

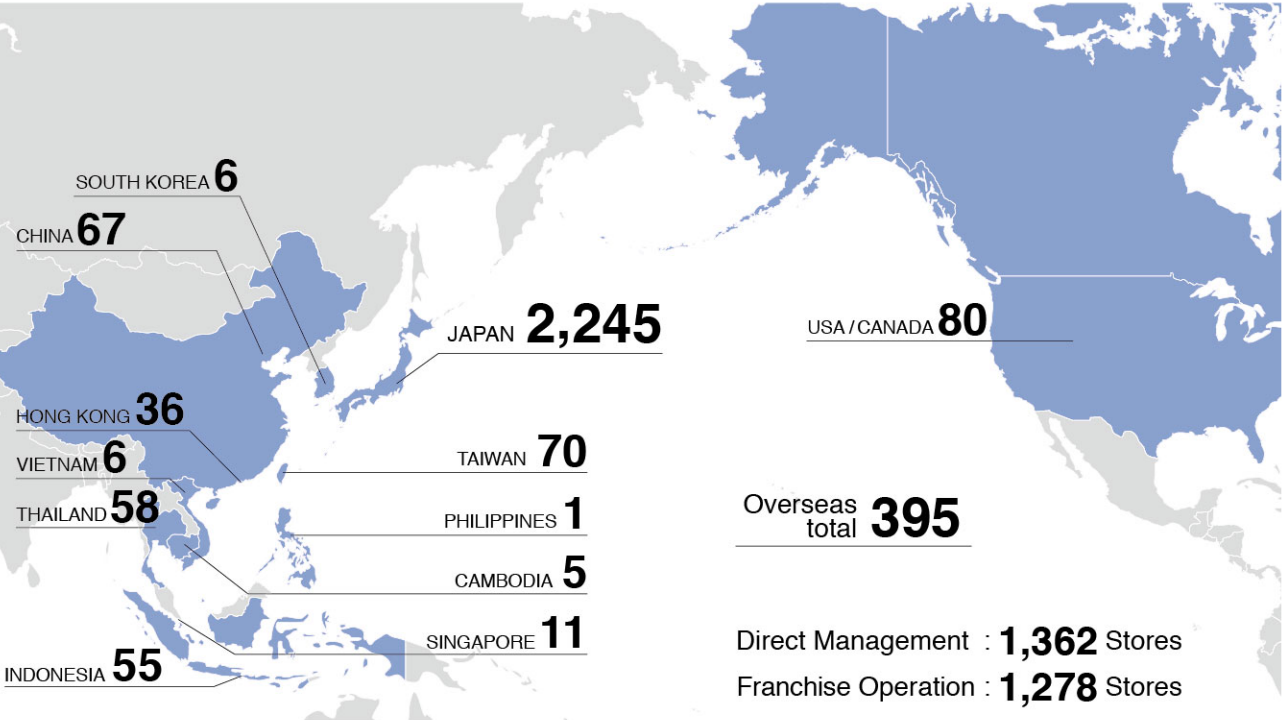
History

- 1963 April
- Company is established.
- 1977 September
- Zushi branch of 'AMATARO' Izakaya (Japanese-style pub) opens, featuring home-style cooking.
- 1986 November
- Head office moves to Fujisawa city. Food processing plant established in Zushi city.
- 1994 April
- 'AMATARO' Kamata branch and 'DAY TRIPPER' Kamata branch simultaneously launched in Tokyo.
- October
- Zushi plant closes and a 13.3 acres kitchen distributing center is newly established in Kamakura city to reinforce the central distribution center and launch central kitchen operations.
- 1997 July
- Central Kitchen Center in Osaka established for store development in the Kansai district.
- November
- Urawa Kitchen Center established to expand market area to include Chiba and Saitama.
- 1999 October
- COLOWIDE shares issued for over-the-counter trading (now on JASDAQ)
- 2000 October
- Shares listed on the second section of the Tokyo Stock Exchange
- 2002 January
- Head office moves to Yokohama city
- COLOWIDE acquires HEISEI FOOD SERVICE Co., Ltd. as a consolidated subsidiary
- August
- COLOWIDE acquires W.P.JAPAN Co., Ltd. as a consolidated subsidiary
- September
- Shares listed on the first section of the Tokyo Stock Exchange
- December
- COLOWIDE acquires MEIJI CONFECTIONERY RETAIL Co., Ltd. as a consolidated subsidiary, and changes its name to AD IN PRA Co., Ltd.
- 2003 March
- AD IN PRA Co., Ltd. assumes the business rights of 27 shop branches of DREAM FOOD Co., Ltd.
- June
- Hokkaido factory established.
- 2004 March
- COLOWIDE acquires HIKIYA Co., Ltd. as a consolidated subsidiary.
- August
- COLOWIDE HOKKAIDO Co., Ltd. assumes business rights of 14 shop branches owned by YUMEQUITOUS LINK Co., Ltd. in Hokkaido.
- October
- COLOWIDE splits its businesses into regional groups and transitions to a holding company system.
- HIKIYA Co., Ltd. changes its name to COLOWIDE WEST JAPAN Co., Ltd.
- COLOWIDE acquires AMZE Co., Ltd. as a consolidated subsidiary.
- 2005 June
- COLOWIDE acquires GANKOEN Co. Ltd. as a consolidated subsidiary.
- October
- COLOWIDE acquires ATOM CORPORATION as a consolidated subsidiary.
- COLOWIDE acquires Worldpicom Corporation as a consolidated subsidiary.
- Gifu factory established
- 2006 July
- COLOWIDE acquires MIYA Co., Ltd. as a consolidated subsidiary.
- October
- ATOM CORPORATION and GANKOEN Co., Ltd. amalgamate. The surviving company is ATOM CORPORATION.
- COLOWIDE acquires SILSMARIA Co., Ltd. as a consolidated subsidiary.
- 2007 February
- COLOWIDE CK Co., Ltd. changes its name to COLOWIDE MD Co., Ltd.
- March
- AMZE Co., Ltd. amalgamates with MIYA Co., Ltd. and renames it ZICT, Inc.
- October
- Tochigi factory established
- December
- Cocot Co., Ltd. Special Subsidiary Company established.
- 2008 February
- AD IN PRA Co., Ltd. changes its name to BEE LINE Co., Ltd.
- March
- COLOWIDE assumes business rights of Bannou Suisan Co., Ltd., acquires it as a consolidated subsidiary, and renames it Bannou Suisan.
- June
- COLOWIDE EAST JAPAN Co., Ltd. amalgamates with COLOWIDE HOKKAIDO Co., Ltd. The surviving company is COLOWIDE EAST JAPAN.
- 2009 March
- ATOM CORPORATION amalgamates with ZICT, Inc. The surviving company is ATOM CORPORATION.
- COLOWIDE EAST JAPAN Co., Ltd. amalgamates with COLOWIDE WEST JAPAN Co., Ltd. The surviving company is COLOWIDE EAST JAPAN Co., Ltd.
- September
- COLOWIDE Co., Ltd. increased capital to 10.282 billion yen.
- 2010 March
- COLOWIDE Co., Ltd. increases capital to 14.030 billion yen.
- December
- COLOWIDE ASIA Co., Ltd Hong Kong is established as locally-incorporated subsidiary.
- 2011 September
- Construction of Kanagawa CK factory completed

