



# SAKEBARO

Company Profile	04
Business Contents	14
SAKEBARO Original Japanese Sake Business	33
Location	36
Business Plan	47
Global Membership System	50
Contact Us	52





## Unveiling Japan's True Beauty

Japan isn't just high-tech, pop culture, or minimalist design. It's a more vibrant and poetic world. Through sake crafted by nature and hands, and through serene, moonlit-inspired spaces, we offer a cultural experience that unveils Japan's profound yet eclectic aesthetics. Sakebaro is a radiant bridge, weaving new stories from traditions and sharing them with the world.

## Where History Embraces the Future



### Ichigo Ichie, a once-in-a-lifetime encounter.

At the heart of Japanese culture lies a quiet reverence for singular moments: the changing seasons, creations born of chance, and the fleeting beauty of sake, which disappears as soon as it is poured. These timeless values flow through the essence of Sakebaro. Collaborating with creators across sake, food, crafts, art, and music, every moment here transforms into an unrepeatable experience, carrying the spirit of Japan into a new era.

Sakebaro invites you to step into a new story of Japan—one that treasures its past while shaping its future. Rooted in tradition yet open to the world, it offers an experience that reflects the harmony between Japan's heritage and its evolving presence in a global landscape. Here, the ephemeral becomes eternal, and every encounter becomes unforgettable.



- Identity

## MISSION

SAKEBARO is to provide a place where people can experience new stories that intertwine Japan's rich traditions with a vision for the future and to become a bridge connecting the past and the future by exposing people to Japanese culture, history, and identity.

## VISION

By providing a unique cultural experience that combines Japanese traditions with modern innovation, we aim to grow SAKEBARO into a brand loved by people worldwide and become a leader in disseminating the essence of Japanese culture globally.

## VALUE

1. Respect for tradition - We preserve and pass on Japan's traditional culture and history.
2. Innovation and creativity - We incorporate new ideas and perspectives to provide creative experiences that look to the future.
3. Quality and trust - Our top priority is to provide high-quality services and products and gain the trust of our customers.
4. Global perspective - We have an international perspective, respect diversity, and deepen intercultural understanding.
5. Community ties - We value our bonds with our customers, staff, and partners and aim to grow together.

## PURPOSE

SAKEBARO exists to connect Japanese culture and identity to the future by creating new stories that intertwine Japan's traditions and future and sharing them with people around the world.



### Japanese sake

Sake is the central theme of SAKEBARO and plays a vital role in connecting traditional and modern Japanese culture. Sake is deeply connected to Japan's food culture, climate, and history and conveys its charm to visitors. SAKEBARO provides knowledge and ways to enjoy sake through food events and cooking classes and creates new value by fusing traditional brewing methods with modern technology. It also promotes sake internationally through multilingual information dissemination and overseas events, forming a community of sake lovers.

### Bar/Shop

The bar/store is a place that provides unique experiences and is a primary venue for visitors to experience and interact with Japanese culture and traditions. As a cultural experience hub, it offers a variety of cultural experiences and provides visitors with memorable times through unique experiences and hospitality. It also promotes education and knowledge sharing and embodies the fusion of tradition and modernity. Furthermore, it disseminates Japanese culture from a global perspective through its multilingual services and deepens international understanding.

### Crafts

Crafts are an essential element that connects Japanese traditions and modern creativity. Through the inheritance and experience of traditional crafts, visitors will gain a deeper understanding of craftsmanship, history, and values. The fusion of modern crafts and art will be visualized, allowing visitors to experience new values in the evolving Japanese culture. Interactive exhibits using digital technology will provide visitors with in-depth learning and experience. Cultural exchange sessions will allow visitors to share knowledge and form a community. Furthermore, the market space will promote crafts globally and expand the market.



- Business Domain

## Japanese sake

Sake is the central theme of SAKEBARO, and through its uniqueness and appeal, it plays a vital role in connecting traditional and modern Japanese culture.

### 1. Sake as a cultural symbol

Sake is deeply connected to Japan's food culture, climate, and history, and its brewing process and flavor reflect Japan's four seasons and regional characteristics. SAKEBARO aims to introduce Japan's rich traditional culture through sake and convey its depth and appeal to visitors.

### 2. Sake is a place of education and experience

SAKEBARO will provide visitors with knowledge and ways to enjoy sake by holding food events and cooking classes related to sake. This will allow visitors to learn about the history behind sake, its production methods, and the characteristics of each region, rather than just drinking it, and promote a deeper understanding.

### 3. Fusion of tradition and innovation

Sake creates new value by incorporating modern technology and design while preserving traditional brewing methods. As a place that embodies this fusion of tradition and innovation, SAKEBARO will explore new possibilities for their sake and provide them to visitors. For example, by pairing it with fusion cuisine and introducing new flavors of sake, we will suggest ways to enjoy it that fit modern lifestyles.

### 4. International Promotion

Sake has attracted attention overseas recently, and demand in the international market is also increasing. SAKEBARO will spread Sake's international appeal through multilingual information dissemination and holding events overseas. This will promote sake as a part of Japanese culture globally and connect Japan with the world.

### 5. Formation of a Community

SAKEBARO aims to form a community where people who love sake can gather and interact. Through events and workshops related to sake, we provide a place where people can share knowledge and enjoy discoveries and experiences. This will deepen the bonds of the community through sake and provide a unique experience for visitors.





