

Japan's Top Brands Assembled!



SANSEIDOU

Our Partnered Group ① (Partial List)

■ Content Dining Business



鳥さわ

CROSSOM
MORITA

和 魚 屋



カリカリ



Sweets

Kenji Ujiie



Tsukemen

Osamu
Tomita



Yaki-tori

Akira
Nakazawa



Wagyu

Hayato
Morita



Unagi

Yukikazu
Watabe



Ramen

Hiroyuki
Iwata



Curry

Hiroshi
Futaki

[Introduction of Partner Brands ①] KEN'S CAFE TOKYO



K E N ' S C A F E
T O K Y O

[Introduction of Partner Brands ①] KEN'S CAFE TOKYO



[Tabelog] Ranked No.1 chocolate store in Japan for 8 Consecutive Years

Founded in 1998

Japan's first gateau chocolate specialty store in Shinjuku Gyoenmae, Tokyo

"Special Gateau Chocolate" using the world's best chocolate is highly acclaimed by gourmets and sweets-loving celebrities. Its popularity extends to overseas celebrities, such as being appointed as a gift for ambassadors to Japan from over 50 countries.

In addition, it is one of the most famous chocolate shops that has won numerous awards, such as winning the number one chocolate shop ranking in Japan for 8 consecutive years in Tabelog.

<Award History>

- ✓ Tabelog
 - National Chocolate Store Ranking Japan 2014-2021
 - Sweets TOKYO 100 Famous Stores 2017-2023
- ✓ Japan Gift Award 2015 "Tokyo Award"
- ✓ JAPAN SWEETS AWARD 2016 "TOP50 "
- ✓ Nikkei Inc. (Newspaper)
 - This is a selection of souvenirs for secretarial office official entertainment
 - "Special Selection" 2019/2020
- ✓ Other more



[Introduction of Partner Brands ①] KEN'S CAFE TOKYO Collaboration Results with Major Companies



- ✓ 2nd largest convenience store chain in Japan
- ✓ Annual sales about 460 billion yen
- ✓ Boasts the largest number of stores in 11 prefectures including Osaka and Aichi, surpassing 7 Eleven
※As of October 2022
- ✓ Overseas expansion mainly in Asian countries such as Taiwan, China, Thailand, and Vietnam

Domestic stores (total)	16,517 stores
Overseas stores (total)	8,006 stores
TOTAL	24,523 stores

※As of March 31, 2023

10 Consecutive Years Collaboration Project Ongoing

- ✓ Collaborative products are sold every year at events such as Valentine's Day, White Day, and Christmas Day.
- ✓ In 2020, for the Lotte x Family Mart collaboration, we supervised "Petit Chocolate Pie that melts in your mouth"
- ✓ In 2021, for the FamilyMart 40th anniversary event, 8 products using supervised chocolate "Ecuador Special" were on sale
- ✓ In 2022, we also supervised "Chocolate Bar (Ice Cream)"
- ✓ On Valentine's Day 2023, we also collaborated with SDGs mindset, such as using sustainable cacao.
- ✓ For Christmas 2023, we will also supervise a "chocolate cake" that uses luxurious "Ecuador Special"



[Introduction of Partner Brands ②] Chuka Soba Tomita

中華蕎麦とみ田

[Introduction of Partner Brands ②] Chuka Soba Tomita



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.



[Introduction of Partner Brands ②] Chuka Soba Tomita Collaboration Results with Major Companies



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 continuously selling collaborative products with the world's largest convenience store chain 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



[Introduction of Partner Brands ③] Kaminari



[Introduction of Partner Brands ③] Kaminari



The ramen restaurant with long lines at Tokyo Station!!

Using a generous amount of domestic pork back fat and bones, the broth is slowly simmered for 20 hours and combined with a special soy sauce. It is paired with thick, curly noodles and is very filling. Its flavor has become famous, making it a hugely popular restaurant.

The ramen in Tokyo Honmaru inside Tokyo Station is famous as a ramen shop, and long lines form until closing. Thanks to its convenient access, many tourists also visit the restaurant.

