

December 2023

東京美食  
Labo

TOKYO BISHOKU LABO, INC. Business Plan





Company





## Philosophy

### Mission • • • Smile

Connect Japanese gastronomy and make people all over the world smile

-Exploring "gourmet" that pleases the body with "five senses" and making the world smile-

### Vision • • • Explore

Exploring for a wonderful "gourmet" that is delicious and good for the body (Labo)

-Connecting producers and consumers to bring smiles to the world-

### Strategy • • • Deliver

Pursuing high-quality ingredients and delivery methods that combine "tradition" and "innovation"

-Building a network of unique producers and sales channels all over the world-



## Commitment

The search for “delicious” and “good for the body”

In search of “delicious” and “good for the body”

We will connect the “producer who spares no effort” and “the consumer who recognizes added value”





# Business Philosophy

**Promoting ONLY ONE BUSINESS that connects production and sales: 6th industrialization**

**Primary industry:** “Discovering and creating” Japanese gastronomy together with producers

**Secondary industry:** Innovative "start-up of new business" and "product development"

**Tertiary industry:** “Sales and marketing” of gourmet food through our own domestic and overseas sales channels Building a high-quality gourmet “platform/FC” that connects producers and customers



**Pursuit of sustainable ONLY ONE BUSINESS: "SDGs"**



For example, even branded beef such as Matsusaka beef, which is carefully raised, has the problem of surplus parts that are not popular. Furthermore, due to the decrease in restaurant demand due to the COVID-19 crisis and the increase in mail-order demand for some parts, demand has become more skewed. If the demand is not stable enough to consume the whole cow, it will be a burden on livestock farmers, and as a result, the supply will not be stable.

While we are required to work on SDGs such as **"Reducing food loss-Responsible consumption and production-" In order to deliver Wagyu, which is a cultural heritage of Japan, in a “delicious and efficient manner without waste”**, we offer “Specially Selected Matsusaka Beef Curry” as Japan’s finest retort pouch curry.





# Business Model



## ONLY ONE BUSINESS

Pursuing high-quality ingredients and delivery methods that combine "tradition" and "innovation"  
-Building a network of unique producers and sales channels all over the world-

## New Business/Product Development

"Excavation and creation" of Japanese gastronomy with producers

## Sales & Marketing

"Sales and marketing" of gastronomy via our own domestic and overseas sales channels

## Platform / FC

Creating a "platform" for high-quality gastronomy that connects producers and customers

The food culture of the highest peak that Japan boasts to the world, and the producers and ingredients that support it. In order to connect Japanese gastronomy and make people around the world smile, we will launch **innovative new businesses and develop products** in pursuit of providing high-quality food.

We build **our own sales channel** and connect the products created with producers and developers who spare no effort to "consumers who recognize added value". Combining "gift use" and "business use" enables **flexible development that meets the needs of domestic and overseas customers**.

As a result of **building a unique network with high "transparency" using cutting-edge technologies such as DX and blockchain**, we have created **a high-quality gourmet platform**, not only expanding stores throughout Japan and the world, but also e-commerce business, etc. Including FC business, we will expand to other various business development.



### New Business/Product

"Excavation and creation" of Japanese gastronomy with producers



### Sales&Marketing

"Sales and marketing" of gastronomy via our own domestic and overseas sales channels



### Platform

Creating a "platform" for high-quality gastronomy that connects producers and customers



### ONLY ONE BUSINESS

Matsusaka Beef Curry × Japanese Bread = Matsusaka Beef Curry Bread FC  
Matsusaka Beef × Japanese Curry × Mitsukoshi Isetan/Selected EC/Overseas  
Special Jidori Chicken × Indian Curry × Kokkai(National Diet)/TV Shopping/EC/LP  
Matsusaka Beef/Jirodi/Pork × more than 12 Curry × Curry Shop(Direct/FC)

It is possible to build various "ONLY ONE" businesses that are "efficient and highly profitable" by combining our strengths and receiving evaluations from food experts.



### New Business/Product

"Excavation and creation" of Japanese gastronomy with producers



Production Base  
Alliance/M&A

Production base supporting  
Japanese gastronomy

### Sales&Marketing

"Sales and marketing" of gastronomy via our own domestic and overseas sales channels



Product Development  
Alliance/M&A

Japanese gourmet products/brands  
spreading to the world

### Platform

Creating a "platform" for high-quality gastronomy that connects producers and customers



Shop/Sales Channel  
Alliance/M&A

Stores and Matsusaka City  
hometown tax payment bases, etc.

Evolving into "ONLY ONE" business construction by thickening "sixth industrialization" through business acquisitions (M&A) that carefully select necessary areas



# M&A Synergy



## Freshly Baked Bread

74 FC Shop  
Product Line-up



## Curry

Nihonbashi Takashimaya  
Matsusaka Beef Curry



## New Business

Matsusaka Beef  
Curry FC franchise

Freshly Baked Bread 「IPPONDO」 : 74 FC Shop

<https://shokupan-ippondo.jp/>

FC Headquarter



Product Line-up



Freshly baked bread “Ippondo”  
New products are now available  
in addition to our extensive  
product lineup  
“Matsusaka Beef Curry Bread”

Matsusaka Beef Curry Bread



FC Shop



Building a highly profitable FC business (estimate)

### Matsusaka Beef Curry Bread FC Sales (per 1 Shop)

	Conservative	Base	Aggressive
Curry Bread Price	300	300	300
# of Sales [Day]	100	200	300
Sales [Day]	30,000	60,000	90,000
Sales [Month]	900,000	1,800,000	2,700,000
Sales [Year]	10,800,000	21,600,000	32,400,000

Build a unique/efficient "ONLY ONE" business through high synergy/product and market development

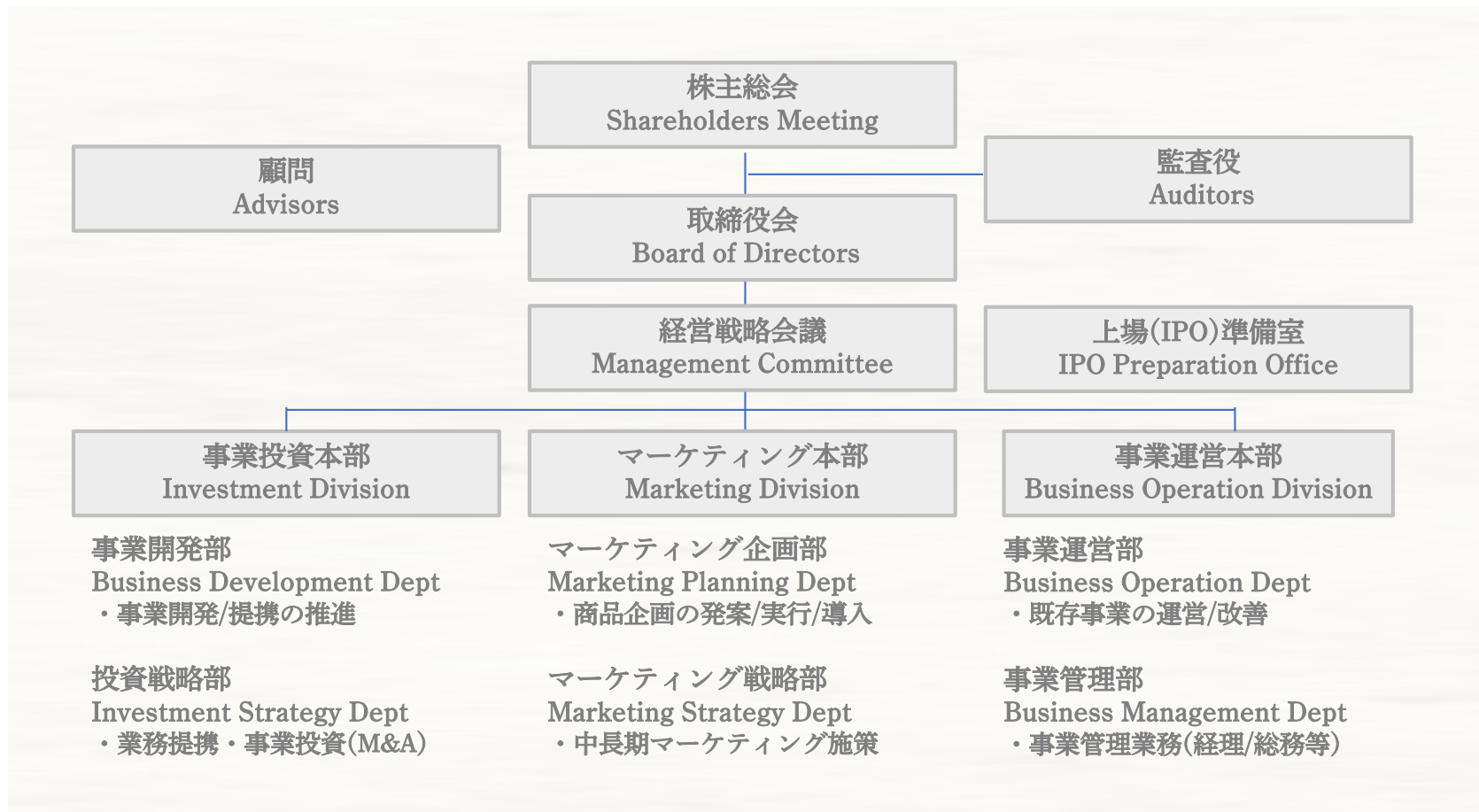
This material does not solicit or recommend anything. This document was created for the purpose of providing information for your reference when considering this matter. We do not guarantee the relevant transactions. Past performance does not indicate future results.





