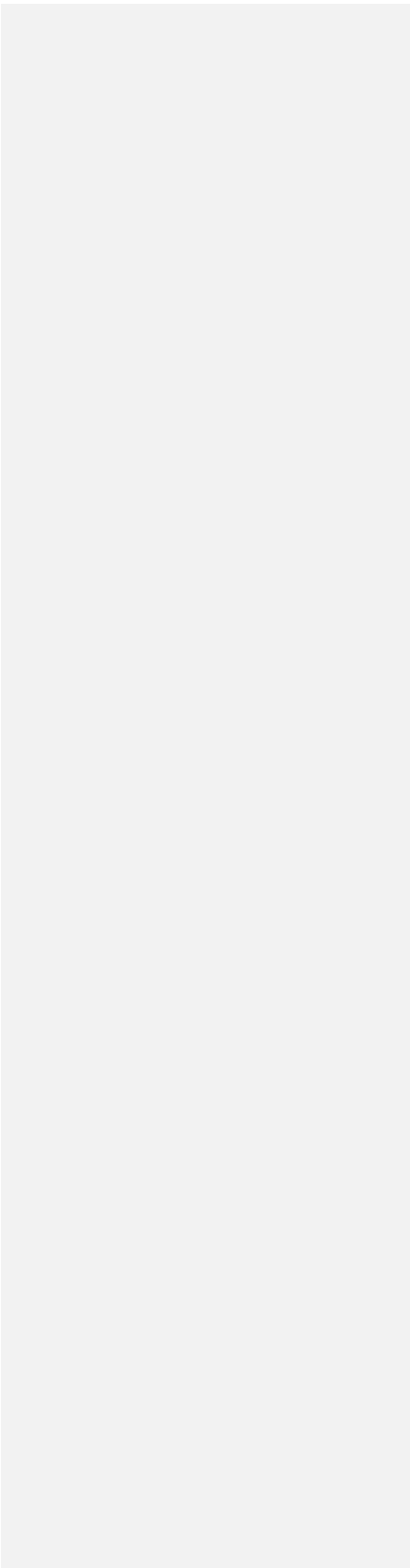
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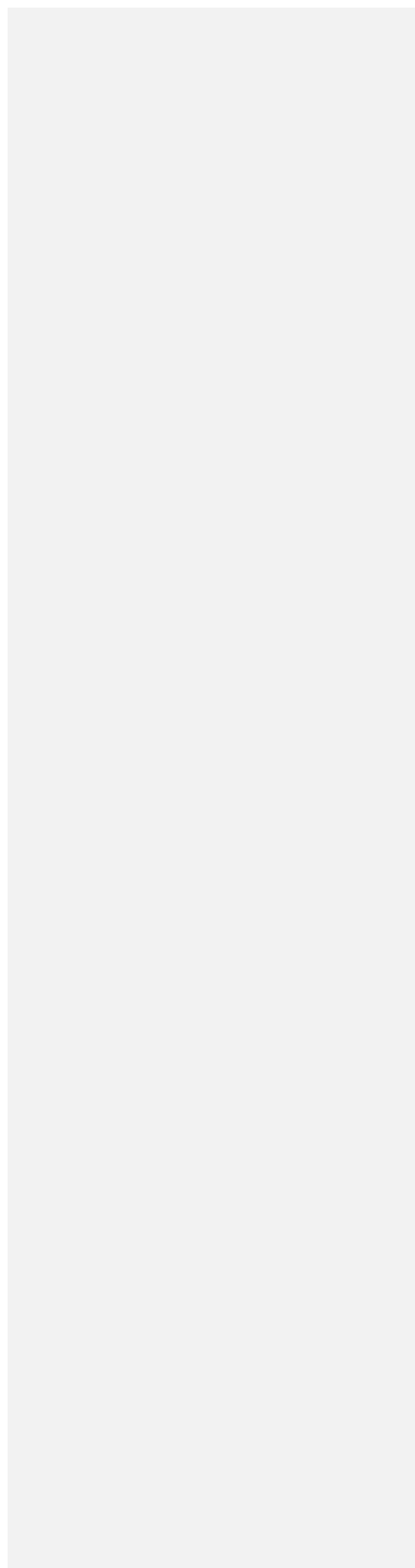
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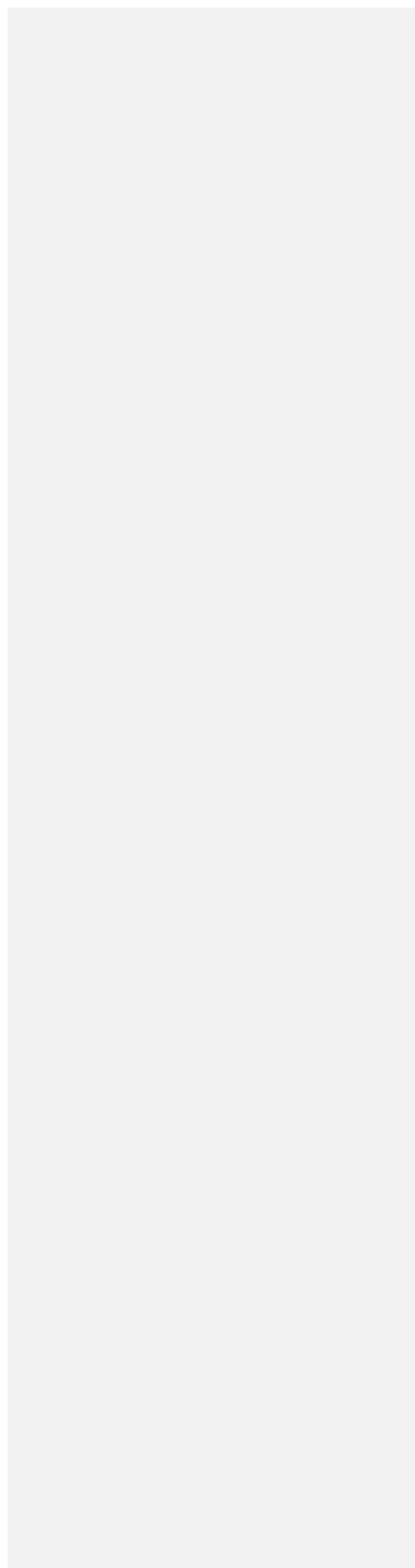
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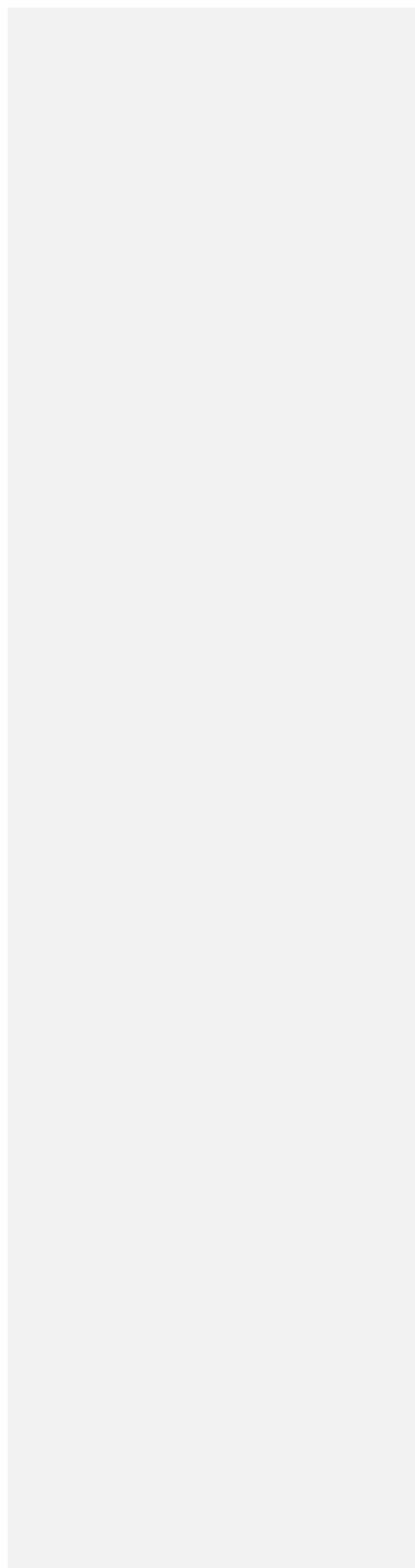
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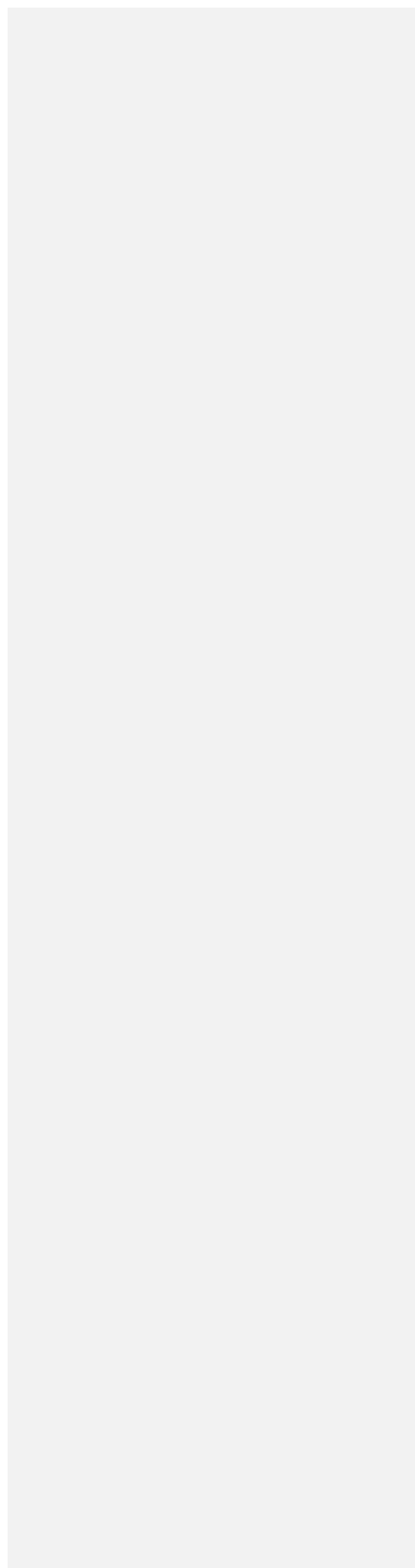
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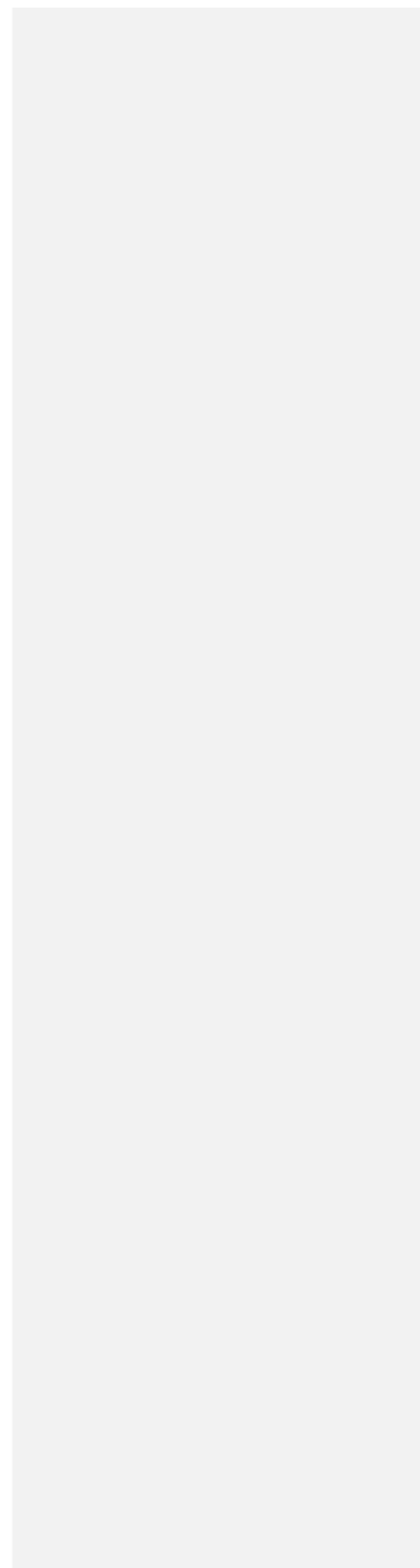
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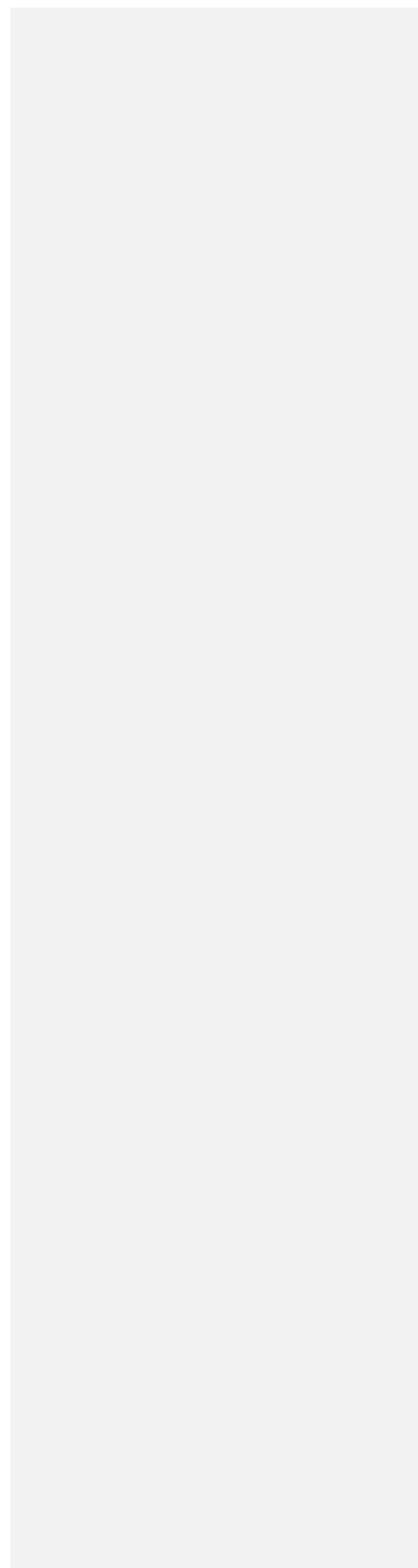
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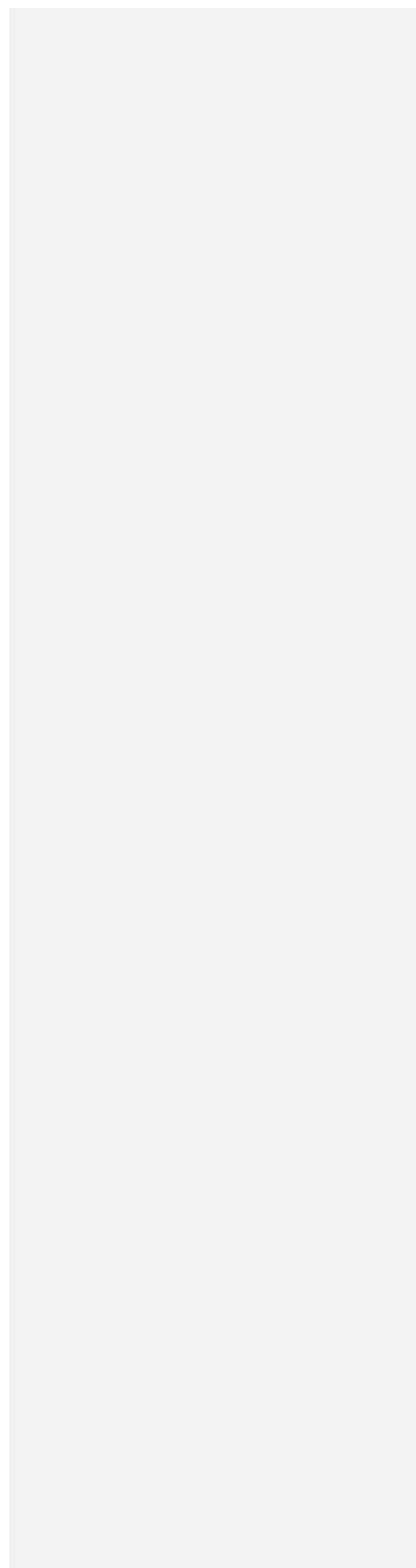
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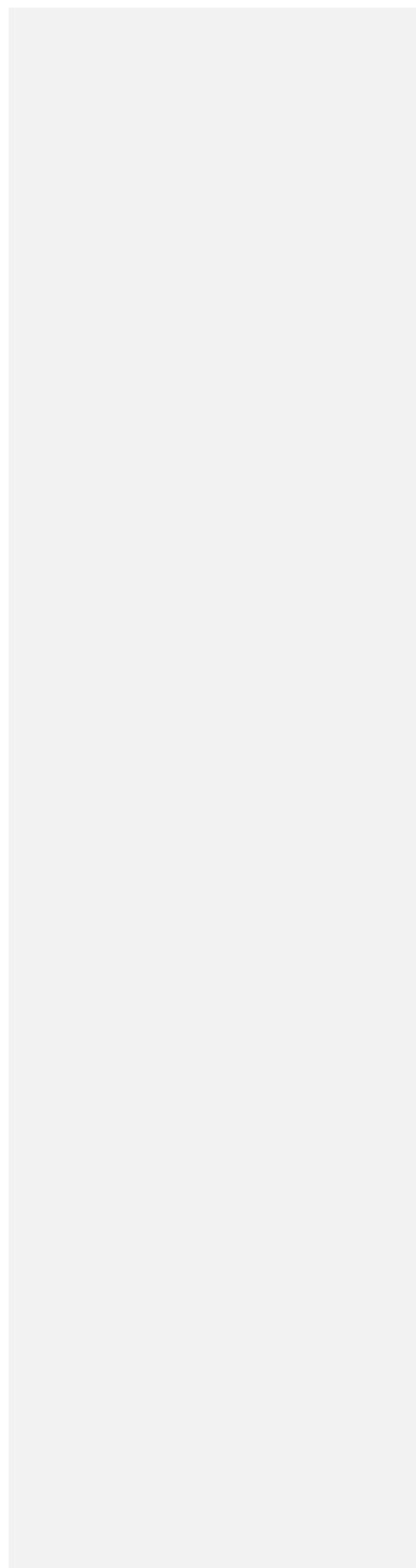
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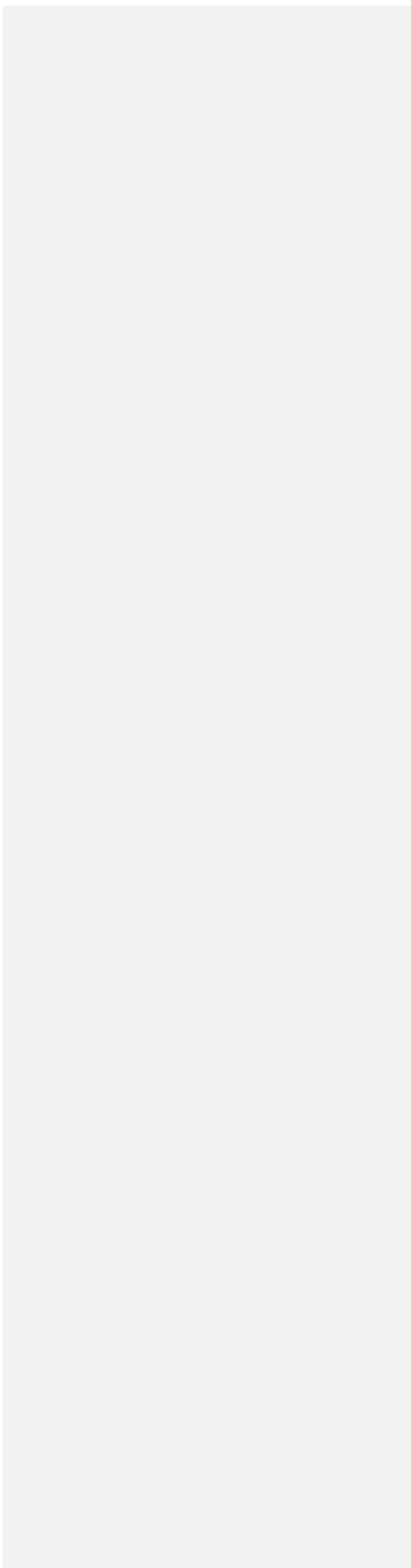
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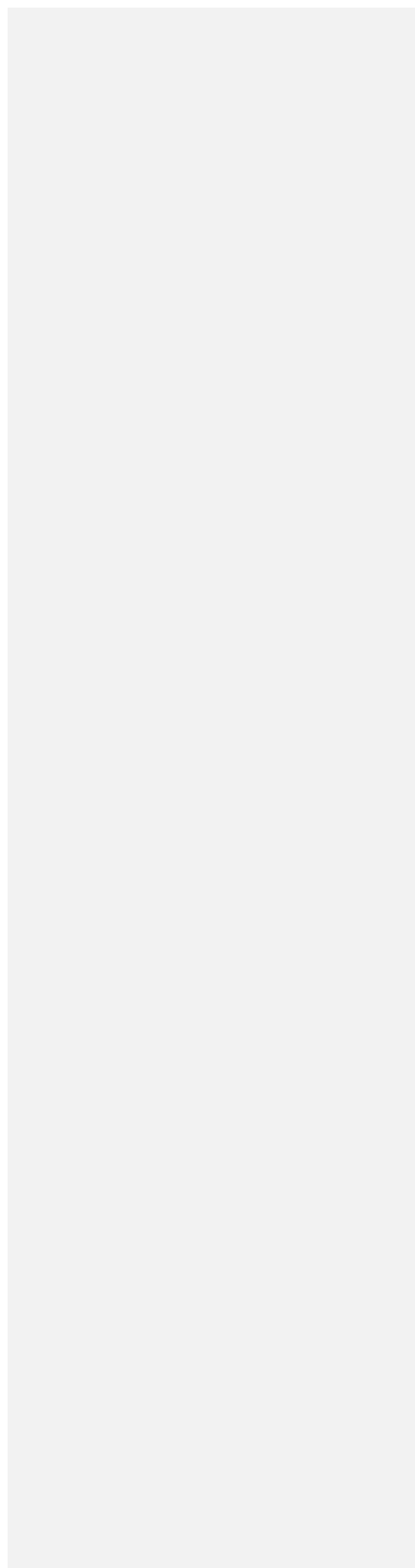
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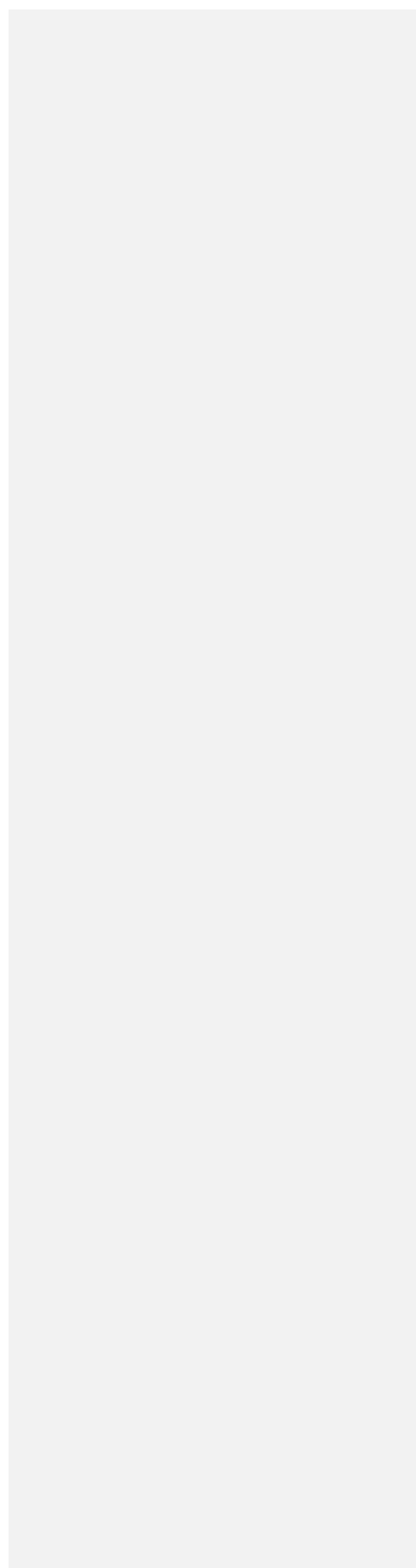
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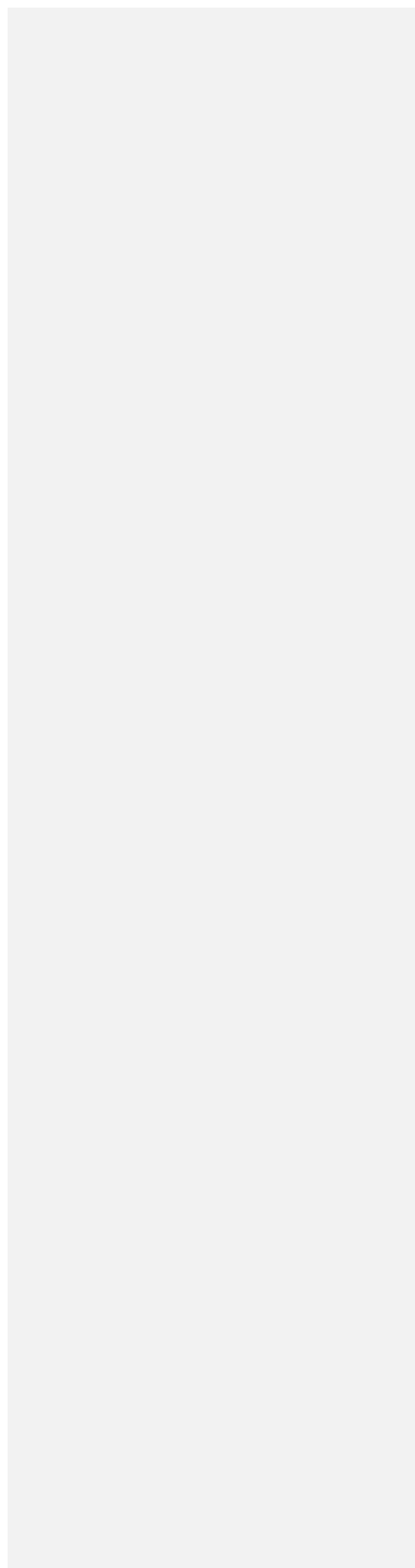
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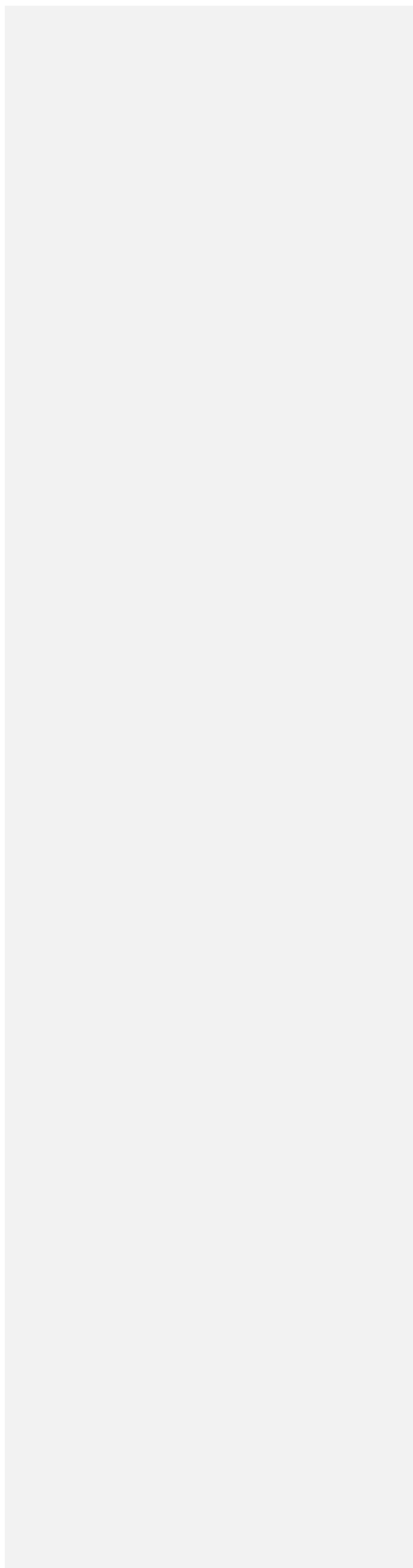
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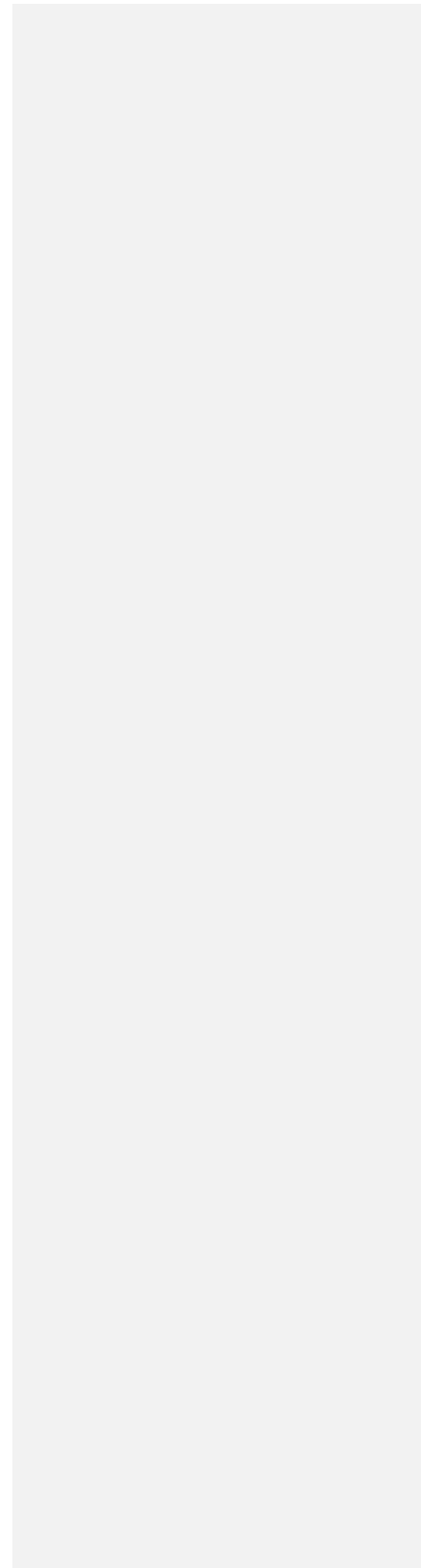
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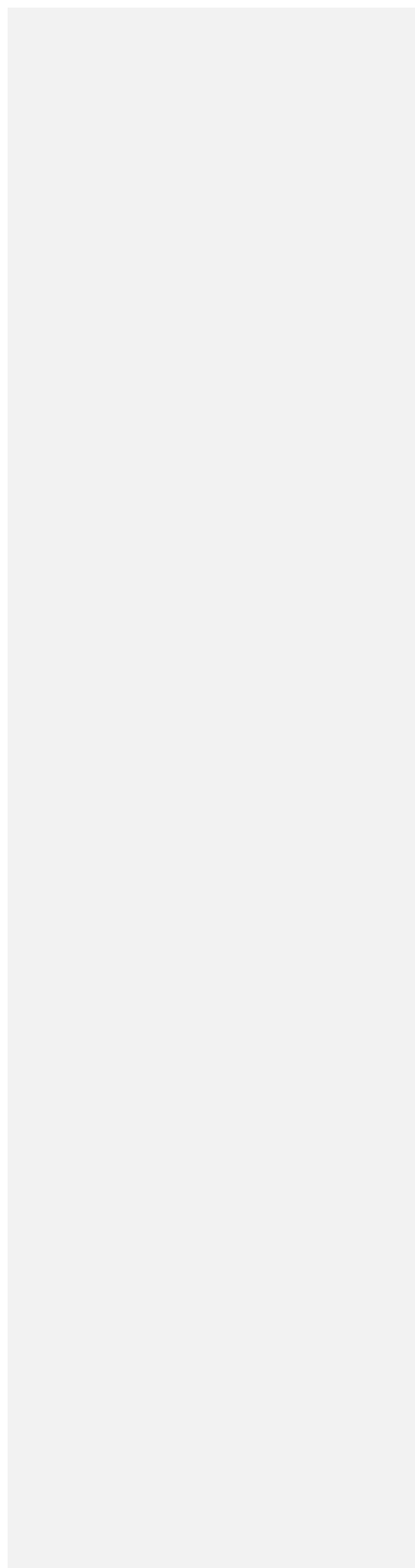
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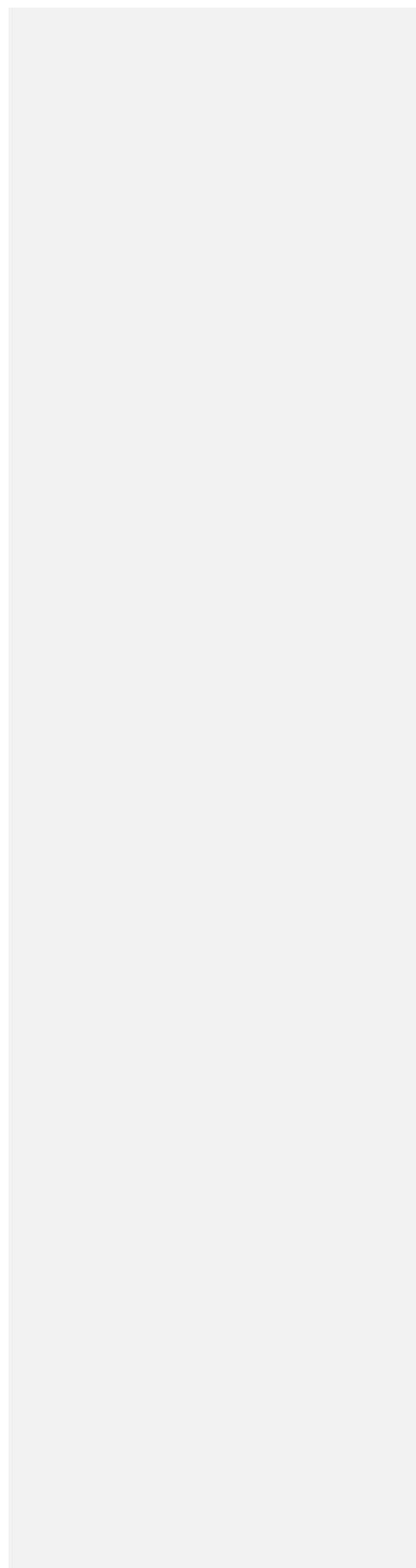
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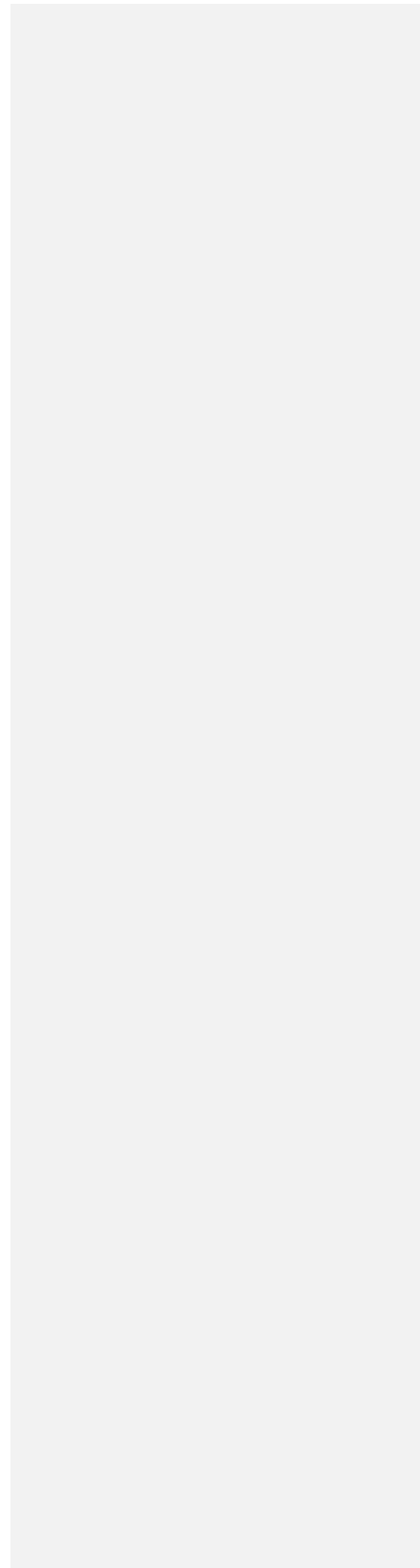
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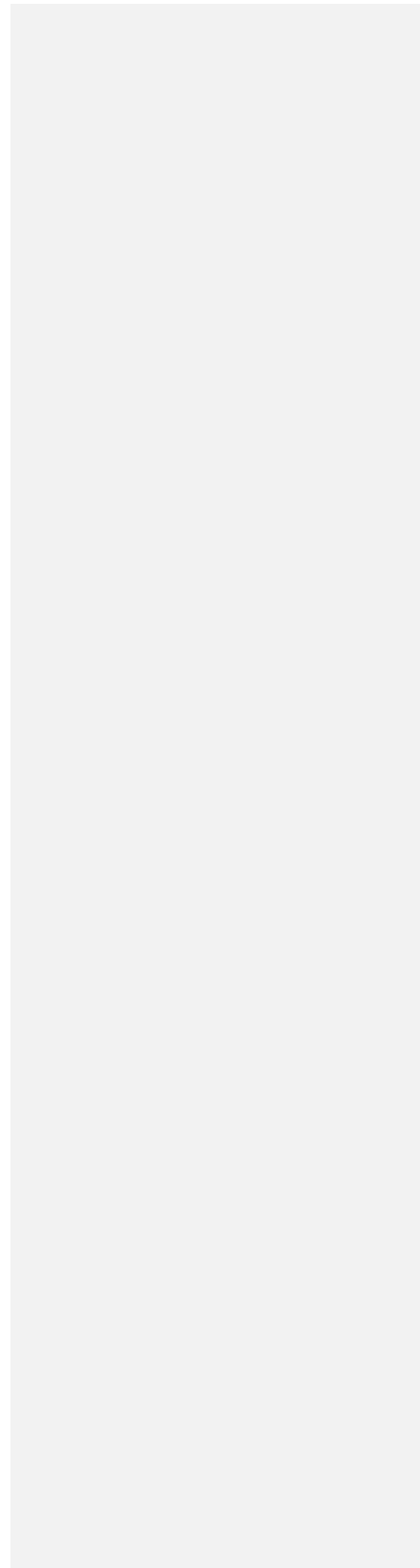
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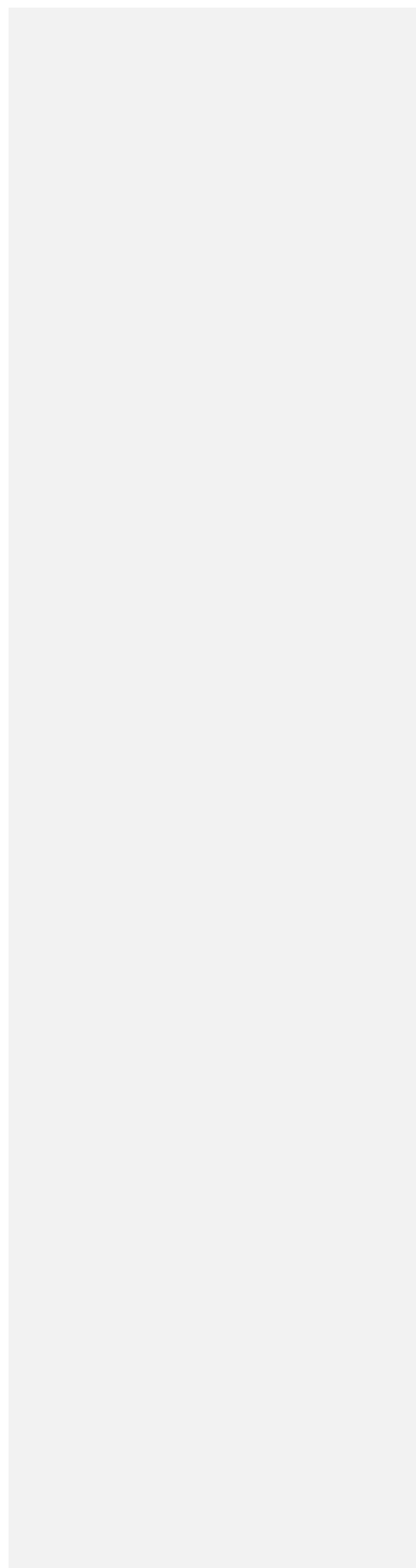
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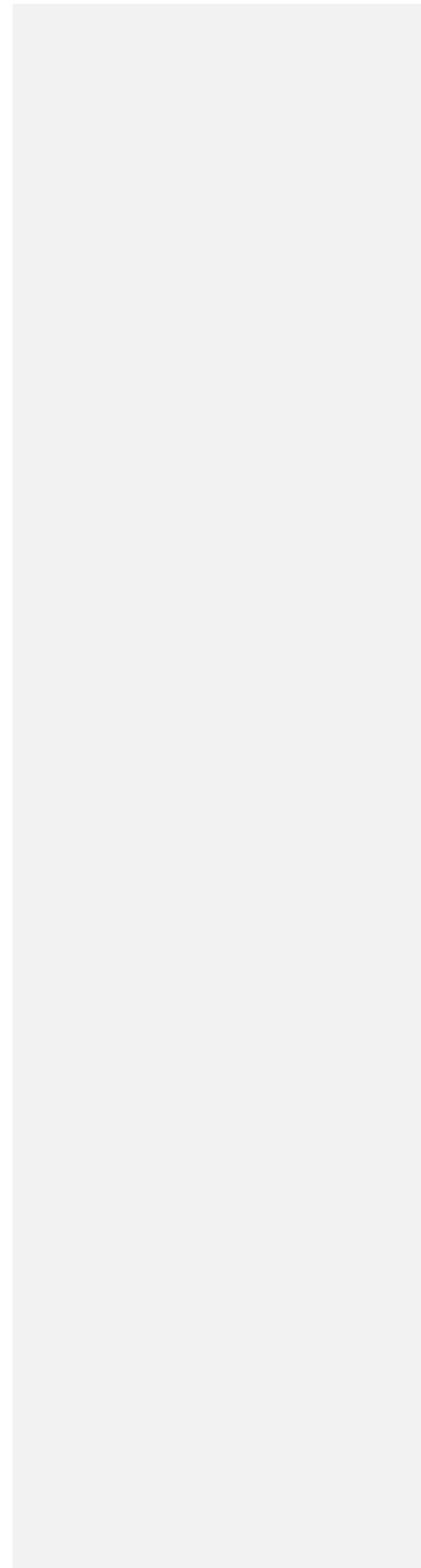
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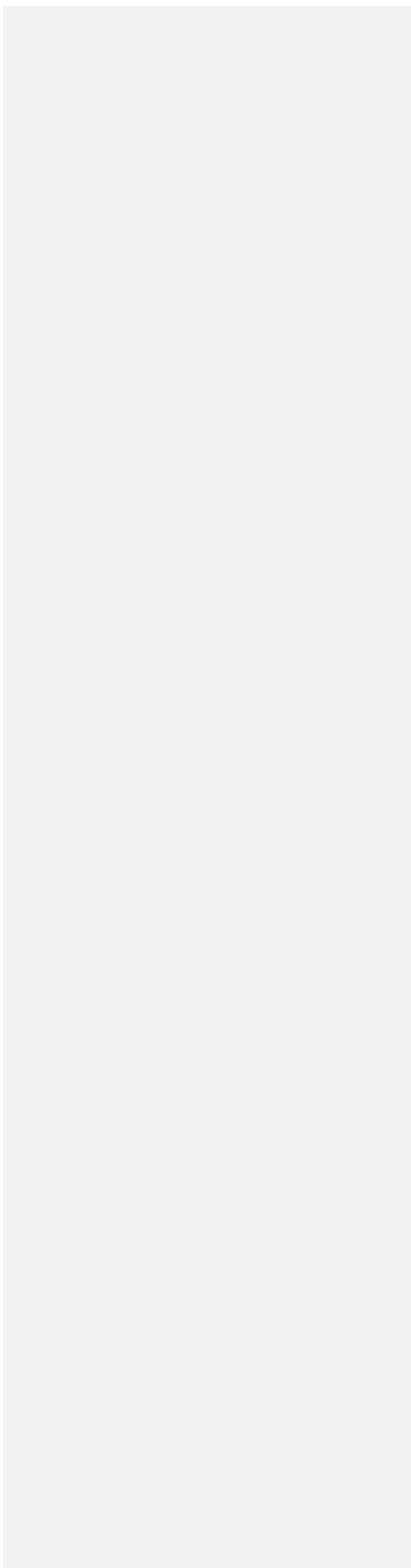
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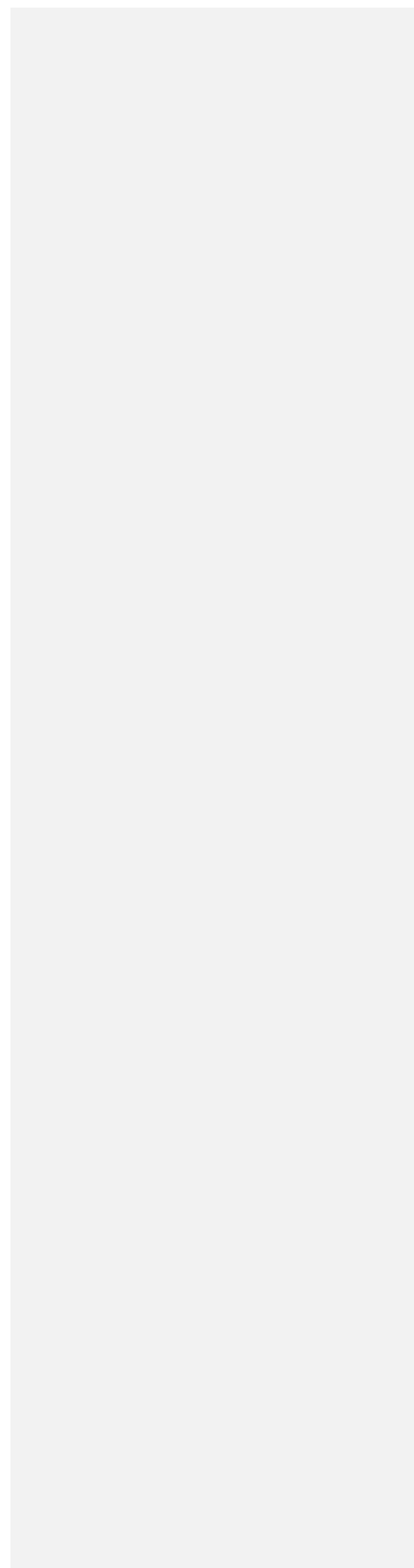
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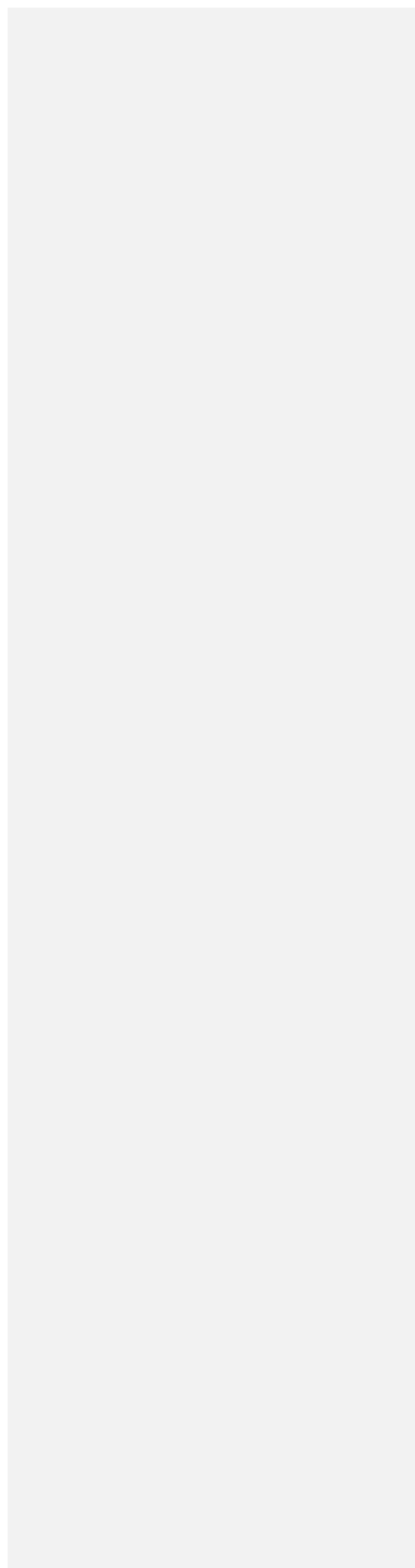
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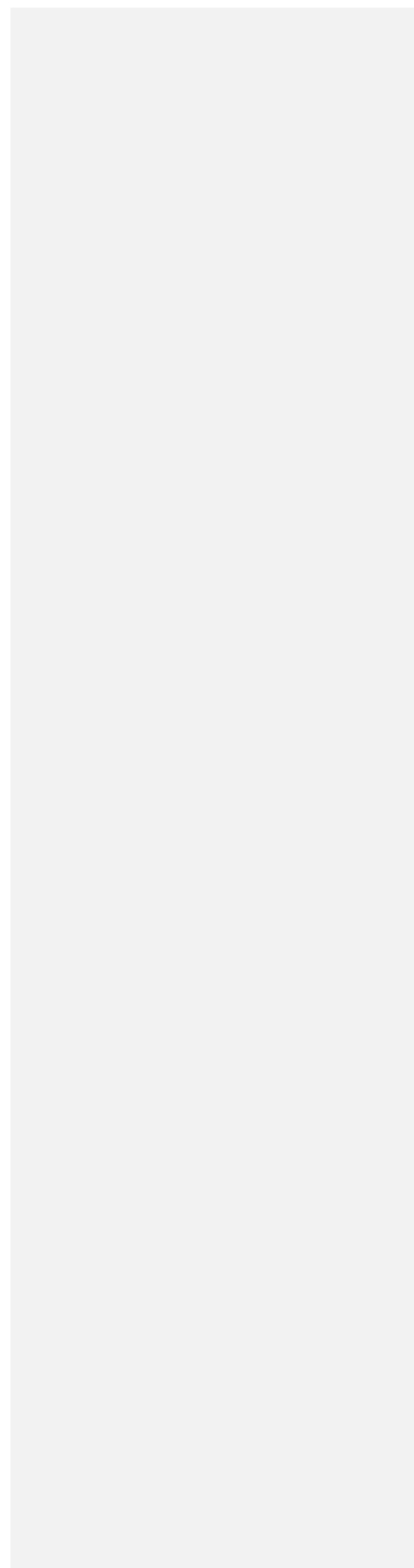
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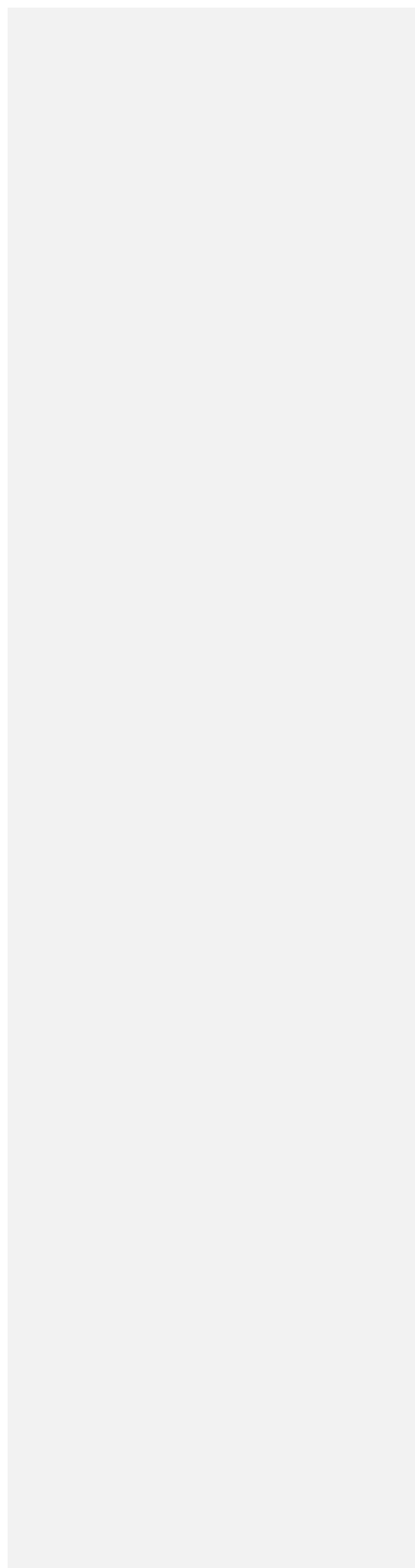
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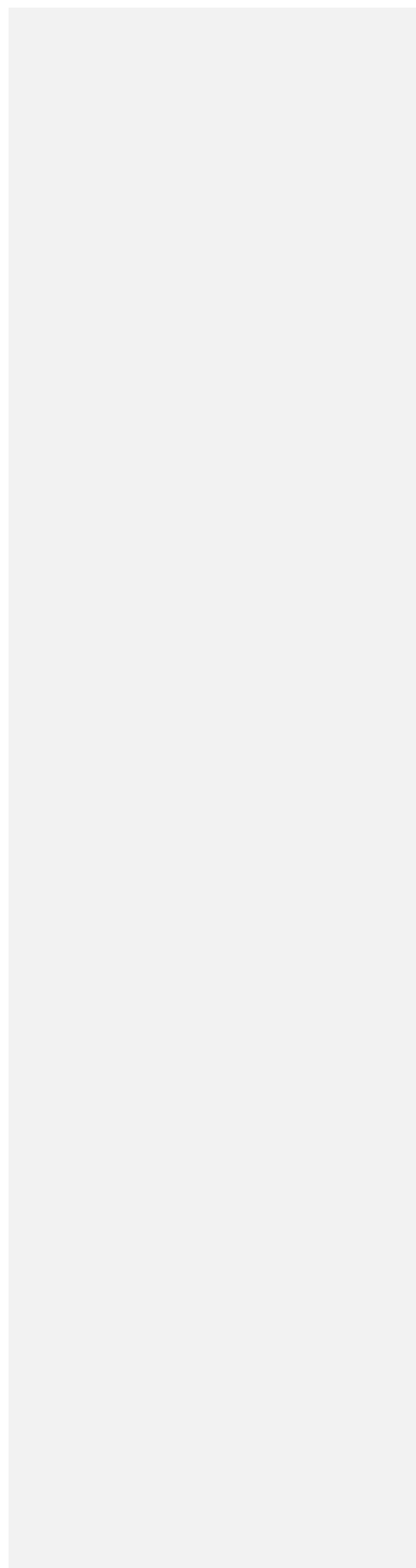
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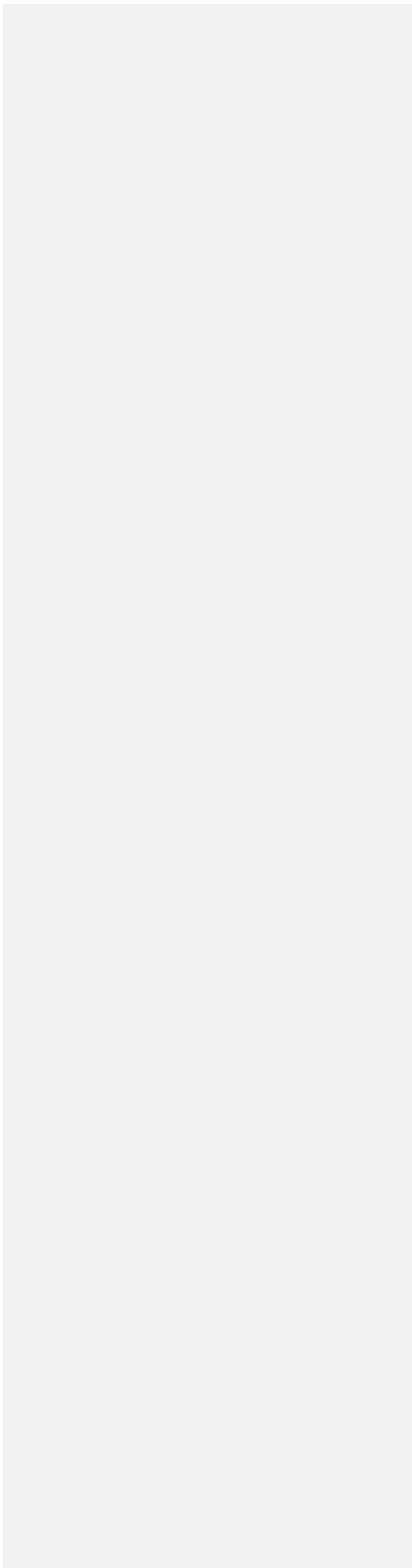
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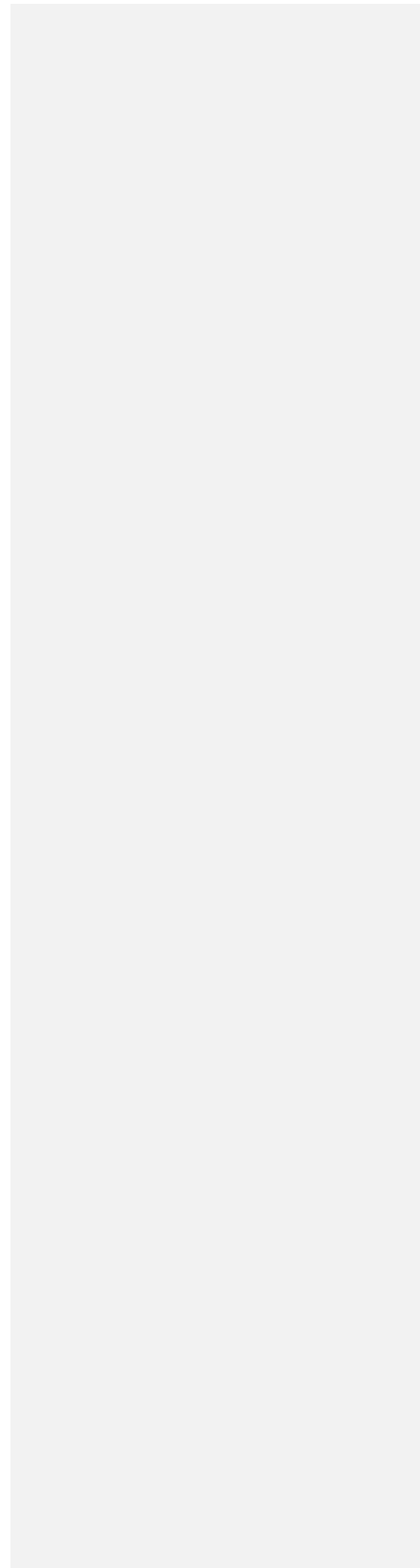
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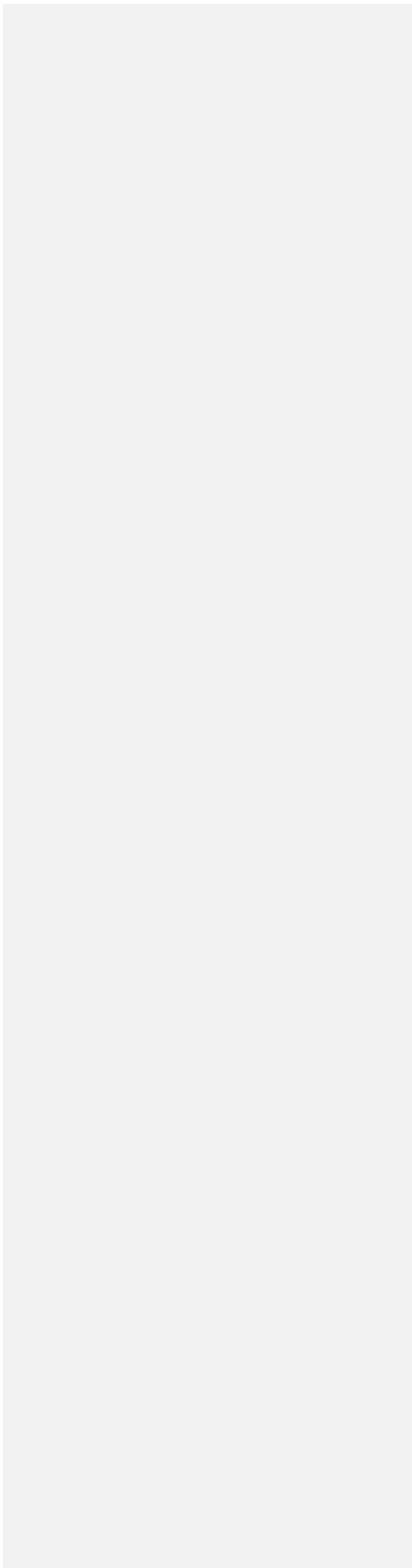
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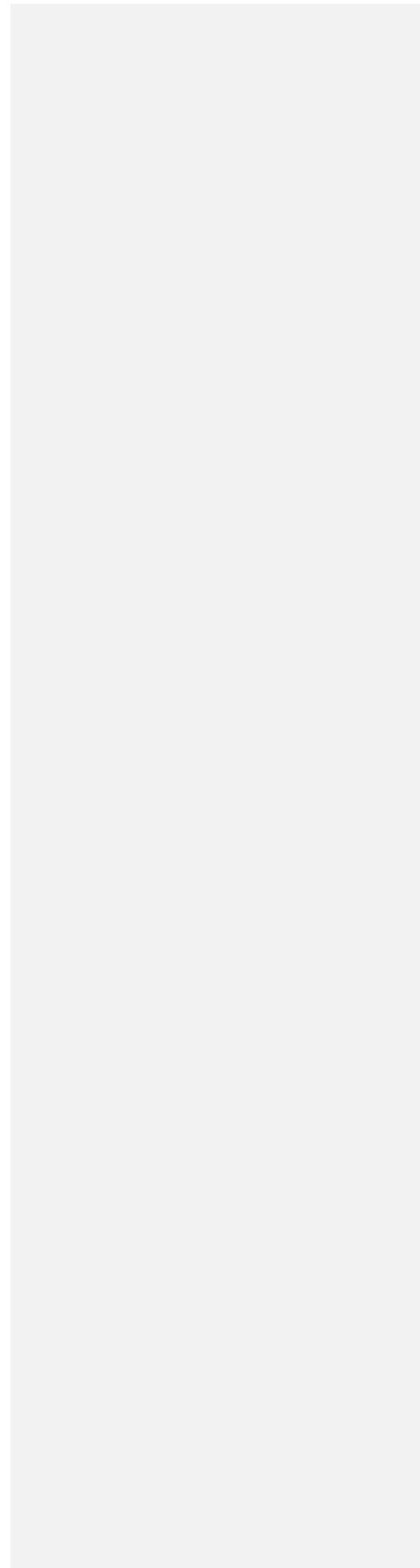
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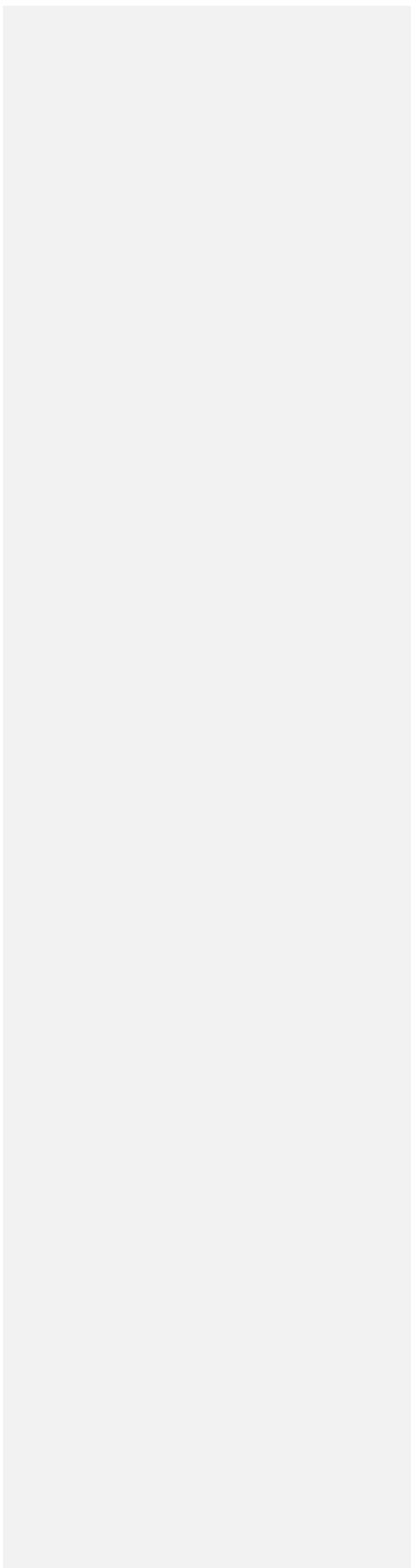
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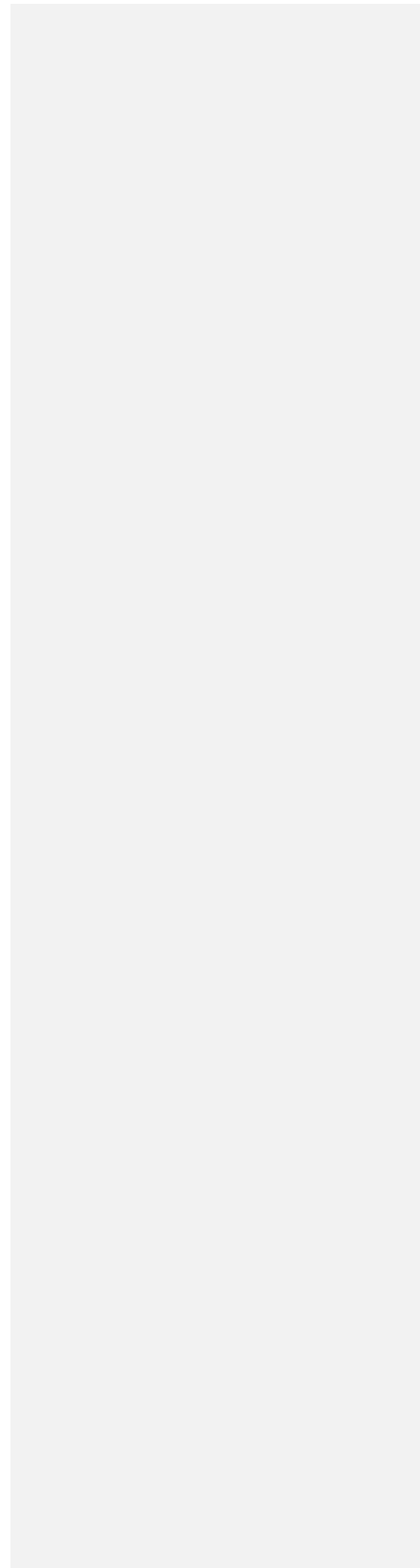
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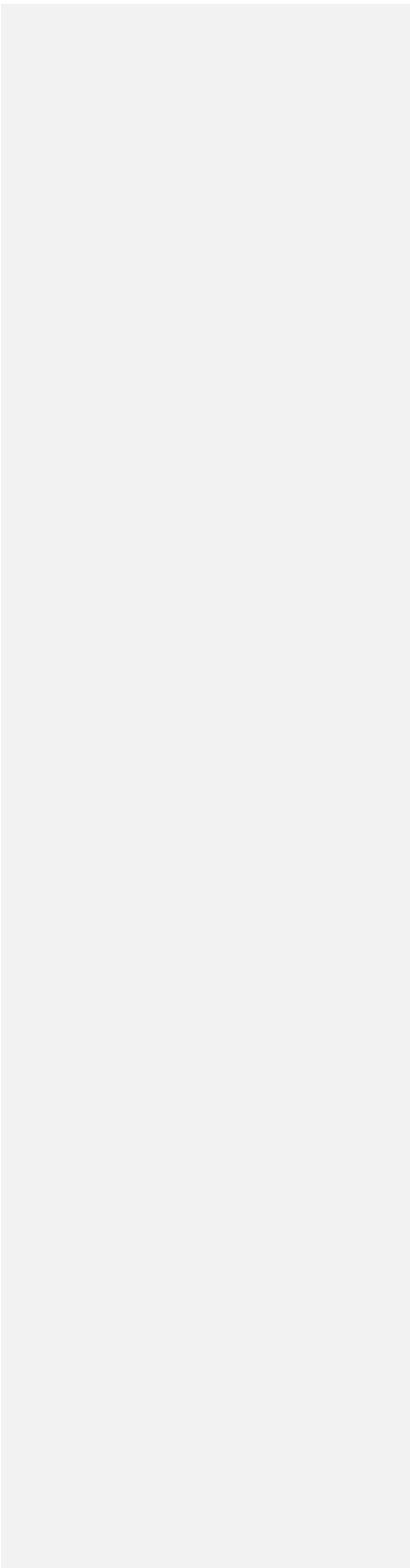
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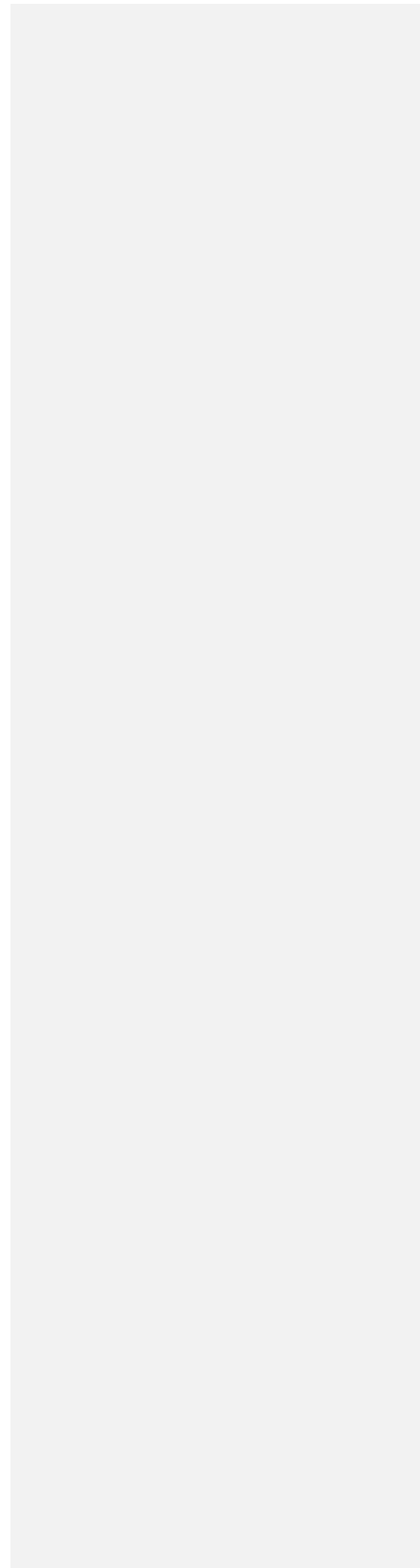
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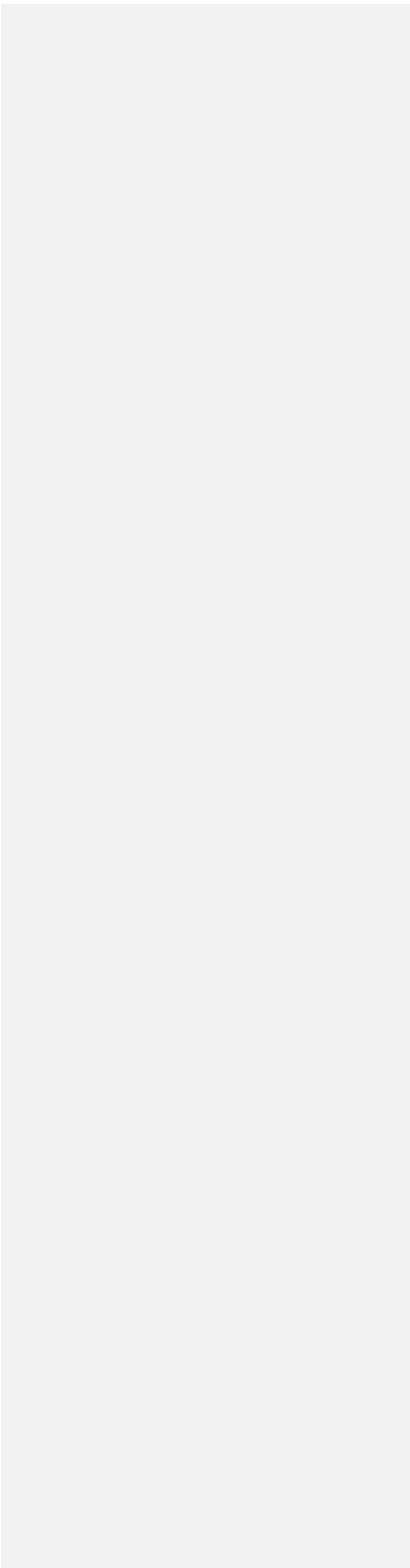
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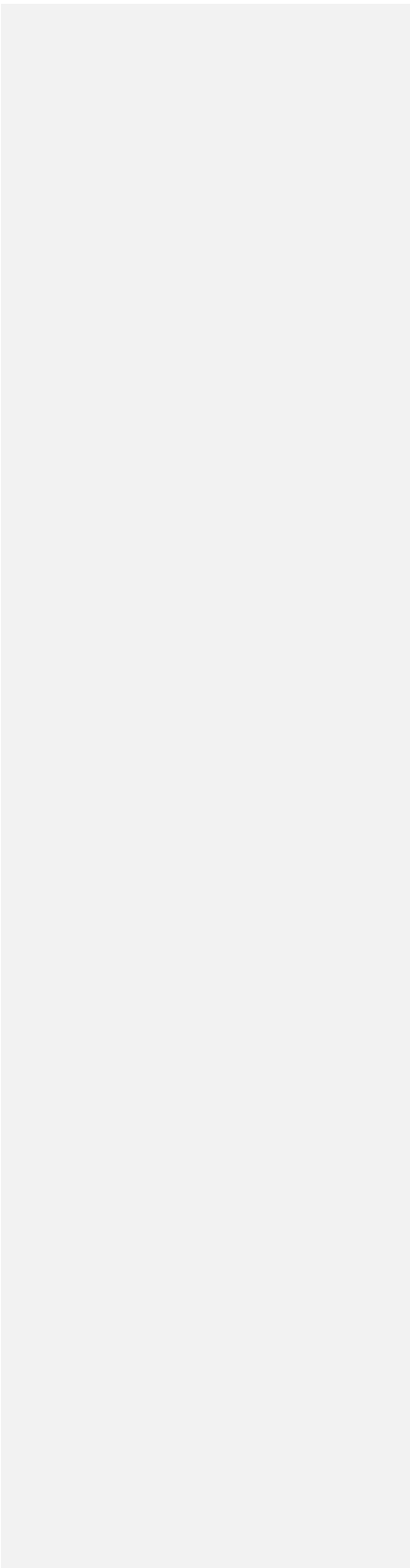
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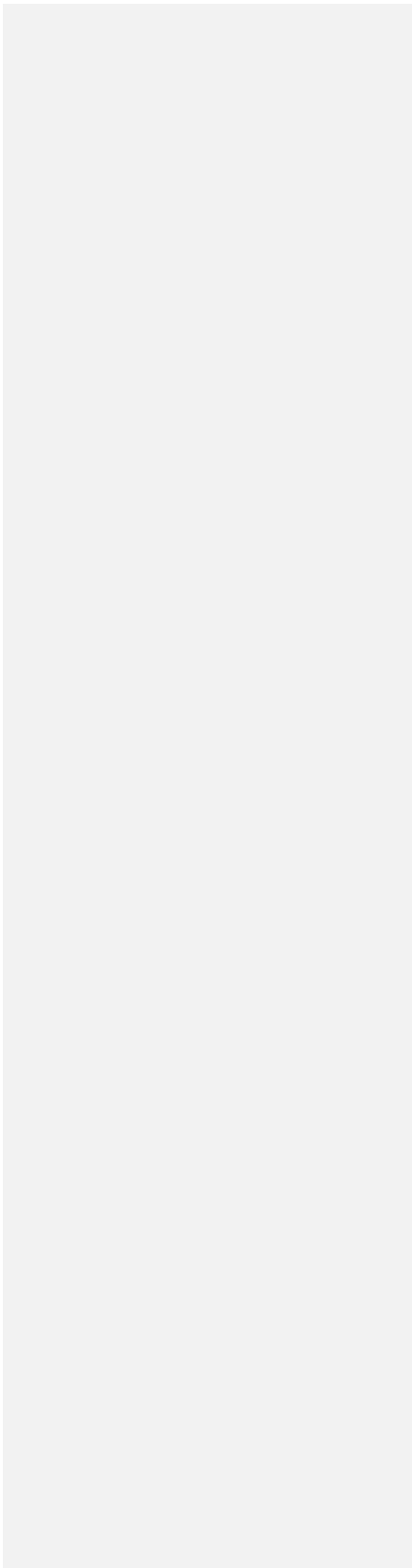
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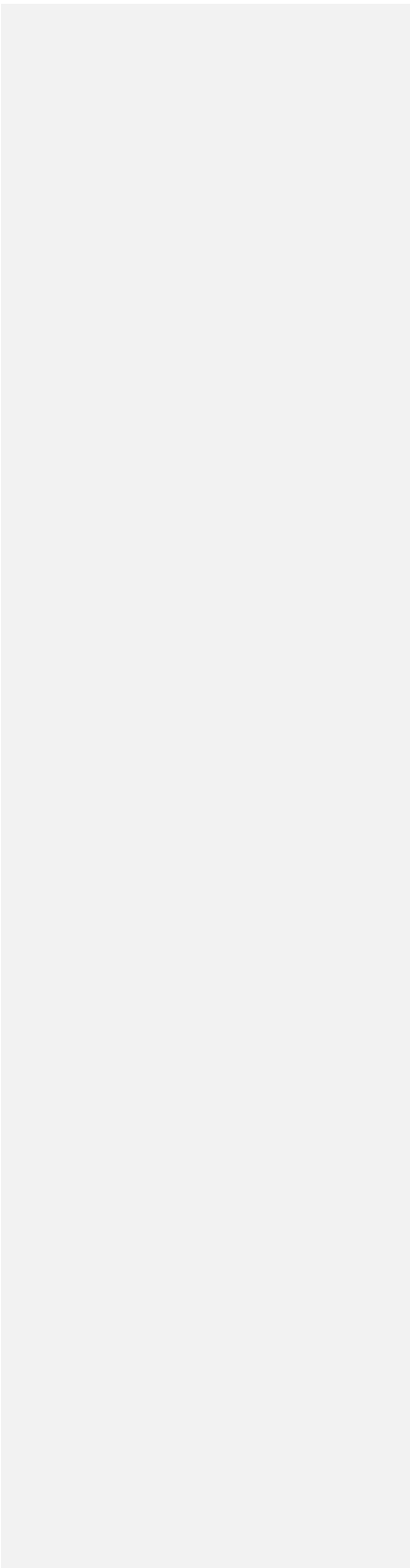
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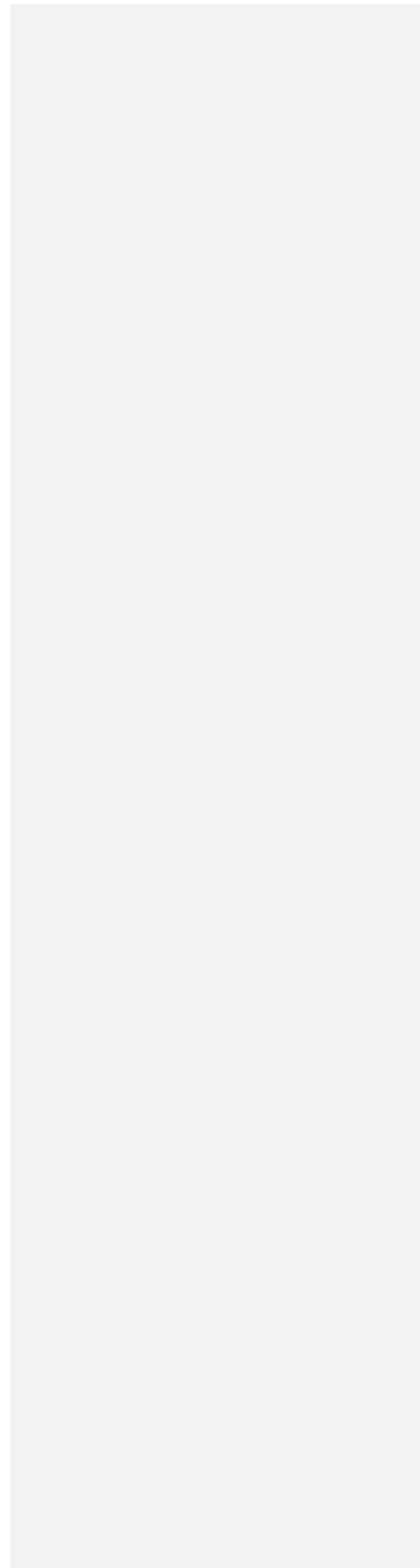
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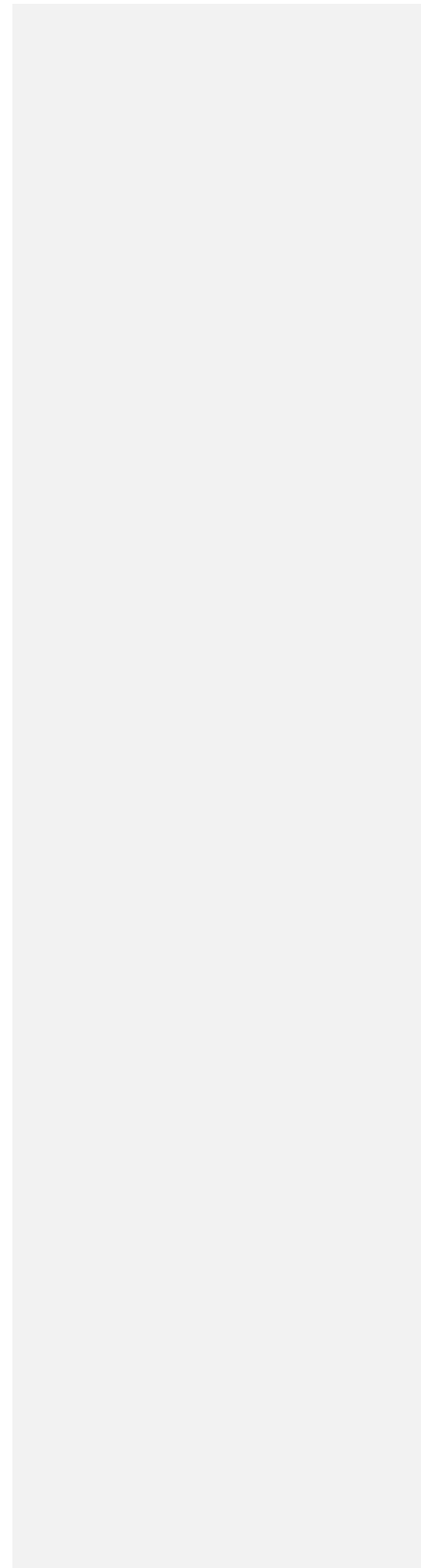
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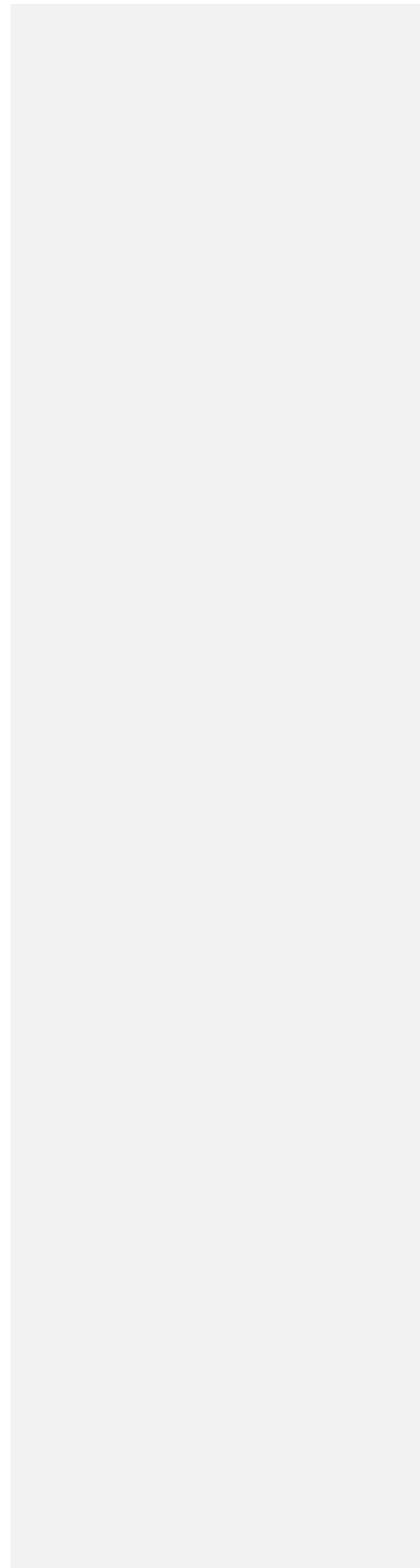
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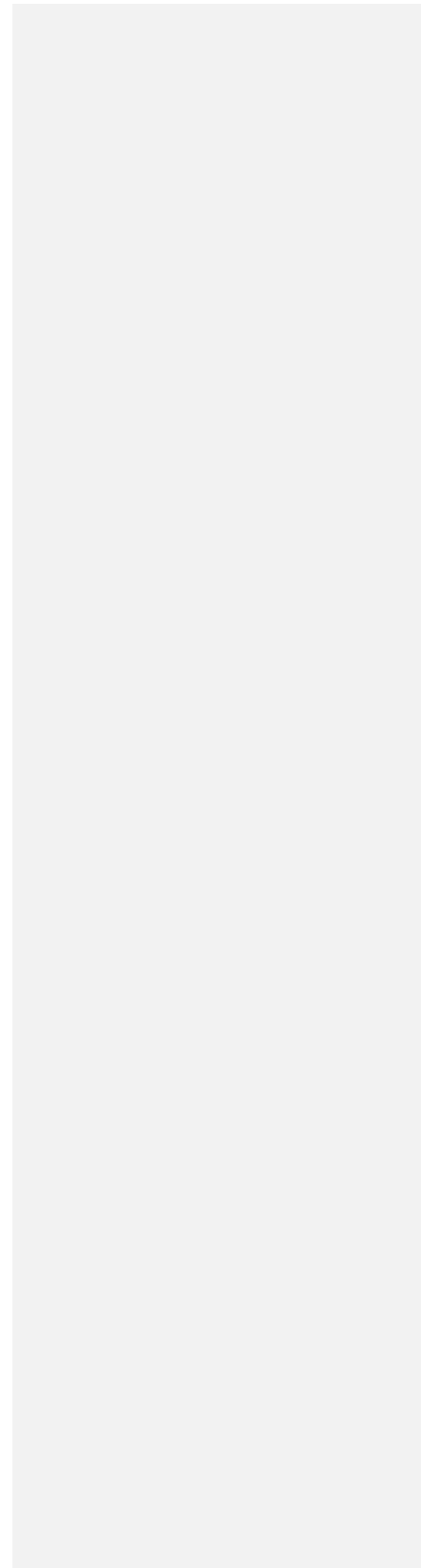
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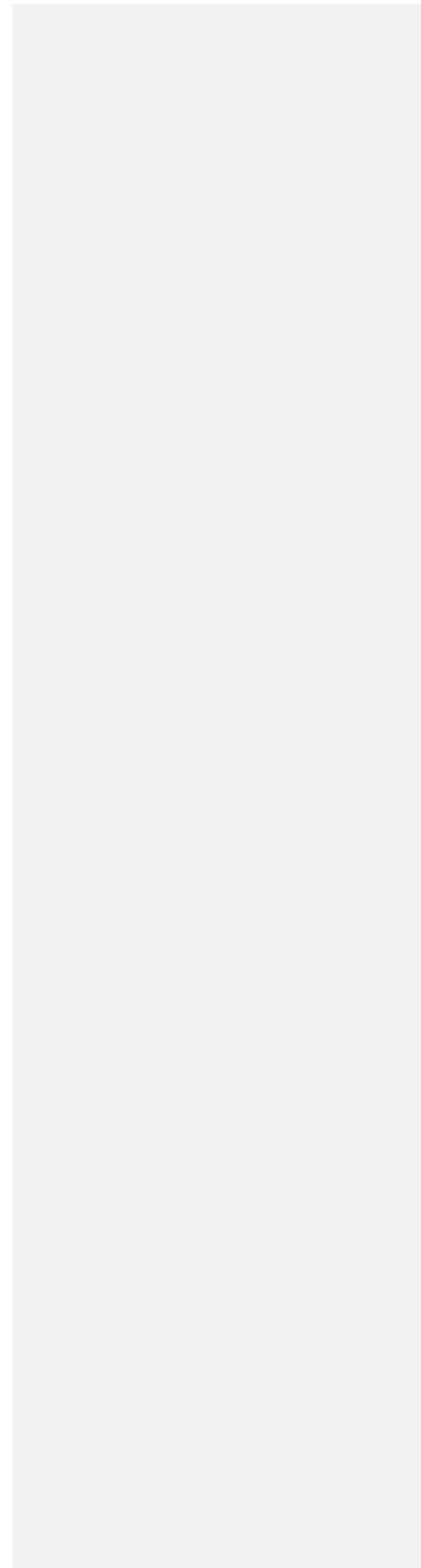
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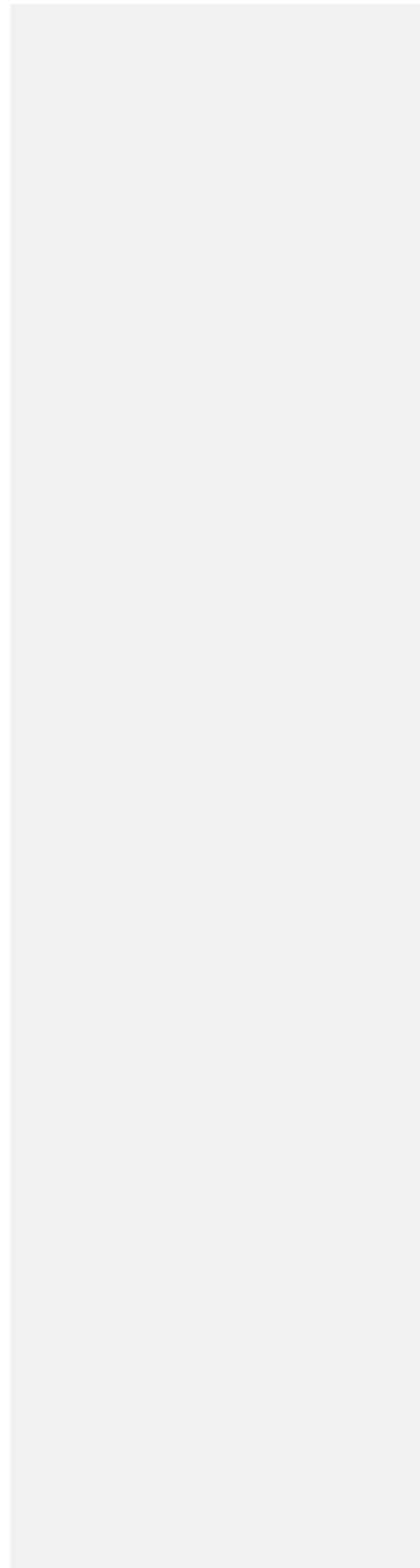
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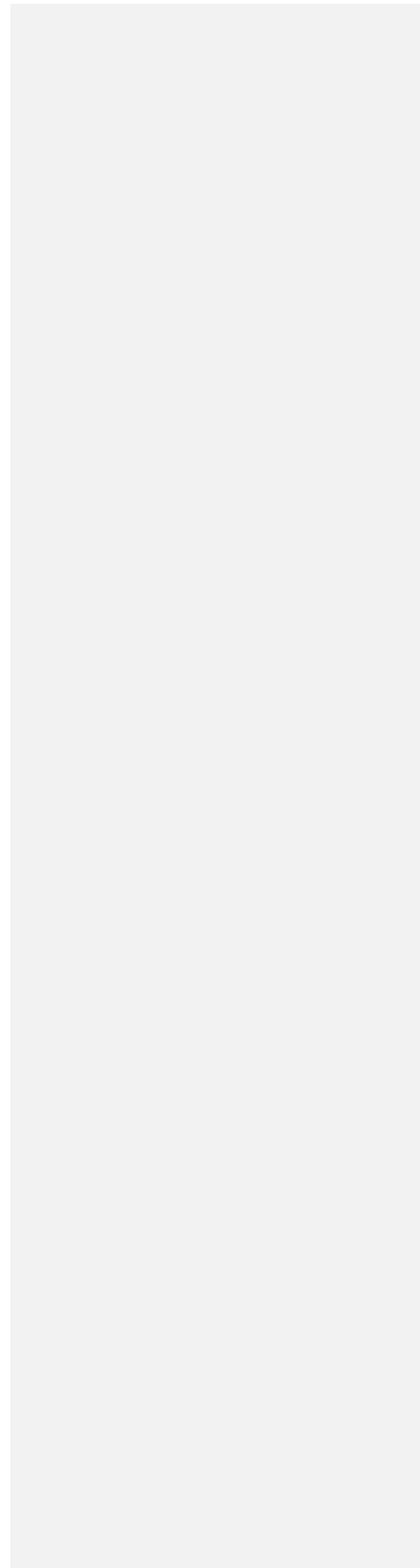
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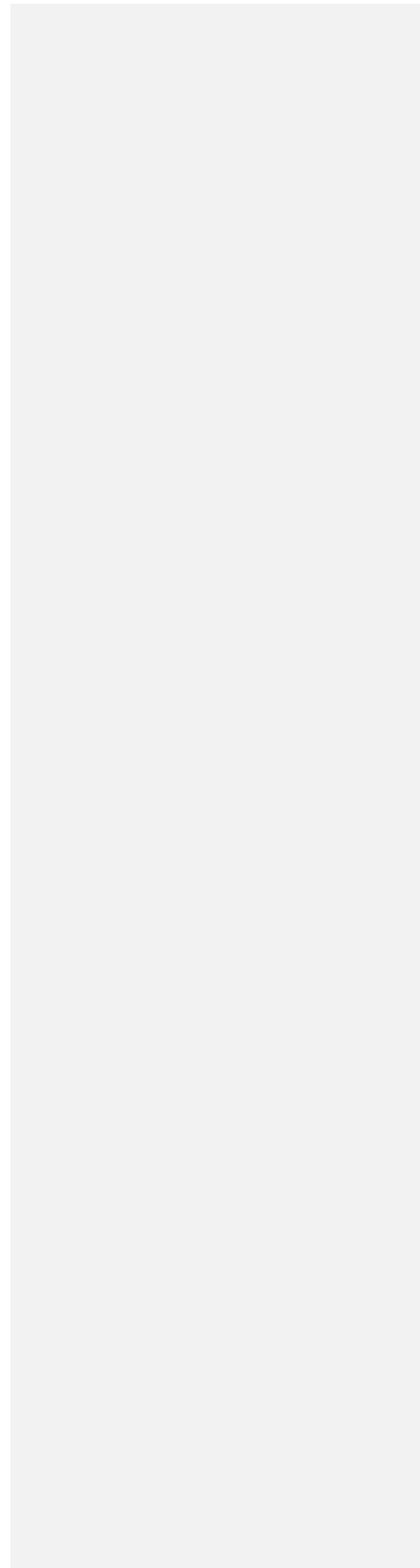
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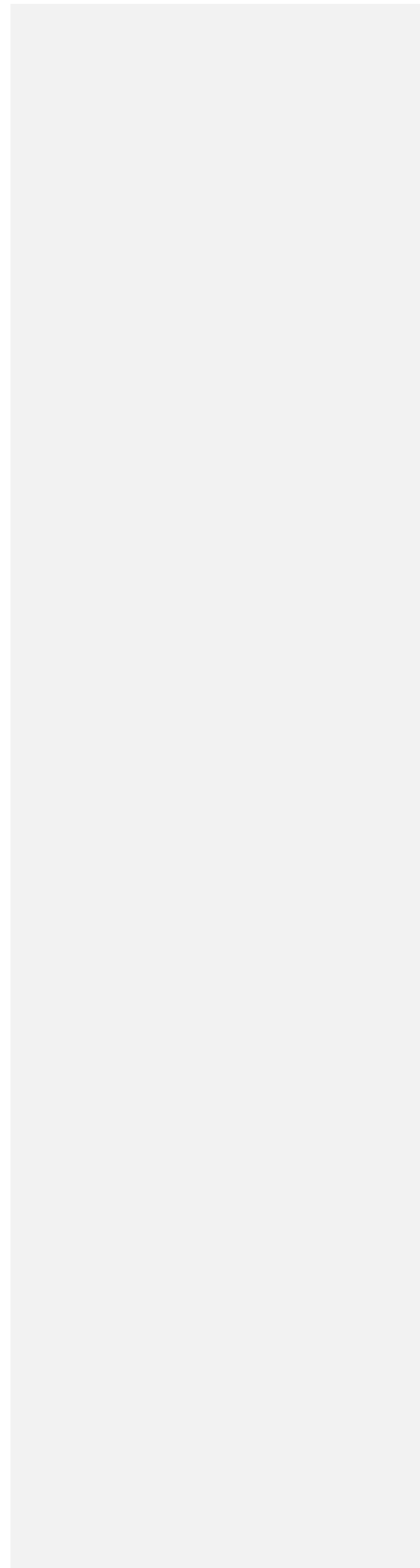
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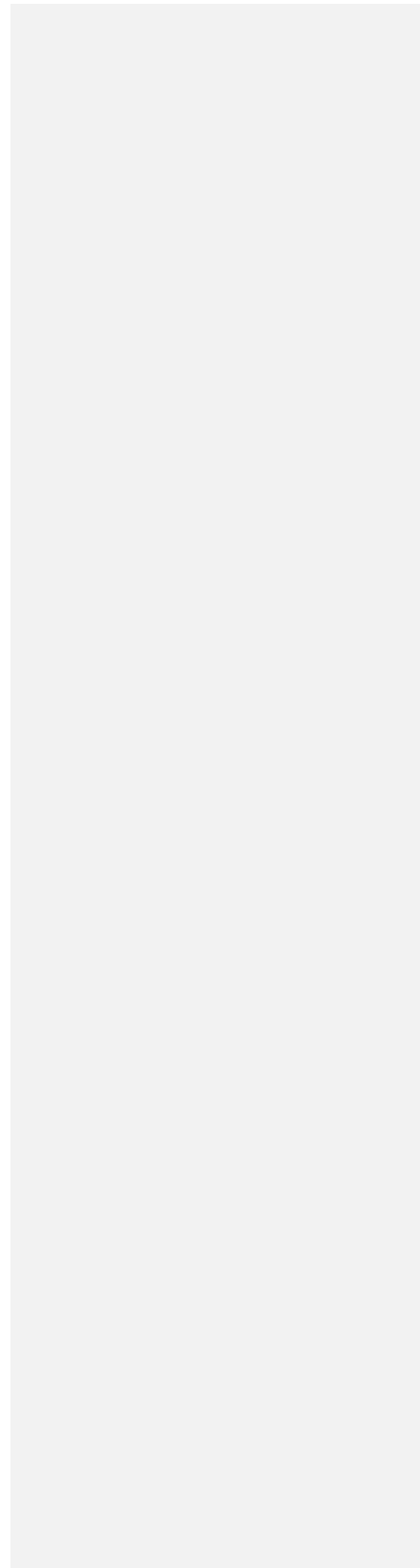
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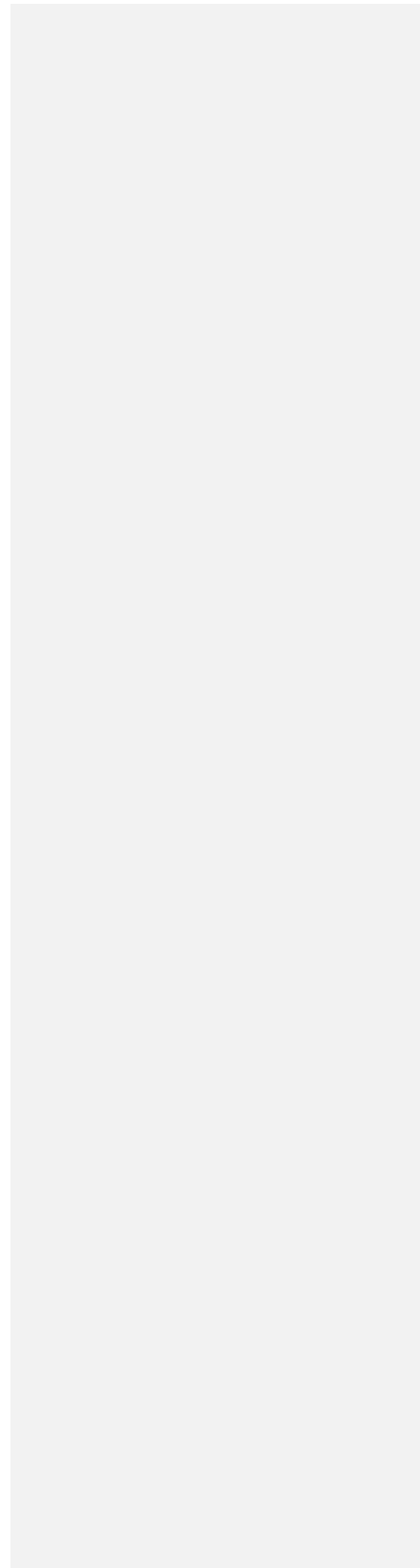
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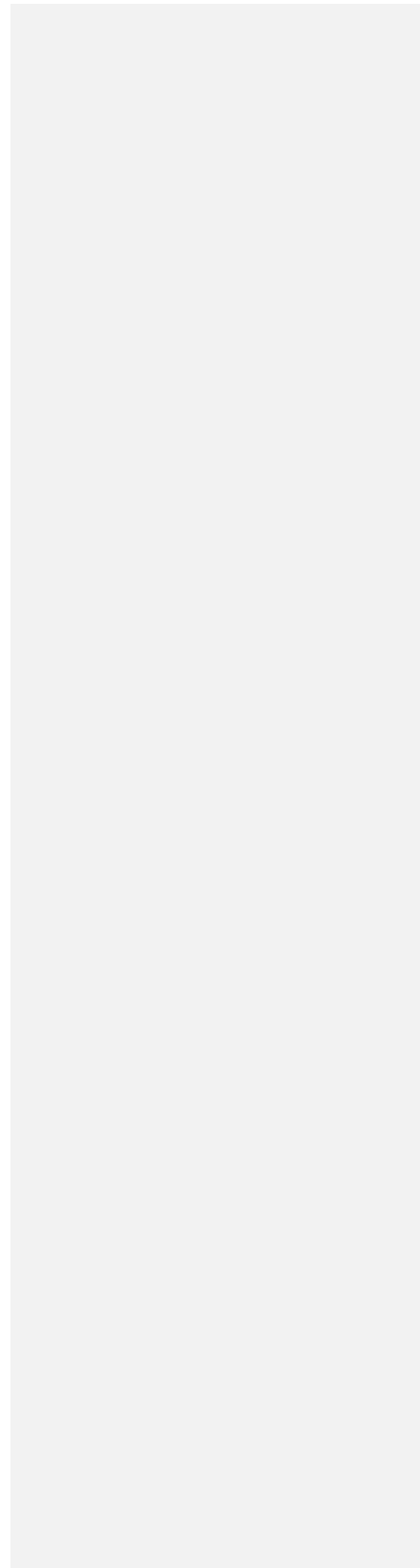
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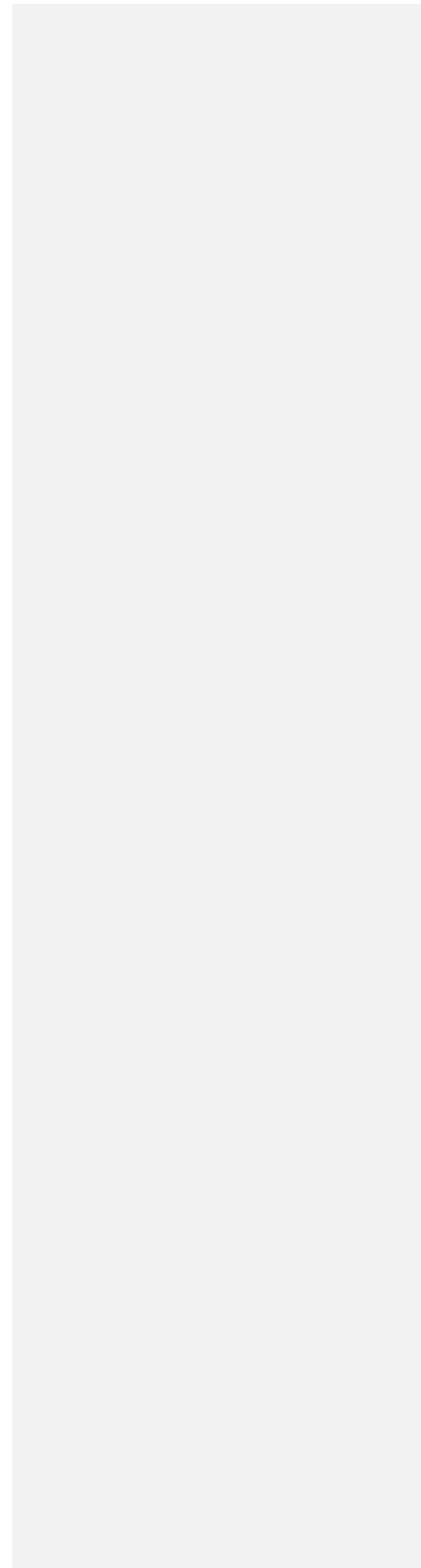
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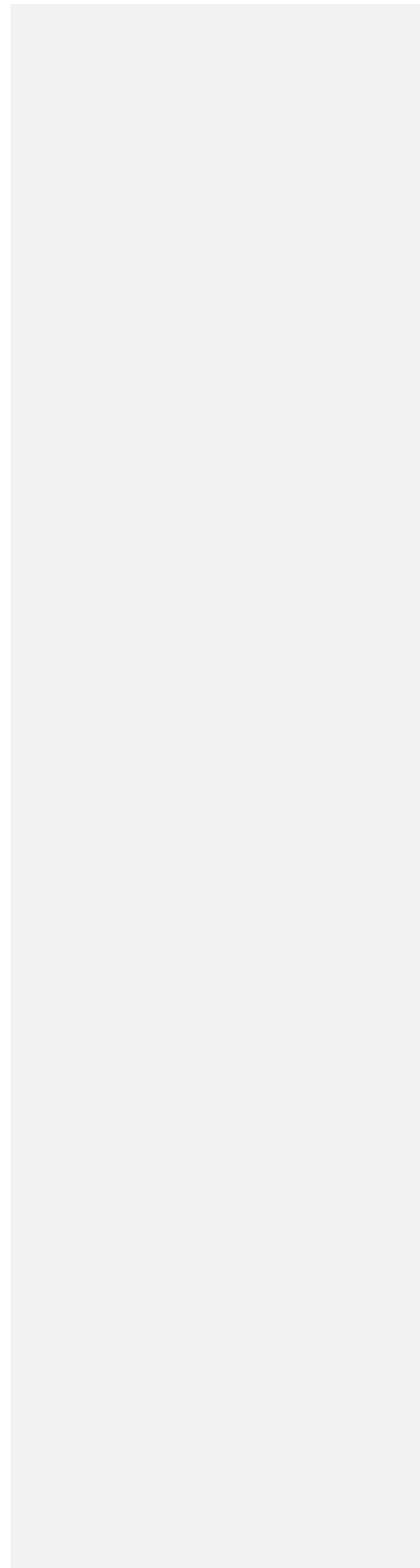
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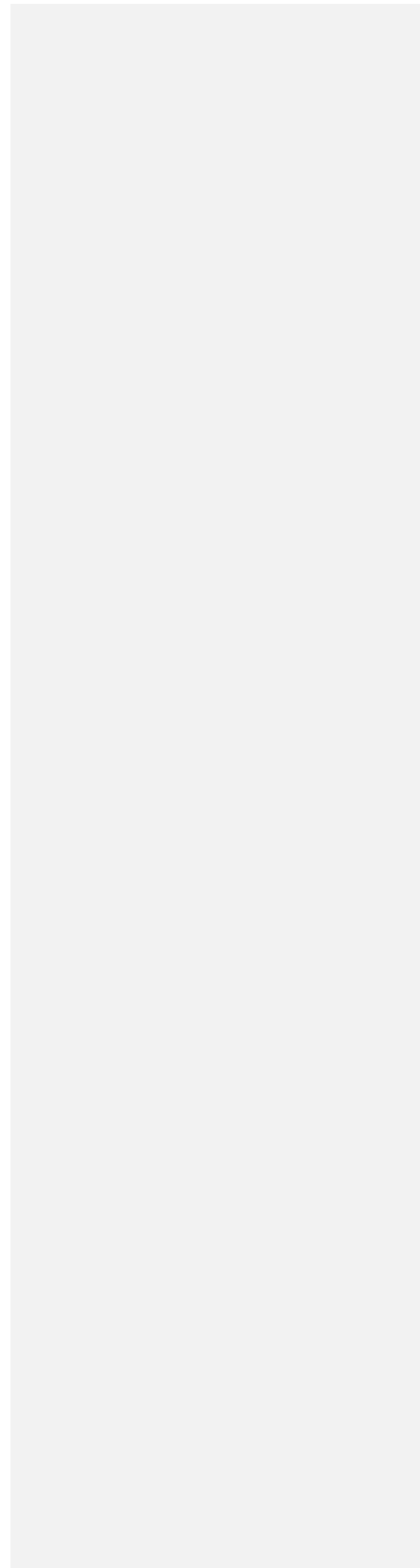
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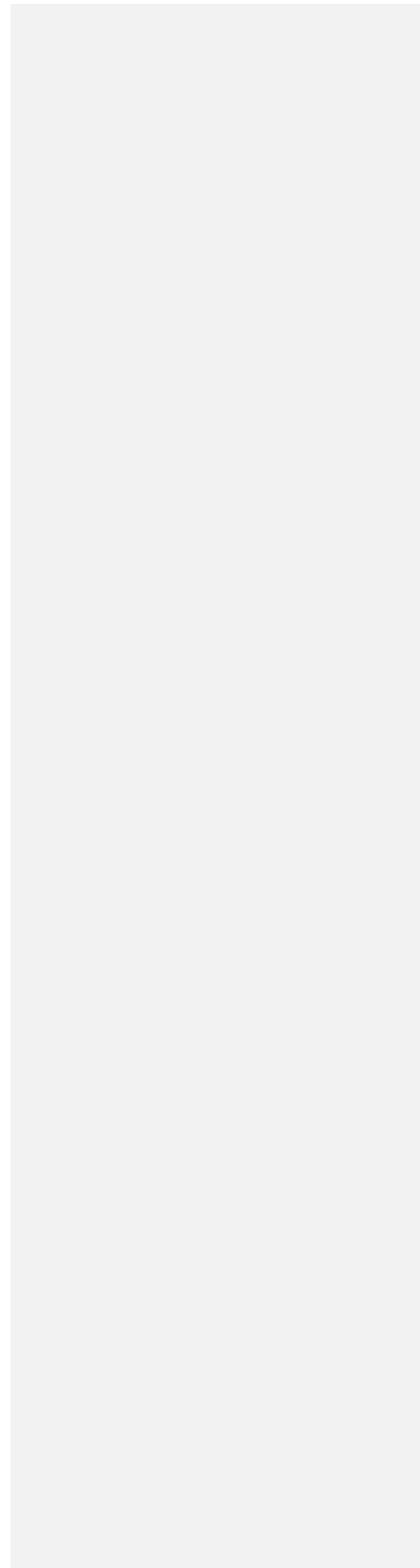
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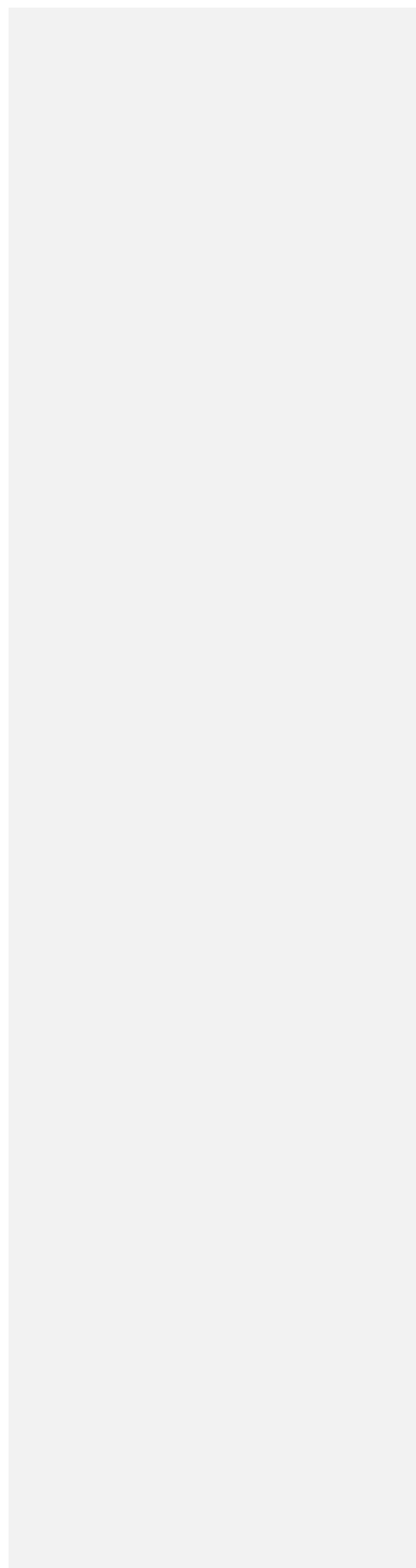
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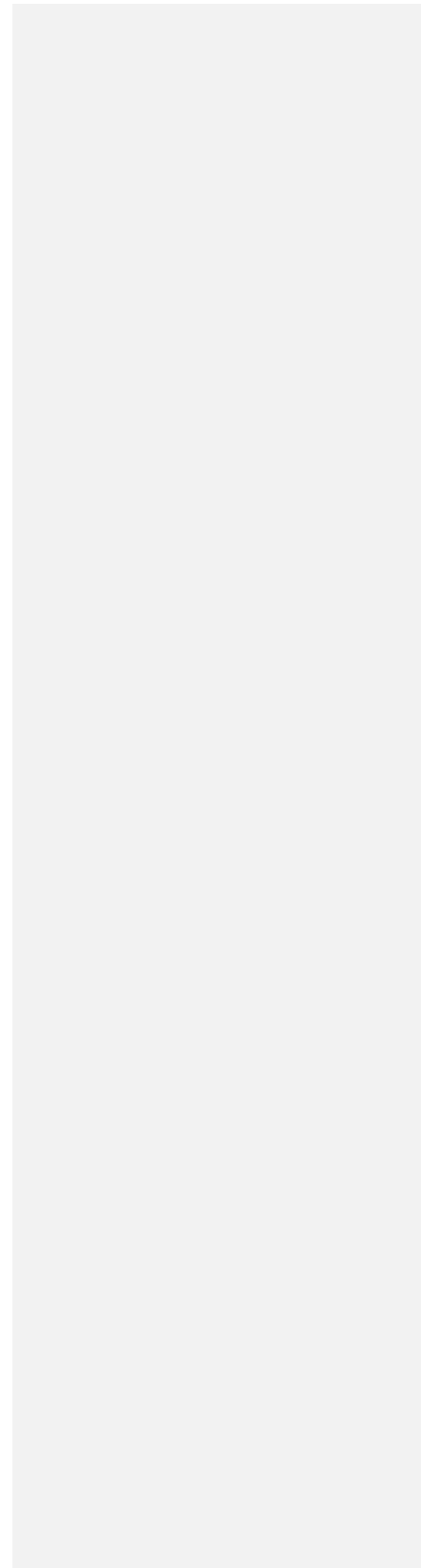
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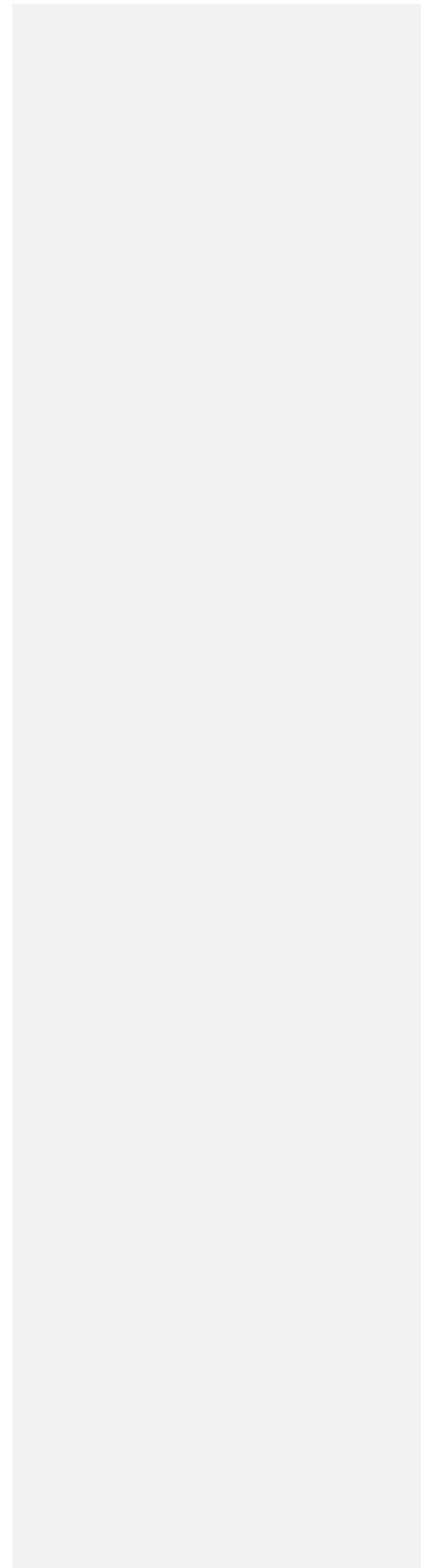
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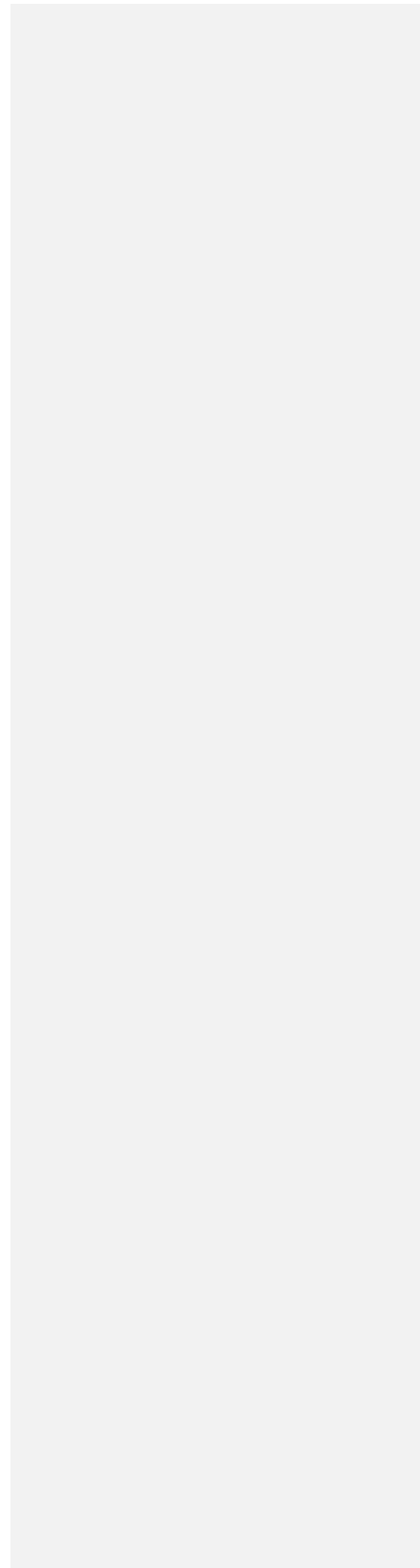
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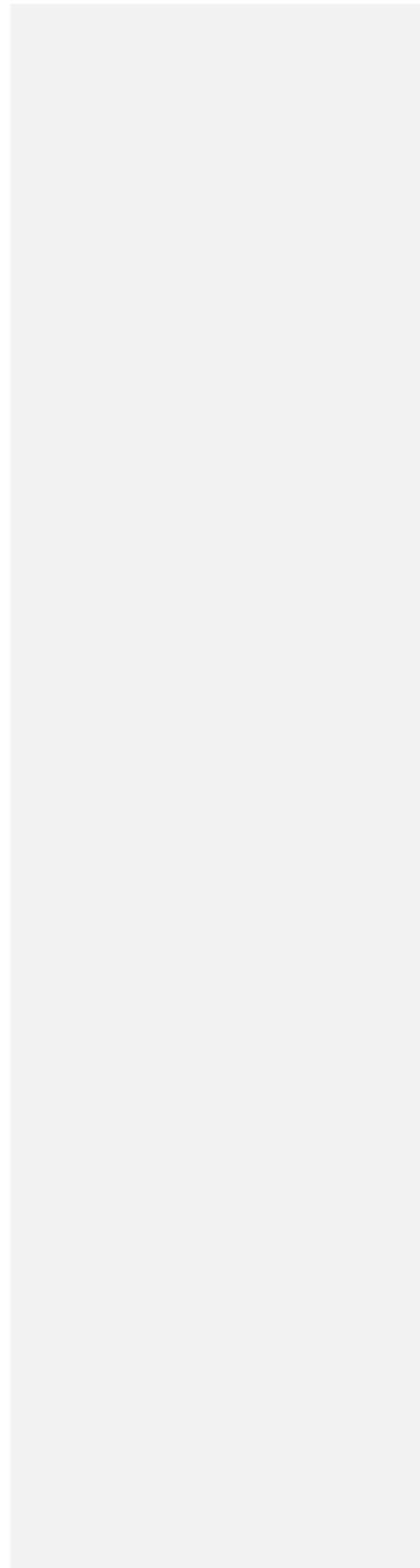
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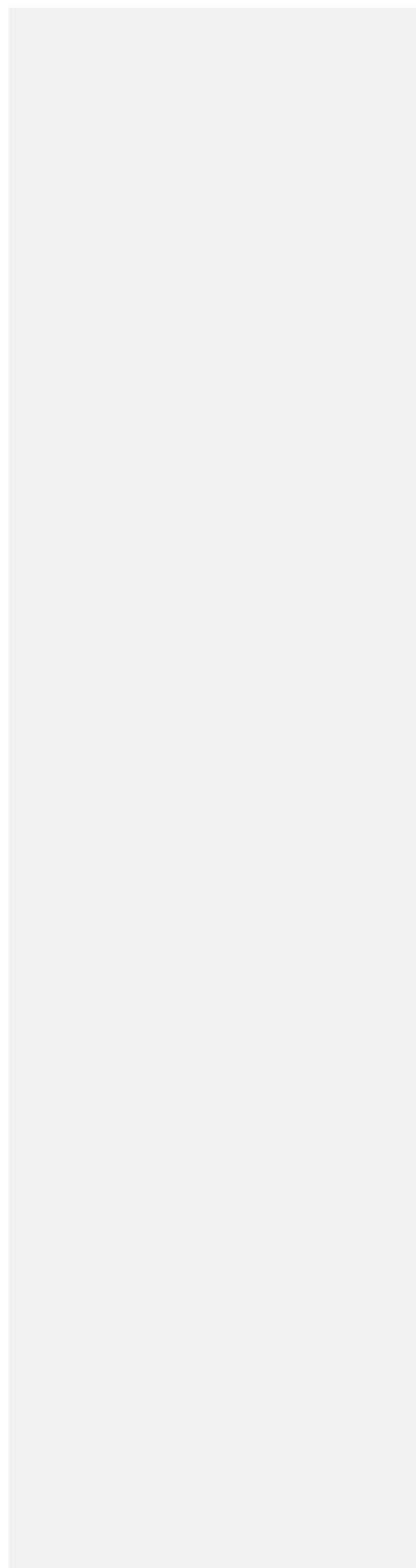
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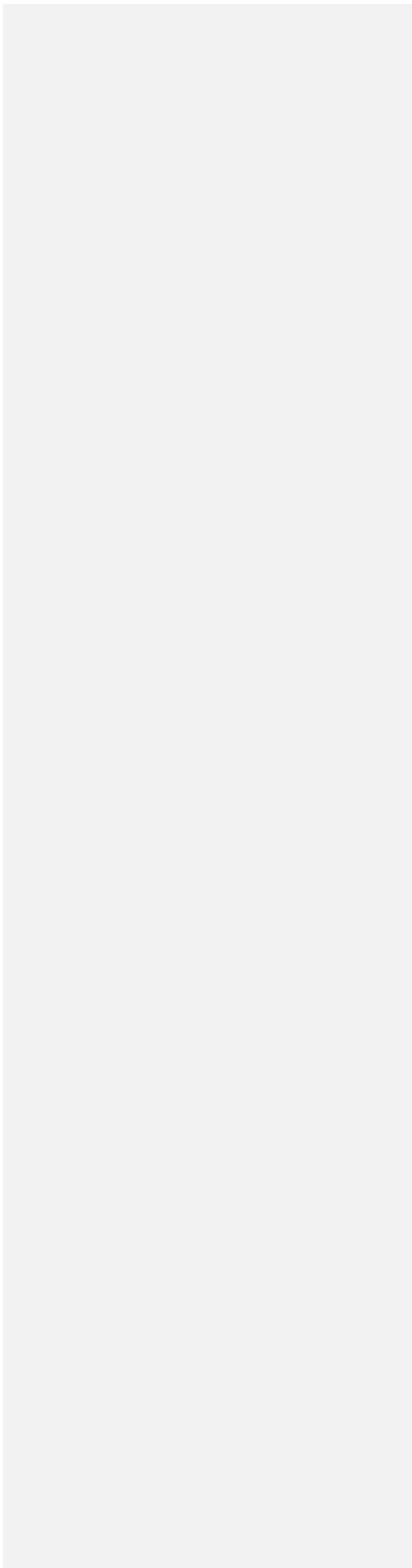
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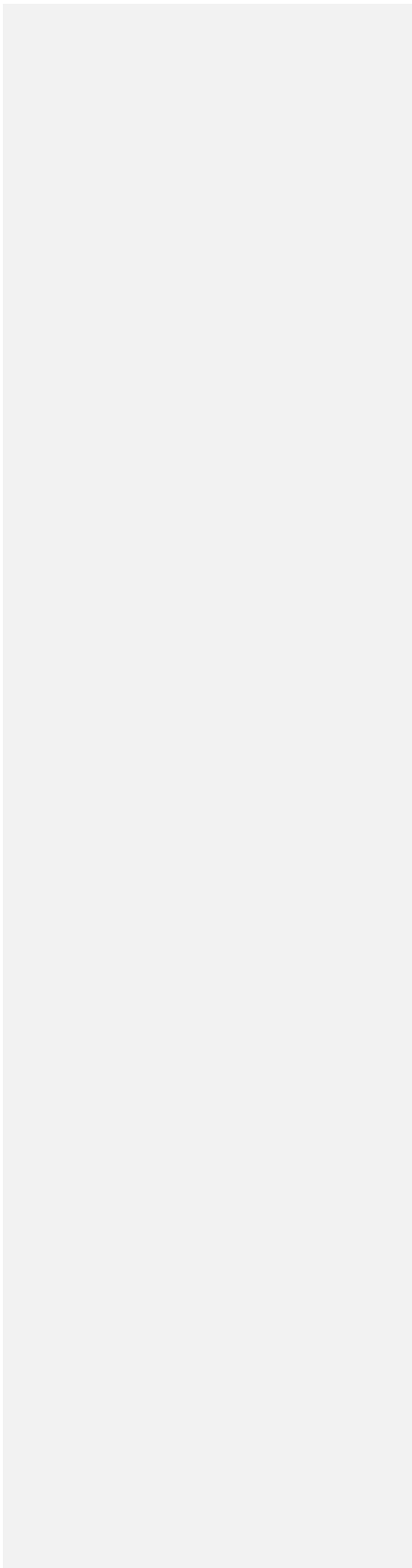
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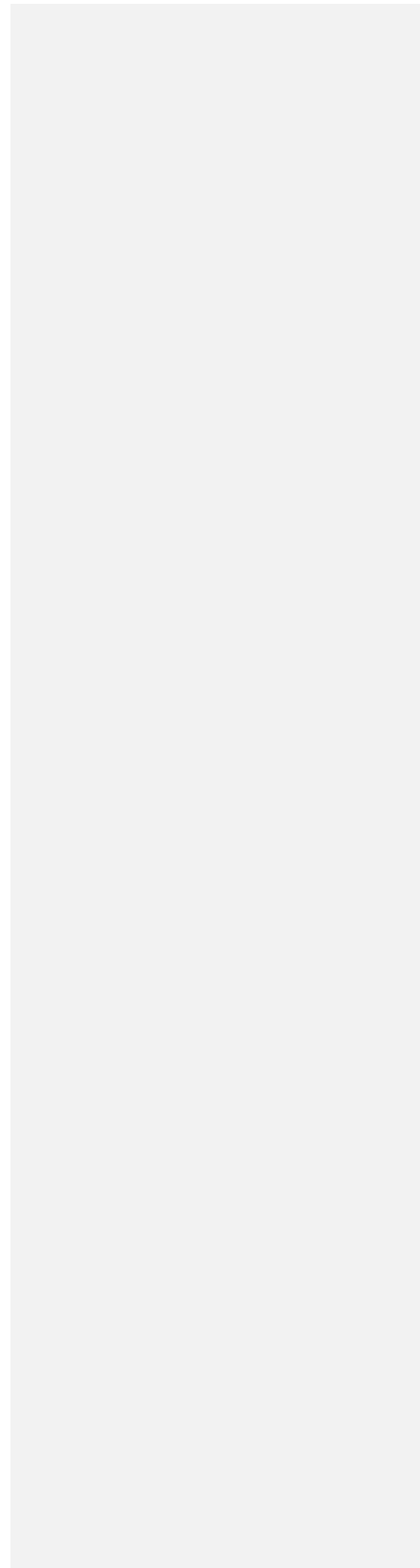
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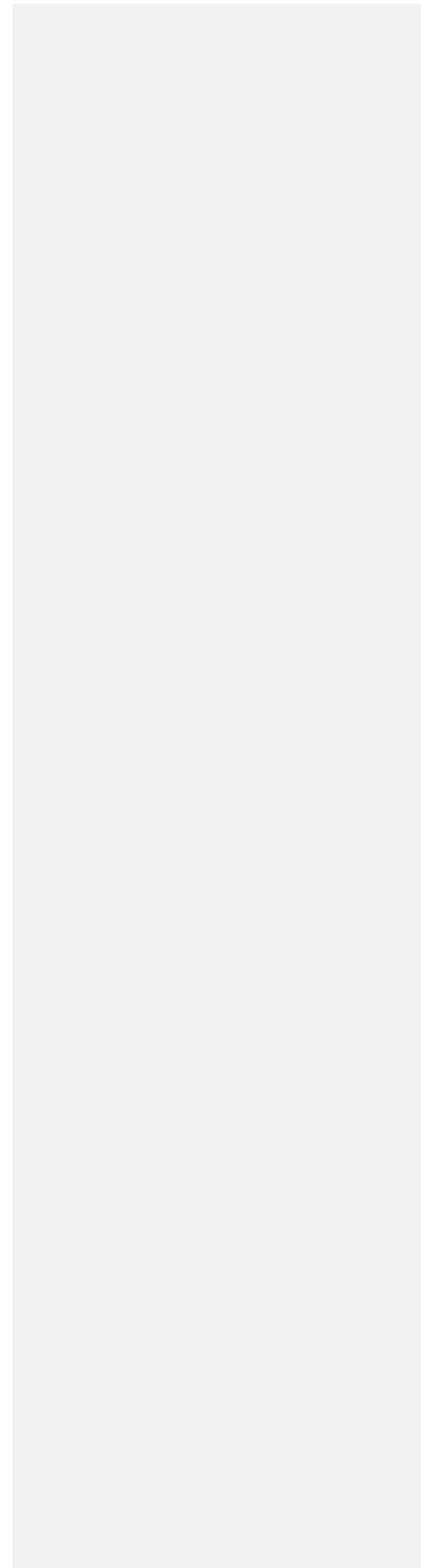
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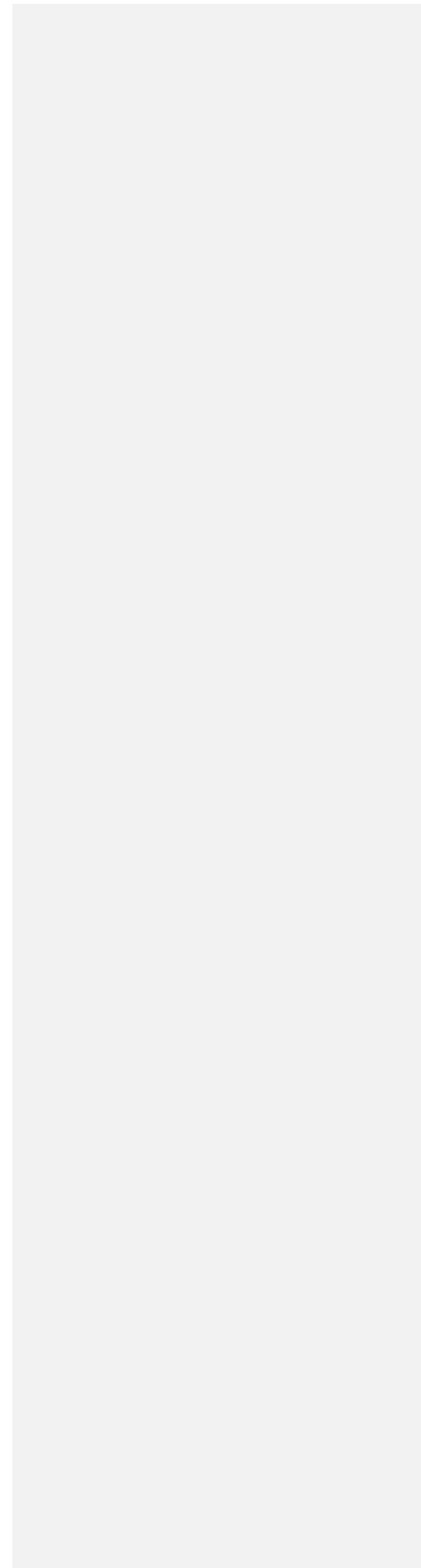
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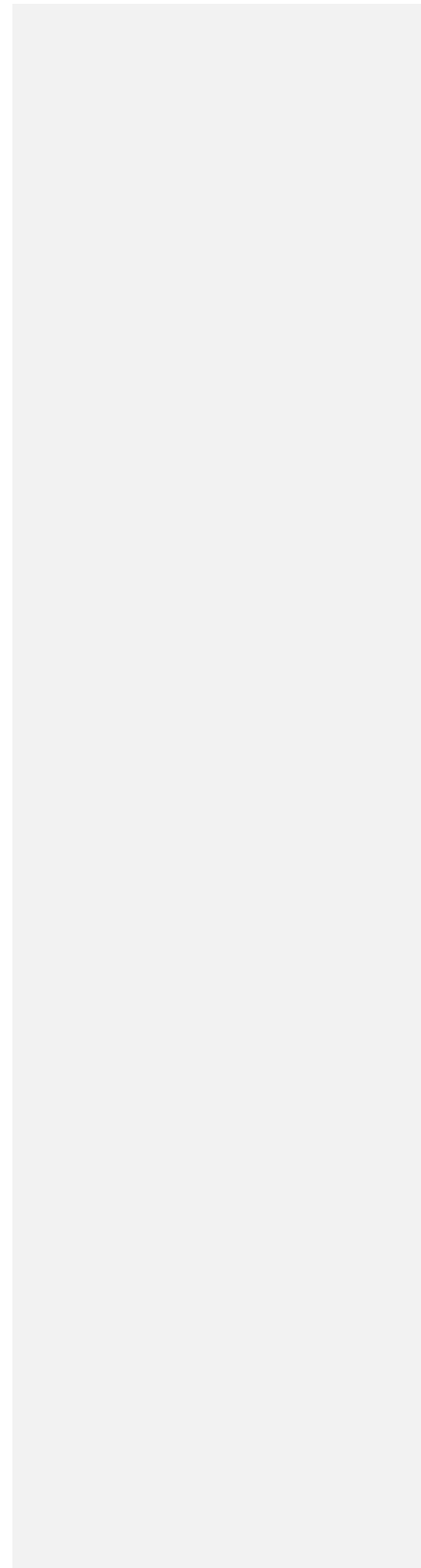
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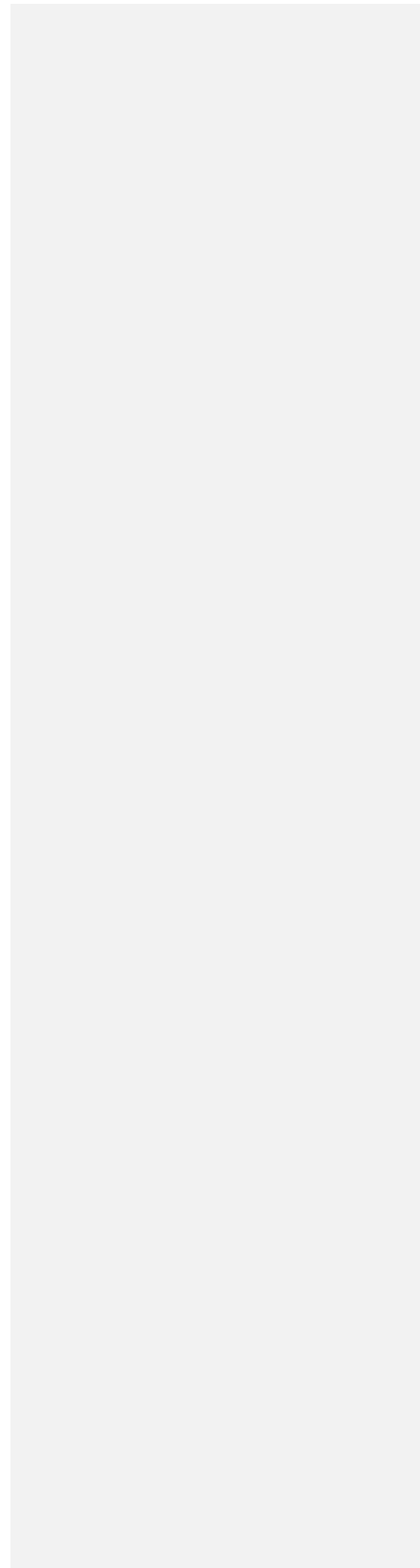
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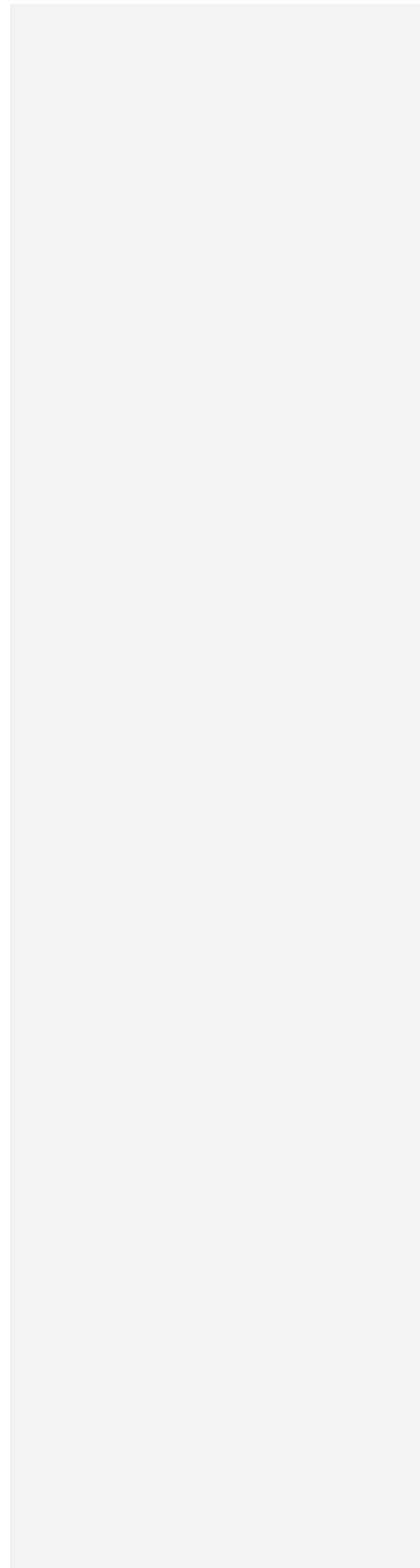
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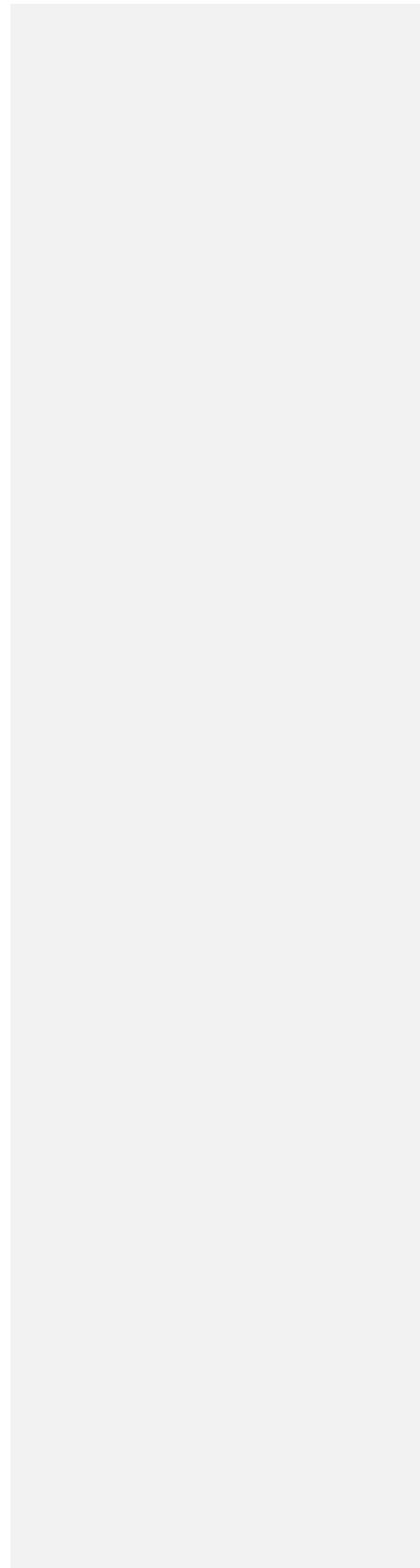
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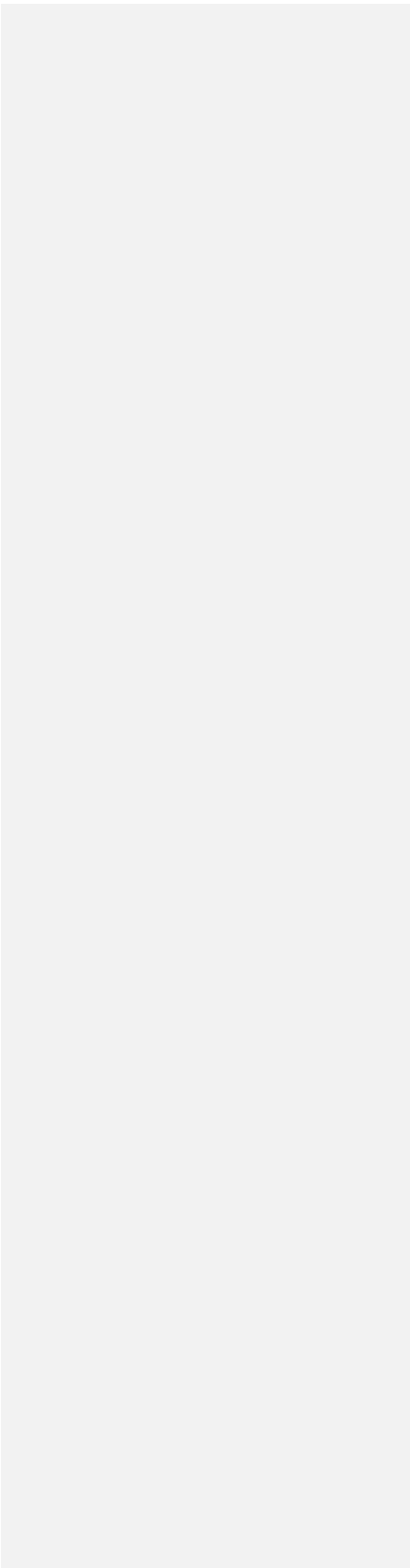
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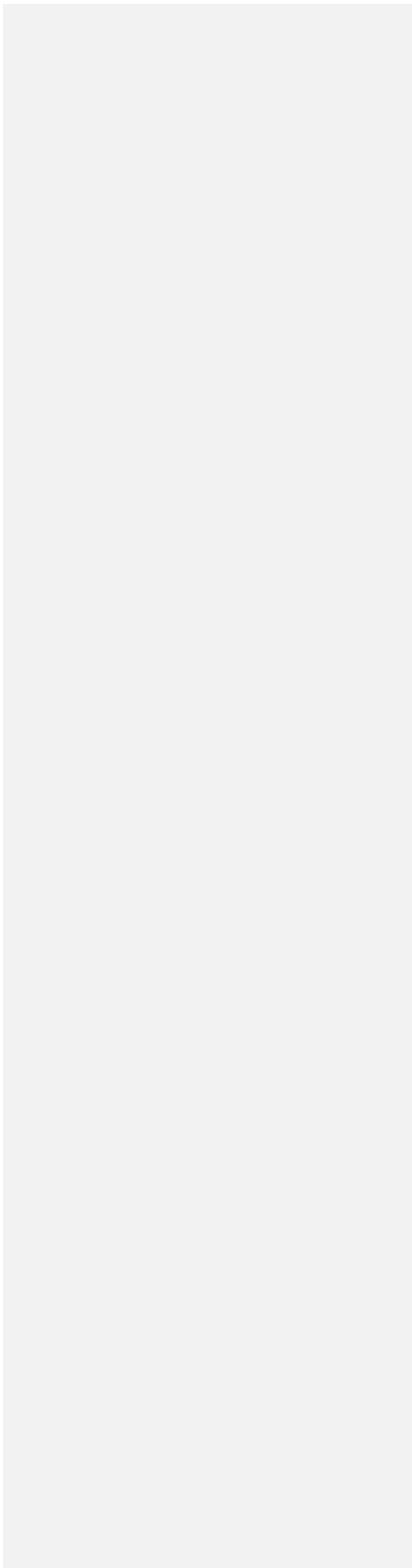
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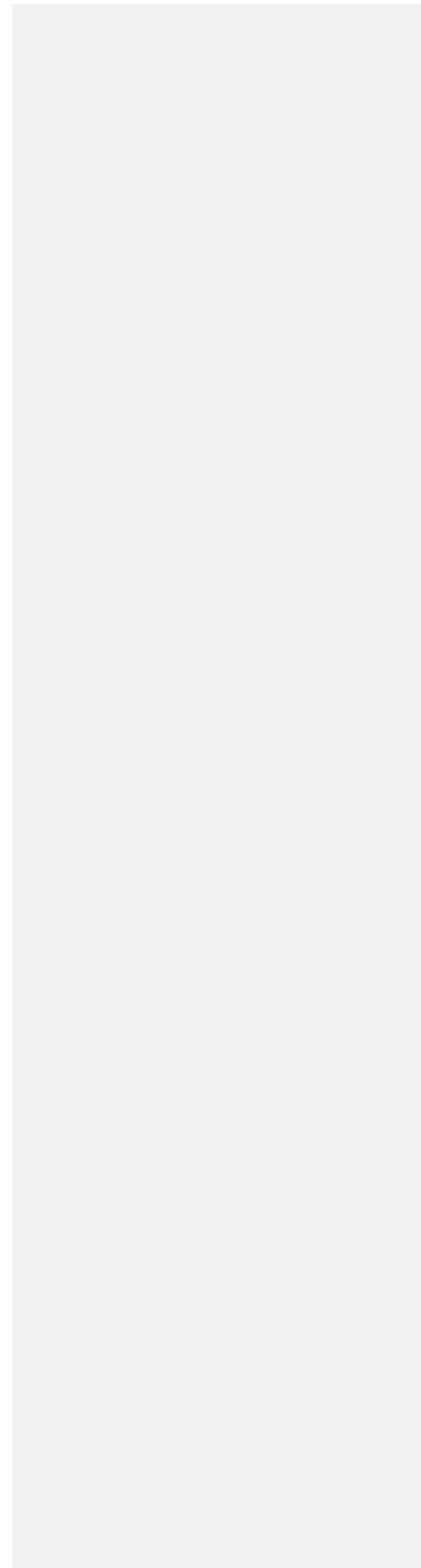
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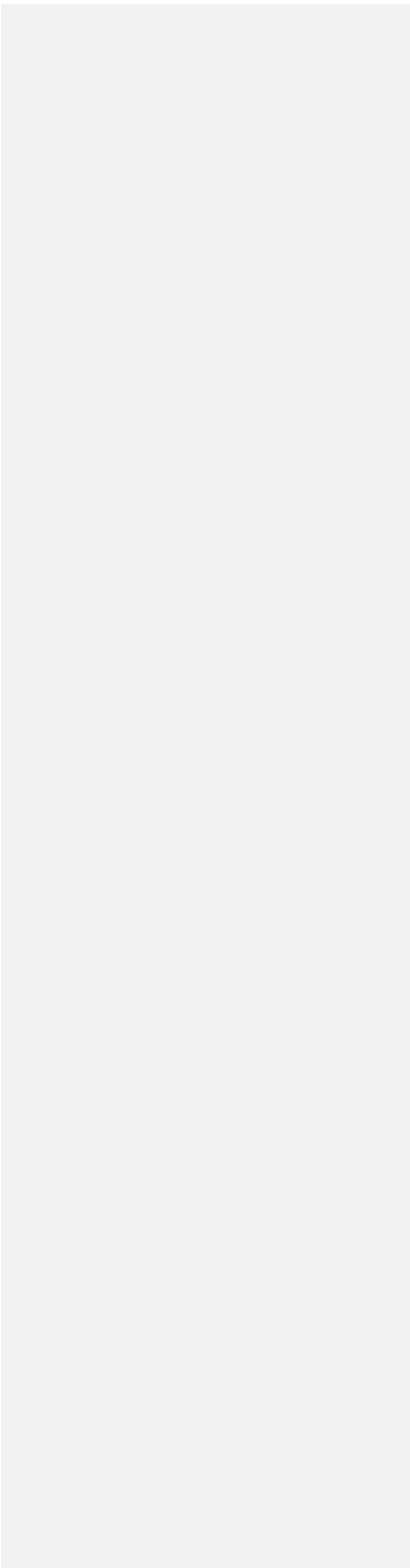
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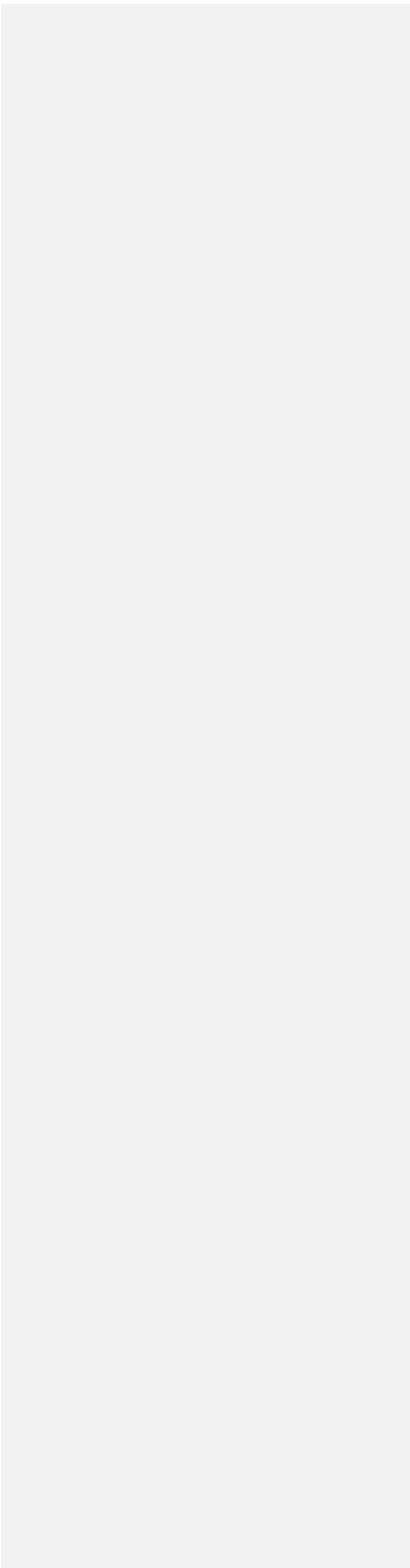
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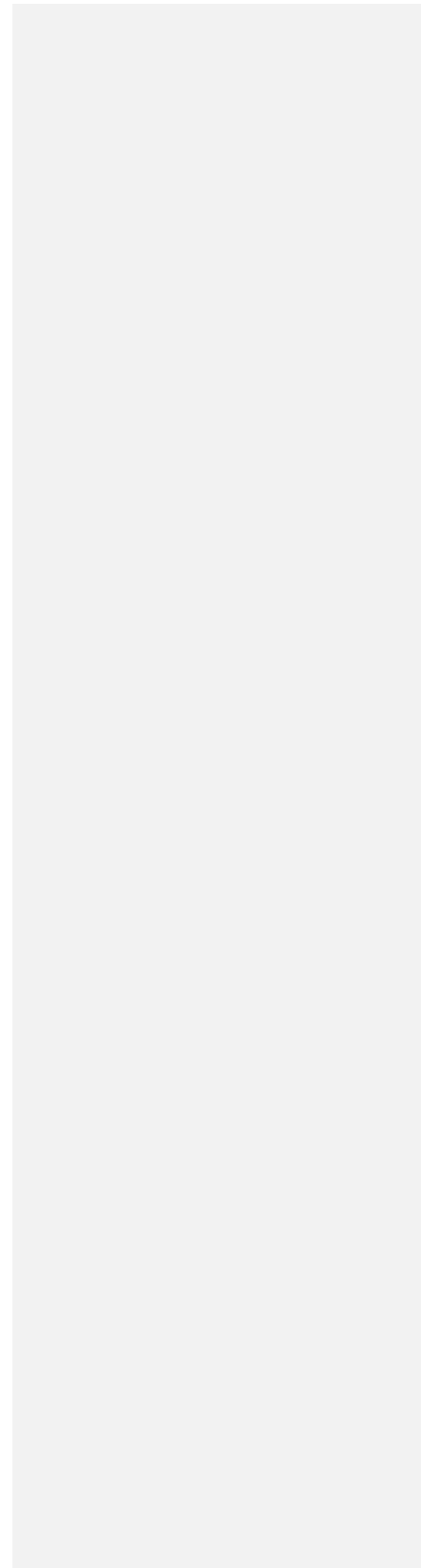
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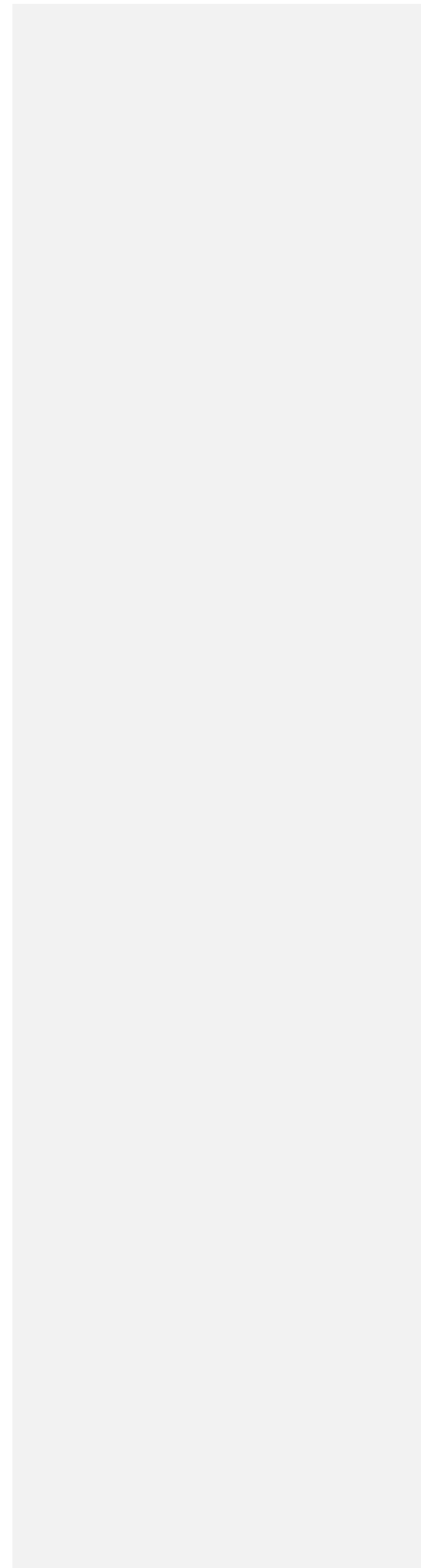
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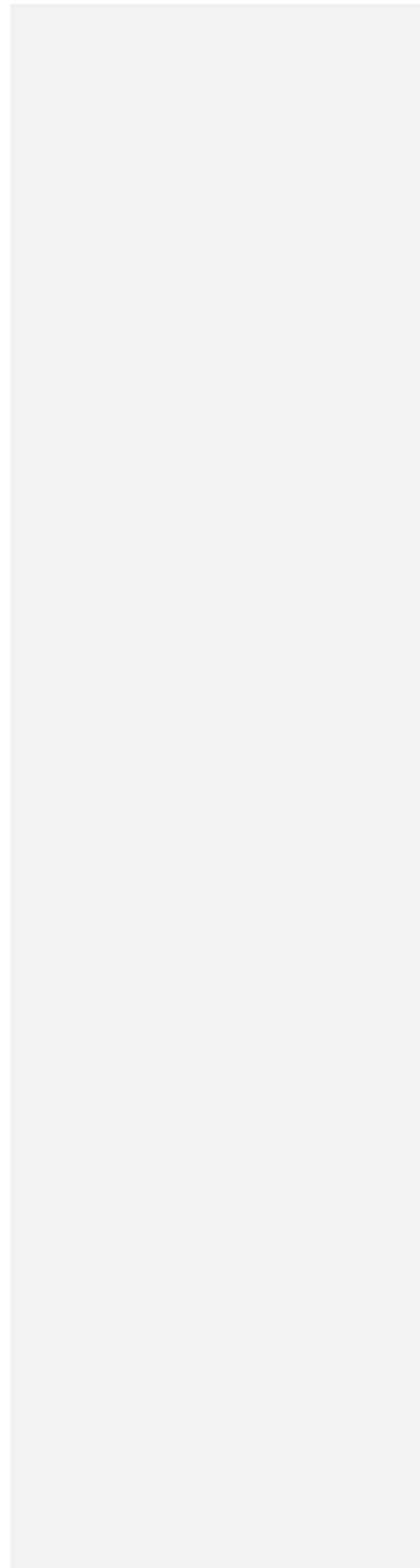
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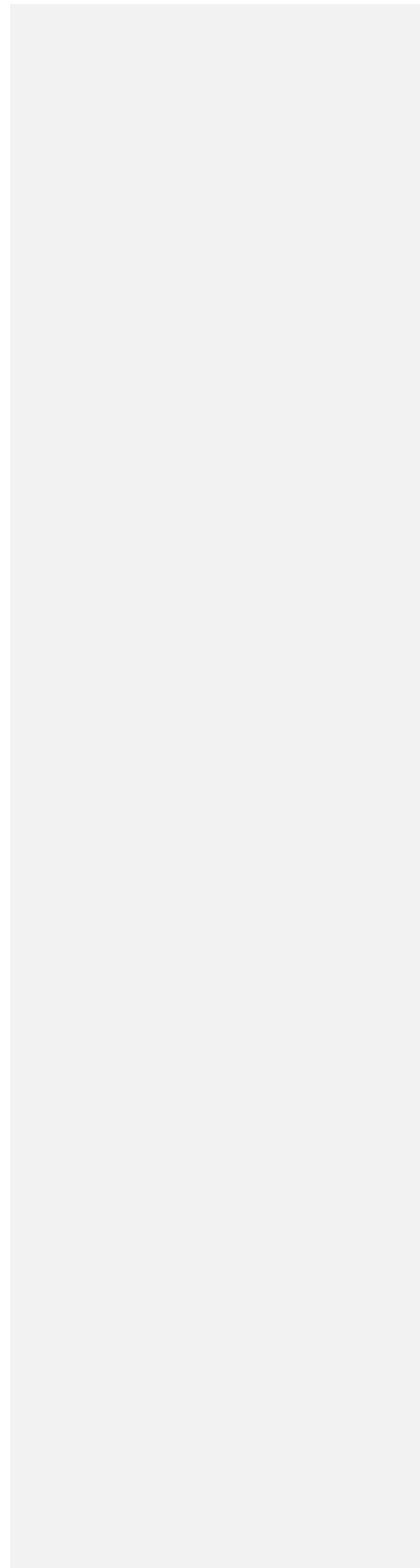
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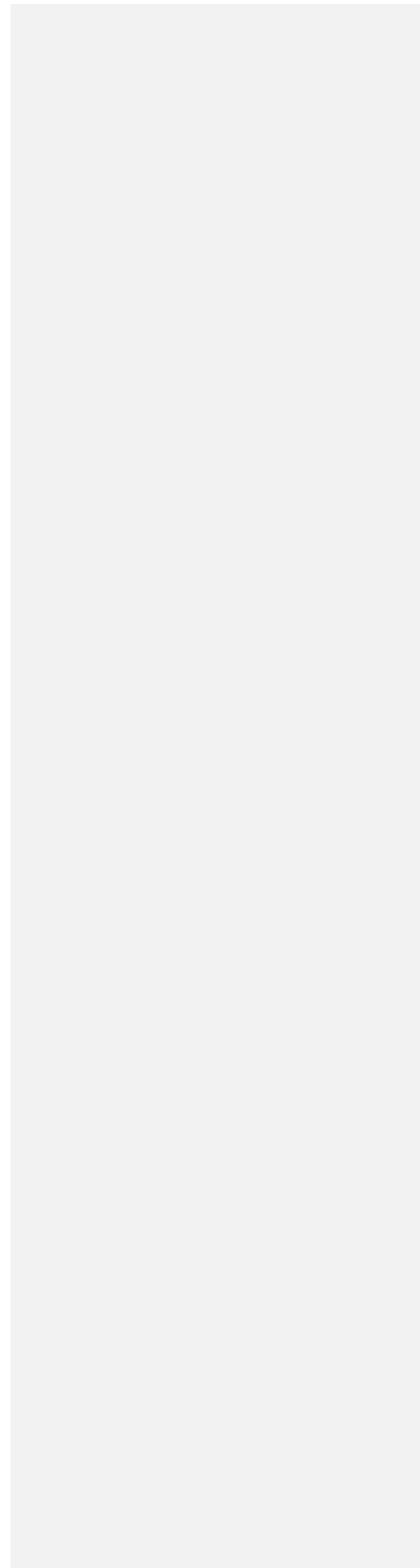
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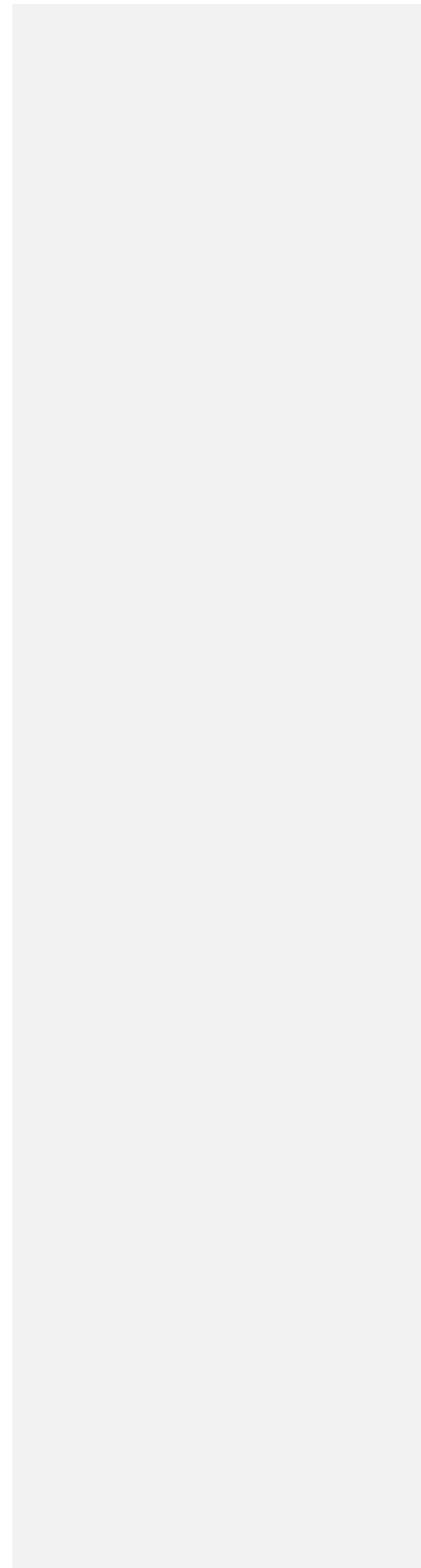
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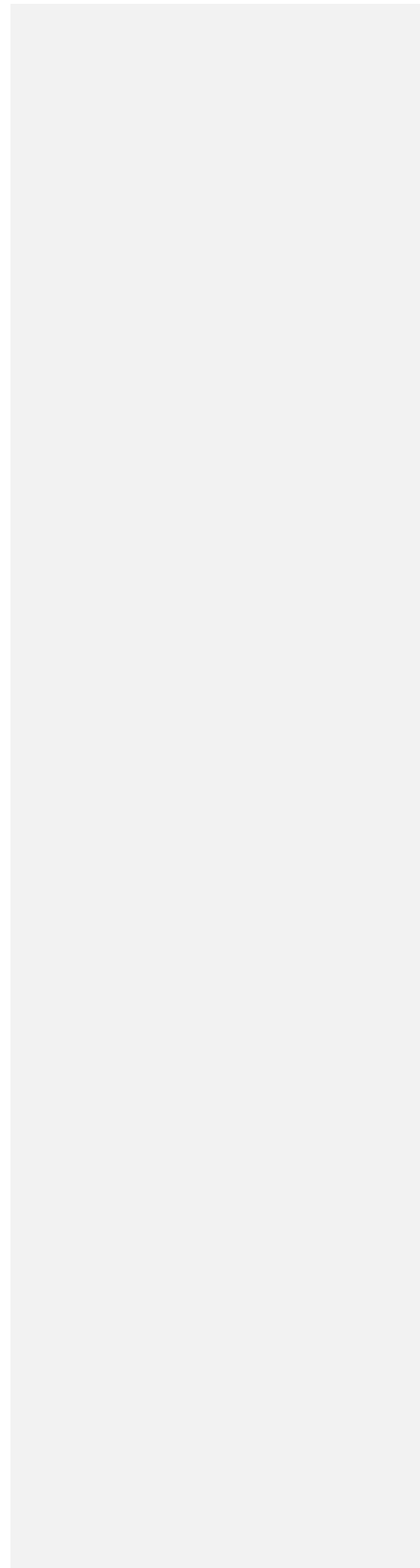
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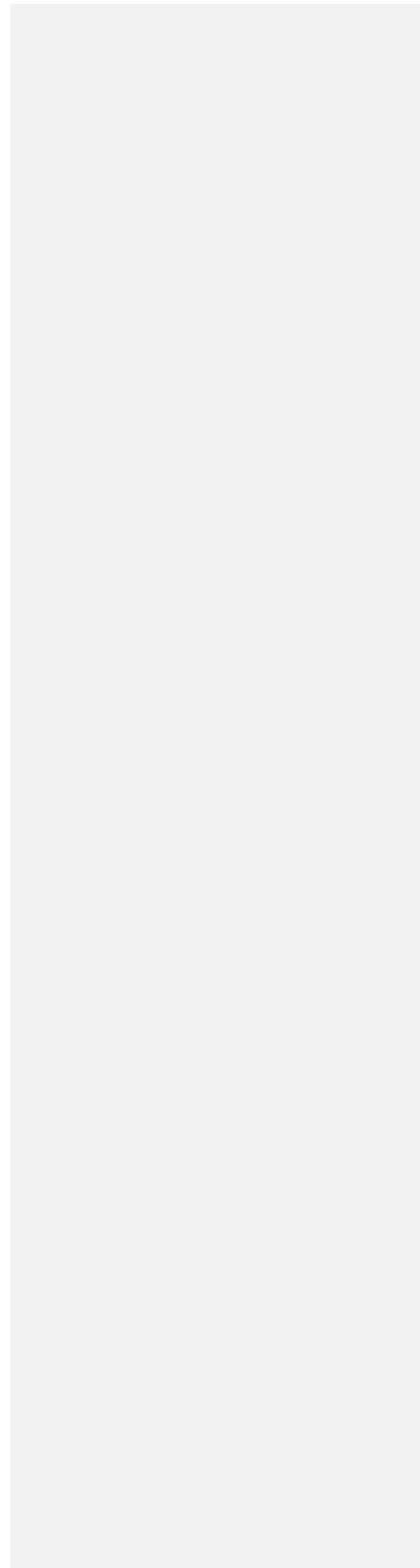
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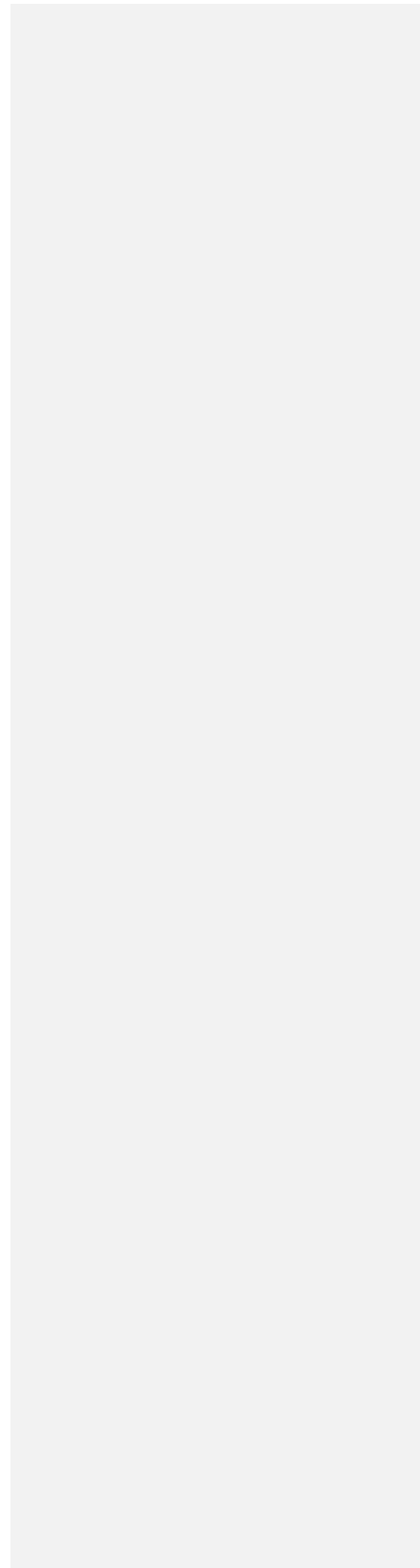
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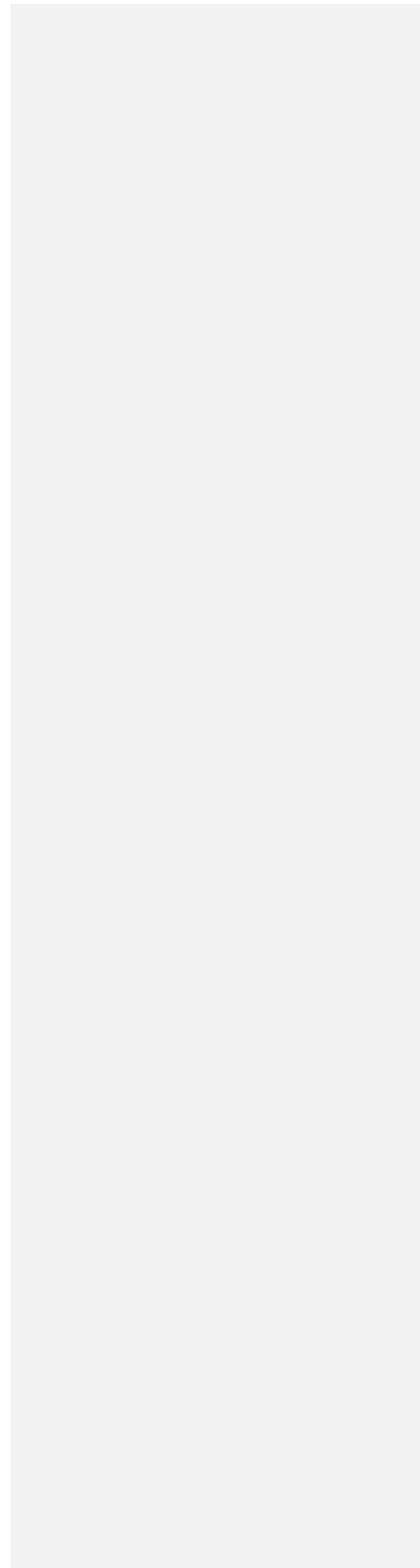
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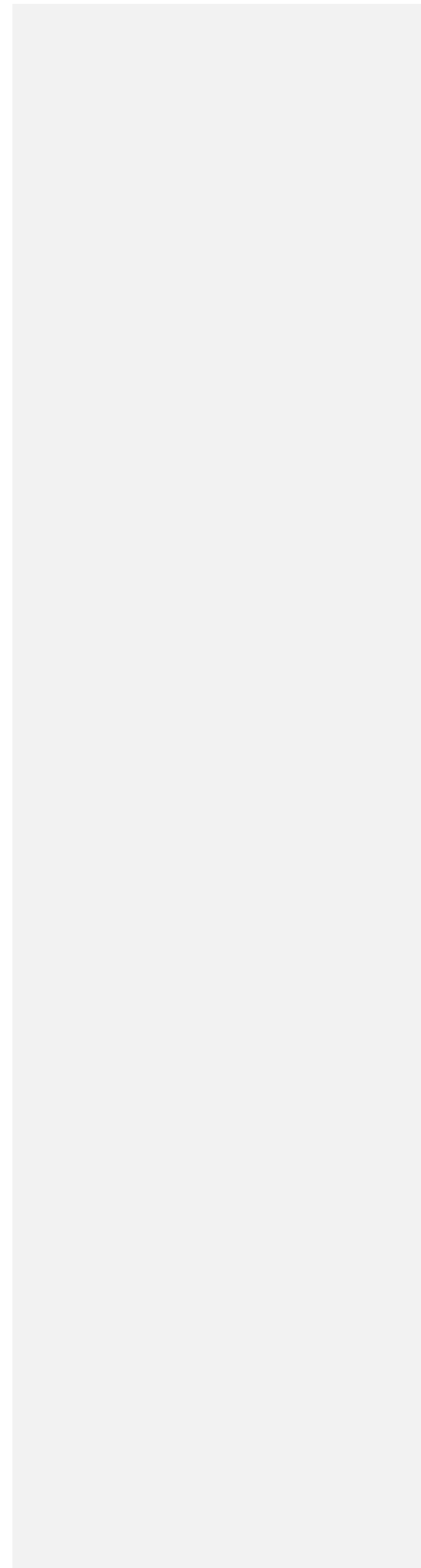
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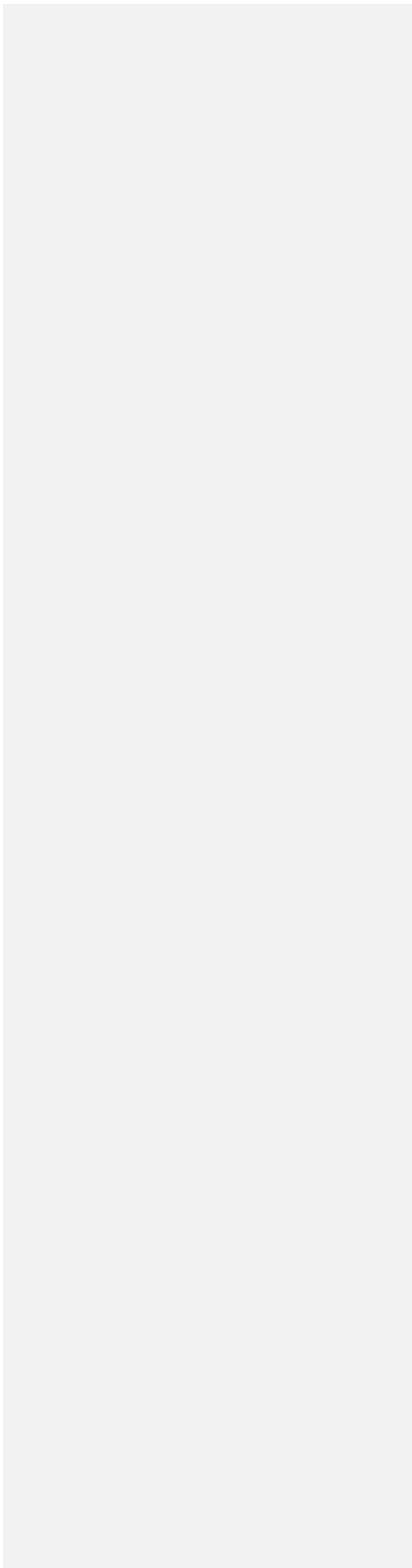
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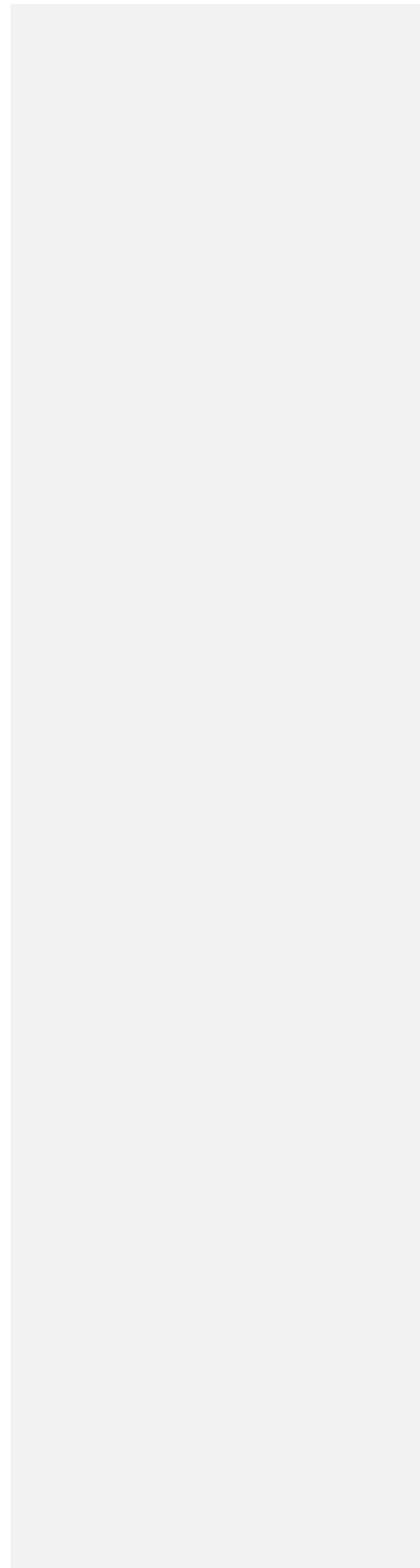
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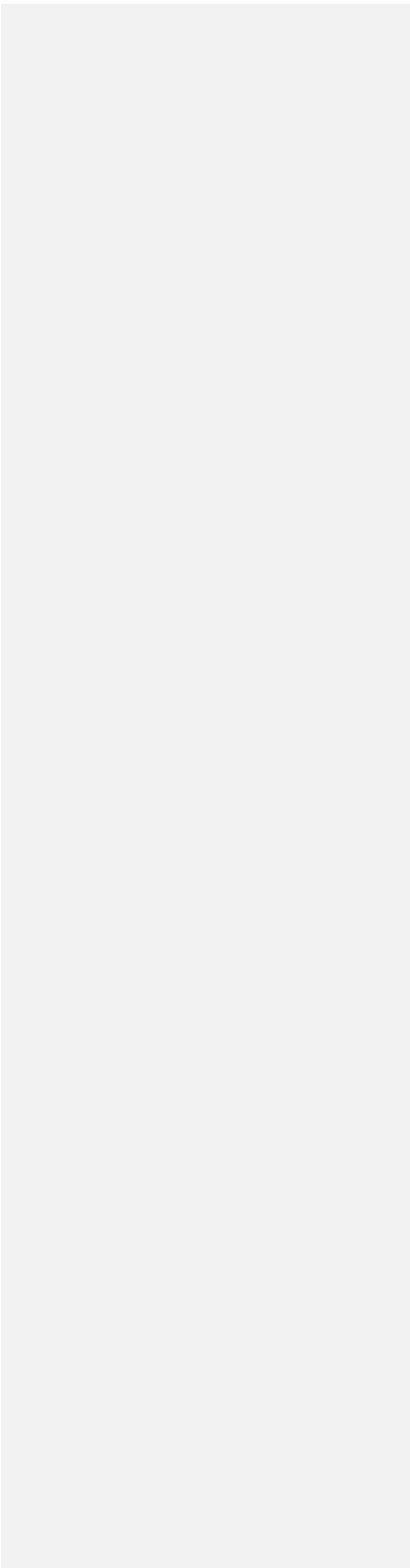
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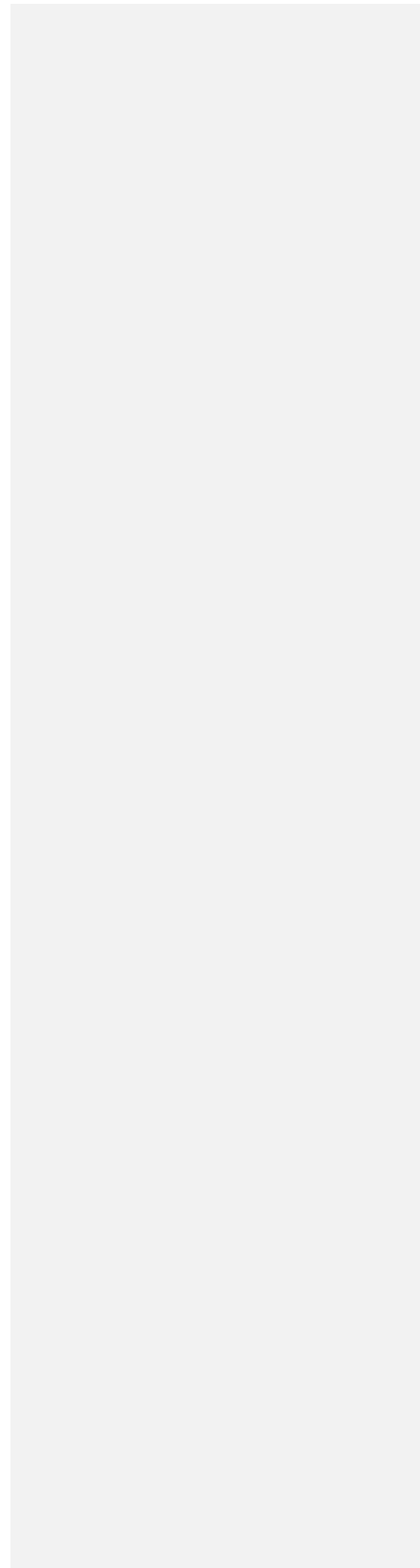
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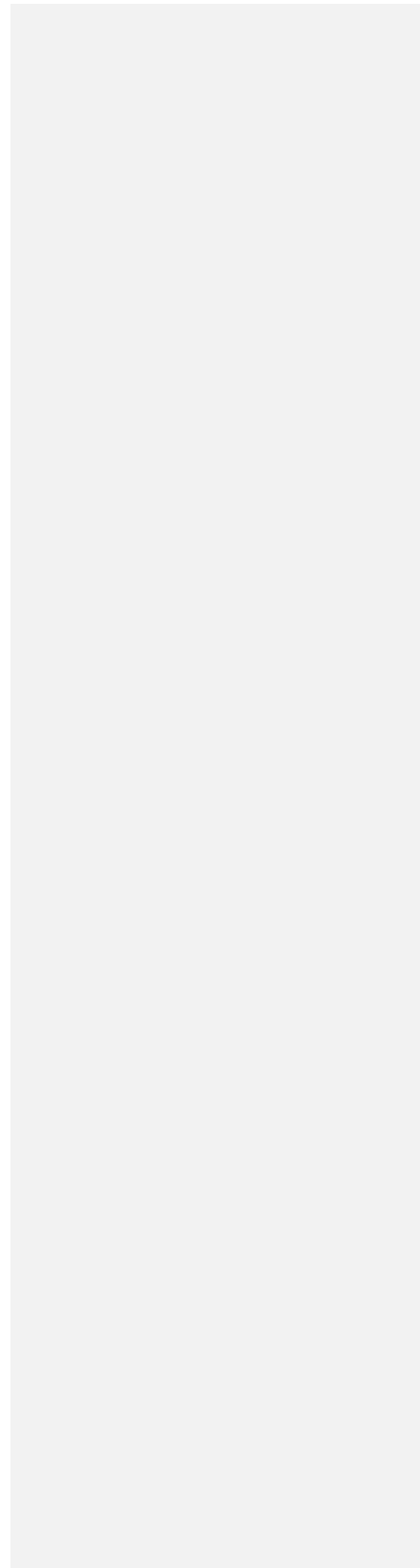
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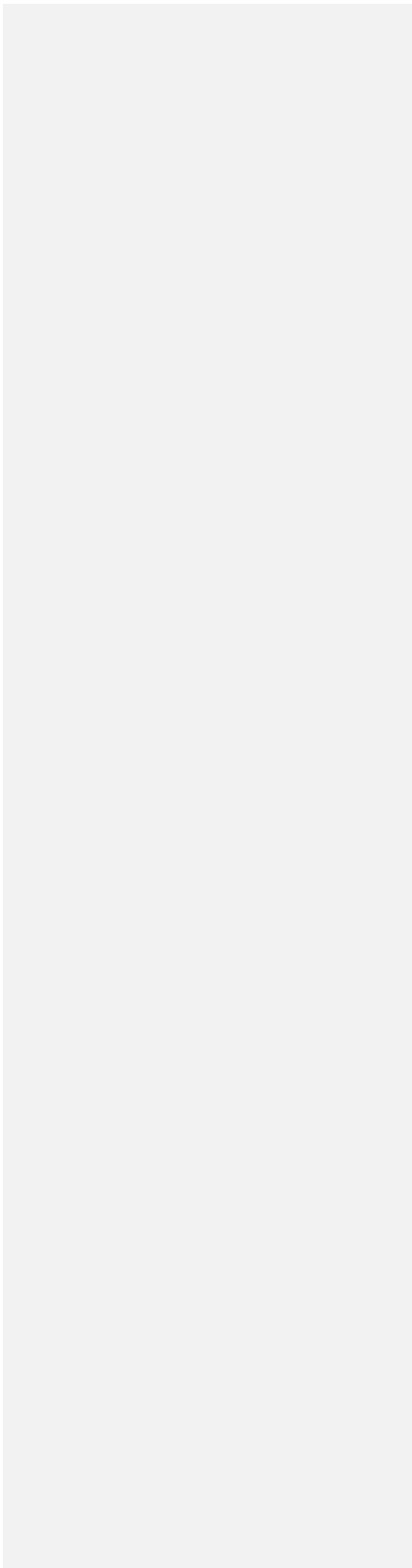
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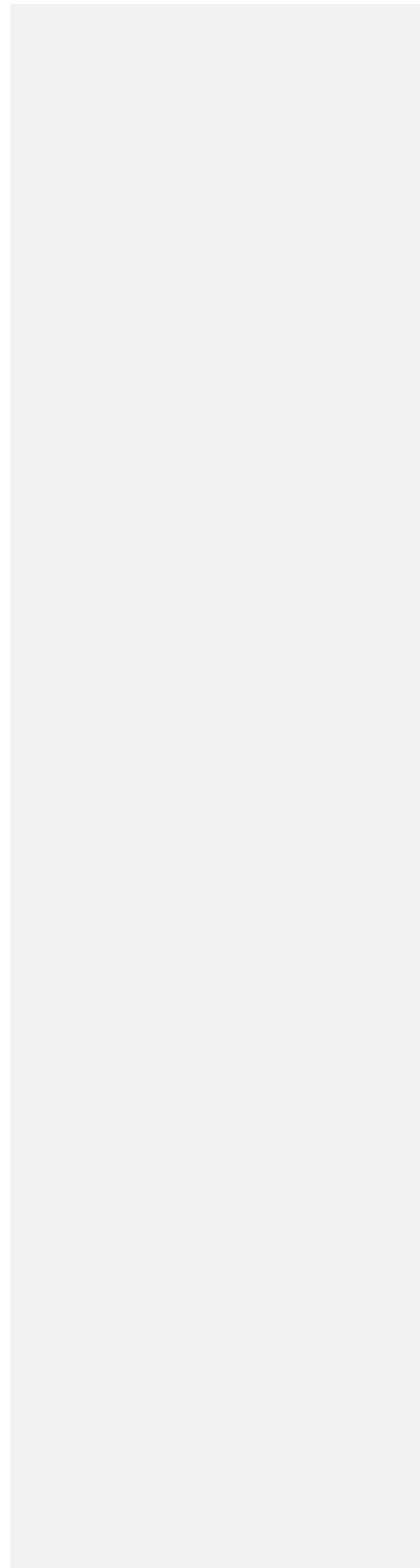
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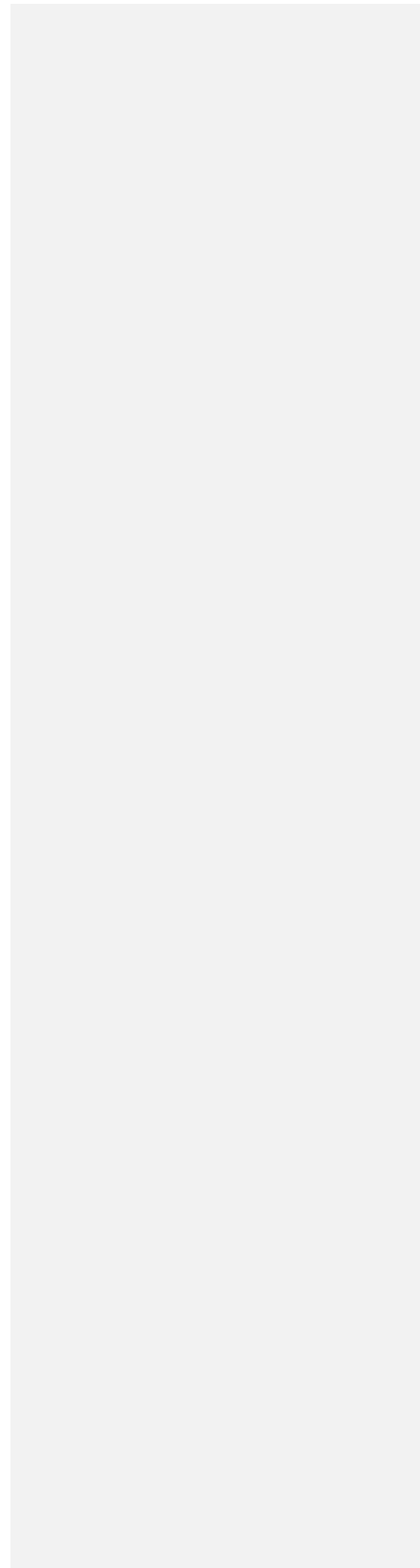
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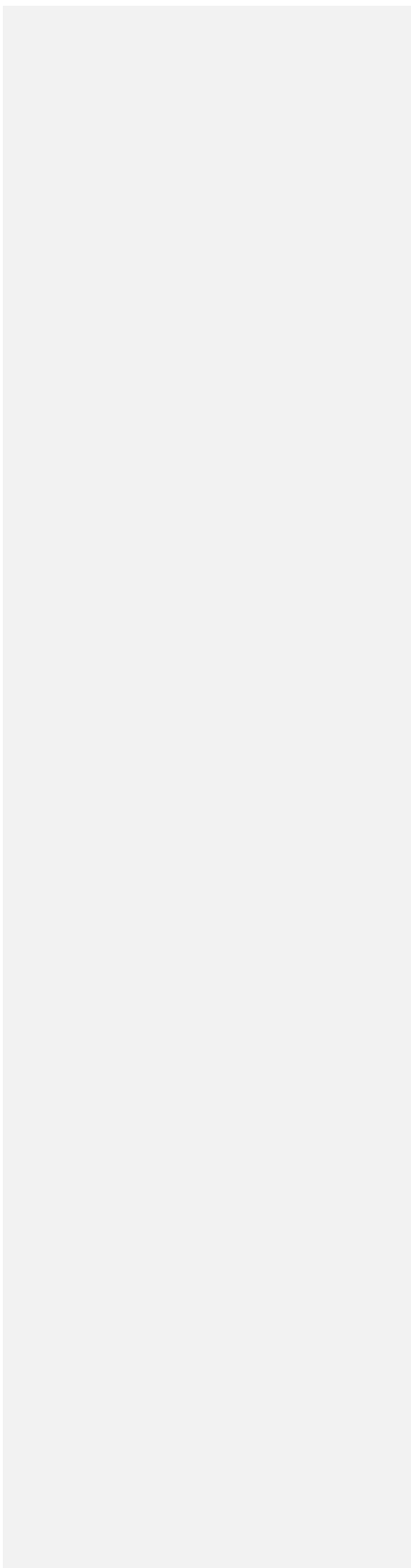
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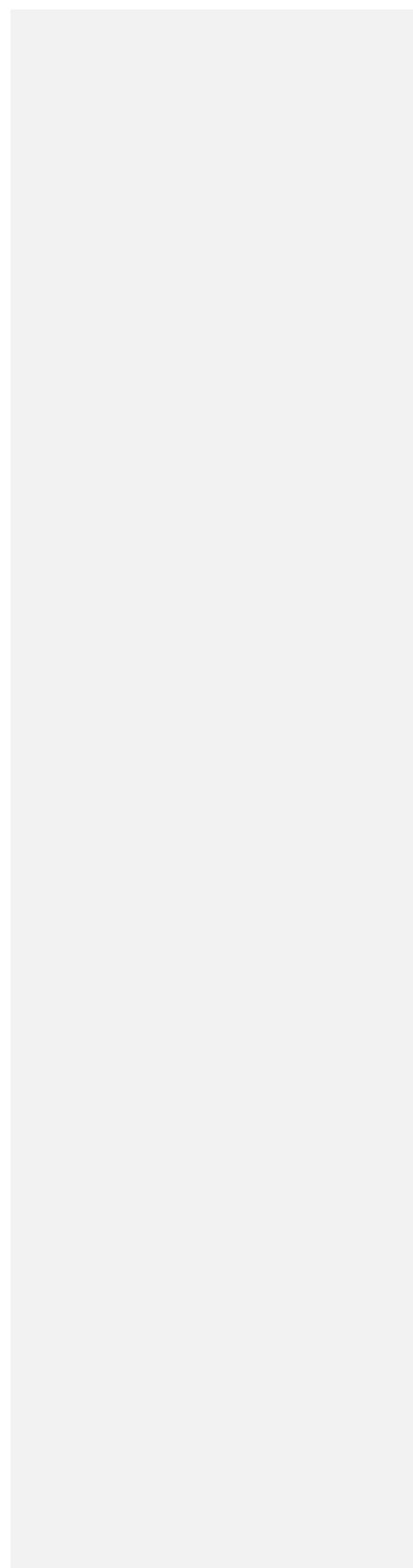
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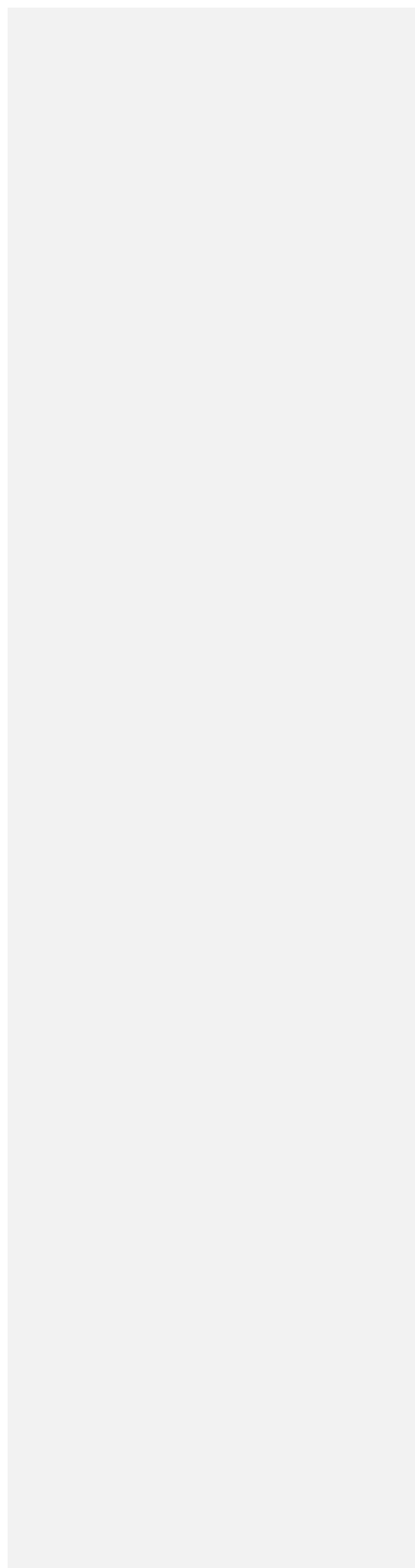
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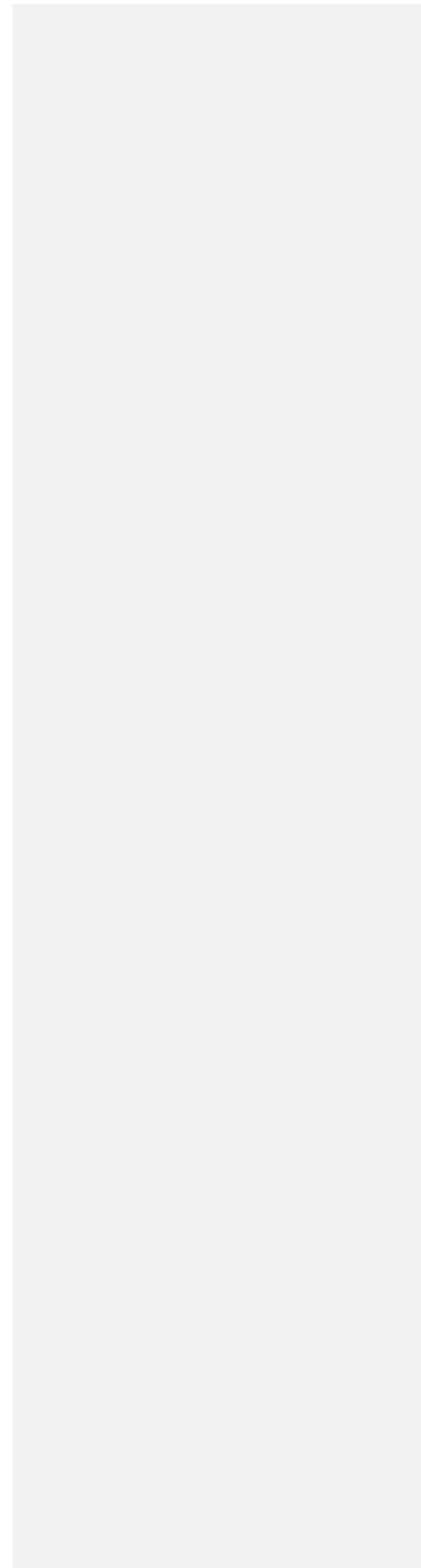
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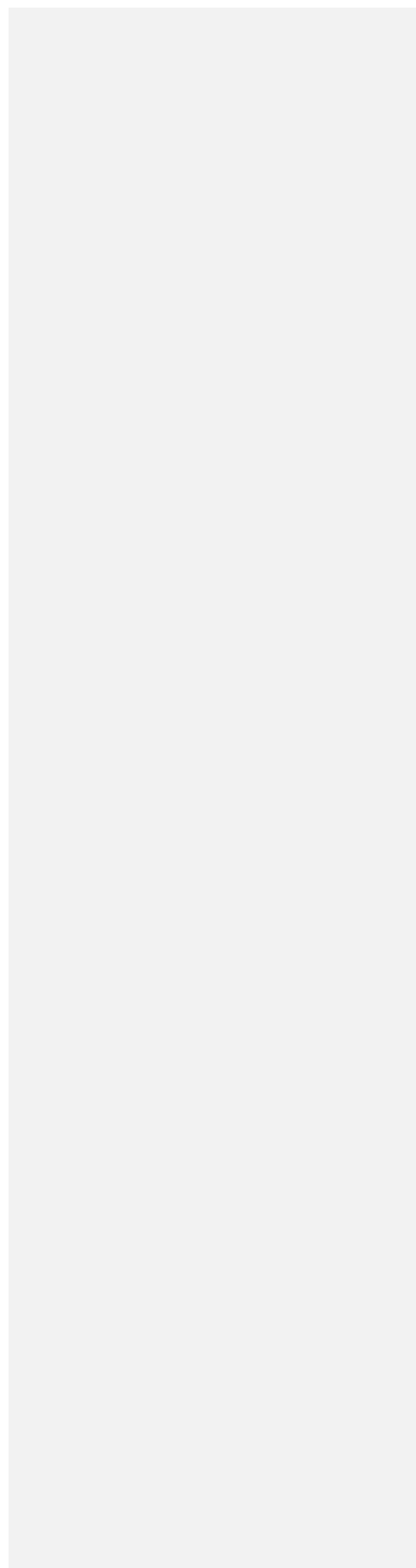
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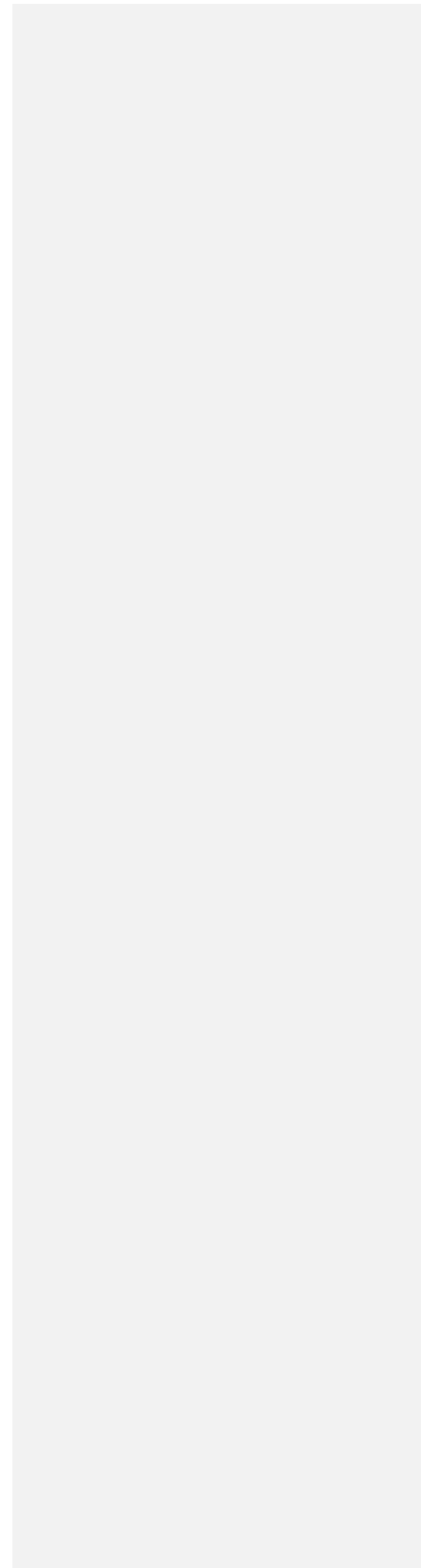
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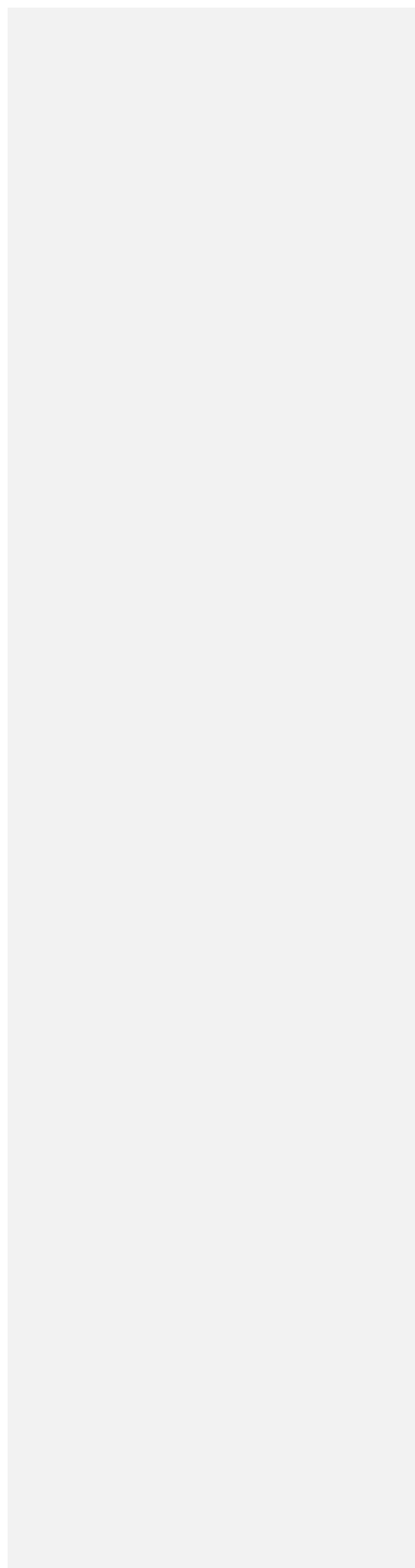
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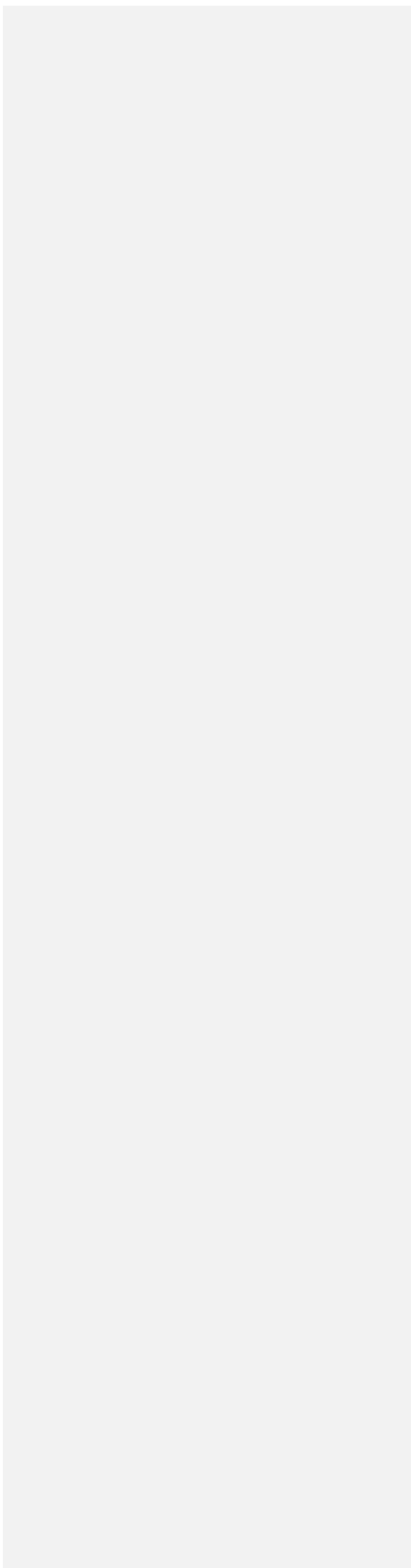
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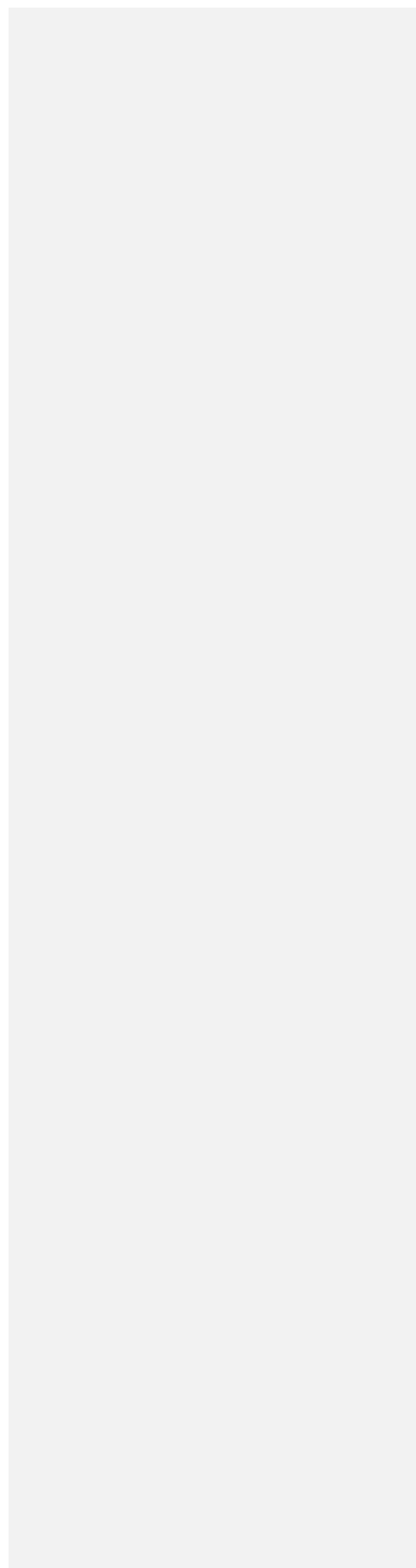
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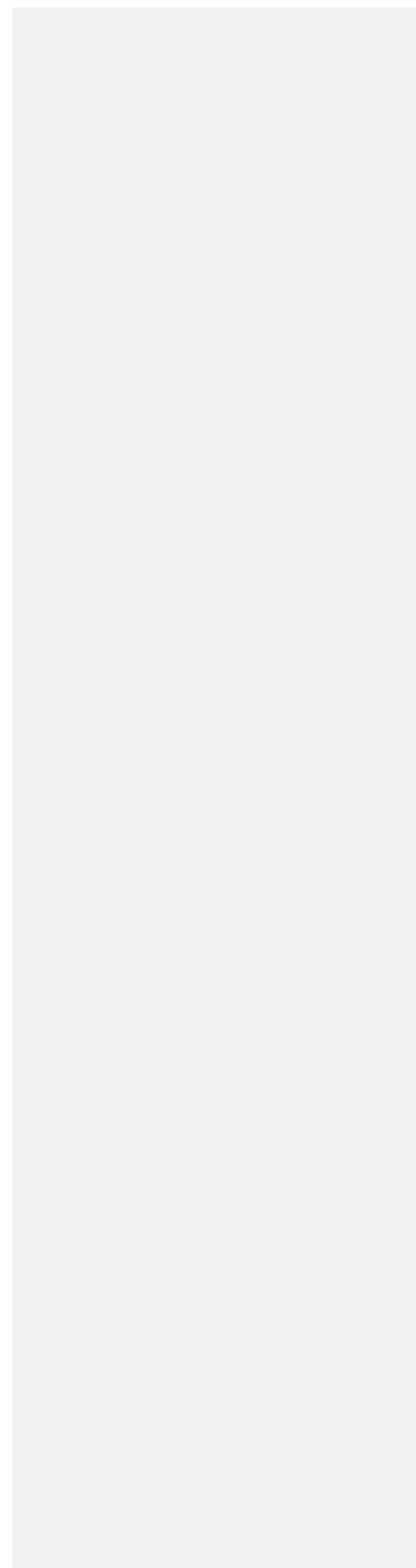
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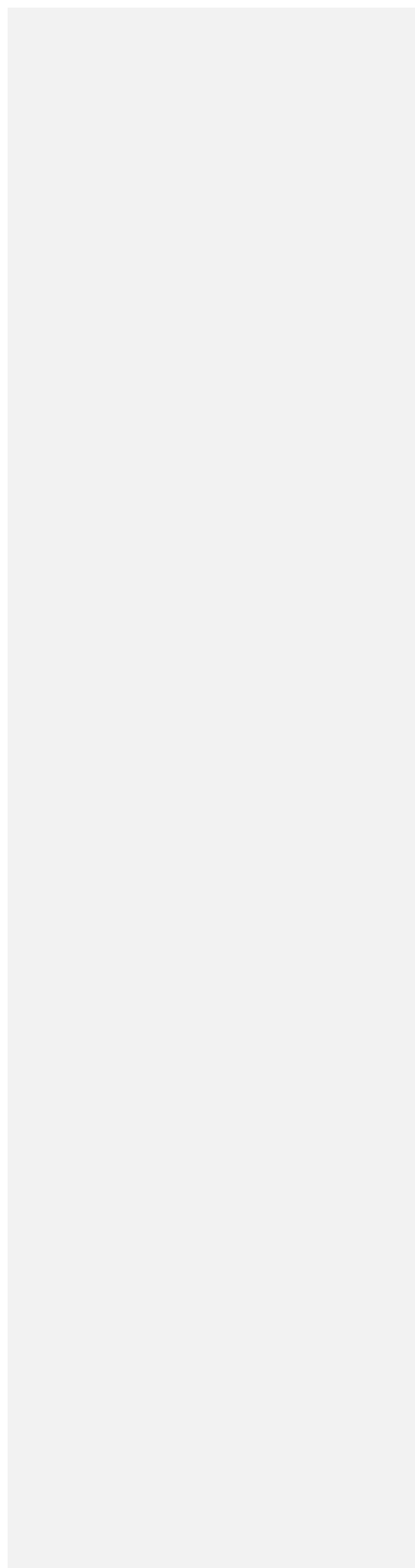
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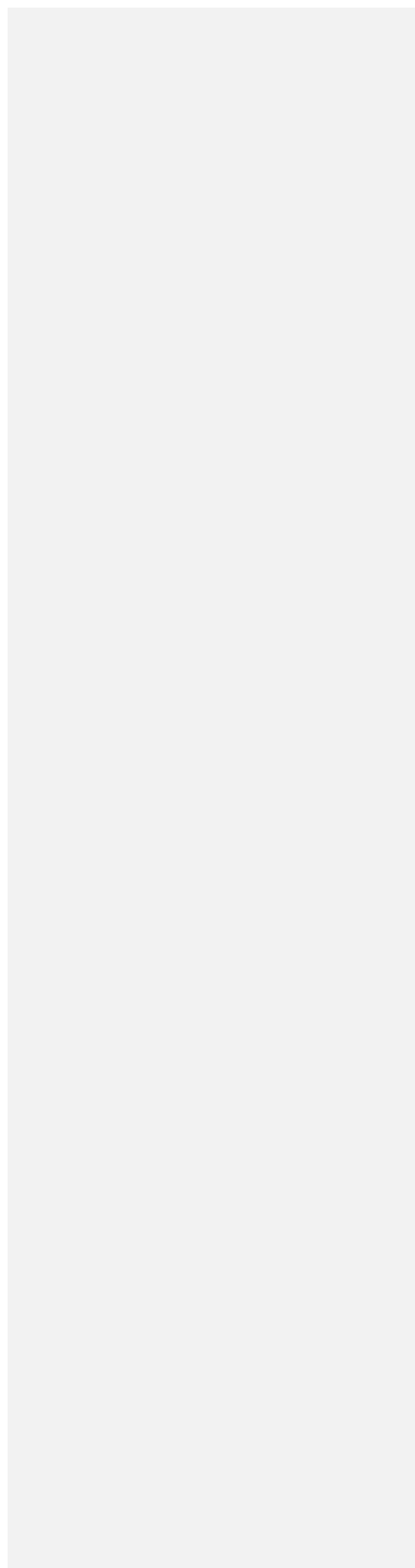
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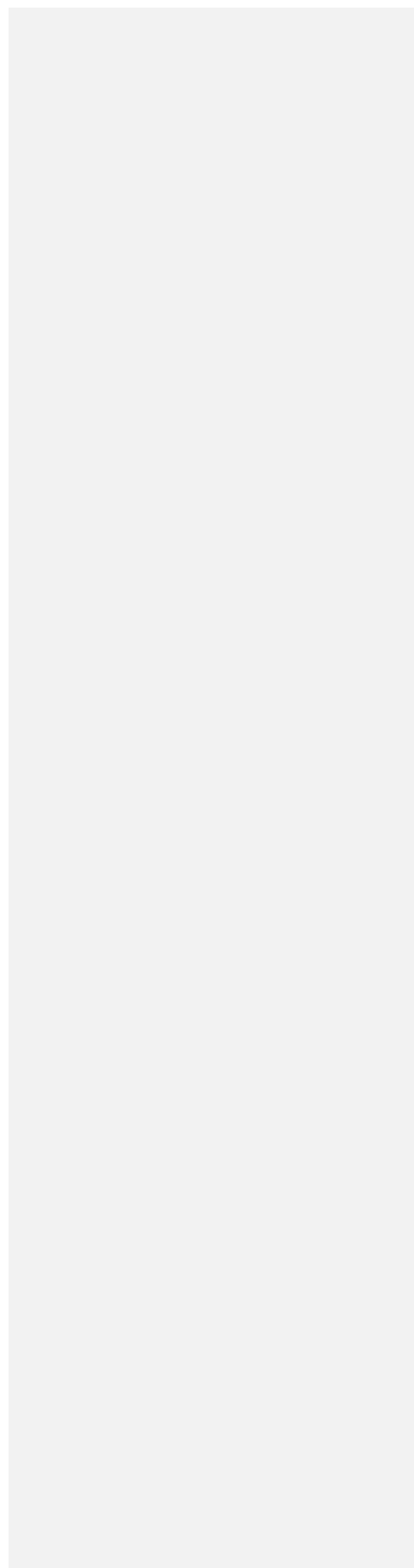
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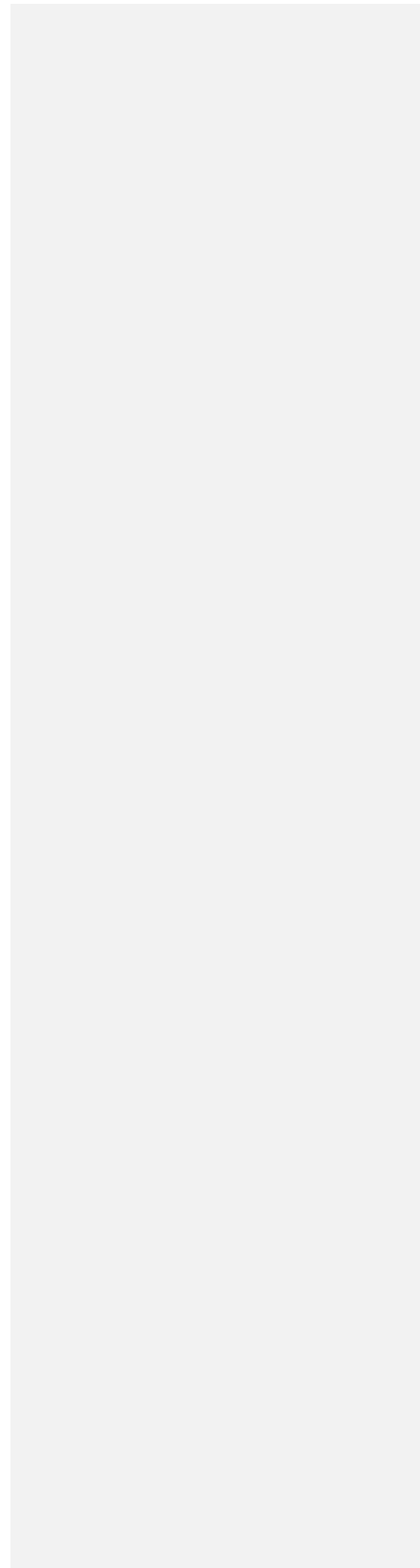
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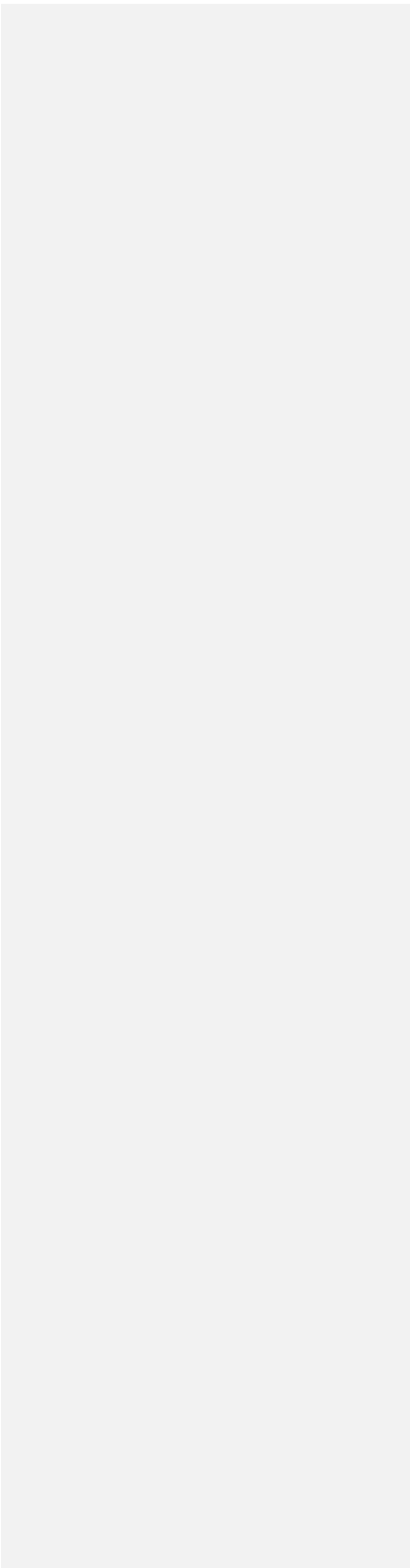