Additionally, "Kaminari" also offers mail-order ramen, and in 2021, it won the Grand Prize in the "Mail-Order Ramen of the Year" awards. Despite being a new business, it has quickly grown into a popular ramen restaurant with long lines, frequently featured by various media outlets.

< Awards and Achievements >

- ✓ Grand Prize of the "Mail-Order Ramen of the Year"
- ✓ Rating of 3.7 on Japan's famous gourmet website 'Tabelog' etc.





Winner of the "Order Ramen of the Year" Overall Grand Prize

- ✓ With this achievement, the collaboration product "Deka Buta Ramen" was launched with 7-Eleven.
- ✓ "Deka Buta Ramen" is a tonkotsu soy sauce ramen featuring thick noodles characteristic of Kaminari, large pork chashu, and garlic.
- ✓ The tonkotsu soy sauce soup is rich, with a generous amount of garlic and fat, resulting in a bold and powerful flavor.
- ✓ Shortly after its release, it was featured on various media platforms, including Yahoo! News, creating a big buzz.
- ✓ Due to its popularity, it has become a hit product at 7-Eleven, with many stores already selling out.



[Introduction of Partner Brands ④] Torisawa 22

鳥さわ

[Introduction of Partner Brands ④] Torisawa 22



As a prestigious restaurant listed in Michelin for 5 consecutive years

Established in 2011

Listed in the Michelin Guide Tokyo for 5 consecutive years

Famous for being a hard-to-reserve restaurant with complete reservations and referrals only.

The restaurant uses different types of chicken depending on the part of the chicken, and uses Kishu-binchotan charcoal, which is now a rare white charcoal. The sauce is also made by adding more and more ingredients, and the fat from the chicken gradually melts into the sauce, creating a deep and unique flavor.

The restaurant is one of the best yakitori restaurants in Japan and is highly praised by many food-loving celebrities and entertainers for its dedication.

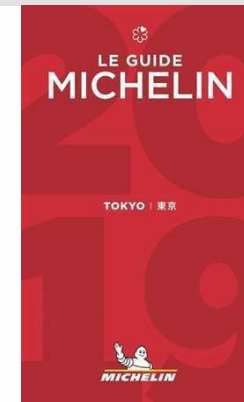
<Awards and honors (excerpts)

- ✓ Listed in the Michelin Guide Tokyo for 5 consecutive years
- ✓ "Tabelog "
Winner of The Tabelog Award for four consecutive years (2020-2023)
Selected as one of the 100 best Yakitori EAST restaurants for 4 consecutive years (2019-2023)
- ✓ SARAH JAPAN MENU AWARD (2021) and many others



[Introduction of Partner Brands ④] Torisawa 22 and Others Awards, Media Coverage, etc.

- Sep 2023 : "Torisawa Jigbone Club" will be introduced on Fuji TV's "Jimon Terakado's Shop That Refuses Interview 2023 Autumn "
- Aug 2023 : Featured on TV Tokyo's " Ad Street Heaven" as a "store frequented by foodies "
- Jul 2023 : Selected as one of Tabelog's " Yakitori EAST 100 Famous Restaurants" for 6th consecutive year
- Jan 2023 : Selected for Tabelog "The Tabelog Award 2023" for 7th consecutive year
- Dec 2022 : "Casa BRUTUS" Taeko Terao's NEWS restaurant will introduce "Torisawa Her Jigbone Club "
- Jul 2022 : Selected as one of Tabelog's "Yakitori EAST 100 Famous Restaurants" for 5 consecutive years
- Jan 2022 : Selected for Tabelog "The Tabelog Award 2022" for 6th consecutive year
- Jan 2022 : Selected for "SARAH JAPAN MENU AWARD 2021"
- Nov 2021 : Introduced by UVERworld on Nippon TV "Buzz Rhythm"
- Oct 2021 : Featured in "Weekly Gendai" Ken Noguchi's "My top 3 restaurants that I want to tell people about "
- Oct 2021 : Selected as Tabelog "Yakitori EAST 100 Famous Stores" for 4th consecutive year
- Jan 2021 : Featured in the March issue of "Tokyo Calendar"
- Oct 2020 : Selected for Tabelog "The Tabelog Award 2021" for 5th consecutive year
- Jan 2020 : Featured in the December issue of "Tokyo Calendar"
- Sep 2019 : Selected for Tabelog "The Tabelog Award 2020" for 4th consecutive year
- May 2019 : "Casa BRUTUS" Taeko Terao will introduce "Torisawa Azabujuban branch" at her NEWS restaurant.
- Apr 2019 : Selected as one of Tabelog's "Yakitori EAST 100 Famous Restaurants" for 3rd consecutive year
- Mar 2019 : Published in the June issue of "Tokyo Calendar"
- Jan 2019 : Featured on TV Tokyo "Ad Street Heaven"
- Nov 2018 : Selected for Tabelog "The Tabelog Award 2019" for 3rd consecutive year
- Nov 2018 : Published in "Michelin Guide Tokyo 2019"