# Organization

Build a flexible organizational structure to "connect smiles and provide them in a form" centered on careful business development and investment strategies





## Directors

### **Takeshi Ueda**

Oversees product development and sales departments as head of division at European and US financial institutions. After returning to Barclays from the head office in London, he participated in the JV of Sumitomo Mitsui Banking Corporation and Barclays Wealth as Product COO (Chief Product Operating Officer). Plays a central role in business planning, revenue model, organizational structure and overall contract negotiations. Many achievements in hands-on management participation and consulting in restaurant-related business investment. Engaged in founding TOKYO BISHOKU LABO, INC. Start-up of Food Tech, livestock business and overseas expansion of restaurants. Established the “Curry Labo ” business. Graduated from Tokyo University (Economics) / Azabu High School.

### **Marie Sakai**

After retiring from Recruit Holdings, served as a director of the Public Interest Foundation International Swimming Hall of Fame and Asia. She oversees overseas PR operations, mainly interpreting and translating. Graduated from the Department of International Relations, Faculty of Liberal Arts, International Christian University (ICU)

### **Haruya Tanishiki**

After working at a pharmaceutical company, he transferred to a major prep school and contributed to the expansion of the FC school. Although he was selected as a general manager in his 30s, he decided to become an entrepreneur before he turned 40, deciding that he was done. Fascinated by the possibilities of white bread, he founded Ippondo in 2013. In 2017, he established IFC Corporation and opened a bakery shop "Ippondo" specializing in white bread. Graduated from Ritsumeikan University College of Industrial Social Sciences.

### **Nobumasa Ohmori**

In 1993, established “Medical Corporation Tatsuokakai”. In 2007, established the Social Welfare Corporation Tatsuokakai. Co-chaired the board. In addition, he holds various important posts such as the chairman of the International Medical Welfare Education Foundation.

### **Yukinobu Ohtake**

Started a business while a student at Waseda University, and after working in creative fields such as music, video, and graphic design, gradually specialized in web production along with the times. Appointed as secretary general of the NPO National E-Commerce Association (now the Japan Electronic Commerce Business Promotion Foundation), an industry group for online shops. Two years after taking office, the number of members quadrupled, and the Best EC Shop Grand Prize and Good Design Shop Certification Project were established. In 2005, he established a web production company specializing in EC and achieved annual sales of 200 million in two years.





## Auditor / Outside Director

### Auditor

#### Kimito Hori

After passing the Certified Public Accountant Secondary Examination and the National Tax Specialist Examination, engaged in corporate tax investigations at the tax office under the jurisdiction of the Tokyo Regional Taxation Bureau. After that, joined Showa Ota Audit Corporation (currently Ernst & Young ShinNihon LLC) and engaged in accounting audits and public offerings for major precision equipment companies, real estate companies, system companies, REITs, etc., as well as revitalization projects and privately owned state-owned businesses. Various projects such as participate in. In 2019, when he became independent to make use of his experience, he was appointed as an outside auditor of a company preparing for listing. Partner of Tokyo United Tax Accountant Corporation. Certified public accountant (2002) Tax accountant (2019)。

あると築地  
有限責任  
監査法人

### Outside Director

#### Tomohiro Takagi

Partner of Nishimura Asahi Law Office. He is deeply involved in M&A strategies and IPOs such as MBO (target company side) and management integration of companies listed on the First Section of the Tokyo Stock Exchange. Daiichi Tokyo Bar Association (registered in 2005) / State of New York (registered in 2013) Graduated from the University of Tokyo Faculty of Law.

西村あさひ法律事務所  
NISHIMURA & ASAH

### Aturo Sasaki

After 20 years of experience at a financial institution, he will become the representative director of Nippon Foods Co., Ltd. in July 2022. Financial institutions mainly engaged as a financial consultant. Engaged in negotiations with large business partners and management of production lines.



### Yasuji Kibayashi

Responsible for major export companies/major distribution companies at the former Bank of Tokyo (currently Mitsubishi UFJ Bank), personnel management and marketability for overseas bases. Engaged in product sales. Works in London/Singapore. Especially in the 1990s, Japanese companies in ASEAN countries Provides exchange information and other services to Transformed into a business company due to bank merger. As a director of the management division of Nippon Relocation (currently Relo Holding/TSE First Section: 8876), he was in charge of the company's initial public offering in 1999. After serving as the representative director of the company's subsidiary and executive officer and manager of the Tokyo branch of SPK (TSE First Section: 7466), an auto parts wholesaler, he served as the representative director and president of Kinrei Co., Ltd. from December 2005 to April 2012. Representative director of Asian Market Planning Co., Ltd. Graduated from Kyoto University Faculty of Law.

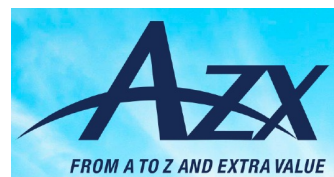


Asian Market Planning  
株式会社 アジアンマーケット企画

## AZX Professionals Group Advisor

A professional firm with a wealth of experience and knowledge that supports "everyone who creates an innovative future"

AZX is a one-stop professional firm that covers a wide range of areas such as legal affairs, taxation, accounting, labor, and patents, which are essential for corporate management and growth. As a firm that mainly supports ventures and startups, we have an unrivaled wealth of achievements and experience, which is proof that AZX has been trusted over many years in the venture industry. enables reliable support for



### ベンチャー支援に関する 高度な専門性



AZXには、ビジネスモデルチェックや種類株式・ストックオプションの設計、IPOやM&Aに向けた法的整備や内部統制・ガバナンス体制構築など、ベンチャー特有のサポート実績が多数あります。

### ベンチャー エコシステム



### VENTURE ECO SYSTEM

AZXは2001年より、ベンチャー企業だけでなく、ベンチャーキャピタルや証券会社など、ベンチャーに関わる全てのプレイヤーに対してサービスを提供しており、真にベンチャーコミュニティに根付いたファームとしての地位を確立しています。

### 最先端技術の理解 幅広い領域に関する知見



ベンチャーに特化しているからこそ、フィンテック、ヘルスケアテック、AI、IoT等の最先端分野の依頼を受ける機会も多く、いわゆるITベンチャーはもちろん、金融、バイオ、飲食など、幅広い業種のクライアントをサポートしており、業界特有の法的問題に対する高度な知見を有しています。

### 豊富なIPO達成件数

**150** 社以上

ベンチャー企業がサポートを依頼する専門家を選ぶにあたり、IPOのサポート実績は非常に重要です。AZXは、IPOを達成したベンチャー企業のサポートはもちろんのこと、IPOの引受審査についても豊富なサポート実績があり、現在のIPO実務に即した適切なアドバイスを提供することができます。

### 圧倒的なAZXのサポート実績

約 **5000** 件

ベンチャー企業を中心として、数多くのクライアントの皆様をサポートして参りました。ベンチャー企業を中心にサポートしている事務所としては他に類をみないほどの豊富な実績と経験は、AZXがベンチャー業界において長年に渡り信頼されてきた証であるとともに、クライアントの皆様への確かなサポートを可能とするものです。

### 支援実績（2001年1月創立）

**20** 年以上

AZXは2021年に20周年を迎えました。この20年、インターネットバブルの崩壊やリーマンショックなど様々な難局もありましたが、どんな時もクライアントの皆さまとともに乗り越え、日本におけるベンチャー業界の発展に貢献して参りました。その経験から蓄積された豊富なナレッジを活かしたサポートを提供しております。

### 資金調達サポートもおまかせ

**4000** 件以上

投資契約、種類株式の設計、CBの設計などの案件を極めて多数サポートしており、複雑な投資案件を含め日常的に資金調達案件を取り扱っています。また多数のVCもクライアントとしており、投資を行う側・受ける側の両者の視点からのアドバイスが可能です。





# Audit Corporation

Audit Corporation

RSM Seiwa

<https://www.rsm.global/japan/audit/en/firm-overview>

Hideyuki Totani

Senior Partner (Chairman)/ CPA

At Ernst & Young ShinNihon Audit Corporation, he conducted a wide range of audits, including manufacturing, railway companies, retailers, and transportation companies. In addition, engaged in consulting work related to the Ministry of Finance.

After that, joined Seiwa Audit Corporation as a partner and engaged in business such as accounting audits and consulting for operating companies. In addition to being involved in the first Hong Kong IPO of a Japanese company as a responsible person, he has also been involved as a responsible person in projects such as domestic IPOs and audits of correction reports. He is also the author of many books and lecturer at seminars. Appointed Senior Partner (General Manager) in July 2016

Registered Political Funds Auditor (#3551) Member of the Recommendation Committee of the Japanese Institute of Certified Public Accountants Tokyo Association (July 2010-June 2014) Member of the Business Committee of the Japanese Institute of Certified Public Accountants Tokyo Branch (July 2018-June 2019)

Clients	Total	147 companies	Staff	Total	144
	Statutory Audits (dual-types)	19 companies		Partners (CPAs)	15
	Statutory Audits (listed-types)	1 company		Professional Staff (CPAs)	36
	Statutory Audits (unlisted-types)	20 companies		Professional Staff (CPA candidates)	21
	School Audits	4 schools		Professional Staff (US CPAs) *1 from the US	15
	Social Welfare Corporations Audits	9 corporations		Freelance CPAs	42
	Other Statutory and Voluntary Audits (including 27 IPOs)	94 companies		Interns and Other Support Staff *1 from the US	5
				Administrative Staff	10



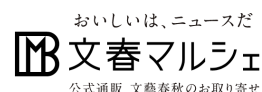
## Wholesale Business





## Business Partners

Major retailers / mail order / wholesale / OEM, etc. Developing unique sales channel construction that leverages strengths for both gift and business use





## Product Development

Developed “National Diet Curry” in collaboration with Akanedo, a café in the National Diet Building/House of Representatives (own product/Maker Position)