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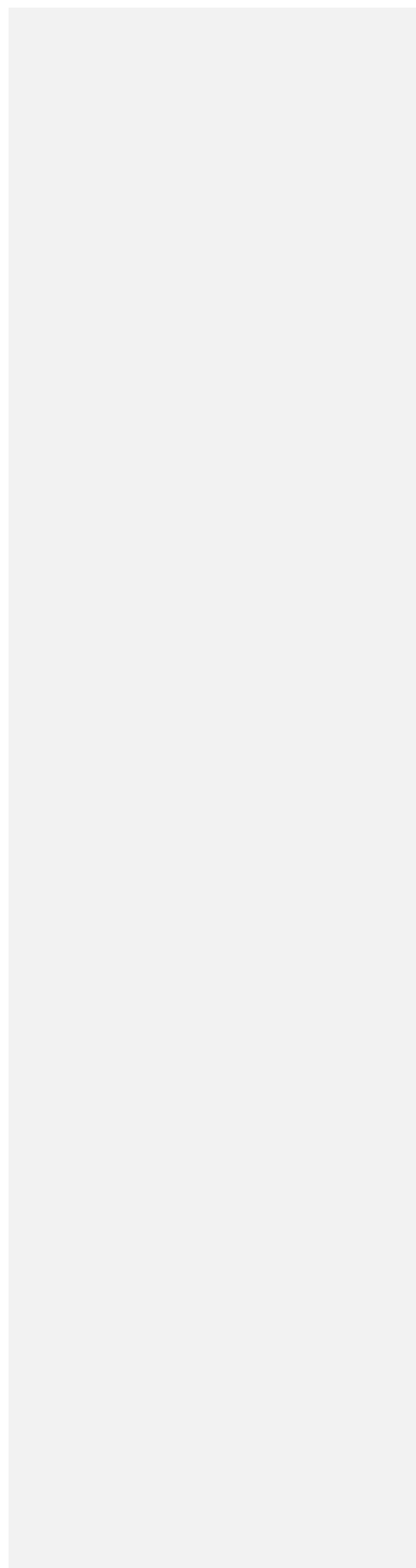
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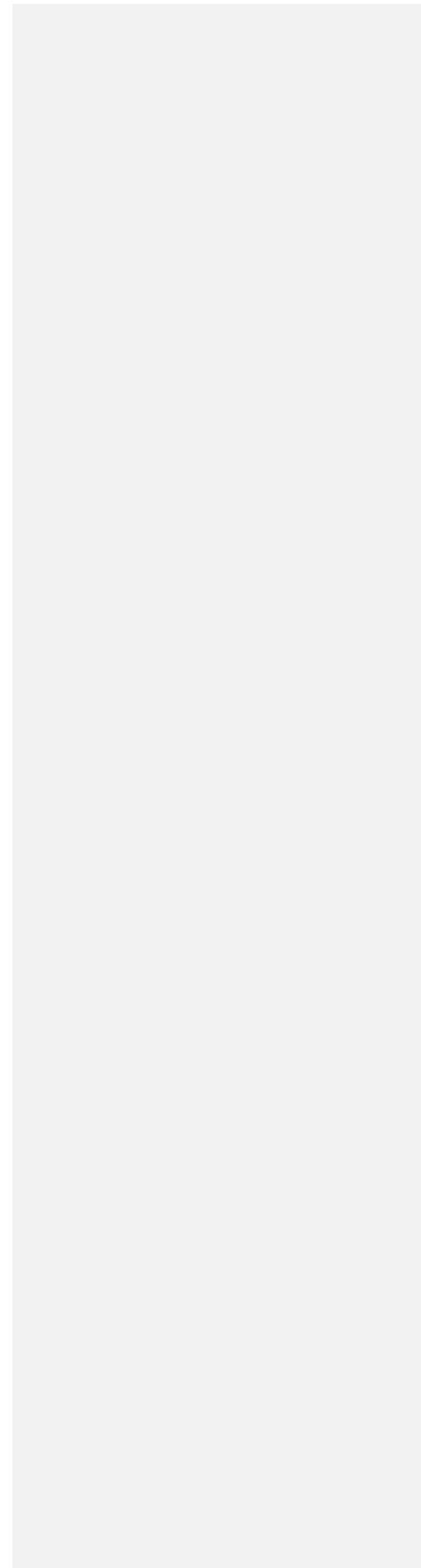
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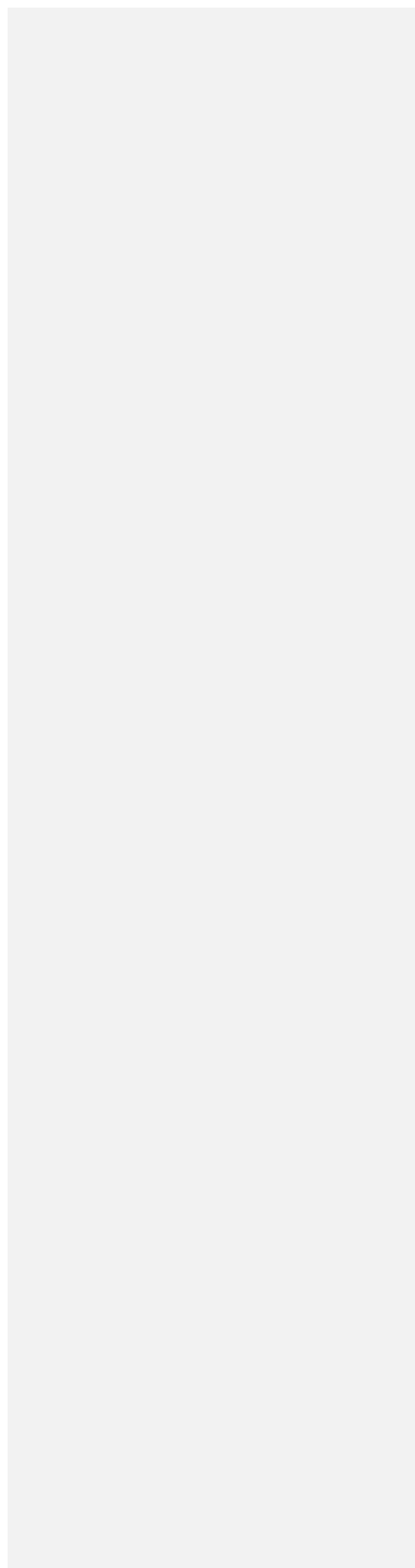
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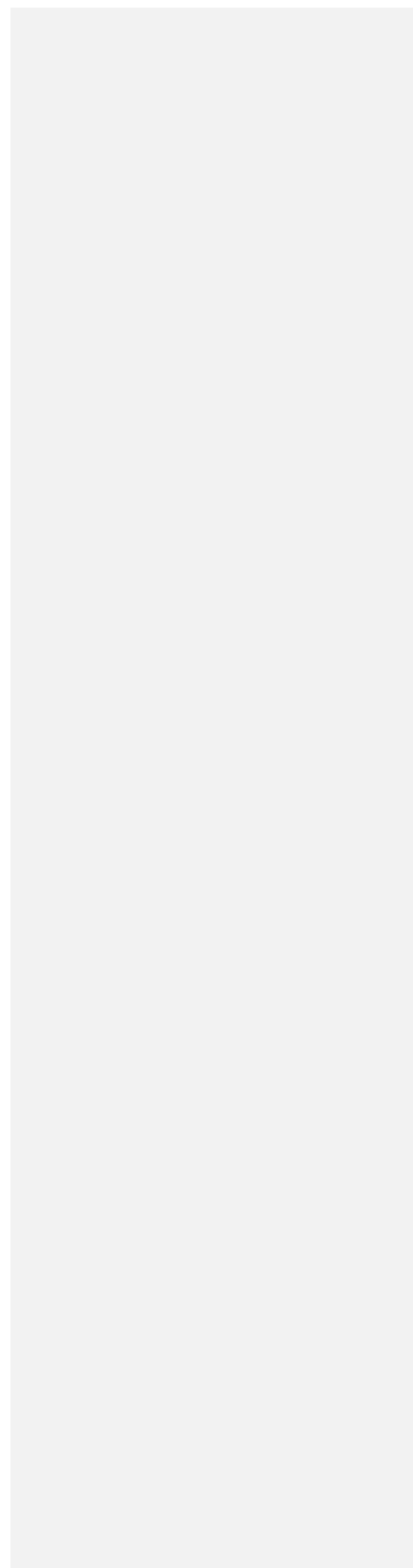
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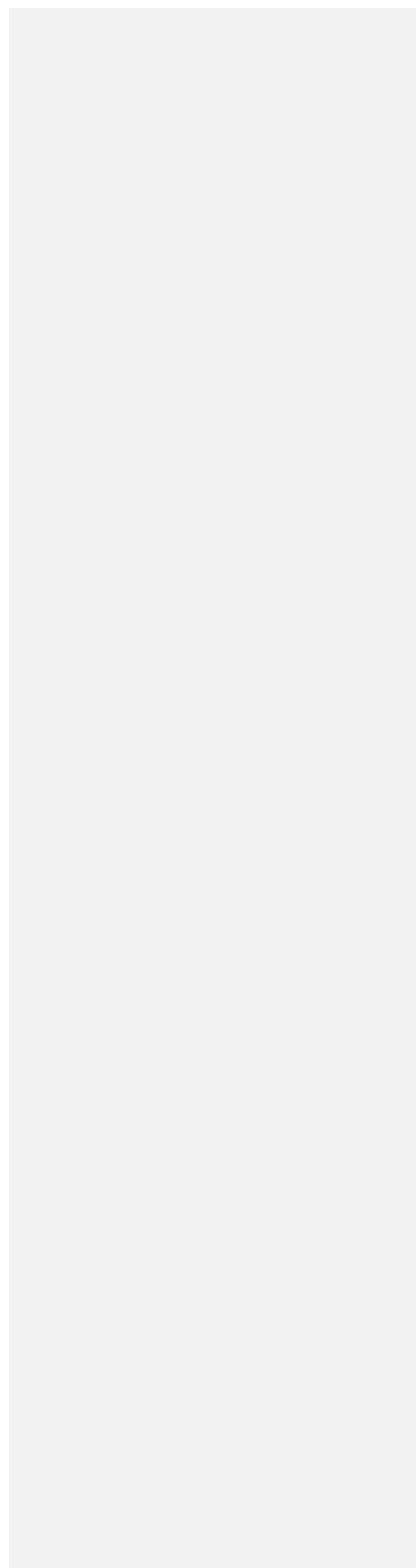
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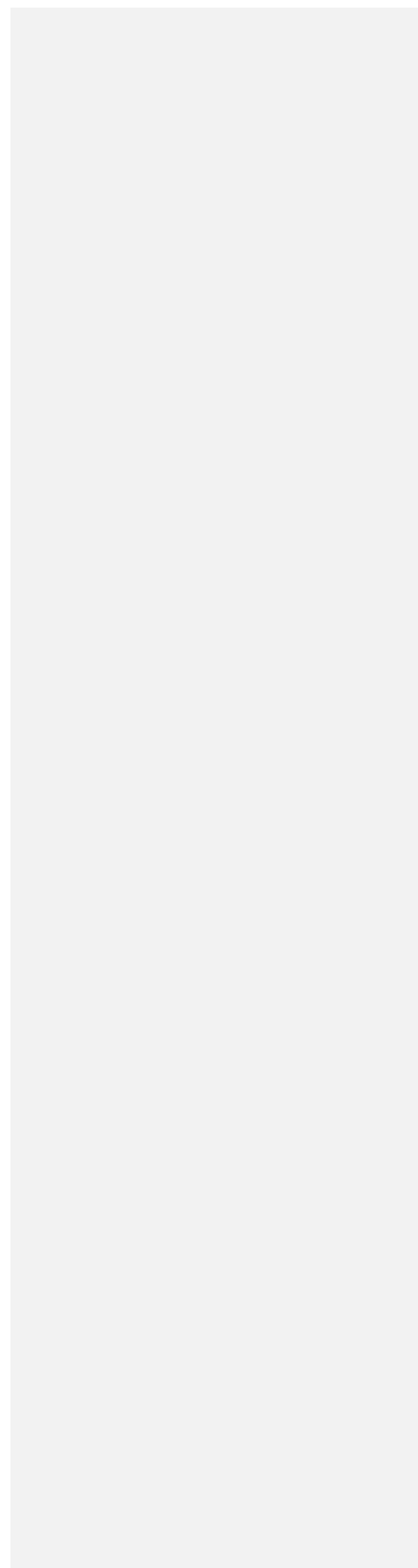
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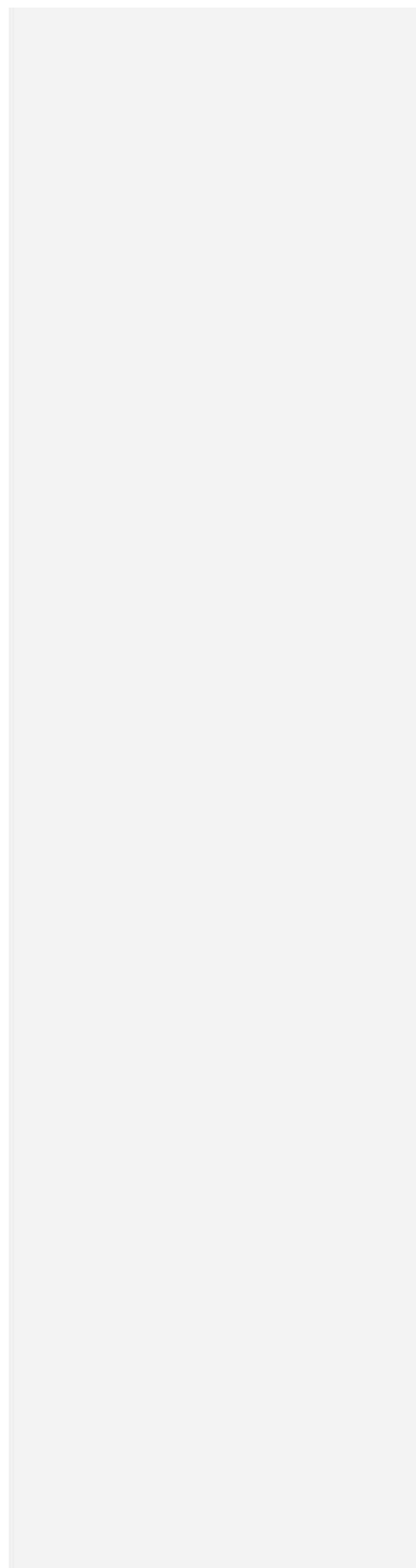
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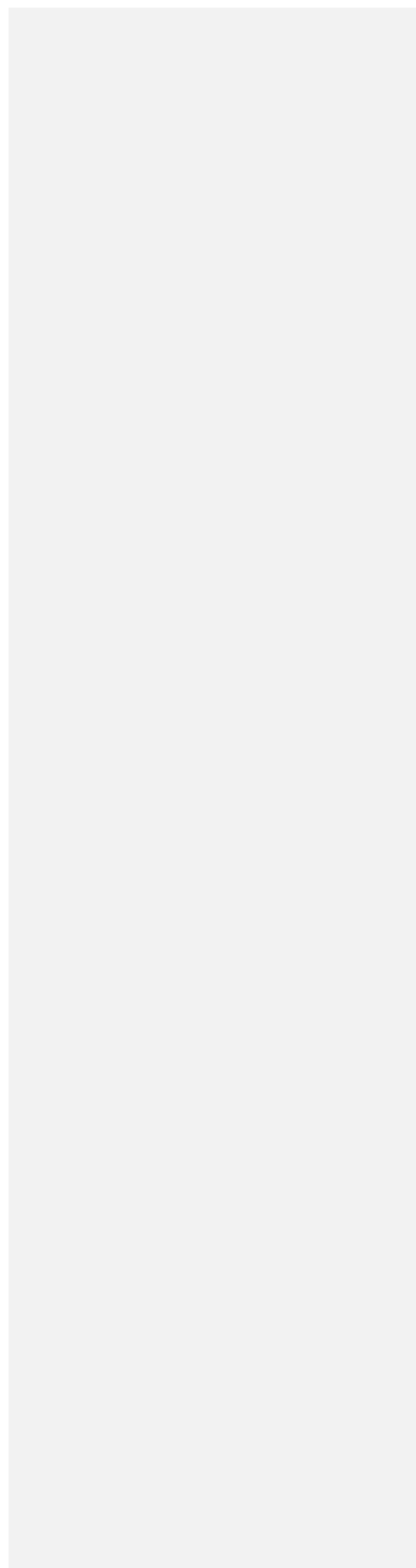
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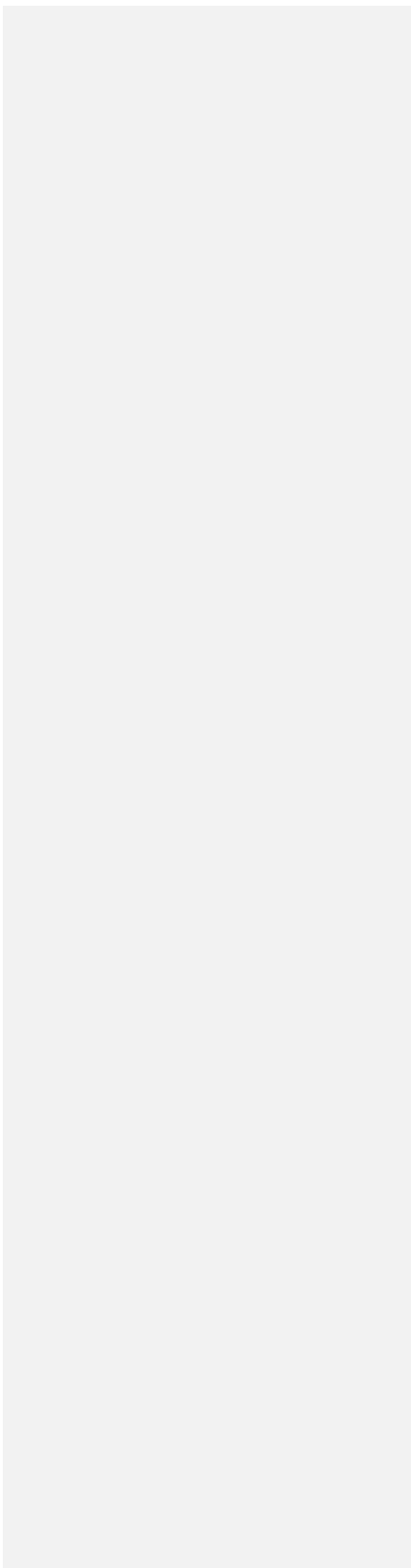
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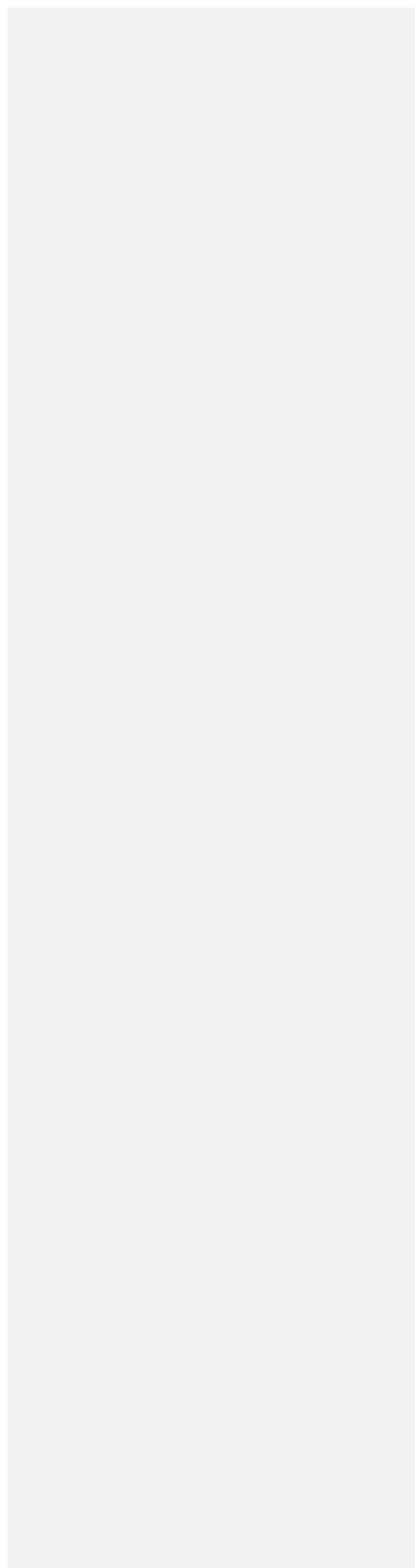
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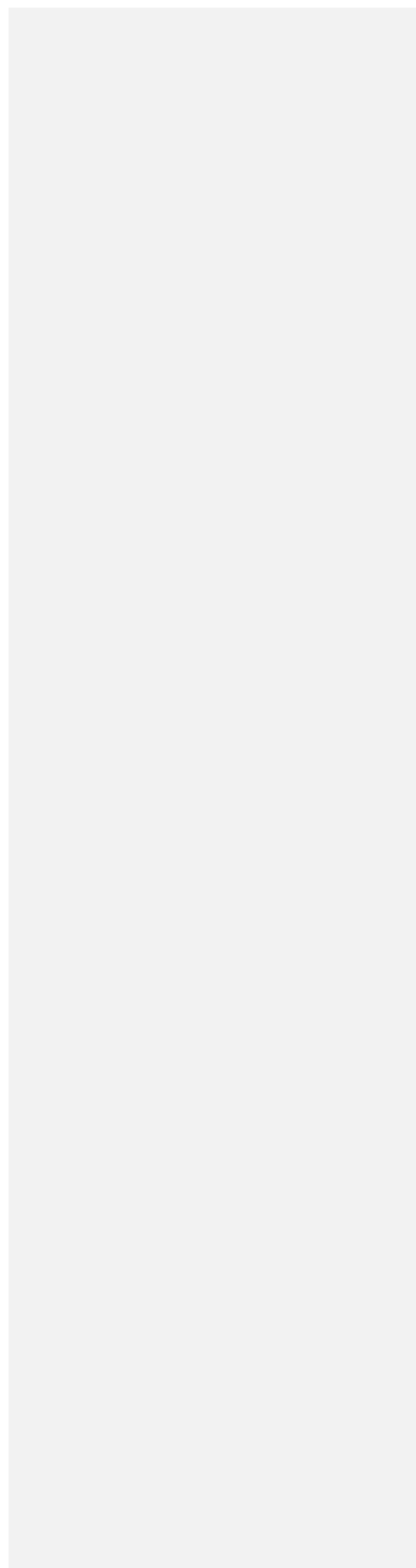
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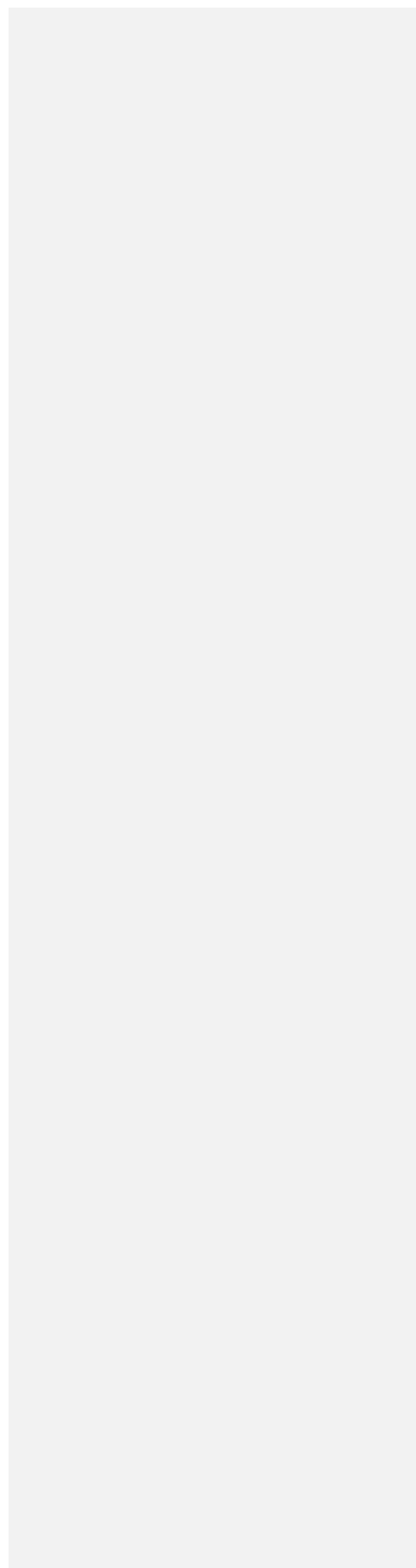
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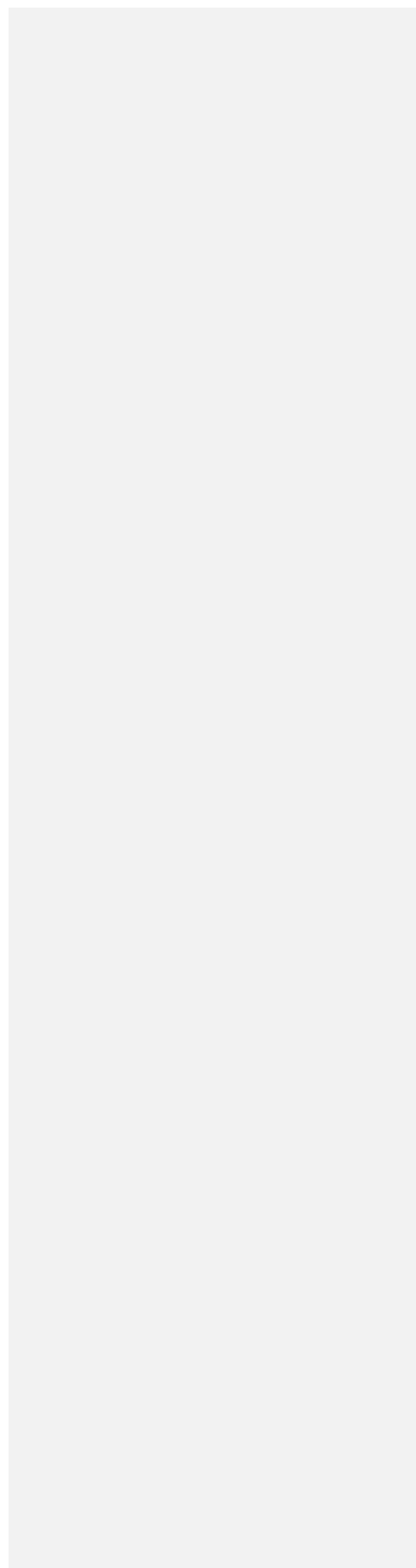
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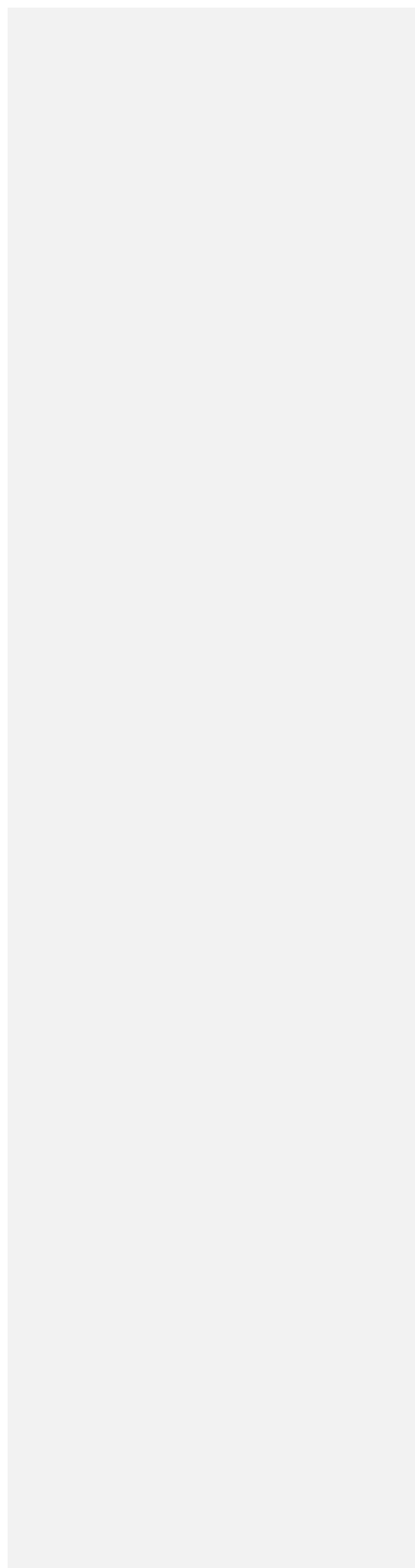
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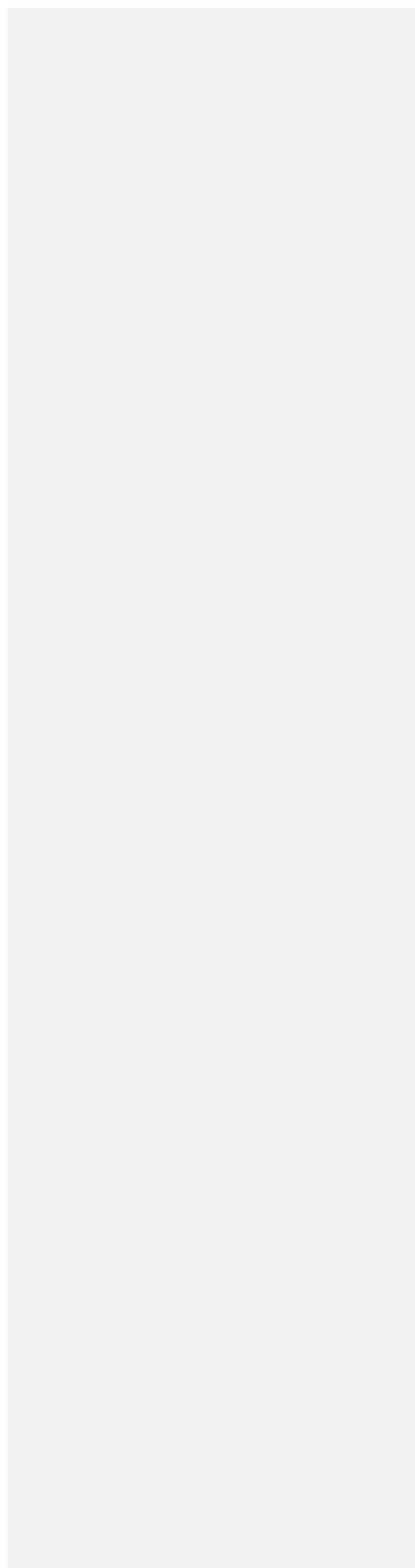
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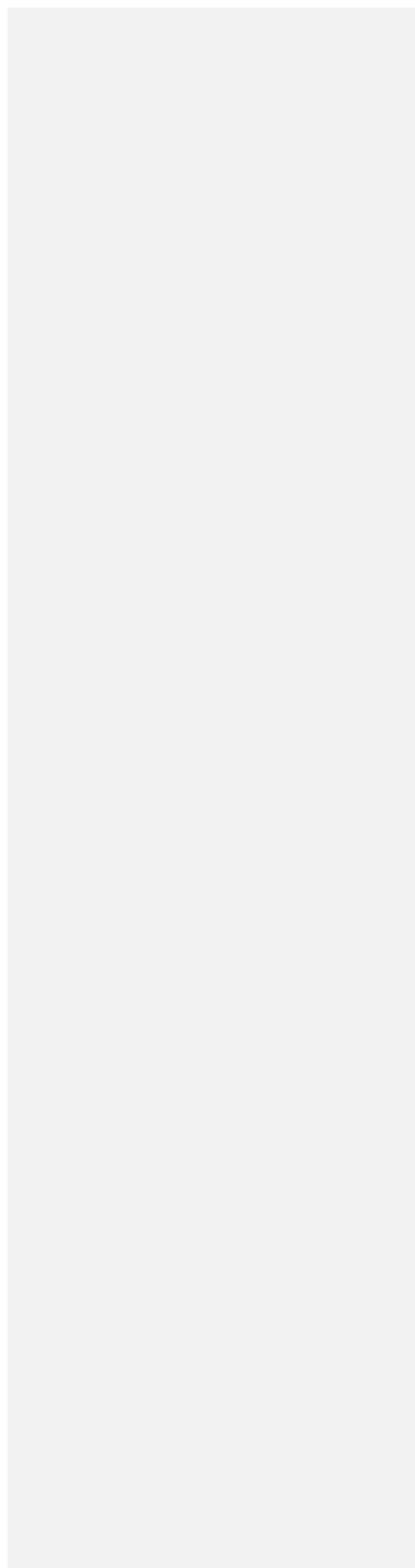
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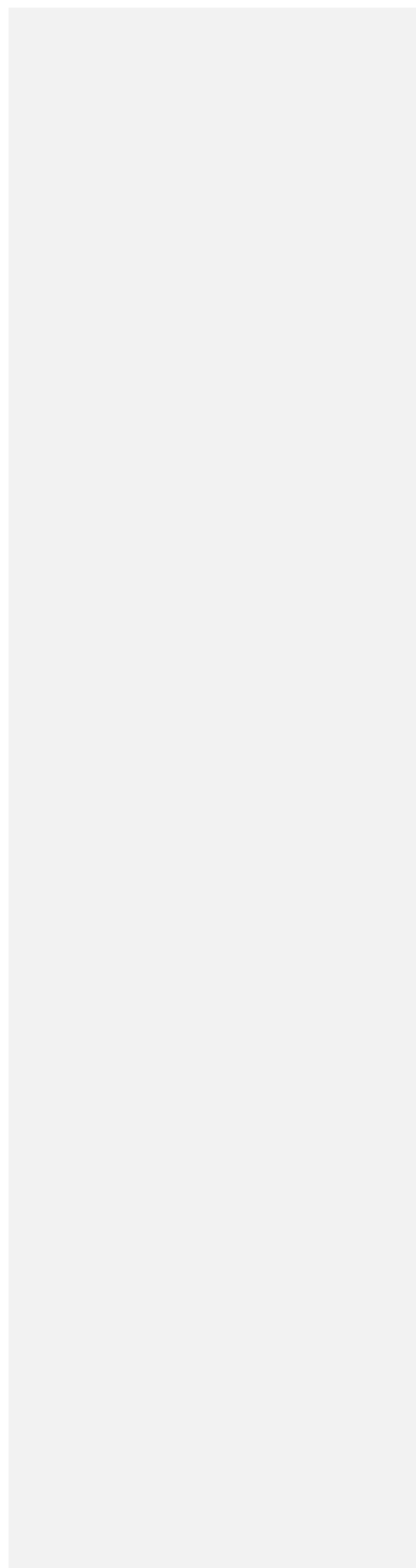
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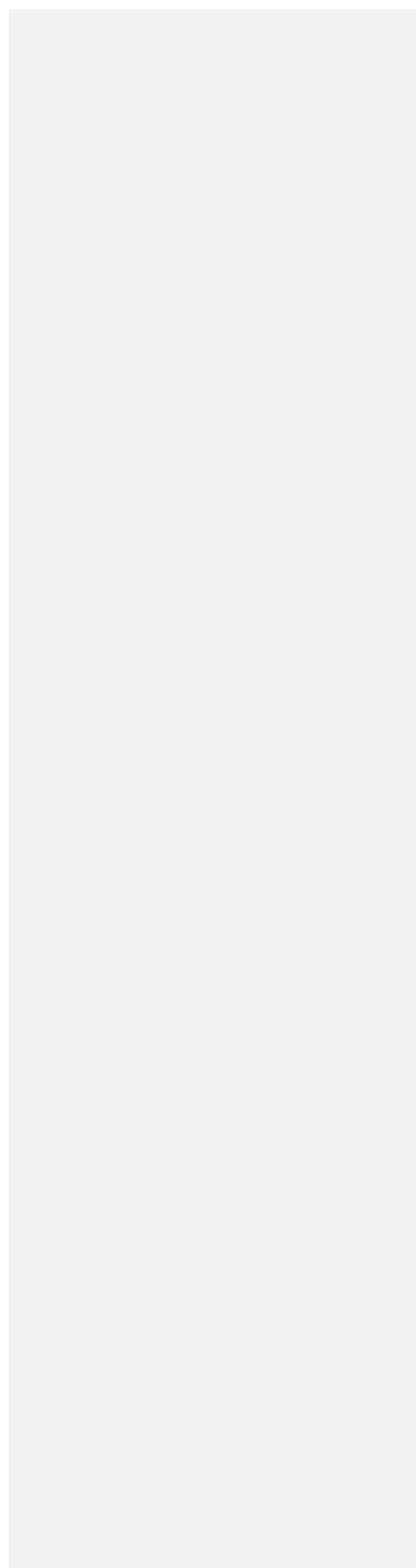
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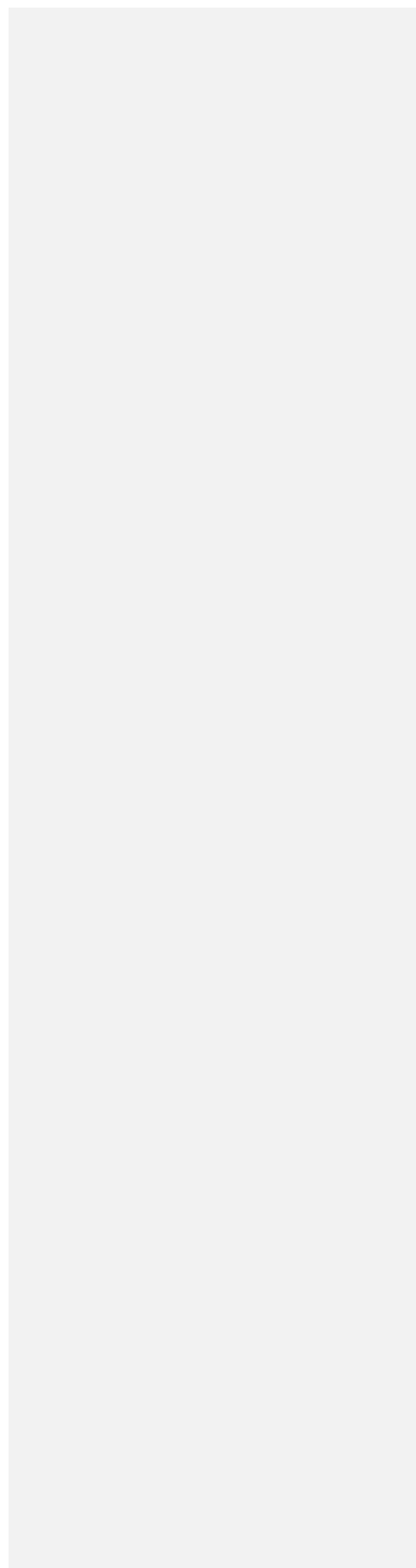
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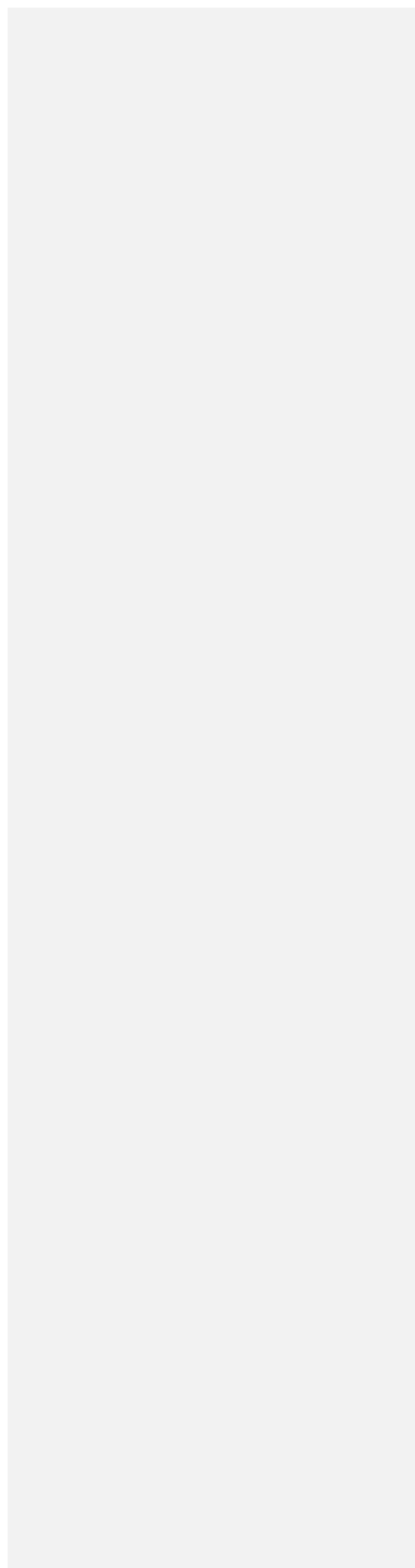
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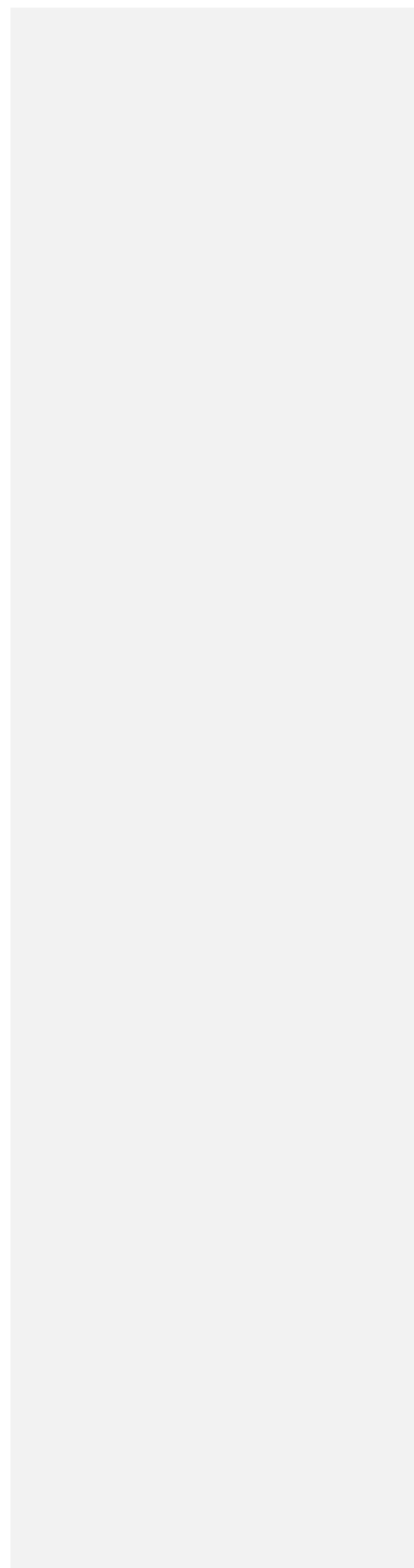
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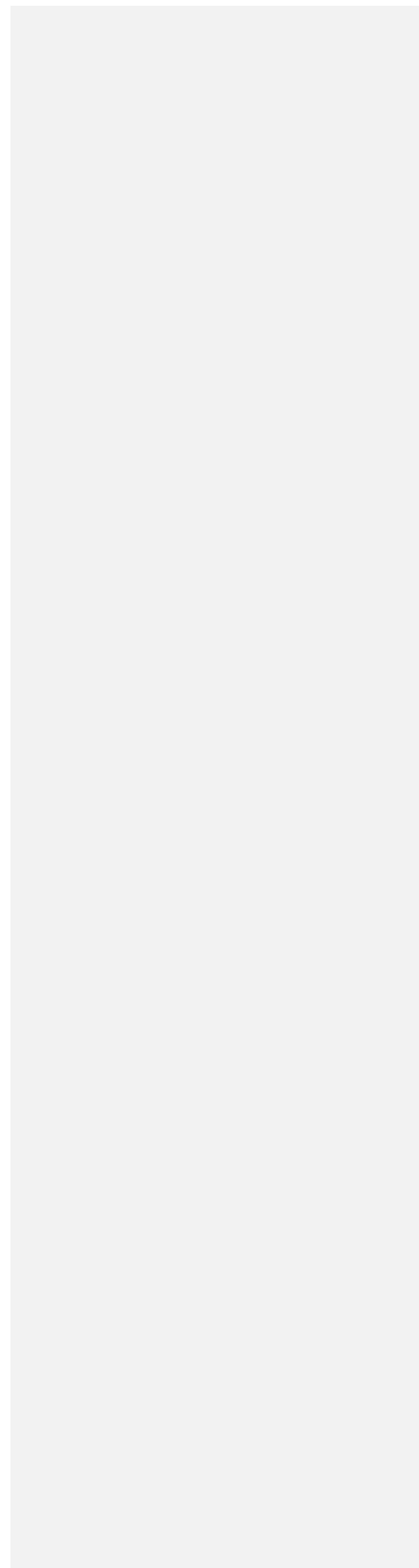
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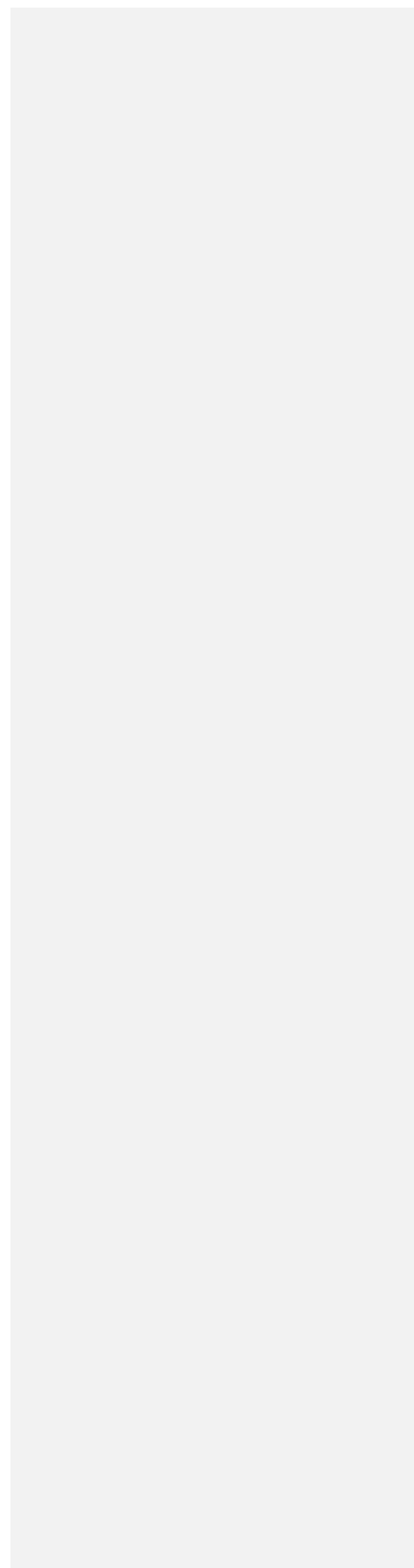
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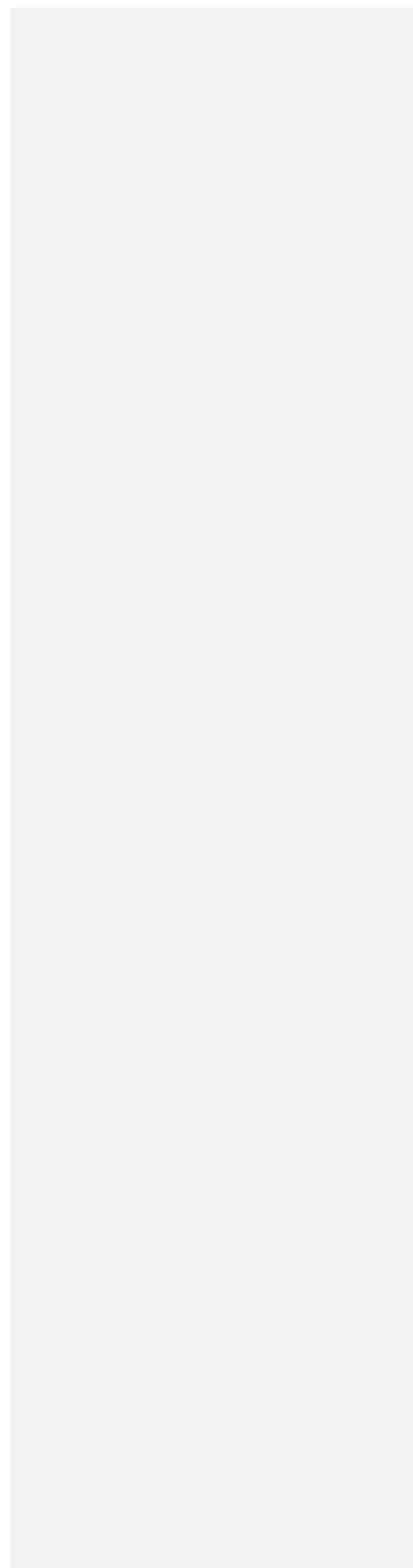
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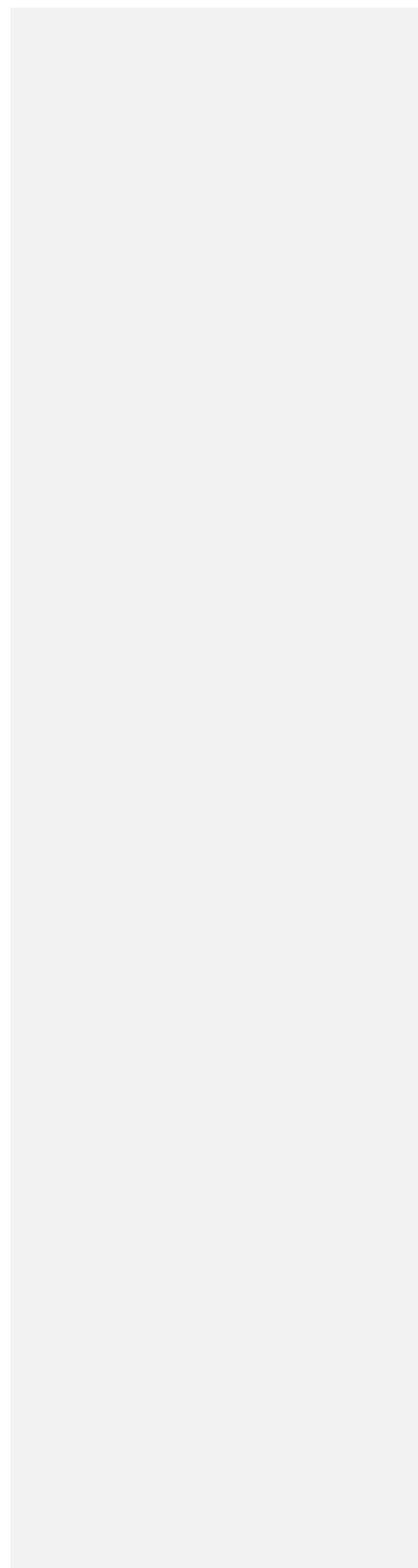
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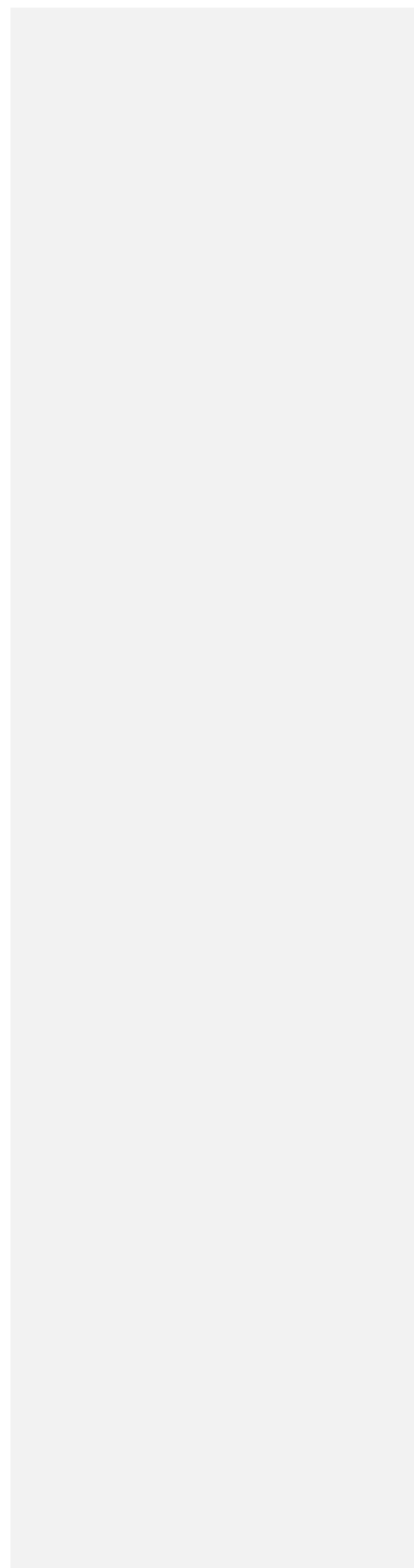
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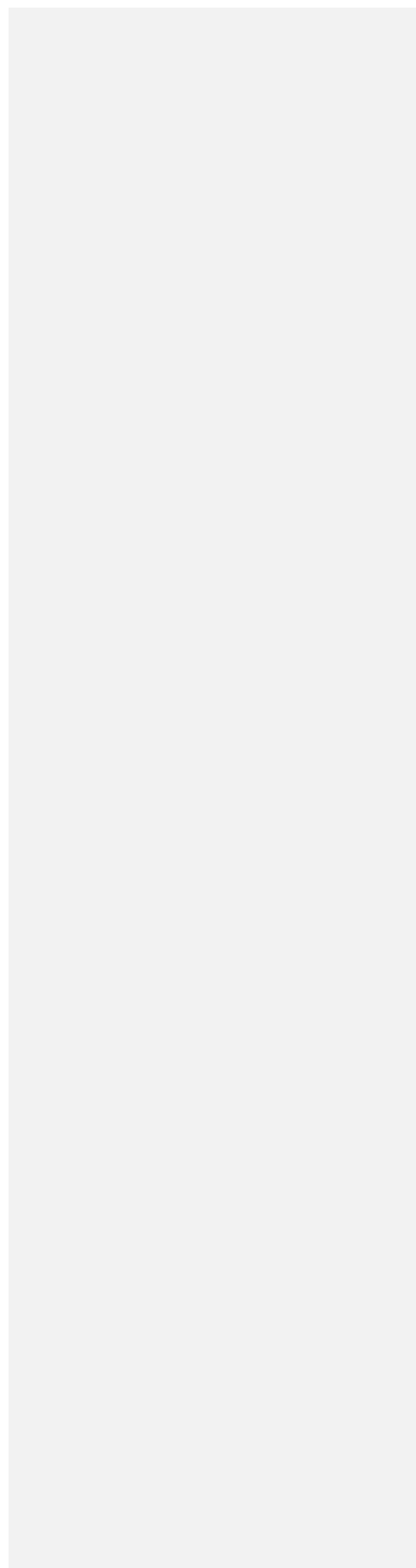
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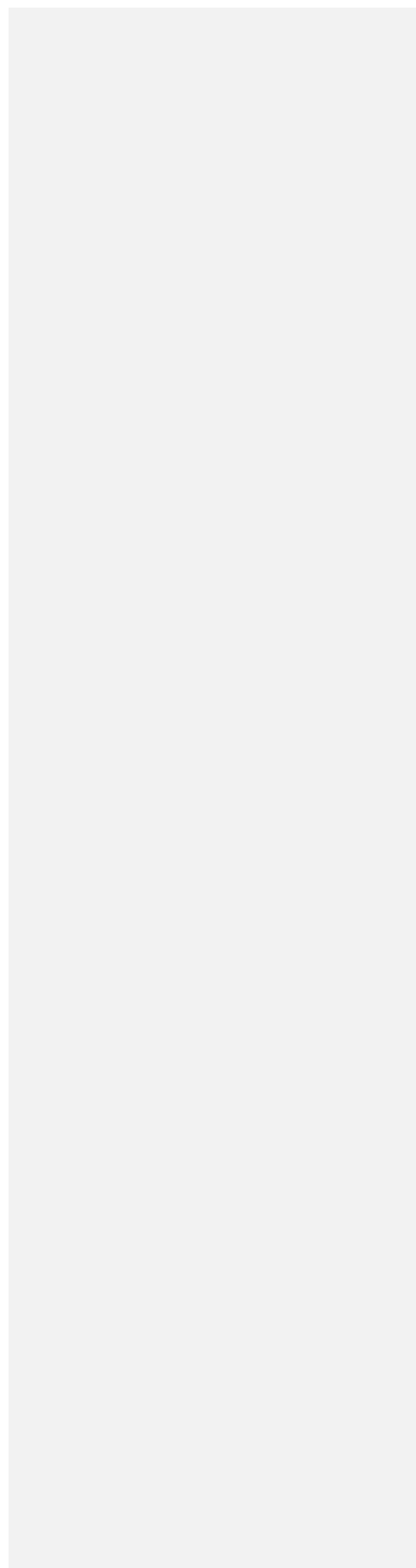
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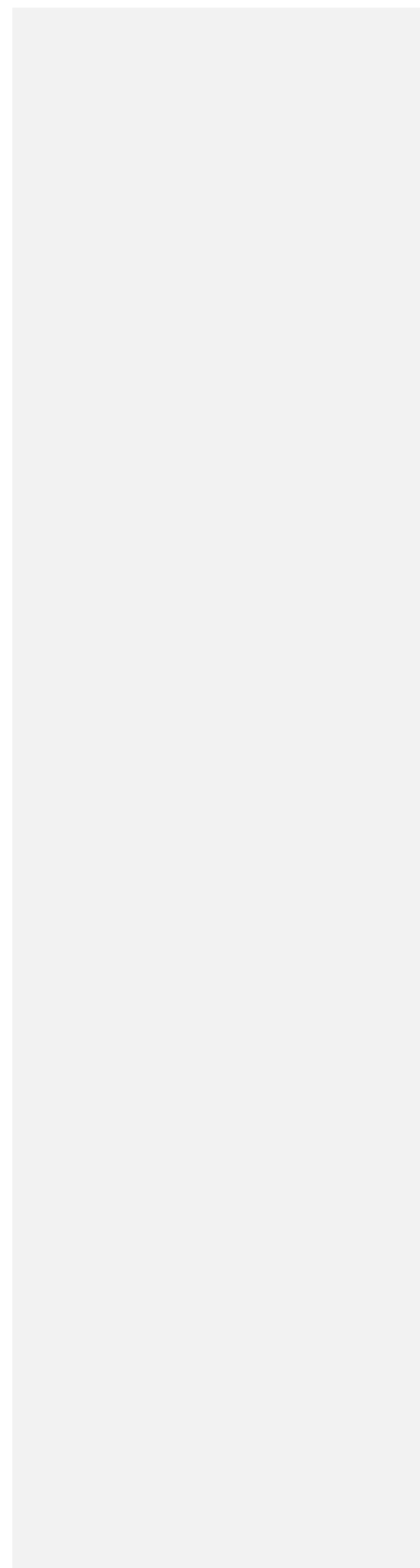
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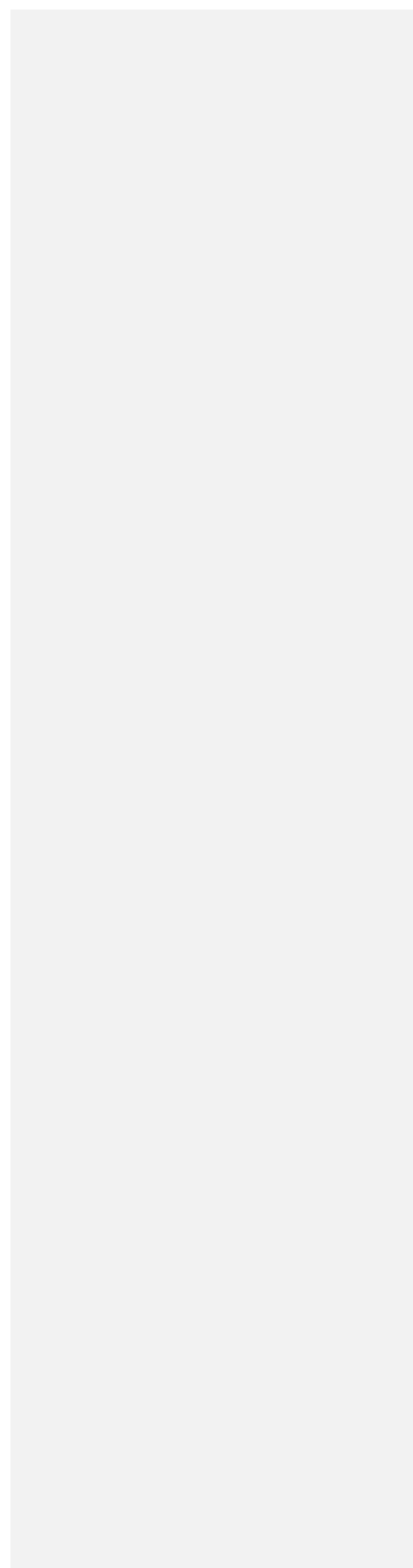
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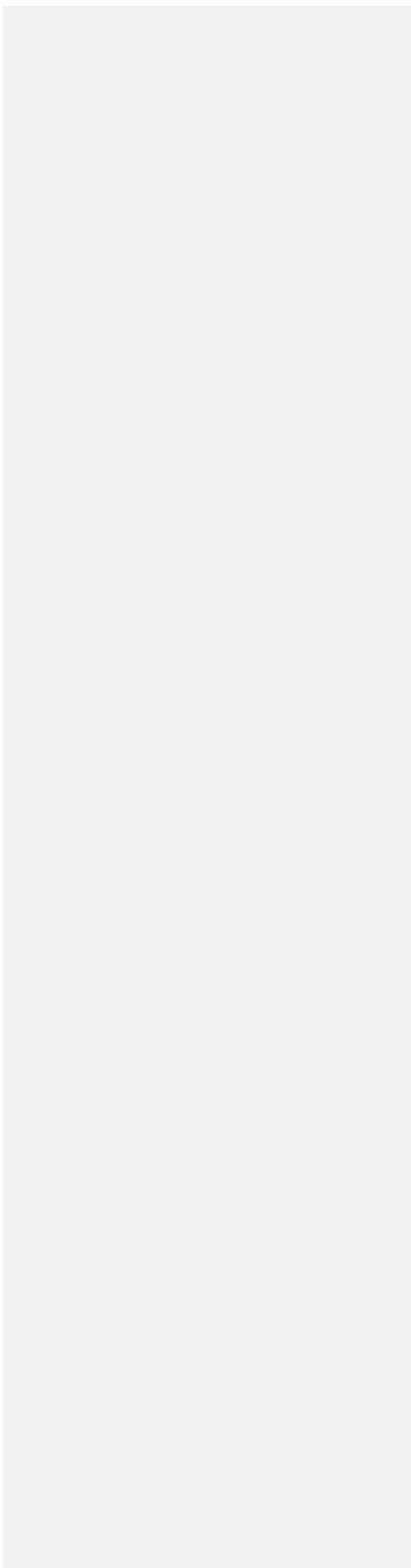
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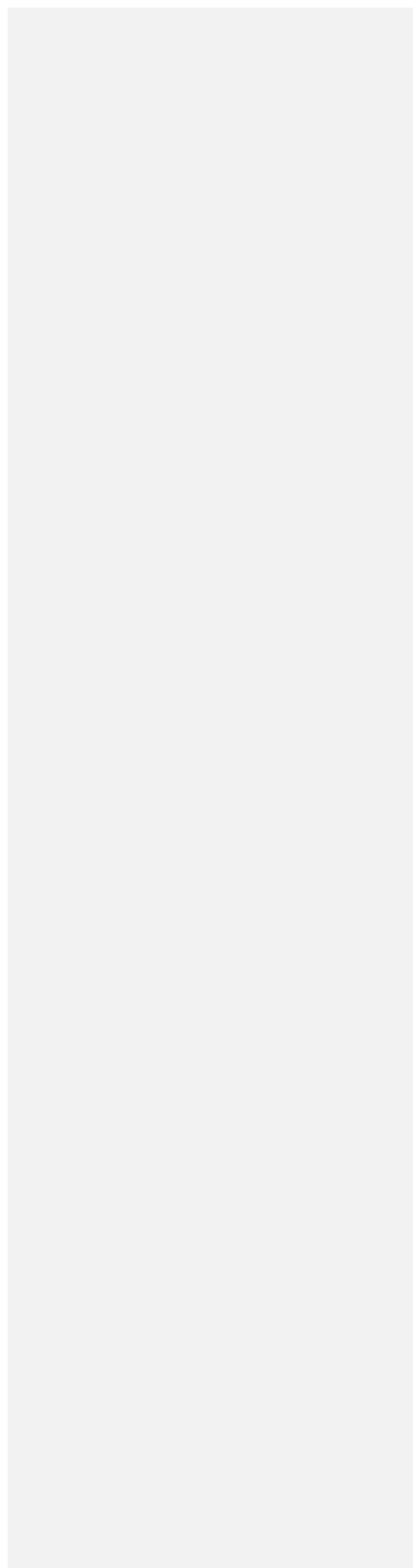
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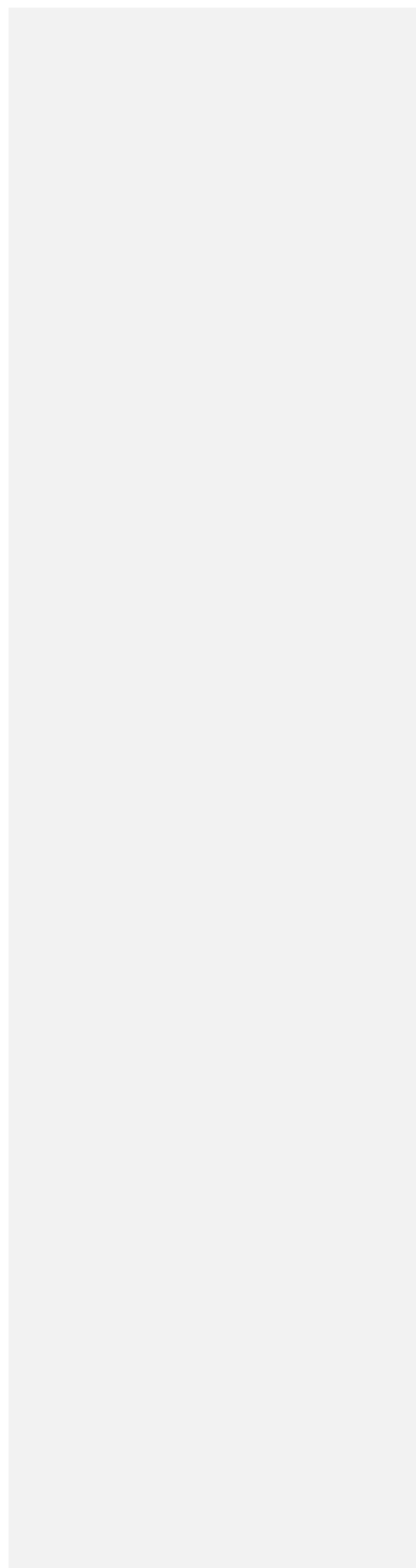
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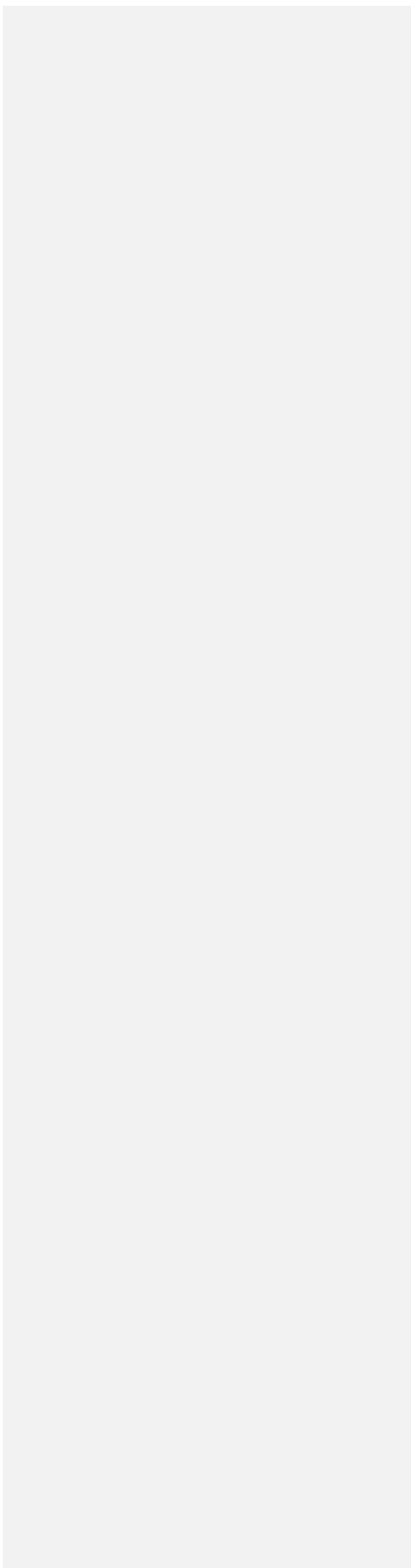
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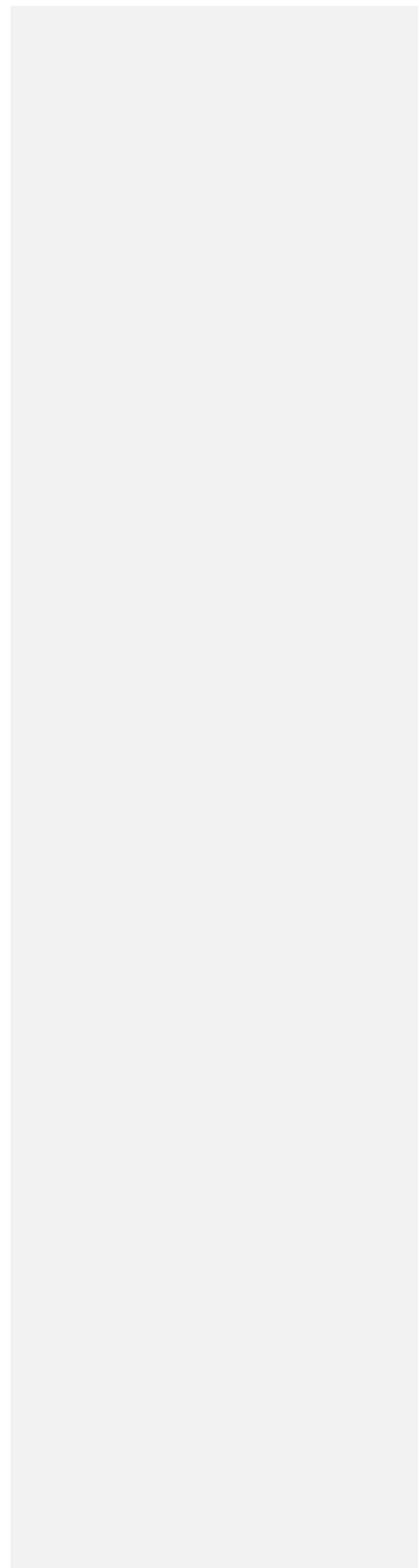
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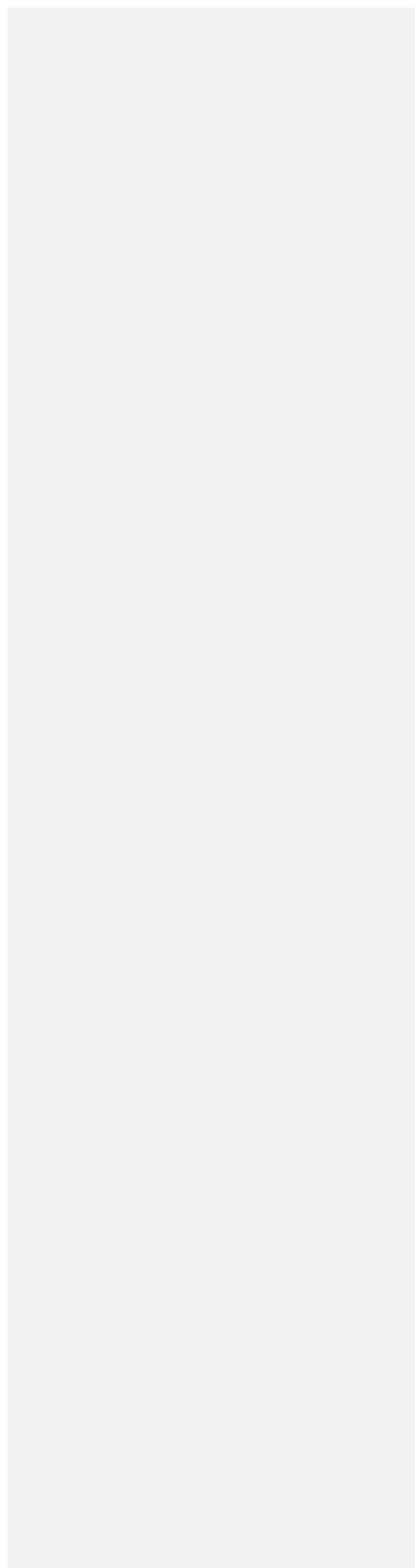
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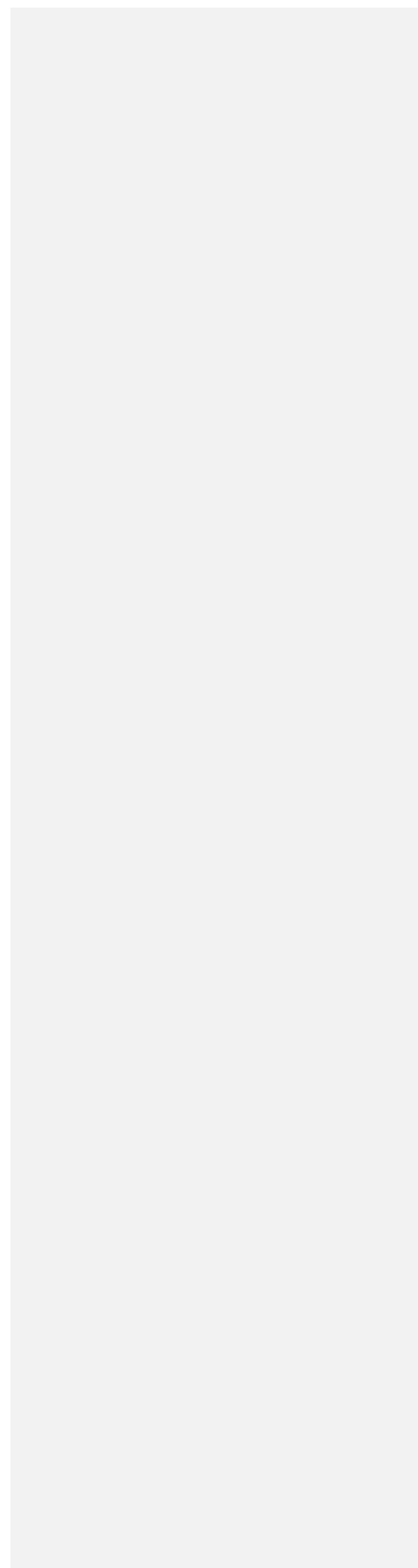
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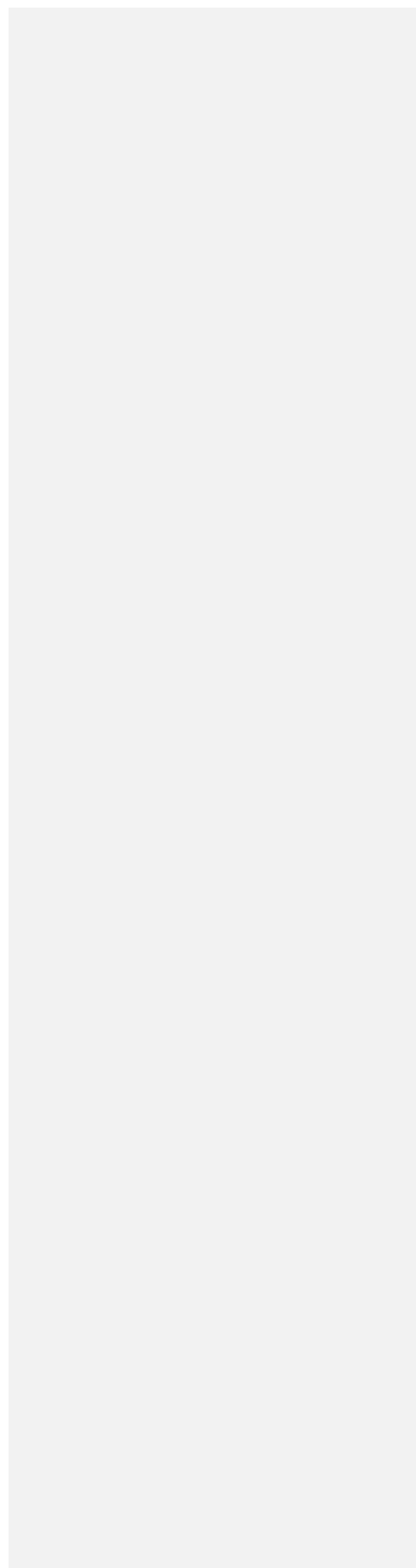
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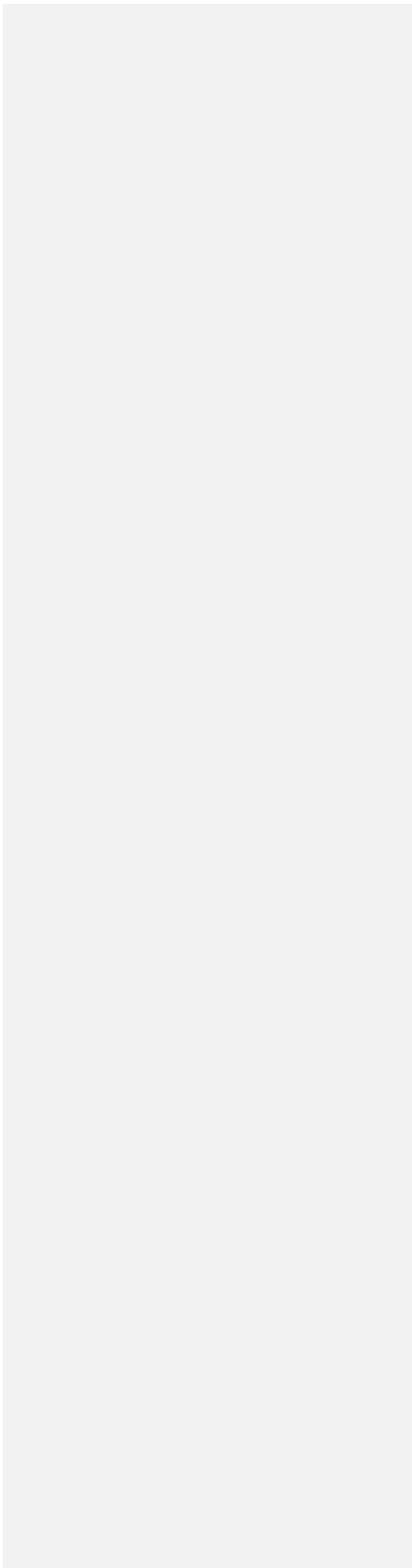
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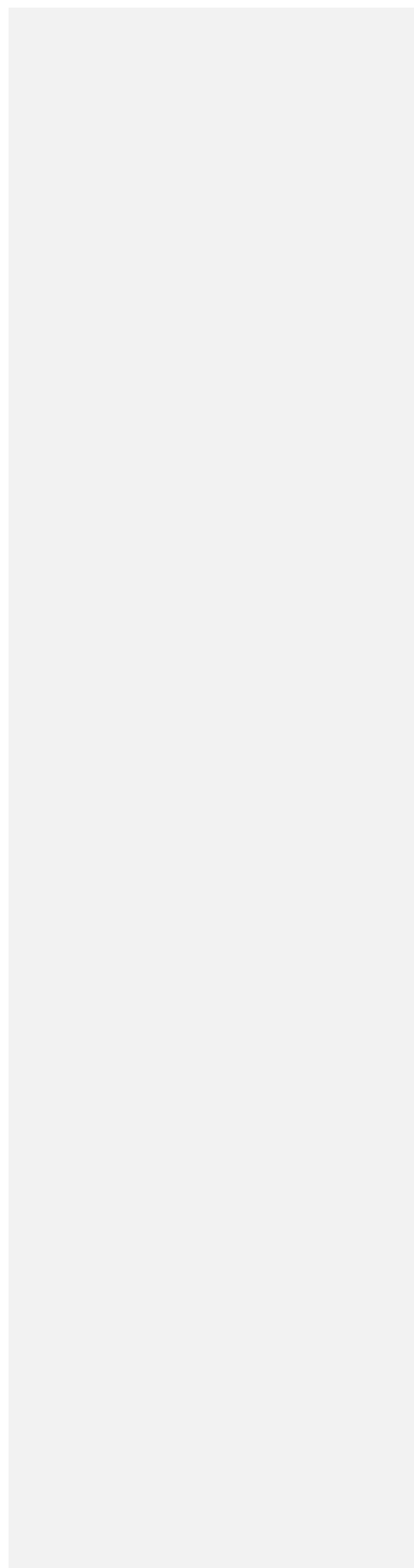
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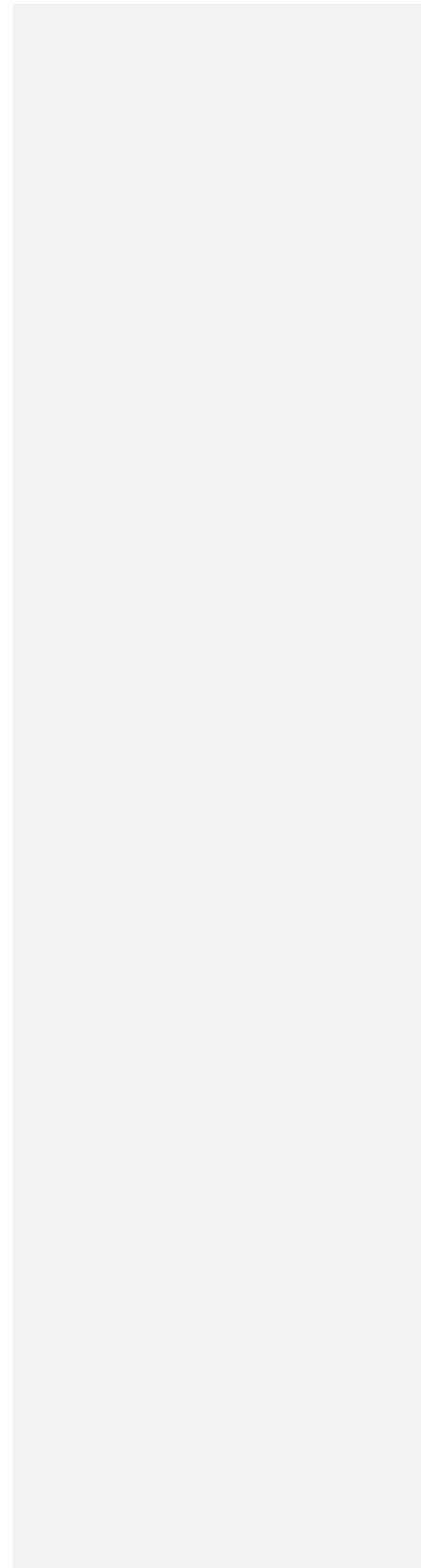
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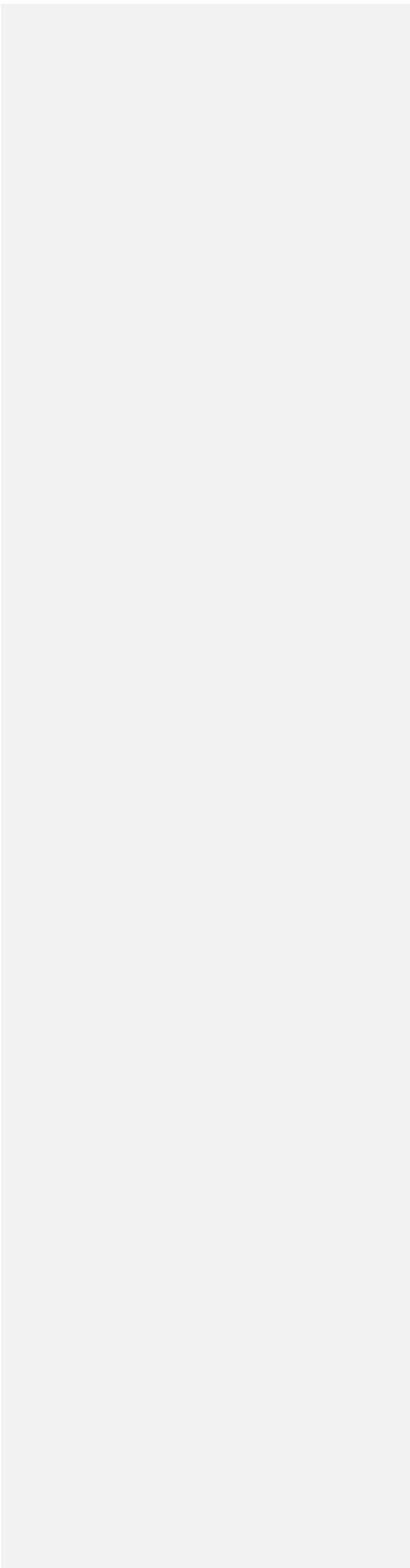
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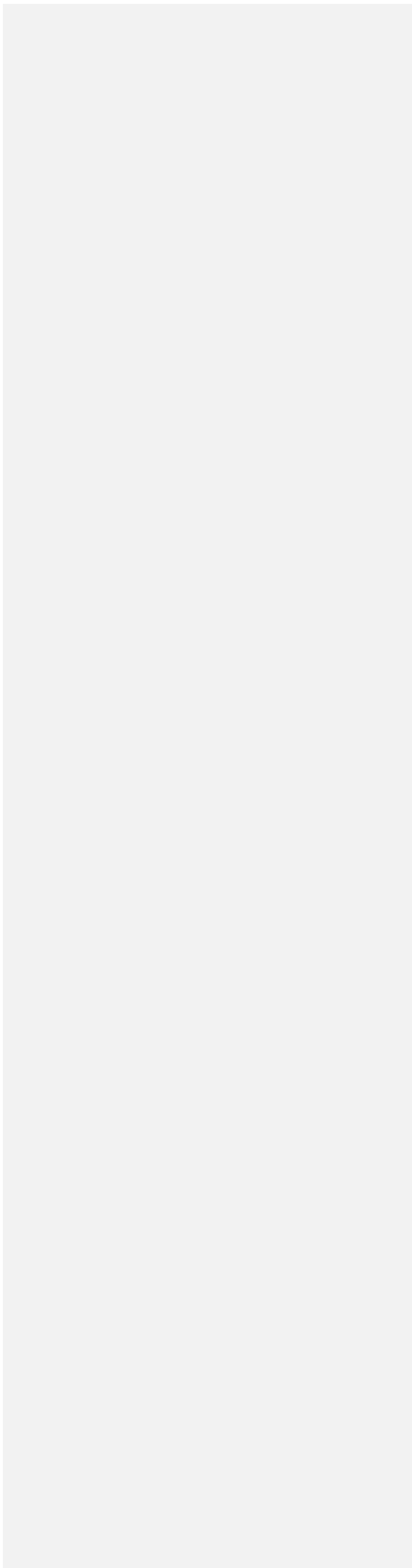
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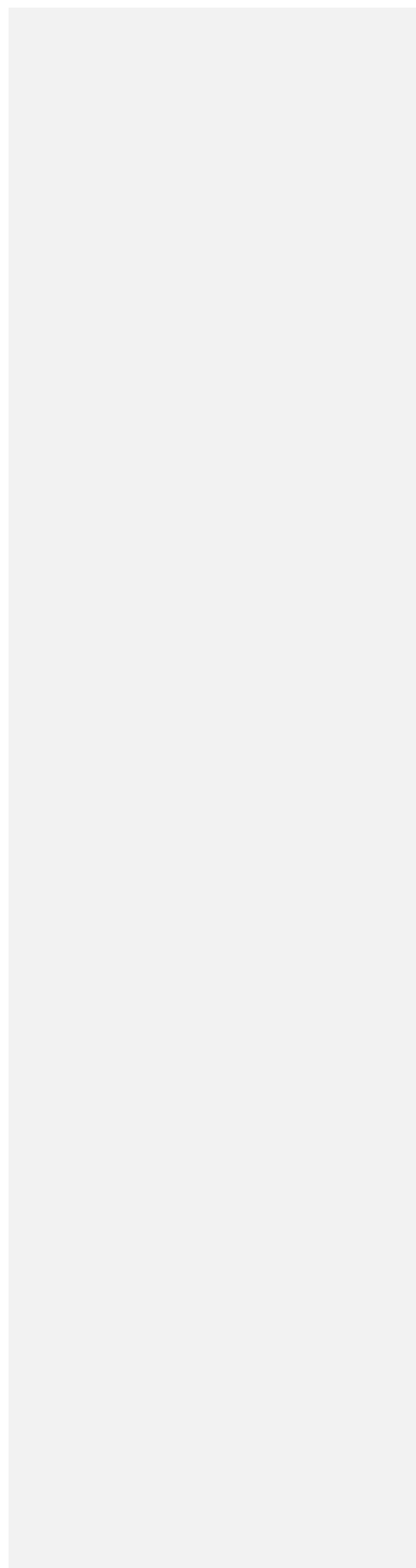
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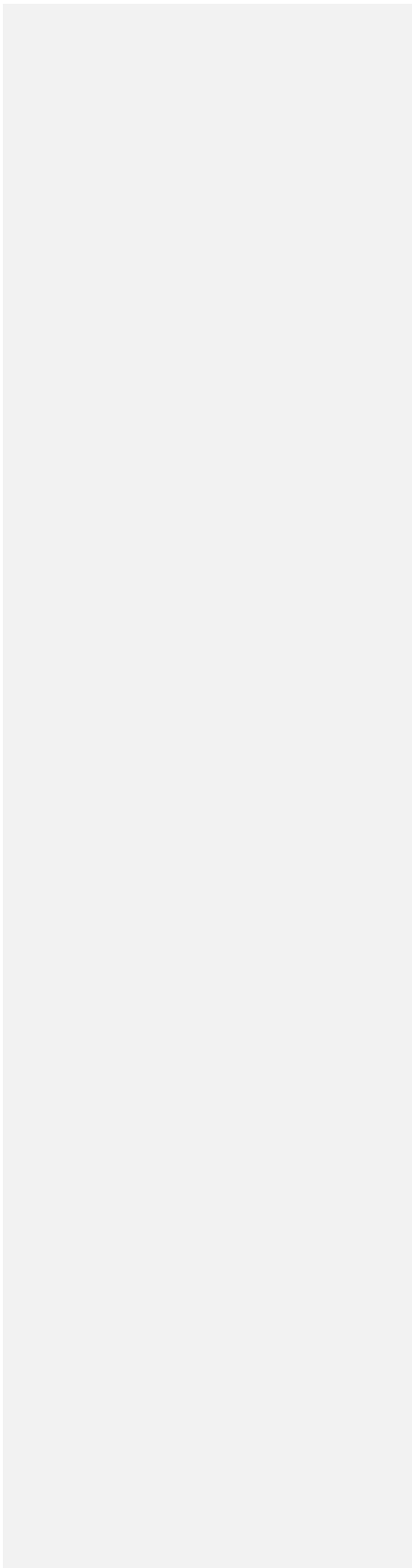
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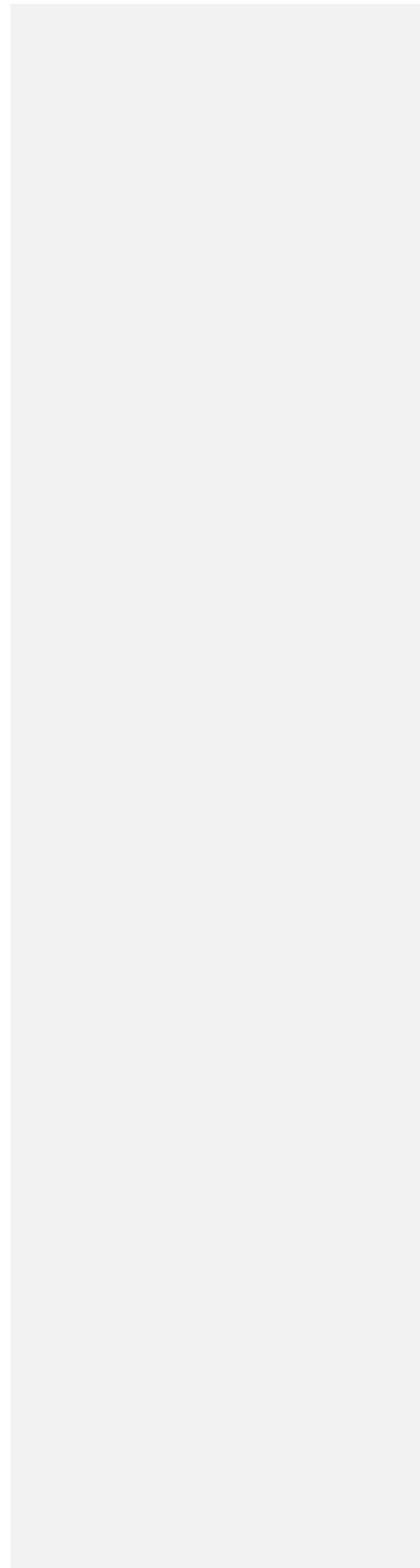
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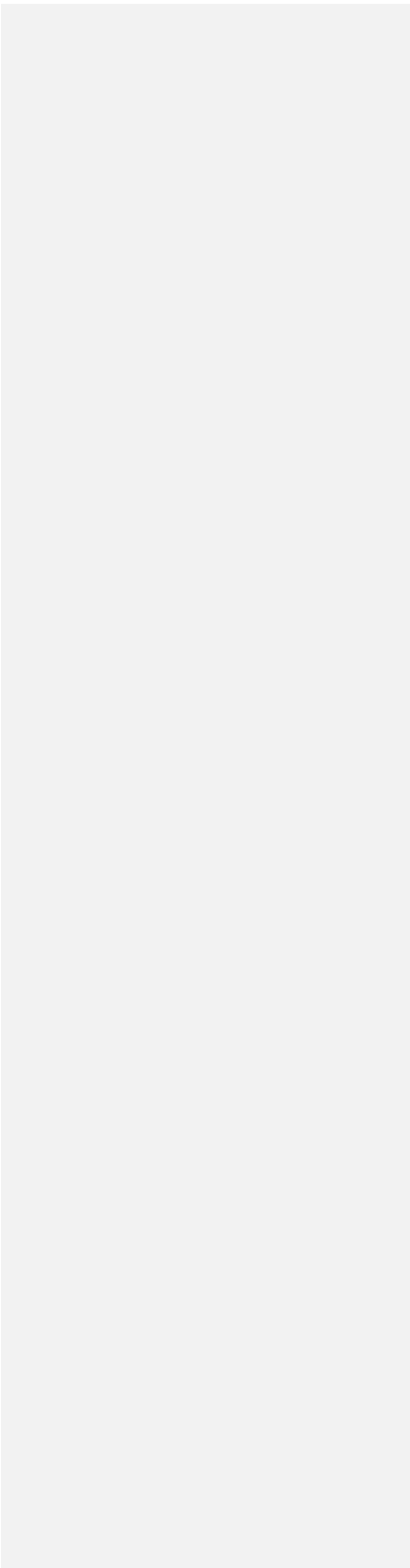
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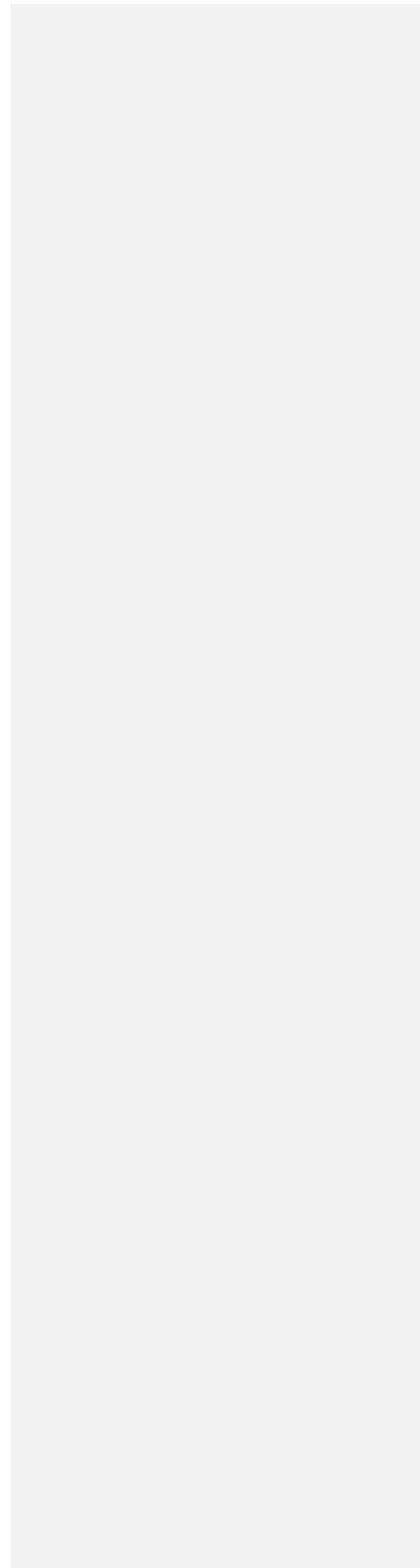
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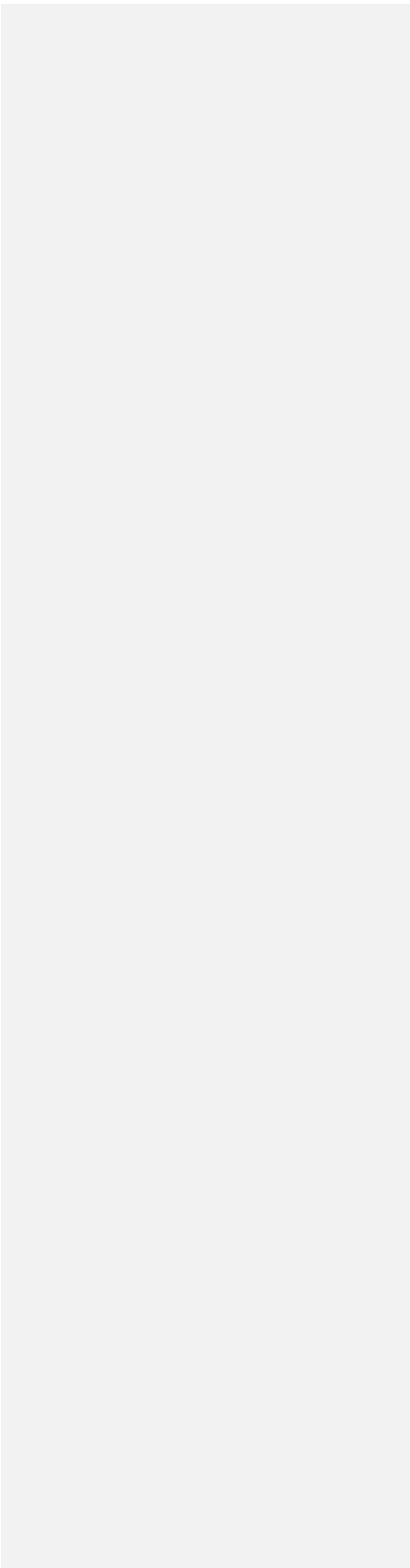
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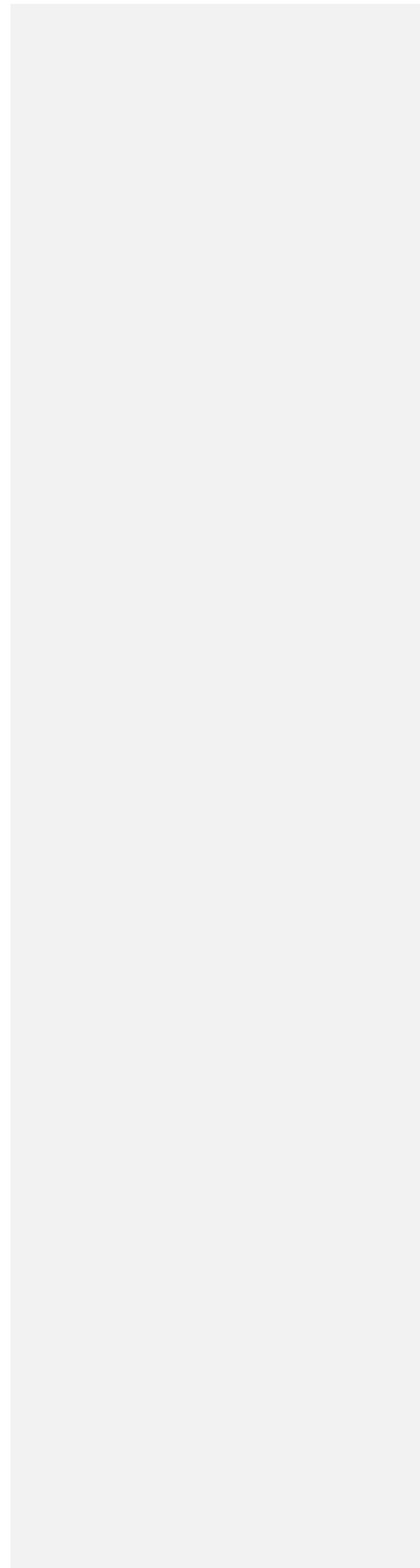
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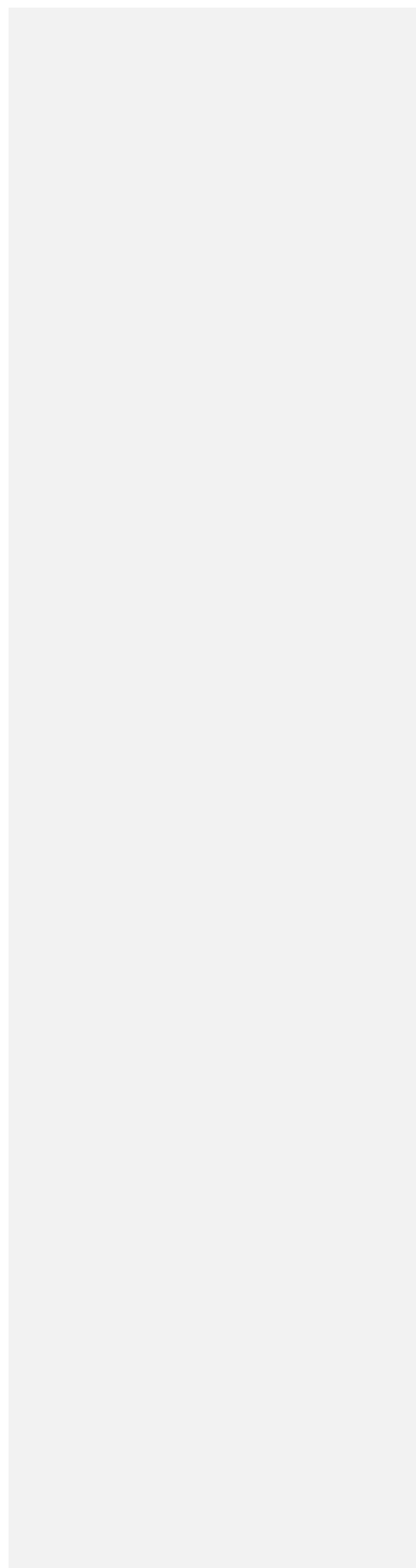
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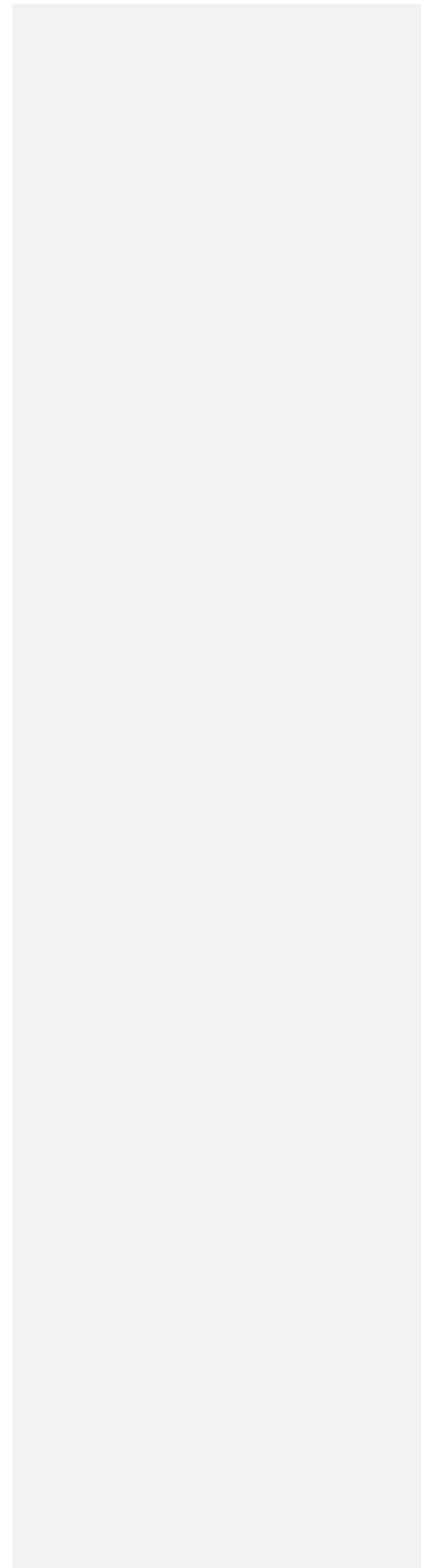
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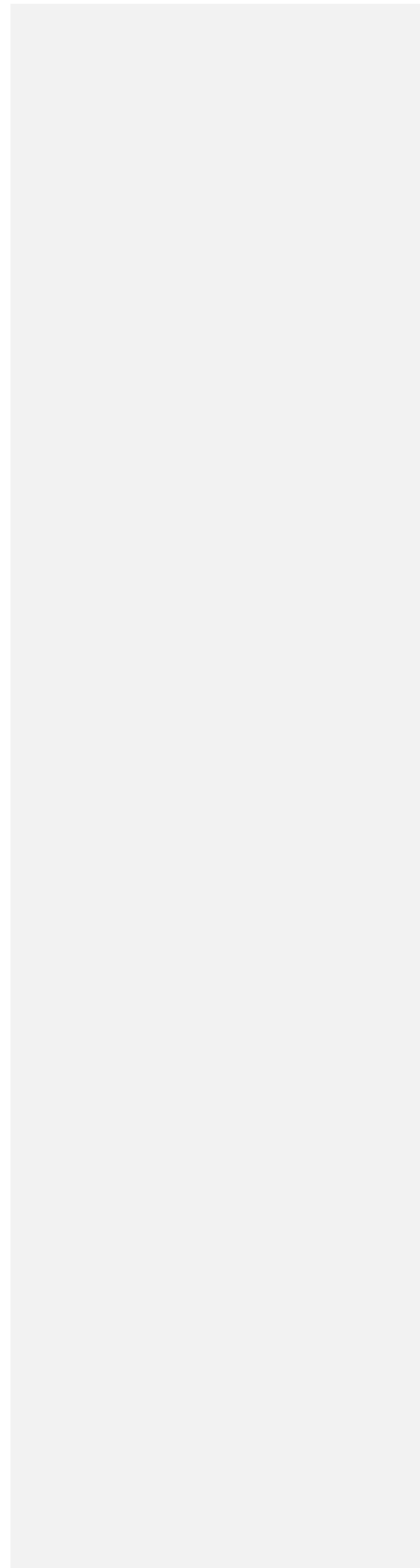
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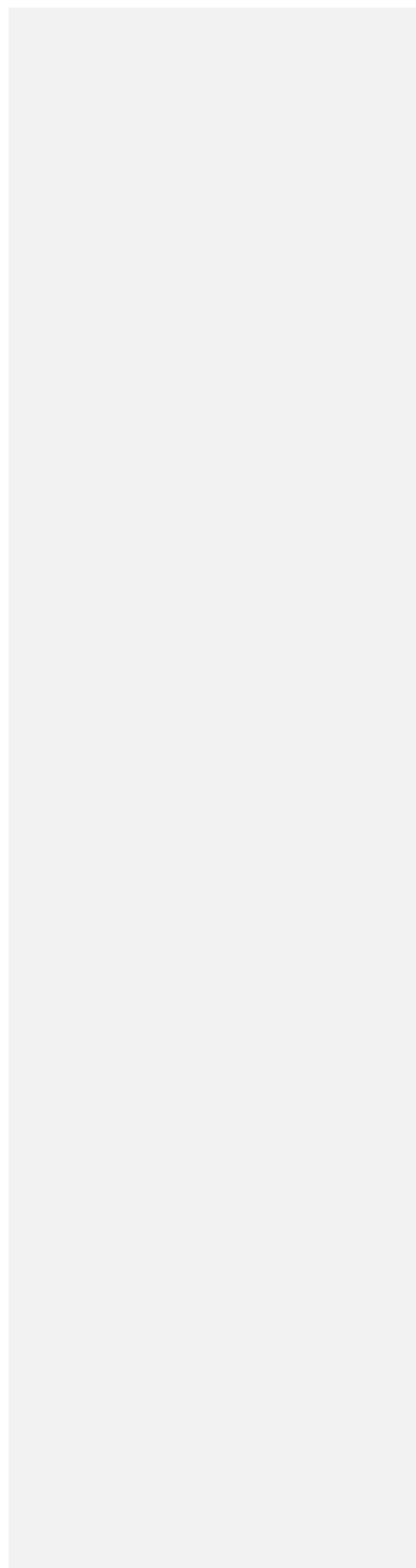
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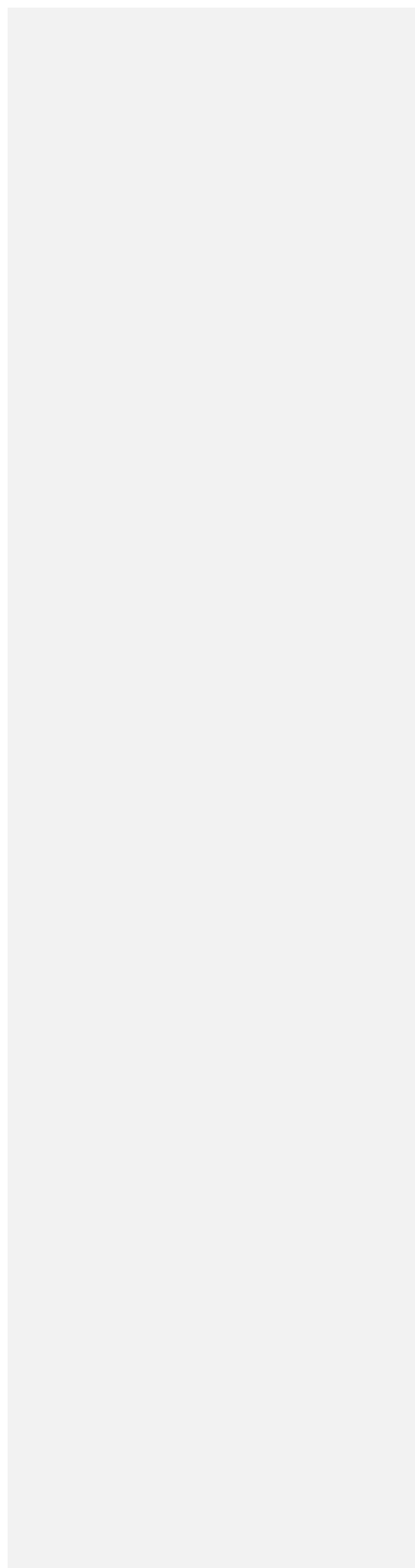
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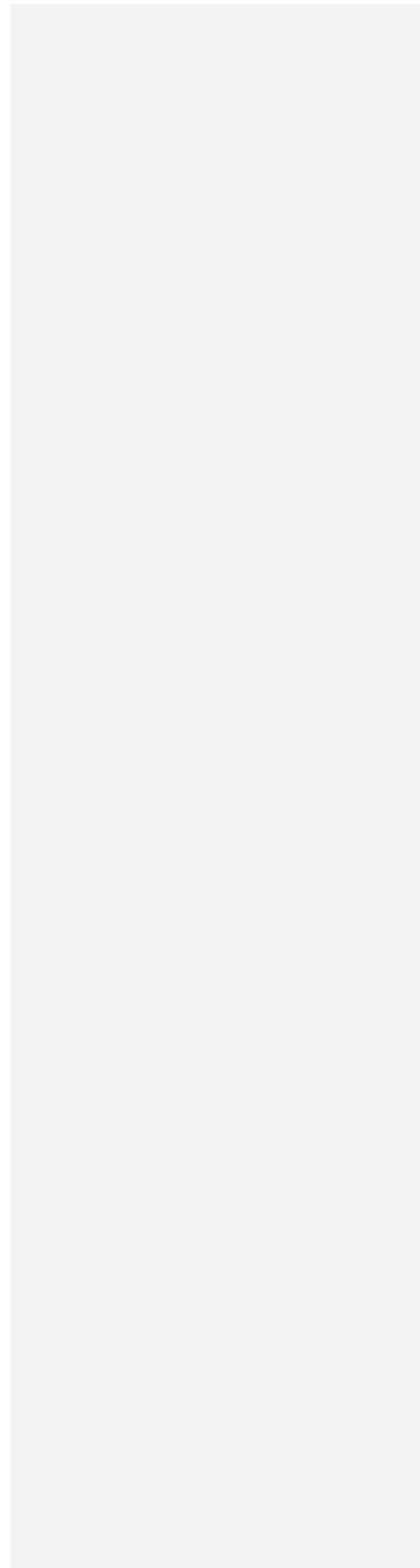
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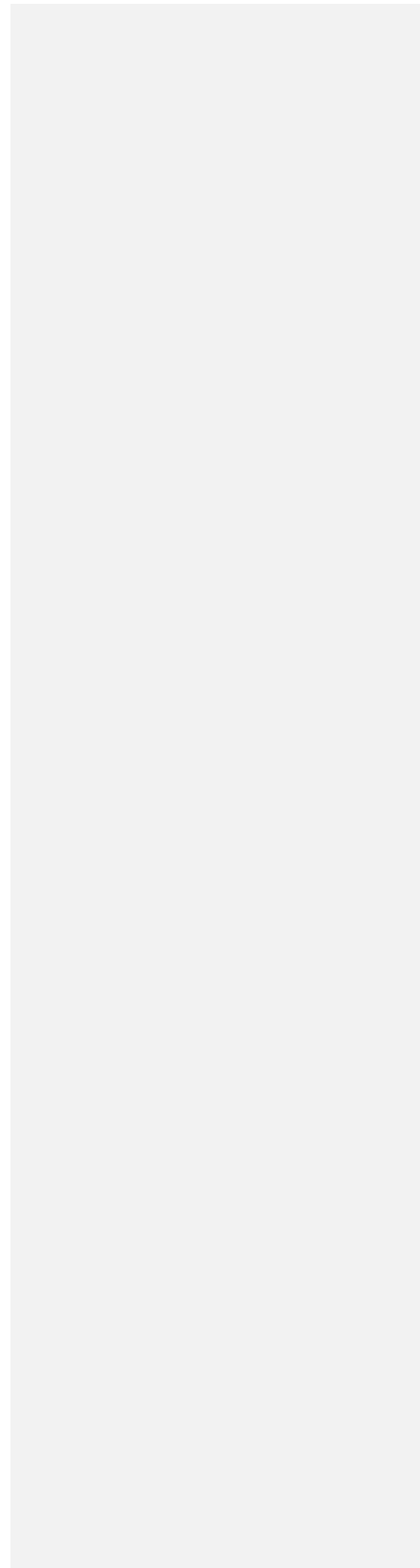
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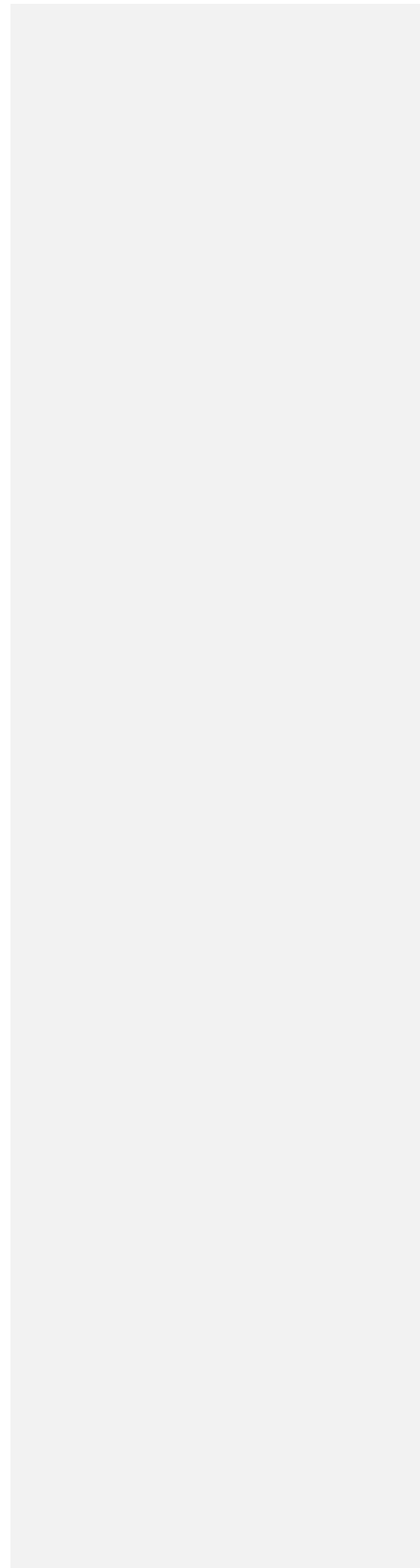
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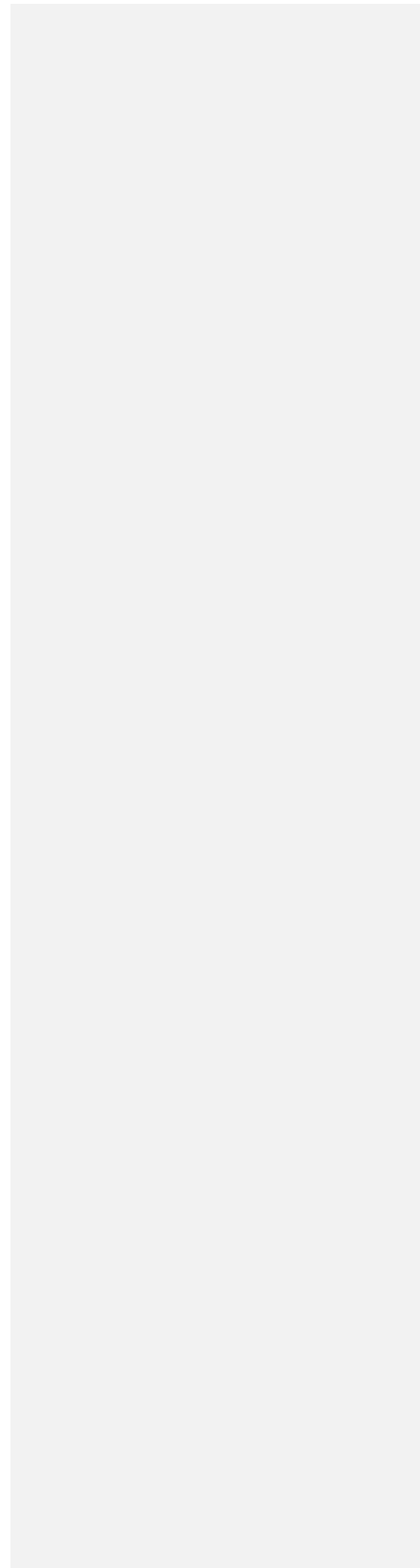
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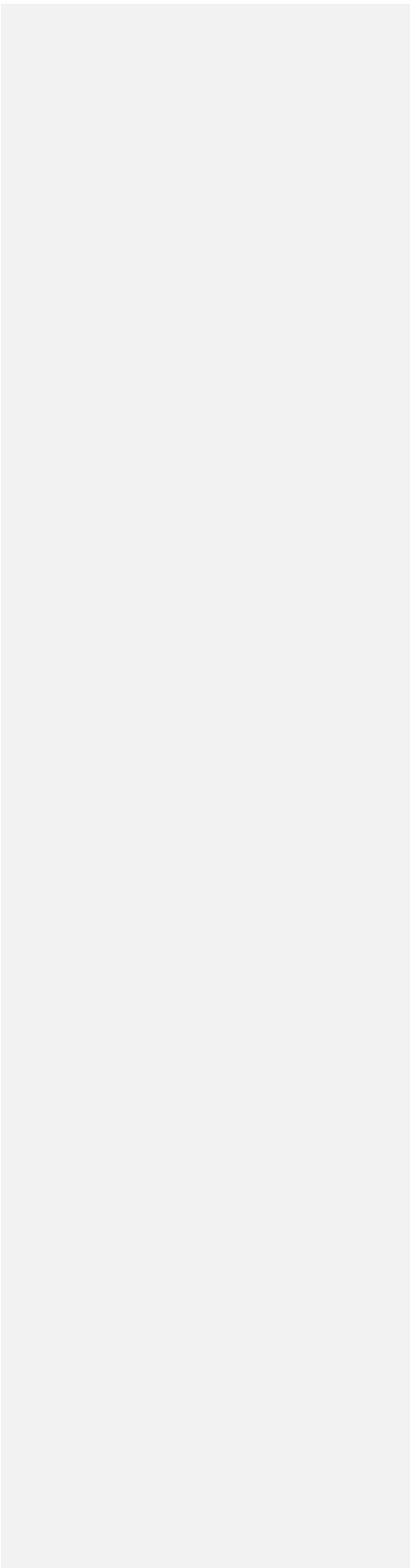
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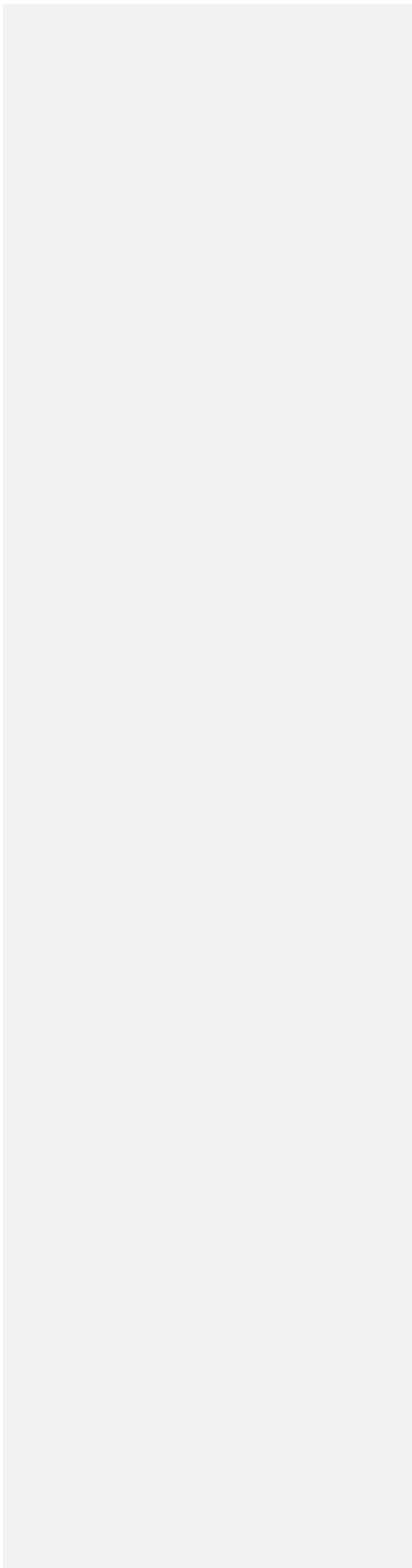
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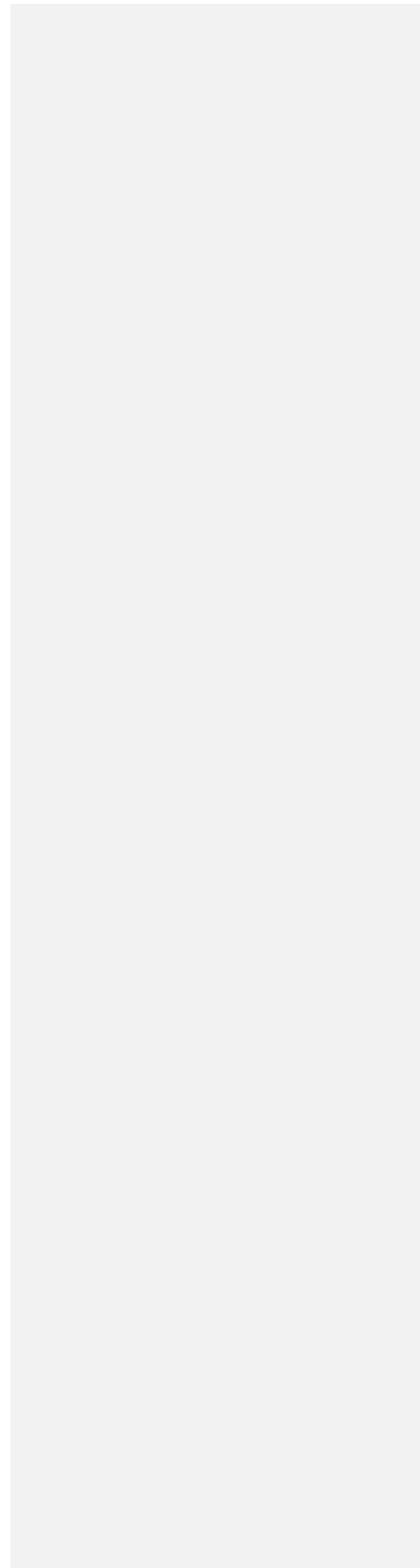
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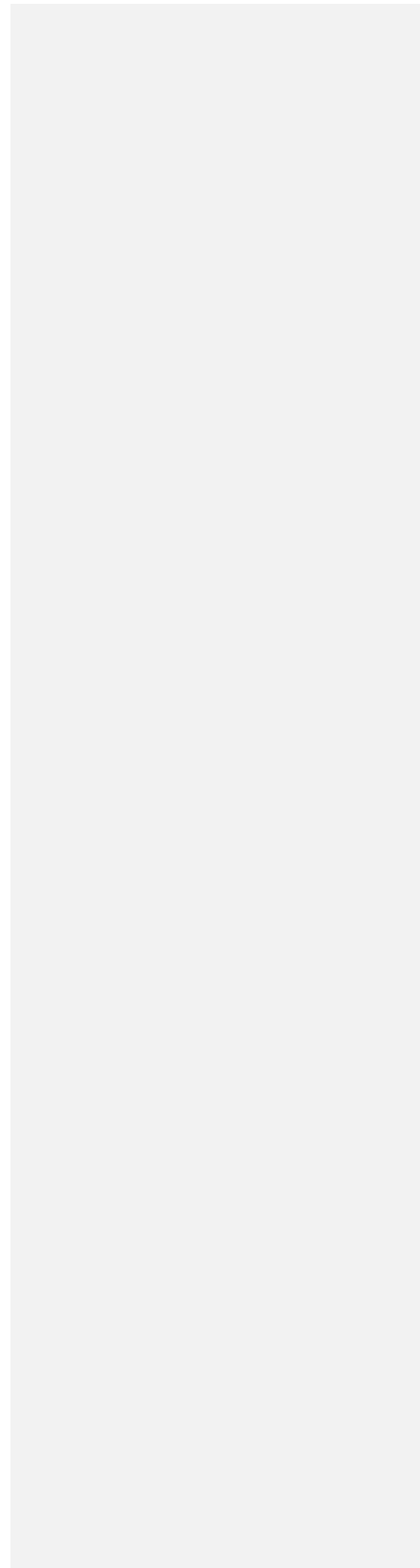
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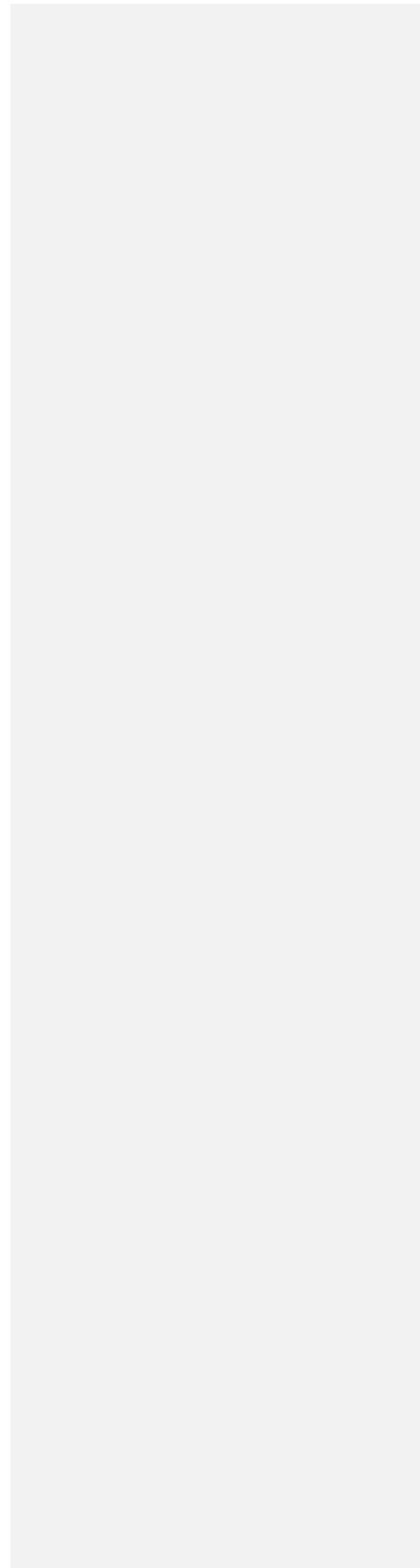
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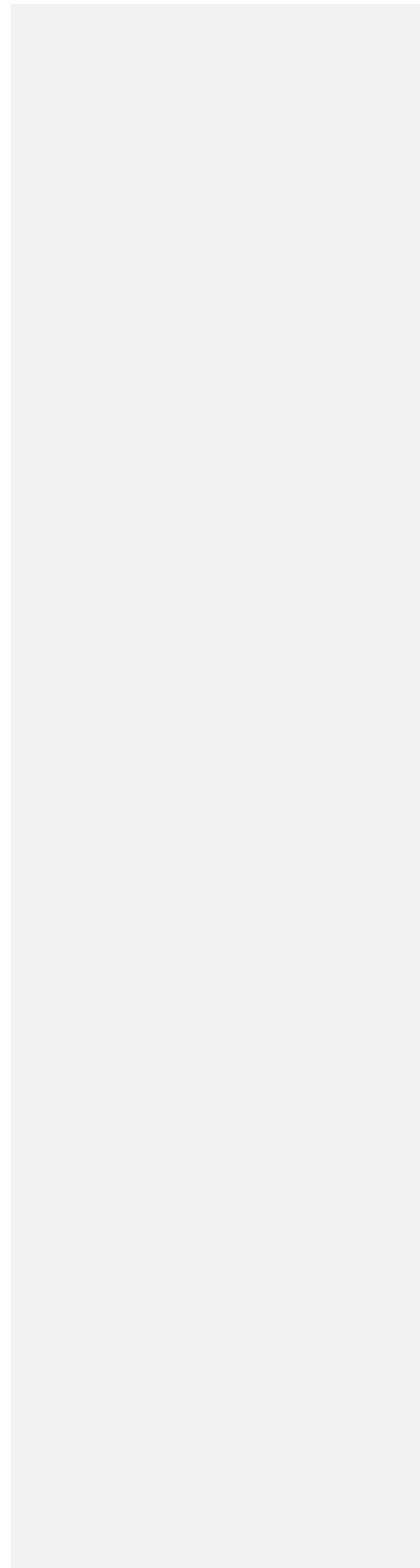
