

**〈SPECIAL EDITION TO TAKE HOME ONLY〉
START ACCEPTING ORDERS ON THE ONLINE SITE**

"Letters from the Sake Brewer" -Sustainable Restaurant Support Project-

Efforts to support dining tables using the "limited-time liquor retailing license for restaurants, etc.," a special measure against coronas, have been launched.

For this project, we will be selling a limited amount of stock from our "favorite stores.

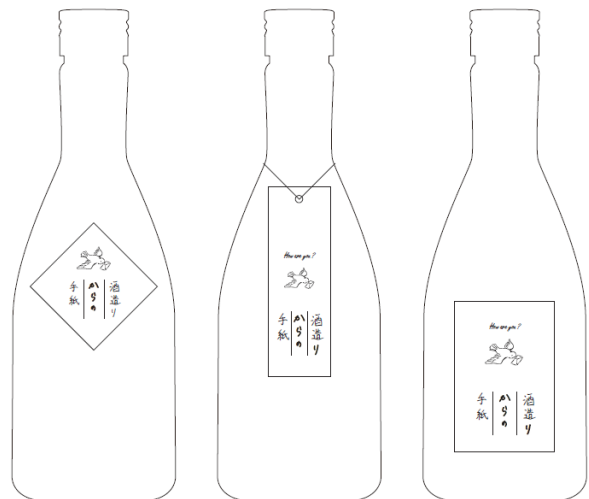
Buyer well, seller well, maker well!~We are expanding our store network! ~

"limited-time liquor retailing license for restaurants, etc.," = 料飲店等期限付酒類小売業免許

The "Letter from the Sake Brewer" (contact: Washusaisai Yugetsu-tei, Chiyoda-ku, Tokyo, Japan) has opened a dedicated website for accepting applications on May 8, 2020. This project was designed to help those involved in alcohol, such as breweries, retail alcohol distributors, restaurants, and producers such as farmers and fishermen whose sales have been severely reduced by the new coronavirus, and to meet consumer demand for take-out while responding to calls for restraint. Sake from participating breweries and liquor stores will be sold at special prices by restaurants that have obtained a "liquor retail license with an expiry date" and will use special labels and flyers for take-out sales. We are now accepting applications for participants in this project.



[Distribute flyers that participants can print with their hand-held printers.]



[The licensed restaurants in question will sell their products using special labels and the like.]

【Contents of this project】

■ Restaurants with a Corona bailout "liquor retail license with an expiration date" can now sell take-out liquor for a limited time.

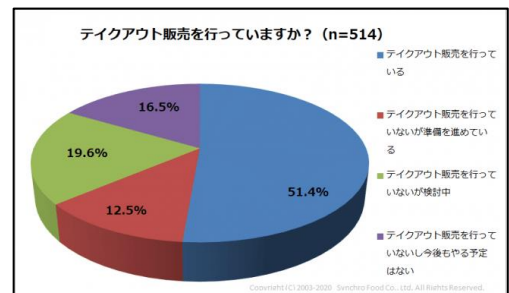
〈Buyers well, sellers well, builders well!〉We will be selling the stock of "My Favorite Store" as a limited edition sake for this project.

This project allows restaurants that comply with the local government's request to refrain from doing business to use a "liquor retailing license with a limited period of time" to sell their stock of liquor as exclusive take-out liquor for this project. Labels and flyers for special sake are made into free materials so that everyone can easily use them, and can be printed on their own printers. When take-out sales carry the same amount of profit as at normal times, consumers will find it cheaper to buy at a retail store such as a liquor store. So, the brewers and liquor distributors share a small portion of the gross profit, allowing the restaurants to make a profit. Breweries and other participants will develop new products that are exclusive to this project and provide new opportunities for sales channels. Although the pricing is less profitable for everyone than it has been in the past, it is gaining supporters as a novel attempt to "benefit for all three sides ~Buyers well, sellers well, builders well!~" to get through the difficult times.

【Background of this project】

■ More than 80% of eateries offering take-out sales after the new coronavirus, or preparing or considering it

With the number of in-store meals on the decline, takeaway delivery has become an important way to generate sales for stores.(Head office: Shibuya Ward, Tokyo; Representative Director: Shinichi Fujishiro; First Section, Tokyo Stock Exchange: 3963), operator of the restaurant-specific research service "Restaurant Research" (<https://www.inshokuten.com/research/company/>), has released a survey (*) of restaurant.com members on the status of take-out delivery, showing that more than 80% of restaurants that offer take-out sales after the new coronavirus, or are preparing for or considering it, have done so (51.4%), 12.5% do not offer take-out sales but are preparing for it (12.5%), and 19.6% do not offer take-out sales but are considering it (83.5% in total). The project is designed to help restaurants sell take-out in response to growing consumer demand for take-out.



*Researched by Restaurant.COM (Synchro Food Inc.)

Cited from: <http://www.synchro-food.co.jp/news/press/3093>

released 4/10/2020

■ Examples of Restaurant Initiatives Kitade Shokudo

【Details】

・We fill the store's stock into small bottles of "Letters from the Sake Brewer" and sell them in quantities that customers like according to their wishes.

