



Manpuku
Holdings

**Aiming to Become the One and
Only Business Succession Platform Specializing
in Japanese Food**

~ Connecting the Future of "Japanese Food" and Expanding it to the World ~

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Supplementary Materials for the Main Text

Representative Profile



CEO

Tomoharu Kato

Born in 1974 in Kumamoto Prefecture.

Graduated from the University of Tokyo and the University of Tokyo Graduate School.

PROFILE

< Business history >

After graduating from graduate school, joined McKinsey & Company.

2004~

Served as Director of the President's Office at Fields Corporation (sports and entertainment-related).

2007~

Participated as a Turnaround Manager at Akindo Sushiro Co., Ltd.

Held positions including Executive Vice President and COO, contributing to making it the No. 1 conveyor-belt sushi chain in Japan.

2015~

Appointed as CEO of Xebio Co., Ltd.

2021~

Established Manpuku Holdings Co., Ltd. and became President.

Also serves as an external director of Kakaku.com, which operates services such as Tabelog.

< Sports history >

Started playing American football at university and, after graduation, joined the Asahi Beer Silver Star team in the X-League.

In February 2021, appointed as the Representative Director of the University of Tokyo Warriors Club (a general incorporated association), aiming to lead the team to the national championship.



Our Mission

“Bringing happiness to the world with “Deliciousness”

For us as humans,
the most fundamental and universal source of happiness is food.

Surrounded by abundant nature and blessed with four distinct seasons,
Japan has cultivated not only the finest ingredients but also exceptional talent.
Indeed, Japanese cuisine is one of the world’s greatest cultural treasures.

Yet, this precious treasure now faces its greatest challenge.

Across Japan, countless companies are struggling with financial difficulties
despite producing excellent products or serving delicious food.

The challenges are immense:

- The harsh realities of primary industries like fishing, farming, and livestock.
 - A nationwide shortage of successors.
 - Fierce cost competition and the need for digital transformation.
- The struggles of small and medium-sized enterprises that have supported Japan’s food culture,
overshadowed by the survival of major corporations in the wake of COVID-19.

To inherit and preserve these traditional enterprises for the future
—and to share their charm and value with the world—
we came together and founded our company in 2021.

Bringing happiness to the world with “Deliciousness”.

Now is the time to elevate Japan’s food culture into the world’s most captivating industry.



World's highest standard of Japanese food culture is also facing challenges

\ Opportunities /

- 1 Following “Washoku”, traditional Japanese cuisine, “Sake” has also been recognized as a UNESCO Intangible Cultural Heritage.
- 2 Among the top 5 Michelin-starred cities in the world, 3 are in Japan, with Tokyo being the number one.
- 3 The number of Japanese food restaurants overseas has increased 3.4 times over the past 10 years.
- 4 The exports of agricultural, forestry, and fishery products/food to overseas markets has increased by approximately 2.6 times over the past 10 years.

\ Challenges /

- 1 Japan's food self-sufficiency rate is 38%, the lowest among developed countries.
- 2 Demand for business succession is expected to increase further.
- 3 The severe impact caused by COVID-19.
- 4 Rising prices due to reduced supply and the weak yen.

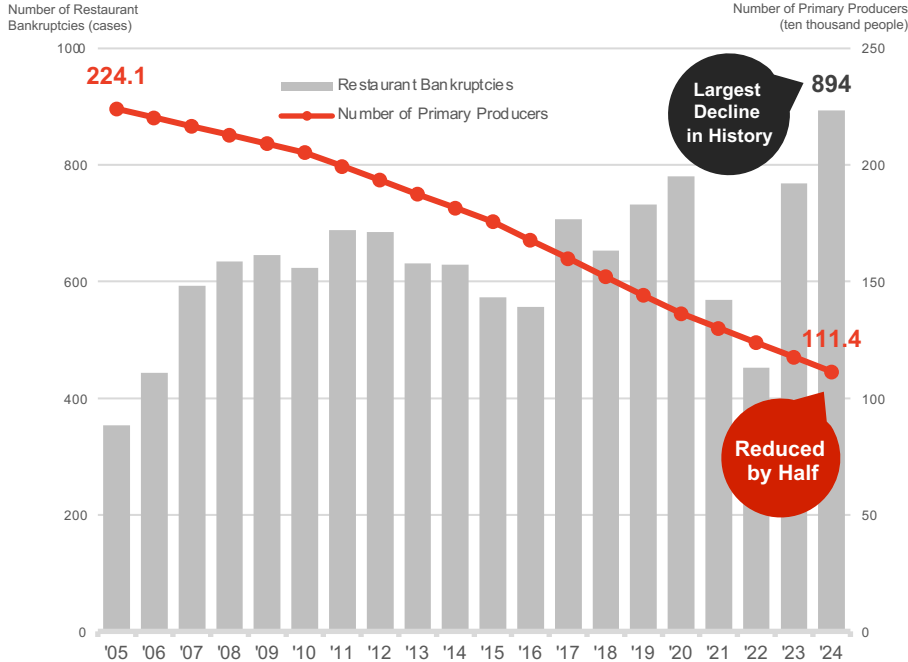


We came together to **"connect the world's highest standard of Japanese food to the future and spread it globally,"** and founded a **"business succession platform specializing in Japanese food."**