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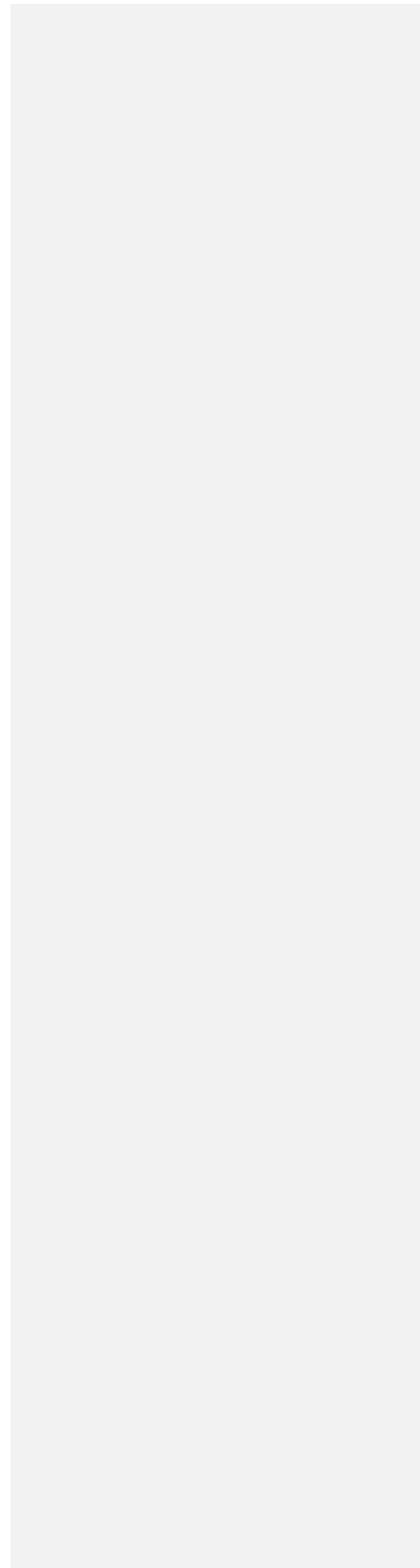
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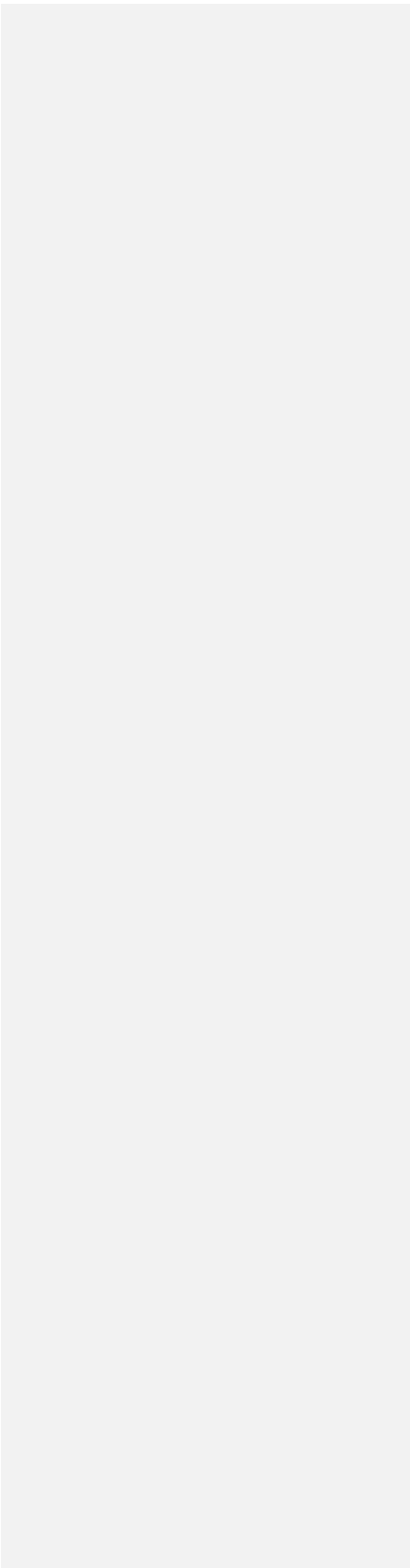
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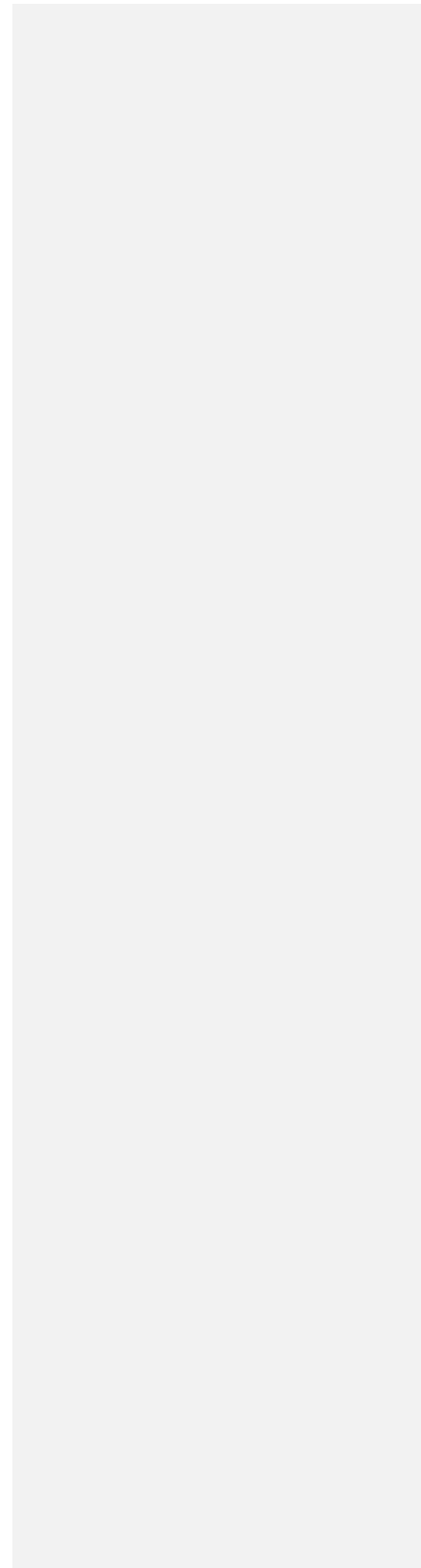
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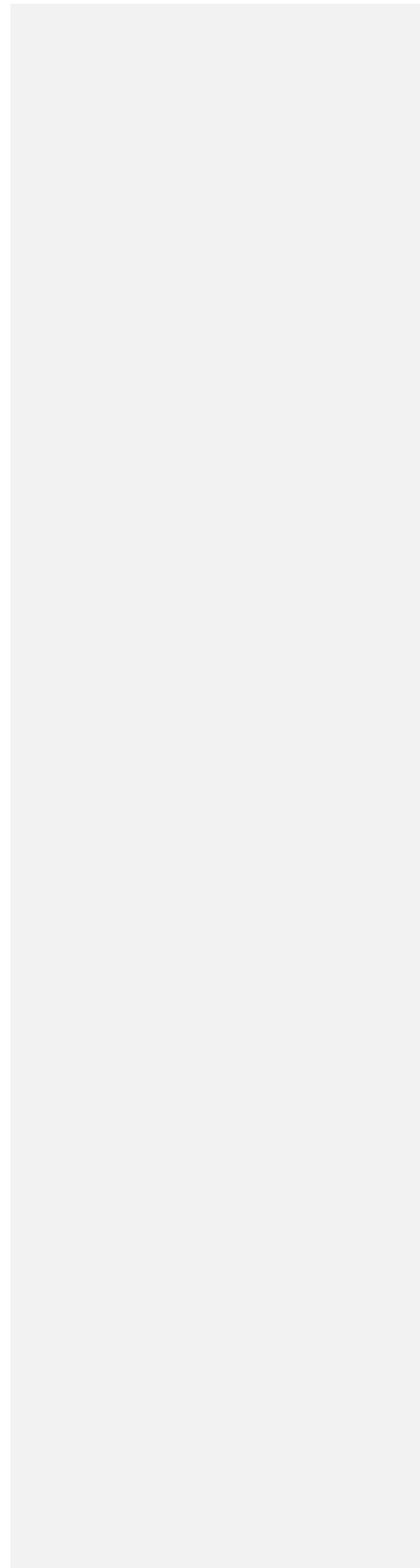
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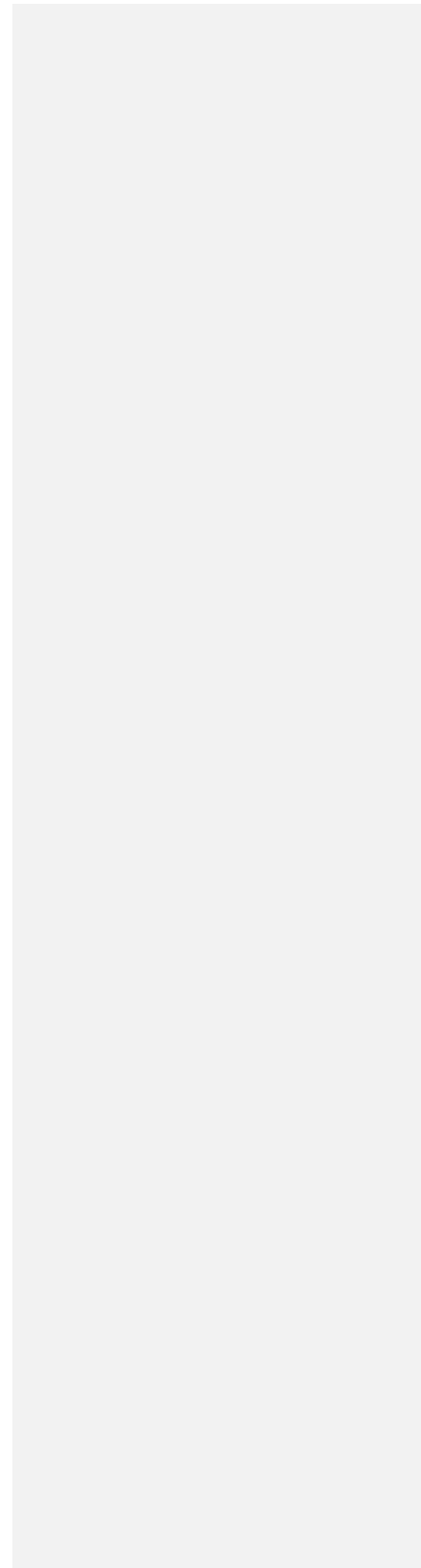
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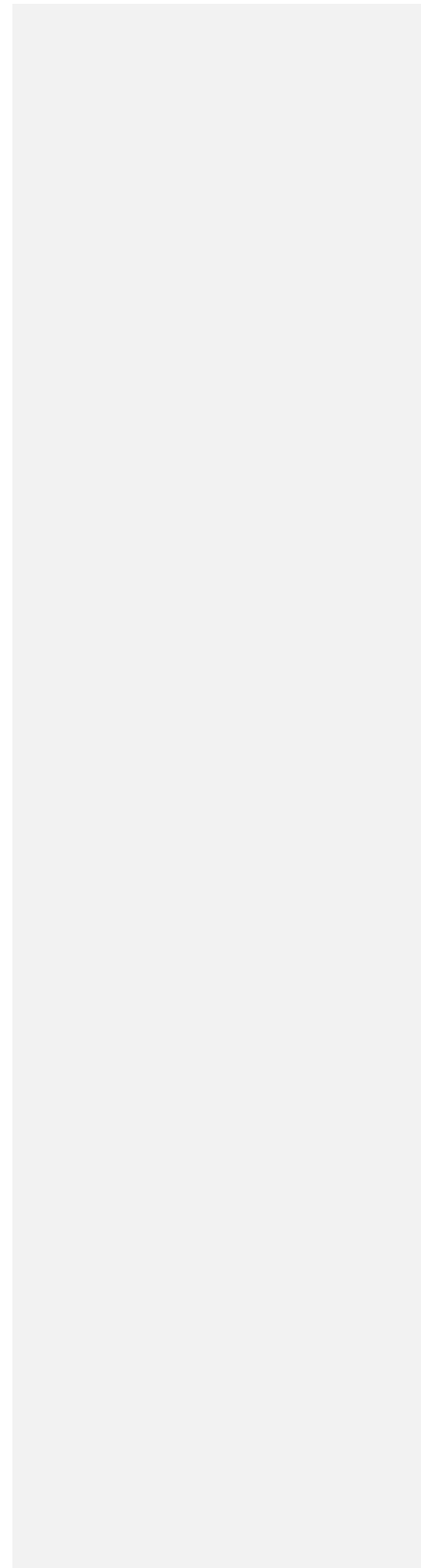
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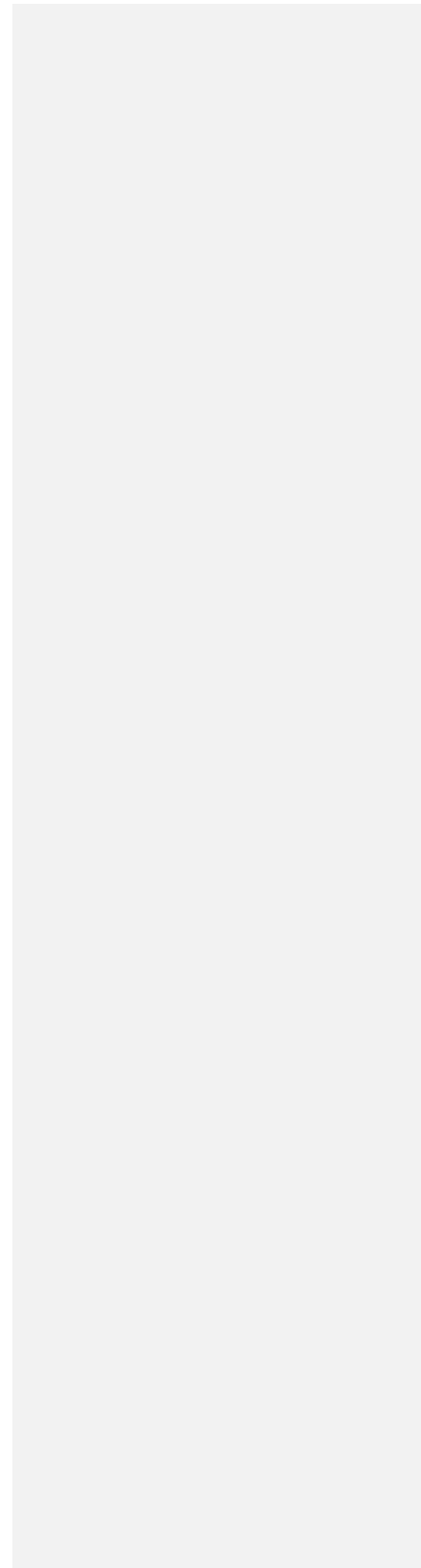
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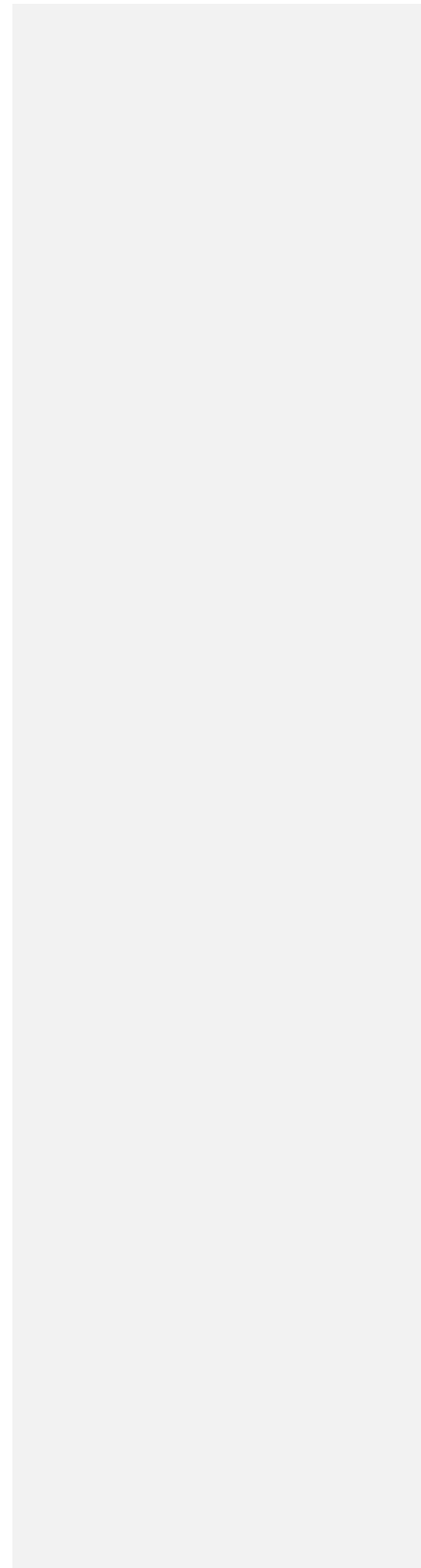
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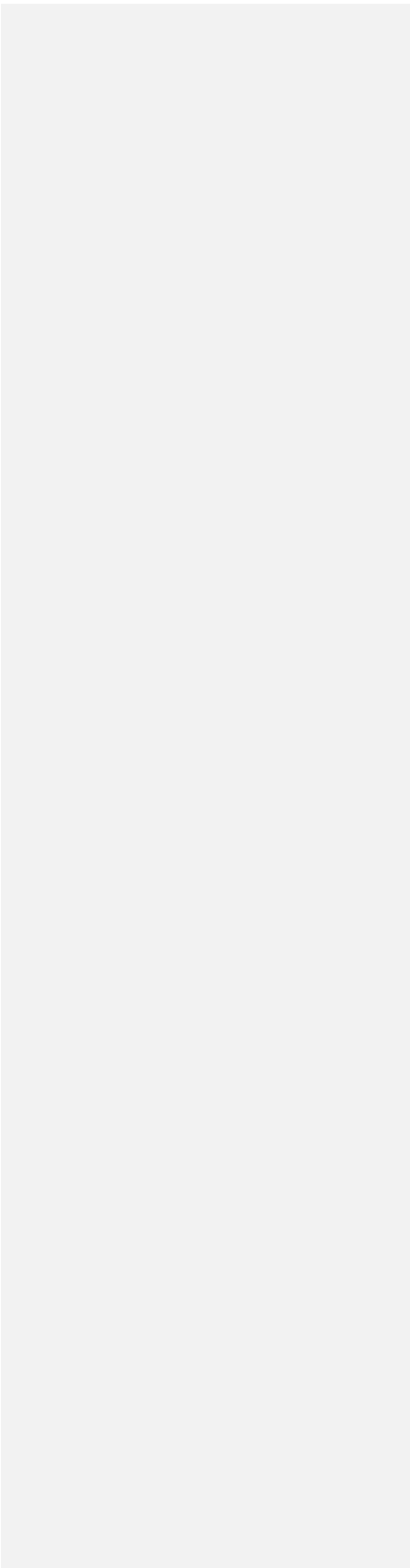
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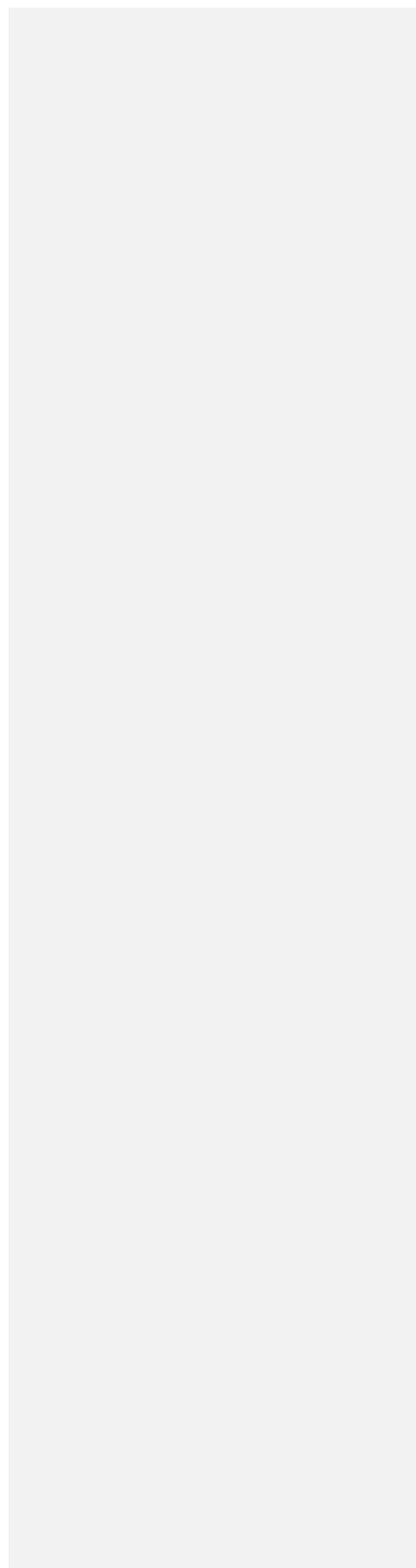
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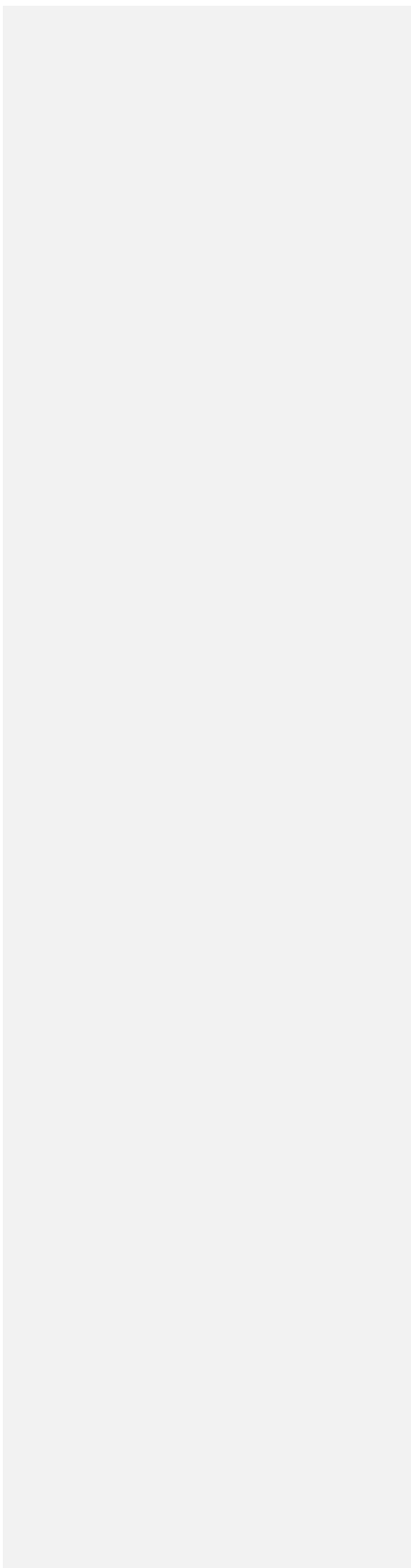
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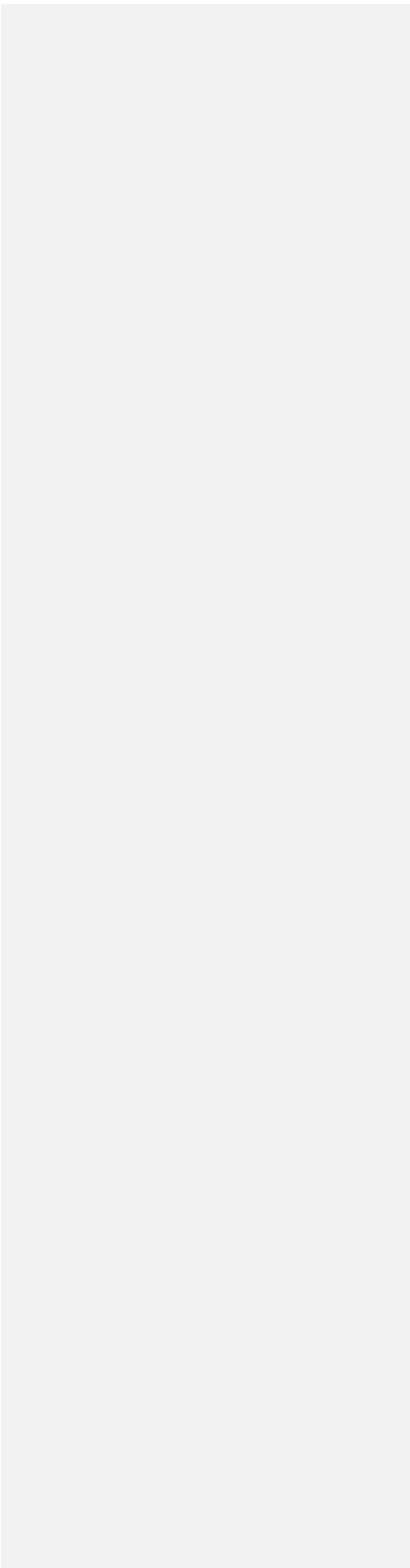
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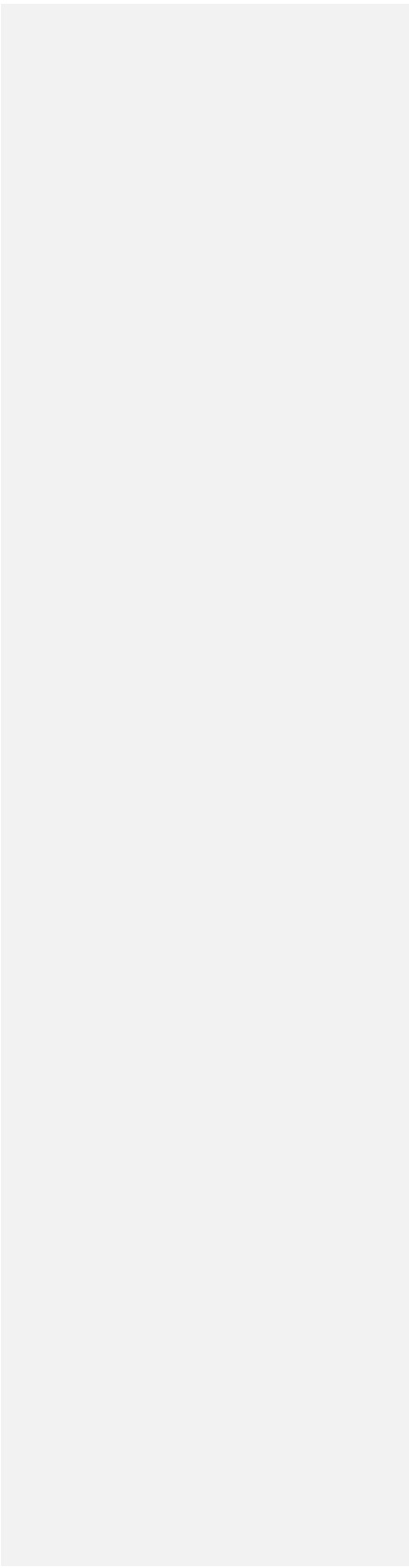
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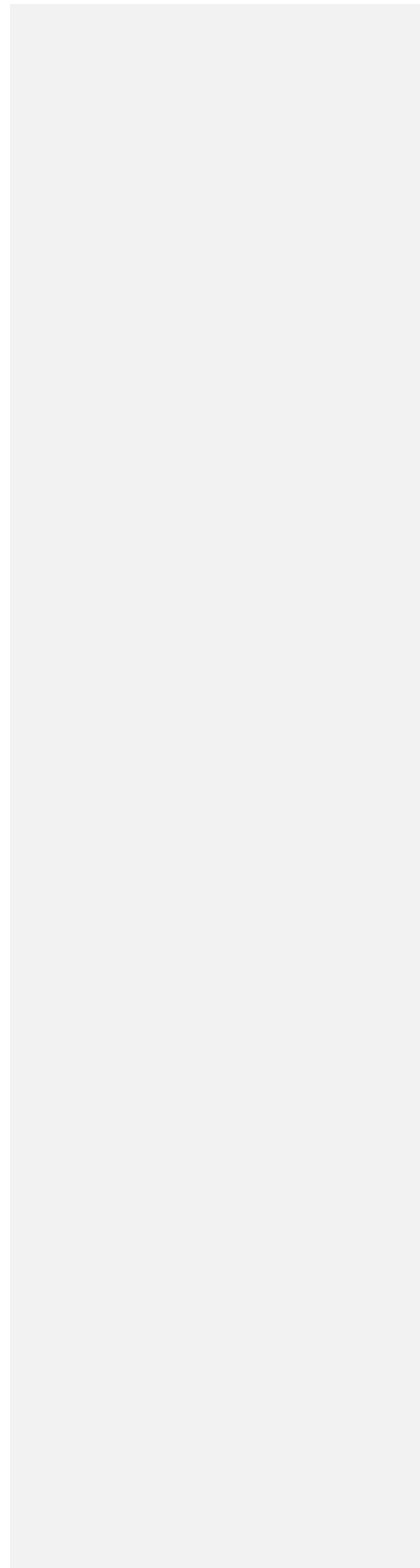
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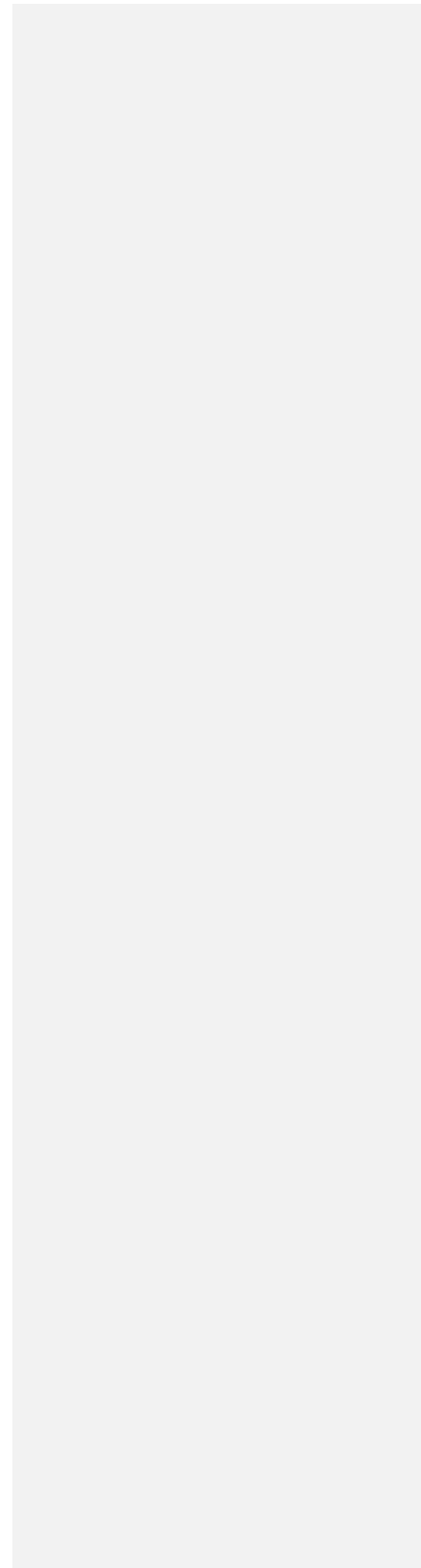
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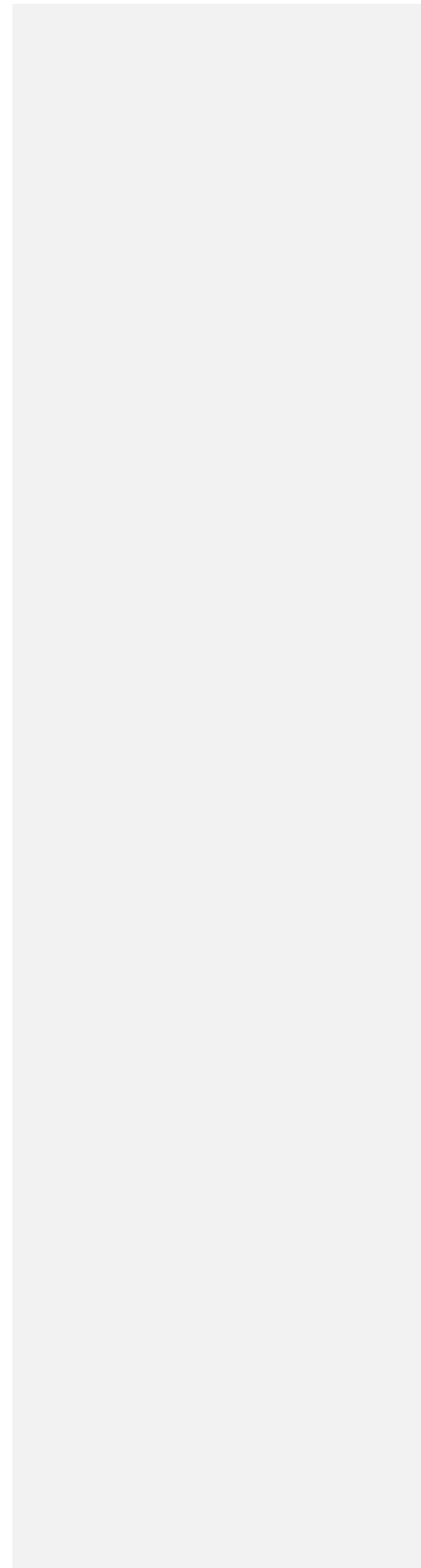
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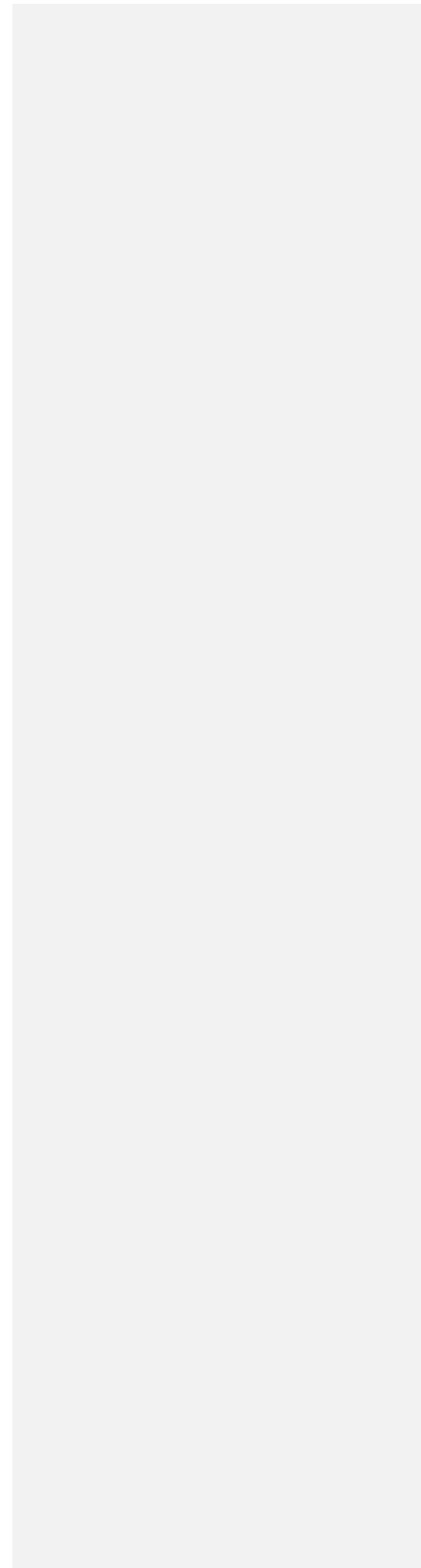
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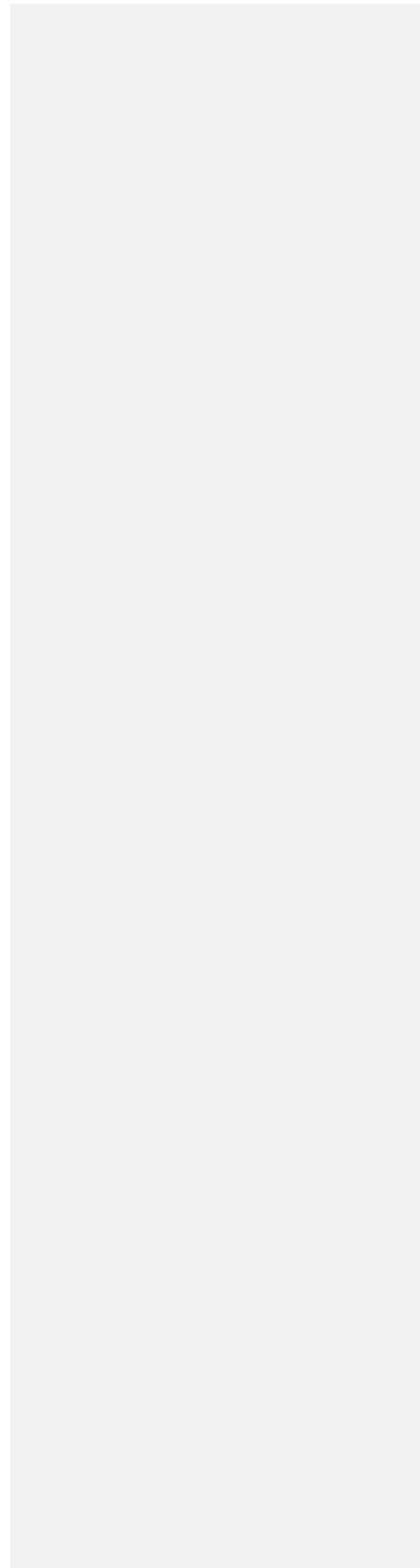
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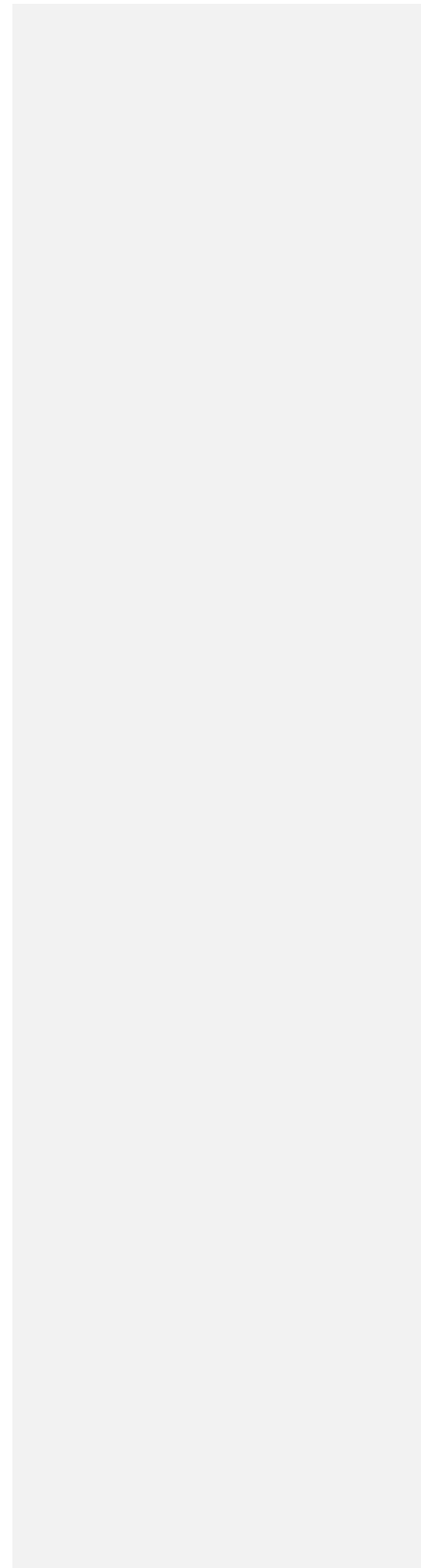
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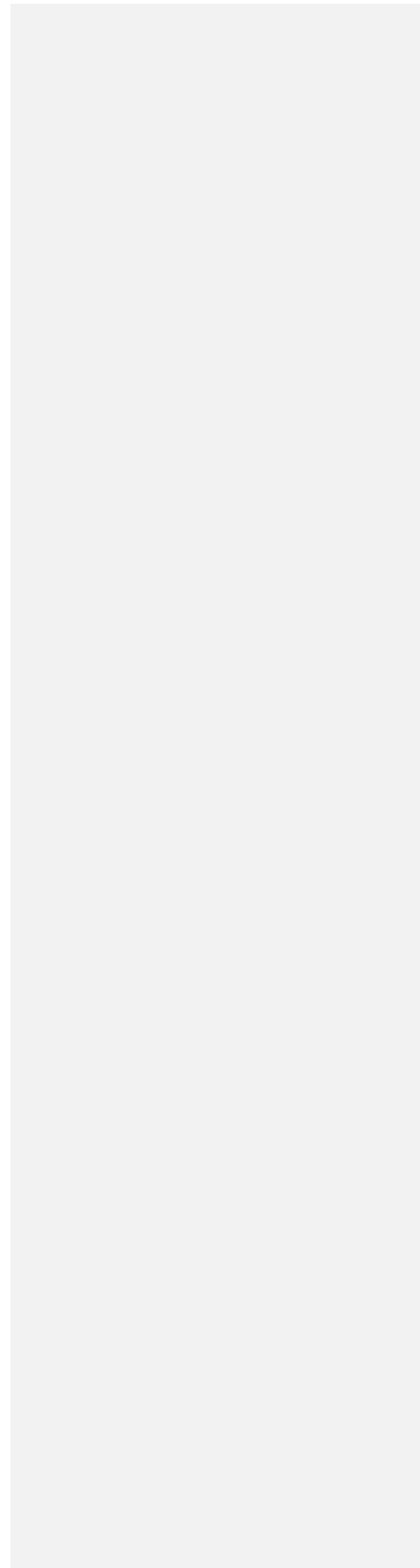
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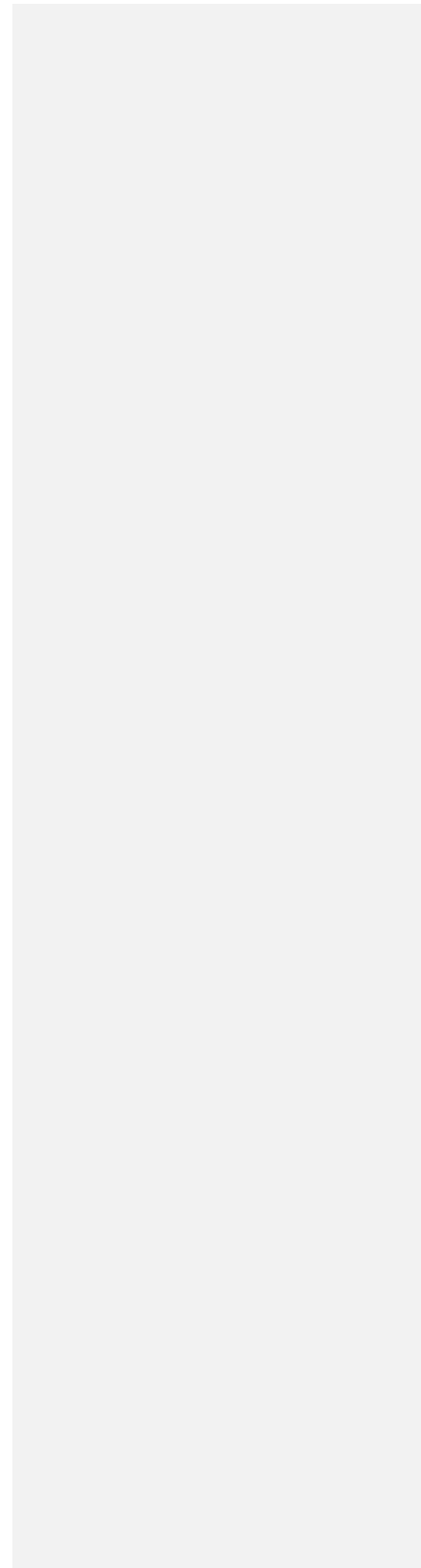
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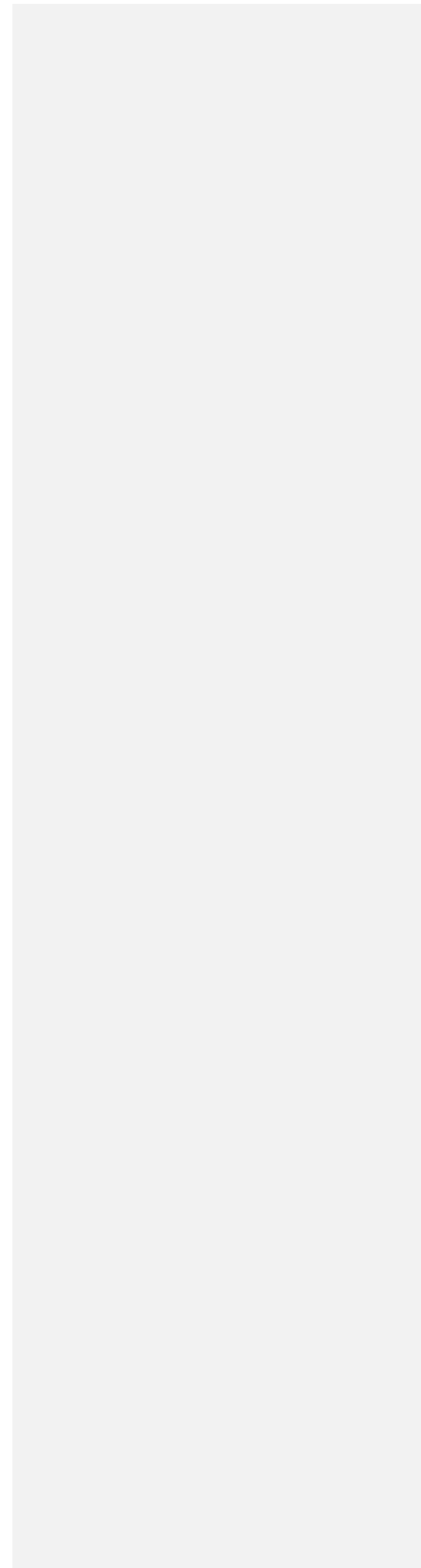
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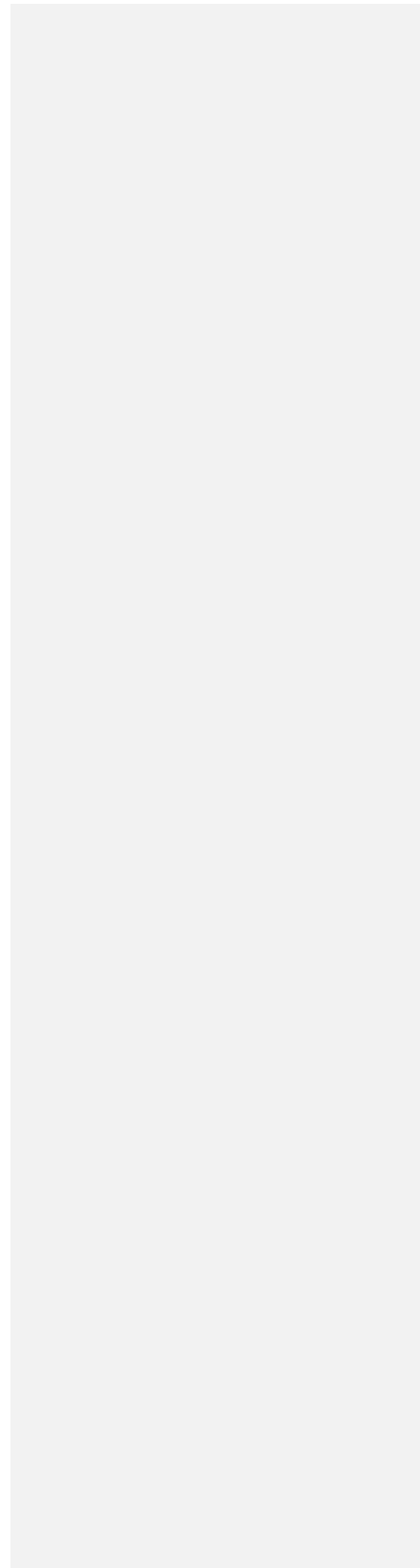
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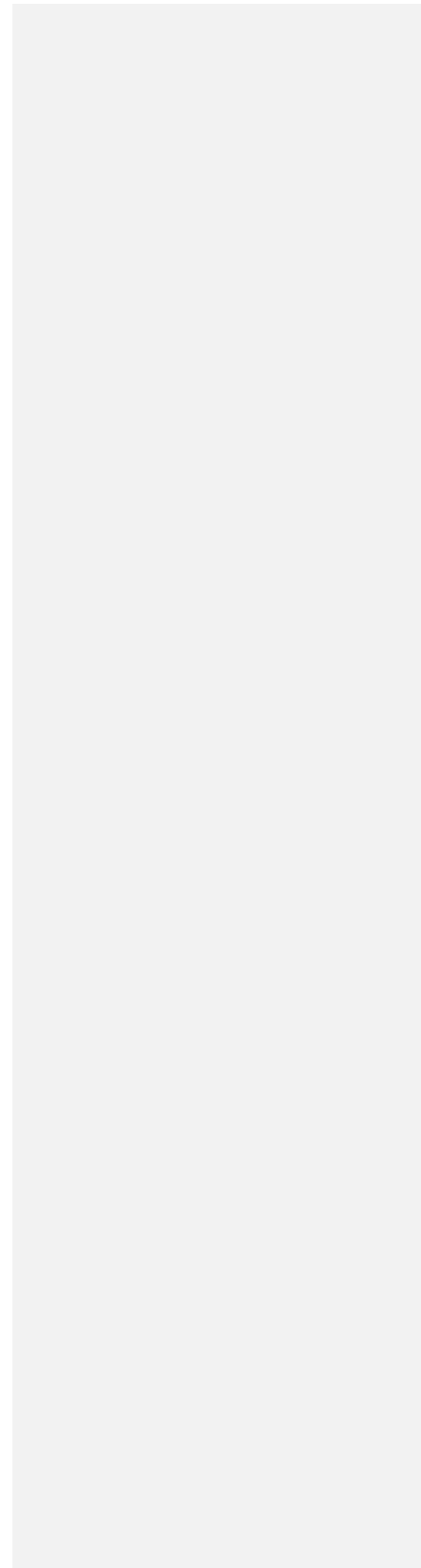
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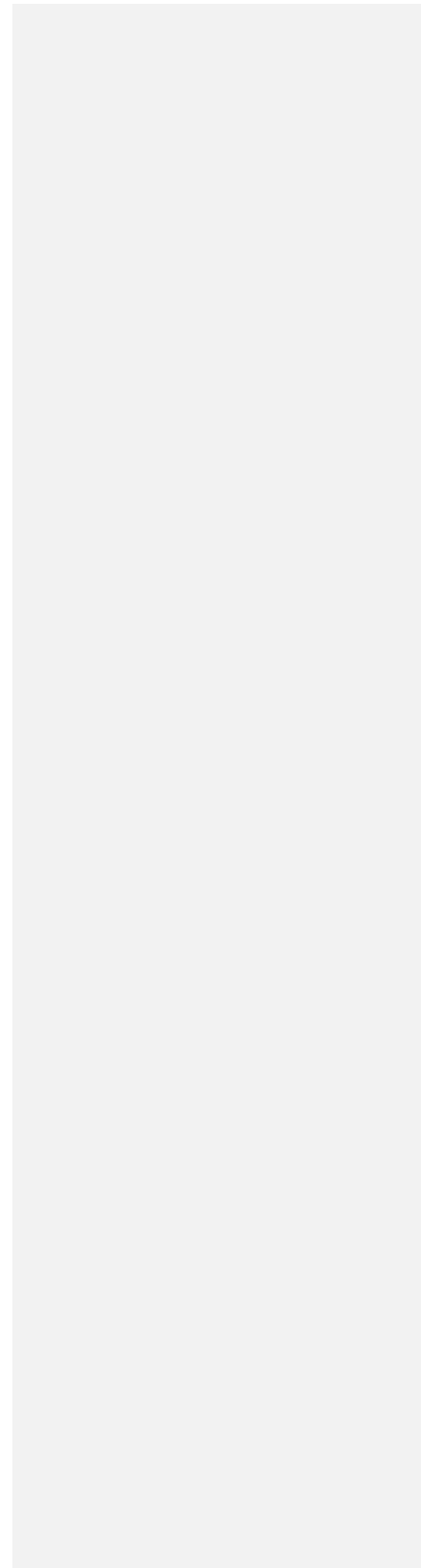
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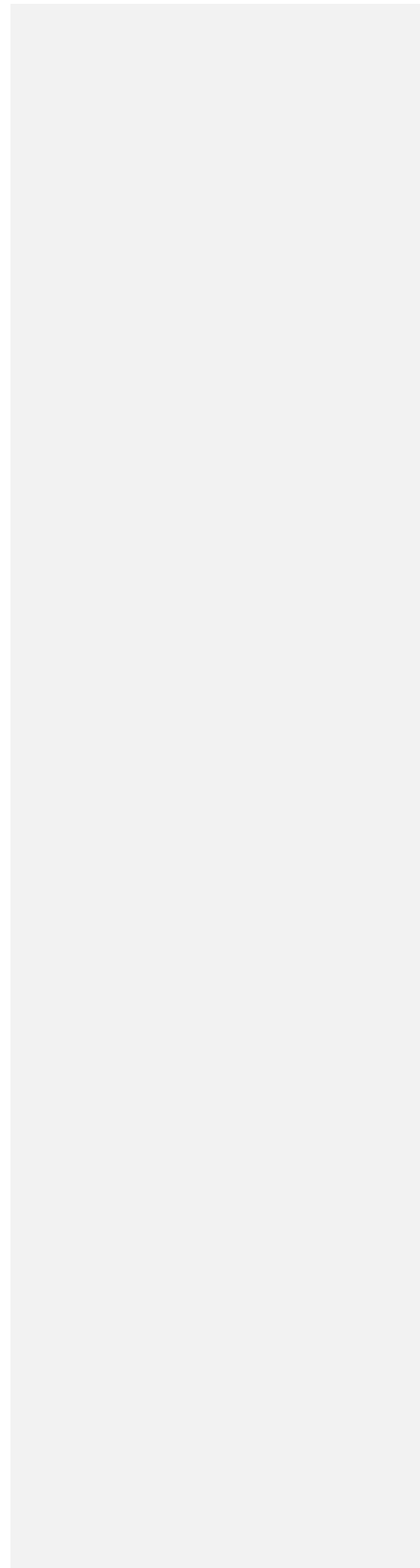
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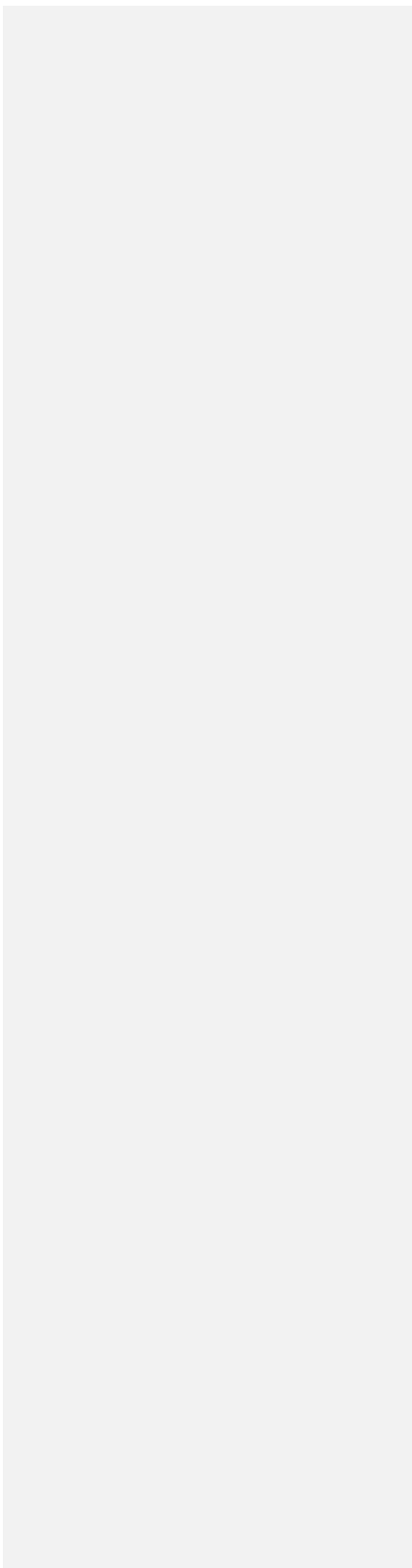
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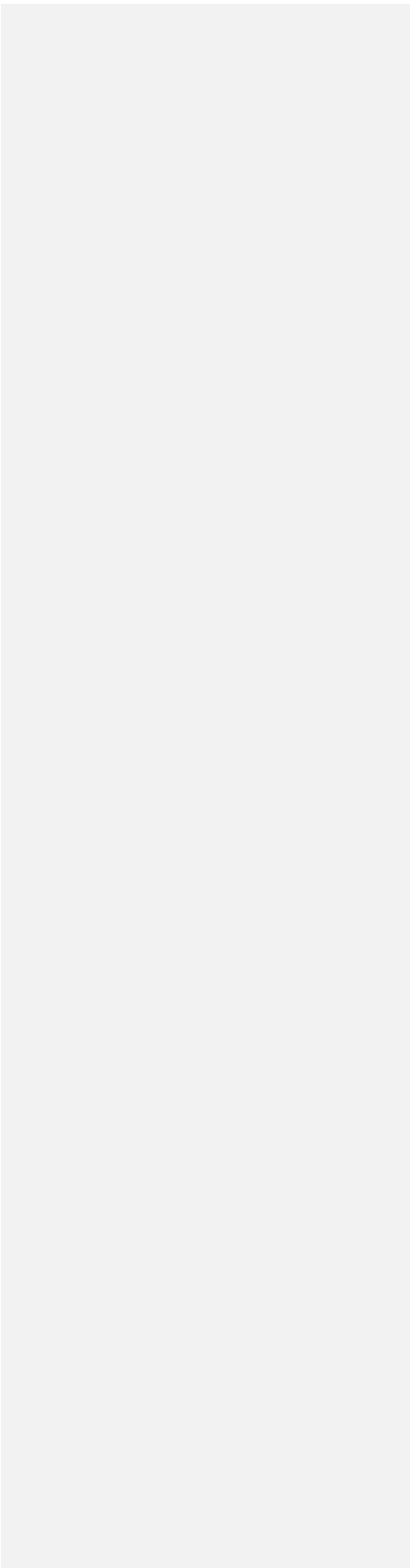
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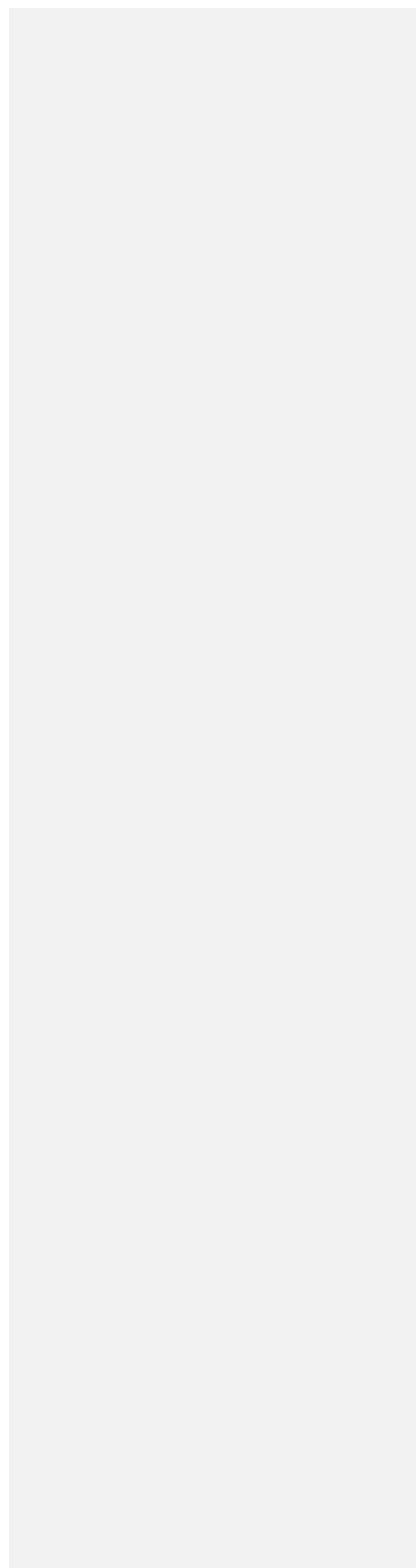
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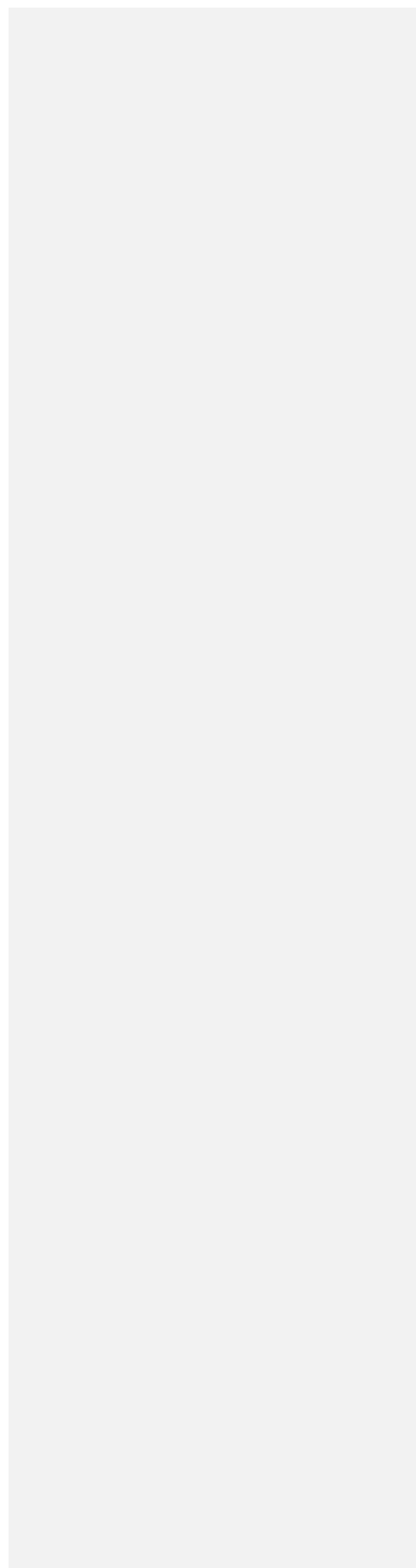
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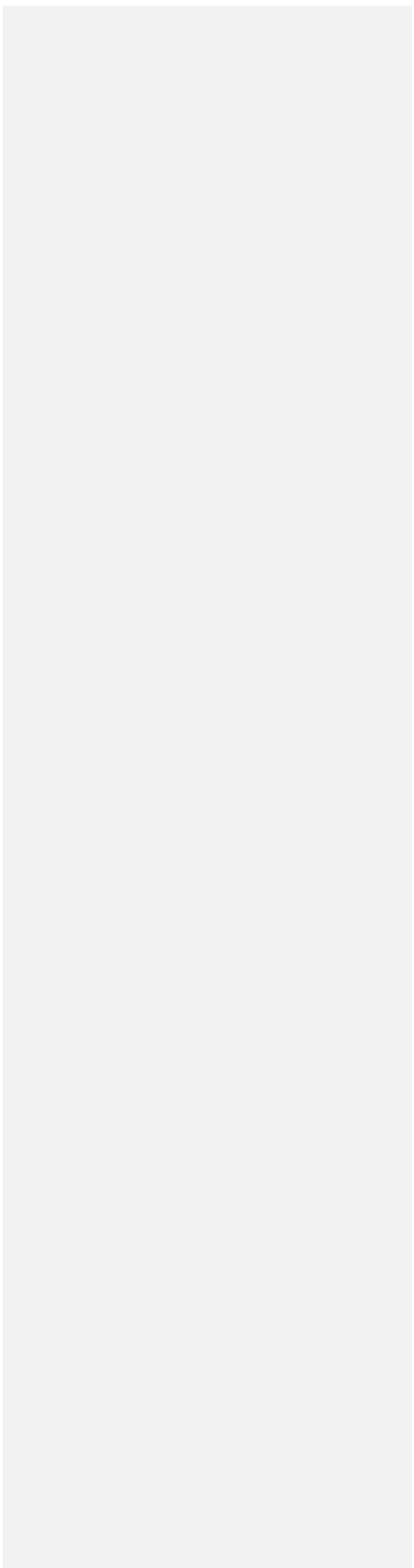
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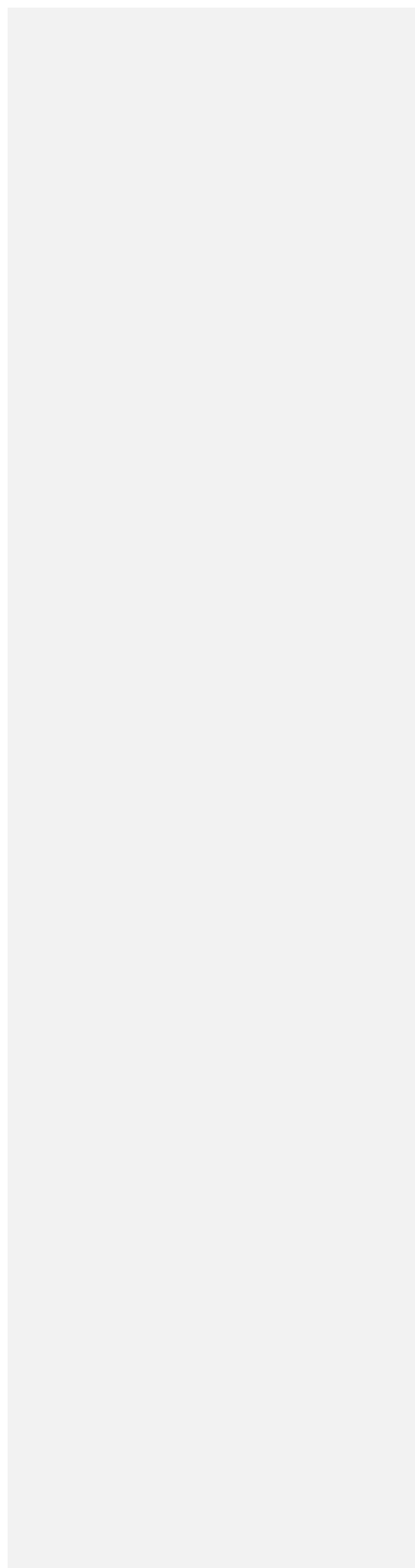
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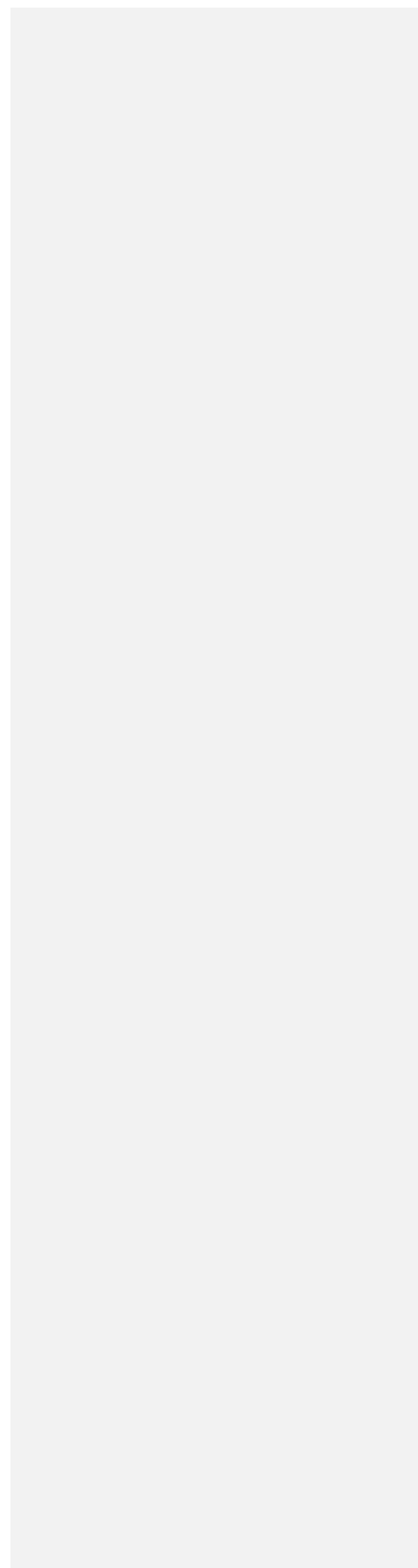
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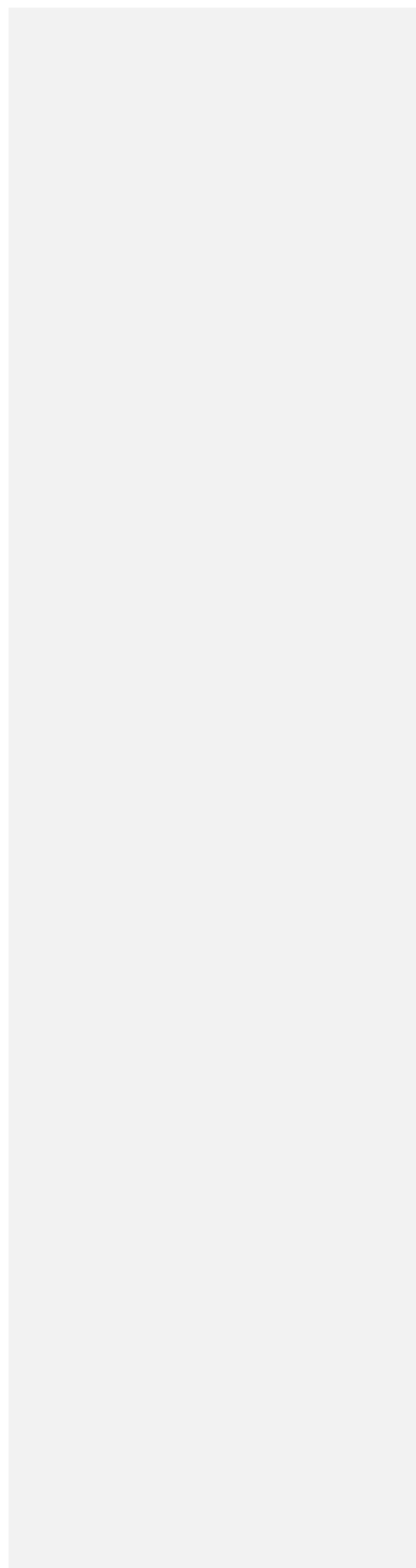
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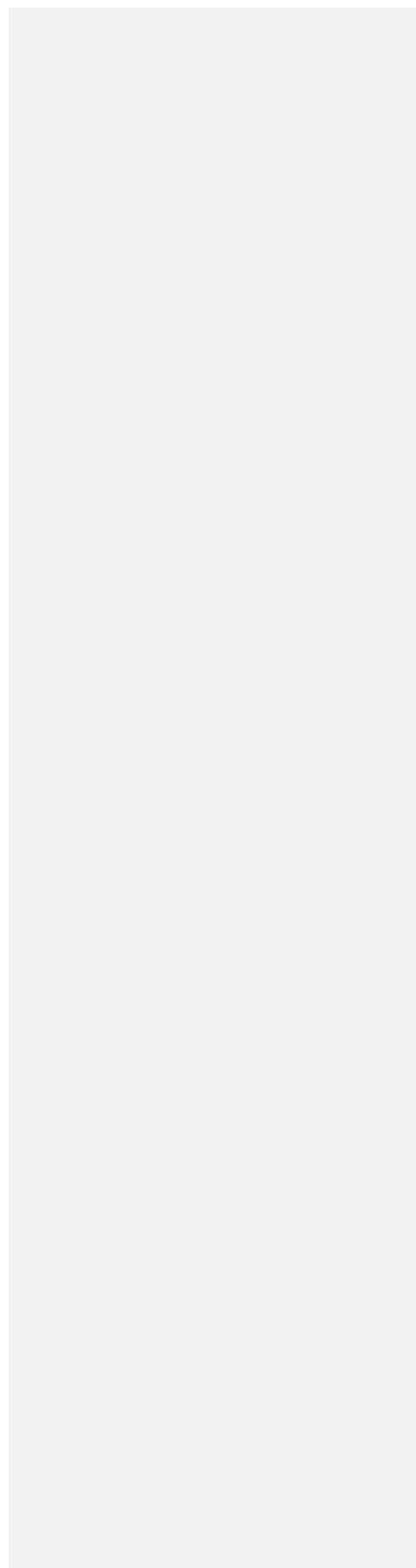
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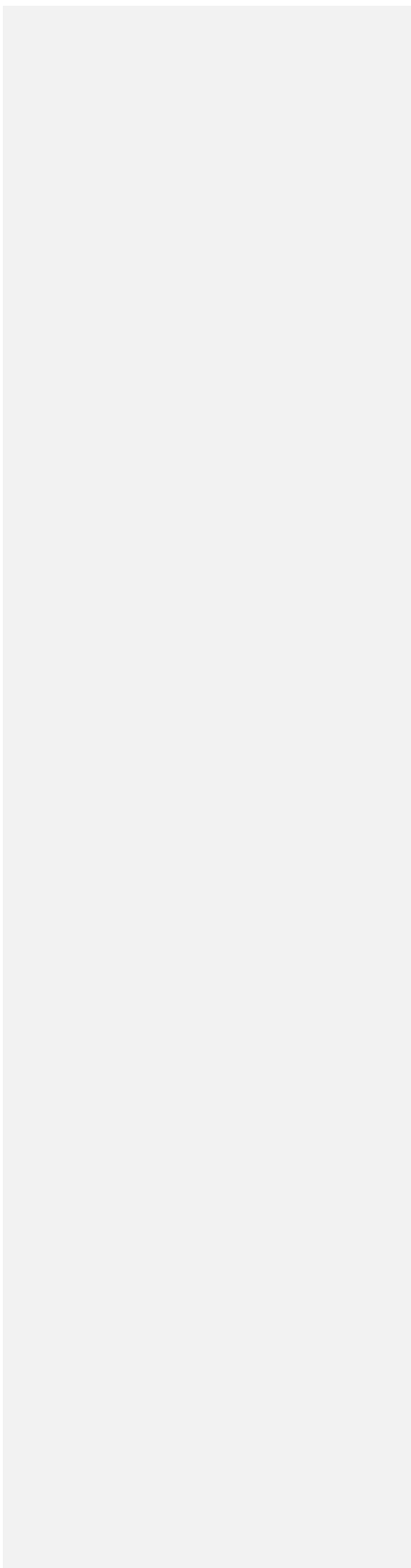
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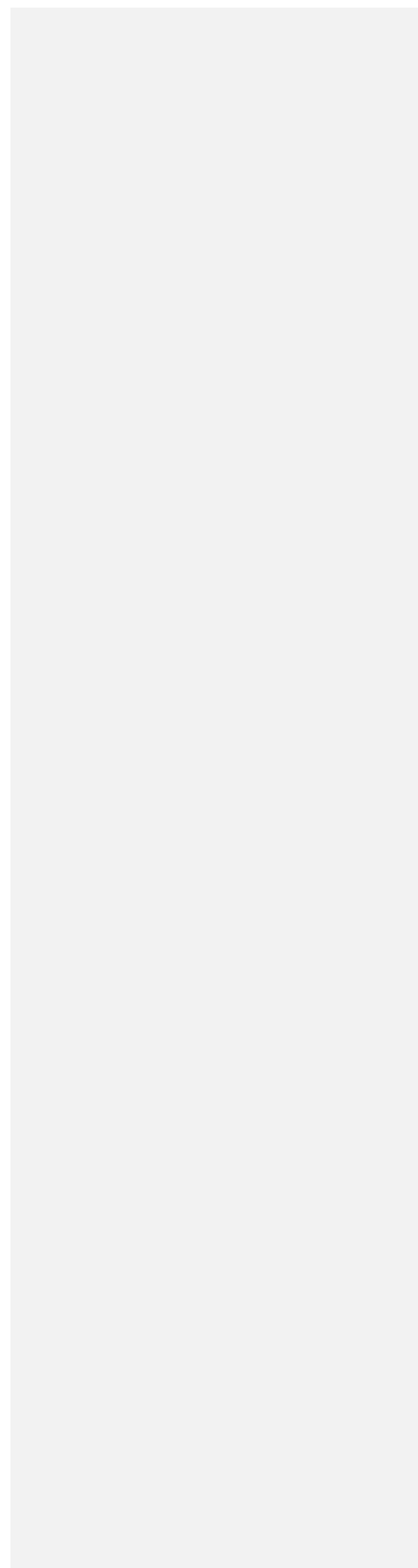
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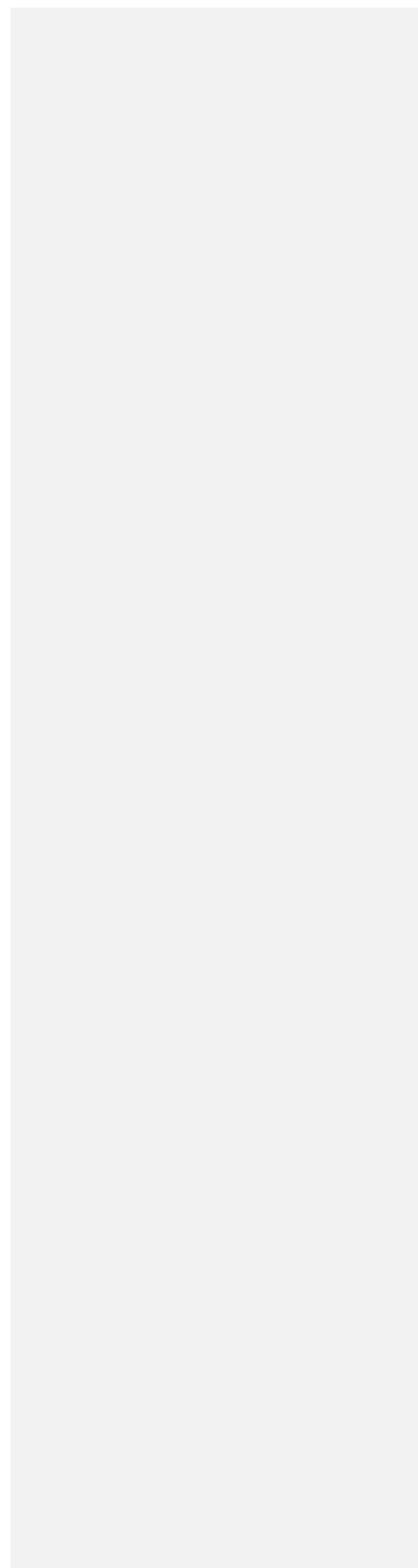
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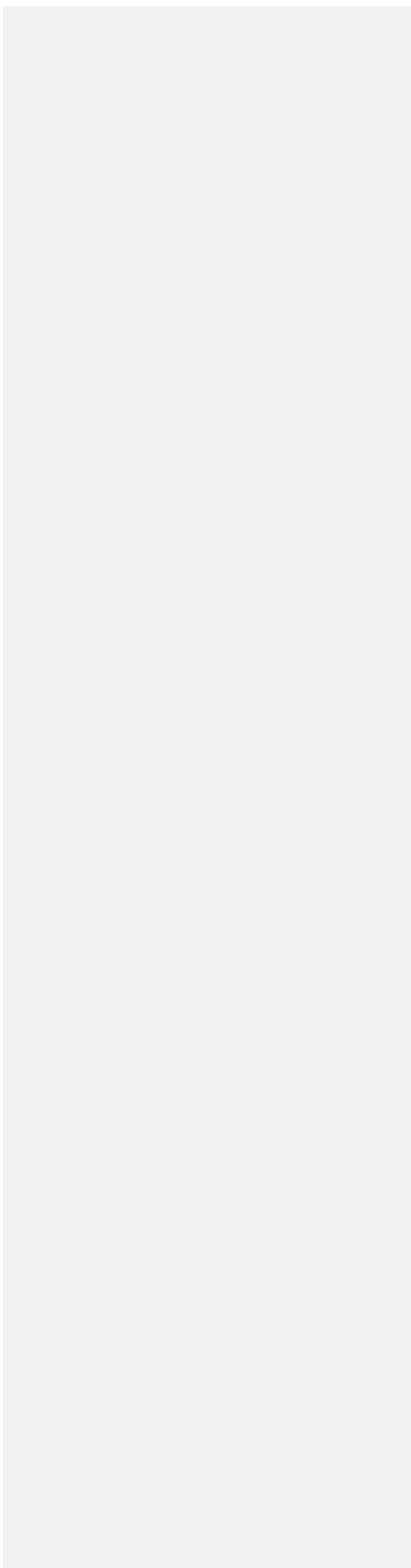
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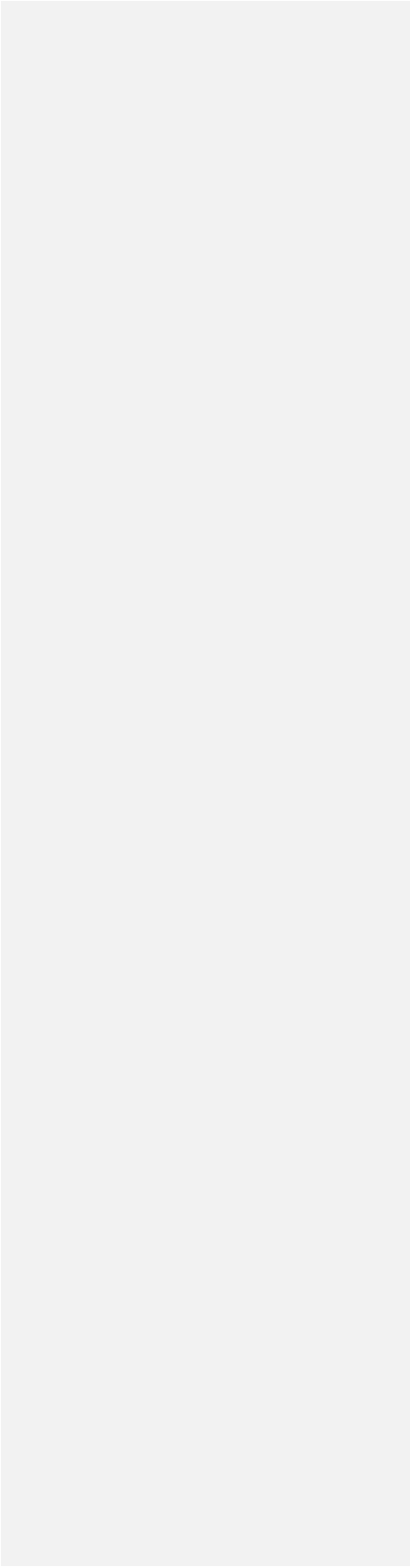
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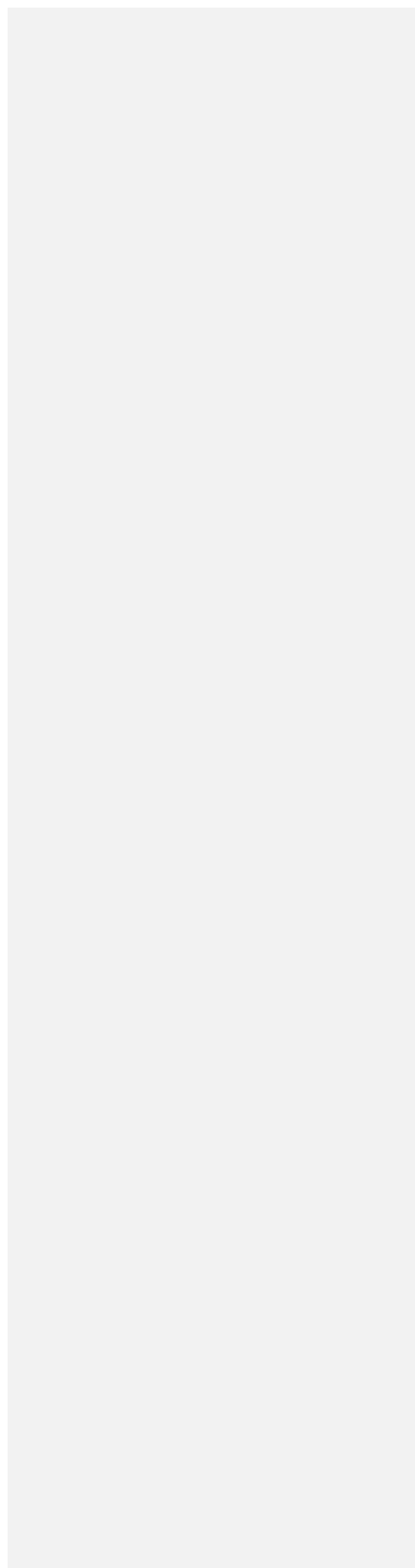
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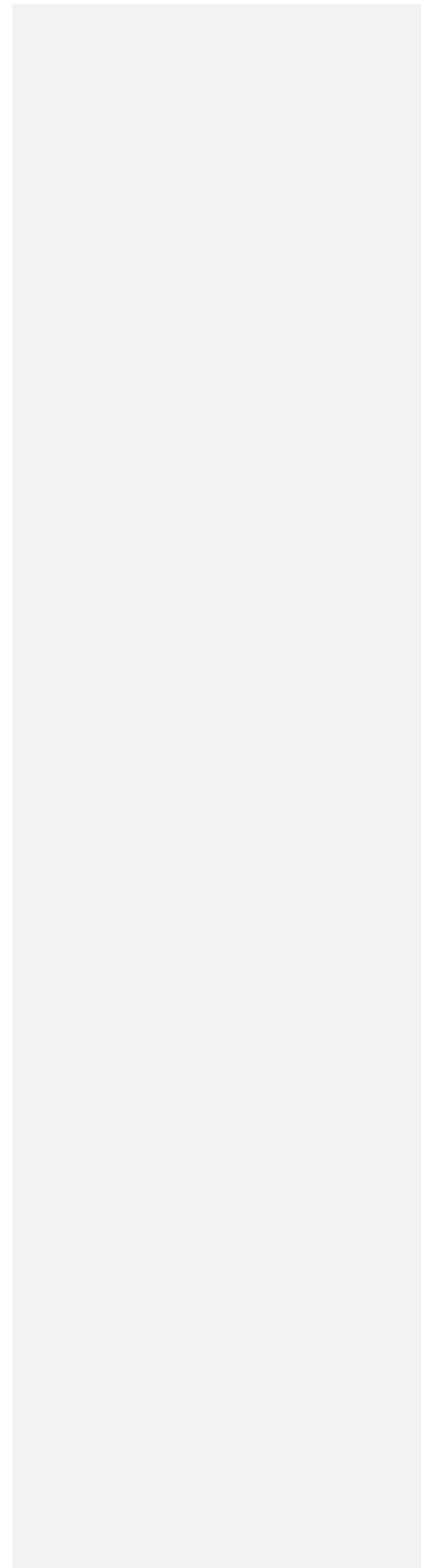
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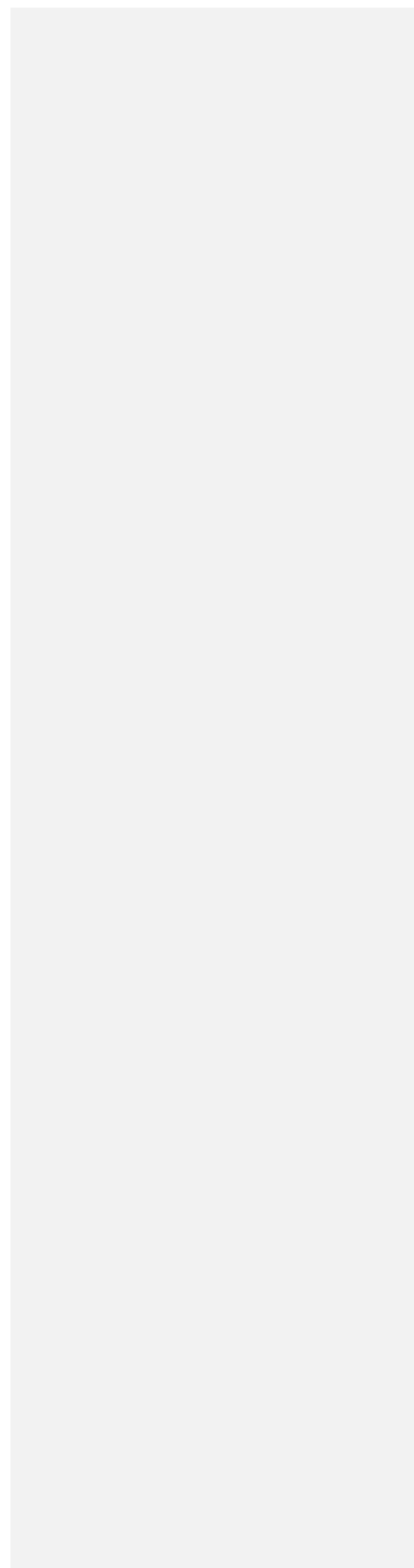
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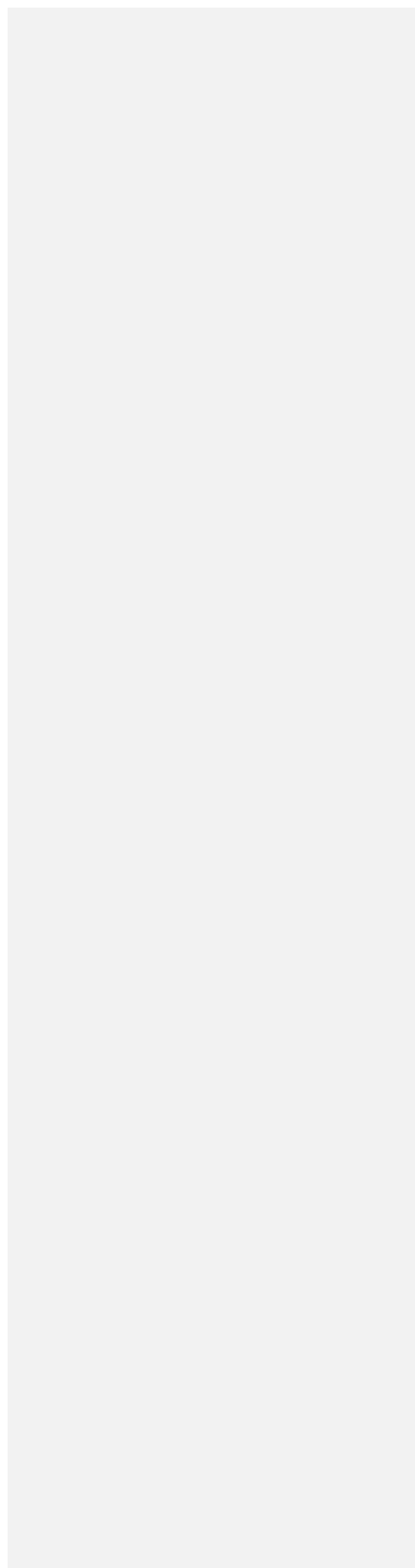
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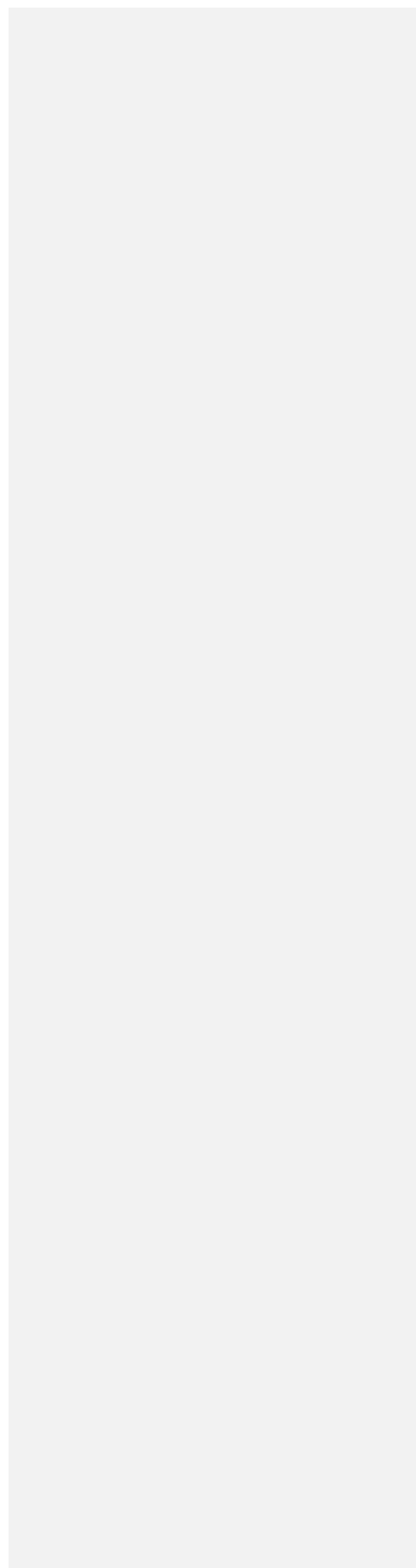
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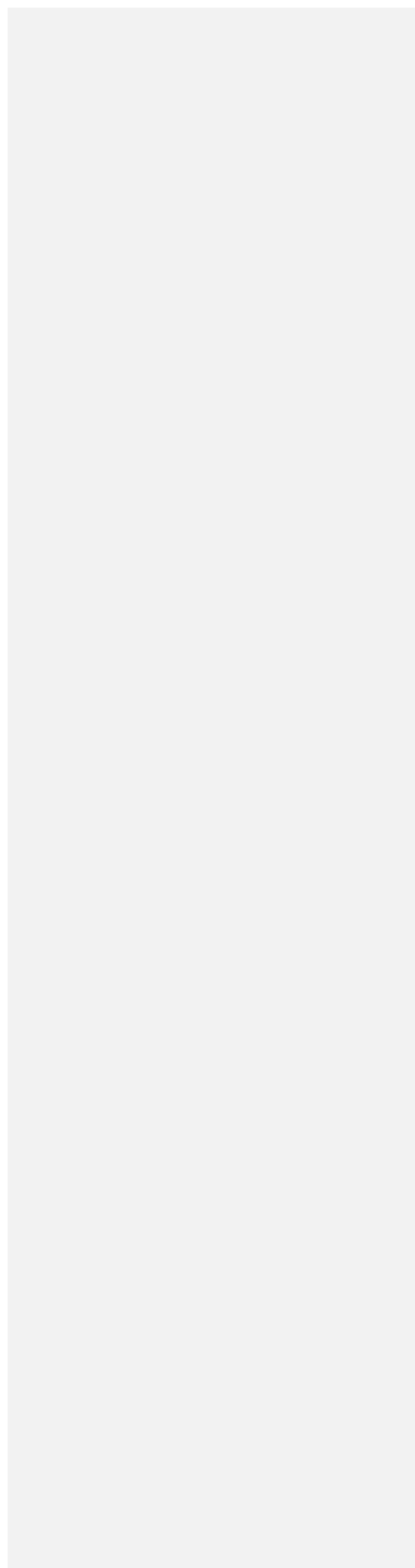
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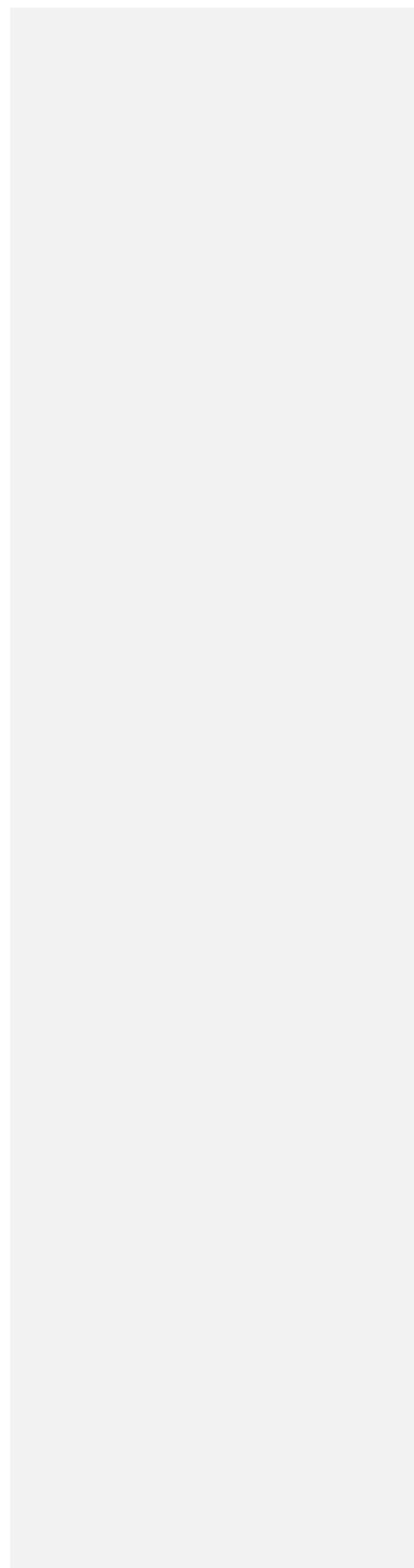
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Labeling Requirements For Wine		
Label Item	Requirement	Name of Statute*
Product Name	Wine, fruit wine, or sweetened fruit wine	FSA
Food Additives	Name of substance (and usage category) of anti-oxidants or synthetic preservatives, etc. Genetically modified substances must be identified.	FSA
Alcohol Content	Label must list the ethyl alcohol content at 15°C as a percentage of total volume rounded to the nearest percentage point. (Example: "14%" or "Over 14% and less than 15%")	LBA/MSR/LT
Container Volume	Listed in milliliters (<i>ml</i>) or liters (<i>l</i>)	LBA/MSR/LT, ML
Type	Sparkling wine labels must state, "Contains carbonation," or, "carbon dioxide gas mixture."	LBA/MSR/LT
Country of Origin	The country of origin	AUPMR
Name and Address of Importer and Distributor	Wines must list the name and address of the importer and distributor	FSL, LBA/MSR/LT
Destination	Label must list the destination after removal from the bonded area or the location of the bottler or packager. However, a symbol may be used with the permission of the Ministry of Finance	LBA/MSR/LT
Other Requirements	(1) Blends of imported and domestic wine Wines made from mixtures of domestic and imported wines must list the wines in order of quantity. For example, "Made from domestic and imported wine."	Voluntary industry standard
	(2) Geographic labeling Geographic brand names such as Bordeaux and Chablis, whose product quality and reputation fundamentally arise from place of origin, can only be used on products that actually originate from the said region.	Labeling standard based on LBA/MSR/LT and ML