- Business Domain

## Bar/Shop

The bar/store is where SAKEBARO offers unique experiences and is the central place for visitors to experience and interact with Japanese culture and traditions.

### 1. Bar/store as a hub for cultural experiences

The bar/store is the central place visitors can experience traditional and modern Japanese culture in SAKEBARO's business. Visitors can feel the diverse charm of Japan through various cultural experiences, including sake. This allows visitors to enjoy many experiences simultaneously and deepen their understanding of Japanese culture.

### 2. Special experiences and hospitality

The bar/store is where visitors can enjoy unique experiences and provides hospitality with attention to detail. Visitors can not only enjoy sake but also have memorable experiences through interactions with staff and special events.

### 3. Education and knowledge sharing

We provide visitors with knowledge and insights into Japanese culture through regularly held cultural exchange talk sessions and seasonal events. This allows visitors to learn about Japanese traditions and modern culture and broaden their horizons. These events also serve as a place for visitors to interact with each other, promoting the formation of a new community.

### 4. A place where tradition and modernity come together

The bar/store is where traditional Japanese culture blends with modern elements. By incorporating various components, from traditional crafts and art exhibits and live music to interactive exhibits incorporating modern design and technology, visitors will be exposed to a new image of Japan.

### 5. Promoting a global perspective

By providing services and information in multiple languages, it will be easier for visitors to understand Japanese culture from an international perspective. In addition, catering to visitors from overseas will enhance SAKEBARO's global brand value and become a base for promoting Japanese culture around the world.



SAKEBARO

- Business Domain

## Crafts

Crafts are an essential element in SAKEBARO's business that connects Japanese traditions with modern creativity and provides visitors with a deep cultural experience.

### 1. Inheritance and experience of traditional crafts

SAKEBARO will hold workshops where participants can experience Japanese craftsmanship, allowing participants to learn traditional crafts. This will allow visitors to gain a deeper understanding of Japan's traditional techniques and the history and values behind them and to feel the importance of traditional crafts through the experience.

### 2. A fusion of modern crafts and art

Artwork by modern craft artists and contemporary artists will be exhibited to visualize the flow of traditional and modern culture. This will allow visitors to witness the evolution and creativity of Japanese culture through the ages and feel the new value of crafts in the modern era.

### 3. Interactive learning space

SAKEBARO will hold interactive exhibitions using digital technology, allowing visitors to explore Japan's historical background and craft techniques through VR and AR. This will provide more profound learning and experiences, deepening visitors' understanding.

### 4. Cultural Exchange and Community Building

We will share knowledge and insights on Japanese crafts through regularly held cultural exchange talk sessions and seminars. This will allow visitors to interact with each other, deepen their understanding of crafts, and promote the formation of new communities.

### 5. Global Dissemination and Market Expansion

We will set up a market space to sell traditional products and art pieces collected from all over Japan and aim to spread culture through sales. This will spread the appeal of Japanese crafts globally and increase their recognition in the international market.



● Company Profile

Company name	SAKEBARO Co., Ltd.
Established	February 2022 Representative
Director	Jun Oonishi
Location	4F JR Tokyu Meguro Building, 3-1-1 Kami-Osaki, Shinagawa-ku, Tokyo 141-0021
Business areas	<ul style="list-style-type: none"><li>- Operation of sake bars</li><li>- Brand business</li><li>- OEM manufacturing and export business of sake</li><li>- Export, manufacturing and sales business of Japanese crafts</li><li>- Infrastructure business to build a sake cultural sphere</li></ul>



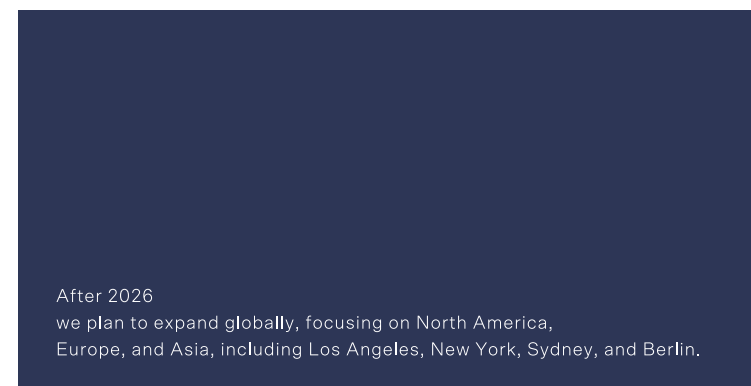
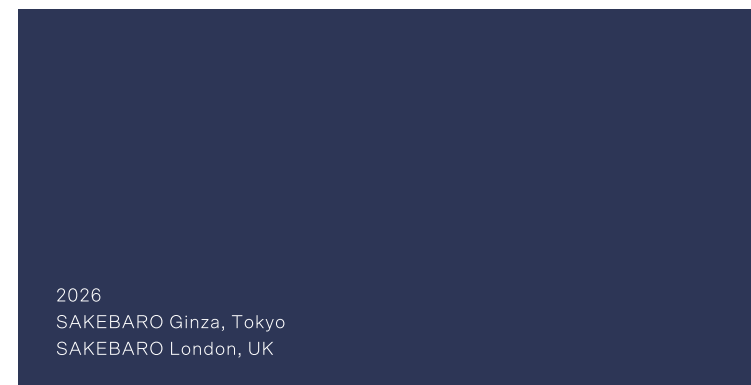
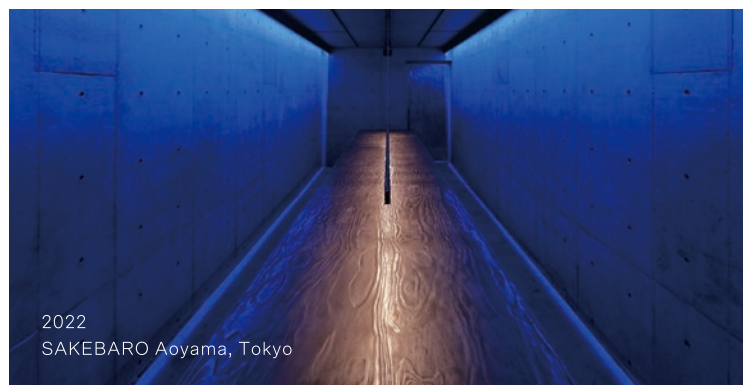
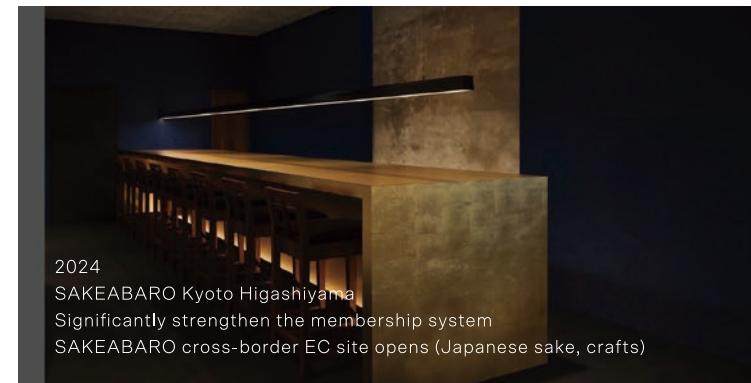