- 2012 March
- On-site power generator installed at Kanagawa CK factory
- June
- Work completed on fully-enclosed vegetable-growing facility within the Kanagawa factory.
- October
- COLOWIDE acquires REX HOLDINGS Co., Ltd. as a consolidated subsidiary.
- 2013 January
- Following the merger of Reins International Inc. by REX HOLDINGS Co., Ltd., the corporation is renamed as Reins International Inc.
- March
- Food Table Co., Ltd. established.
- September
- REINS INTERNATIONAL(THAILAND)CO., LTD. established.
- October
- ATOM HOKKAIDO CORPORATION established.
- 2014 August
- Vietnam-based affiliate, COLOWIDE VIETNAM., JSC. established.
- October
- COLO Cafe Co., Ltd. established.
- December
- Kappa Create Holdings Co., Ltd. is acquired as a consolidated subsidiary.
- 2015 January
- REINS INTERNATIONAL INC. became wholly owned company.
- April
- COLOWIDE MD Co., Ltd. and COLOWIDE EAST JAPAN Co., Ltd. are merged with COLOWIDE MD Co., Ltd as surviving company.
- Indonesia-based affiliate, PT. REINS MARINDO INDONESIA established.
- October
- Absorption merger of Kappa Create Co., Ltd. into Kappa Create Co., Ltd.
- Company name changed to Kappa Create Co., Ltd.
- 2016 February
- Establishment of Taiwan local subsidiary, REINS INTERNATIONAL TAIWAN CO., LTD
- December
- REINS INTERNATIONAL INC. acquires Freshness Co., Ltd. as a consolidated subsidiary.
- REINS INTERNATIONAL INC. acquires Reins International (USA) Co., Ltd. as a consolidated subsidiary.
- 2017 May
- Construction of the Shizuoka factory of Bannou Suisan Co., Ltd. completed.
- July
- Completion of COLOWIDE MD Shiga Nagahama CK
- 2018 March
- REINS INTERNATIONAL INC. converted Kappa Create Korea Co., Ltd. into its wholly owned subsidiary
- July
- COLO Cafe Co., Ltd. changes its name to Dining Creation Co., Ltd.
- 2019 March
- REINS INTERNATIONAL INC. conducts absorption-type split of COLOWIDE MD's restaurant business
- WORITS Co., Ltd. established.
- July
- HANAHACHI Co., Ltd. established.
- September
- HONOBONO-YOKOCHO expands into the Chugoku region.
- December
- Dining Yell Co., Ltd. established for facility foodservice business.
- 2020 March
- All shares of ATOM HOKKAIDO CORPORATION transferred from ATOM CORPORATION to REINS INTERNATIONAL INC.
- September
- OOTOA Holdings Co., Ltd. becomes a financially consolidated subsidiary of COLOWIDE Co., Ltd.
- 2021 September
- COLOWIDE Co., Ltd. increases capital to 27,905 million yen
- 2022 March
- REINS HOKKAIDO CORPORATION (ATOM HOKKAIDO CORPORATION) merges with REINS INTERNATIONAL INC.
- COLOWIDE MD Co., Ltd. converted M.Y. FOODS Co., Ltd. into its wholly owned company
- June
- Absorption merger of Bannou Suisan Co., Ltd. into COLOWIDE MD Co., Ltd.
- All shares of WORITS Co., Ltd transferred from COLOWIDE MD Co., Ltd. to COLOWIDE Co., Ltd.
- July
- WORITS Co., Ltd. is renamed as COLOWIDE SUPPORT CENTER Co., Ltd. and start operating as a shared service center that undertakes indirect operations for companies within the Group
- October
- COLOWIDE MD Co., Ltd. establishes COLOWIDE MD R&D Center
- 2023 January
- Dining Creation Co., Ltd. is renamed to Bay Food Factory Co., Ltd.
- May
- The total self-ordering system business of Worldpicom Corporation divided to impact mirai Co., Ltd. through an absorption-type company split

Note: CK denotes Central Kitchen, a food factory designation

Find Us Worldwide (as of March 31, 2023)



ABOUT US

01

- Top Message
- Corporate Philosophy
- Company Overview
- The Colowide Group and the Activities of its Companies
- History
- Find Us Worldwide





# Top Message

Colowide’s philosophy is "All for our Customers and Employees" and we have expanded into the restaurant business in addition to our founding business, Izakayas (Japanese-style pubs). We have continued to pursue strategic M&As as a distinctive element of our growth strategy.

The restaurant industry has experienced unprecedented crises due to various factors, including business restrictions resulting from the COVID-19 pandemic since 2020, global inflation resulting from the Russian invasion of Ukraine, as well as a continued decline in consumption. The overseas markets have resumed social and economic activity, and Japan’s economy is finally showing signs of recovery from COVID-19, according to various economic indicators.

The COVID-19 pandemic has not only left a scar on the social economy, but also brought about changing lifestyles and values different from the past. Now that a new normal has emerged, we are accelerating the development of our unique multibusiness formats to respond to changing consumer tastes and needs, while continuing to expand our merchandising functions.

Additionally, in order to grow on a long-term basis, we will not only focus on business growth, but also promote sustainable management aimed at addressing social challenges.

There is no limit to our passion for the food industry.

We will continue to pursue the originality of our business model while engaging with our stakeholders - Customers, Employees, Local Communities, and Shareholders.



Chairman and Executive Director  
COLOWIDE Co., Ltd.  
**Kaneo Kuroudo**

## Corporate Philosophy

All for our Customers and Employees



## Our Purpose

We strive to make every customer smile and provide a memorable dining experience

We are committed to growth and prosperity

We strive to improve our employees' livelihoods and well-being

We progress in harmony and creativity

We serve society through our work

## The Origin of Our Name



**CO** from Courage  
**LO** from Love  
**WI** from Wisdom  
**DE** from Decision

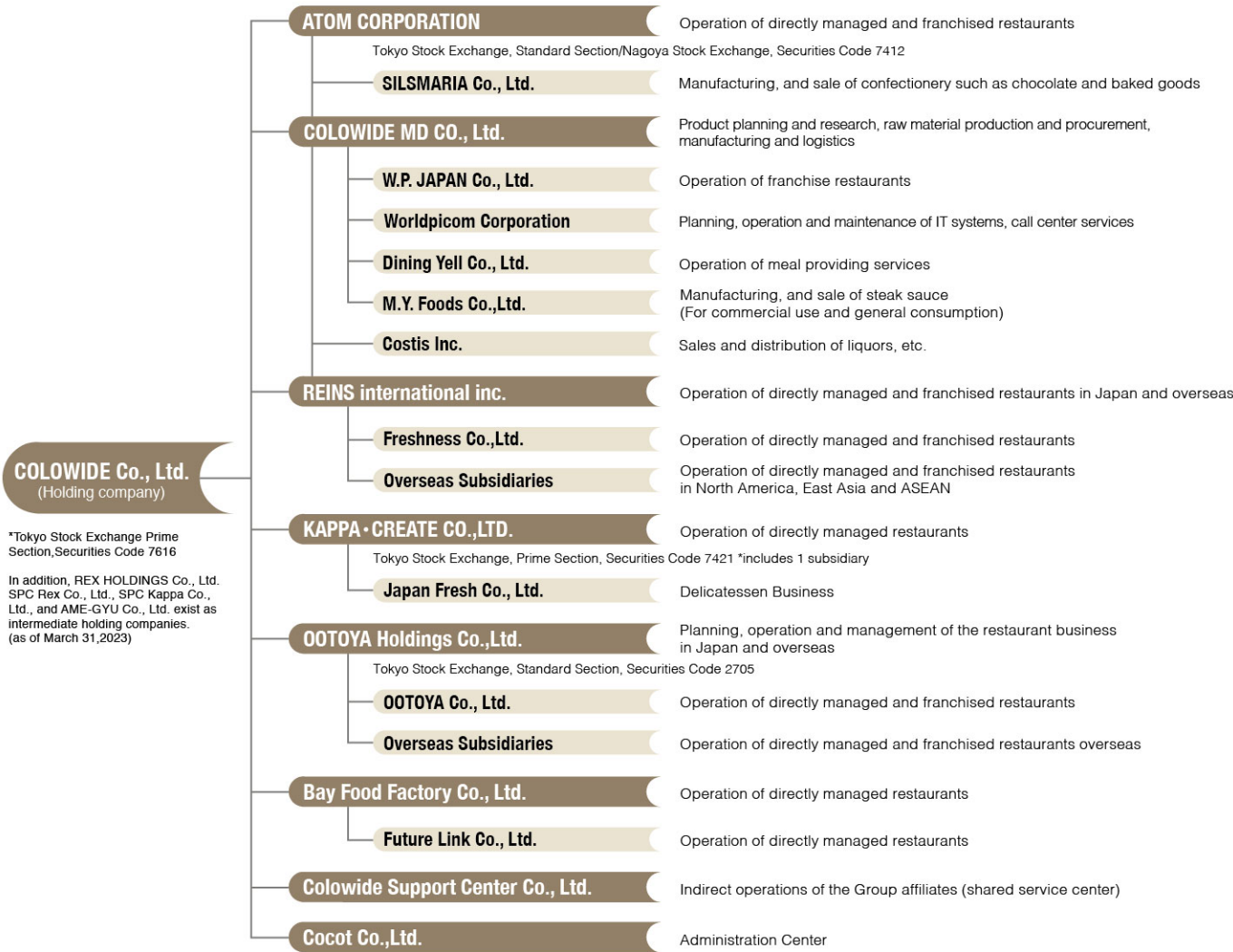
### Four Factors in One

The name COLOWIDE combines four fundamentals of our existence and reminds our employees to always have an adamant will and courage to face the future.