Labeling Requirements For Wine: Other Requirements Continued		
Label Item	Requirement	Name of Statute*
	(3) Labeling to prevent consumption by minors	
	All liquor containers must clearly state that "Consumption of alcohol by minors is prohibited," or "Alcohol may only be consumed by those who are 20 years or older."	Labeling standard based on t LBA/MSR/LT and ML
Other Requirements	(4) Promotion of recycling of liquor containers Products packed in steel cans, aluminum cans, and PET	Law for Promotion of Utilization of Recycled

	bottles must have a mark on the container identifying the packaging material type.	Resources
	(5) Warning of risks to pregnant and breast-feeding women	Voluntary Industry Standard
	Pregnant and nursing mothers are advised that consumption of alcohol may adversely affect their infant’s health. For example, “Drinking alcohol while pregnant or breast-feeding may harm the fetus or infant.”	
* · Food Sanitation Act: FSA (http://www.jetro.go.jp/en/reports/regulations/pdf/foodext2008e_100929p.pdf)		
· Measurement Law: ML		
· Law Concerning Liquor Business Association and Measures for Securing Revenue from Liquor Tax: LBA/MSR/LT		
· Act against Unjustifiable Premiums and Misleading representation: AUPRMR		
Source: JETRO Marketing Guidebook for Major Imported Products 2004/Food		