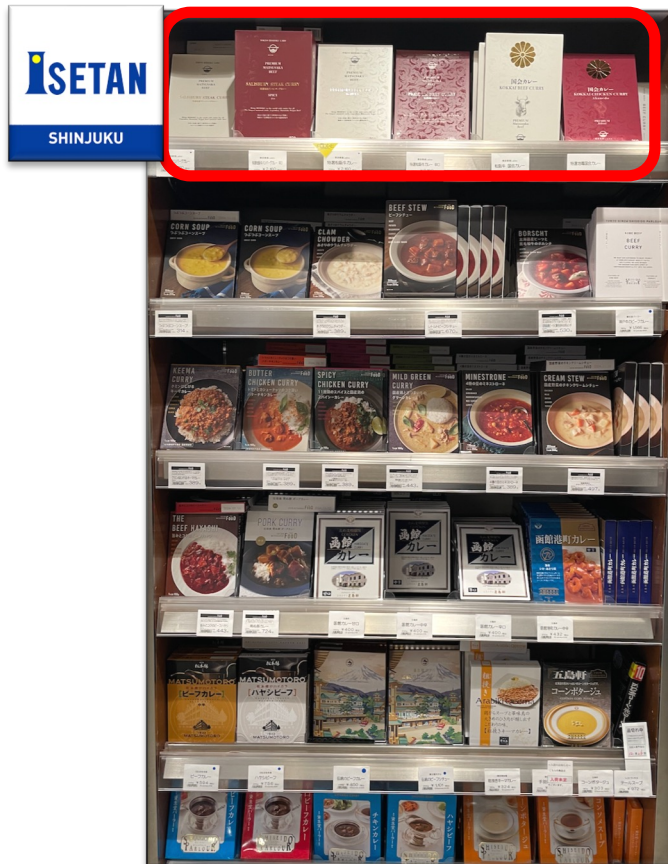






# Sales Channel Development

Isetan Shinjuku Main Store, Ginza Mitsukoshi, Takashimaya, Haneda Airport, Shin-Marunouchi Building, etc.  
 →There are many requests to start trading in units of several thousand to tens of thousands of meals through major wholesalers (planned to respond in order of priority)



ISETAN SHINJUKU  
 All 5 products occupy most of the top row



TAKASHIMAYA  
 Terakado JIMON Selection  
 All 5 products offered at Meetz STORE

ONLY MI Campaign  
 Selected as an event for  
 outstanding products only



HANEDA Airport  
 Souvenir Store 「WAKURABA」



Shin-Marunouchi Building  
 Select Shop 「Gochiso EN」

This material does not solicit or recommend anything. This document was created for the purpose of providing information for your reference when considering this matter. We do not guarantee the relevant transactions. Past performance does not indicate future results.



# Marketing Advantage

In addition to the original branding of “TOKYO BISHOKU LABO” of “highest grade”, “high quality” and “high quality”  
In the case of KOKKAI CURRY (National Diet Curry), the presence of the "Chrysanthemum Crest" naturally creates a "polite" and "conspicuous" display (requests are also possible)

## ■ Case: Haneda Airport/Shin Marunouchi Building



HANEDA Airport  
Souvenir 「WAKURABA」

Installed in the most conspicuous place  
near the entrance



Respectful and noble treatment  
Respectfully displayed on a brown wrapping cloth



Shinmaru Building "Gochiso EN"  
Installed in a paulownia box on furoshiki in a  
conspicuous place next to the cash register

This material does not solicit or recommend anything. This document was created for the purpose of providing information for your reference when considering this matter. We do not guarantee the relevant transactions. Past performance does not indicate future results.

## Marketing Plan(2) B2B[Wholesale]

Isetan Mitsukoshi Holdings:

In addition to the 4 stores that have already introduced it, we are looking at more than 10 stores nationwide (scheduled to introduce at any time)



QUEEN'S ISETAN



三越伊勢丹ホールディングス



銀座三越

伊勢丹新宿本店







Isetan Shinjuku Main Store: Opened as "Food that you want to convey to the future" along with famous store signboard products carefully selected by buyers up to 9



SHINJUKU



未来につなぐ食

PART 3

「ONLY MI」第一弾

9/7(水)～9/13(火)

伊勢丹食品バイヤー厳選!!

今、そして未来に伝えたい食

すべて「フードコレクション」

①

〈雑新饅〉

出来立て大豆ミートの  
回鍋肉まん(実演)

1個 540円

※毎日午前11時、午後3時、午後5時、お盆休み

〈伊勢丹新店限定〉

具は味噌と豆味噌でピリッと甘辛仕立て出来立て大豆ミートの回鍋肉。しっとりと弾力も得るもつ生地とのハーモニー。食の楽しさを伝えていきたい!!

(フードコレクション・バイヤー出展)

②

〈京粕漬 魚久〉

伊勢丹新宿店限定 四幸弁当

計 2,160円

〈京粕漬限定〉 伊勢丹新店限定

鮎が伊勢丹新宿店地下の厨房で焼き上げた。こだわりの京粕漬の魚をお弁当に。1人前時の鮎が伊勢丹の店内店頭で供える。伊勢丹食品とご一緒にぜひ!! (酢の造り・バイヤー一発出し)

③

〈東京美食Labo〉

特選地鶏国会カレー  
ナンセット

1人前 1,296円

会館内での「国産あかちゃん」で、世界の食文化や食生活に貢献しました。『国産カレー』が伊勢丹新宿店に100%の国産食材をふんだんに使ったカレーが人気です!! (シェフズコレクション・バイヤー出展)

④

〈大吉商店〉

近江牛骨ながらの手切りすき焼き、  
しゃぶしゃぶ

10gあたり 2,160円から

創業明治29年。創業当時で近江牛一頭を100円で仕入れ、しゃぶしゃぶとして提供。『ステーキ』と使用せず手切りで、なめらかな食感と上品な数値を最大限引き出す職人技!! (フードコレクション・バイヤー出展)

⑤

〈小笠商店〉×  
〈アンデルセン&メゾン・ランドマンズ〉

選べるランチBOX 1箱 2,480円から

〈伊勢丹新店限定〉

「メインはすべて肉とともに飽きも味わえます。パン、デザート、特別仕入れのいろいろ揃って楽しいランチBOXです。」(佐藤・バイヤー・川合)

⑥

〈三笠会館〉

西洋料理  
三笠会館のオムライス(実演)

1箱 1,512円

大正14年の創業以来、受け継がれてきたオムライス・ソースを自給したオムライスを実演で販売。『ランチで食べてどこか懐かしい名店の味をぜひ!!』(フードコレクション・バイヤー一発出し)

⑦

〈豚組〉×〈氷沼徳 永水屋〉

×(エディ・アール)

とんかつサンド

1箱 1,800円

※毎日のお楽しみ 伊勢丹新店限定

西原町のとんかつ専門店「豚組」が新店。1部の焼肉で初めて焼肉食品表示に登場された「永水屋」と、「エディ・アール」の3店舗。3店舗でコラボレーションした特別なサンドイッチです。※出展番号5433 (佐藤・バイヤー・川合)

⑧

〈ホタルノヒカリ〉×〈山本海苔店〉

スピードの向こう側 マクロ演井の素  
(山本海苔店 焼きだて海苔付き)

1セット 875円

〈伊勢丹新店限定〉

全国の海苔を厳選してパッケージ販売しています。『各店舗で人気です。』(佐藤・バイヤー・川合)

「これはおのれも、焼きだての海苔付きまで追加。海苔の味もタイムもありません!!」(佐藤・バイヤー・川合)

⑨

〈ホタルノヒカリ〉×〈山本海苔店〉

スピードの向こう側 マクロ演井の素  
(山本海苔店 焼きだて海苔付き)

1セット 875円

〈伊勢丹新店限定〉

全国の海苔を厳選してパッケージ販売しています。『各店舗で人気です。』(佐藤・バイヤー・川合)

「これはおのれも、焼きだての海苔付きまで追加。海苔の味もタイムもありません!!」(佐藤・バイヤー・川合)

⑩

〈ホタルノヒカリ〉×〈山本海苔店〉

スピードの向こう側 マクロ演井の素  
(山本海苔店 焼きだて海苔付き)

1セット 875円

〈伊勢丹新店限定〉

全国の海苔を厳選してパッケージ販売しています。『各店舗で人気です。』(佐藤・バイヤー・川合)

「これはおのれも、焼きだての海苔付きまで追加。海苔の味もタイムもありません!!」(佐藤・バイヤー・川合)

未来につなぐ食

PART 3

「ONLY MI」第一弾

9/7(水)～9/13(火)

伊勢丹食品バイヤー厳選!!