## JUN OONISHI

Born in Osaka Prefecture in 1974. Since his youth, he has been fascinated by the world of sake, spatial planning and design. He frequently visited the U.S. and Europe, especially France, to explore the overseas expansion of sake while looking at architecture. After returning to Japan, he established a network for sake brewing and sake in Japan and opened the sake bar SAKEBARO in Nakameguro, Tokyo, in 2015. With his unique design and space, he promotes the essential globalization of sake and Japanese culture.

## MILESTONE

Based on its mission, vision, and purpose, SAKEBARO aims to become a globally recognized brand within the next 10 years. It will reconstruct cultural content that symbolizes Japan, such as sake, cuisine, crafts, and traditional performing arts, with an essential and modern interpretation. It will open stores in 20 countries worldwide where customers can experience these things. It will also establish a strong brand that rivals luxury brands and actively disseminate the hidden essence of Japanese culture. In this way, SAKEBARO aims to become an important hub that connects Japan and the world through culture.



Scope of Business

## ● Scope of Business

### Store management and experience-based space/design production

We provide thoroughly sophisticated store management and space production to maximize the charm of Japan. We aim to create immersive spaces where all visitors can experience Japanese culture through their five senses, not only in stores but also in various spaces such as hotels and commercial facilities.

- Providing space design and lighting planning
- Training and operational guidance for store staff
- Providing unique Japanese interior elements (kimonos, sake ware, flower vases, tin counters)

### OEM manufacturing and export of sake

Leveraging our long-standing relationships of trust and extensive network with liquor stores and sake breweries across the country, we provide comprehensive consulting services from OEM manufacturing of sake to export to overseas markets. We provide detailed support for the entire manufacturing process and the export flow to provide the best solution for each client.

### Export, manufacturing, and sales of Japanese crafts

We value traditional Japanese crafts and artists. Through solid partnerships with them, we promote our manufacturing and sales, mainly of sake ware and crafts, and spread their appeal to the world. In addition, we actively support and promote artists through gallery exhibitions and sales at SAKEBARO stores.

### Infrastructure business by building a Japanese sake cultural sphere

We are building an infrastructure to expand our network of Japanese sake stores worldwide and promote Japanese culture and business opportunities. This will help to spread Japanese culture globally.

### Global Membership System

The global membership program is based on an introductory system that performs thorough identity verification. We provide high-value-added services such as domestic and international store reservations, special event arrangements, and VIP concierge services for members. We are building a new global network that can handle tourism and business matching.