## Company Overview (as of March 31, 2023)

Company Name	COLOWIDE Co., Ltd.
Address of Head Office	Landmark Tower 12F, 2-2-1, Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa-ken, Japan 220-8112
Chairman and Executive Director	Kaneo Kuroudo
President and Representative Director	Kohei Nojiri
Main Business	•Management of restaurants •Procurement, processing and sales of various foodstuffs •Sales of cigarettes and liquors •Management of Karaoke rooms
Founded	April, 1963
Capital	27,905 million yen

## The COLOWIDE Group and the Activities of its Companies





# Top Message

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President and Representative Director  
COLOWIDE Co., Ltd.

Kohei Nojiri

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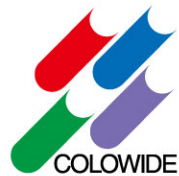
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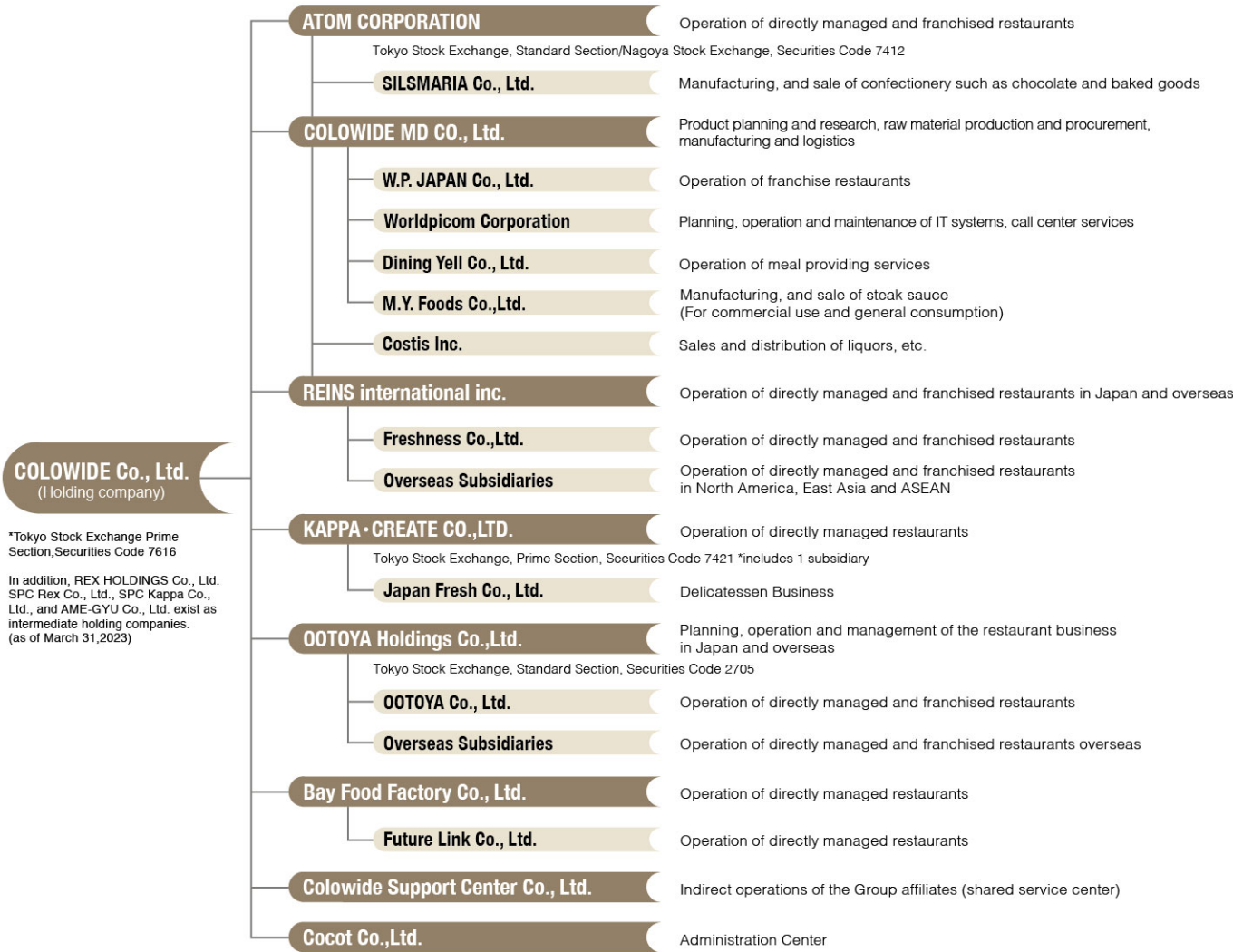
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## The COLOWIDE Group and the Activities of its Companies





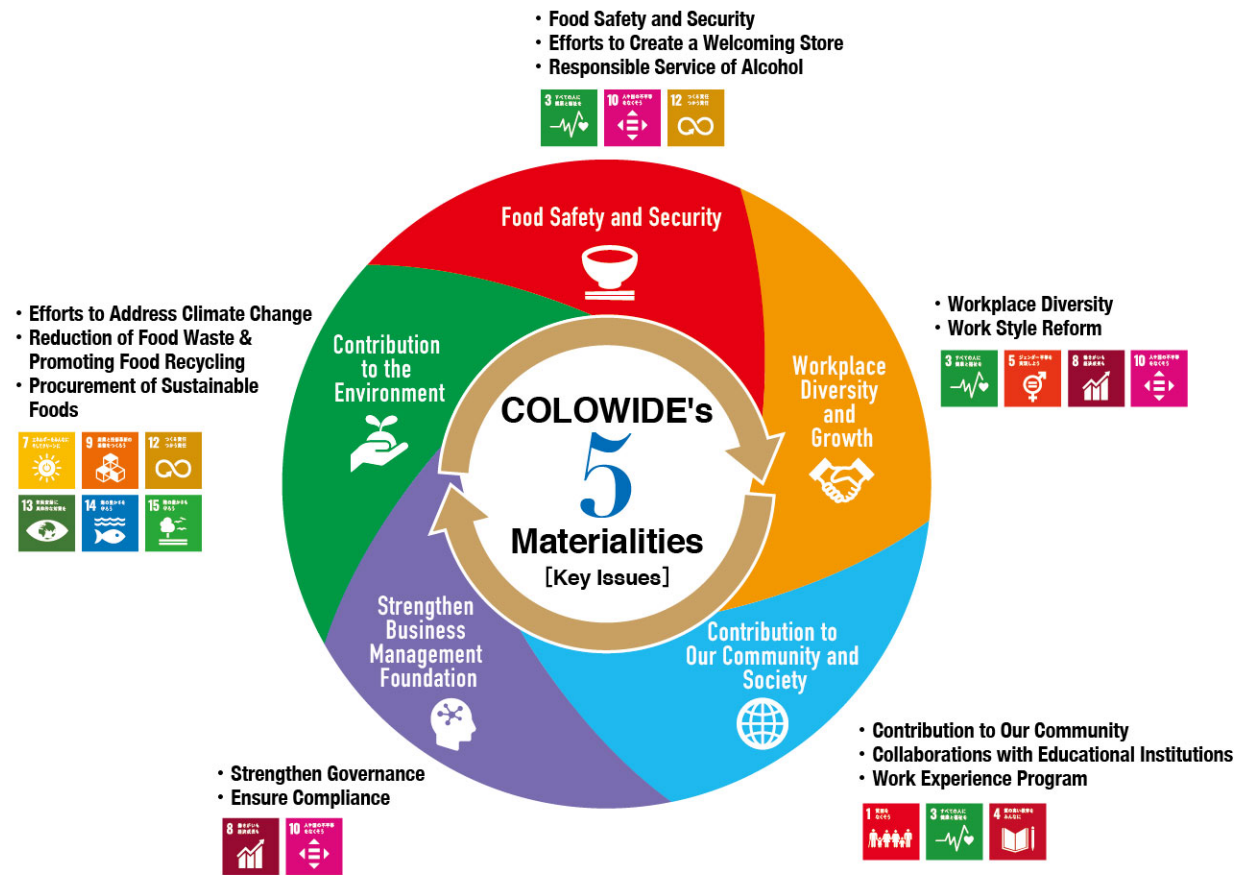
## COLOWIDE's Sustainability Initiatives

### Basic Sustainability Policy

The COLOWIDE Group, based on its corporate philosophy of "All for our Customers and Employees", has implemented a "Basic Sustainability Policy", which aims to improve corporate value while contributing to society's sustainable development.

