



“We are one of the most experienced and most reliable importers who specialize in food and confectionary products.”

PHILOSOPHY

Our mission is to make the world’s majestic food culture known to as many Japanese people as possible. Our pledge is to help manufacturers overseas to understand peculiarities of the market and to develop more marketable products by closely working with our partners.

We are not just as an importer but also act as very close partner as long-term business relationship.

To create our partner’s brand and to make your brand penetrate into Japanese market is our roll as real partner.



PROFILE & POLICY

Since its foundation in 1950, Takara Group has been devoting itself solely to import and wholesale of food and confectionery products, now making the company known as one of the pioneers in the industry.

By utilizing our long market experience over 55 years and expertise, we take pride in providing the very best service. We are never satisfied with just being an importer or a distributor. Our activities include:

- Coping with the notoriously complicated Japanese distribution system in the most caring manners.(See appendix)
- Providing products truly wanted and catering to market needs through thorough market research.
- Creating new market needs by turning our eyes to unique tastes or completely new food concept to Japanese people.
- Corroborate with principal suppliers together to create new possible idea and product development for not only Japanese market but for worldwide new standard.
- Building up your brand in Japanese market.
- Building up Long term business relation



ROLES & ACTIVITIES

Takara Shoji Co., Ltd and 7 affiliated companies join forces in pursuing vigorous activities, forming dynamic Takara Group. 8 companies cooperate and support each other in the best way that each product can realize its infinite potential. This solidarity and sense of common bonds is the strongest advantage of our group.

1) Takara Shoji Co. Ltd

Being the leader of the whole group, Takara Shoji Co., Ltd plays a central role in import, market research and product development.

Takara Shoji works with their affiliated companies as head office and sales company act as Takara's direct sales division but independently financed.

2) Tokyo Takara Foods Inc. 3) Kobe Takara Foods Inc.

These three affiliated companies specialize in sales, especially by focusing on local needs and opening up new market possibilities.

Those sales companies follow all kind of distribution channels whole over Japan.

Our sales channels are such as whole sellers, confectionary and food distributors, super markets, delicatessen shops, department stores, convenient stores, high end retail shops, fancy goods shops, hotels and restaurants and some other specific market such as duty free or travel agents and amusement parks and so on.



4) Ichikawa Distribution Centre

Ichikawa Distribution Centre (IDC) is our own fridge-equipped warehouse facilities, takes care of nationwide distributions.

The state-of-art facilities enable us to maintain high-level, intensive and integrated quality control management.





5) Takara International Co.,Ltd

Takara International Inc. specializes in import of unique products that caters to niche markets. They import and distribute industrial papers, raw materials for bakery shops, electric capacitors to machine manufactures and so on.

6) Hoko Sangyo Ltd.

Hoko Sangyo Ltd. is responsible for own real estate management. It recently embarked on a completely new field and started direct sales of fresh chocolates. There are 6 direct owned shops in Heart of Tokyo and 13 partner shops in Yokohama, Chiba and Kobe, Kyoto and Osaka area. Their activities are expanding each year and they run more than 80 temporarily shops during Valentines season (special chocolate sales season in Japan)



7) Su Zhou Bao Qing Foods Ltd. (China)

The China-based factory specializes in manufacture and distribution of unique original products.





WORLD WIDE ACTIVITIES AND PARTNERS

We constantly exchange ideas with our partners in many South East Asian countries. We particularly have strong and friendly business connections in China, Hong Kong, Malaysia and Singapore, enabling us to help you to introduce your products into these Asian countries.

We also have friendly connections in countries like Canada, the US and Holland, who always support us in collecting latest information overseas and help us to smooth our communications with other manufacturers.

Our hope is to continue to be a specialist in confectionary and food products importing business and to collaborate with manufacturers in developing innovative products and opening up new market possibilities from a long-tem perspective.

Partner Companies

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Su Zhou Bao Qing Foods Ltd. (China)