### Brand and media strategy

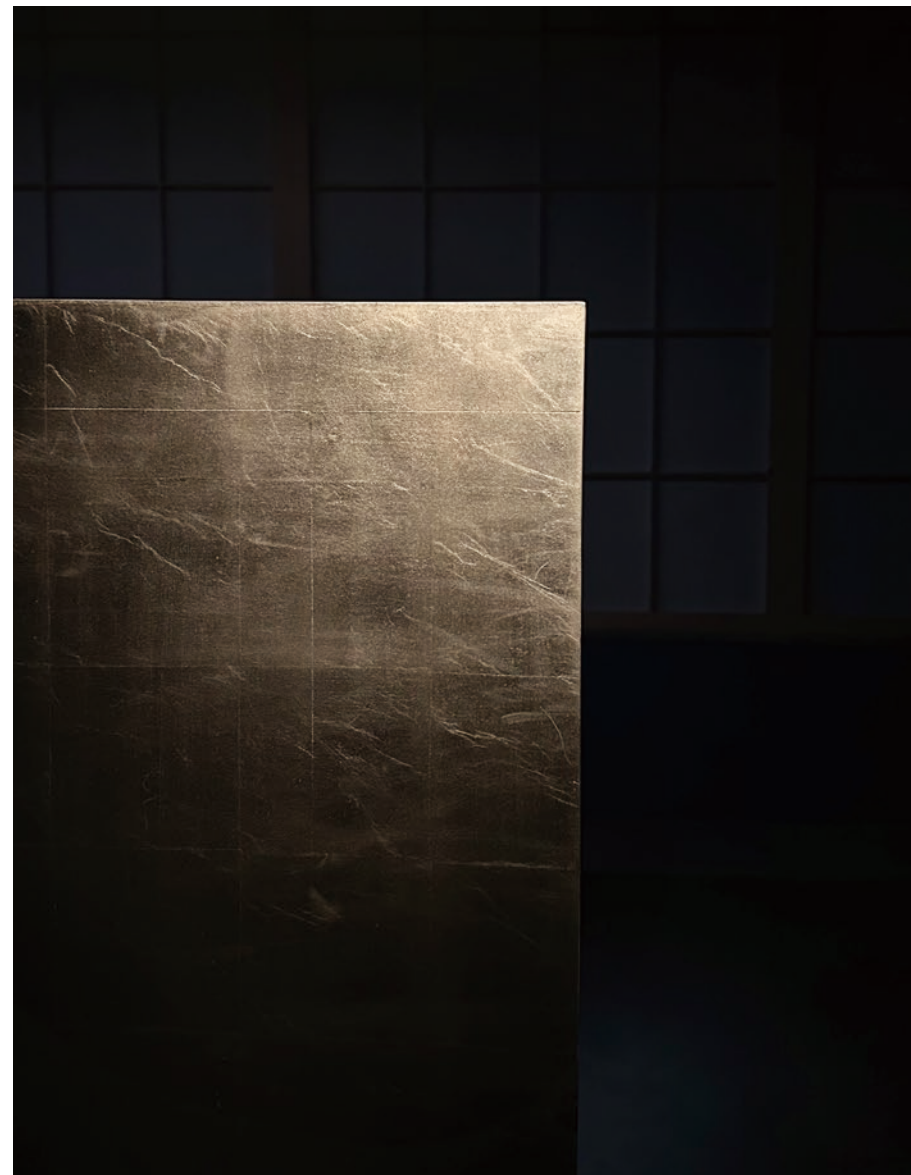
Based on a business plan premised on long-term investment, we provide our clients with a solid brand strategy to build trust with a small number of high-quality customers and stakeholders. We implement media promotion measures, including website planning and production, social media management, video production, press releases, and publishing. We provide measures to increase customer engagement and improve brand value by collaborating with artists and chefs through pop-up events and supporting the long-term accumulation of brand value.



## High-quality creative work unique to Japan

We are deeply involved not only in design planning around the world but also in on-site interior construction, precisely maintaining the delicate and detailed creative quality that is unique to Japan. We are always on-site to understand the construction process and manage construction differences between countries to prevent problems after completion.







### Spatial design that goes beyond conventional architectural norms

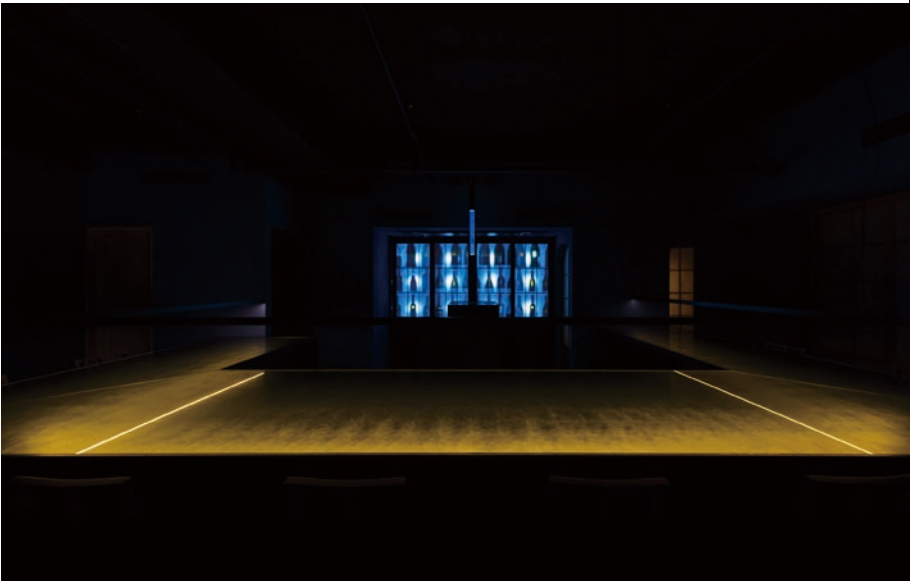
Our ultimate goal is imagination and creativity, going beyond conventional templated designs. We minimize space and objects and create shadows through the interaction of lighting and objects. Not limited to "WABISABI" or "ZEN," we reconstruct all structures and styles from scratch to propose innovative and unique spaces.





## Innovative lighting effects that recreate light in the dark

We treasure the beauty and joy of the small light of the old days when there were no lighting facilities, and recreate candles and moonlight in modern architecture based on dark shadows. Going beyond the conventional concept of in-store lighting, we prioritize natural light simulation and shadows, proposing innovative lighting effects by blending them with the store space.