今、そして未来に伝えたい食

すべて「フードコレクション」





# Catalog

Catalog: Posting in product catalogs/bulletins for wealthy people with carefully selected products



SHINJUKU

FOODIE vol.19 (July 2022)

[Isetan Newsletter]



夏を乗り切る、  
健やかフード。

VOL.19

ISETAN



SHINJUKU



MITSUKOSHI

NIHOMBASHI



Diners Club  
INTERNATIONAL

Delicious Sightseeing Selection (November 2021)

[Mitsukoshi Gaisho]

風味豊かなご馳走、旬の味覚、ともに逸品揃い。

美味探訪セレクション

【注文方法】お振替先または下記フリーダイヤルまでお申し込みください。

0120-354-282 (フリーダイヤル)  
受付期間：食品11月1日(月)～11月30日(火) | ワイン11月1日(月)～11月30日(火)  
各日午前10時～午後6時



01  
沢尻付の菓子をダイスカットしてクリームに盛り込み、スポンジ生地でサンドした人気のケーキです。



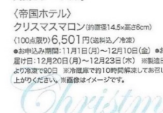
02  
ベルギー産ホワイトチョコレートに、イチゴとマスカットを飾りつけた人気のお菓子です。



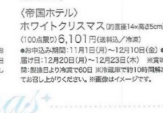
03  
長野県産の新鮮な肉で育てられた「アジナ」を、香ばしいとろろと、お肉の旨みを引き立てる特別に調合したスパイスを絡めて、人気の焼き肉です。



04  
15か月熟成させた生ハムを800gの少量パックでご利用。お肉の旨みと、お肉の旨みを引き立てる特別に調合したスパイスを絡めて、人気の焼き肉です。



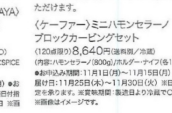
05  
クリスマスケーキ(12月1日～12月25日) ※1000円以上で6,501円(税込) ※1000円未満で6,501円(税込) ※1000円未満で6,501円(税込)



06  
クリスマスケーキ(12月1日～12月25日) ※1000円以上で6,501円(税込) ※1000円未満で6,501円(税込) ※1000円未満で6,501円(税込)



07  
クリスマスケーキ(12月1日～12月25日) ※1000円以上で6,501円(税込) ※1000円未満で6,501円(税込) ※1000円未満で6,501円(税込)



08  
クリスマスケーキ(12月1日～12月25日) ※1000円以上で6,501円(税込) ※1000円未満で6,501円(税込) ※1000円未満で6,501円(税込)



09  
クリスマスケーキ(12月1日～12月25日) ※1000円以上で6,501円(税込) ※1000円未満で6,501円(税込) ※1000円未満で6,501円(税込)



10  
クリスマスケーキ(12月1日～12月25日) ※1000円以上で6,501円(税込) ※1000円未満で6,501円(税込) ※1000円未満で6,501円(税込)



11  
クリスマスケーキ(12月1日～12月25日) ※1000円以上で6,501円(税込) ※1000円未満で6,501円(税込) ※1000円未満で6,501円(税込)

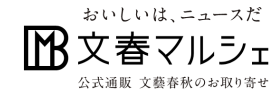


12  
クリスマスケーキ(12月1日～12月25日) ※1000円以上で6,501円(税込) ※1000円未満で6,501円(税込) ※1000円未満で6,501円(税込)



# Client EC website (1)

Hitosara: Editor-in-chief's carefully selected selection. Received annual grand prize



【贈答箱入】特選松阪牛カレー 紅白セット(2食セット)  
¥4,320 (税込)

財政界・芸能界の重鎮や食通も惚れるレトルトカレーの概念を変える松阪牛カレー  
各種メディアでも大きく注目された「特選松阪牛カレー」。  
肉の旨味が凝縮され、そのおいしさは財政界・芸能界の重鎮や食通も  
「レトルトカレーの概念を覆された」と惚れるほど。



東京美食Labo

日本三大和牛の1つで、肉の芸術品の異名を持つ美しい霜降り肉  
と独特の和牛の香りが特徴の松阪牛では通常の霜向で余りながら  
部位を存分に使いカレーにし、SDGsにも貢献しつつ消費者か  
らも選ばれている。

お客様からの声

「編集長セクションにも小宮山さんの差しカレーにもあったので気になって購入。なかなかのお値段だとは思ったが、一口食べてみて思わず絶頂の味わい。特に「赤」は辛さ溢れる旨みが秀逸、松阪牛も通常のレトルト比でかなり贅沢な量が入っており、霜降り肉のトロみ部分は実味がにじみ出る。箱のデザインも良く、ギフトにも最適な紅白カレーを見つけたという収穫。」



<https://ec.hitosara.com/pages/ranking2023>




“First of all, I was attracted to the catchy word “Diet Curry”. It is also attractive to be able to enjoy the curry that has been eaten in the Diet for many years at home, which is a valuable experience. When I actually tried it, the first bite made me think, "This is really well made." It is a high level that can not be thought of as a retort. The concept of retort was overturned. It seems that they use the finest Indian spices, and the spices are working. The ingredients are large, and you can feel the richness of the combination of spices and Matsusaka beef.

This material does not solicit or recommend anything. This document was created for the purpose of providing information for your reference when considering this matter. We do not guarantee the relevant transactions. Past performance does not indicate future results.



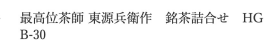


TAKASHIMAYA  
ONLINE STORE

おいしいは、ニュースだ  
 文春マルシェ  
 公式通販 文藝春秋のお取り寄せ



Practicality  
サイズ・日持ち・購入の利便性など、渡す相手・シーンを選ばず使いやすい





# Inbound Demand

Foreign visitors to Japan: Plan to open flagship stores for foreign customers seeking high-quality Japanese brands

## AKIHABARA




## AKIHABARA

### WELCOME TO JAPAN



大型量販店が望んでいるのは各地方で研究を重ね、美味しさの追求や、日々努力を続けている企業様の商品です！  
丹精込めて作られた商品を世界から来日してくる方々に知ってもらいたい！

そんな一心な気持ちで、日本の良品をより多くのインバウンド旅行者の方々に知って頂き、しっかりとメーカー企業・作り手の想いを届けたいという強い志で取り組んで参ります！



2015年、『爆買い』が流行語大賞を受賞した時のデータです。  
秋葉原本店1日あたり観光バス(1台/35人)乗り付けが約100台。  
1日3,500人の来店。  
1ヶ月105,000人の来店。  
食品売場の売上は全店合わせて年間約120億円。  
全店売上は年間800億。

出店数 38店舗



インバウンド来客比率



※売上の95%が中国人でした。現在中国の旅行会社は訪日観光の準備をしている状況です。すぐにコロナ前の売上に近づけるとは思っていませんが、1年~2年でコロナ前の売上に近づける計画を立てています。



## JAPAN HOUSE

“Gastronomy” such as “Wagyu beef” and “Japanese-style curry” that are popular overseas are expanding recognition among wealthy people overseas (spreading into cross-border e-commerce)

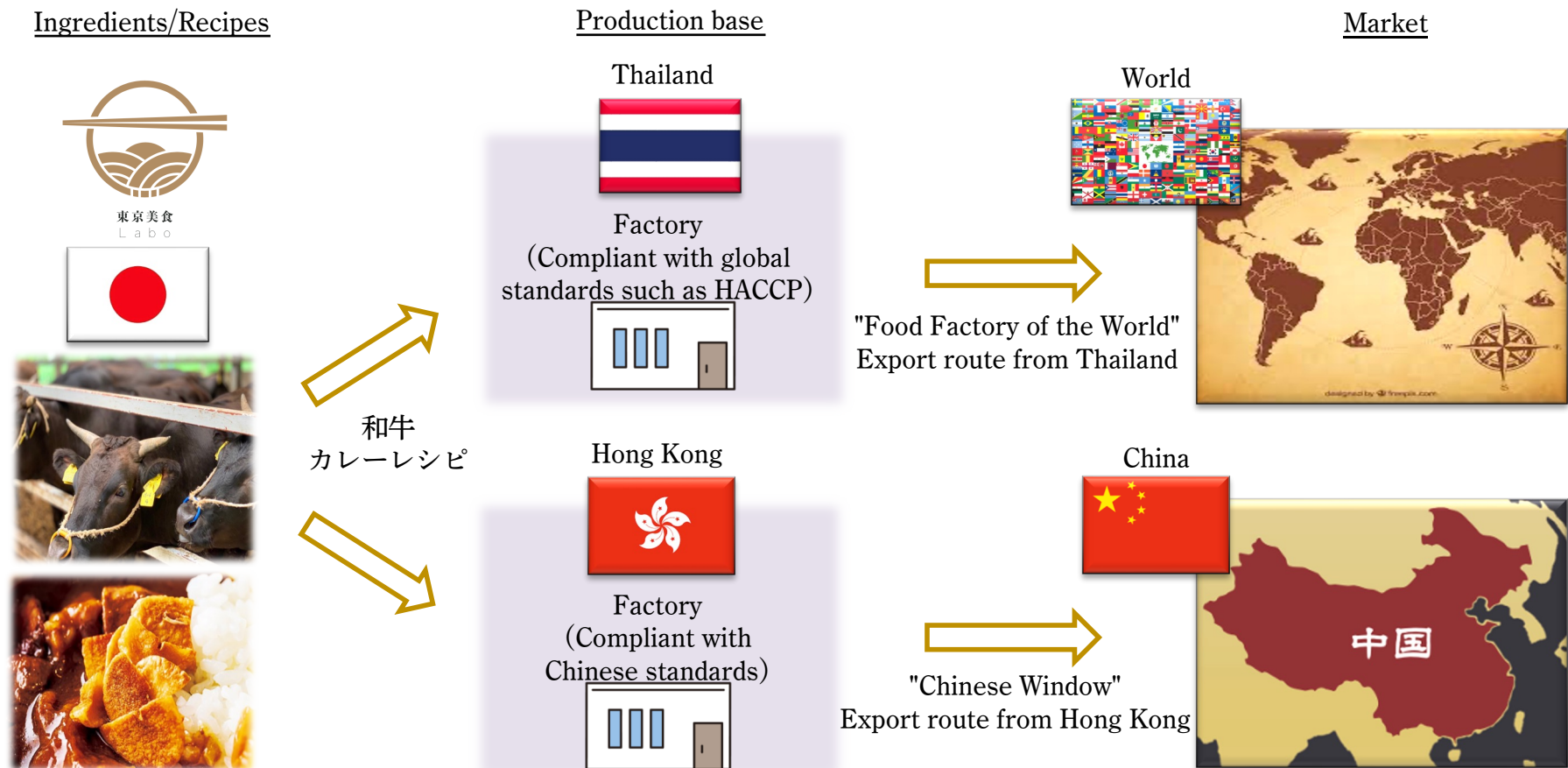
This material does not solicit or recommend anything. This document was created for the purpose of providing information for your reference when considering this matter. We do not guarantee the relevant transactions. Past performance does not indicate future results.