P.C; 215316

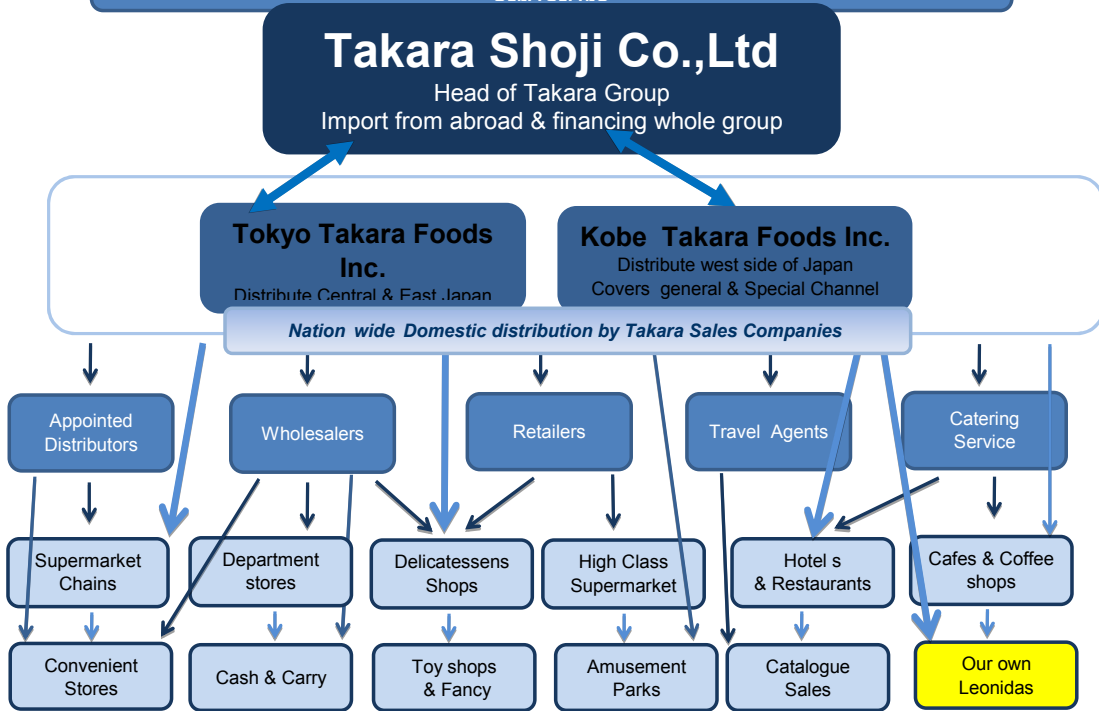
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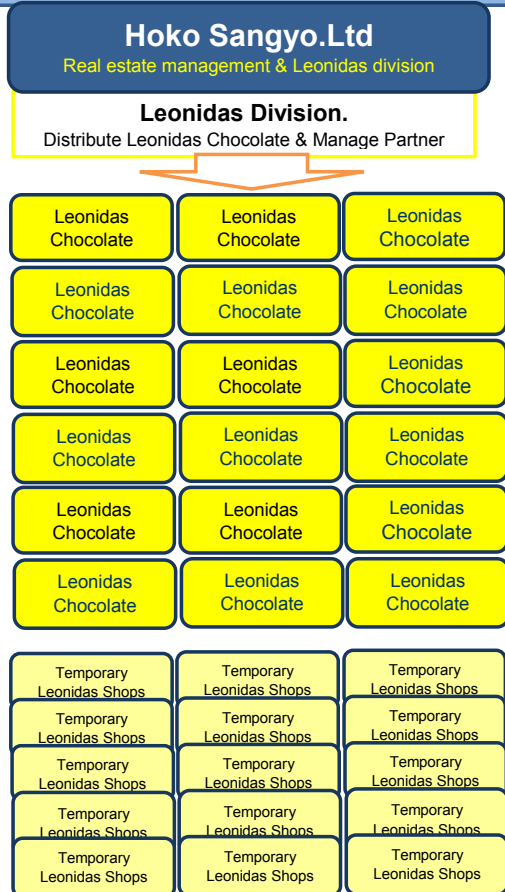
President: Akira Aoki

1. Takara Shoji Group Foods, Beverages & Sweets distribution

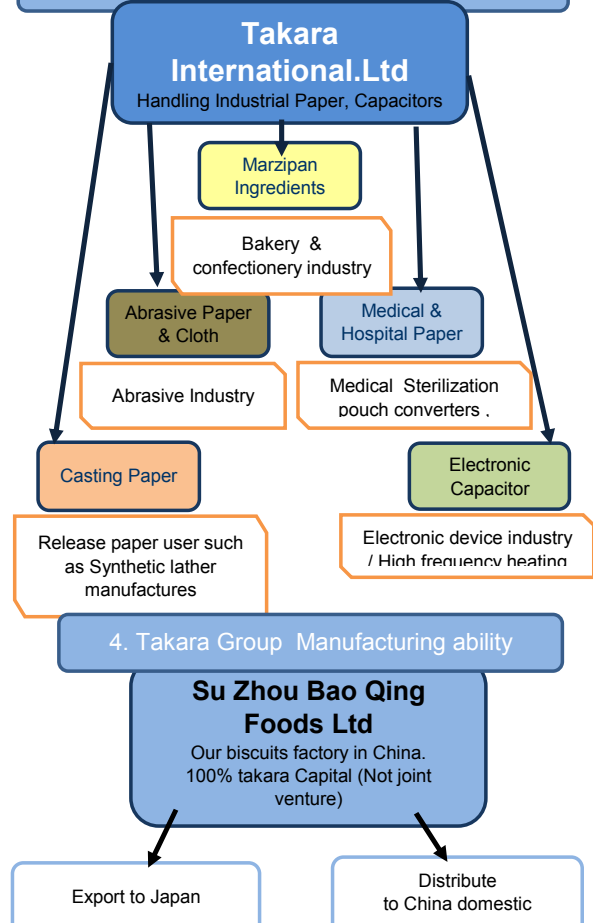


Japanese Distribution network is rather more complicated. It seems rather irrational but you need to supply the middle distributors or wholesalers in order to supply specific channels such as super markets chain or convenience chains. However, thanks to more than 50 years business in this field, Takara group can cope with all kind of distribution and supply all kind of outlets in any ways.

2. Takara Group Fresh Chocolate Retail activity



3. Takara Group Other Trade Activity



4. Takara Group Manufacturing ability

Su Zhou Bao Qing Foods Ltd
Our biscuits factory in China.
100% takara Capital (Not joint venture)

Export to Japan

Distribute to China domestic