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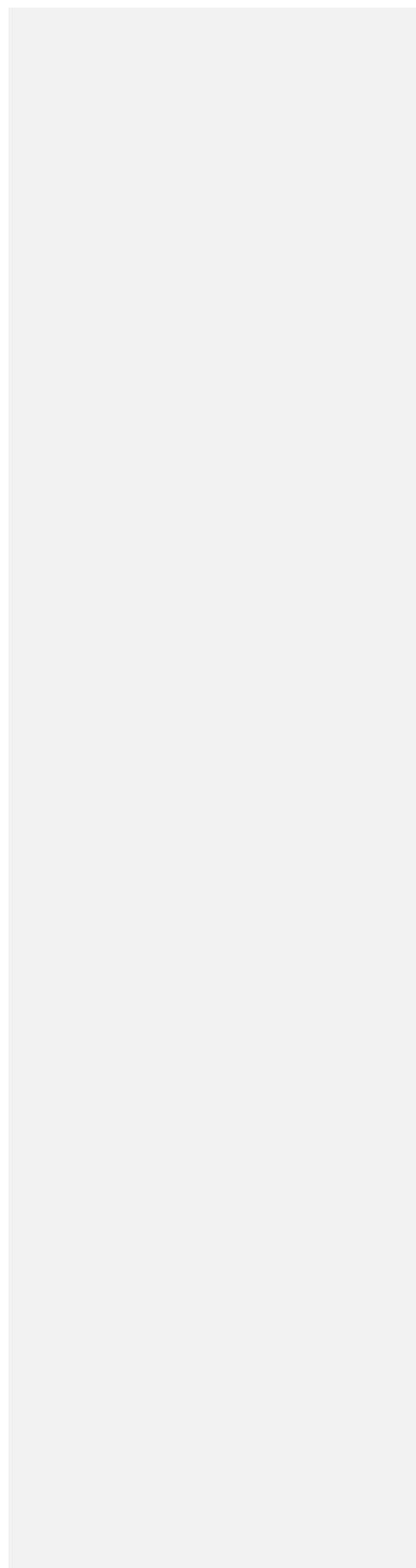
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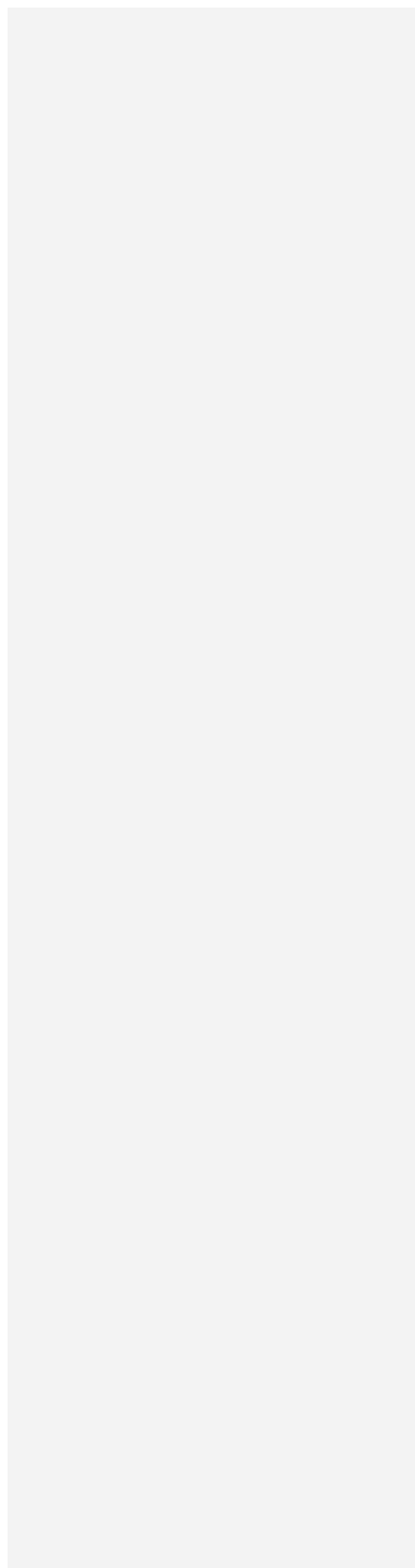
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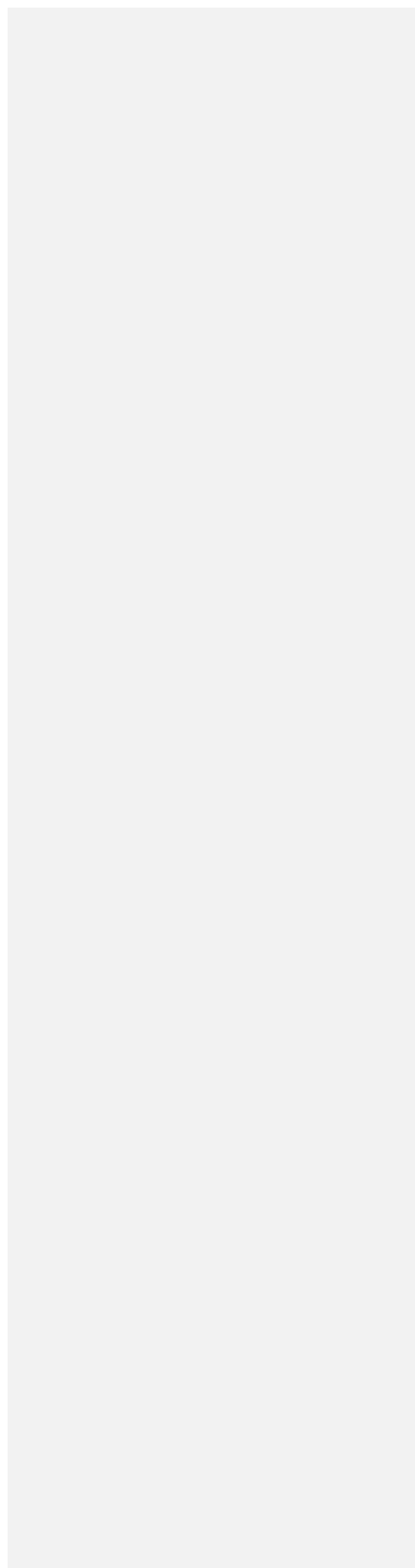
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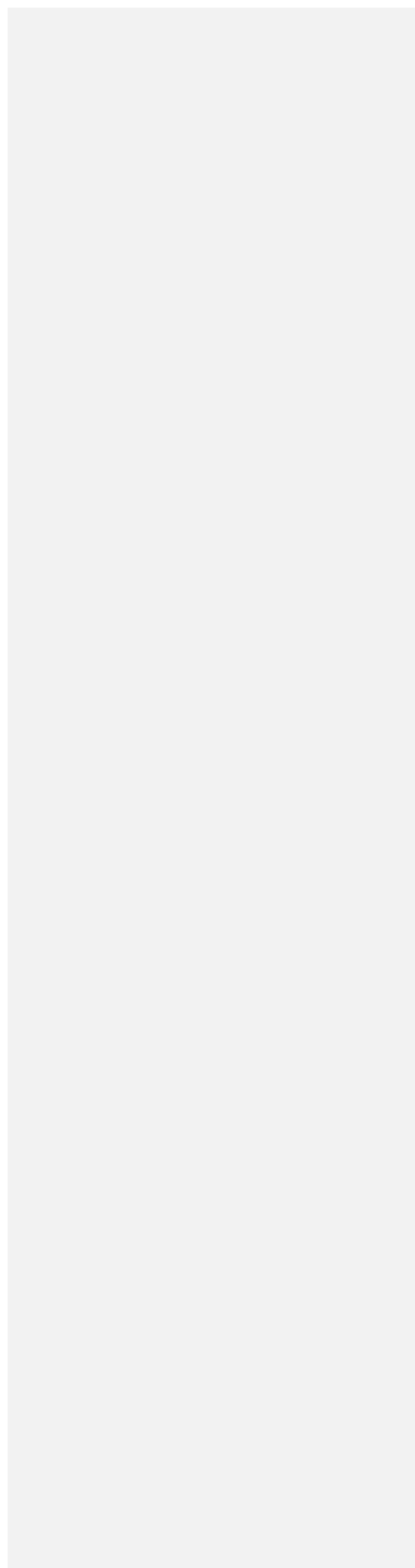
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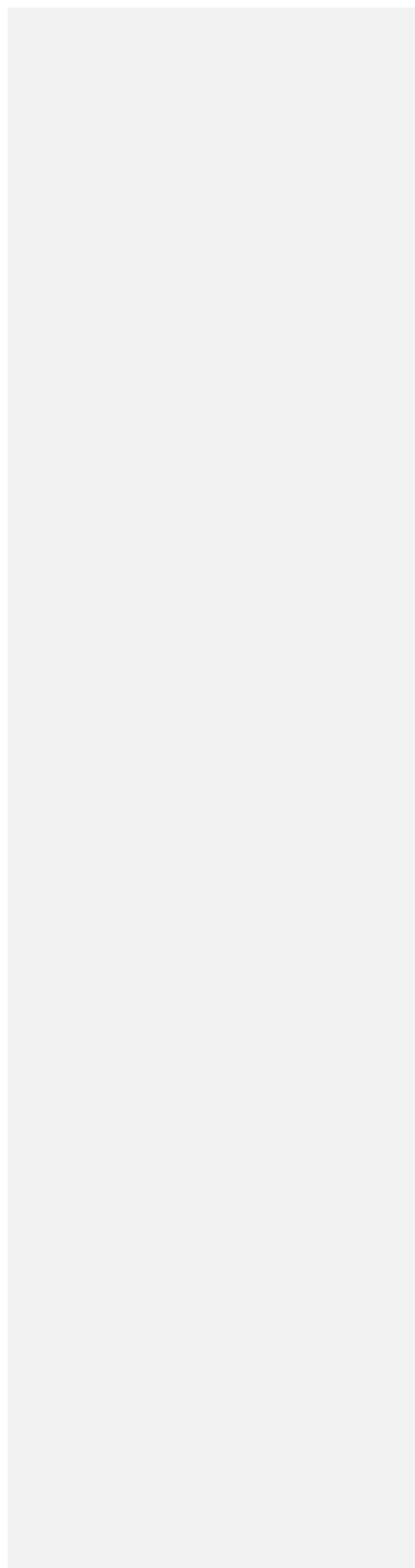
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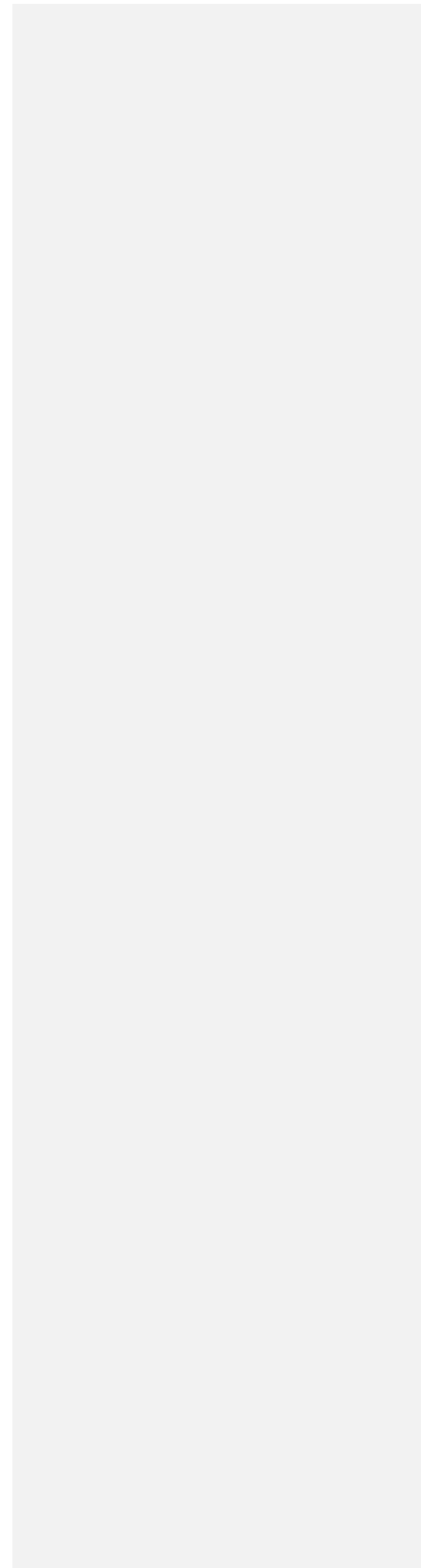
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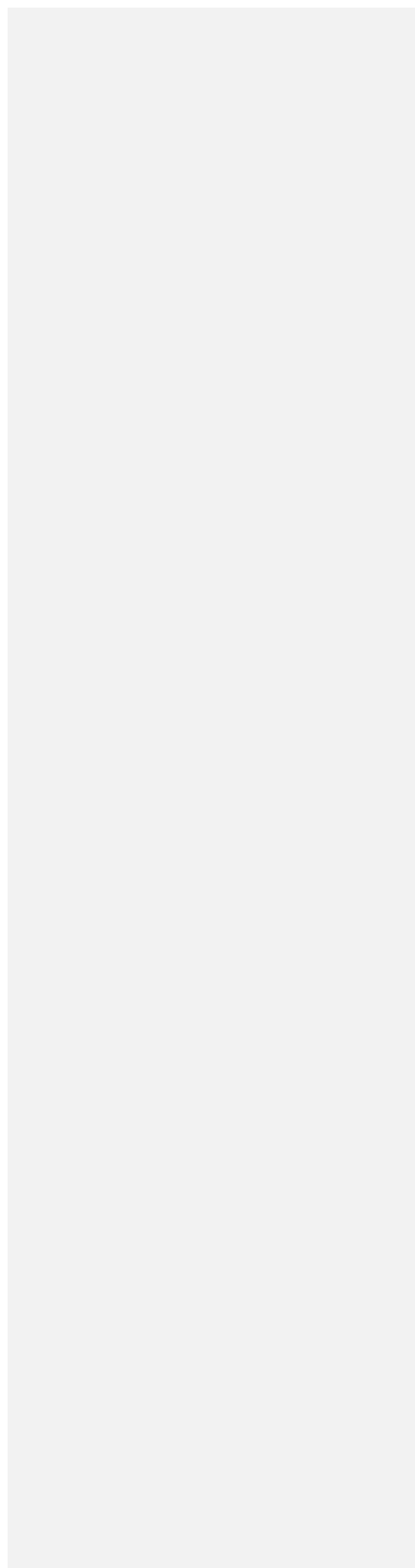
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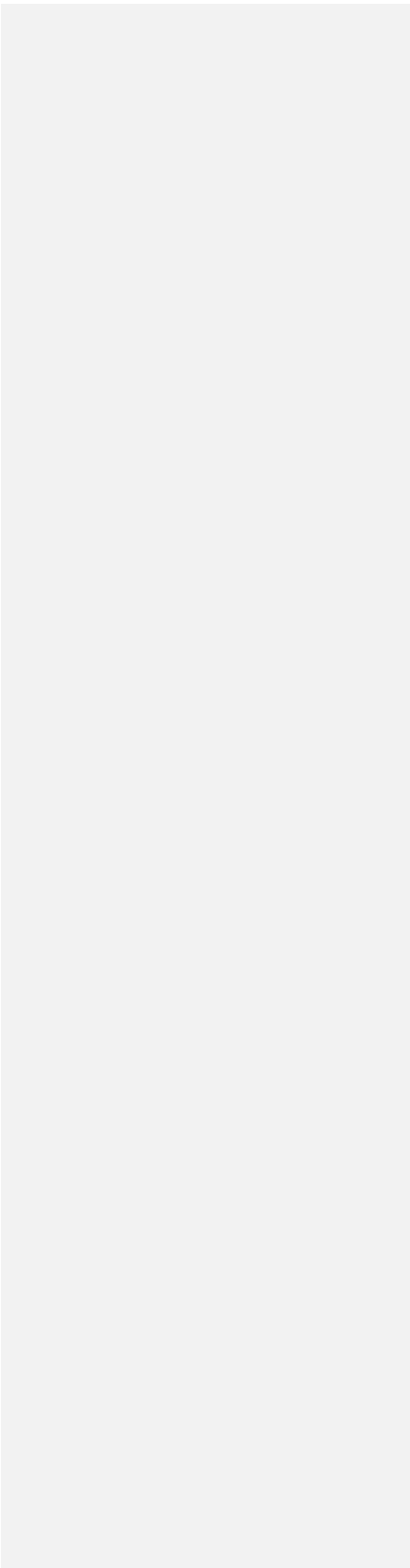
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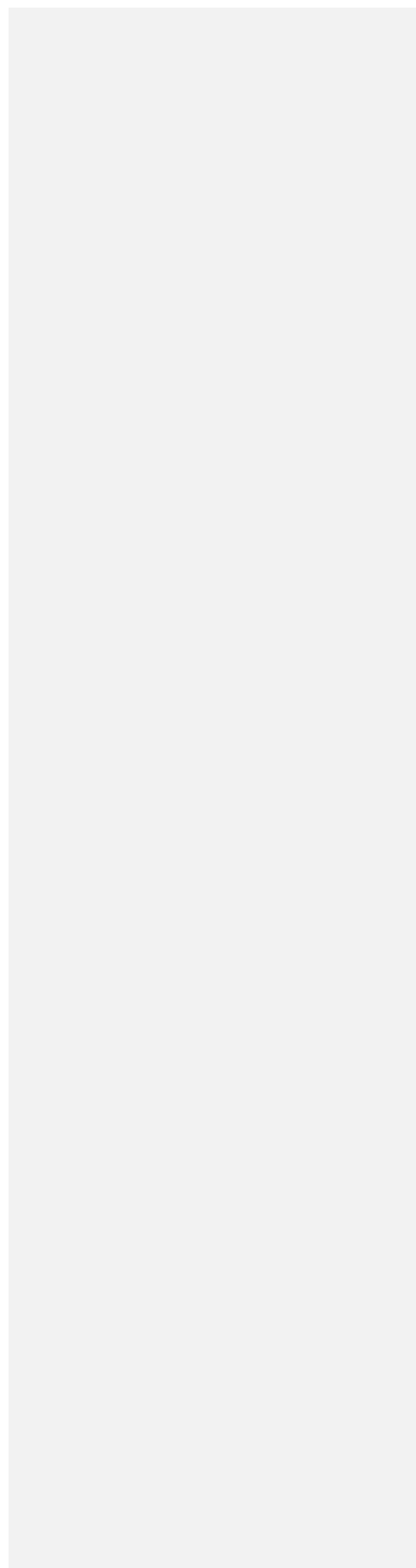
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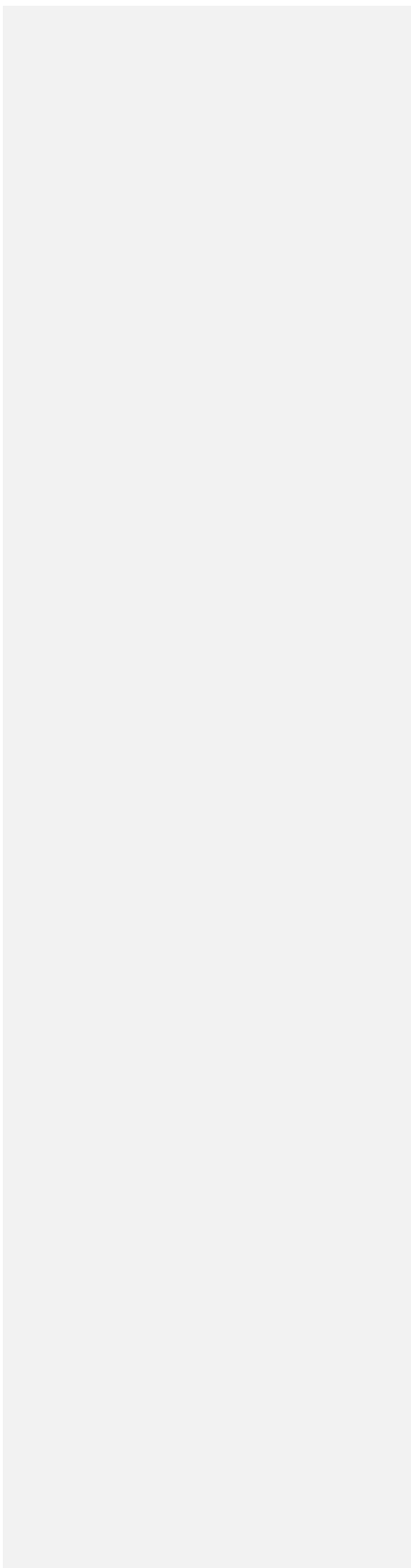
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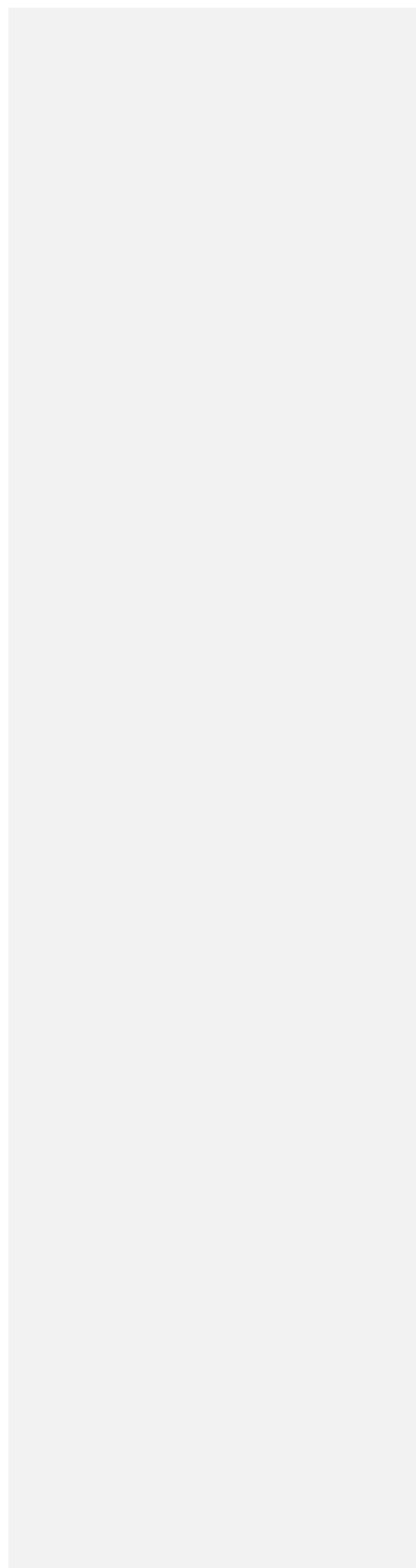
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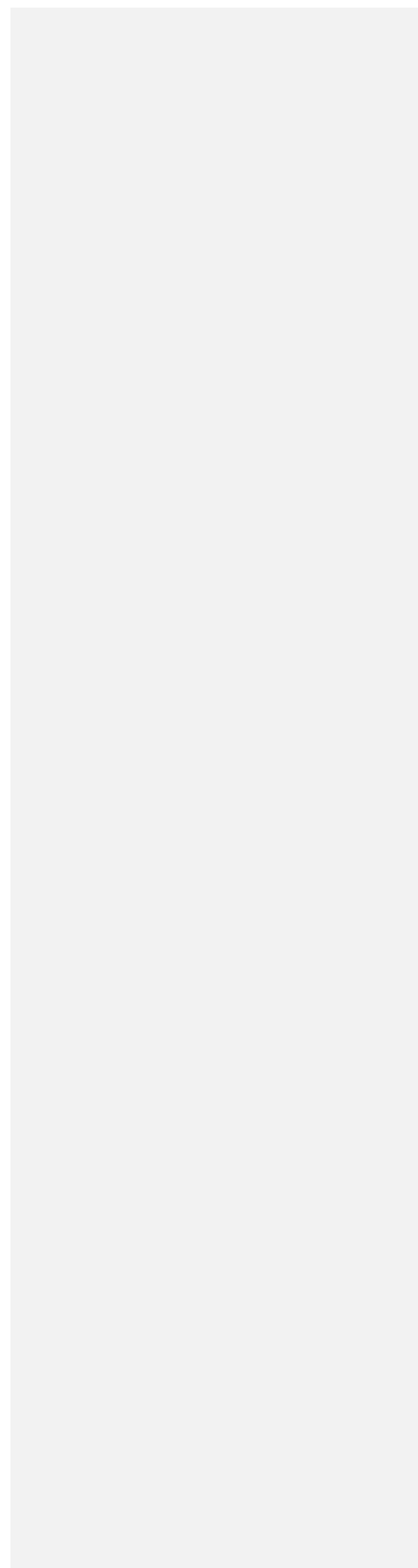
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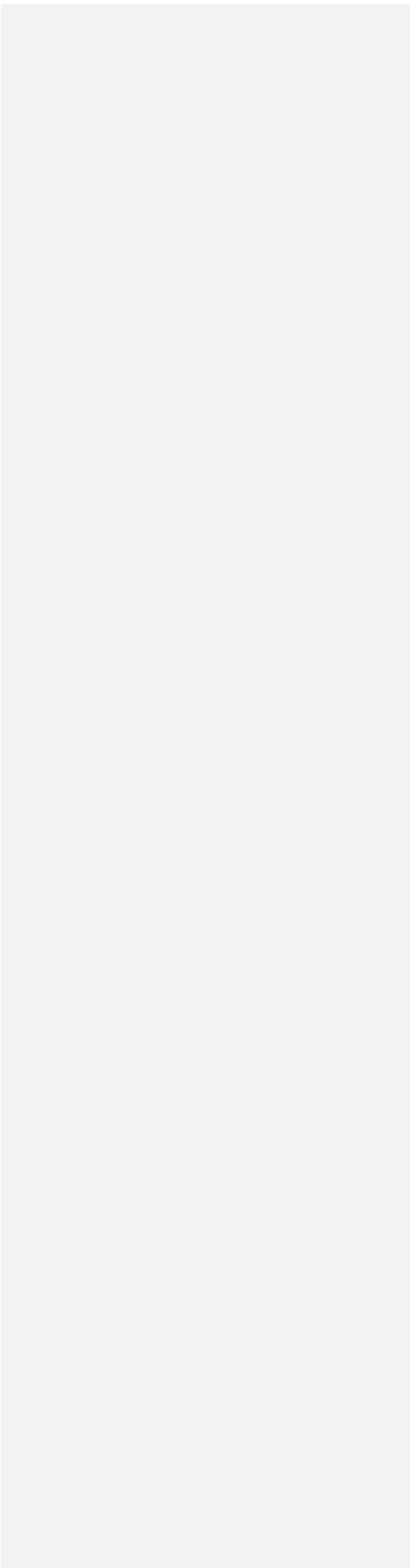
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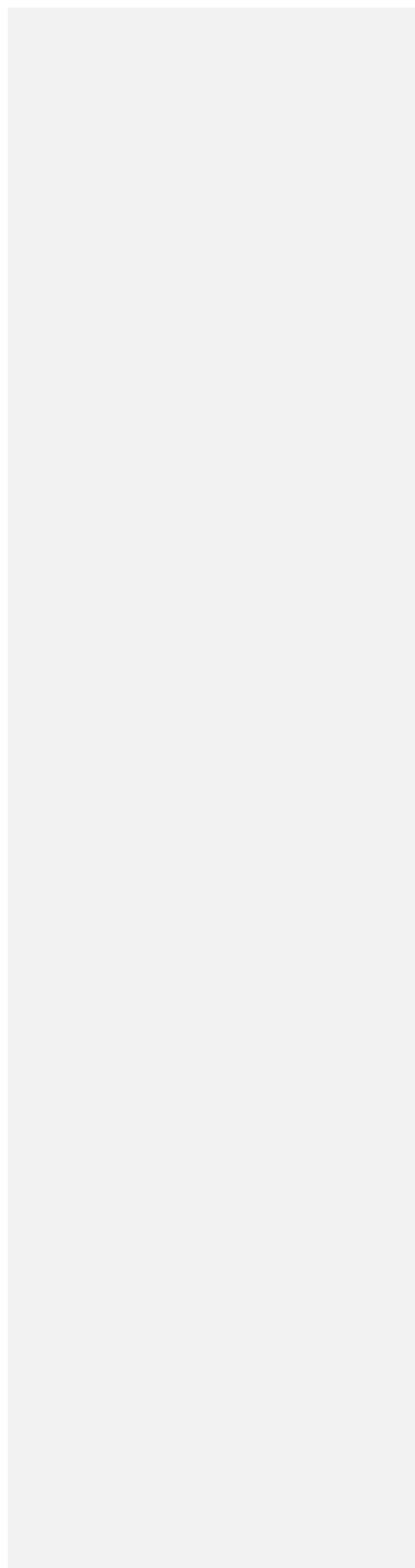
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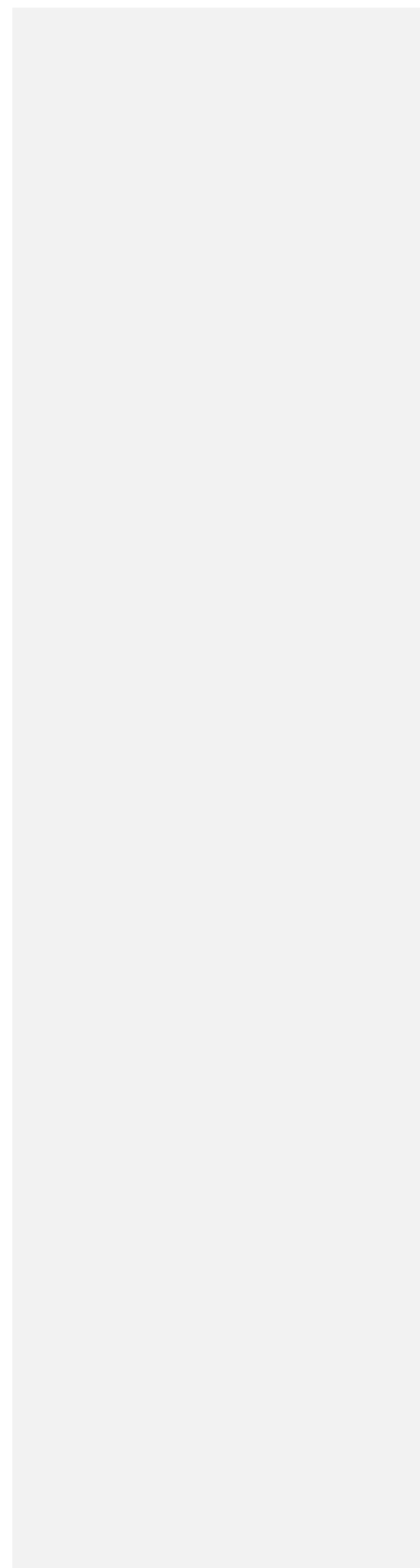
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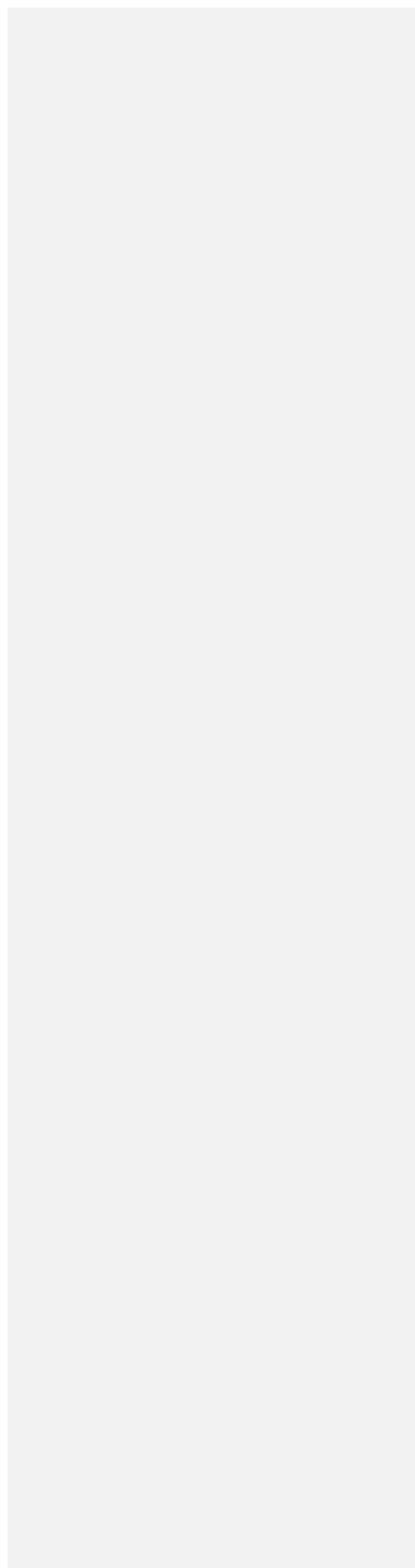
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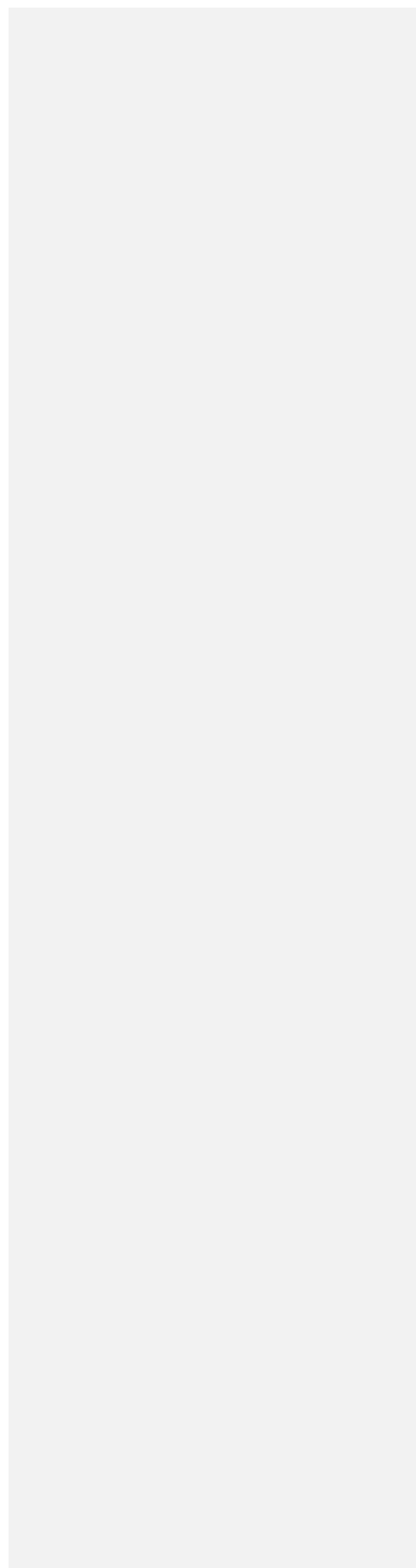
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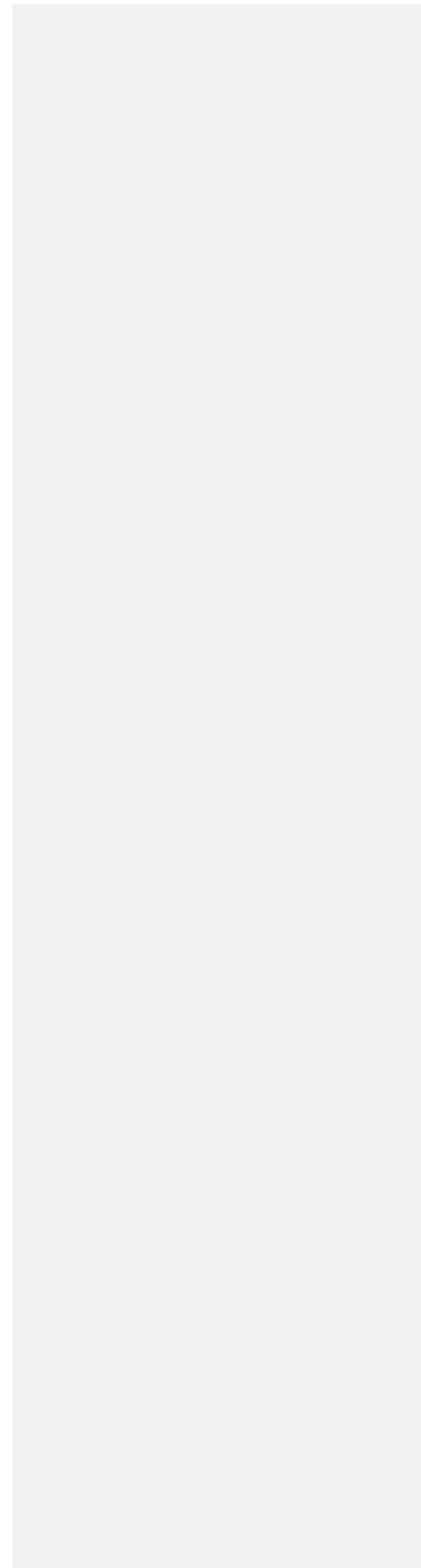
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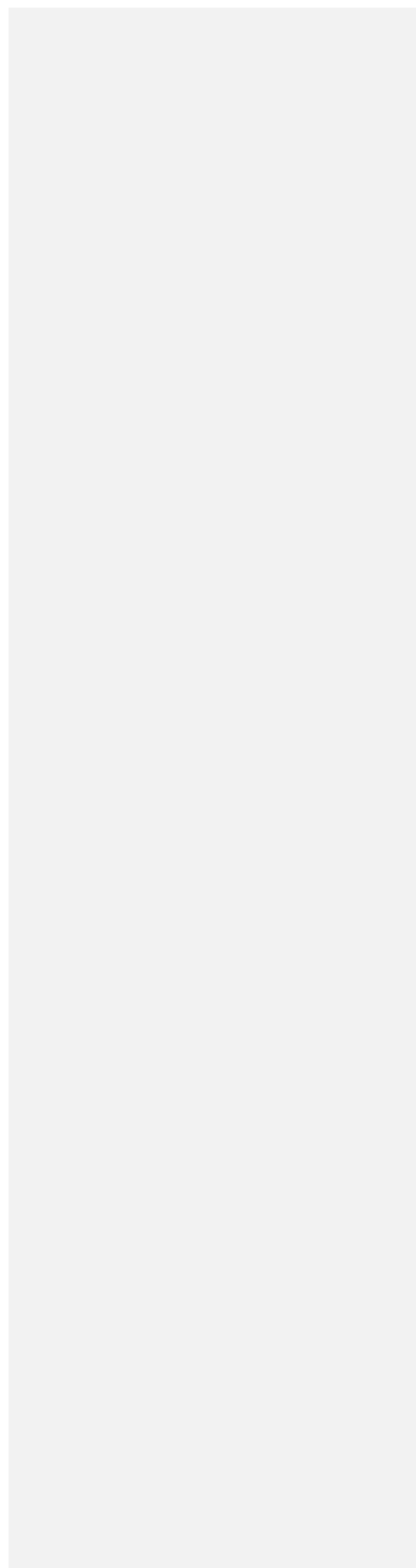
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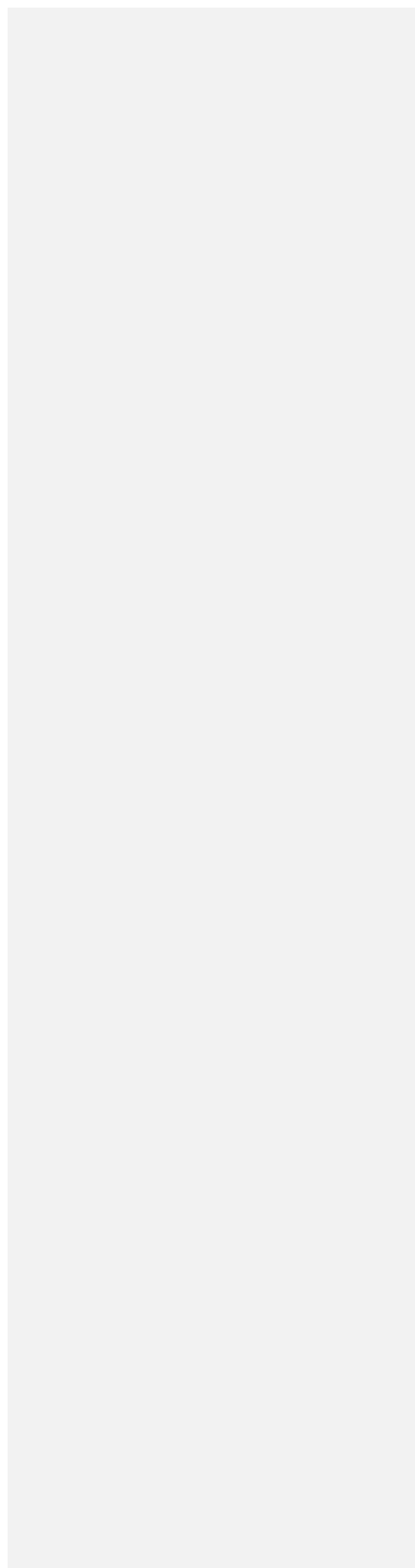
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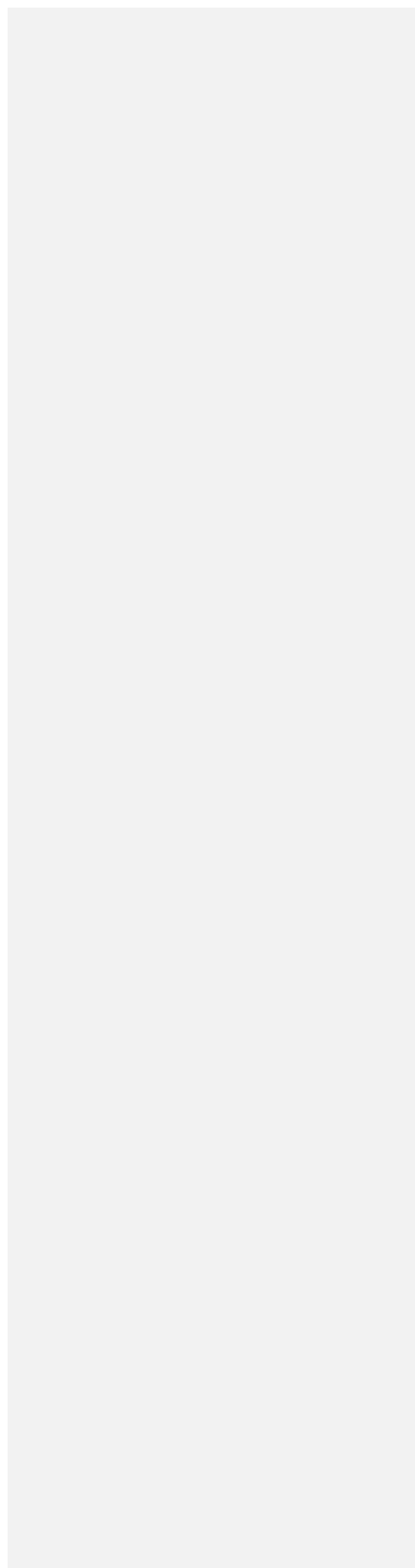
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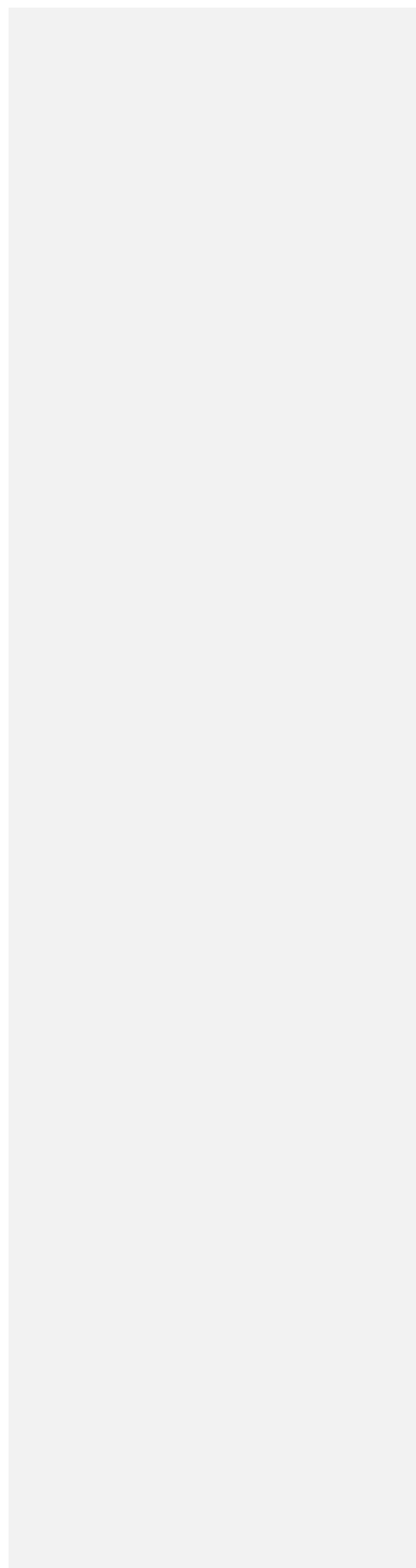
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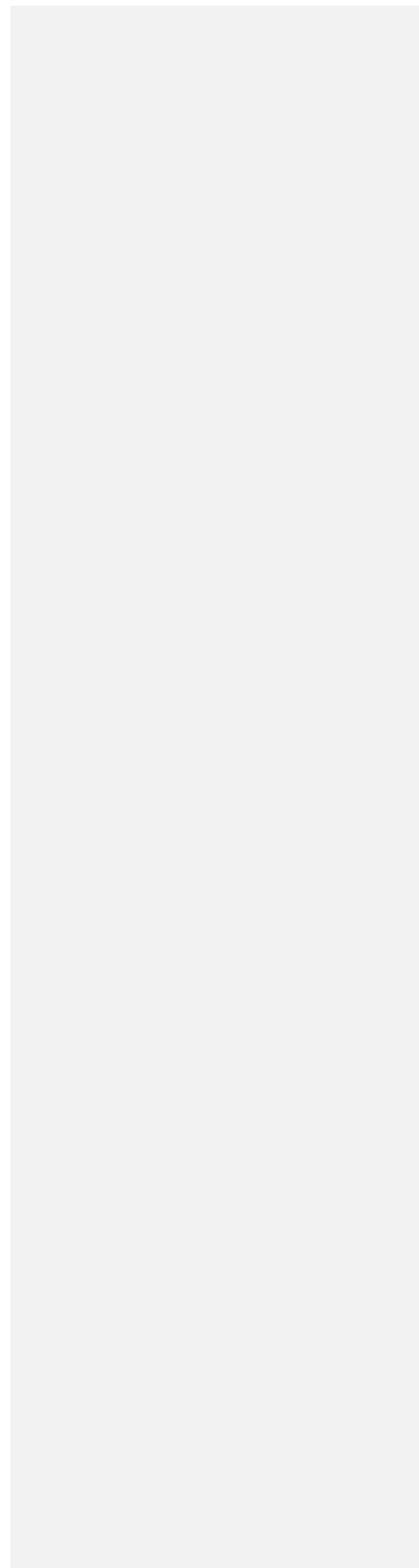
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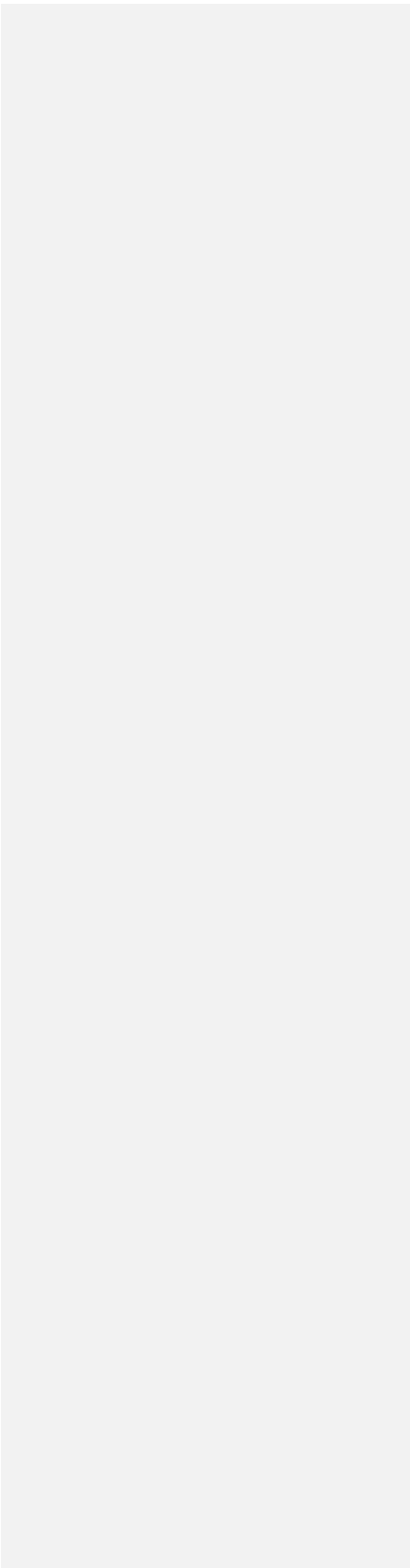
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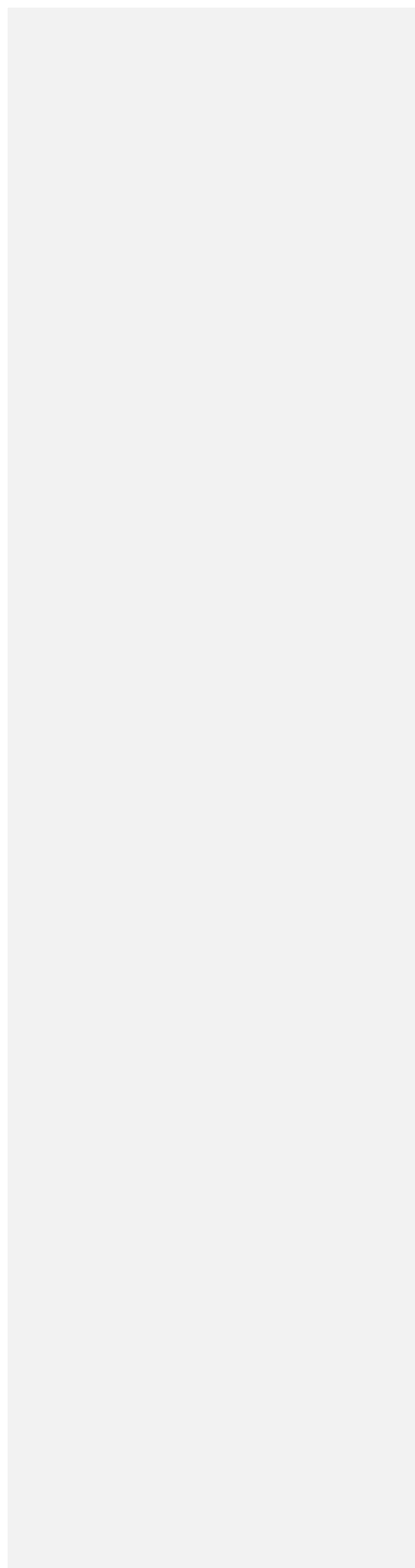
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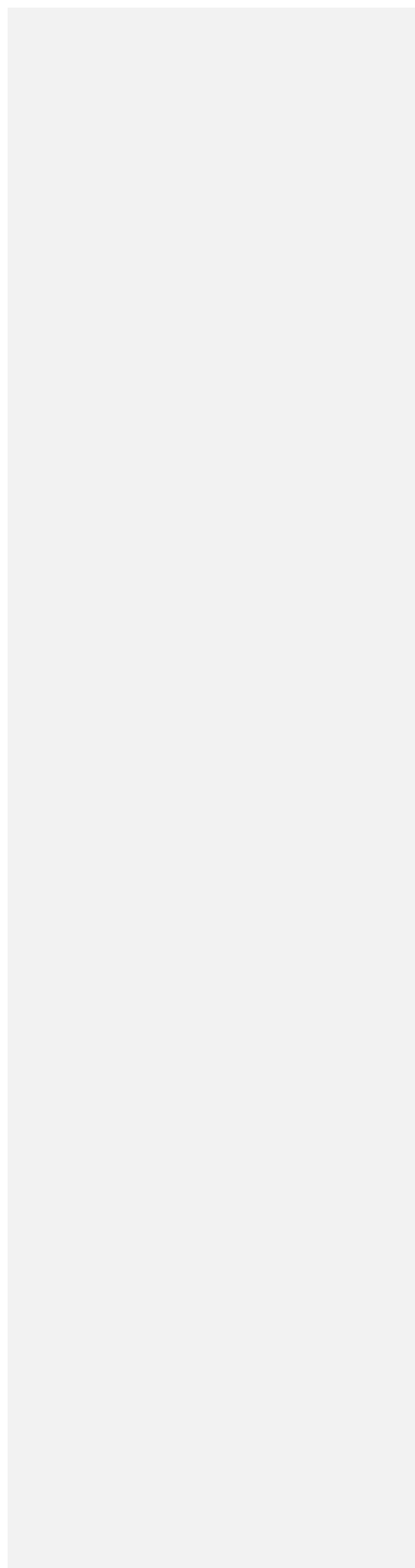
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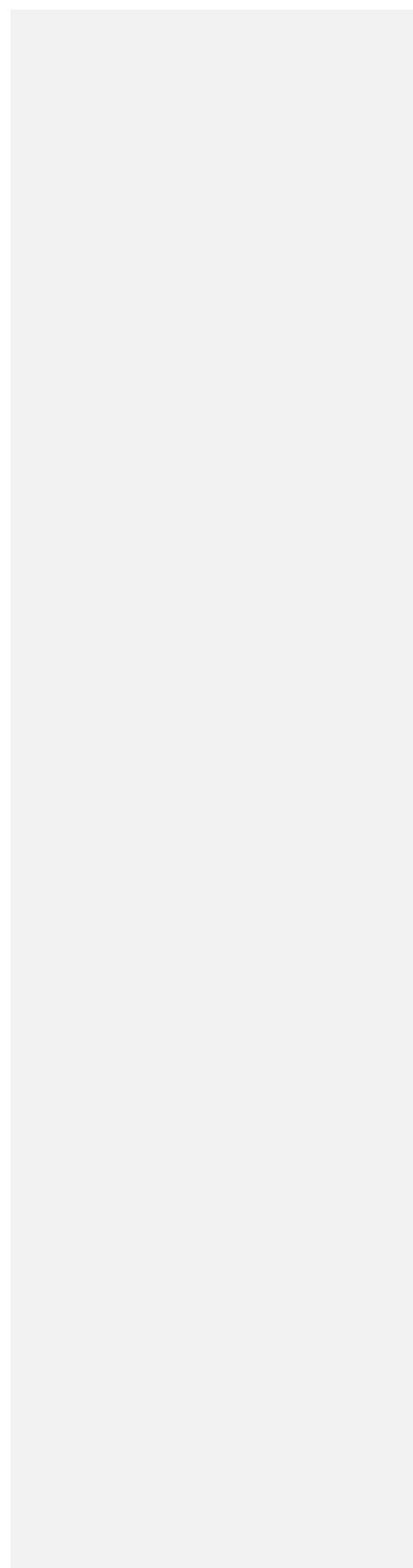
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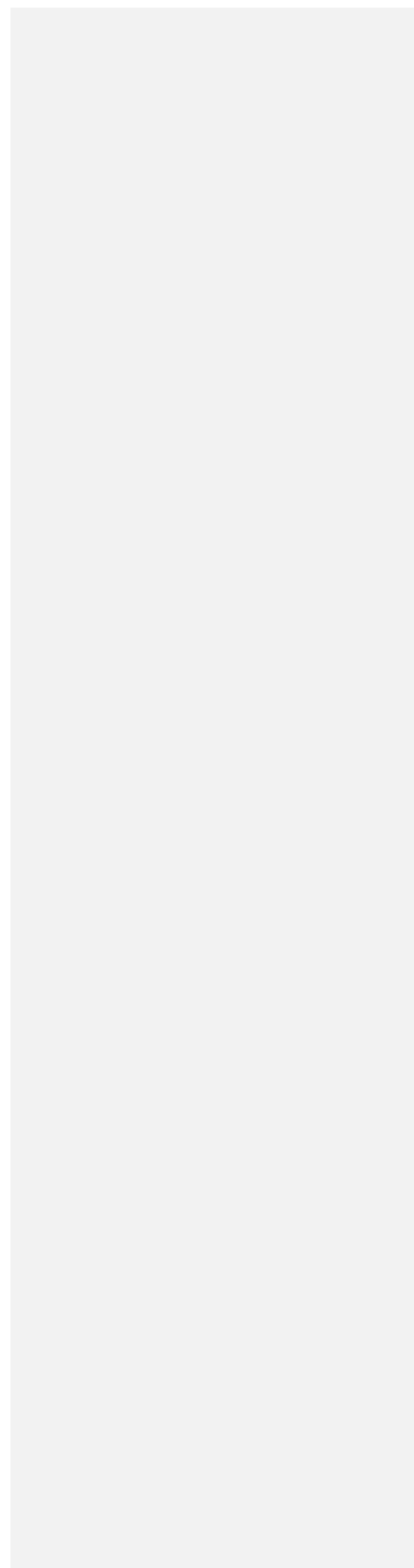