[Introduction of Partner Brands ⑤] CROSSOM MORITA

CROSSOM MORITA

[Introduction of Partner Brands ⑤] CROSSOM MORITA



Hard to get a reservation Michelin-listed sister restaurant

Established in 2017

A theater-style yakiniku restaurant with an undisclosed address and a complete membership system. Even if you qualify as a member, the location is not disclosed, and you are not even allowed to enter the restaurant unless you are welcomed.

This is the highest of the seven restaurants operated by Hayato Morita, the darling of the yakiniku industry, who is now known as "Morita, the restaurant with the fewest reservations in Japan.

The restaurant features projection mapping and a number of other effects created for each guest pair, and the beef is carefully raised on the company's own ranch in Kumamoto.

The restaurant is one of the best yakiniku restaurants in Japan, and even though its address is private and it is a members-only restaurant, it has created a buzz among business people and celebrities, and now there is a seven-year waiting list for reservations.



[Introduction of Partner Brands ⑤] CROSSOM MORITA Owner



The best reservation in Japan Yakiniku restaurant that cannot be taken

Born in 1978 in Osaka
CEO and Executive Chef, Rokka Kai Group

Opened "Rokka Kai" in Kanda, Tokyo in 2009.
Creative idea of "standing barbeque x sake" has been covered by many media and built a culture of "meat and sake".
Subsequently, "Hatsuhana Ichiie," "Ginka," "Goshiki Sakura," "TRYLIUM," and "CROSSOM MORITA" were opened, all of which became famous restaurants that could not take reservations.

His activities are not limited to yakiniku, but also include the development of Japanese sake and brand beef, and he is constantly revolutionizing the food industry.

<Awards and honors (excerpts)>

- ✓ Appointed "Culinary Masters" by the Ministry of Agriculture, Forestry and Fisheries
- ✓ France "Best of Gastronomie International" Gold Medal Awarded
- ✓ Record holder for the highest price of Wagyu beef (black cattle category) in the history of history
- ✓ World's highest price "Towa Tabisuru Sake (4.4 million yen) Chief Brewer and many others

[Introduction of Partner Brands ⑥] Watabe

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[Introduction of Partner Brands ⑥] Watabe



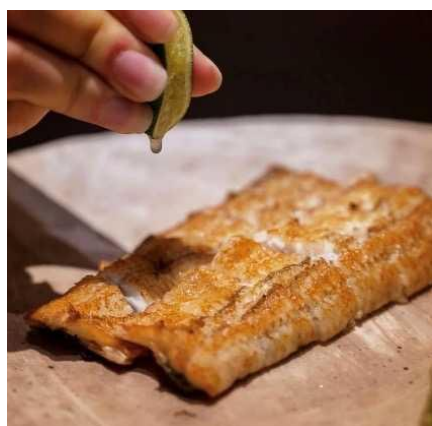
With 70 Years of History A Renowned Eel Specialty Restaurant Representing Japan

An eel specialty restaurant established in 1948

The large, fatty eels are carefully steamed with tea leaves and then grilled over Binchotan charcoal in the Kanto style, creating an ultimate delicacy.

