

中華蕎麦
とみ田

"Chuka Soba Tomita"
Brand Introduction Materials



Won the top spot in the "Japan's No. 1 Ramen Competition"

Founded in 2006

Although it is located in Matsudo City, Chiba Prefecture, this extremely popular ramen shop has lines of up to 4 hours. Due to the long lines, we moved to a reservation system, but the reservation slots sold out within minutes every time after opening time.

In addition, it has won many awards, including winning the number one title in Japan's largest ramen event, "Ramen Japan Championship" and consecutively winning the ramen industry's most prestigious "TRY Ramen Award" four times, and being inducted into the hall of fame.

Due to its track record, it is one of Japan's most famous ramen restaurants and has collaborated with many major companies including 7-Eleven.

<Award History, etc.>

- ✓ Won number one in Japan in "Ramen Japan Championship 2018"
- ✓ Four consecutive wins at the "Industry's most prestigious TRY Ramen Award", and inducted into the Hall of Fame
- ✓ Famous Japanese ramen site Ranked No. 1 in Japan in "Ramen Database"
- ✓ Famous Japanese gourmet site "Tabelog" Ramen EAST 100 Famous Restaurants 2017-2023 selection, etc.





"Tomita Group"
Representative Osamu Tomita

Joint development of products with Michelin listed restaurants

Born in 1978

He is a grand-pupil of Kazuo Yamagishi, the founder of Higashi ikebukuro Daishoken, who is known as the Ramen God. After training at an affiliated store, he became independent in 2006 and founded "Chuka Soba Tomita"

Ranked No.1 in Japan in numerous ramen events and rankings. Developing "Chuka Soba Tomita" into the number one restaurant in Japan with long lines

We have also jointly developed products with Japanese Soba Noodles Tsuta, a ramen restaurant listed in the Michelin Guide, and Ramenya Iida Shoten, one of Japan's leading ramen restaurants. The event was made into a film and shown in five countries around the world. He has also greatly contributed to the expansion of ramen into the world.

<Book>

Why do people line up for 4 hours at Tomita?
The insane management philosophy of Japan's No.1 ramen shop (Kodansha), etc.



The world's largest convenience store chain

- ✓ Sales of all domestic chain stores: 5,148.7 billion yen
- ✓ We boast the highest number of stores in 24 prefectures in Japan.
*As of October 2023
- ✓ Expanded in 18 countries and regions around the world
In addition to America, Thailand, South Korea, Taiwan, China, etc.
Many expanded into Asia

Number of domestic stores (total)	21,402 stores
Number of overseas stores (total)	83,579 stores
TOTAL	104,981 stores

*As of the end of Feb 2023 for Japan
As of the end of December 2022 for other countries

We have been selling collaborative products for over 16 years.

- ✓ Fresh noodles, cup ramen, frozen noodles, etc.
Collaboration and supervision on various noodle products sold at stores
- ✓ Cup ramen released in 2010
"Seven Premium Famous Store Travel Guide Chuka Soba Tomita" has been repeatedly renewed and has become a long-selling product for over 10 years.
- ✓ In 2022, it will become the top-of-the-line Seven Premium brand.
"7 Premium Gold Gold Rich Tsukemen" sold as frozen noodles
- ✓ In 2023, as a raw noodle type product
"Big pork ramen supervised by Tomita Washiwashi MAX" now on sale





Tomita's collaboration product has been adopted as a standard product in Seven's highest-grade brand, "Premium Gold."

- ✓ Supervised by "Chuka Soba Tomita."
- ✓ The noodles incorporate dedicated flour from " Chuka Soba Tomita" and large whole wheat flour. The result is thick straight noodles with a satisfying wheat aroma, and a generous portion of 400g.
- ✓ The soup enriched by adding whole pork, boasts a rich tonkotsu and seafood flavor.
- ✓ After its release, various media outlets, including Yahoo! News, quickly featured this product, making it a popular topic.
- ✓ Due to its popularity, it has been adopted as a standard product in Seven-Eleven's top-tier brand.