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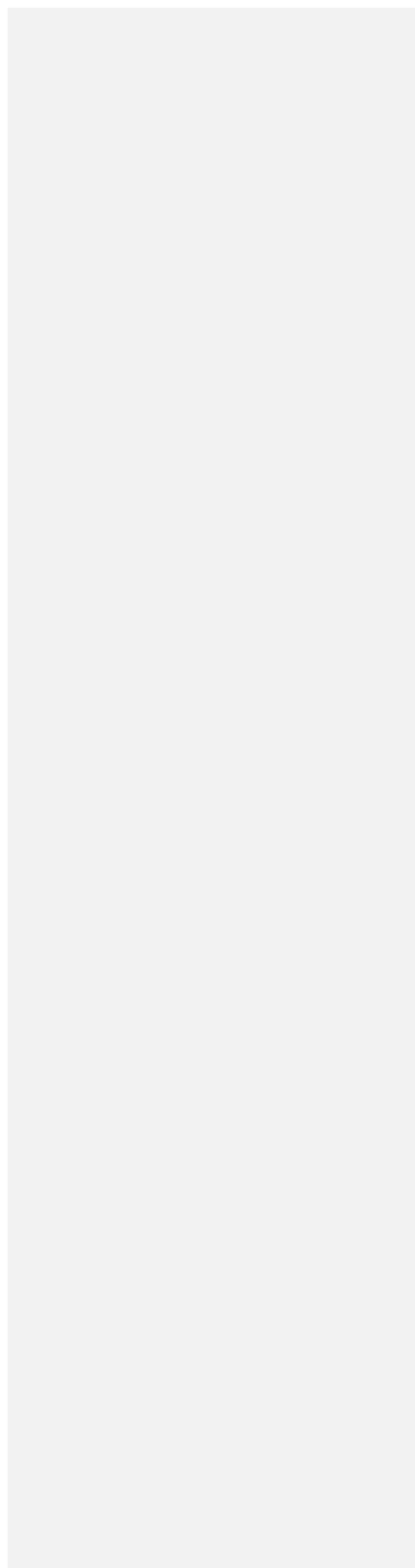
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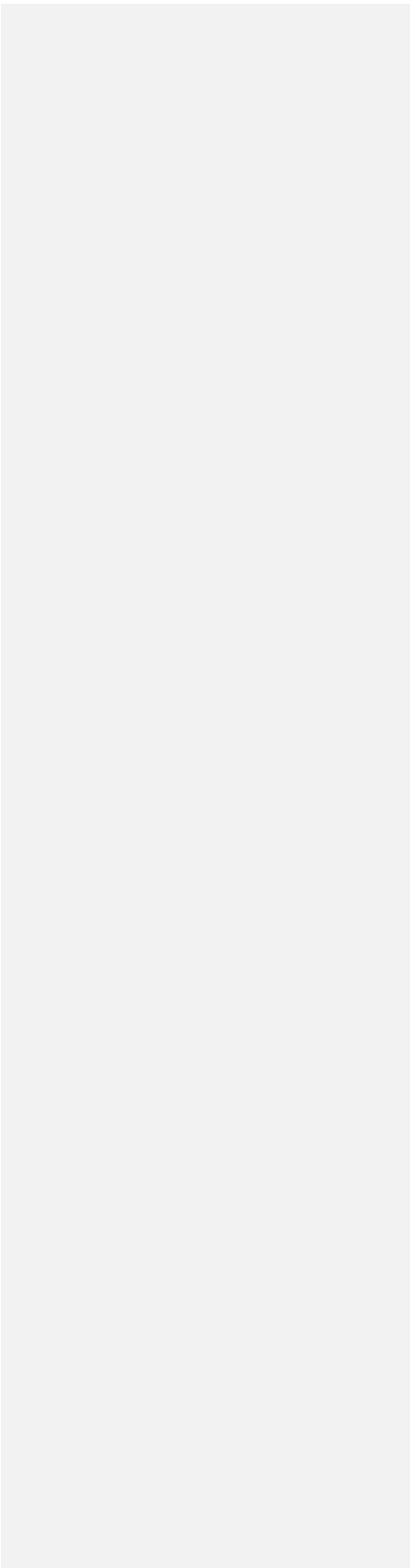
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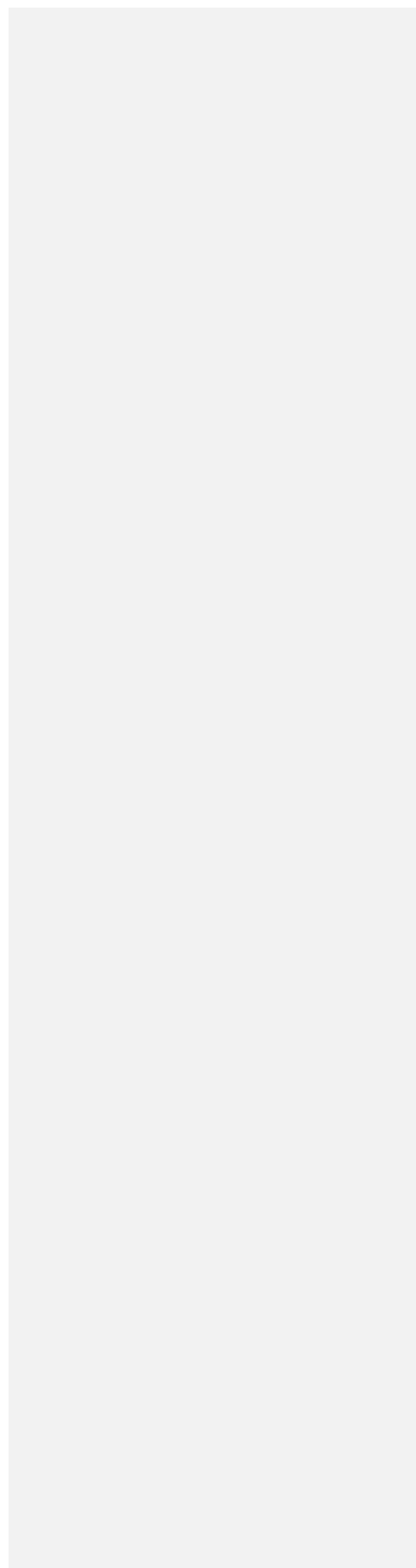