### COLOWIDE's 5 Materialities

We have identified 5 material issues (key issues) based on our Basic Sustainability Policy to meet the expectations and demands of our stakeholders.



### Overview of Current Issues and Activities

#### Actions Against Climate Change

- Reduce CO<sub>2</sub> Emissions
- Target for FY2030
- Reduce emissions intensity\* by **50%** compared to FY2020
- \* GHG emissions per sales (million yen)
- Increased use of renewable energy
- Increased use of plant-based foods
- Use of natural refrigerants
- Reduction of dry ice usage
- LED lighting used at all restaurants

#### Reduction of Plastic Use

- Elimination of petroleum-based plastic drinking straws
- Introducing eco-friendly containers and consumables
- Takeout and waste bags converted to biodegradable materials
- Usage of all plastic-containing products (5 kinds)
- FY2020 28.5t
- FY2021 19.1t
- FY2022 2.9t
- Target for FY2030 All plastic-containing products (5 kinds) switched to eco-friendly materials

#### Food Safety and Security

- Conducting hygiene management at our factories based on HACCP principles
- Improved transparency and information disclosure (Labeling origins and providing allergen information)
- Food traceability (Manage food origin information)

#### Promoting Diversity

- Company-wide introduction of the mentorship program
- Women's Advancement Project
- Promote employment of foreign nationals
- Implement Career Challenge Program
- Percentage of Female Employees: 20.1% (Target for FY2026: 30%)
- Percentage of Female Managers: 10.2% (Target for FY2026: 30%)

#### Contribution to Our Community and Society

- Operation of children's cafeteria, "Nagisa"
- Donating to Food Bank Yamanashi
- Industry-academia collaboration alliance with Fukui Prefecture
- Lectures at universities and high schools about business management, etc.

#### Strengthen Compliance

- Strengthen corporate governance
- Improve the composition ratio of outside directors
- Established a "Group Compliance Promotion Department" to strengthen compliance activities throughout the group
- Conduct compliance training programs, and improved compliance awareness by offering eLearning courses
- Reinforce the risk management system
- Assessing risk through the three lines of defense model



## OUR GROWTH STRATEGY

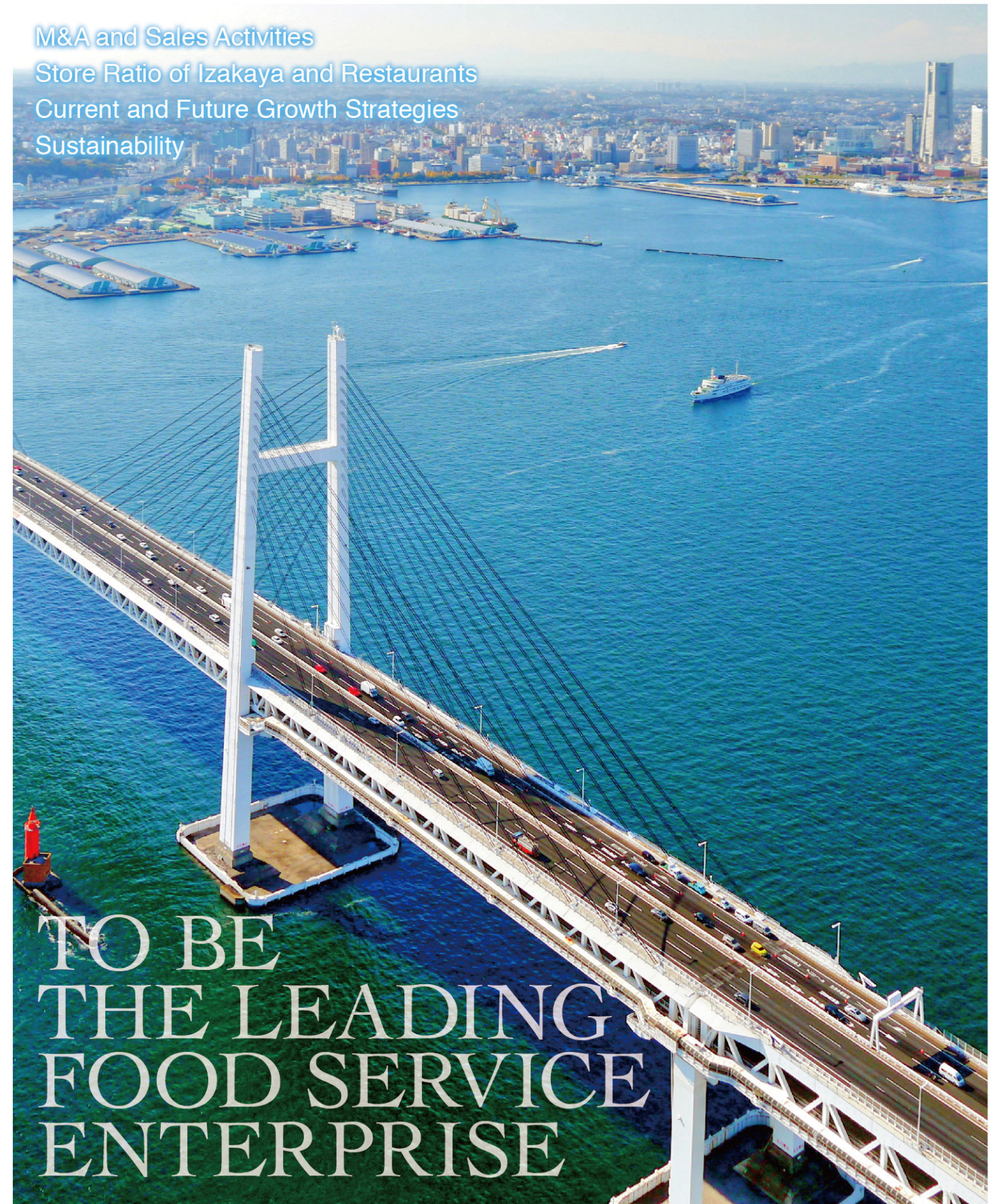
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### M&A and Sales Activities