Screened in 5 countries around the world

Highly acclaimed at North America's largest documentary film festival

Over a period of 1 year and 3 months, we conducted a long-term interview of "Chuka Soba Tomita" and the enthusiastic customers who gather there. A work that vividly depicts modern Japanese ramen culture while revealing the unknown history of the evolution of ramen, including the activities of seven unique ramen shop owners who are considered symbols of the Japanese ramen world.

The world premiere was screened as an official invitation to the HOT DOCS Canadian International Documentary Film Festival, North America's largest documentary film festival, held in Toronto in May 2017.

It received unusual treatment for a Japanese film, as it was screened four times in movie theaters with a capacity of 300 people, and all of the theaters were filled to capacity.

In September of the same year, it was officially screened in the Culinary section of the San Sebastian Film Festival in Spain's Basque Country, which is said to be a new food capital replacing Paris. It was highly praised by Spanish gourmets.

1 - 5 . "Tomita Group" Collaboration, List of Media Achievements (Partial Excerpts)

2024

- ✓ Mizkan "Rich Pork Bone and Seafood Mixed Noodles Supervised by Tomita"
- ✓ HTB "Would you like to warm up the rice balls?"

2023

- ✓ TV Asahi "Shinichi Hatori Morning Show"
- ✓ Toyo Keizai Shimbun "Toyo Keizai Online"
- ✓ 7-Eleven "Supervised by Tomita Big Pork Ramen Washi Washi MAX"
- ✓ 7-Eleven "Iida Shoten/Supervised by Tomita Dream Ramen"
- ✓ 7-Eleven "Pork Mazesoba supervised by Tomita"
- ✓ 7-Eleven "Supervised by Tomita Rich Pork Bone Seafood Cold Tsukemen"
- ✓ Mizkan "Rich Pork Bone Seafood Pot Soup Supervised by Tomita"

2022

- ✓ Fuji TV "Nariyuki Kaido Tabi"
- ✓ 7-Eleven "Premium Gold Tomita Pure Tonkotsu Ramen"
- ✓ 7-Eleven "Premium Gold Tomita Gold Soy Sauce Ramen"
- ✓ 7-Eleven "Premium Gold Tomita Gold Rich Tsukemen"
- ✓ 7-Eleven "Rich Pork Bone Seafood Tsukemen Supervised by Tomita"

~2021

- ✓ NHK (BS Premium) "Noodle Takumi"
- ✓ NHK (BS-4K) "Noodle Takumi"
- ✓ 7-Eleven "Tomita supervised cold pork with shibama sauce"
- ✓ TBS "Job Tune: I'll reveal the secret of my job!"
- ✓ Futabasha "Nikkan Taishu"
- ✓ Fuji TV "NONFIX"
- ✓ TV Tokyo "CROSS ROAD"
- ✓ Maruchan "Supervised by Tomita Straight soup for Tsukemen Tokuno Seafood Tonkotsu" and many more

Mizkan × Tomita

- ✓ Mizkan has annual sales of over 100 billion yen
A major food manufacturer with over 200 years of history
- ✓ In addition to the hotpot soup that recreates the taste of Tomita ramen soup, we also collaborated on the mixed noodles base.



Maruchan × Tomita

- ✓ Maruchan has annual sales of over 400 billion yen.
A famous brand owned by Toyo Suisan (TSE Prime), a major food mail service.
- ✓ Collaborate and sell soup and noodles exclusively for tsukemen





“Chuka Soba Tomita” uses the one and only homemade extra-thick noodles.

In order to realize this commitment, we manufacture noodles at our own noodle factory. The noodles are made using only carefully selected high-quality domestic wheat, and are blended with several other types of flour, including special flour, to create beautiful white noodles.

- In-house noodle factory
Kokoro Aji Foods Co., Ltd.
(group company)
2304-7 Matsudo,
Matsudo City,
Chiba Prefecture
Business hours: 24 hours



Overseas Partners

Limited to one company per country

From "Japan's best ramen"
to "world's best ramen"
overseas partners recruiting

On the global expansion of "Chuka Soba Tomita"
We are looking for overseas partners, limited to one
company per country.

We are

- ✓ interested in the overseas expansion of "Chuka Soba Tomita"
- ✓ already have business in the country you wish to expand into, are familiar with the local situation, and have established personal connections.