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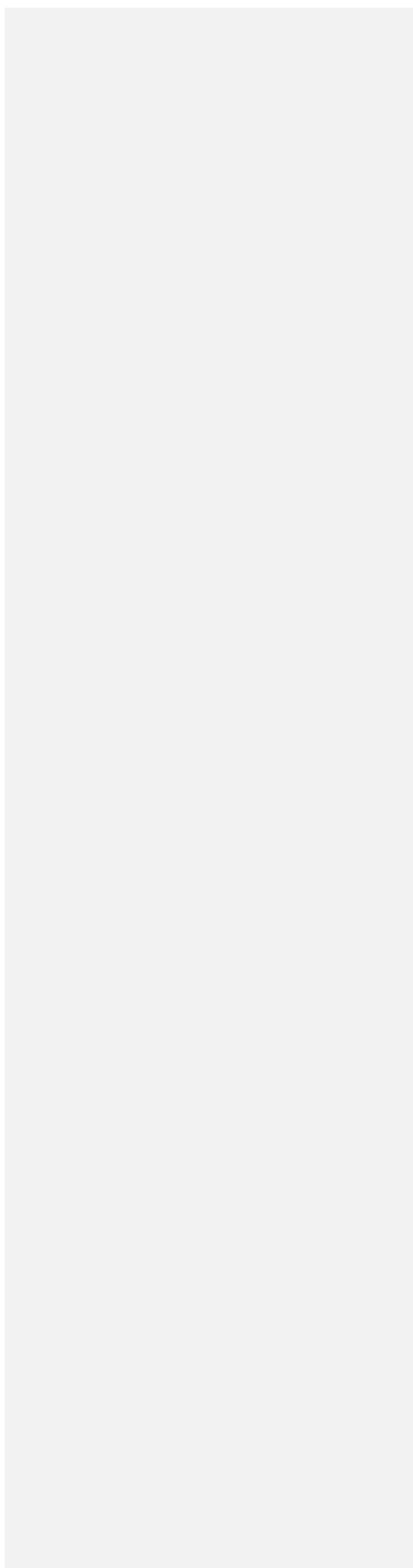
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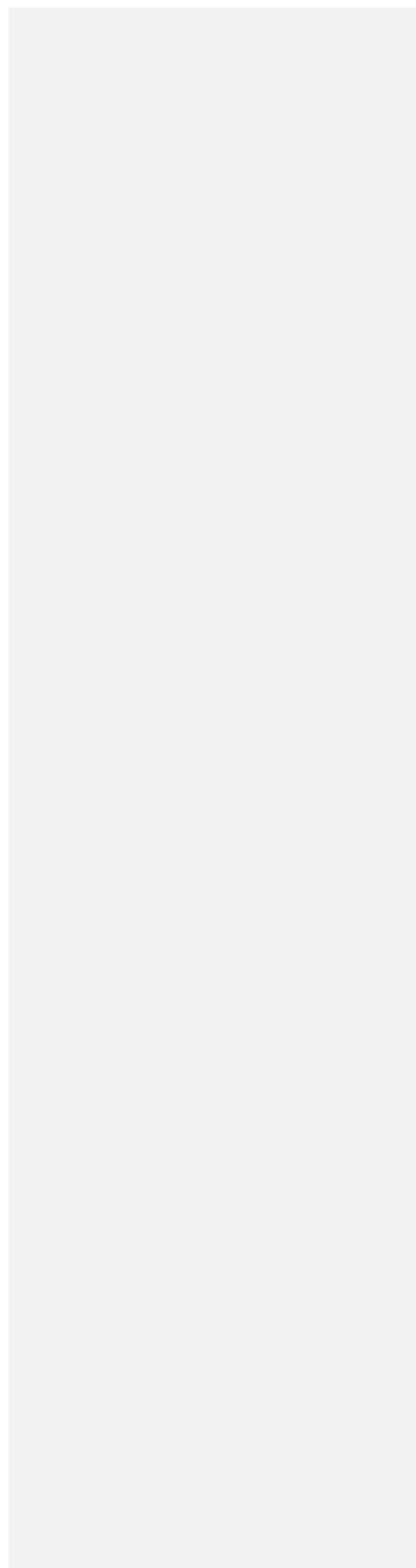
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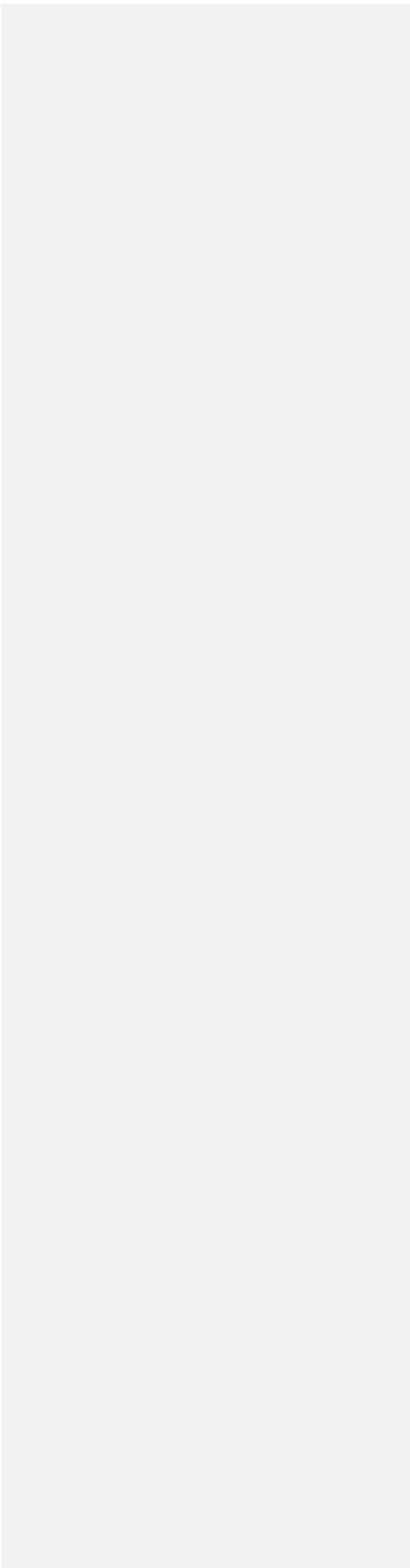
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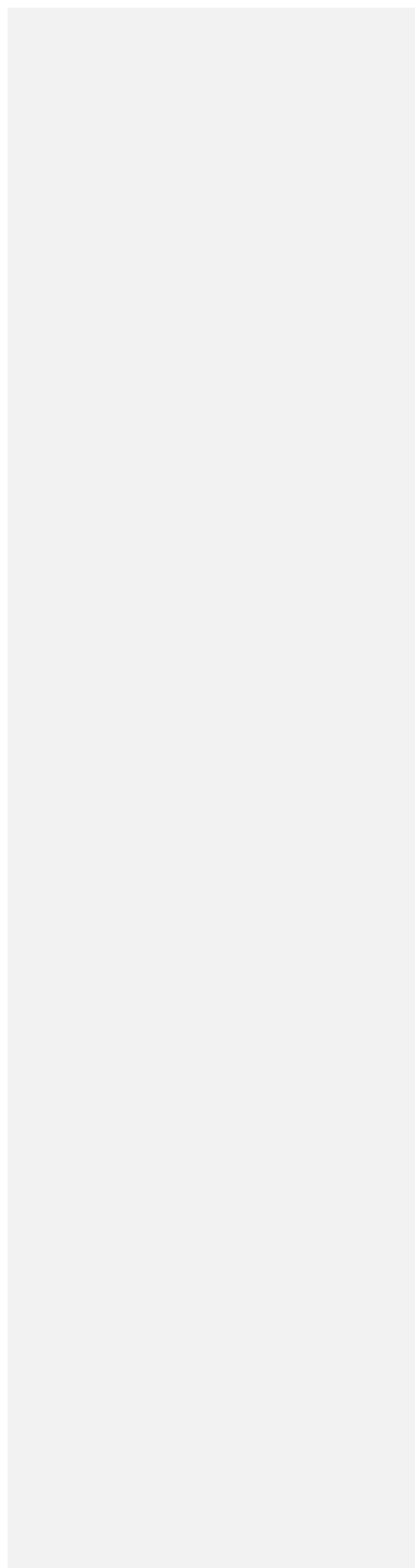
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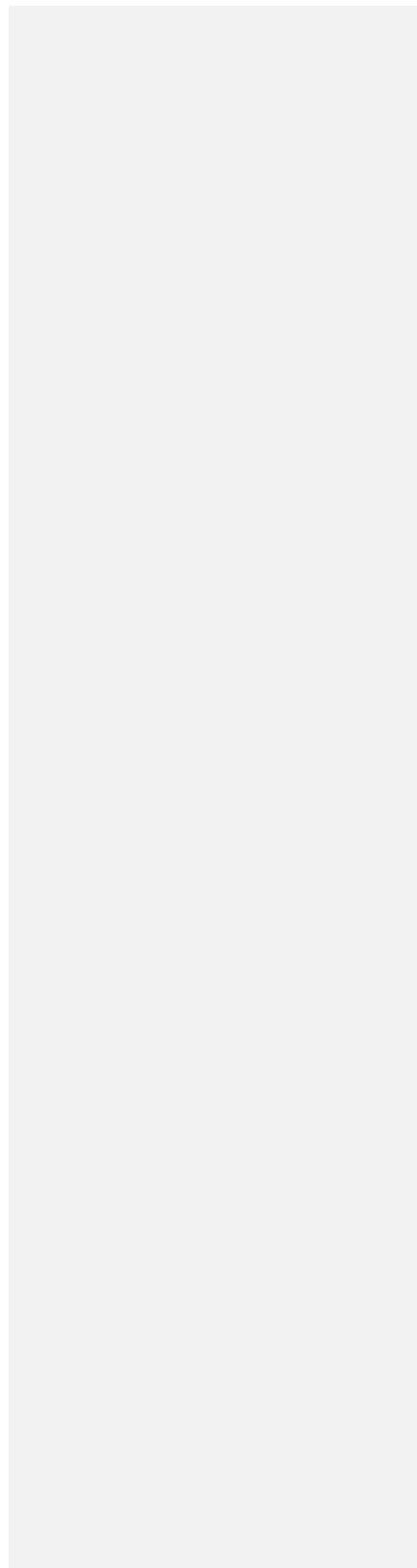
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4. Tariff and tax