Supplementary Materials for the Main

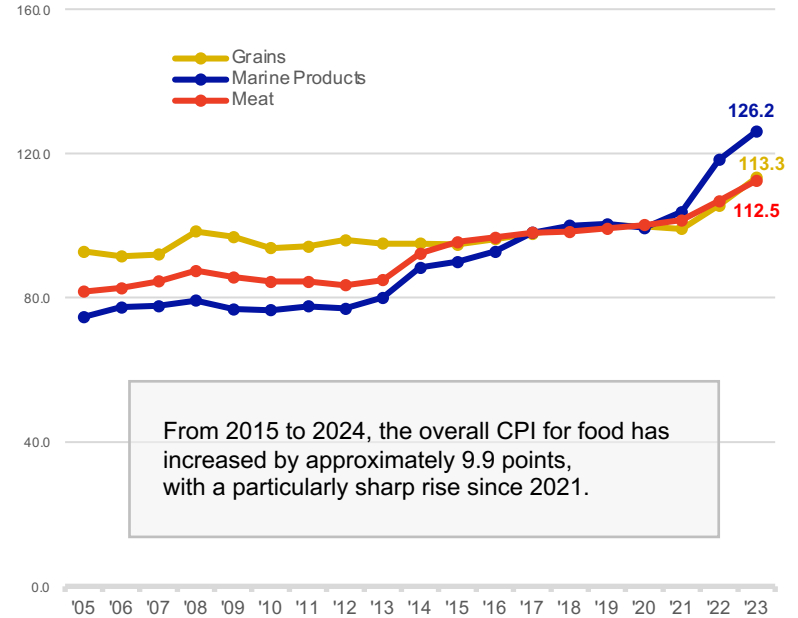
Japan's Culinary Culture at Risk

Trends in the Number of Primary Producers and Restaurant Bankruptcies



※Source : Ministry of Agriculture, Forestry and Fisheries "Number of Core Agricultural Workers" and Teikoku Databank "Trends in Restaurant Bankruptcies"

Price Fluctuations of Meat, Fish, and Rice (Consumer Price Index Trends Based on 2020)



From 2015 to 2024, the overall CPI for food has increased by approximately 9.9 points, with a particularly sharp rise since 2021.

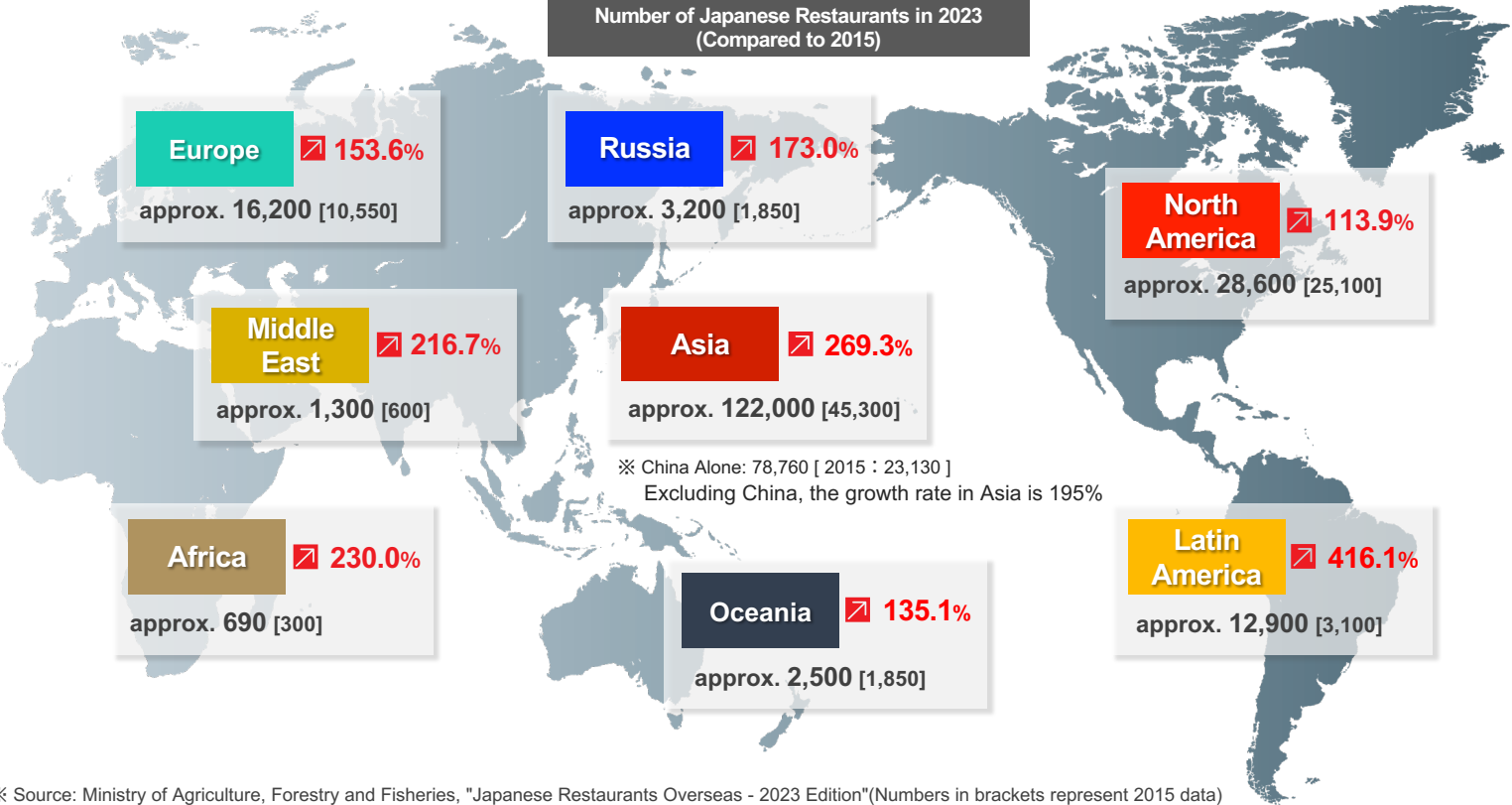
※ Source: Ministry of Internal Affairs and Communications "2020-Based Consumer Price Index 2024"