In cooperation with our powerful partners,
we would like to expand globally.

It doesn't matter whether it's a Japanese company or a local company, we are looking for companies that can cooperate with us to turn "Japan's best ramen" into "world's best ramen"





- ✓ In 1971, McDonald's Japan Co., Ltd. was established as a 50/50 joint venture between McDonald's USA and Fujita Shoten (Representative: Fujita Shoten)
- ✓ In the same year, the first store opened on the first floor of Ginza Mitsukoshi, Tokyo, and the daily sales exceeded 1 million yen, spreading the hamburger culture nationwide.
- ✓ In 2002, the number of stores increased to approx. 3,900 with sales of approx. 320 billion yen (less than 30 years since establishment)
- ✓ Fujitada retired as president in 2003. In 2005, the shares held by the Fujita family were also sold, and the company shifted to American leadership.
- ✓ Sales of approx. 350 billion yen at the end of 2022
approx. 3,000 stores



- ✓ In 1995, Starbucks Coffee Japan Co., Ltd. was established as a joint venture between Starbucks and Sotheby's.
- ✓ In 1996, the first store "Ginza Matsuya-dori store" was opened in Ginza, Tokyo, creating a new lifestyle.
- ✓ Sales of approx. 125 billion yen in 2013. Number of stores expanded to approx. 1,000 stores (Less than 20 years since establishment)
- ✓ Sotheby's holdings in 2014 sold the equities and was transferred to the U.S.-led system.
- ✓ Sales of approx. 250 billion yen in FY2022 (about 1,800 stores)



- ✓ In 1972, Godiva and Kataoka Bussan signed a licensing agreement in Japan.
- ✓ First store opened at Nihonbashi Mitsukoshi Main Store in Tokyo. Proposing chocolates for adults can enjoy
- ✓ Expanded to approx. 250 stores in 2014. Kataoka Bussan operates 130 stores. (Less than 40 years since establishment)
- ✓ License agreement ended in 2015. Transition to a system where Godiva Japan operates all stores
- ✓ In 2019, MBK Partners Group acquired the Japanese business. Sales at the time of acquisition were approx. 40 billion yen

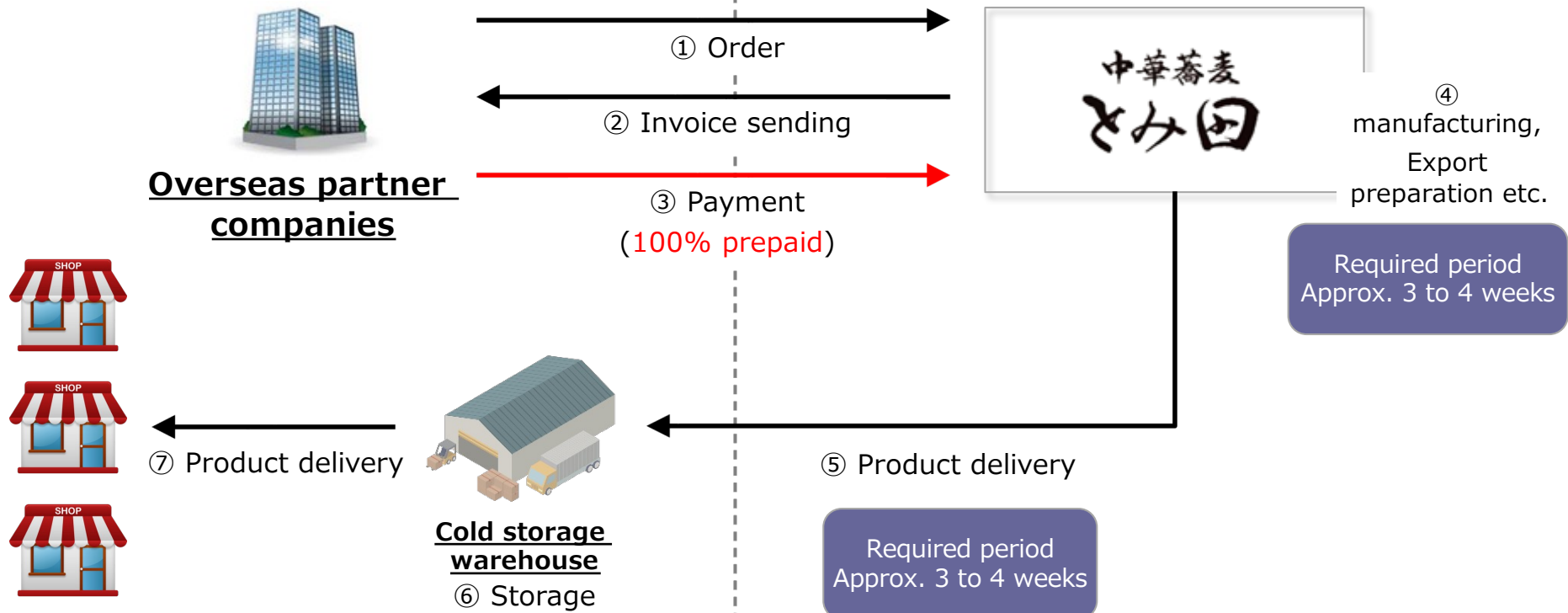
2 - 3 . Store image, concept, etc.