# Overseas Factory Plan

Overseas factories: Build a value chain through “factories” and “export routes” that meet the standards of target markets around the world

## Utilization of “Food Factory of the World”

~Utilization of factories certified by the target market to comply with HACCP, etc., which is not progressing in Japan





EC(In-House)





# In-House EC

## TV marketing receiver + Cross-border EC axis

ネットストア限定 税込5,400円以上購入で配送料無料

東京美食 Labo 全ての商品 プレミアムカレー プレミアム松阪牛 その他の商品 会社サイト

さがす カート

食通・グルメ著名人も認める  
最高峰のカレーで、  
普段では味わえない特別な  
「体験価値」をあなたへ。

東京美食 Labo のプレミアムカレーシリーズ

「こちら秘書室」公認  
“接待の手土産”  
セレクション 2022

ヒトサお取り寄せ  
年間大賞 2022-2023

「食」の厳選サイトでも  
数々の受賞・高評価

生産者の思いを感じられるこの商品は、自信を持ってみなさまにおすすめしたい一品です。

銀座三越 食品 アシスタントバイヤー K.S.さん

レトルトとは思えないほどのレベルの高さです。レトルトの概念を覆されました。

ヒトサお取り寄せ 年間大賞 2022-2023 小西克博 編集長

通常のレトルトとなり贅沢な量が入り笑いがこぼれる。ヒトサお取り寄せ 年間大賞 2022-2023 お客様の声

贈り物にも、プチ贅沢にも

定番商品 PREMIUM BEEF CURRY 特選松阪牛カレー【白】

凝縮された肉の旨みが各種メディアでも大きく注目された「特選松阪牛カレー」。食の専門家や食通、財政界・芸能界の重鎮も「レトルトカレーの概念を覆された」と絶賛の美味しさは絶品。

¥2,160 [税込]

定番商品 国会カレー KOKAN BEEF CURRY 松阪牛 国会カレー

《東京美食Labo × 国会カレー》Akanedō「国会カレー」（ガンジス）のご紹介衆議院内の店舗は営業70周年...

¥2,160 [税込]

ネットストア限定 税込5,400円以上購入で配送料無料

東京美食 Labo 全ての商品 プレミアムカレー プレミアム松阪牛 その他の商品 会社サイト

さがす カート

超希少! 特選松阪牛を贅沢にたっぷり使用!

食の専門家や食通、  
そして政治/経済/芸能界の要人も  
「レトルトカレーの概念を覆された」  
と絶賛、未体験のおいしさ

特選松阪牛カレー

東京美食 Labo のプレミアムカレーシリーズ

「こちら秘書室」公認  
“接待の手土産”  
セレクション 2022

ヒトサお取り寄せ  
年間大賞 2022-2023

「食」の厳選サイトでも数々の受賞・高評価

入手困難な「特選松阪牛」を贅沢に使用（材料の「半分以上」が松阪牛!）  
濃厚な肉の旨味とコクが絶妙に絡んだ「欧風カレーソース」は  
高級ホテルや洋食店でも味わえない至極の一品。



秘伝の肥育方法で愛情と手間暇をかけて育てられた、超希少な特選松阪牛（白）。各種メディアからも大きく注目され、食の専門家や食通、財政界・芸能界の重鎮も「レトルトカレーの概念を覆された」と絶賛の美味しさは絶品。一度食べたら虜になること間違いなしです。

究極のエイジングビーフと  
入手困難の「幻の松阪牛」

凝縮された旨味・手に乗せただけで溶け出す、さらさら

松阪牛の純本山、三重県松阪市で秘伝の飼育方法で

最高級のA5ランクの中でも、さらに高品質で希少



凝縮  
す、  
松阪  
牛の  
旨味  
が、  
手に  
乗っ  
て、  
さら  
さら

ネットストア限定 税込5,400円以上購入で配送料無料

東京美食 Labo 全ての商品 プレミアムカレー プレミアム松阪牛 その他の商品 会社サイト

さがす カート

A5ランク松阪牛を贅沢にたっぷり使用!

歴代総理大臣も愛したカレーに  
A5ランク松阪牛を贅沢にプラスした  
“普通では味わえない”特別な逸品。

松阪牛 国会カレー

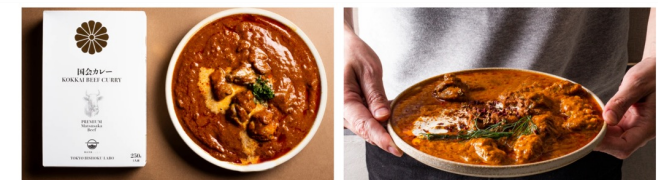
東京美食 Labo のプレミアムカレーシリーズ

「こちら秘書室」公認  
“接待の手土産”  
セレクション 2022

ヒトサお取り寄せ  
年間大賞 2022-2023

「食」の厳選サイトでも数々の受賞・高評価

一般には食べられない歴代総理大臣も愛した国会カレー  
特にA5ランク松阪牛を贅沢に使って更にバージョンアップ  
国会での体験価値を高めて味わえる超希少なプレミアムカレー



歴代総理大臣・国会議員・政府関係者をはじめとした要人が愛した、創業70周年を迎えた老舗「喫茶あかね」が提供する超本格的なインドカレー。  
普通では決して味わえない限定感のある特別なカレーを「すべての人に美味しく味わってほしい」という想いから、東京美食Laboがコラボし松阪牛を使用した「国会カレー」としてお届けすることになりました。

LINE限定商品や  
クーポンの配信を行います  
まずは、タップで友達も登録!

Great potential for cross-border e-commerce (BtoC) with lower hurdles such as meat/food-related export regulations than overseas wholesale (BtoB)

This material does not solicit or recommend anything. This document was created for the purpose of providing information for your reference when considering this matter. We do not guarantee the relevant transactions. Past performance does not indicate future results.



LP : Customer retention (CRM) by building LPs that match the atmosphere and flow of TV shopping specials

美食家・政治家・芸能人もおすすめ

大満足の松阪牛  
140グラム入り

## 超希少 厳選松阪牛



「こちら秘書室」公認  
“接待の手土産”  
セレクション2022  
堂々受賞!

ヒトサラお取り寄せ  
年間大賞  
2022-2023  
堂々受賞!

受賞実績多数、東京美食Laboが送る  
松阪牛国会カレー 2,160円

LINE LINEでお得情報を受け取る

⇒ ご購入はこちら

名だたる**美食家も絶賛**

レトルトの概念を  
覆されました。

ヒトサラ編集長コレクション  
小西克博 編集長



かなり贅沢な量が入っており、  
笑いがこぼれる美味しさ。

ヒトサラお取り寄せ年間大賞 2022-2023  
お客様の声より



高級レストランのような  
贅沢なカレーは、  
贈り物に相応しい。

接待の手土産セレクション  
秘書の評価コメントより



大手百貨店でも取扱い






全国の美食家も推薦

## 超希少・厳選松阪牛




松阪牛国会カレー 2,160円

LINE LINEでお得情報を受け取る

⇒ ご購入はこちら

レトルトカレーの  
概念を覆す

凝縮された  
旨味がたっぷり



上質な脂と  
柔らかな肉質



他では味わえない  
濃厚なコク



Concept test → PDCA

食通・グルメ著名人もおすすめ

超希少!  
A5ランク  
松阪牛使用

中身の  
半分が  
松阪牛



## 松阪牛国会カレー

大満足の  
内容量250グラム

2,160円(税込)

「こちら秘書室」公認  
“接待の手土産”  
セレクション2022  
堂々受賞!

ヒトサラお取り寄せ  
年間大賞  
2022-2023  
堂々受賞!

LINE LINEでお得情報を受け取る

⇒ ご購入はこちら

美食家・グルメな  
著名人も絶賛!

レトルトの概念を  
覆されました。

ヒトサラ編集長コレクション  
小西克博 編集長



かなり贅沢な量で、

食通・グルメ著名人もおすすめ

「こちら秘書室」公認  
“接待の手土産”  
セレクション2022  
堂々受賞!

ヒトサラお取り寄せ  
年間大賞  
2022-2023  
堂々受賞!

大満足の  
松阪牛  
140グラム

## 超希少! 厳選 松阪牛

松阪牛国会カレー

2,160円(税込)

LINE LINEでお得情報を受け取る

⇒ ご購入はこちら

名だたる  
美食家も絶賛!

レトルトの概念を  
覆されました。

ヒトサラ編集長コレクション  
小西克博 編集長



かなり贅沢な量が入っており、  
笑いがこぼれる美味しさ。





# TV Shopping

TV : Introduced in a special program of a key station as "the strongest retort curry in history". Other TV Shopping projects are also being planned



昭和・平成の通販を懐かし映像で振り返りつつ令和の商品でプレゼンバトル!  
昭和・平成を令和につなぐ通販バラエティ!!



出演者がカメラが止まっても食べ続け完食した「レトルトを超えた最高級カレー」







## Overseas EC/Buyers

Overseas Business : Cultivate demand for products/services/brands that have a strong influence on overseas consumers and enhance their appeal



日本貿易振興機構(ジェトロ)

Utilization of JETRO's Comprehensive Support  
Efficient product development in a wide range of countries  
(test marketing and discovery of latent demand)



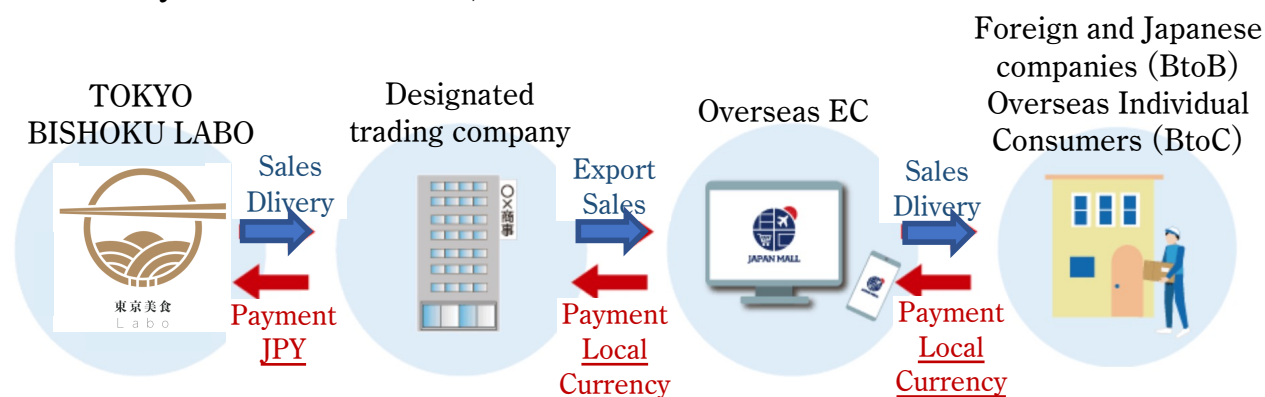
Introducing products to more than 60 partner EC buyers around the world. Transactions are completed with domestic delivery, domestic purchase, and yen-denominated settlement.