As the number of agricultural workers in Japan continues to decline, restaurant bankruptcies are increasing, putting the country's culinary culture at risk. Furthermore, food prices have surged, especially since 2021, with significant increases in the cost of key ingredients.

Supplementary Materials for the Main Text

Opportunities for Japanese Cuisine

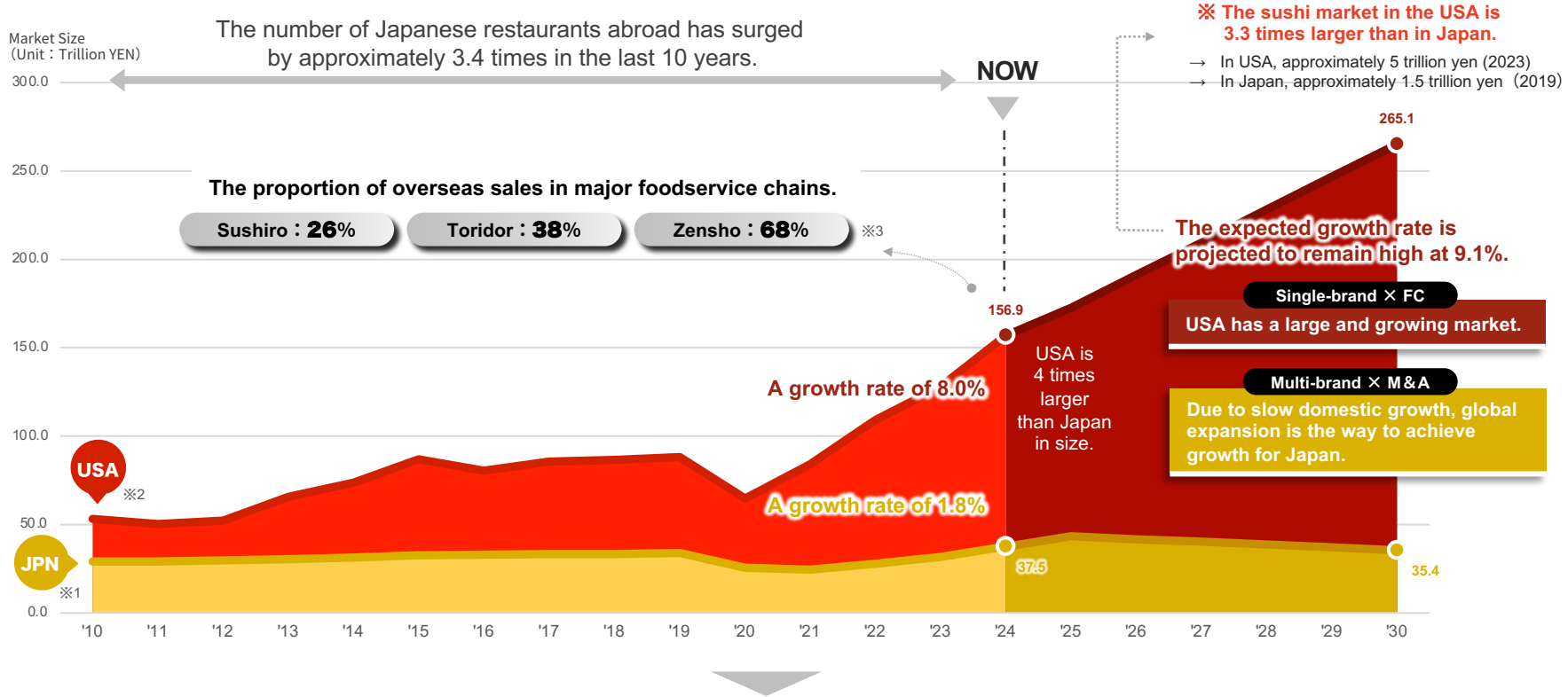
In 2023, the number of Japanese restaurants overseas has more than doubled from approximately 89,000 in 2015 to around 187,000, reflecting the continuous global expansion of Japanese food popularity.