Store Ratio of Izakaya and Restaurants

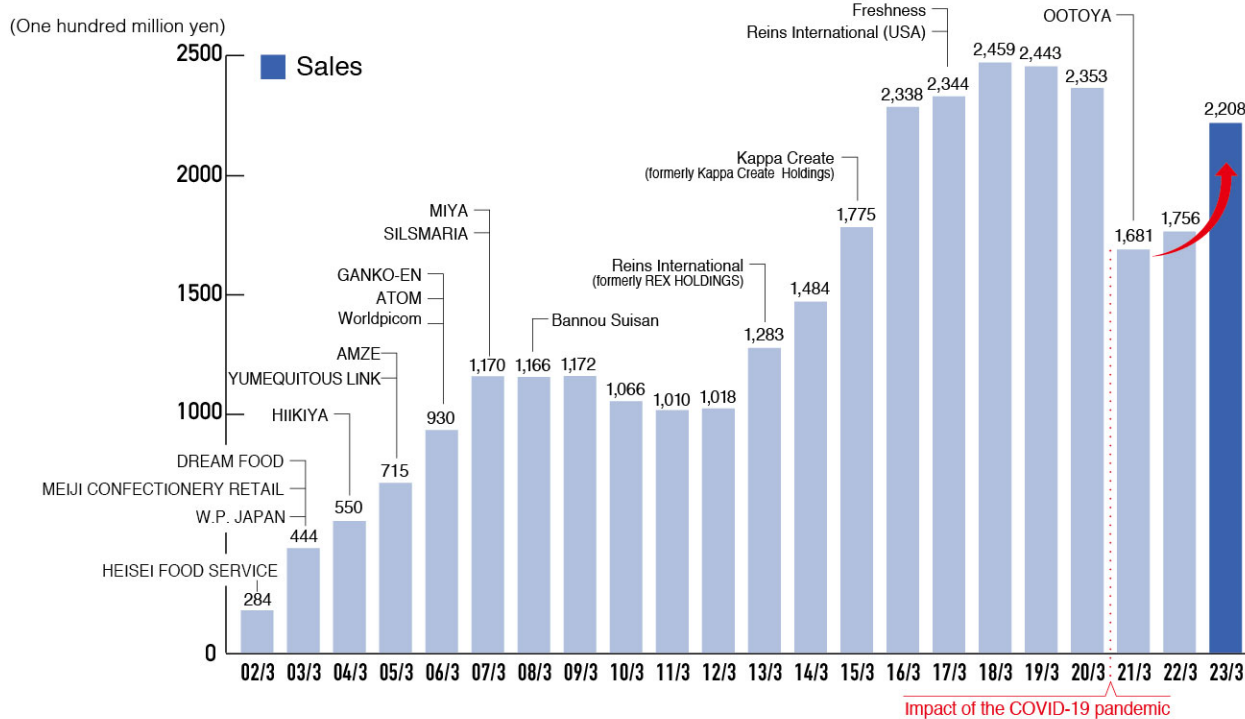
Current and Future Growth Strategies

Sustainability

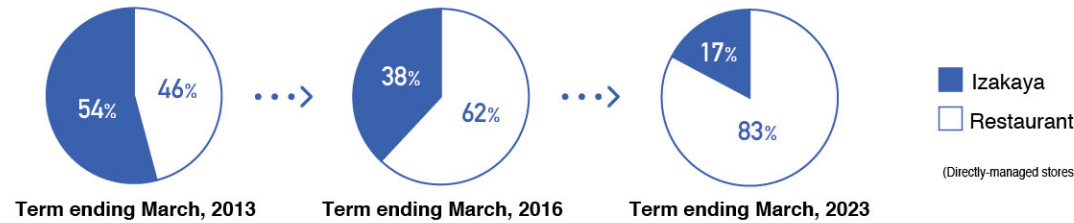




M&A and Sales Activities

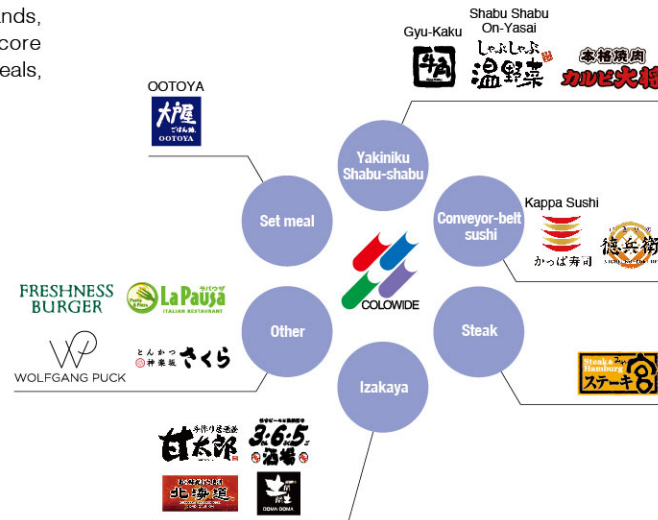


Store Ratio of Izakaya and Restaurants



Our Brands

The Colowide Group operates over 20 brands, mostly in the restaurant format, and its core sectors are Japanese BBQ, Teishoku set meals, and conveyor belt sushi.



Current and Future Growth Strategies

Merchandising Strategy

The COLOWIDE Group strives to maximize customer value by maintaining a high level of food safety and security. This objective is achieved through our unique merchandising strategy. Our merchandising operation ranges from product planning and research, raw material production and procurement, manufacturing, and logistics. Group synergies are created and products are tailored to meet the specific needs of our brands and their menus.

**Utilization of Central Kitchens (CKs)**

The CKs not only improve the efficiency of cooking a wide variety of dishes in large quantities and reduce the burden of food preparation at restaurants but also enable provision of COLOWIDE's highly original and uniquely delicious menus.

**Strengthening R&D functions**

The Colowide MD R&D Center develops menus based on group-purchased food materials, reducing costs and improving customer value.

**Procurement of Sustainable Foods**

COLOWIDE has installed a soy meat production line at Kanagawa Factory. Additionally, we are building a plant factory in partnership with an agricultural production company, as well as preparing for land-based salmon farming.

COLOWIDE Vision 2030

New growth vision and medium management plan formulated due to changes in the domestic restaurant business environment

To be the Leading Food Service Enterprise in Japan, and Advance to Become a Global Food Service Enterprise

(To be the leader in the Japanese restaurant industry for net sales & consumer satisfaction)

Our 3 Investment Priorities

**Domestic restaurant business**

Review the composition balance of locations and brands, and leverage existing restaurants

- Actively open restaurants in suburban areas including roadside locations
- Leverage existing and older restaurants through various measures, such as investing in renovation
- Obtain new growth pillars through M&A

**Overseas restaurant business**

Opening stores in existing regions and entering new markets (MENA\*)

- Actively open new restaurants in existing regions (North America, East Asia, and ASEAN)
- Enter new markets with high growth potential
- Encourage new restaurant openings through JVs and FCs with new partners

**Meal-providing service**

M&A-driven business expansion

- Business expansion into hospitals and nursing homes
- Maximizing the use of central kitchens and meal kit production

**Maintenance and expansion of the Group's infrastructure**

**Providing a pleasant and encouraging workplace environment**

**Sustainability initiatives**

Establish growth-supporting infrastructure

\*Middle East & North Africa





## ● Main Subsidiaries of COLOWIDE MD CO.,LTD



### Maintains the Original Taste of “Steak Miya”

The company produces and sells “Miya-no-tare” steak sauce, which has been used by the steakhouse chain “Steak Miya” since its founding. As its sauce products are now distributed to supermarkets and other retail stores as well as online, consumers can enjoy the same delicious taste in the comfort of their own homes.

M.Y.Foods co.,ltd.  
2568-3 Takō-minamihara, Kaminokawa-machi, Kawachi-gun, Tochigi-ken, Japan 329-0600



### Operation of Contracted Meal-providing Services Leveraging the COLOWIDE Group's Know-how

Colowide Group's strength lies in developing and proposing menus and providing safe and secure ingredients by leveraging the merchandising infrastructure. By leveraging the expertise of our various brands, we are expanding the range of meal-providing services focusing on employee cafeterias and hospital meals.

Dining Yell Co., Ltd.  
Landmark Tower 12F, 2-2-1, Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa-ken, Japan 220-8112



### Birthplace of “Nama-Choco”

SILSMARIA is the confectionery that first made the novel type of chocolate called “Nama-Choco (pavé-style truffles)” in Japan. The shop's famed nama-choco is still prepared the same way by its pâtissiers, piece by piece. Its product “Koendori no Ishidatami” (“Stone Pavement of the Park Promenade”) is designated as one of Kanagawa Prefecture's famous confections.

SILSMARIA Co.,Ltd.  
Landmark Tower 12F, 2-2-1, Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa-ken, Japan 220-8112



### A Californian Restaurant Produced by Wolfgang Puck, the Official Chef of the Academy Awards

Wolfgang Puck is the type of restaurant that serves authentic cuisine in a casual dining atmosphere. Its interior design concept is versatile and comes in different setups, including casual and pop sections decorated in vivid colors typical of California, and more subtle and quiet areas for a relaxed dining experience. The restaurant also offers a wide selection of dishes for everyone to enjoy, including full-course dinners and more casual dishes like pasta and pizza.