Therefore, complicated export procedures are unnecessary. Collaborating partners and JETRO carry out promotions for products that have closed deals



Invitation-only online catalog site (closed to the general public) that can be viewed only by a limited number of influential overseas buyers who meet JETRO standards

JETRO constantly guides buyers about products, Support for quotations and negotiations



Post products on the online catalog site Japan Street to create business negotiations and transaction opportunities with overseas buyers

Japan Street maximizes the chances of inquiries from overseas buyers by enhancing search and recommendation functions, displaying products that match the interests of buyers, setting special pages, etc.

Available only to buyers invited by JETRO. You can search for Japanese products online regardless of location or time.



## Shop Business (Direct/FC)



# FC Shop

Franchise stores: Develop franchises with the aim of "expanding wholesale (sales channels)" as a manufacturer position by separating operational risks



IPPONDO FC Shops

<https://shokupan-ippondo.jp/shop>

Click here for a list of Ippondo stores specializing in freshly baked bread. As a specialty store, we are particular about taste and price, and we bake each piece with care in our store. Ippondo has stores all over the country.



Building a transparent system which is easy for franchise stores to succeed, and expanding wholesale (sales channels)

This material does not solicit or recommend anything. This document was created for the purpose of providing information for your reference when considering this matter. We do not guarantee the relevant transactions. Past performance does not indicate future results.





## Direct Shop(Curry Labo Tokyo)

Directly managed stores: Operates store business at carefully selected flagship directly managed stores in Tokyo

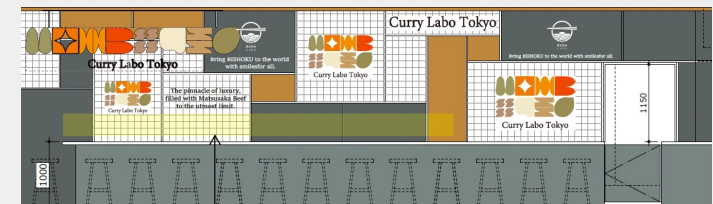
Nihombashi Takashimaya store (counter seats) [Scheduled to open in August]



Before renewal



Front blueprint



As a base for building a system for FC stores (and wholesale business for stores) for the Eat-in/Take Out/Delivery business

This material does not solicit or recommend anything. This document was created for the purpose of providing information for your reference when considering this matter. We do not guarantee the relevant transactions. Past performance does not indicate future results.

## Marketing Plan(3) B2B[Store Use]

Commercial use: In addition to the CAFE business, introduction at high-end cafes, employee cafeterias, golf courses, BARs and other light dining establishments

**JBS** 日本ビジネスシステムズ株式会社

### Company Cafeteria: Lucy's CAFE & DINING

Matsusaka beef curry is being served at the company cafeteria, which gathers gourmet foods from all over Japan.



<https://www.jbs.co.jp/aboutus/lucys>

### 512 512 CAFE & GRILL

Offering fresh and creative menus using seasonal ingredients Collaborative menus with various brands are also popular. Offering Matsusaka beef curry (Matsusaka beef curry bread is also under development)



<https://512.tokyo/>  
<https://512.tokyo/news/2021/12/31/20220101/>



## Product Concept





## Problems

For example, one of Japan's world-class cultural heritages, "Wagyu beef". Its quality is unmatched

However, due to various structural problems,  
loss of original charm and potential

There is also a problem that is often seen

To compete with imported red meat, it grows quickly and big.

As a result of promoting feed that has beautiful marbling,

Many wagyu beef has turned into "heavy fat" in the stomach

Although KOBE BEEF has a certain reputation overseas,

In general, Australian WAGYU, which is of inferior quality, is misunderstood as "Wagyu". In addition, there are many cooking methods that do not bring  
Out the original flavor.

Due to the complexity and lack of flexibility of distribution channels, including overseas, In some cases, the product has not been delivered properly.

**We want many people in Japan and around the world to know the “original charm” of wagyu beef.**

As a means of giving shape to this feeling, we have produced the “highest grade retort pouch curry” that utilizes the highest quality Matsusaka/Wagyu beef.

This material does not solicit or recommend anything. This document was created for the purpose of providing information for your reference when considering this matter. We do not guarantee the relevant transactions. Past performance does not indicate future results.





## Solutions

Why "special Matsusaka/Wagyu beef curry"?

### Significance

- High-quality meat/fat flavor condensed (original taste of Wagyu beef)
- Stable quality (can be provided without blurring the taste)
- Matsusaka/Wagyu beef overseas (development beyond export restrictions)

### Advantage

- Mass production is possible (secure flexible production infrastructure)
- High profitability (high added value compared to meat wholesale)
- Long expiration date (no loss, easy to expand overseas)
- Secure a wide range of sales channels (develop gift-giving and business-use products)

It is possible to deliver Japanese beef of the highest quality in delicious, waste-free, and efficient ways both domestically and internationally.



Premium Matsusaka Beef Curry/Hamburger Curry



Premium Matsusaka Beef Curry/Hamburger Curry [Spicy]



It's so delicious that even gourmets and heavyweights in the political, business, and entertainment worlds groan, saying, "The concept of retort curry has been overturned."

Maximize the umami and complete a "hamburger curry" that cannot be reproduced in the normal process

We also manufactured "Spicy" to meet client's needs, and now planning the "Hormone Curry", which is super rare and has high added value.



# Record

## ■ Premium Matsusaka Beef Hamburger Curry: Crowd Funding Project

<https://www.makuake.com/project/tokyobishokulabo/>



幻の松阪牛を  
ハンバーグカレーに

応援購入総額  
2,671,835円  
目標金額 500,000円

53.4%

サポーター 200人

残り 終了

終了しました

再生

超希少入手困難！幻の「特選松阪牛」でレトルトカレーの概念を覆す美食を限定生産！

- 1 レトルトカレーを知り尽くしたカレーランドが「その価値あり」と最高価格帯2000円と認定！
- 2 約50ヶ月の超長期肥育で生体熟成され旨味が凝縮。超希少な特選松阪牛を使用したハンバーグカレー
- 3 某外資系高級ホテルの元エグゼクティブシェフの協力によって幻の松阪牛を最大限生かしたハンバーグ



Conducting test marketing of new products through crowdfunding. Collaborated with "Curry Land", which has a proven track record as the opinion leader of retort curry.

Despite setting the highest price range, support purchases far exceeded expectations



## Competitive Advantage

### "World's best Wagyu beef" purchase power

We have a route to stably purchase high-quality Japanese beef,  
Securing the source of the rich flavor of meat and fat

### Ability to develop "Highest price range products"

Grasping all the market data for retort curry,  
It has the ability to realize value in the highest price range.

### Ability to build "original sales channels"

Conduct effective marketing to sales channels suitable for gift-giving,  
The provision of products for business use will also lead to the expansion of sales channels for gifts.



”Premium Matsusaka Beef Curry” attracted a lot of attention, when the restaurant that provides the ingredients was featured in the major media,

■ **Tokyo Calendar December 2020 [WEB]** “Do you know the ultimate beef, the Legendary Matsusaka beef, which is one in hundreds?”  
<https://tokyo-calendar.jp/article/19626>



”Premium Matsusaka beef curry” that was offered at the end of the course menu is posted in the latter half of the article





"Premium Matsusaka Beef Curry" attracted a lot of attention, when the restaurant that provides the ingredients was featured in the major media,

## ■ Tokyo Calender December 2020. [Paper Magagine(p14)]



"Premium Matsusaka beef curry" that was offered at the end of the course menu is posted in the article



Luxurious rice bowl curry with meat broth made from tendons and chunks of meat

After announcing the press release of "Kokusai Curry", it received a lot of attention on TV, newspapers, and web media.