Item	Detail
Offer menu	Tsukemen, ramen, etc. (Details adjusted according to country characteristics)
Expected store opening location	Downtown areas, shopping malls, etc.
Estimated number of seats (Required area)	30 seats (approx. 73m ²)
Price per customer	USD 14.00
Training system	Yes (assumed to be in Japan for about 3 months)
Others	Some ingredients are exported from Japan

< Target region/country >

< Japan >



- ✓ Soup, Kaeshi, etc. are the basis of the flavor of ramen. Ingredients are expected to be exported from Japan.
- ✓ ⑥、⑦ Your company will bear the logistics costs

Advantages

- ① Exclusive use of Japan's number one ramen brand
- ② Remaining popular for over 10 years
Utilizing the know-how of super popular stores
- ③ High profitability and quick return on investment

Disadvantages

- ① Exchange risk
- ② Inventory risk
- ③ Risk of product shortages due to natural disasters

T-NEXT 株式会社T-NEXT
プレスリリース：2024年11月05日

T-NEXT Signs Master License Agreement with OBON CORPORATION for "Chuka Soba Tomita" in Thailand.

T-NEXT Co., Ltd. (Headquarters: Minato-ku, Tokyo; Group CEO: Noriaki Takahashi, hereinafter "T-NEXT") is pleased to announce that it has signed a master license agreement with OBON CORPORATION CO., LTD. (Headquarters: Bangkok, Thailand; hereinafter "OBON") for "Chuka Soba Tomita" in Thailand. The agreement was finalized on Thursday, October 31, 2024.



■ Background & Purpose

T-NEXT, as a food content platformer, is dedicated to spreading the wonders of food and aims to bring new excitement and happiness to people worldwide. Since its founding, T-NEXT has acquired global licenses for numerous renowned food brands, including ramen, sweets, yakitori, wagyu beef, curry, and others, rapidly expanding its business worldwide.

Master License Agreement with OBON Corporation for 'Chuka Soba Tomita.'

OBON Corporation is a company with extensive experience in Thailand's food industry, operating diverse food-related businesses domestically with high expertise.

The decision to enter into a master license agreement for 'Chuka Soba Tomita' in Thailand was based on the shared judgment that the synergy between both brands and resources could capture a significant market share in Thailand's ramen market.

Moving forward, by leveraging the brand power of 'Chuka Soba Tomita' and OBON Corporation's industry know-how and strong network in Thailand, the partnership will accelerate Thai operations, aiming to establish 'Chuka Soba Tomita' as a leading brand in Thailand.