※ Source: Ministry of Agriculture, Forestry and Fisheries, "Japanese Restaurants Overseas - 2023 Edition"(Numbers in brackets represent 2015 data)

Comparison of the food service industry market sizes between Japan and the United States

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Building a global business succession platform specialized in Japanese food.
Focus on the expanding overseas market while safeguarding the domestic food-related industry.

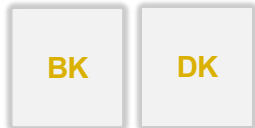
Four Regional Republics we've established in Japan

We aim to establish unique regional republics across the country where small and medium-sized enterprises collaborate and grow together.

These regional republics will also connect as a group, creating a one-of-a-kind platform. Through this initiative, we strive to preserve and pass on the vibrant and diverse food cultures that shine across Japan to future generations.

✂ Aiming to establish another Republic in Chugoku Region

Collaborating with a local bank to conceptualize the fifth republic.



Kumamoto Meat Republic

Over 60% of Japan's domestic production of beef, pork, and chicken comes from Kyushu, with Kumamoto at its core.



Otsuka

Wholesaler of "Akaushi"



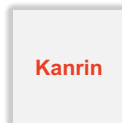
Sakuraya Shokusan

Meat processor



Ogura Dolphin

Karaage chain



Kanrin

Hokkaido Sushi Republic



Sapporo Kaisenmaru

Sushi delivery chain



Sushi Nakamura

Sushi restaurant



SJ

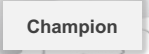
Deals under Gourmet Japan



Yacht



Gyouza Min-min



Champion

South Kanto Meat Republic

The largest consumption area including Tokyo accounts for 33.7% of Japan's GDP.



Sun Fresh Meat

Meat processor with 7 Yakiniku chains.



Niku no Happy

Butchery



JP

Shizuoka Fish Republic

Including Yaizu, the port with the highest fish catch in Japan.



Yamasa Foods

Seafood processor



Kaneka Suisan

Seafood broker and processor



Uekusa Suisan

Seafood processor



Hamadaya

Bento manufacturer and retailer



"Bringing happiness to the world with 'Deliciousness'"

Management Team Profile

Our team is formed by the professionals with management and operational experience in food-related companies.



**Masaki
Koike**

**Chairman of the
Board**

Involved in many M&A projects at Zensho, successfully leading PMI initiatives. His outstanding achievements and leadership have resulted in extensive collaboration with major funds.

ZENSHO



**Daisuke
Tokura**

COO

Spearheaded corporate reform and growth as the President of Hanayayohei, a group company of Zensho. He is a seasoned leader with diverse management experience.

ZENSHO



**Koichi
Kushima**

**Senior Executive
Officer**

Having worked at multiple companies, including Oizumi Foods, he is an expert of the entire process in procurement and logistics from planning and sourcing to the supply of a wide range of products.

OIZUMI



**Takuya
Hoshino**

**CFO,
USCPA (TX)**

Engaged in IFRS conversion and IPO preparations at KPMG. After being seconded to KPMG Azusa in Japan, he led a team supporting Japanese venture companies in preparing for its NASDAQ listing.

KPMG



**Makihiko
Kuwano**

**General Manager,
DX Division**

Founded multiple startups, one of which achieved a successful exit. He excels in supporting portfolio companies by building operational frameworks and driving improvements.

BARCLAYS



**Yu "Joe"
Koyama**

**President,
Manpuku USA, Inc.**

With a dedicated 28-year career at WDI, he spent 18 years in the U.S. with his extensive management experience in operations, administration, and corporate planning.

WDI GROUP
WORLD DINING INSPIRATIONS



Yuji Haga

Auditor

Engaged in international export operations with Itochu, one of Japan's leading sogo shosha. He later served as the President of Kyosei Corporation, a group company of Itochu.

ITOCHU

Management Team Profile



Satoshi Horikawa

Deputy GM, Group Management Division

Joined as CFO upon founding and established the foundation of its financial strategy. Currently serves as a Financial Advisor supporting the business and driving its growth.



Yuzo Kitagawa

Deputy GM, Group Sales Promotion Division

Engaged in supervisory (SV) and HR management tasks at UCC, addressing challenges in organizational operations. Currently, oversees management operations across multiple companies.



Eiji Kaga

General Manager, Group Administration

Worked at Xebio for 12 years. Seconded to the Development Bank of Japan, where he served as a leader in the Corporate Planning Department responsible for strategy development and project execution.



Takao Iizuka

Hokkaido Regional Head, Group Sales Promotion Division

Started his career as a sushi chef during his studies in the U.S. He also joined Gong Cha Japan gaining experience in managing startups. Currently serves as the President of two subsidiaries.



Masamichi Mizutani

General Manager, Group Sales Promotion Division

Joined Sushiro as a part-time employee and steadily advanced through the ranks. Demonstrated exceptional leadership and now serves as a director of another subsidiary, achieving even greater success.



Special Advisor



Yasuhiro Sato

Former CEO, Mizuho Financial Group

Previously served as Director, President, and Group CEO of Mizuho Financial Group. Currently, he is a Special Advisor to the group and Vice Chairman of the Japan Business Federation (Keidanren).