**PR TIMES** プレスリリース・ニュースリリース配信サービスのPR TIMES  
Top | テクノロジー | モバイル | アプリ | エンタメ | ビューティー | ファッション | ライフスタイル | ビジネス | グルメ

## 松阪牛を使用した「国会カレー」を開発

国会カフェで味わう「美食」を広げて世界を笑顔に ～BRING KOKKAI CURRY TO THE WORLD WITH MATSUSAKA BEEF～

株式会社東京美食Labo

2022年4月5日 10時00分

株式会社東京美食Labo（本社：東京都港区西麻布3-22-9 代表取締役：笠川大海）は、有限会社Akanedo（東京都新宿区）との特別コラボレーション商品として株式会社東京美食Laboが提供する松阪牛を使用した「国会カレー」（商品名：「松阪牛 国会カレー」）を開発致しました。



4月上旬に伊勢丹新宿本店（東京都新宿区新宿3-14-1）にて先行販売を開始し、4月中に衆議院会館内にて販売開始を予定しております。尚、株式会社東京美食Laboのオンラインストアにて限定的に2022年4月4日より販売予約受付を開始しております。



### 「松阪牛 国会カレー」の特徴

～スパイスと肉の濃厚な旨味～

弊社衆議院内の店舗にて提供されているインドカレーは、通称「国会カレー」と呼ばれ、歴代総理大臣をはじめとした国会議員の皆様、政府関係者、海外からの要人、大使館関係者、マスコミ関係者といった皆様に長年親しまれ、ご愛顧を頂いております。

今回、営業70周年記念として衆議院内で提供している国会カレーに使用している牛肉ではなく、株式会社東京美食Laboが提供する松阪牛を使用したコラボレーション商品として「松阪牛 国会カレー」がレトルトカレーとして誕生致しました。



インドの最高級スパイス、安心安全な国産野菜にこだわり、五つ星のホテル出身のシェフが真心を込めたインドカレーに、厳選された松阪牛を使用したことで、株式会社東京美食Laboが提供する「特選松阪牛カレー」と同様に「スパイスと肉の旨味が合わさった濃厚なコク」が楽しめます。



■ 「Hatsumono Q」 NONSTOP (2022/5/17)



■ 「be on one's mind!」 news every. (2022/6/15)



■ 「Trend Watch」 King's Brunch (2022/6/4)



■ 「Nowadays」 Mezamashi TV (2022/6/24)





## 「A popular shop in no time」 Hirunandesu (2022/9/28)







## ■ Terakado Jimon's meat specialty channel (2020/10/10)

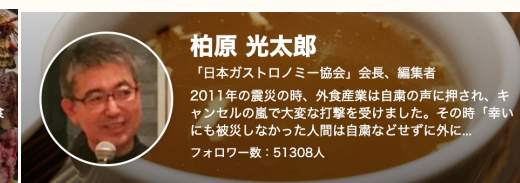
Mr. Jimon Terakado, who knows all about meat, highly praises the rich flavor of the meat.



## ■ Tabelog gourmet celebrities (1st/2nd in number of followers)

Mr. Kawai and Mr. Kashiwabara, who have the highest number of followers, highly evaluated the “Premium Matsusaka Beef Curry”

### 食ベログ グルメ 著名人



川井 潤 (58614) さんの口コミ

★★★★★ 4.2 ￥40,000～￥49,999 / 1人 詳細

1回

2021/01訪問

1回目

★★★★★ 4.2 [料理・味 4.2 | サービス 4.2 | 雰囲気 4.2 | CP - | 酒・ドリンク -] ￥40,000～￥49,999 / 1人

♫の「御飯はひとつくち咖喱3種」…本来はひとつ選ぶ方式らしいがここはわがまま言って3種ともいただく。  
トマト咖喱…マイルド。  
シチュー…やや酸味あり。  
煮込み咖喱…まるやかで食べやすい。  
…一番僕的に気に入ったのは「煮込みカレー」。



柏原 光太郎(51308) さんの口コミ

★★★★★ 4.0 - / 1人 詳細

1回

2021/02訪問

1回目

★★★★★ 4.0 [料理・味 4.0 | サービス 4.0 | 雰囲気 4.0 | CP 4.0 | 酒・ドリンク 4.0]

その後、強肴、煮物と日本料理的な皿が続き、最後に3種のカレーが。これがなかなかの味わいで、♫を飾るにふさわしい。ペアリングも見事で、鉄板ステーキとは違う、シニアにもやさしい肉懐石料理店だった。

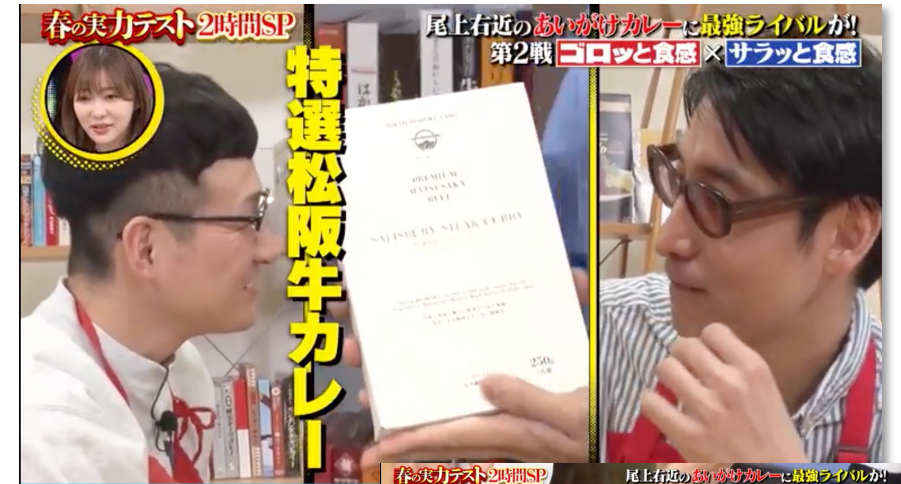


## ■ "Ukon Onoe" 100% Appeal-chan (TV on 2022/3/3)

Too strong love for curry explodes! Eat curry 360 times a year

Kabuki actor Ukon Onoe, who is the best curry connoisseur in the entertainment world,

Appealing the charm of "Aigake Curry (2set of mixed curry)" that offers abnormal love. Out of 3,000 retort pouched curries, the "Premum Matsusaka Beef Curry" is highly praised.



# Market Trend

Curry market is about 400 billion yen (250 billion yen for eating out / 150 billion yen for ready-made food)  
[as of 2017 (c.f. ramen market is about 1.1 trillion yen)]

Approximately 10 billion dishes are consumed annually (approximately 78 times per person per year) [SB Foods 2013 survey (calculated from curry powder production of 14,878 tons)]

The scale of the curry market is targeted at restaurants, instant curry, retort curry, convenience stores and supermarkets

There are a wide variety of items such as curry lunch boxes and curry bread on sale, making it difficult to accurately grasp the market.

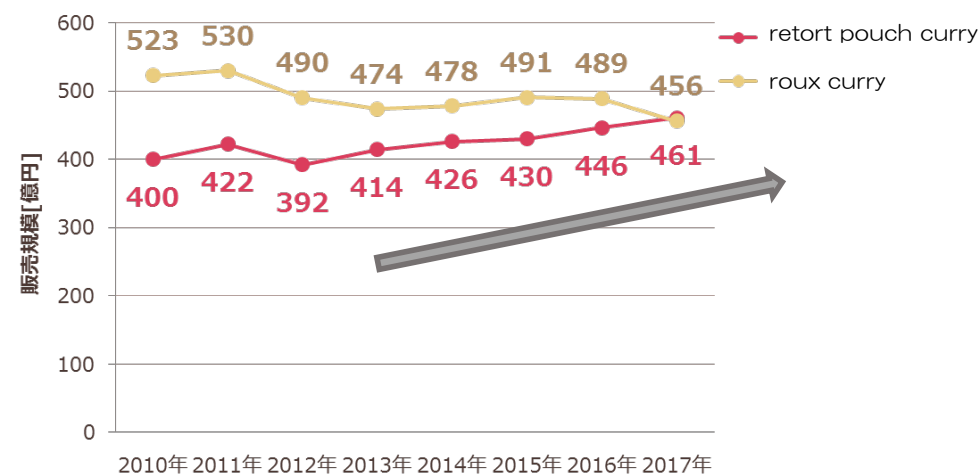
Japanese people eat 10 billion servings  
of curry a year.



<https://www.1101.com/curryscool/shoutai/2017-02-12.html>

The retort pouch curry market continues to rise  
(reversing roux curry)

Sales/Market Size (in 100million JPY)



<https://www.intage.co.jp/gallery/curry/>

データ：インテージSRI  
集計期間：2010/1~2017/12





## Market Trend

Expansion trend of the retort curry market at a pace that greatly exceeds market forecasts  
Rapid expansion to 93.2 billion yen [as of 2021], which has already exceeded the expansion forecast until 2024. Expected to exceed 100 billion yen in 2024~

Report in 2022

### 2021 Market Performance Retort Curry

**93.2 billion yen (102.8% YoY)**

~Brisk sales of high-end products

such as curry from a restaurant supervised by a famous restaurant and Grand Prix winner. Exceeding 100 billion yen in 2024

Demand is shifting away from instant curry due to the growing need for convenience and individual servings, as it can be eaten simply by heating it in a hot water bath or by heating it in a microwave oven. The market continues to expand due to the development of products that meet user needs, such as improving the quality of taste, introducing low-priced products for price-conscious users and high-priced products that focus on quality. Exceeded the scale of the instant curry market.

[Fuji Keizai: Press Release 2022.03.25]

<https://www.fuji-keizai.co.jp/file.html?dir=press&file=22029.pdf&nocache>

Report in 2021

### Market forecast for 2021 Retort Curry 92.5 billion yen (102.4% YoY)

- Demand increased against the backdrop of growing needs for simple cooking and individual meals

Improvements in taste and the diversification of product variety from low to high prices have led to an increase in the frequency of eating, and new products are being launched one after another, revitalizing the market. In 2019, medium-to high-priced products that appealed to the taste of restaurants, such as spice curry and products supervised by famous curry stores, and multi-pack products were strong.

[Fuji Keizai: Press Release 2021.04.02]

<https://www.fuji-keizai.co.jp/file.html?dir=press&file=21039.pdf&nocache>

### Home use up 13%, record high

The home-use retort pouch curry market is expected to achieve double-digit growth in fiscal 2020 (April-March), and the market size is likely to reach a record high. The COVID-19 epidemic has drastically changed lifestyles, and the expansion of home-cooking demand has encouraged purchases of retort curry, stock purchases, multiple packs, and significant growth in mid-to-high price range products.

[Nihon Shokuryo Shimbunsha(WEB) 2021.03.12]

<https://www.syokuryo-jokai.jp/degital/news/2021/03/news-21031201-a.html>

Report in 2020

### 2024 Market Forecast Retort Curry 92.2 billion yen (107.4% compared to 2018)

-Increase in demand due to increased need for shorter working hours and more individual meals due to the increase in dual-income households and the decrease in the number of household members.