The sauce, refined and enhanced over more than 70 years, is light and not overpowering, allowing you to enjoy its flavor in any season.

Its exquisite flavor has attracted numerous celebrities and prominent figures, who frequently visit the restaurant. Recently, it has also become a popular destination for international visitors, solidifying its status as one of Japan's premier eel specialty restaurants.



■ Watabe Overview

Company Name	: Watabe
Main Branch Address	: 1-9-14 Koishikawa, Bunkyo-ku, Tokyo
Founded	: 1948
URL	: https://unagiyawatabe.com

[Introduction of Partner Brands ⑥] Watabe



A Supreme Restaurant Featured in the Michelin Guide for 9 Consecutive Years

The Michelin Guide, first published in France in 1900, has a history of over 120 years and is regarded worldwide as the "Bible of Gastronomy," with its evaluations directly impacting the reputation of restaurants and chefs.

Watabe has been featured in the globally renowned "Bible of Gastronomy," the Michelin Guide, for eight consecutive years.

Watabe's eel is steamed with tea leaves to achieve a tender texture, coated with a sharp Kanto-style sauce, and grilled over high-temperature Binchotan charcoal. This creates a flavor that is truly among the finest in Japan.

Additionally, the head chef, who honed his skills in France, creates innovative eel dishes that are highly praised for their originality, even earning high recognition in the Michelin Guide.

The restaurant is always fully booked, making it famously known as a reservation-only establishment and one of Japan's premier eel specialty restaurants.







Featured in the Michelin Guide for 6 Consecutive Years & Selected as One of the "Top 25 Restaurants in Tokyo" by The New York Times

Since 2019

After opening, the restaurant quickly became prominent in the ramen industry, winning Japan's top spot in the TRY Ramen Awards and Ramen Walker Grand Prix for the best new restaurant category.

It has been featured in the Michelin Guide Tokyo for five consecutive years and was also recognized by The New York Times as one of Tokyo's must-visit establishments. With numerous awards both domestically and internationally. With its outstanding achievements, the restaurant has collaborated with major corporations such as Sushiro, Lawson, and Nissin Foods, making it one of the best ramen restaurants in Japan.

< Awards and Achievements >

- ✓ Selected as one of the Top 25 Seafood Restaurants in Tokyo by The New York Times
- ✓ Featured on Japan's leading gourmet review site Tabelog
Rated 3.96 (as of February 26, 2025)
Chosen for Ramen TOKYO Top 100 for five consecutive years (2020–2024)
- ✓ Winner of the TRY Ramen Awards (Japan's most prestigious ramen award)
– Best Newcomer Category
- ✓ Ranked No.1 in the Ramen Walker Grand Prix – Best New Restaurant Category, etc.

LAWSON



Japan's second-largest convenience store chain

- ✓ Total Sales (Consolidated): ¥2.7509 trillion
- ✓ Number of Employees (Consolidated): 11,666
- ✓ Global Presence: Operating in five countries and regions, including the U.S., China, Thailand, Indonesia, and the Philippines, with a strong focus on expansion across Asia.

Domestic Stores:	14,643
Overseas Stores:	7,344
Total Stores Worldwide:	21,987

Collaborated with major convenience store chains to launch products nationwide.

Collaborated with Lawson to launch a nationwide product. Following the announcement, it garnered significant media attention and became a hot topic.

The fresh noodle type has an amber-colored soup that is packed with the delicious taste of shijimi clams and other shellfish and has a truly exquisite flavor. Meanwhile, the cup noodle version has become a hit for its smooth, thin straight noodles, offering a satisfying slurp like noodles served at a restaurant.



[Introduction of Partner Brands ⑧] CALIGARI

The logo for CALIGARI is a stylized, high-contrast black and white graphic. It consists of four main vertical elements. The first element on the left is a thick, blocky letter 'C' with a horizontal bar extending to the left. The second element is a vertical bar with a small horizontal bar at the top, resembling a 'G'. The third element is another thick, blocky letter 'C' with a horizontal bar extending to the left. The fourth element is a vertical bar with a small horizontal bar at the top, resembling a 'Y'. The overall appearance is that of a modern, minimalist brand mark.