### Selection and supply without compromise

We select and manufacture tableware and glassware by our concepts and designs without compromise. Instead of ready-made products, we directly discuss with artisans and manufacture, propose, and supply designs for original tableware, glasses, sake sets, tableware, vases, interior items, and more that are optimal for the space and lighting.



### Training in etiquette and kimono that inherit Japanese traditions

Serving sake and food in traditional Japanese clothing requires unique manners and behavior rooted in Japanese traditions. We provide education and training on basic etiquette, how to walk, and how to pour sake. We provide carefully selected kimonos that match the store's concept and image and can also custom-make original kimonos to match the concept.



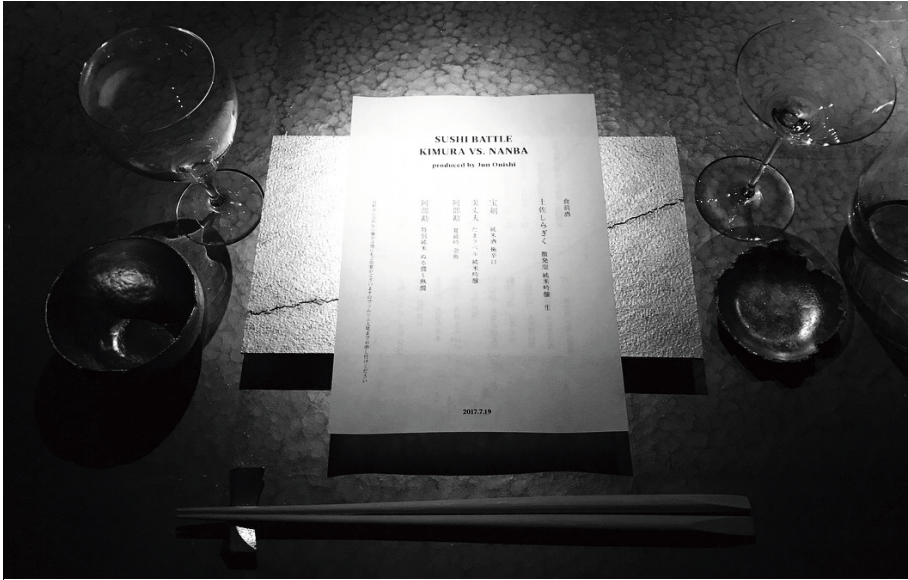






## Introducing Japan's top chefs, sommeliers, and artists to overseas markets

Utilizing our extensive network and track record with restaurants and foodies in Japan, we can propose ways to introduce Japan's top chefs, sake sommeliers, and craft artists of various genres to overseas markets. We can handle many situations, from short-term pop-ups of a few days to scouting and arranging annual contracts.



## Proposing high-quality creative measures based on brand strategies

Completing the best creative space, and approaching branding, customers, and the media is essential. In contrast to the mass consumption of experience-based services such as travel and restaurants through social media, we plan measures based on brand strategies and plan and execute cumulative creative measures while maintaining quality for high-quality customers and stakeholders.

### Services we offer

▼Brand promotion planning and execution

We will increase the actual brand value over time while building up trust with a small number of customers.

▼Brand marketing strategy

The right marketing strategy clarifies all stakeholders' actions and communication content. It prevents brand deterioration and overinvestment.

▼Pop-up event promotion

We will return the benefits to customers through pop-up events with artists, chefs, and creators worldwide. We will promote the brand through media mix promotion to increase attention and brand value.

▼Brand strategy

We will sublimate the common understanding of people involved in brand activities and the brand's value and communication expression to a consistent and robust brand.

▼Production of creative materials

We will maintain the high quality of creative deliverables by assigning only top creators from Japan and the world, not just cost-effectiveness.

▼Media and creative planning

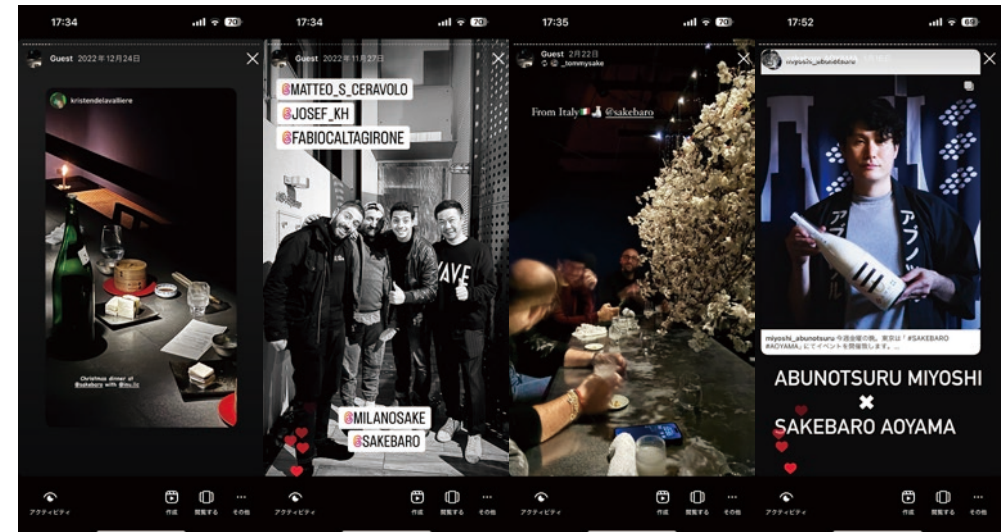
- Website planning and production
- Video production and distribution
- Social media management
- Public relations and press releases
- Magazine, magazine, and book publishing

To build rich membership value and a strong brand power, we propose a business plan based on long-term investment.