■ OBON Corporation Overview

Company Name : OBON CORPORATION CO., LTD.
Address : 1252 / True Tower 2(Building 2, 7th floor),
Pattanakarn Road, Suan Luang, Bangkok
1025012024 129OPKR

Representative : Mr. Ratanaphon Wongnapachant

***Grandson of former Prime Minister Thaksin Shinawatra**

Website : www.obon.co.th






3 - 3 . Overseas Partner Collaboration Terms, etc. (Partial Excerpt)

Item	Details
License content	✓ Exclusive store development of “Chuka Soba Tomita” in Target area It is also possible to open stores using a franchise system. ✓ Product development and sales using “Chuka Soba Tomita”
Target area	● ● (cannot be expanded to other regions)
License fee	USD ●00,000
Initial development cost	USD ●0,000
Deposit	USD ●0,000
Trademark registration fee	Actual cost borne
Training expenses	1st store: USD ●0,000 From the 2nd store onward: Actual expenses incurred (the total expenses incurred by our company with the training, including personnel costs, business class round-trip airfare, accommodation, and other transportation expenses)※ ※Costs for a total of two people (brand owner + our staff).
Regular inspection fee	Implementation Frequency. : First Year: Twice a year From the Second Year Onward: Once a year Fees : Actual expenses incurred (the total expenses incurred by our company with the on-site inspection, including personnel costs, business class round-trip airfare, accommodation, and other transportation expenses)※ ※Costs for a total of two people (brand owner + our staff).
Royalty (continuously)	Sales/month x ●%
Withholding Taxes, etc.	If any withholding tax or similar levy is imposed on payments to our company, such tax shall be borne by your company, and you shall gross up the payment so that the above amount is received in full by our company.
Product sales	Prior approval from our company is required for selling original products (sales without prior approval are not permitted).

3 - 3 . Overseas Partner Collaboration Terms, etc. (Partial Excerpt)

Item	Details
License content	<ul style="list-style-type: none"> ✓ Exclusive store development of “Chuka Soba Tomita” in Target area It is also possible to open stores using a franchise system. ✓ Product development and sales using “Chuka Soba Tomita”
Target Area	1 company per 1 country (Limited)
Fees, etc.	<p>License fee, product development cost, deposit, training cost, Trademark registration fee, royalty, etc. The amount varies depending on the scale of deployment in the target area.</p>
Withholding Taxes, etc.	If any withholding tax or similar levy is imposed on payments to our company, such tax shall be borne by your company, and you shall gross up the payment so that the above amount is received in full by our company.
Share of the license fee received from the sub-franchisee.	The amount varies depending on the scale of deployment in the target area.
Merchandise sales	Prior approval from our company is required for selling original products (sales without prior approval are not permitted).
Purchase of materials, etc.	Designated items will be supplied by our company (ramen soup, ramen sauce, etc.).
Other	The store property shall be prepared by your company.

6-10 months

Prior consultation	Agreement	Property preparation	Training	Opening of business
				
<ul style="list-style-type: none"> ✓ Discussion items <ol style="list-style-type: none"> ① Target country selection ② Maximum number of store openings ③ Business plan ④ Economic conditions, etc. 	<ul style="list-style-type: none"> ✓ Limited to one company per country ✓ Pay the following at the same time <ol style="list-style-type: none"> ① Contract fee ② Guarantee deposit ③ Training expenses, etc. 	<ul style="list-style-type: none"> ✓ Property selection by your company Then discussion and decision ✓ In parallel Logistics construction is also necessary (Warehouse preparation, etc.) 	<ul style="list-style-type: none"> ✓ Practical training at Japanese stores ✓ Duration: about 3 month 	<ul style="list-style-type: none"> ✓ We will follow up on the opening day ✓ There are also limited openings such as VIPs and media personnel only. (Advertising strategy)



Since its founding, "Chuka Soba Tomita" has won the number one title in Japan at Japan's largest ramen event, "Ramen Japan Championship," and has also won four consecutive victories at the ramen industry's most prestigious award, the "TRY Ramen Award," and has been inducted into the hall of fame. We were able to grow into the number one ramen restaurant in Japan both in name and reality.

Furthermore, the collaboration with 7-Eleven has been going on for over 10 years, and the collaboration products have been adopted as standard products, and Chuka Soba Tomita's ramen continues to attract many people across Japan.

Nowadays, ramen is attracting attention overseas, and Chuka Soba Tomita receives many foreign customers every day. In addition, we have been receiving enthusiastic requests from overseas gourmets for some time, so we have decided to expand overseas so that everyone overseas can enjoy Japan's finest taste.

We are looking forward to the day when we can introduce "Japan's best ramen" to everyone around the world.

Osamu Tomita