・Small quantities of tequila, etc. will be sold in conjunction with the special take-out menu.

【Comment】

The basic business of a restaurant is to attract people, but now that we can't do that anymore, we need to bring everyone together.



MORE

When I was told about this project, I was reminded of the Omi merchant's refreshing proverb, "Sanpo-yoshi (benefits for all three sides)," which is the essence of Japanese merchants, and I agreed. This project embodies that adage. "Buyer well, seller well, maker well!" In the future, I'm thinking about using the liquor license I've acquired to sell alcohol in the same way as KAKUUCHI (**).

**KAKUUCHI... At a kakuuchi, people can sample various liquors and sakes with simple accompaniments as well as enjoy a heart-warming atmosphere within local clientele.

As we are experiencing a turning point in our times, we are planning to shift our business to the restaurant and manufacturing industry, and participating in this project has given me the opportunity to think about new businesses. Also, since this project has a rule that doesn't limit the type of liquor, we want to create a fresh experience for our customers by suggesting 1oz take-out, such as tequila and mezcal.

■ Example of liquor store Ise-u Hon-ten

[Details]

- Wholesale prices are kept lower than usual, and the sake that has been in the manufacturer's inventory is packaged into small bottles specially designed for this project, advertised and sold to restaurants.
- Plans to collaborate with restaurants to sell takeout

[Comment]

The restaurants that are working hard to prevent the spread of the infection, the liquor stores that wholesale alcohol to the restaurants, and the breweries that make delicious sake for the restaurants to wholesale, all worked together to help the economy get over this difficult time, even if only a little.

■ Examples of Sake Breweries Takarayama Shuzo Co.

[Details]

- Re-produce limited-edition "Letter from the Sake Brewer" sake that we distribute to sake shops and restaurants
- Use it as a new sales tool unique to this time of year

[Comment]

I don't know how far we can go in this difficult situation, but there is an internal expectation that it will be an opportunity to change the current situation, so we decided to cooperate. Our first thought is to return to the same schedule as before the self-imposed restrictions, but I think we should think ahead on the premise that it will be a different world than before the self-imposed restrictions. At the end of the event, we would like to hold an event to thank the restaurants that have cooperated with us.

■ Example of a Sake Brewery Iwamura Brewing Co.

[Details]

A limited edition of this project's exclusive sake was released for sale in restaurants. In particular, the aim is to revitalize the local liquor stores and restaurants involved in the stalled tourism industry, and to keep prices low so as to drive take-out.

[Comment]

When I saw how restaurants, followed by liquor stores and breweries, were losing their vitality in this situation, I wondered if there was anything I could do to help. Restaurants put their lives, or in other words, their lives, on the sake we drink, so I thought it was time to return the favor. I would like to write this letter with the hope that we, the manufacturers, liquor stores, and restaurants, will work together once again to ensure that our customers can enjoy our products and look forward to the future together.

※The content may be changed due to unavoidable circumstances.

MORE

•This project

WEB Online Store "Letter from the Sake Brewer

URL : <https://tamausagi.net/saketegami/>

•Kitade Shokudo

Restaurants that agreed to the plan. Opened in 2013 as a sister restaurant to bozu in Brooklyn, NY on Kanda Kinmono Street. In 2020, he will open "Kitade Shokudo x Brooklyn Ball Factory" in Nihonbashi-Honcho, Tokyo.

8 Building 1F, 1-13-5 Iwamotocho, Chiyoda-ku, Tokyo

Inquiries: Kitade

URL : <https://www.kitadeshokudo.com>

•Ise-u Hon-ten

A liquor store that agreed to the plan. A liquor store in Torigoe, Taito-ku, Tokyo since the Taisho era.

1-29-5 Torigoe, Taito-ku, Tokyo

Inquiries: Miyazawa

URL : <https://www.facebook.com/iseuhonten>

•Takarayama Brewery Co.

The brewery agreed to the plan. Founded in 1885. The brewery is a popular spot that attracts 16,000 visitors a year. Koshihikari Junmai Ginjo Hozan is one of the brewery's representative liquors. 1380 Ishise, Nishikan-ku, Niigata-shi, Niigata

Inquiries: Wakamatsu

URL : <https://takarayama-sake.co.jp/>

•Iwamura Brewery Co.

The brewery agreed to the plan. A sake brewery that has been in business for 230 years. Major stocks such as "Onna Joshi" and "Ena no Homare".

342, Iwamura-cho, Ena-shi, Gifu, Japan

Inquiries: Ito

URL : <http://www.torokko.co.jp/>

<About the contact person of this project>

Name : Washusaisai Yugetsu-tei

Location : 1-9-4, Higashi-Kanda, Chiyoda-ku, Tokyo

Owner : Takeru Takahashi

Establishment : May 2010

Description of business: We run an izakaya in Higashi-Kanda, Tokyo, where foodies gather.

URL : <http://yuugetsutei.com/>

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茶酒
遊
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For inquiries from the press regarding this matter, please contact

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