Special Advisor



Hitoshi Tada

Former Executive Chairman, Nomura Securities

Served as EVP and CEO of the Sales Division and later as Chairman of the Board at Nomura Securities. Subsequently, he held CEO positions at multiple companies and currently serves as a board member of major corporations.

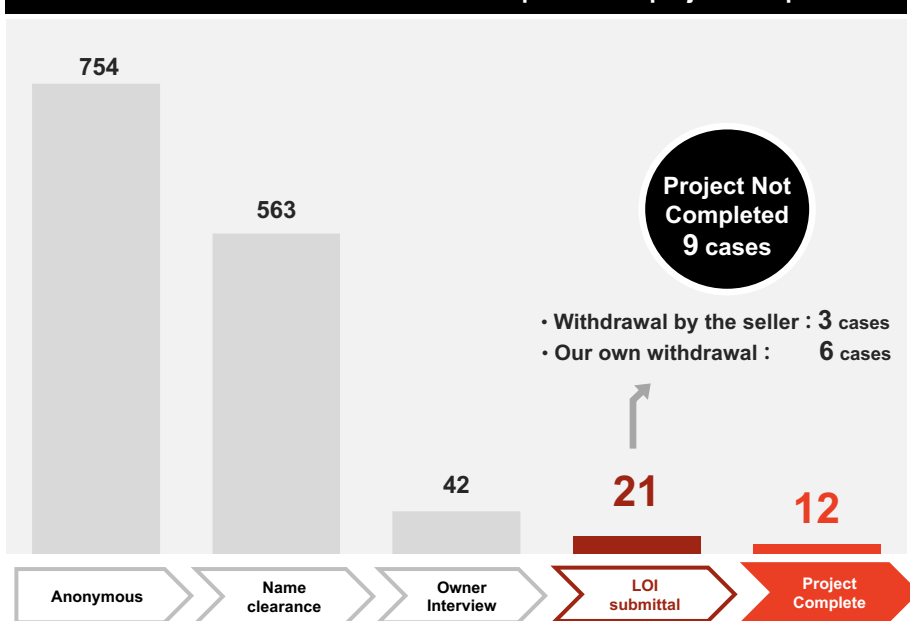


We also have 5 members with managerial experience and 3 members specializing in administrative roles. A total of seven talents were hired for the successor companies through member referrals.

Strengths behind the wealth of project information and high success rate in contracts

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The number of cases from information acquisition to project completion.



※ The ratio of companies that successfully underwent succession, excluding those we decided to withdraw from, among the companies to which we submitted an LOI.

Success Rate
80 %

(12 out of 15 cases)



A broad network of shareholders, financial institutions, and investors.

- Tycoon Capital (external principal shareholder)
→ External principal shareholder for M&A Research Institute Inc. (which has referred three completed projects.)
- Introductions from Fukuoka Bank, Shizuoka Bank, and Yaizu Shinkin Bank.
→ Currently, two project candidates have also been introduced by financial institutions.
- In addition to the above, numerous project introductions have been received from shareholders and financial institutions.



Positioning as the third option.

- Business Succession Platform
⇒ Perpetual ownership-type succession × pure holding company structure
- It's neither a group formation with competitors nor a sale to a fund.
The reassurance of a third option.
- Frequently listed in the succession candidate lists presented by intermediary companies to owners.



Persuasion and reassurance provided by a team well-versed in the food industry.

- Understanding and empathy for the target company's business, along with the ability to provide concrete proposals for post-succession.
- A strong interest in the past experiences of the founding members and management team.
- Consistent communication from the founding members and management team directly to the owners throughout the entire process.

Supplementary Materials for the Main Text

Standardization of PMI : A case study of "Sun Fresh Meat" project

People

Solving organizational challenges / revitalization

- Resolving labor risks (legal violations, deficiencies in labor management, etc.)
- Organizational revitalization (restructuring meeting formats, fostering unity, granting stock options to executives).
- Refining productivity KPIs and shift management to improve the labor cost ratio.

Goods

Understanding and improving the core of the business

- Transitioning and improving relationships with vendors, and other business partners.
- Understanding and improving factory inventory, in-store inventory, and quality control.
- Identifying and addressing challenges in product lineup and marketing in B2C business.

Money

Visualization and understanding of key numbers

- Ensuring a seamless transition of accounting operations.
- Visualization of monthly and daily KPIs.
- Management control / PDCA (Plan-Do-Check-Act) format.

Development and execution of a 100-day plan (integration of People, Goods, and Money)

