

A Japanese alcohol beverage distribution firm specializing in procuring Japanese sake and fruit liqueurs is seeking distributors in the EU

Summary

Profile type	Company's country	POD reference
Business Offer	Japan	BOJP20241105002
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
<u>Alessandro PERNA</u>	5 Nov 2024 5 Nov 2026	23 Oct 2025

General Information

Short summary

A Japanese distributor of sake and fruit liqueurs with connections to over 100 traditional breweries and distilleries across Japan, is looking for EU partners under a commercial agreement to enter the EU market and spread the reach of exclusive Japanese spirits in Europe. The company can also provide marketing, brand building, and training supports to educate local customers to Japanese sake culture.

Full description

Japanese Alcohol Beverage Sourcing and Exclusive Distribution

With strong connections to over 100 breweries and distilleries across Japan, the company offers a diverse range of alcoholic beverages for exclusive distribution. They can facilitate connections between their partners and their preferred breweries or distilleries. Leveraging their experience in international markets, the company also provides support in marketing, brand building, education and training, tasting samples, and English-translated product specifications.

Strong and Reliable Connections with Makers

The company network of over 100 Japanese alcohol producers spans Japan, each deeply rooted in their local areas and often run by generations of craftspeople who use local water and ingredients. Each producer has inherited

unique production techniques, creating flavors that reflect the local environment, culture, climate, soil, and grain varieties. The water quality and mineral balance in each region, along with its unique climate and landscape, shape an alcohol that embodies regional distinctiveness and preserves local customs and flavors. The company offerings include Sake, Shochu, Awamori, Spirits, and Fruit Liquors that showcase the individuality and heritage of each region in Japan.

Target Oversea partnerships

The company has established a presence in Taiwan, Mainland China, Hong Kong, Thailand, Singapore, Malaysia, the United Kingdom, the United States, and Canada. They are now looking for enthusiastic and potential partners in the EU to join them in expanding their reach under a commercial agreement.

Advanced OEM Original Equipment Manufacturing services

The company has a dedicated department specialized in OEM services for product development and packaging design, allowing EU partners to personalize any product before exporting it from Japan to better fit local requirements in terms of labeling or design.

Advantages and innovations

Experienced and knowledgeable sake professionals

The company's export team includes professionals with WSET - Wine & Spirit Education Trust Level 3 Award in Sake and SSI Sake Sommelier certifications, supported by a former sake brewer with over a decade of export experience. This collective expertise allows them to provide the best and most effective services to their overseas partners.

Multi-Language Support

The export team offers multilingual support, including English for daily communication and document preparation. This capability enhances business efficiency and saves time and resources for international partners.

Technical specification or expertise sought

Stage of development

Sustainable Development goals

- **Not relevant**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

The company seeks overseas partners who:

- Are passionate about Japanese alcohol beverages.
- Have established experience and key accounts in the F&B industry, retail, or private customers.
- Have a strong sales team with significant market share.
- Can arrange reefer logistics and cold storage for delicate sake.
- Have experience with importation and understanding of customs and alcohol regulations.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME 50 - 249**
- **SME <=10**
- **SME 11-49**

Dissemination

Technology keywords

Market keywords

- **09003004 - Distributors, imports and wholesalers**
- **07003001 - Wine and liquors**

Targeted countries

Sector groups involved

- **World**

- **Agri-Food**

Media

Images



[pic1.jpg](#)



[pic2.jpg](#)



[pic3.jpg](#)