### Brand Strategy

SAKEBARO has developed a unique business plan based on long-term investment to build a highly airtight membership value and brand power.

Japan has a growing reluctance to invest in low-profit businesses, making it challenging to develop a business centered on creativity and value creation. Since its opening, SAKEBARO has maintained a confidential referral system and has continued to invest for three years, even though more than half of the days had no guests. Patience during this period was essential. After eight years of operation, SAKEBARO has established brand recognition both domestically and internationally and has increased its valuable members from Japan and around the world to approximately 8,000.



## OEM production and global export of high-quality sake

We OEM manufacture high-quality sake in small lots and provide original design labels and bottles. We also support domestic and international exports and sales, and based on solid business relationships, we distribute and guarantee the quality of existing sake overseas. We promote global sake exports through long-term relationships of trust and cooperation with sake breweries and liquor stores.

### Global Sake Export

#### Overview

We are engaged in unique distribution and overseas export of high-quality sake through strong trading and trust relationships with sake breweries and liquor stores nationwide. Utilizing domestic networks Building Trading and Trust, We have built a strong network domestically through close trading and trust relationships with sake breweries and retailers.

#### Global Distribution- Expansion of Export Destinations

As a sales agent for China, the Asia-Pacific region, and Western countries, we promote sake export by assuring quality and conducting reliable trading in each country. Quality assurance By collaborating with sake breweries and overseas partners, we maintain and improve the quality of sake and increase its reputation in the international market.

#### Store expansion and establishment of logistics bases

##### ▼ Strategic store expansion

Store expansion overseas is essential for business growth and establishing a hub for sake distribution.

##### ▼ Building a cooperative system

We emphasize close collaboration with export destination countries and related organizations and building partnerships for success.



### OEM Sake Brewing

We manufacture high-quality sake with excellent cost performance in small lots starting from 1,000 bottles.

We carefully select the most suitable breweries to meet our customers' needs and carry out OEM manufacturing.

Both labels and bottles are fully custom-made, and we can provide original designs for our customers.

We also support the storage of sake in temperature-controlled warehouses and the export and sell sake domestically and internationally.



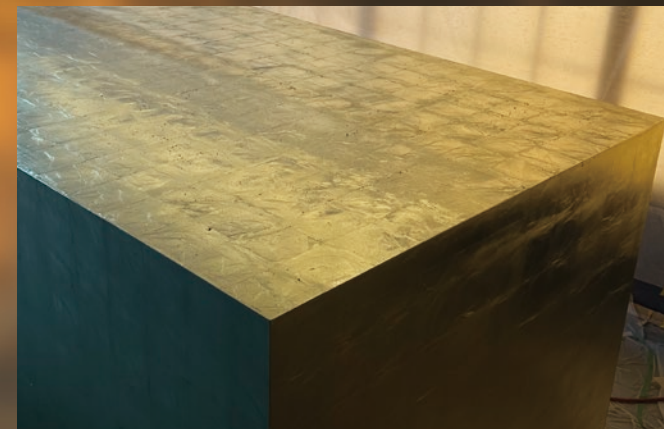
Unique products created by first-class craftsmen

We value our network with Japan's world-class artisans. Our products are made in collaboration with these craftsmen, and we emphasize their originality through long-standing relationships of trust. They are one-of-a-kind products that cannot be mass-produced.



## Providing one-of-a-kind counters

We place great importance on countermaking. We overturn conventional concepts and work hand in hand with artisans to take on a unique process. We provide one-of-a-kind counters that undergo a complex and unique manufacturing process using a variety of metals, such as glass and tin, rather than ready-made single pieces of wood and mortar and are born from the skilled handiwork of Japanese artisans.



## Business and Education Programs for Building Global Restaurant Brands

We provide business and education programs for building global restaurant brands. We build intercultural understanding and unity through cultural exchange programs and share the brand's core concept. We provide training on sake and Japanese cuisine to ensure consistent service. We understand the brand value through communication training and lead to successful international brand development through continuous evaluation and improvement.





SAKEBARO Exclusive Japanese Sake Initiative

## Sake that inherits the spirit of old-fashioned sake brewing

With the mindset of a sake brewer. With the mindset of a liquor store selling sake by hand. With the mindset of a restaurant pairing sake with food. And with our mindset. We created SAKE SAKEBARO with the mindset of all the different people involved.

During the Edo period, in the silence of a time without electricity or machinery, sake brewing was left to the hands of the people. The soft light that shines into the winter brewery illuminates the hands of the craftsmen, filling the air with the aroma of sake. As the faint light of the moon and bonfires colors the night, the work continues quietly and with all their heart and soul. SAKE SAKEBARO conveys to the present day the hardships and passions of the brewery and the essence of sake through the silence and the beauty of the artisans's handiwork.