Projects	Issues	Content	Responsible Person	1st Month		
				1w	2w	3w
Standardization of Stores	• Cost Issues	Visualization / Data for Kitakawara Store	Chef Nakajima			
	• Labor Cost Issues	Visualization / Data for Kitakawara Store	Store Manager Akatsuka			
	• QSCA Issues	Service Confirmation / Standardization	Store Manager Nomura			
	• Waiting System	System Consideration / Rule Formation	Store Manager Saito			
	• Ordering System	Self-Order Consideration / Rule Formation	Store Manager Fujita			
	• Cash Register Management	Fraud Prevention / Efficiency Improvement	Store Manager Yuzawa			
Store Openings	• Reform of Unprofitable Stores	Benchmark Stores	Chef Ono			
	• Creation of Standard Store Opening Patterns	Operation Confirmation / Standardized Layouts	Store Manager Hiraka			
	• Creation of Store Opening Strategy (Area)	Selecting Store Locations from DD Materials	Store Manager Hiraka			
Wholesale Sales	• Calculation of Store Opening Costs	Supplier Selection / Meetings	Sales Department			
	• Store Opening Plan	Start in 4 Months	Sales Department			
	• Handover to Wholesale Partners (Greetings)	Accompanying the Former CEO	President Eguchi			
Factory Management and Maintenance	• Strategy Creation	Group Sales Channel Organization	Manager Fujitsugu			
	• Development of Sales Tools	Product Organization	Wholesale Sales Department			
	• Creation of Strategic Areas	Developing Profitable Wholesale Partners	Wholesale Sales Department			
	• Hygiene Management	Systematization of Hygiene Management	Mr. Shibata			
Purchasing Management	• Inventory Management	Numerical Confirmation / Monthly Management	Deputy Manager Imamoto			
	• Yield Management	Cut Man Management	Mr. Fujita			
	• Labor Productivity Management	Clarification of Management Indices	Mr. Masuda			
	• Work Reallocation	Work Redistribution Within the Group	Manager Takahashi			
Purchasing Management	• Systematization of Purchasing	Purchase Timing / Price Range Organization	President Eguchi			
	• Supplier Management (Greetings)	Accompanying the Former CEO	President Eguchi			
	• Transition to MD Headquarters (Manpuku)	Explanation Required During Greetings	Manager Fujitsugu			

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→ By formulating and executing a strategic action plan,
build a solid foundation for achieving organizational goals.

Supplementary Materials for the Main Text

Differentiating the platform through three group synergies

Enhancing the productivity of group SMEs through DX promotion, ultimately building a unique and differentiated platform.

① In-house DX promotion

Improving productivity through DX promotion + creating new added value.

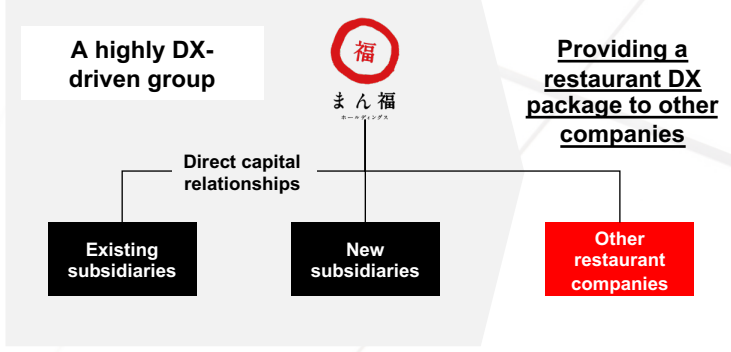
	As-is	To-be
Digital tools X	Companies operate separately, using outdated systems with weak tool integration, and many still rely on on-premise solutions.	Standardizing operations across all companies using cutting-edge, cloud-based tools.
Critical data X	Lack of accessible data, or data exists but remains inaccessible, often in paper or on-premise formats.	Easy and universal access to various data for all employees.
Human resources X	Low awareness and digital literacy across the majority.	Deep organizational and individual awareness, with the majority becoming DX-literate personnel.
Operations X	Many tasks that do not generate added value are highly dependent on individuals.	Strengthening operations further by integrating AI agents.

- Employees are overwhelmed by routine, non-value-adding tasks, leaving no resources for innovation or value creation.
- Insufficient accumulation of critical data and internal knowledge, preventing full utilization of the upcoming AI era.

- Reducing workload by 1 hour per person, with an hourly wage of 1,500 yen, across 1,500 employees over 250 business days, resulting in an estimated cost reduction of **approximately 600 million yen.**
- Creating new revenue streams through the development of innovative products and services by effectively utilizing various data.

② Manpuku DX economic zone

Injecting our know-how into other companies to turn them into "partners."



- Providing in-house DX expertise in exchange for fees, creating a new revenue stream for Manpuku
 - No direct capital relationship, but forming a coalition of companies with Manpuku's DNA embedded
- ➔ **Becoming one of the leading DX companies in the restaurant industry**



"Bringing happiness to the world with 'Deliciousness'"

Introduction to the 11 Companies We Have Succeeded So Far (Project No.1)

Acquired in April 2021

Hamadaya Co., Ltd.

E-commerce Site : <https://www.hamadaya.net/>

Operating Hamadaya, a long-established catering bento shop originating from Shonan. Loved by the local Chigasaki community for over 60 years since its founding.

**B2C
Business**
①

Manufacturing and selling bento and delicatessen items.

- Offering a wide range of products tailored to various occasions, such as memorial services.
- Operating 8 physical stores mainly in the Shonan area.

**B2C
Business**
②

Expanding home delivery services and dinner services for the elderly.

- Home delivery service : Catering tailored to customers' budgets and needs.
- Dinner service for the elderly : Covering the entire Chigasaki area.

**B2B
Business**

OEM business leveraging in-house factory and delivery network.

Expanding sales channels through OEM production of bento and delicatessen products, along with establishing production lines in the factory.



