



ROYAL DANISH EMBASSY
Tokyo



DANISH FOOD PROMOTION JAPAN 2024

DATE: 4 - 7 November 2024 **LOCATION:** Tokyo, Japan

PROGRAMME (PRELIMINARY)

Monday 4 November 2024 (Japanese public holiday)

16.00	Introductory briefing about the Japanese food market	Royal Danish Embassy Tokyo
18.00	Welcome dinner (internal dinner)	Restaurant

Tuesday 5 November 2024

10.00 - 12.00	Visit to an AEON store, in order to experience the Japanese market.	Aeon store
12.00 - 13.00	Lunch	
13.00 - 14.00	Meeting with Japanese retail chain AEON.	Aeon office
15.00 - 17.00	Meeting with organic store BioC'Bon	BioC'Bon

Wednesday 6 November 2024

10.00 - 12.00	Meeting with the restaurant-chain Royal Host	Royal Host office
12.00 - 13.00	Lunch at a Royal Host restaurant	
13.00 - 14.00	Visit to a Natural Lawson store, in order to experience the Japanese market.	Natural Lawson store
15.00 - 17.00	Meeting with Japanese retail chain Natural Lawson	Natural Lawson office

Thursday 7 November 2024

10.00 - 12.00	Meeting with restaurant chain Saizeriya	Saizeriya office
12.00 - 13.00	Lunch at Saizeriya	
13.30 - 15.30	Meeting with e-commerce store Oisix ra Daichi	Oisix ra Daichi office
16.00 - 18.00	Seminar on organic, plant based and sustainable foods with invited Japanese business contacts, food-influencers and chefs	Royal Danish Embassy

Reception with Danish tastings

COMPANY PROFILES (PRELIMINARY)

RETAIL CHAINS

AEON

ONE OF JAPAN'S LARGEST RETAIL-CHAINS WITH OVER 17.000 STORES IN JAPAN, INCLUDING MALLS, SUPERMARKETS & SPECIALITY STORES



Aeon is one of Japan's largest retail-chains, with over 17.000 stores in Japan, and almost 600.000 employees. Their stores vary from large malls, shopping centres and supermarkets, to smaller convenience stores and speciality stores, such as the U.S apparel chain Talbots.

The company's purchasing group is considering increasing overseas procurement for a great variety of products, for example orange juice, cheese and confectionery, such as biscuits, snacks, and chocolate (especially high cocoa), because of raw material shortages, and domestic price increases. At the same time, the company's private brand group is considering increasing overseas procurement of baby food, seasonal food, snacks, frozen food, canned food, and raw materials such as cocoa products and potato confectionery, as well as organic products.

NATURAL LAWSON

LARGE JAPANESE CONVENIENCE-STORE CHAIN, FOCUSING ON HEALTHY FOOD & NATURAL PRODUCTS, INCLUDING VEGAN & VEGETARIAN OPTIONS



Natural Lawson is part of the large retail-chain, Lawson, which has more than 14.000 retail-stores in Japan in total. The Natural Lawson stores cater to health-conscious customers, offering healthy, low-calorie food, as well as natural cosmetics and household necessities.

The company is considering increasing overseas procurement, primarily for confectionery, ex. chocolate, cookies, snacks, gummies, and healthy snacks, such as dried fruits (without artificial colouring), as well as plant-based, gluten-free, and upcycled products. They are also planning to launch a Nordic fair in February, and is therefore looking for companies to collaborate with.

BIO C' BON

FRENCH SUPERMARKET-CHAIN IN JAPAN, FOCUSING ON ORGANIC FOOD & PRODUCTS, WHILE ALSO DOING E-COMMERCE ON THEIR WEBSITE



Bio C' Bon is a French supermarket-chain operating in Japan. They opened their first branch in Japan in December of 2016, and now they already have more than 25 stores in Tokyo. They specialise in selling organic everyday products to consumers, ranging from organic products from Europe such as cheese and wine, to organic Japanese products such as tofu or nattō.

The company is considering increasing overseas procurement of confectionery, especially organic snacks, as well as organic quick-food, such as instant or ready-made foods. They are specifically looking for products with natural/soft taste, as requested by Japanese consumers.

E-COMMERCE

OISIX LA DAICHI

JAPANESE E-COMMERCE FOOD-RETAILER, FOCUSING ON HIGH QUALITY, HEALTHY, ORGANIC & NATURAL FOOD, WITH FOCUS ON SUSTAINABILITY

Oisix radaichi

Oisix La Daichi is an award-winning e-commerce food retailer. The company provides a food subscription service to more than 500.000 loyal customers, focusing on high quality and organic or specially cultivated vegetables, as well as processed foods with minimal use of additives.

By leveraging the strength of e-commerce and proprietary technologies, the company aims to reduce food loss both in the field and in distribution, and their business model is centred around promoting sustainability and carbon neutrality, for example by offering vegan options to buyers.

Their target customer group is young busy family in 30's-40's with children. Healthy and safe food for family is the key. Oisix's meal kit (quick preparation for food) is the main product segment.

RESTAURANT CHAINS

SAIZERIYA

JAPANESE FAMILY RESTAURANT-CHAIN, WITH OVER 1100 LOCATIONS IN JAPAN ALONE, FOCUSING ON GOOD FOOD AND FINE DINING



Saizeriya is a Japanese chain of Italian yōshoku-restaurants. Founded in 1974, the company now has over 1100 restaurants in Japan, and over 500 restaurants in China, Singapore, Taiwan & more. The restaurant-chain is especially popular with young people and families, for their tasty menu, featuring items like pasta, pizza and salads at low prices.

DENNY'S (TBC)

**JAPANESE FAMILY RESTAURANT-CHAIN, WITH OVER 500 LOCATIONS IN JAPAN,
FOCUSING ON FOOD WITH HIGH QUALITY PRODUCTS**



Denny's is a Japanese chain of American restaurants, with over 500 locations in Japan, offering a mix of Western and Japanese dishes, such as pancakes, hamburgers and pasta, as well as traditional meals such as teishoku (set meals). The chain is especially popular with families for their high quality products, and the comfortable and relaxed atmosphere in their restaurants.

ROYAL HOST

**JAPANESE FAMILY RESTAURANT-CHAIN, WITH AROUND 200 LOCATIONS IN JAPAN,
OFFERING JAPANESE-WESTERN FOOD**



Royal Host is a popular family restaurant-chain in Japan, known for its Western-style menu and a cosy, relaxed dining atmosphere. The chain offers a wide range of dishes, including steaks, pasta, and Japanese-inspired Western cuisine, appealing to both families and individuals. Established in 1971, Royal Host has around 200 locations in Japan. The restaurant emphasizes quality ingredients and service, making it a favoured spot for casual diners.

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