[Introduction of Partner Brands ⑧] CALIGARI



One of the largest curry events in Japan Winner of "Kanda Curry Grand Prix"

Founded in 2005

A curry specialty store whose main store is in Akihabara

Opened to promote curry, which was loved as a back menu item at a long-established club in Ginza, to the world.

The CALIGARI Curry is a thick, tender coconut curry, while the Indian Curry is an authentic curry with over 20 varieties, spices and onions!

Under the slogan of "Culture, under construction," the restaurant is involved in a variety of activities, such as collaboration with celebrities and "renting curry" in the spare time of bars and pubs that are open at night.

In addition, the company has collaborated with a major beef bowl chain ("Yoshinoya" with approximately 1,000 outlets in Japan and abroad) to sell supervised products nationwide, and has grown to become one of Japan's leading curry brands.



[Introduction of Partner Brands ⑧] CALIGARI_Collaboration results with major companies



- ✓ The second largest beef bowl chain in the industry, Japan's leading beef bowl chain
- ✓ Annual Sales Approx. 168 billion yen
- ✓ Long-established beef bowl restaurant in business for over 100 years
- ✓ Overseas, in addition to the U.S., China, Taiwan, and Thailand, Numerous store openings in Indonesia and other Asian countries

Number of stores in Japan (total)	1,206 stores
Number of overseas stores (total)	969 stores
TOTAL	2,175 stores

*As of May 31, 2023

Collaboration product CALIGARI Yoshinoya Curry.

Sold at Yoshinoya stores nationwide

Developed collaborative products at the request of Yoshinoya

The completed collaboration product, "CALIGARI Yoshinoya Curry," was sold on an experimental basis in the Kanto area for about a month and was so well received that it was sold at Yoshinoya restaurants nationwide, where it was a great success.



6. Our Partnered Group ② (Partial List)

■ Content Retail Business

おいしさのみちをひらく

YOUKI



Seasoning

YOUKI FOOD

[Introduction of Partner Brands ⑨] YOUKI FOOD

おいしさのみちをひらく^{！！}

YOUKI

[Introduction of Partner Brands ㊟] YOUKI FOOD



A Leading Japanese Seasoning Manufacturer

YOUKI FOOD, as a seasoning manufacturer, focuses on Chinese and ethnic cuisines, offering a wide range of essential seasonings and ingredients indispensable to the global gourmet scene.

The company has partnered with McCormick & Company, the world's largest and No. 1 spice manufacturer in the United States, to achieve further globalization. This collaboration enables YOUKI FOOD to provide comprehensive solutions, ranging from appetizers to desserts and beverages.

In recent years, YOUKI FOOD, a leading Japanese seasoning manufacturer, has expanded its consumer product sales by leveraging the strong brand recognition of McCormick, in addition to its business-to-business food sales.

■YOUKI FOOD – Overview

Company Name	: YOUKI FOOD Co., Ltd.
Head Office Address	: Chofu City, Tokyo, Japan
Representative	: Hidekazu Tanaka Founded : 1974
Business Activities	: Manufacturing and sales of food products and seasonings
Website	: https://youki.co.jp/

[Introduction of Partner Brands ⑨] YOUKI FOOD Partnership with a major company



Partnered with McCormick & Company, No.1 spice manufacturer in US

Since its founding in 1889, McCormick & Company has been the world's largest and No. 1 spice manufacturer in the United States, providing high-quality spices and seasonings to households worldwide for over 130 years.

With offices and factories worldwide, McCormick & Company operates in North America, Europe, Latin America, Africa, and Asia. Particularly in North America, the UK, and France, the company holds a market share of 30–50%, solidifying its position as a leading spice manufacturer globally.



■ McCormick & Company – Overview

Company Name : McCormick & Company

Headquarters : Maryland, USA

Revenue : Approximately USD 6.7 billion
(around JPY 1 trillion*)

Website : <https://www.mccormickcorporation.com/>