Demand for retort pouch curry is increasing due to an increase in the number of dual-income households and a decrease in the number of household members. In 2019, medium- and high-priced products performed well, but low-priced products struggled due to intensifying competition.

[Fuji Keizai Press Release 2020.03.06]

<https://www.fuji-keizai.co.jp/file.html?dir=press&file=20020.pdf&nocache>

### Curry Feature: Retort pouch curry up 4.8% year-on-year

The home-use retort pouch curry market in FY2019 continued to perform well, growing 4.8% year-on-year. Retort pouch curry overtook curry roux in terms of market size in fiscal 2017, and the market has continued to expand steadily since then.

[Nihon Shokuryo Shimbunsha 2020.07.01]

<https://news.nissyoku.co.jp/news/takagiy20200622114255575>

# Market Trend

Further expansion of “Japanese-style curry” in overseas markets in addition to the Japanese market  
~Furthermore, the demand for “Japanese beef curry” is increasing due to the trend change from “sushi” to “Wagyu”

## ■ Example of CoCo Ichibanya's Overseas Opening Plan



わくわくで  
未来をつくる

チャレンジ ▶ わくわく ▶ 未来を創造

売番屋長期ビジョン2030

店舗の魅力で期待値を超える

パートナーシップの強化

個性ある店づくり

新しいことへのチャレンジ

世界に広がる「ココイチ」

アグリ事業を推進

労働生産性を高め、待遇向上

やりがいあふれる職場づくり

環境にやさしい取り組み

地域や子供たちへの支援

Store sales 85 billion yen (domestic 76.2 billion yen / overseas 8.7 billion yen)  
(All formats, including direct management and franchises, fiscal year ending February 2021)

### Planning Number of Overseas Shops

	21.2末 Shop#	New Open (3years)	24.2末 Shop#	Increase (3years)
China	51店	18店	67店	16店
Thailand	39店	7店	46店	7店
Korea	32店	3店	33店	1店
Taiwan	23店	4店	26店	3店
Hong Kong	9店	1店	10店	1店
USA	4店	6店	10店	6店
UK	2店	3店	5店	3店
Others	27店	26店	53店	26店
TOTAL	187店	68店	250店	63店

※その他店舗は、①フィリピン ②インドネシア ③シンガポール ④ベトナム ⑤インド ⑥ハワイ ⑦新規国

April 2021 Ichibanya Co., Ltd.: 7th Medium-Term Management Plan (FY2022-FY2024)



# Market Trend

Japanese curry is the best in the world! [December 2022]

～Taste Atlas AWARDS 2022～

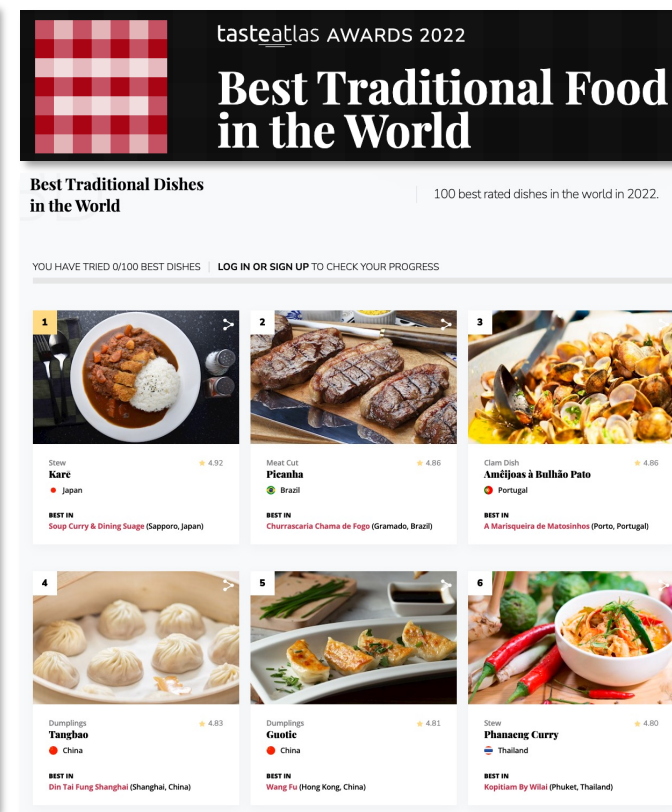
European experiential travel site  
Announcing the 100 Best Traditional  
Cuisines of the World

"Japanese curry" was chosen as No. 1  
in the world

Proven global demand for Japanese-  
style curry



1 ● Karē	4.92	26 ● Pečená kachna	4.67
2 ● Picanha	4.86	27 ● Gambas à la plancha	4.66
3 ● Amêijoas à Bulhão Pato	4.86	28 ● Shahi paneer	4.66
4 ● Tangbao	4.83	29 ● Vaca atolada	4.65
5 ● Guotie	4.81	30 ● Katsudon	4.64
6 ● Phanaeng Curry	4.80	31 ● Gyros	4.63
7 ● Ceviche mixto	4.79	32 ● Steak au poivre	4.63
8 ● Ghormeh sabzi	4.79	33 ● Linguine allo scoglio	4.63
9 ● Cağ kebabı	4.78	34 ● Frango assado com piri piri	4.63
10 ● Pollo a la brasa	4.74	35 ● Inasal na manok	4.63
11 ● Pizza Margherita	4.71	36 ● Giouvetzi	4.62
12 ● Xiaolongbao	4.71	37 ● Pernil	4.62
13 ● Gambas al ajillo	4.70	38 ● Prosciutto e funghi pizza	4.62
14 ● Shish kebab	4.69	39 ● Iskender kebab	4.61
15 ● Païdakia	4.69	40 ● Massaman Curry	4.61
16 ● Pierogi Ruskie	4.68	41 ● Bakaliaros	4.60
17 ● Cochinita pibil	4.68	42 ● Tagliatelle al ragù alla Bolognese	4.59
18 ● Cha siu bao	4.68	43 ● Karē raisu	4.59
19 ● Pappardelle al cinghiale	4.68	44 ● Shoyu ramen	4.59
20 ● Carnitas	4.67	45 ● Alinazik Kebab	4.59
21 ● Tonkotsu ramen	4.67	46 ● Sake nigiri sushi	4.59
22 ● Manti	4.67	47 ● Gyoza	4.58
23 ● Raclette	4.67	48 ● Döner kebab	4.57
24 ● Trofie al pesto	4.67	49 ● Moqueca	4.57
25 ● Carne de porco à Alentejana	4.67	50 ● Feijão tropeiro	4.57





## IPO Plan



# Schedule for Listing

From July 2023, we will enter the N-2 term and start preparations for listing. Scheduled to apply for listing in 3Q (January-March 2026) of the fiscal period ending June 2026 (N period)

## IX. 上場スケジュール例

上場スケジュール(例)

※2025年6月期を直前期として、2026年6月期に上場申請するケース

		2024/6期（N-2期）				2025/6期（N-1期）				2026/6期（N期）			
内容	時期	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
全体スケジュール													
取引所													上場審査
証券会社		助言指導等（内部管理体制全般の整備・運用助言、審査対応支援、ファイナンス手続の実行／支援等）									引受審査		
監査法人				会計監査（金商法）	会計監査（金商法）					会計監査（金商法、会社法）			
						プレ四半期レビュー				四半期レビュー			
		ディスクロージャー・内部統制の整備運用に係る助言指導、コンフォートレターの発行 等											
貴社		課題の抽出および整備フェーズ				運用実績の積み上げ							
						引受審査提出書類の作成・整備 （Ⅰ、Ⅱの部、諸経営管理資料等）				引受審査対応		東証審査対応	
										上場申請書類作成・整備			
		資本政策の検討・実施　／ファイナンス実施											

注：

- ・上表は2025/6期を直前期として上場スケジュールの一例であり、上場時期は翌年度の4Qと仮定していますが、実際のスケジュールは主幹事証券等と貴社の協議により決定されます。
- ・内部管理体制の整備の遅れ、業績の進捗状況や新たな課題発生等により上場スケジュールが延期となる場合があります。

Copyright © 2022 RSM Seiwa All Rights Reserved.



## Significance of Listing

Respond to further market expansion in major cities in Japan and overseas

~ Listed in the fiscal year ending June 2026, and after listing, further expand “Connecting Japanese BISHOKU(gastronomy) to make the world smile”

A platform (foundation) for the overseas expansion of various products (companies/businesses) related to Japanese "gastronomy"

Angel Round  
[1-2Q 2023]

- Expand sales channels and awareness of mainstay products such as “Kokkai Curry(National Diet Curry)” and “Premium Matsusaka Beef Curry”
- Business development in “directly managed stores” of “restaurant business” (Curry Labo Tokyo)

Seed / Series A  
[2023]

- Expansion of main product types such as “Kokkai Curry (National Diet Curry)” and “Premium Selected Matsusaka Beef Curry” (promoting high-quality collaboration)
- Expansion of directly managed stores in the “restaurant business” in the “Tokyo metropolitan area” (preparing overseas stores)

Series B  
[2023-2024]

- Formation of “Tokyo Bishoku Labo Community” centered on “main products” (collaboration also centered)
- Expansion of “CAFE business” directly operated/FC stores “nationwide” (overseas stores are on track)

Listing Period  
[2025-2026]

- Disseminate “Tokyo Bishoku Labo Community” to the “world” (Japanese gastronomy to the world)
- Expansion of “CAFE business” directly operated/FC stores “worldwide” (increase in overseas stores)

After Listing  
[2026-2027~]

- Established the “World” brand of “Tokyo Bishoku Labo Community” (Making the world smile with Japanese gastronomy)
- Expansion of “main products” and “CAFÉ business” “globally” through directly managed/FC stores