The tariff rate on bottled wine is 15% (or ¥125/l, whichever is less with a minimum of ¥67/l). Note that Chilean wine is imported under an agreement that is gradually reducing tariffs on agriculture and food imports from that country.

Tariff Rates on Wine (as of January 2013)	
Bottled Wine	
-HS220421020 (2L or less)	15% or ¥125/l, whichever is less with a minimum of ¥67/l
-HS220429010 (2L to 150L)	15% or ¥125/l, whichever is less with a minimum of ¥67/l
Sparkling Wine	
-HS220410000	¥182/l
Wine Coolers	
-HS220600221	¥27/l
(Other fermented beverage mixtures)	
Bulk Wine	
- HS220429090 (>150L)	¥45/l
Grape Must	
-HS220430191	19.10%
(1%+ alcohol, less than 10% sucrose by weight)	
-HS220430200	
(1% + alcohol – other)	¥45/l
Vermouth	
-HS220510000 (2L or less)	¥69.3/l
-HS220590200 (1%+ alcohol)	¥69.3/l
Sherry/Fortified Wine	
-HS220421010	¥112/l

Source: Customs Tariff Schedules of Japan 2013, Japan Tariff Association
http://www.customs.go.jp/english/tariff/2013_1/data/i201301e_22.htm

Liquor Tax Law regulations

The liquor tax rate was increased by 13.5 percent for wine and 15.7 percent for sweetened wine in May 2006. (See Section 4.2 above for details)

Tax rate on wine after the tax increase
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	Per kiloliter	Per 750ml bottle
Wine	80,000 yen/k	60 yen/bottle
Sweetened Wine	120,000 yen/kl*	90 yen/bottle

Table 1: Wine imports by type					
Volume (000 hectoliters)					
	2010	2011	2012	2013	2013/2012
					% Change
Bottled Wine	1,440.5	1,570.9	1,984.8	1,993.5	0.4
HS220421020 (2L or less)	1,335.2	1,443.6	1,811.3	1,801.7	-0.5
HS220429010 (2L to 150L)	105.3	127.3	173.5	191.8	10.5
Sparkling Wine					
HS220410000	237.9	248.0	293.2	309.7	5.7
Wine Coolers					
HS220600221	30.1	34.1	47.9	48.7	1.7
Bulk Wine					
HS220429090 (>150L)	252.8	256.8	284.2	320.9	12.9
Grape Must	74.0	70.5	78.2	97.3	24.5
HS220430191 (1%+ alcohol, <10% sucrose by weight)	0.0	0.0	0.0	0.0	0.0
HS220430200 (1%+ alcohol - other)	74.0	70.5	78.2	97.3	24.5
Vermouth	22.0	26.2	30.5	33.9	11.1
HS220510000 (2L or less)	21.5	25.6	29.6	32.9	10.8
HS220590200 (1%+ alcohol)	0.5	0.6	0.9	1.0	9.9
Sherry/Fortified Wine					
HS220421010	7.4	7.8	9.1	8.4	-7.9
Source: Global Trade Atlas, based on Japan Customs data (CY Jan – Dec)					

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(Table 1 continued)						
	Value (\$M)					
		2010	2011	2012	2013	2013/2012
						% Change
Bottled Wine		791.4	902.3	1,071.2	1,084.5	1.2
HS220421020 (2L or less)		771.7	877.0	1,037.4	1,047.9	1.0
HS220429010 (2L to 150L)		19.7	25.3	33.8	36.6	8.3
Sparkling Wine						
HS220410000		332.1	372.7	431.7	406.7	-5.8
Wine Coolers						
HS220600221		13.2	16.6	21.8	20.4	-6.4
Bulk Wine						
HS220429090 (>150L)		26.8	29.4	34.6	38.4	11.0
Grape Must		21.0	22.7	26.6	36.8	38.3
HS220430191 (1%+ abv, <10% sucrose by weight)		0.0	0.0	0.0	0.0	0.0
HS220430200 (1%+ abv - other)		21.0	22.7	26.6	36.8	38.3
Vermouth		7.7	9.2	9.3	10.5	12.9
HS220510000 (2L or less)		7.6	9.1	9.1	10.3	13.2
HS220590200 (1%+ alcohol)		0.1	0.1	0.2	0.2	0.0
Sherry/Fortified Wine						
HS220421010		7.0	7.7	8.8	7.9	-10.2
		Source: Global Trade Atlas, based on Japan Customs data (CY Jan - Dec)				

Table 2: Less Than 2L Bottled Wine Imports by Supplying Country							
Volume (000 Hectoliters)							
Rank	Country	2010	2011	2012	2013 Volume	Share (%)	2013/2012 % Change
1	France	471.6	504.5	600.5	566.9	31.5	-5.6
2	Chile	213.4	241.7	315.8	364.4	20.2	15.4
3	Italy	248.7	282.6	347.7	332.7	18.5	-4.3
4	Spain	136.9	158.1	246.6	234.0	13.0	-5.1
5	United States	87.0	92.6	105.5	115.5	6.4	9.5
6	Australia	74.7	64.0	72.5	68.4	3.8	-5.7
7	Germany	29.2	34.9	35.8	33.2	1.8	-7.2
8	Argentina	24.4	24.9	32.3	30.9	1.7	-4.5
9	South Africa	27.2	16.2	24.2	22.6	1.3	-6.9
10	New Zealand	7.4	7.8	11.2	11.2	0.6	-<0.1
	Others	14.7	16.3	19.2	21.9	1.2	14.0
	Total	1,335.2	1,443.6	1,811.3	1,801.7	100.0	-0.5
Value (\$M)							
Rank	Country	2010	2011	2012	2013 Value	Share (%)	2013/2012 % Change
1	France	399.2	454.7	518.4	501.3	47.8	-3.3
2	Italy	116.1	141.1	164.4	171.9	16.4	4.6
3	Chile	67.4	76.6	102.2	116.1	11.0	13.6
4	United States	60.4	66.0	80.1	90.5	8.6	13.0
5	Spain	39.1	47.5	66.5	69.1	6.6	4.0
6	Australia	35.7	35.3	39.0	32.8	3.1	-16.1
7	Germany	17.7	19.3	19.5	19.4	1.9	-0.2
8	Argentina	9.5	10.4	13.9	13.1	1.3	-5.9
9	New Zealand	7.5	8.7	11.7	11.6	1.1	-0.9
10	South	10.3	6.4	9.9	9.0	0.9	-9.0

	Africa						
	Others	8.8	12.6	12.0	13.2	1.2	10.0
	Total	771.7	878.6	1037.6	1048.0	100.0	1.0
		Source: Global Trade Atlas, based on Japan Customs data (CY Jan - Dec)					

Table 3: Sparkling Wine Imports by Supplying Country							
Volume (000 hectoliters)							
Rank	Country	2010	2011	2012	2013		2013/2012 % Change
					Volume	Share (%)	
1	France	94.1	95.3	112.0	116.3	37.6	3.9
2	Spain	53.8	56.0	70.2	77.6	25.1	10.5
3	Italy	44.2	50.3	63.6	60.7	19.6	-4.6
4	Australia	10.8	10.8	12.1	13.9	4.5	14.8
5	Chile	7.5	9.1	9.8	13.8	4.5	40.2
6	United States	13.6	12.2	10.8	10.0	3.2	-8.1
	Others	13.9	14.3	14.6	17.6	5.7	20.5
	Total	237.9	248.0	293.1	309.9	100.0	5.7
Value (\$M)							
Rank	Country	2010	2011	2012	2013		2012/2011 % Change
					Value	Share (%)	
1	France	249.9	281.0	328.4	300.7	73.9	-8.4
2	Spain	31.9	34.1	39.0	39.1	9.6	0.3
3	Italy	26.2	31.9	36.9	37.0	9.1	0.1
4	Australia	7.3	8.0	8.8	8.5	2.1	-3.0
5	Chile	3.3	4.0	4.8	6.7	1.7	39.5
6	United States	6.0	5.9	5.6	5.0	1.2	-10.6
	Others	7.5	7.8	8.2	9.7	2.4	18.3
	Total	332.1	372.7	431.7	406.7	100.0	-5.8
		Source: Global Trade Atlas, based on Japan Customs data (CY Jan - Dec)					

Table 4: Wine Cooler Imports by Supplying Country							
Volume (000 hectoliters)							
Rank	Country	2010	2011	2012	2013		2013/2012 % Change
					Volume	Share (%)	
1	France	12.7	15.4	19.0	18.5	38.0	-2.5
2	Spain	5.9	6.6	9.1	9.3	19.1	2.3
3	Belgium	0.2	0.8	3.0	6.0	12.2	99.9
4	Germany	3.2	3.7	4.9	5.6	11.5	13.5
5	United States	2.9	2.1	1.9	2.4	4.9	22.2
6	Canada	0.0	0.0	0.6	2.1	4.3	260.0
7	Italy	1.4	1.4	2.3	1.8	3.7	-18.9
	Others	3.0	3.5	7.2	3.1	6.3	-57.0
	Total	29.3	34.1	48.0	48.8	100.0	1.7
Value (\$M)							
Rank	Country	2010	2011	2012	2013		2013/2012 % Change
					Value	Share (%)	
1	France	8.1	11.0	13.9	11.9	58.2	-14.5
2	Spain	1.7	2.0	2.5	2.6	12.9	5.7
3	Belgium	0.1	0.3	0.9	1.8	8.8	102.8
4	Germany	0.9	1.2	1.4	1.5	7.4	8.9
5	Italy	0.9	0.7	0.9	0.9	4.2	-8.5
6	United States	0.6	0.5	0.4	0.5	2.5	17.0
7	Canada	0.0	0.0	0.1	0.5	2.2	245.4
	Others	1.0	0.7	1.7	0.8	3.9	-53.0

	Total	13.2	16.6	21.8	20.5	100.0	-6.0
Source: Global Trade Atlas, based on Japan Customs data (CY Jan-Dec)							

Table 5: Bulk Wine Imports by Supplying Country							
Volume (000 hectoliters)							
Rank	Country	2010	2011	2012	2013		2013/2012 % Change
					Volume	Share (%)	
1	Chile	93.1	99.9	113.8	152.5	47.5	34.0
2	United States	69.4	82.0	89.6	94.7	29.5	5.7
3	Argentina	26.2	26.0	25.1	20.3	6.3	-19.2
4	South Africa	5.3	8.5	8.7	19.9	6.2	128.8
5	France	23.7	8.3	10.8	10.6	3.3	-2.4
6	Spain	20.5	9.8	15.3	7.1	2.2	-53.4
7	Australia	0.4	8.2	6.7	6.0	1.9	-10.7
8	Macedonia	2.4	5.6	8.3	5.6	1.7	-33.0
9	Italy	4.8	3.8	2.0	2.5	0.8	21.7
10	Bulgaria	1.6	1.7	1.0	1.3	0.4	32.2
	Others	2.6	3.0	2.9	0.4	0.1	-86.2
	Total	252.8	256.8	284.2	320.9	100.0	12.9
Value (\$M)							
Rank	Country	2010	2011	2012	2013		2013/2012 % Change
					Value	Share (%)	
1	Chile	9.7	12.9	15.5	18.6	48.6	20.2
2	United States	5.3	7.2	8.9	10.2	26.6	14.9
3	Argentina	2.5	3.0	3.1	2.3	5.9	-26.3
4	France	4.9	1.6	2.2	2.2	5.6	-3.0
5	South Africa	0.5	0.9	0.8	1.8	4.8	118.7

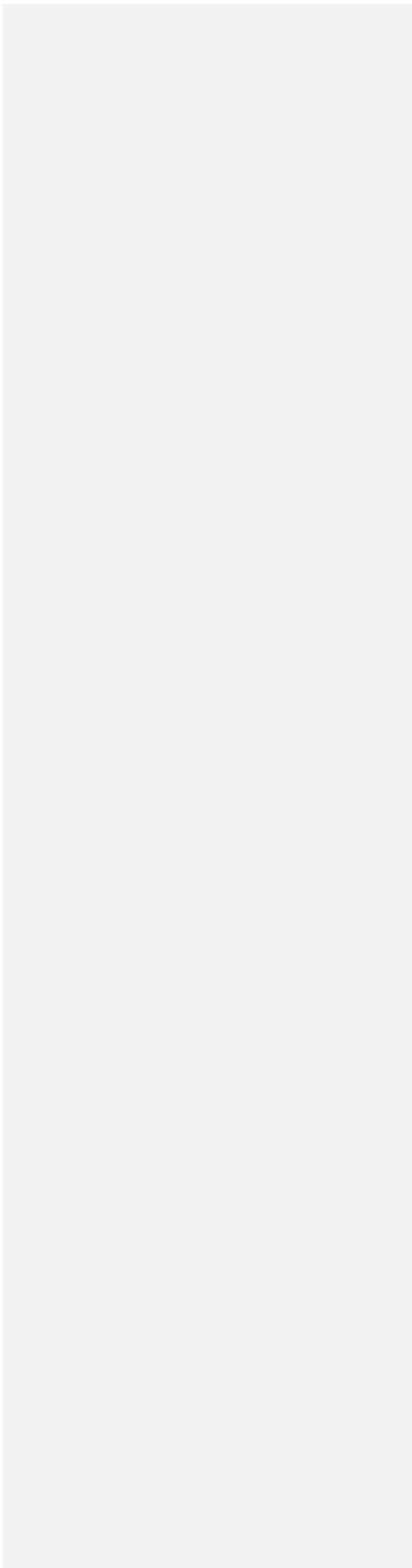
Table 7: Vermouth Imports by Supplying Country							
Volume (000 hectoliters)							
Rank	Country	2010	2011	2012	2013		2013/2012 % Change
					Volume	Share (%)	
1	Spain	10.2	11.8	13.9	18.2	55.3	31.1
2	France	3.5	4.5	4.7	5.5	16.6	15.4
3	Italy	4.2	5.2	5.6	4.4	13.5	-20.0
4	Germany	2.1	2.8	3.5	3.7	11.4	6.6
5	China	1.2	0.9	1.1	0.6	1.8	-46.7
	Others	0.8	0.9	0.9	0.5	1.4	-44.4
	Total	22.0	26.1	29.7	32.9	100.0	10.8
Value (\$M)							
Rank	Country	2010	2011	2012	2013		2013/2012 % Change
					Value	Share	

						(%)	
1	Spain	2.6	3.1	3.3	4.5	44.1	38.7
2	France	1.7	2.2	1.9	2.6	25.4	33.7
3	Italy	1.8	2.2	2.4	1.9	18.2	-21.6
4	Germany	0.4	0.6	0.8	0.9	8.5	12.8
5	United States	0.6	0.6	0.3	0.1	1.4	-57.3
	Others	0.5	0.4	0.4	0.3	2.5	-25.0
	Total	7.6	9.2	9.1	10.3	100.0	13.2
		Source: Global Trade Atlas, based on Japan Customs data (CY Jan - Dec)					

Table 8: Sherry/Fortified Wine Imports by Supplying Country							
Volume (000 hectoliters)							
Rank	Country	2010	2011	2012	2013		2013/2012 % Change
					Volume	Share (%)	
1	Portugal	4.1	3.9	4.9	4.7	56.2	-3.8
2	Spain	2.2	2.7	3.0	2.6	31.4	-12.4
3	Italy	0.8	0.9	0.8	0.7	8.5	-13.1
4	France	0.2	0.2	0.4	0.3	3.7	-14.2
5	Israel	<0.1	0.0	<0.1	<0.1	0.1	0.0
	Others	0.1	0.1	<0.1	<0.1	0.2	<-0.1

	Total	7.4	7.8	9.1	8.3	100.0	-8.8
Value (\$M)							
Rank	Country	2010	2011	2012	2013		2013/2012
					Value	Share (%)	
1	Portugal	4.1	4.3	4.9	4.1	52.7	-14.8
2	Spain	1.9	2.3	2.4	2.1	26.1	-12.9
3	France	0.5	0.6	1.1	1.2	15.7	11.1
4	Italy	0.4	0.5	0.4	0.4	4.9	-4.3
5	New Zealand	0.0	0.0	0.0	<0.1	0.3	0.0
	Others	0.1	0.1	<0.1	<0.1	0.3	0.0
	Total	7.0	7.8	8.8	7.8	100.0	-11.4
Source: Global Trade Atlas, based on Japan Customs data (CY Jan – Dec)							

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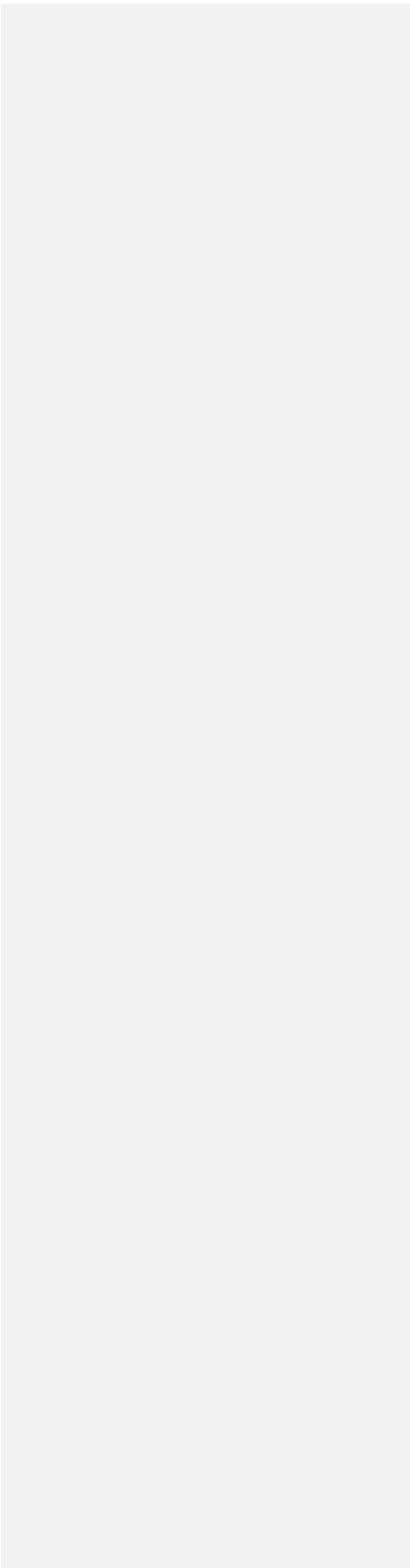
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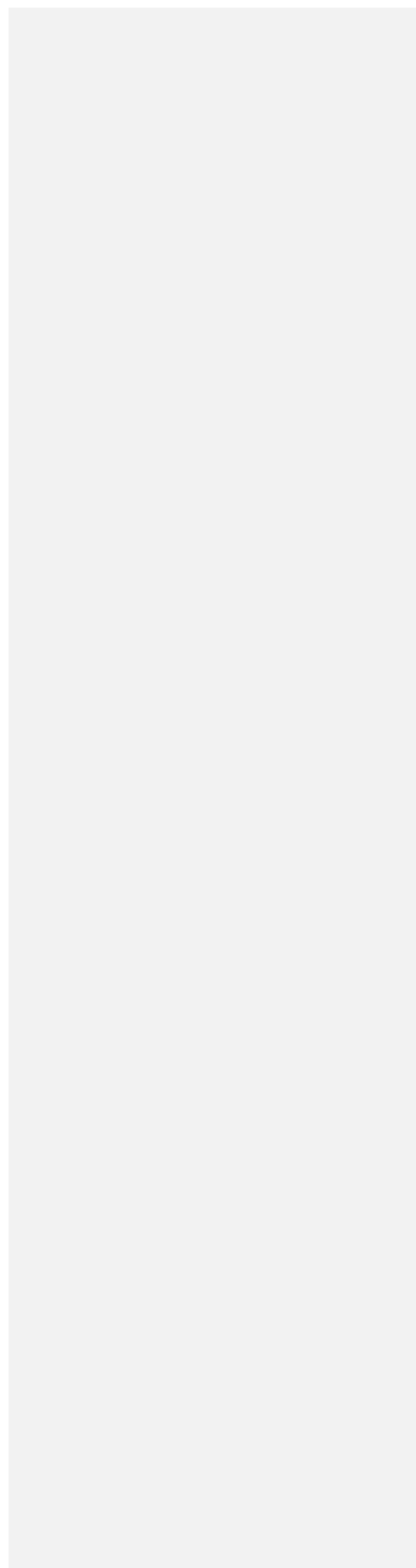
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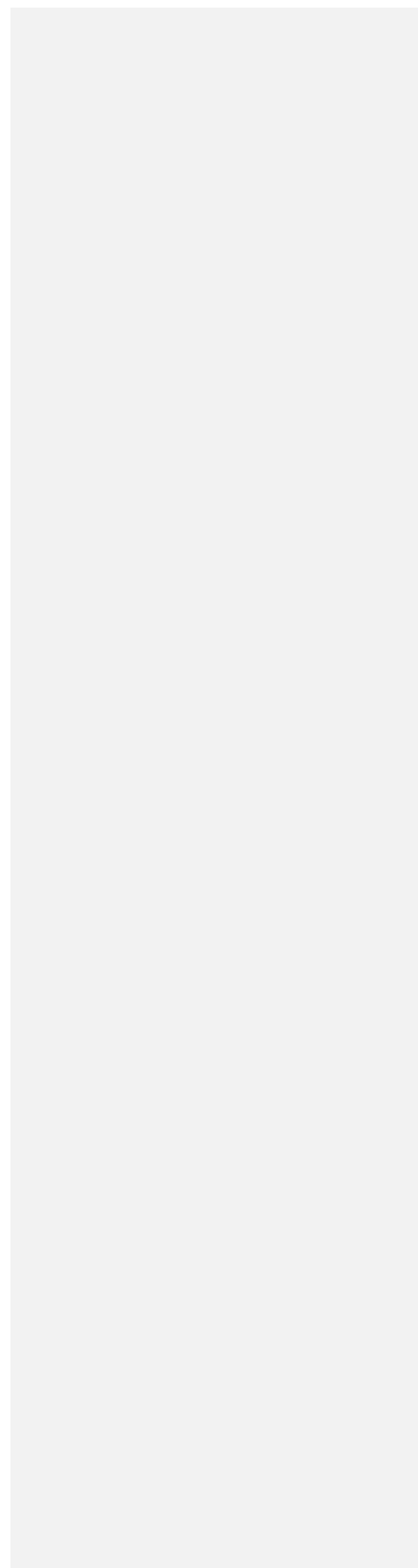
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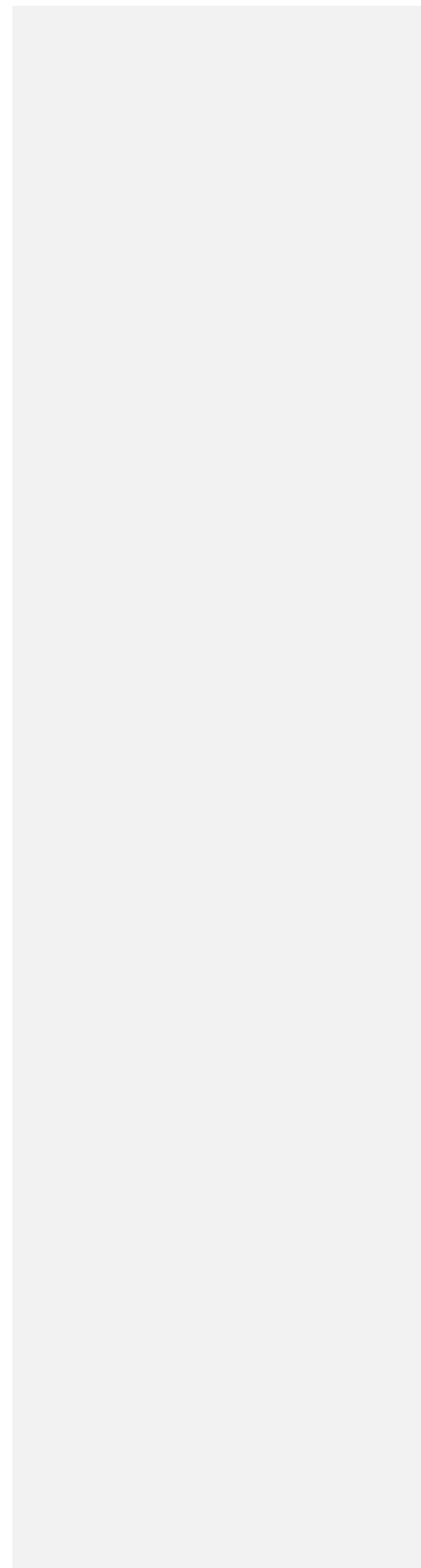
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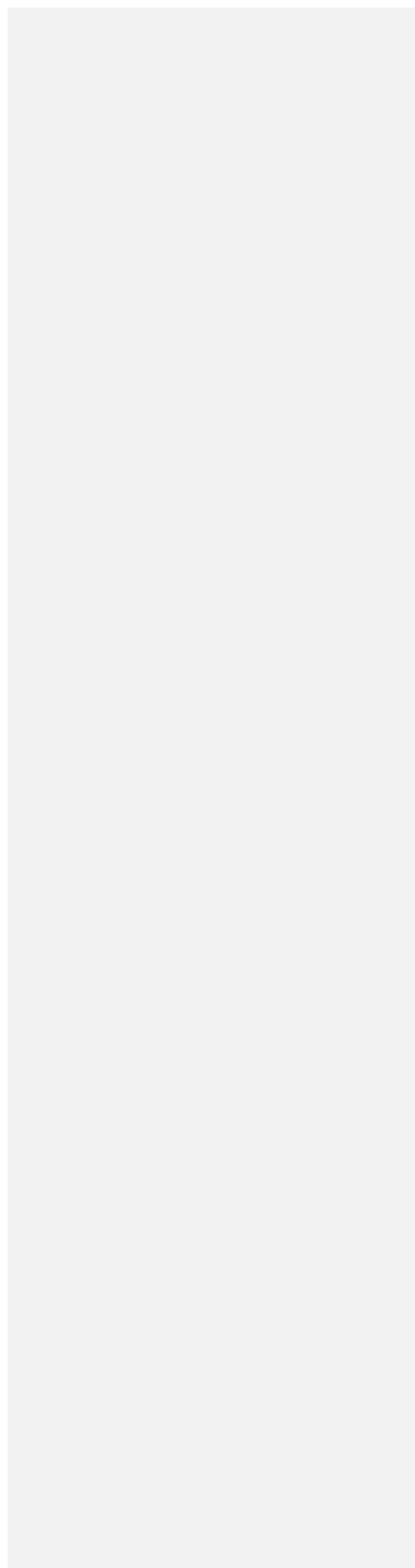
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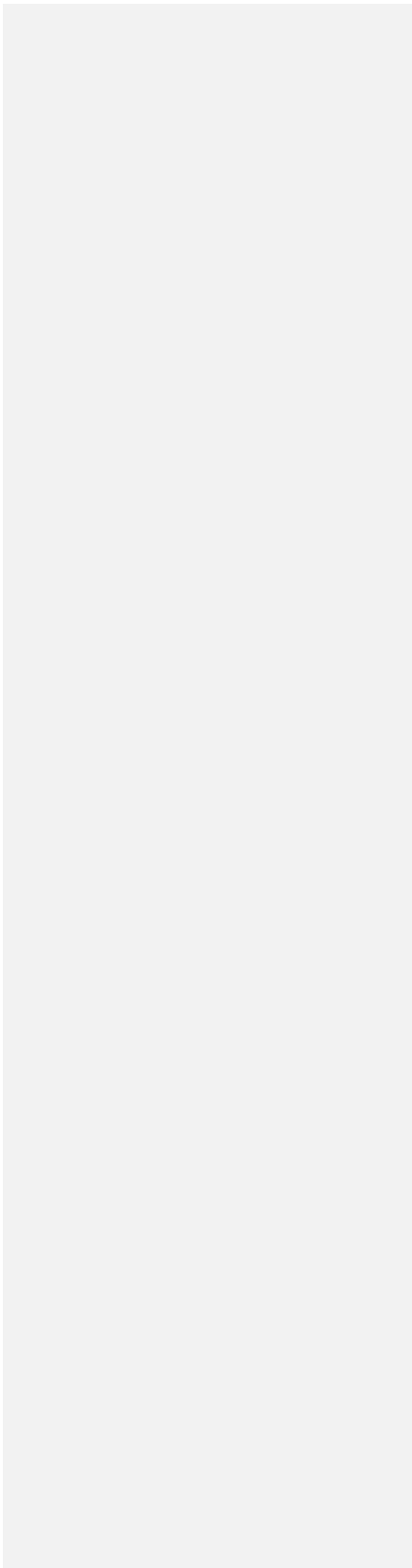
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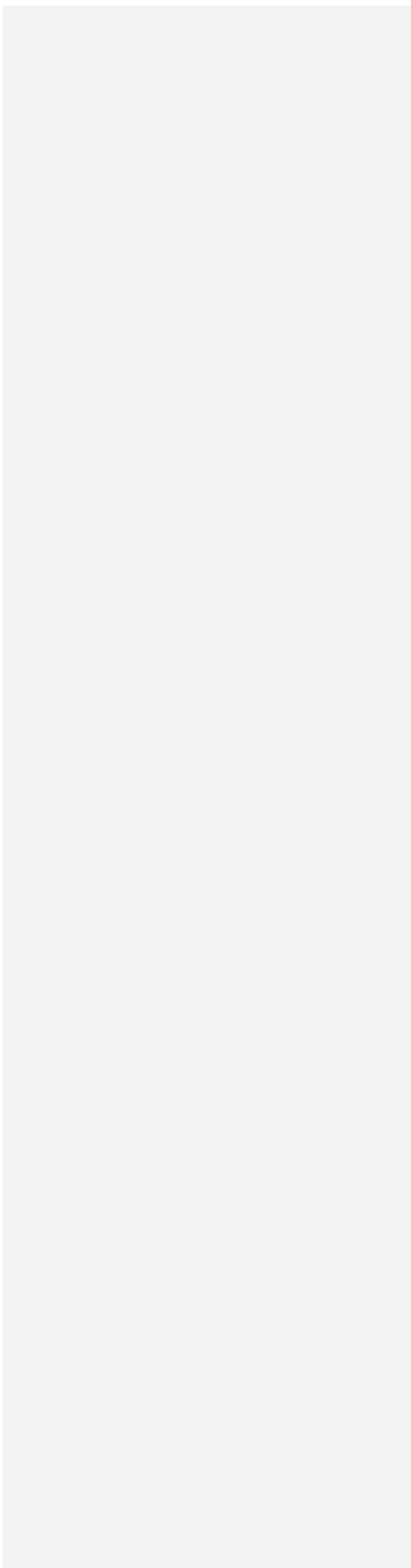
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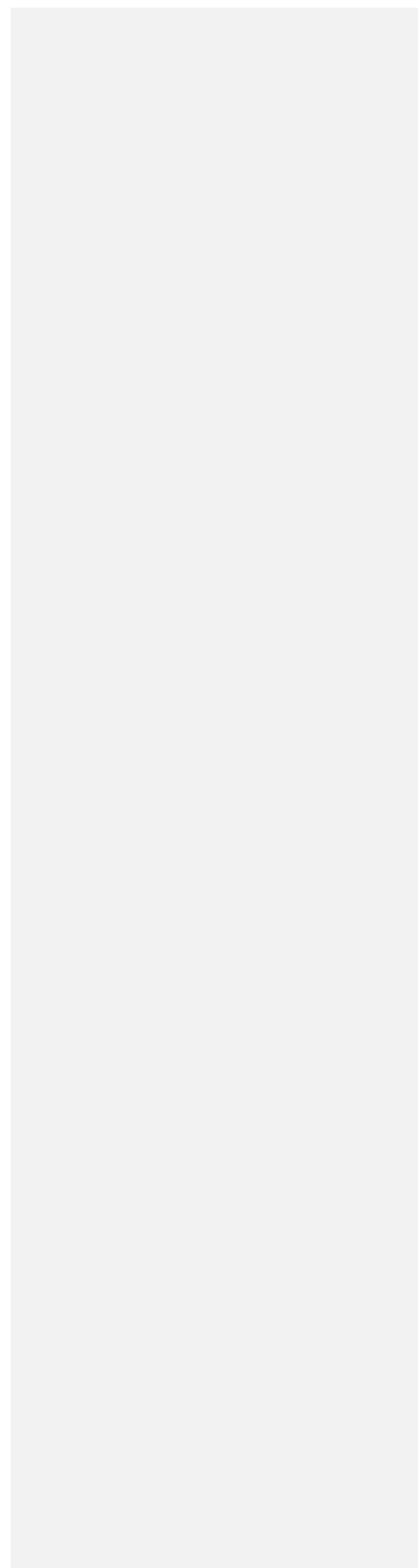
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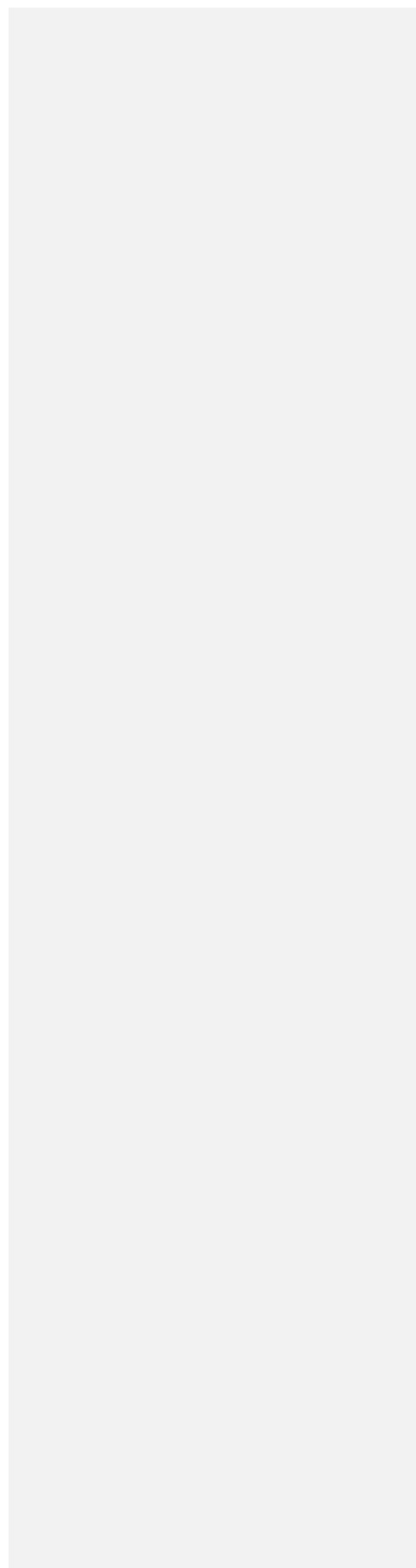
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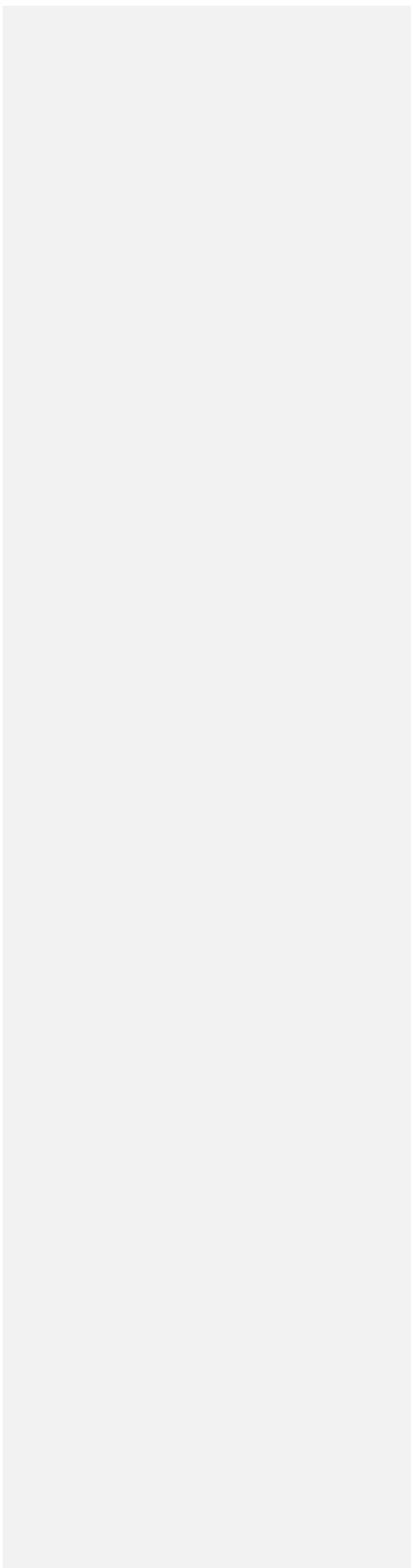
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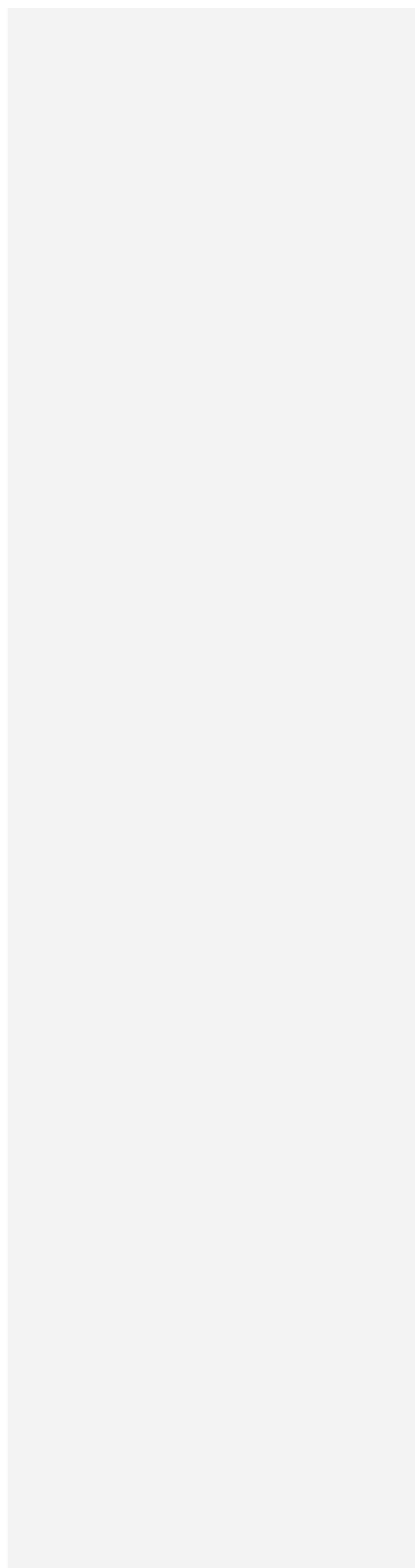
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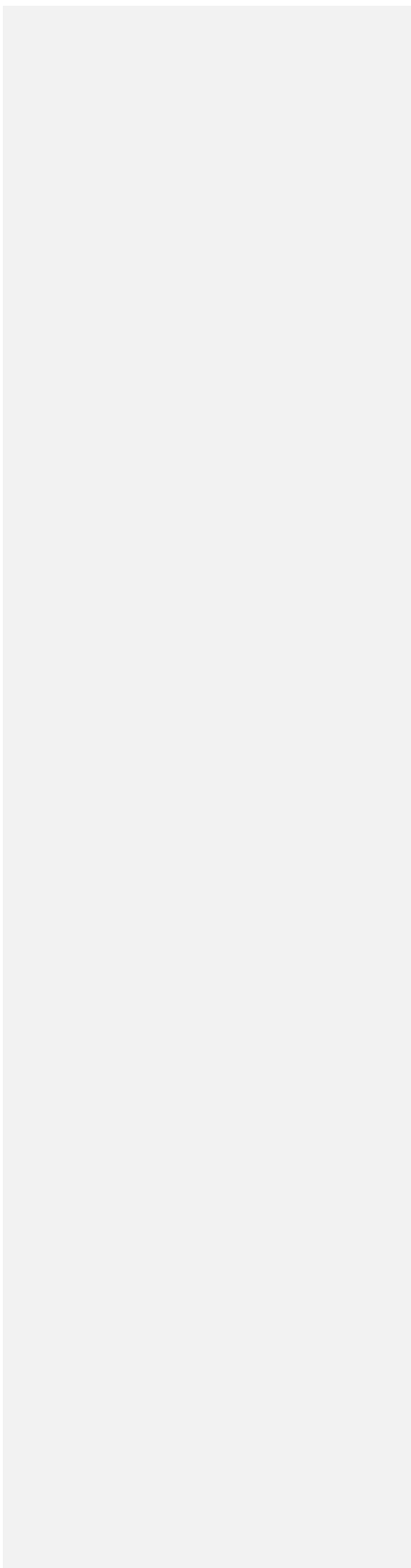


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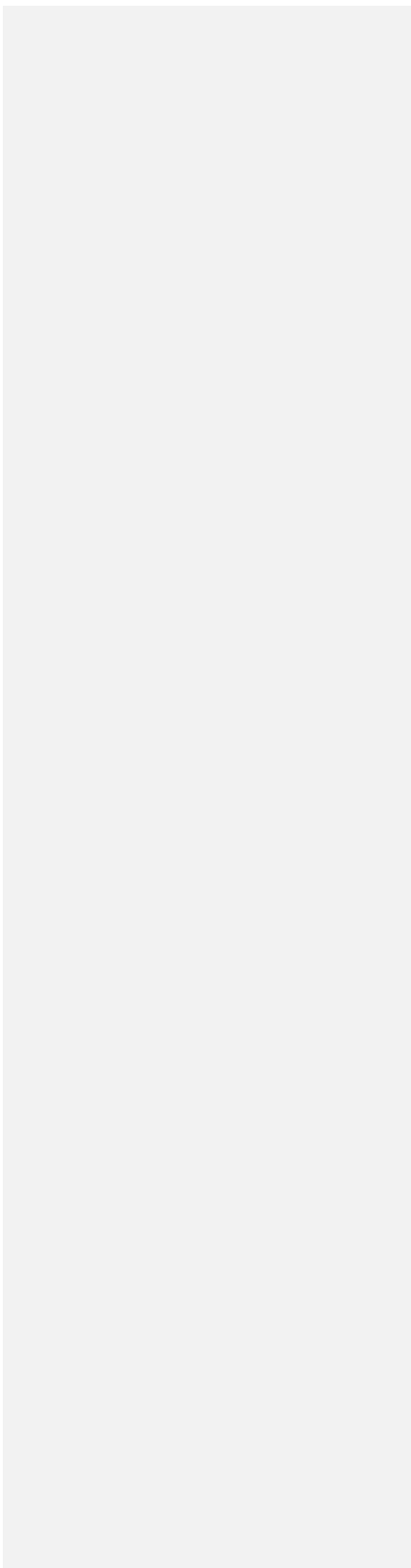
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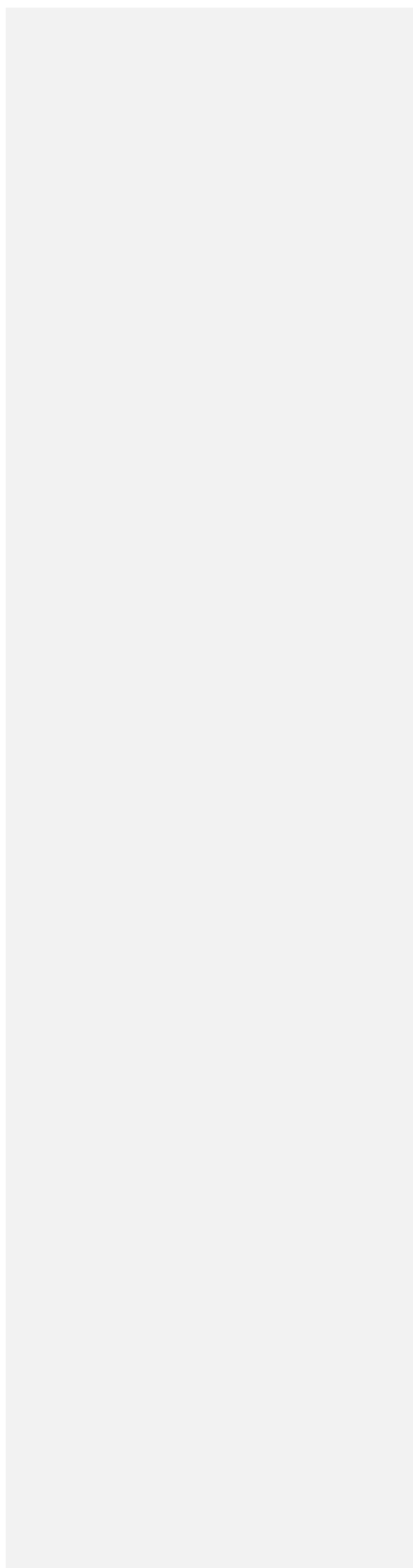
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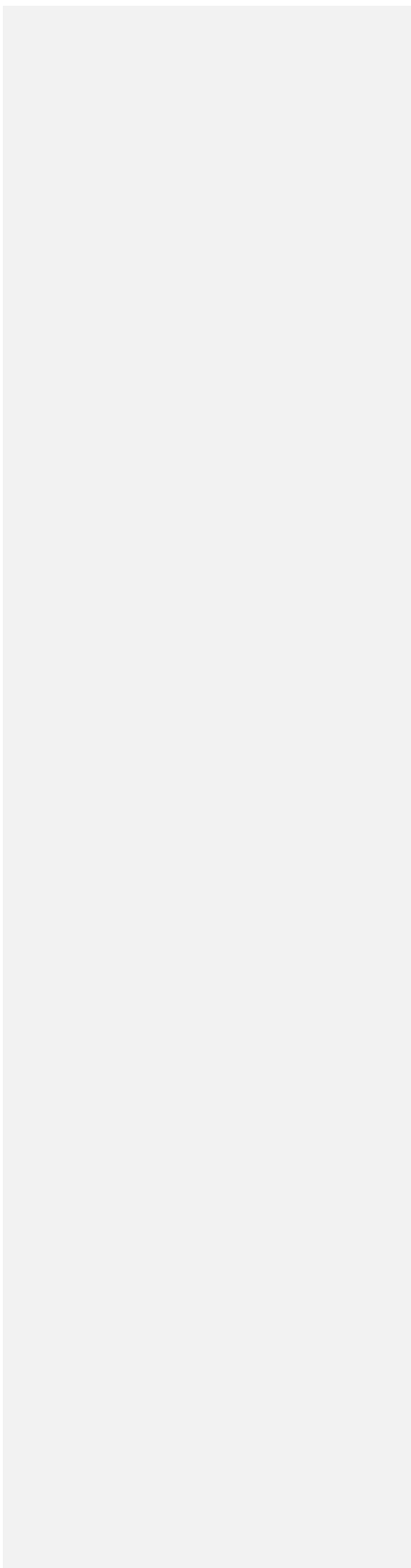
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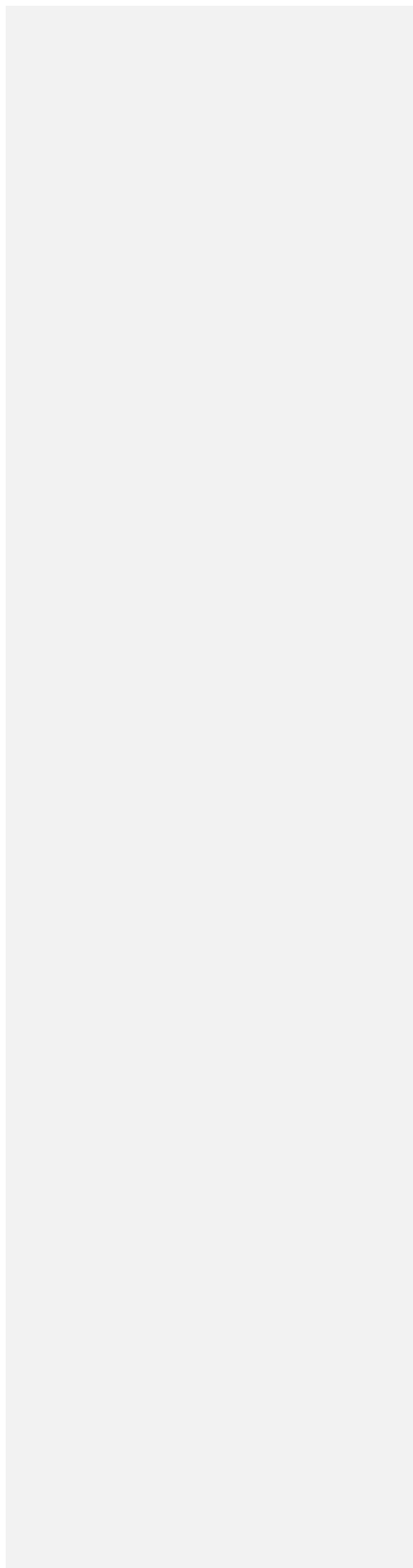


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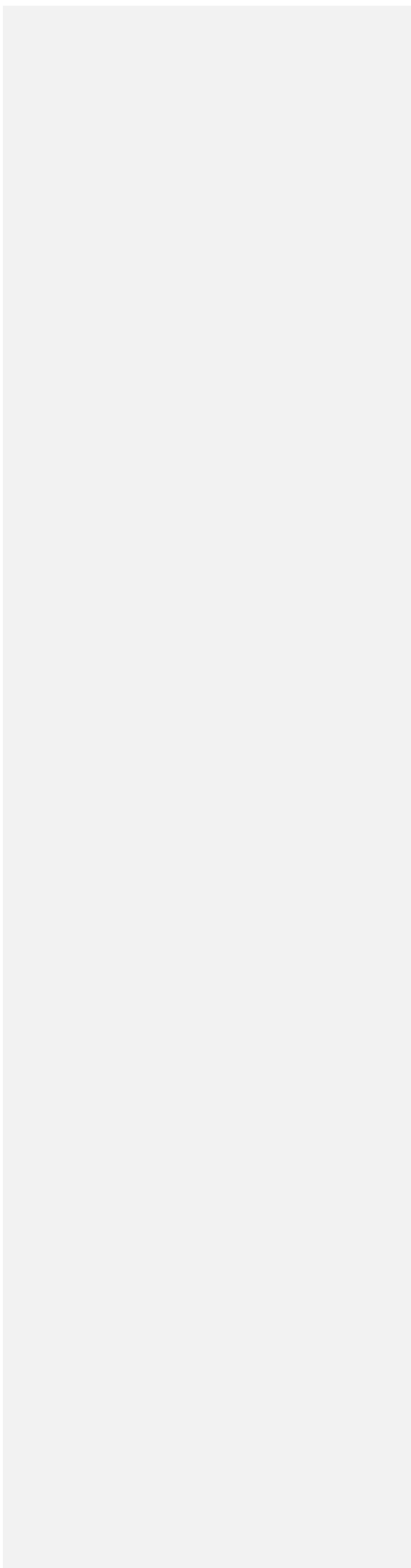
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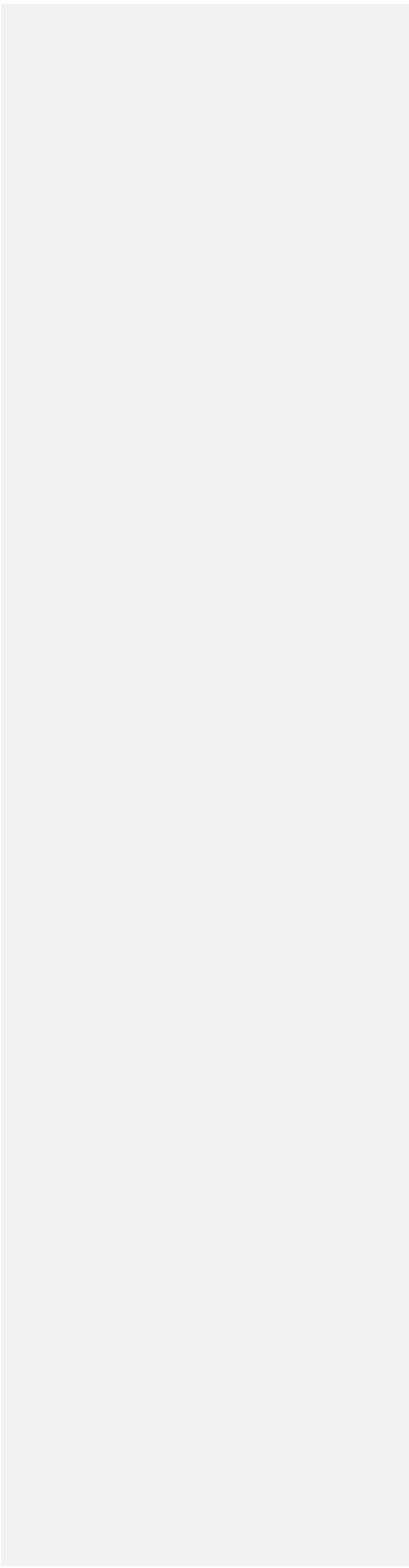
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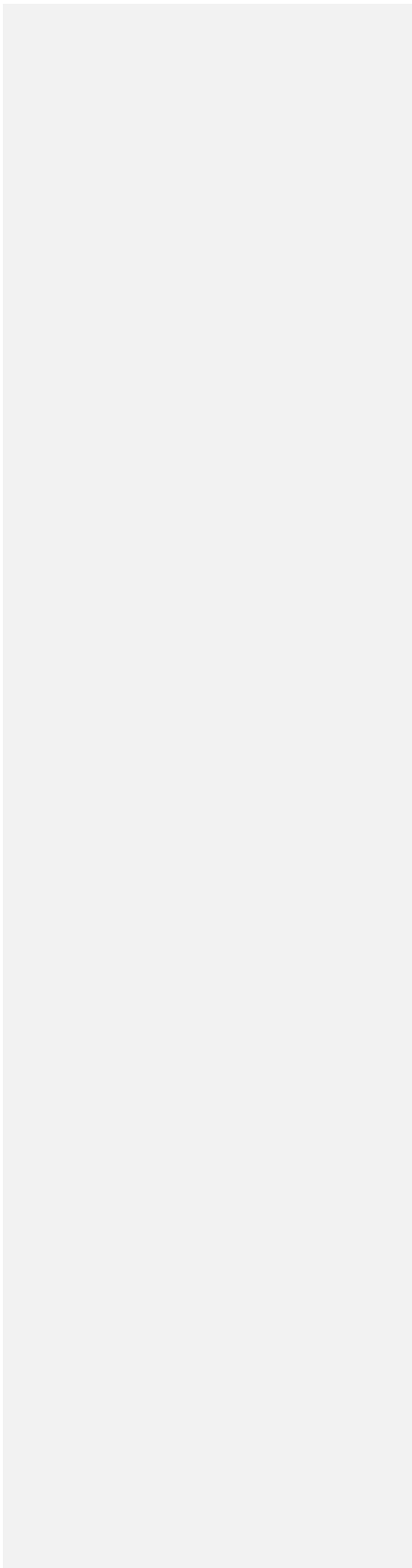
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