W.P. JAPAN Co.,Ltd.  
Landmark Tower 13F, 2-2-1, Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa-ken, Japan 220-8112

## Company Overview Business Description Subsidiaries





## Company Overview

Company Name	COLOWIDE MD Co.,Ltd
HQ	Landmark Tower 12F, 2-2-1, Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa-ken, Japan 220-8112
CEO	Takeo Isono
Main Business	Product planning and research, raw material production and procurement, manufacturing and logistics
Founded	September 2004

## Business Description

### Manages the Merchandising of the Group

The reason why Colowide Group manages to provide our customers with goods at an appropriate price is because we have managed to drastically reduce our costs by establishing our own unique merchandising strategy.

Colowide MD acts as the key of the group that supports the backyard, the development, procurement, manufacturing and distribution of goods and acts as the central nerve system of the group's merchandising. This way, we can provide safe and secure ingredients, and quickly tailor products to meet the needs of our brands and their menus. As a means of improving our customers' experiences and maximizing group profits, we will continue to use the combined purchasing power of our group, reduce prices through in-house production, and maintain high levels of security and safety.



## Reduce Preparation Time in Stores by Processing Food

### Central Kitchen

The factories that are set up and run by Colowide MD across Japan function as the central kitchens ("CKs") for the entire COLOWIDE Group, effectively reducing food preparation workload at our restaurants. These CKs not only manage the entire food supply chains from the sites where foods are originally sourced to the restaurants where prepared meals are provided, but also strive to develop the type of products that can be effective in differentiating the various types of restaurants that COLOWIDE operates. The CKs provide the competitive edge of being able to offer unique-tasting foods that are brimming with originality. The operational concept has received high accolades and Colowide MD was awarded the "Minister's Award" of the "17th Excellent Food Service Industry Award Ceremony" hosted by the Ministry of Agriculture, Forestry and Fisheries.



## Maintains High Levels of Food Safety and Security

### Food Standard Database

With the willing cooperation of our business partners, we have created a database that manages every detail of merchandise information for processed foods. As a result, information on food production and processing locations can be accessed swiftly and accurately through a simple keyword search, which will enable us to develop more reliable and safer food management systems.

### Sanitation Management System

In addition to inspections based upon the establishment of stringent management criteria, we also implement regular third party inspections, as part of our regular verification of sanitation management conditions. By this type of thorough risk elimination, we have devised a high level sanitation management system, one of the highest in the restaurant industry.

### Strengthen Detection function

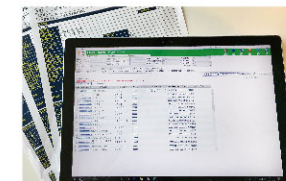
Because food safety is of the utmost importance to the COLOWIDE Group, it has introduced metal and other foreign object detection systems at its Kanagawa and Nagahama CKs and at our Shizuoka, Nagoya, Fuji, Shiga, Ageo, and Amagasaki factories. In addition, X-ray foreign object detection systems are installed at Kanagawa and Nagahama CKs and Shizuoka and Amagasaki factories to further improve inspection functions.

### Environment Consideration

Refrigeration system in the newly constructed Nagahama Central Kitchen and Shizuoka factory, uses natural refrigerant (NH<sub>2</sub>/CO<sub>2</sub>) instead of freon gas. This results in reduced power consumption and GHG emissions, lowering the environmental impact. Furthermore, we have installed garbage disposal units in Kanagawa and Nagahama Central Kitchens where food scraps generated during the cutting process of vegetables are composted.

### Meal-providing Service Initiatives

Among the main reasons for the expansion of Colowide Group's meal-providing services is the aging population and the decline in birthrate. Using Colowide MD's merchandising capabilities and its ability to provide delicious and high-quality meals at an affordable price, we have been providing meals to corporate employee cafeterias of major apparel and food manufacturers since January 2020.





## ● Main Brands



### Izakaya “Doma Doma”



Doma Doma is an izakaya, based on the concept of a "dorma", an earthen floor space in a traditional Japanese house. The first store opened in 2001 and has established itself in an unique position of offering creative and diver dishes at a reasonable price, far exceeding the image projected by an izakaya chain. The izakaya's unique and innovative concept has won high acclaim from a wide range of customers.



### Kamadoka



The first Kamadoka restaurant location opened in 2003 as a place to savor the taste of authentic cuisine. The brand serves home-style cooking since its founding and prepares its dishes with carefully selected key ingredients such as soup stock and salt. Chicken dishes and flame-cooked "kamameshi" (rice cooked in an iron pot) are the brand's signature dishes. Kamadoka is a creative Japanese style izakaya that sets itself apart from other izakaya chains by devoting all the time and effort required to prepare each dish right, and suggesting ingenious cooking and eating styles.



### Northern Japanese Food HOKKAIDO



Hokkaido delivers authentic hospitality and cuisine with the rustic flavors of the great natural expanses of Hokkaido. We bring out flavors by mainly grilling, steaming and boiling ingredients. Enjoy carefully selected fresh ingredients delivered from Hokkaido along with delicious locally brewed sake.



### Taishū-Sakaba “San-Roku-Go Sakaba”



This is an izakaya chain for customers who want to have drinks and meals daily at a Japanese-style pub. Popular dishes are gyoza dumplings served in an iron pan and iron-griddle-cooked yakisoba noodles. The brand offers delicious quickly prepared food at a low price.



### YAKITORI CENTER



Yakitori Center serves Chicken skewers such as Negima (chicken and spring onion) and liver skewers as well as more creative items such as tsukune-tsukimi (chicken meatball and egg) and sasami (chicken tenders), pepper, and cheese skewers, all at very reasonable prices. As the stores provide a bright and hygienic atmosphere, they are also accommodating to female customers looking for a casual dining experience.



REINS INTERNATIONAL INC.

04







**REINS** international inc.  
株式会社レインズインターナショナル

Company Overview

Company Name	Reins International inc.
HQ	Landmark Tower 12F, 2-2-1, Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa-ken, Japan 220-8112
CEO	Kota Sumikawa
Main Business	Operation of directly managed and franchised restaurants in Japan and overseas. Wholesale of food materials, apparatus, etc. for institutional users
Founded	June 1987

Business Description

Franchise Business

In 2012, Reins International Inc. merged with Colowide, adding over 1,000 franchise locations. Until that point the Group had primarily operated directly managed restaurants. This new addition was able to create significant synergies by utilizing the merchandising capabilities of its fellow subsidiary, Colowide MD. By leveraging its experience in the franchise industry, the company also promotes "Freshness Burger" to existing franchisees, enabling them to expand their business portfolios.

Directly-managed Stores

In addition to managing "Gyu-Kaku" and "Shabu-shabu On-Yasai" in the restaurant sector, Reins International inc. manages "Doma Doma" and "Amataro" in the Izakaya sector. In order to respond to changing customer preferences, we are developing new store formats and opening stores in rural areas and suburbs.

Global Restaurant Operation

Japanese BBQ, or yakiniku, is a widely popular food culture enjoyed casually in Japan. With Japanese food becoming increasingly popular overseas, Yakiniku has become one of the most popular Japanese foods, alongside sushi and ramen. Over the years, REINS INTERNATIONAL Inc. has expanded its presence overseas and currently manages a network of 283 restaurants ("Gyu-Kaku", "Shabu-Shabu On-Yasai" and "Kappa Sushi") in North America, East Asia and ASEAN.

Main Brands



"Gyu-Kaku" Japanese BBQ

No.1 in Number of Domestic Store Locations



Gyu-Kaku is a Japanese-style BBQ restaurant chain that is a dominant market leader in Japan, having more locations than any other competitor. Since opening its first location in 1996, Gyu-Kaku has constantly gained popularity and expanded its presence overseas. It is now managing a network of 603 stores in Japan and 228 stores overseas.\*  
\* includes Gyu-Kaku Buffet (All you can eat), Gyu-Kaku Shokudo, Gyu-Kaku Jinanbou (food court style) and Gyu-Kaku Seijogakuenmae



Home-style cooking  
AMATARO



The history of Colowide started from the opening of AMATARO in Zushi, Kanagawa, back in 1977. By providing services that lift the spirits of our customers, like consistent dishes made from selected materials, fulfilling meat dishes, it has continued to maintain the heart of its initial founding by its constantly evolving service and menu.