Introduction to the 11 Companies We Have Succeeded So Far (Project No.2)

Acquired in September 2021

Sakuraya Syokusan Co., Ltd.

E-commerce Site : <https://aso-niku.com/>

A meat processing company located in Kumamoto, Aso.
Operates a factory-direct store and engages in D2C sales through an online shop and hometown tax programs.

Wholesale Business

Leverages its expertise in sourcing internal organ products to drive its wholesale operations.

- With the high potential of its products as a strength, it is expanding its sales channels nationwide.
- Horse meat is particularly popular, offering a wide selection of rare cuts.

B2C Business ①

Focuses on developing online sales channels through its direct store, "Aso Meat Workshop."

The "Motsu Nabe" (offal hot pot) sold on "Satofuru" is ranked among the top in the prepared foods and processed products category.(Relaunched the e-commerce site in May 2024.)

B2C Business ②

Opened a yakiniku (Japanese BBQ) restaurant in the city in April 2024.

Achieves excellent cost performance with high-quality products at reasonable prices, leveraging the strengths of being a meat processing company.



Introduction to the 11 Companies We Have Succeeded So Far (Project No.3)

Acquired in October 2021

Yamasa Foods Co., Ltd.

Company Website : <https://yamasa-seafoods.co.jp/>

A seafood processing company with a 70-year history, located in Yaizu, Shizuoka Prefecture. Serves clients in schools, hospitals, and corporate cafeterias.

B2B
Business

Specializes in custom-order cuts, catering to facilities both within and outside the prefecture.

- Offers over 20 types of fish at all times.
- Provides not only filleted fish but also processed products like dried fish and fried items.

B2B
Business

Transitioned business licenses from frozen food manufacturing to seafood manufacturing.

By shifting to seafood manufacturing, the company aims to expand into fresh fish filleting, enhance group synergies, and broaden the range of wholesale products offered to clients.

Exploring B2C opportunities, including the launch of e-commerce operations and local restaurant ventures.



Introduction to the 11 Companies We Have Succeeded So Far (Project No.4)

Acquired in December 2021

Happy Meat Co., Ltd.

A community-focused "neighborhood butcher shop" located in Fuchinobe, Kanagawa Prefecture.

Retail Business

Offers freshly prepared deli items made in-store, cherished by the local community for over 70 years.

- A butcher shop specializing in domestically sourced meats, focusing on B2C operations.
- Offers a variety of everyday-use products with a special touch, such as croquettes, minced meat cutlets, and fried chicken.

Wholesale Business

Provides flexible OEM services, supported by an in-house delivery network.

- Supplies school lunches to nearby elementary schools, preschools, and other facilities within the prefecture (B2B operations).
- Also serves restaurants as clients.

The business was succeeded by Hamadaya, aiming to expand physical stores and pursue synergies among group companies.



Introduction to the 11 Companies We Have Succeeded So Far (Project No.5)

Acquired in January 2022

Ogura Dolphin Co., Ltd.

Company Website : <https://ogurano-karaage.com/>

Operates Kumamoto's No. 1 brand for karaage (Japanese fried chicken) in terms of both popularity and number of stores: Ogura no Karaage.

**B2C
Business**

Currently manages 9 locations within Kumamoto Prefecture.

- Features addictive products and a packaging system that supports easy multi-store expansion.
- Offers various types of karaage and bento boxes for in-store sales. Some locations include eat-in spaces for customers.

**B2B
Business**

We are engaged in franchise (FC) development both within and outside the group, as well as wholesale distribution of karaage.

- Franchise operations are currently underway at select locations of "Sapporo Kaisenmaru," a part of our group.
- We also own sales channels for restaurants.

Our goal is to build a scalable business model and expand to multiple locations.



Introduction to the 11 Companies We Have Succeeded So Far (Project No.6)

Acquired in July 2022

Sapporo Kaisenmaru Co., Ltd.

E-commerce Site : <https://www.kaisenmaru.co.jp/>

A sushi delivery chain ranked No.1 in the number of stores in Hokkaido, including major conveyor belt sushi chains.

**B2C
Business**

Operates 47 stores in Hokkaido and 12 stores in Eastern Japan, with up to five brands per location.

- Ranked second in the number of sushi delivery chain locations, following "Ginza no Sara."
- Owns multiple secondary brands, such as "Sushi ONE" and "Kimukatsu."

**B2B
Business**

Supplies products to supermarkets, including AEON and others.

Aims to expand wholesale clients through continuous corporate sales efforts.

"Proceeding with new store openings, with the goal of establishing a solid presence first in Hokkaido/Tohoku."



Introduction to the 11 Companies We Have Succeeded So Far (Project No.7)

Acquired in July 2023

Kaneka Suisan Co., Ltd.

A seafood processing company with 50 years of history located in Ashigara, Kanagawa Prefecture. They also operate a salted and dried fish business using fish caught at Manazuru Port and Odawara Port.

Wholesale
Business

Holds purchasing rights for Odawara Market Fish Market and Manazuru Fisheries Cooperative.

- Boasts the largest transaction volume at Manazuru Market.
- The fresh fish they handle are provided to local elementary schools for school lunches.