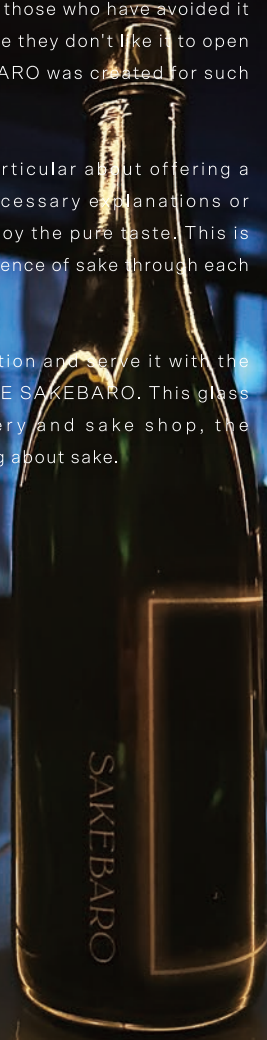
## "I didn't know sake was this delicious."

We want people to become more interested in sake. We want people from overseas who are trying sake for the first time, those who have avoided it due to past experiences, and those who believe they don't like it to open the door to new worlds of sake. SAKE SAKEBARO was created for such people.

Our method of serving is simple. We are particular about offering a carefully selected bottle without any unnecessary explanations or options and simply letting our customers enjoy the pure taste. This is because we want our customers to feel the essence of sake through each glass.

We provide the minimum amount of information and serve it with the ultimate minimalism - the expression of SAKE SAKEBARO. This glass contains the passion of the sake brewery and sake shop, the craftsmanship of the craftsmen, and everything about sake.

SAKE SAKEBARO does not focus on the sake itself but instead places great importance on a message of deep respect for the sake breweries and the people who make the sake. Our goal is to shed light on the traditional way of drinking sake, the passion of the brewers, and the historical background of the sake and convey that spirit to many people.





Enveloped in darkness, only sake and sake cups are lit. Look up, and the moon is rising, and look ahead, and wildflowers are blooming in the moonlight. The flickering candle, the short notes of a heavy piano, and the shadows cast by the tin counter. Amidst all this, you lose your senses and are just captivated by a sip of sake.

A brief moment of silence

-Under the moonlight

-Time passes slowly

-The beautiful sound of the piano

-Wild flowers blooming quietly

-Listening to the sound of rain on a rainy day

Bar table made with tin (metal)

## SAKEBARO NAKAMEGURO, TOKYO

In a space themed on moonlight, you can enjoy Japanese sake with beautiful tin and glass sake vessels and the sound of a piano. Behind a hidden door is a private space where you can experience Japanese beauty and craftsmanship and forget the hustle and bustle of the city, with a fully-finished tin counter made by a tin artist and a tea room-style tatami room.



## SAKEBARO AOYAMA, TOKYO

A pure space with an inorganic tin cube counter and a tin-coated player piano. LED lights create a bewitching atmosphere with deep sea blue, monochrome, and red. This multi-purpose space supports sake brewery tastings, artist events, and creators' work presentations and can accommodate private parties and DJ events.

An inorganic tin cube counter sits neatly in a space filled with the pure flavor of sake.

There is a tin-coated piano, one of only three in the world of automatic playing. The LED lights on the wall change color, producing a variety of expressions.

Sometimes, they are blue, like the deep sea, or gray, like a monochrome world. The whole place is dyed red, creating a bewitching atmosphere.







## SAKEBARO SHANGHAI

In its vast 490 m<sup>2</sup> space, the restaurant features the world's longest gold leaf cube sushi counter, made of 4,000 sheets of pure gold leaf and measuring 16 meters in length and 1.2 meters in width, and the world's longest tin cube sake counter, made of tin plates. Japanese artisans intricately handcraft both gold leaf and tin counters.

We created a new social space in Shanghai's Global Area. Through spatial and musical effects, two inorganic counters are transformed into a sushi counter and a sake counter, proposing a new way of expressing food and alcohol. The gold leaf counter symbolizes China, and the tin counter symbolizes Japan, showing the friendship and respect between the two countries.





## SAKEBARO NAKASU

Opened in the heart of the entertainment district of Nakasu, Fukuoka. The new tin mirror counter profoundly reflects the glasses and sake, like a mirror on the water's surface. The shadows of sake and champagne bottles reflected in the shoji cellar that spreads out in front, and the water falling like rain on the central water surface create a tranquil and intoxicating scene.

Once visitors push through the tin wall and enter through a hidden door whose entrance is unclear, they are greeted by a world of silence in the moonlight, a stark contrast to the hustle and bustle.



## SAKEBARO HIGASHIYAMA, KYOTO

Scheduled to open in January 2025, this quiet retreat is tucked away just a short distance from the scenic stone-paved streets and cascading willows along Shirakawa in Higashiyama.

Rest your arm on a gold-leaf counter, gaze at the rain cascading before you, and savor the quiet notes of Japanese sake as the gentle sound of drizzle fills the air. Upstairs, in a room stripped of color, everything is immersed in monochrome, where the glow of lanterns and the stillness envelop visitors in serenity. Here, a futuristic vision of Zen is pared down to its essence.





## BUSINESS PLAN

We can develop comprehensive brands that include stores, hotels, and resorts. We believe it is important to resonate with the diverse cultures, thoughts, and visions of customers in each country, enhancing our creativity and moving forward together without being fixated on the brand image.