Shabu Shabu On-Yasai



While shabu-shabu used to be a fancy style of cuisine enjoyed in a rather formal setting usually at a high price, Shabu Shabu On-Yasai, which opened its first location in 2000, changed that entirely by offering high-quality meats and a wide selection of vegetables at a reasonable cost, so customers can enjoy shabu-shabu more casually and frequently. The brand now has 236 stores in Japan and 48 stores overseas, mainly in Asia.



FRESHNESS BURGER



FRESHNESS BURGER opened its first store in 1992. With a view to offering the warmth of handmade meals, the "freshness" in its name signifies the restaurant's desire to serve hamburgers using fresh ingredients while making the health of customers its top priority. The brand currently operates 163 stores in Japan.

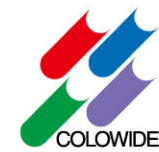


Homemade Pasta & Pizza  
LA PAUSA



"LA PAUSA" means "break" in Italian. The perfect Italian restaurant to drop by when it's time for a nice little break. The brand offers superior quality pasta, cheese and olive oil, along with fresh salad. Enjoy the authentic flavors of Italy at an affordable price.





Company Overview  
Business Description  
Main Brands



● Main Brands



CHIISANA MORI COFFEE



小さな森珈琲  
CHIISANA MORI COFFEE your living room.

In its natural interior decor, this cafe welcomes guests with its symbolic tree, Ikoi no Ki (a tree of rest). The cafe acts as a second living room for guests where they can choose where to sit based on their mood. In addition to pancakes and drinks, you can also enjoy healthy meals while relaxing.



## Company Overview

Company Name	ATOM CORPORATION
HQ	Landmark Tower 12F, 2-2-1, Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa-ken, Japan 220-8112
CEO	Yasuyuki Kojima*
Main Business	Operation of directly managed and franchised restaurants
Founded	January 1972

\*Appointed on June 20, 2023

## Business Description

Operates franchise and directly managed restaurants and izakayas in suburban areas of Japan (mainly Chubu, Tohoku, and North Kanto).  
Atom Corporation currently operates 17 brands, including "Steak Miya" and "Nigiri-no-Tokube"

## Main Brands



### Steak MIYA



Let's go to "Steak Miya" for steak!  
Founded in 1975, this steak restaurant has gained wide popularity among customers. Providing safe and delicious steak and hamburger steak with its signature MIYA Sauce, this brand fulfills its motto: Happy! Delightful! Delicious!



### KARUBI TAISHO



This authentic BBQ restaurant offers safe, fresh meats such as sirloin, innards and more at affordable prices. We offer an enjoyable dining experience for everyone from families to colleagues.



### GANKO-EN & GANKO-TEI



An all-you-can-eat BBQ restaurant with safe, fresh ingredients and original sauces at reasonable prices.  
The welcoming service provides a cozy atmosphere, popular to families and students.

## Main Brands



### NIGIRI-NO-TOKUBE



A true gourmet conveyor-belt sushi experience to enjoy fresh seasonal delights in season.

Based on a concept that combines sumptuous toppings carefully selected by freshness and region, a genuine sushi restaurant atmosphere, and the ease of savoring sushi in the handy conveyor-belt sushi format.



### Pork Cutlets Prepared with Love "KATSUDOKI"



This pork cutlet restaurant uses only the most discerningly selected ingredients including pork, cooking oils, batter, vegetables and rice.

To complement the crispy cutlets, refills of fluffy white rice and cabbage are free.



### NE-NE-YA



The Chinese character "Nei" used in this restaurant brand symbolizes dishes served on a table with lids placed over them. This brand name signifies a commitment to serve delicious cuisine and provide heartwarming service with sincerity and devotion. The restaurant's menu consists of over 100 different Japanese, Western, and Chinese dishes, along with a selection of over 250 different beverages, including non-alcoholic cocktails.



### IROHANIHOHETO



IROHANIHOHETO opened its first location on Susukino Minami Shijo Street in 1970 to serve side dishes reminding people of their mothers great-tasting homecooked meals, which are distinctively different from otsumami (snacks typically eaten with alcoholic beverages) or fancy cuisine served at ryotei (one type of luxurious traditional Japanese restaurant). Starting with "a desire to satisfy every customer", we continue to prepare and serve our dedicated dishes for our customers so that they can comfortably enjoy their dining experience at our restaurant.



### Karaoke "JIYU-KAN"



A fun and safe environment allows customers to sing their heart out with the latest Karaoke equipment. A variety of party menus and goods are also available, along with all-you-can-drink services with alcoholic beverages, perfect for parties and after parties.





## ● Subsidiary of KAPPA·CREATE CO.,LTD.

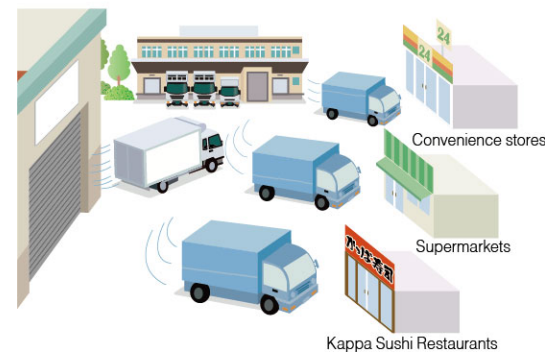


Japan Fresh Co., Ltd.  
Landmark Tower 12F, 2-2-1, Minatomirai, Nishi-ku, Yokohama-shi,  
Kanagawa-ken, Japan 220-8112

Japan Fresh, which operates a delicatessen business, has several factories that are all FSSC22000-certified. Under a strict management system, the company manufactures and sells desserts to the Kappa Sushi restaurant chain and also supplies various pastries, rice dishes, side dishes, sushi, and desserts to major convenience stores and supermarkets.

## Serves Delicious, Safe and Secure Food That Makes Everyone Smile

As a subsidiary of Kappa Create, Japan Fresh operates the delicatessen business. Products include pastries, rice dishes, appetizers, sushi, and desserts. They are mostly sold at convenience stores and supermarkets in Kanto, Hokuriku, Tokai, Kansai, and the Kyushu region. The delicatessen business is expected to grow further in the future. The company is committed to continue implementing strict hygiene controls over every aspect of its operations. With FSSC22000 certification acquired at all factories, it purchases food ingredients, prepares and ships goods according to these standards, and strives to expand its sales network even further. Kappa Create's earnings are expected to be largely driven by the delicatessen business, followed by the Kappa Sushi restaurant business.



Sandwich factory



Lunch Box Factory



Nagoya Factory

### Factories

- Ageo Factory**  
Processing and manufacturing Sushi
- Fuji Factory**  
Lunch box and bakery products
- Nagoya Factory**  
Lunch box and bakery products
- Shiga Factory**  
Lunch box and bakery products
- Amagasaki factory (1st)**  
Processing and manufacturing of cakes and chocolates
- Amagasaki factory (2nd)**  
Processing and manufacturing of sushi



Cake



Sushi Set





Company Overview

Company Name	KAPPA・CREATE CO.,LTD.
HQ	Landmark Tower 12F, 2-2-1, Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa-ken, Japan 220-8112
CEO	Tsuyoshi Yamakado
Main Business	Operation of directly managed restaurants, delicatessen business
Founded	November 1981

Business Description

Operation of the Kappa Sushi Chain

After joining the COLOWIDE Group through M&A in December 2014, Kappa Create rebranded its conveyor belt sushi chain, "Kappa Sushi". Since then, "Kappa Sushi" has been working on various improvement reforms in order to regain its position as a leading conveyor belt sushi company. With Colowide MD's sourcing power, we are committed to improving quality by purchasing better ingredients and adding more time and effort to the preparation and cooking process at our restaurants. With its existing locations, the company has transformed the conveyor belt sushi operation (sushi-go-round) into an entirely order-based operation with dedicated delivery lanes, invested heavily in equipment, and promoted non-contact measures to ensure customers can have a safe dining experience by utilizing non-contact measures like automatic guidance and take-out lockers. At present, Kappa Sushi manages 303 restaurants nationwide and will continue to provide its customers with a memorable dining experience.