Dried fish
manufacturing

Dry fish production using fresh fish with rich fat content.

- mainly including horse mackerel, yellowtail, barracuda, and squid.
- Began wholesale distribution of packaged products.

Yamasa Foods has taken over the business. Promoting product circulation and task division between the two companies.



Introduction to the 11 Companies We Have Succeeded So Far (Project No.8)

Acquired in December 2023

Otsuka Co., Ltd.

Company Website : <https://ootsuka-group.co.jp/>

Engaged in wholesale, retail, and food service businesses within Kumamoto Prefecture. Formed a business partnership with the farm that fattens the "Kumamoto Aka Beef" to be the best in Japan.

Wholesale
Business

The top supplier of "Kumamoto Aka Beef" in Japan.

- Primarily handling "Aka Beef," as well as Black Wagyu and horse meat.
- Possesses a network of business partners not only in Kumamoto but throughout Kyushu, Honshu, and other areas.

Retail
Business

Operates two butcher shops within the prefecture.

- Sells meat products sourced directly from the partner farm at unique prices only available at direct delivery stores.
- Offers a wide range of products including sausages, dairy products, ready-to-eat dishes, sweets, and baked goods.

Food
service
business

Operates two casual restaurants within the prefecture.

Provides 100% Aka Beef hamburgers and steaks, along with a salad and ready-to-eat dish buffet.



Introduction to the 11 Companies We Have Succeeded So Far (Project No.9)

Acquired in March 2024

Sushi kokoro Nakamura Co., Ltd.

Company Website : <https://h078800.gorp.jp/>

A popular sushi restaurant located in Sapporo, Hokkaido, with a long-standing history and counter seating.

Food
service
business

Offering fresh sushi every day using locally sourced seafood from within Hokkaido.

- Carefully selected and examined Hokkaido seafood, prepared with care for each piece, in sushi and sashimi.
- Providing a variety of seasonal menus using abundant fresh seafood according to the season.

Future
developments

Maximizing synergy within the "Hokkaido Sushi Republic" by Improving procurement efficiency within the group and the republic.

Focusing on the development and education of sushi chefs as a hub for training talent.

Sapporo Kaisen Maru has taken over the business, aiming to acquire inbound customers based on its existing customer base.



Introduction to the 11 Companies We Have Succeeded So Far (Project No.10)

Acquired in June 2024

Sunfresh Meat Co., Ltd.

Company Website : <https://www.sunfreshmeat.jp/>

A meat processing company based in Tokyo. Expanding differentiated, regionally-focused yakiniku (grilled meat) restaurants that are easy to scale.

Wholesale
Business

A meat processing wholesale business supported by well-known yakiniku restaurants.

- Procurement through unique channels.
- Pursuing a strict temperature and quality control system throughout the entire process from on-site processing to delivery.

Food
service
business

Yakiniku restaurant "Yakiniku Sanga" with 6 locations in Tokyo and 1 in Saitama.

- A super-popular restaurant chain with fully booked seats daily, offering the best cost performance.
- Expanding stores with reduced real estate costs in secondary locations.

Currently in the process of PMI (Post-Merger Integration), with plans to expand "Yakiniku Sanga" outlets.



Introduction to the 11 Companies We Have Succeeded So Far (Project No.11)

Acquired in July 2024

Uekusa Suisan Co., Ltd

Company Website : <https://uekusasuisan.hp.gogo.jp/pc/>

A seafood processing company located in Yaizu, Shizuoka Prefecture, specializing in marlin as its main product. Ships daily to the market products such as the popular miso-marinated fish.

Core
business

Developing marinated products using high processing skills.

- Main products include marlin, black cod, and salmon, with a particular focus on marlin.
- A wide range of processing methods, including miso marinade, sake lees marinade, and Saikyo marinade.

Future
developments

Maximizing synergy within the "Fish Republic."

Promoting synergy and regional revitalization within the "Fish Republic" formed by Yamasa Foods, Kaneka Suisan, and Uekusa Suisan.

Business succession at Yamasa Foods (Yaizu), strengthening procurement and sharing factory facilities.



Expansion into the United States — Project No.1 • Mets —

Operating two takeout sushi stores in New York.

Selling fish fillets, sashimi, and packaged sushi at both a direct-store in downtown and a high-end Japanese supermarket in Midtown.

A business model where products are made to order and sold.

A scalable business model that can operate multiple stores with a space of approximately 33 square meters.



Store Locations

① East Village (Streetfront stores)



② KATAGIRI • Midtown (Tenant stores)



Mets' Strengths

Japan-quality standards

Japan-quality standards in both ingredients (neta) and rice (shari). Extremely high cost performance compared to nearby competitors.

Advancement in digital transformation (DX).

- Possession of an original online ordering system.
- High brand recognition thanks to effective social media marketing.

Offering Sushi Classes.

Focusing on delivering locally sourced, fresh seafood to the community while conducting classes to share and promote Japanese culture and traditions.

Products Sold

- Sashimi
- Sushi
- Chirashi (sushi rice with toppings)



Products with thick cuts, satisfying portions, and visually vibrant offerings.



MANPUKU MARU

福

うまい! Yummy!
好吃!
맛있다! Bien!