### What We Do.

- |                      |                         |                       |
|----------------------|-------------------------|-----------------------|
| • ARCHITECT DESIGN   | • PLANNING APPLICATIONS | • BRAND STRATEGY      |
| • INTERIOR DESIGN    | • PROJECT MANAGEMENT    | • BRAND DEVELOPMENT   |
| • HOSPITALITY DESIGN | • CONTRACTUAL SERVICES  | • TOURISM DEVELOPMENT |
| • MASTERPLANNING     | • BUSINESS STRATEGY     | • MARKETING           |

We encourage our clients to entrust us with their space, plans, and concepts and provide comprehensive "turnkey delivery." Responding flexibly to existing architectural codes and client requests can undermine the original unique and innovative creative planning.

I hope to build exciting partnerships with investors, developers, and supporters who share my goals. Let's create fascinating projects together and take on new challenges.





## Global Luxury Market

Bain & Company has released its Spring 2023 Luxury Market Report. It covers apparel, bags and other accessories, automobiles, hospitality, gourmet food, wine and spirits, art, interiors, yachts, and private jets. "The global luxury goods market is expected to grow by 360-380 billion euros in 2023," "The global luxury goods market is predicted to grow by 5-12% in 2023," and "The size of the personal luxury goods market is expected to reach 530-570 billion euros by 2030, more than double the size of 2020."

Source: <https://forbesjapan.com/articles/detail/64426>

Global luxury hotel market forecast

<b>Base year 2023</b>	US\$100.18 billion
<b>Forecast year 2024</b>	US\$105.39 billion
<b>Forecast year 2030</b>	US\$144.36 billion
<b>CAGR(%)</b>	5.35%

Source: <https://www.gji.co.jp/report/ires1471430-luxury-hotel-market-by-type-airport-hotel-business.html>

## Future investment plans and growth strategies

▼ **Increase in the number of sake bars/stores operated: Expected profit of 500 million yen, operating 10 stores worldwide**

- Stores in Japan will focus on capturing the inbound market and will attract luxury inbound tourists as members.
- Overseas stores will provide the Japanese concept in major cities, mainly Europe and the US, and foster a member community.

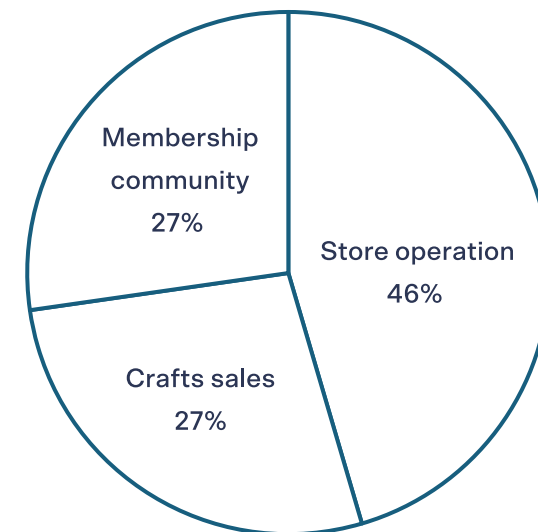
▼ **Diversify revenue sources through sales of crafts: Expected profit of 300 million yen**

- Stores will also be used as galleries, selling Japanese crafts as art pieces.
- regular auction events will be held to sell high-added-value Japanese crafts.

▼ **Generate stock revenue through a community membership system using a smartphone application.**

- Expected profit of 300 million yen (annual membership fee of \$300 from 10,000 members)
- Primarily prioritize the formation of a community through the membership system and utilize the referral system in stores worldwide
- Differentiate the services available based on member rank
- Provide exclusive value to the highest-ranking members, such as a concierge service with an annual membership fee of \$300, provision of a members-only space, and opportunities to purchase crafts and art exclusive to members

Future profit composition ratio



Global Membership System

## Privacy and exclusivity

Our brand attracts many foodies, artists, and celebrities, mainly from Europe and America, and most of our customers are wealthy. The atmosphere, sake, and Japanese culture we offer are highly valued. Our membership qualifications prioritize thorough identity verification and emphasize security and privacy. Addresses and phone numbers are not disclosed, and media exposure is generally avoided. SAKEBARO has 8,000 VIP members registered and uses Instagram as its only connection to the world.



## GLOBAL MEMBERSHIP PROGRAM

We aim to build a new global network that is not just a restaurant service by responding to a wide range of needs for members, not just for tourism, during their stay in Japan.

### ○ Membership management

Membership registration and security management: When a current member introduces a new member, their identity is verified, and their business card or social account is used to confirm their identity, and registration is completed. Members are responsible for their introduction, and a system has been established in which even higher-ranking members are held responsible to a certain extent in case of a violation of etiquette or membership terms.

### ○ Store reservations and arrangements

Reservations for SAKEBARO in Japan and overseas, as well as future group stores Flexible customer support services for reservation confirmation, meal courses, private parties, anniversaries, and special events.

### ○ Facility reservations, activities, and concierge services for overseas members visiting Japan

- Reservation arrangements and suggestions for Japanese restaurants, bars, top hotels, inns, etc. that are difficult to book
- Participation in and introductions to local and core events and communities that cannot be experienced on regular tours
- Various activities that allow you to experience the essence of Japanese culture, such as sake breweries, tea ceremonies, and temple interiors
- Introduction to top medical care exclusively for VIPs in Japan (cutting-edge medical examinations, dental treatment, beauty, etc.)

### ○ Business matching during your stay in Japan

- Comprehensive support for developing food and beverage businesses in Japan, from location to planning, design, and operation
- Promoting business needs matching between Japanese and overseas members
- Intermediary for business buying and selling, such as real estate and corporate M&A





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