Product Information

I'm loving Kappa Sushi lately" - Kappa Sushi strives to pursue deliciousness in order to hear more words like these from our customers. Our sushi is prepared by hand, featuring carefully selected sushi toppings, perfectly vinegared rice, soy sauce, and wasabi. As a result of our Cutting Meister System, our restaurants have also improved their cutting techniques, demonstrating our commitment to providing delicious sushi. We at Kappa Sushi aim to provide a wide selection of sushi dishes at an affordable price of 110 yen (tax included) for each dish. Our aim is to make sushi accessible to as many people as possible.



Transforming into an Order-based Restaurant

Kappa Sushi has been renovating its existing locations to convert them from conventional conveyor belt sushi operations to entirely order-based operations using dedicated delivery lanes. Such conversion not only allows Kappa Sushi to achieve higher quality by providing dishes that are always fresh, but also reduces food waste and improves productivity by eliminating the workload of counting plates at checkout. Some of these entirely order-based sushi restaurants offer sushi for 55 yen per sushi plate, at the "sushi-go-round" locations. Thus, the revised set up is more suited to customers who are looking to try new products but feel that two pieces would be too much, or would like to experience more sushi varieties.By March 2025, we plan to convert all stores to order-based stores.



Implementing “Mobile Order and Pay”

Kappa Sushi has been implementing smartphone-based self-ordering systems. A convenient and easy-to-use interface that allows customers to order from their phones and view their order history at checkout. It also promotes cashless transactions such as 2D barcodes and e-money payment options. Customers are now able to enjoy a stress-free and more convenient dining experience thanks to the adoption of this technology.



Promoting Contactless Services

"Contactless services" have become a deciding factor when it comes to customers choosing a restaurant. In order to improve the pick-up process, the brand has recently installed "Take-out pickup lockers" that allows customers to pick up take-out products pre-ordered online without having to wait. And to improve operational efficiency, the brand has been implementing an "automated queuing and seating system". A screen at the reception lets guests enter their headcount and seating preferences, makes audio and visual announcements when seats are ready, and guides them to their seats. Lastly, we have self-service checkout registers to make the checkout process as smooth as possible. We will continue to actively promote contactless services as a means of improving both customer satisfaction and operational efficiency.





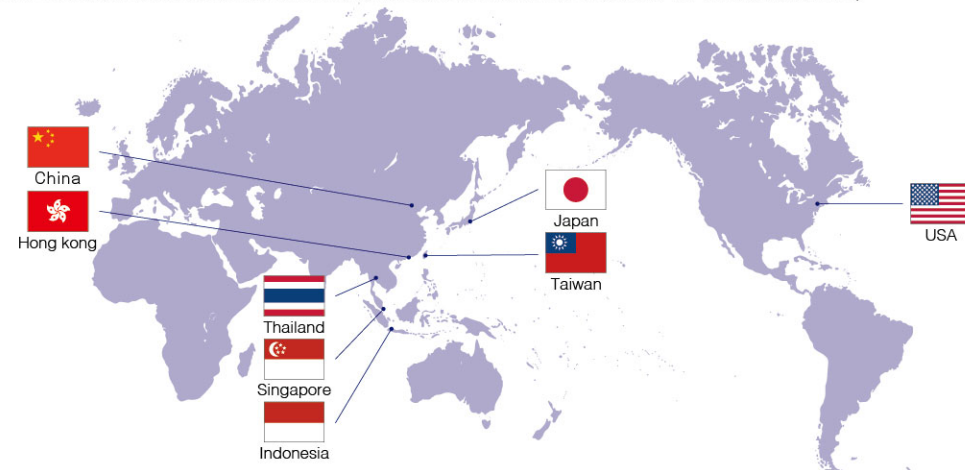


Company Overview  
Business Description  
Overseas Business



## Overseas Business

Throughout the world, local OOTOYA subsidiaries and our franchise partners operate the OOTOYA brand. In order to maintain the same taste in overseas markets, the brand exports as many key ingredients as possible and emphasizes in-store cooking.  
(Number of directly operated locations overseas: 11; number of FC-operated locations overseas: 101 \*as of March 31, 2023)







ちやんと、すこやか

## Company Overview

Company Name	OOTOYA Holdings Co., Ltd.
HQ	Equinia Yokohama 4F, 1-1-8 Kitasaiwai, Nishi-ku, Yokohama-shi, Kanagawa-ken, Japan 220-0004
CEO	Masaki Kuroudo
Main Business	Operation of franchised and directly manages Ootoya restaurants
Founded	May 1983

## Business Description

### OOTOYA - Specializes in Home-style Nutritious Cooking

Since becoming a member of the COLOWIDE Group through M&A in September 2020, OOTOYA's performance has been improving in terms of customer satisfaction, customer traffic, and price performance as a result of optimized restaurant operation and revised merchandising and marketing strategy, while its overall cost structure and management efficiency have also shown improvement because of the synergistic effect of cooperating with the rest of the COLOWIDE Group. As a pioneer in Japanese-style set-menu restaurant chain operation, the company is committed to continuously providing delicious and safe meals that are conducive to good physical and mental health to its customers.



## Our Eternal Value

At OOTOYA, ingredients and produce are carefully selected, ensuring delicious and nourishing meals suitable for daily consumption that are also nutritionally balanced. The key phrase of OOTOYA's management philosophy is, "Put the health of people above all else". Using a wealth of wisdom and ingenuity it has cultivated over the years in traditional Japanese kitchens, the company feeds minds and bodies and improves the lives of customers around the world by communicating its ideals through the food it delivers.

自分にもっと思いやり  
こころとからだ ちやんと、すこやか

大戸屋

これまでも、そしてこれからも。  
私たちがずっと大切にしていること。  
それは、人の健康を第一に考えること。  
ほっとするおいしさをへるのもちろん、  
毎日、毎食、食べてもいよう栄養に気を配る。  
日本の台所で育まれてきた知恵と工夫で、  
正解中のお客様の心とからだを満たしたい。  
想いをつなぎ、食を届け、人生を豊くしていく。  
ちやんと、すこやか。  
これは私たち大戸屋の約束です。

## Online Stores

Since it started selling frozen foods in June 2020, OOTOYA has received highly positive customer feedback as the service allows people to enjoy delicious restaurant-quality meals in the comfort of their own homes, especially considering the recent changes taking place in society that are making it more difficult to eat out. To meet such customer needs on a larger scale, OOTOYA has opened online stores (on Rakuten, Yahoo! Shopping, and Amazon). These online stores sell popular items from OOTOYA's restaurant menu that have been rearranged and improved for consumption as frozen foods, including chicken and vegetables served with black vinegar sauce and other items featuring different fish that are usually difficult to cook at home.



## OOTOYA “Okazudokoro”



OOTOYA introduced takeout friendly ready-made Japanese side dishes in February 2021. These dishes contain carefully selected Japanese ingredients, including Miso bean paste, soy sauce, and Koji rice malt, which provide both physical and mental comfort. OOTOYA opened a grab-and-go store specializing in ready-made sides in February 2023. These dishes are simple, evoke pleasant memories, but have a deep flavor that is hard to duplicate at home. As well as providing delicious flavors, OOTOYA offers customers a healthy and balanced diet with its wide variety of side dishes. Customers will surely be able to add a touch of variety to their everyday menu with OOTOYA's tasty ready-made side dishes.

## OOTOYA Delivery Services

OOTOYA has launched its own packaged meal delivery service called “OOTOYA-no-obento” that caters to the dietary needs of elderly households or homes with young children for whom the parents are constantly pressed for time. Also, to deliver the same taste of OOTOYA to households and workplaces more widely and conveniently, OOTOYA has started delivering meals through the Demae-can Sharing Delivery® and Uber Eats delivery portal sites. Users of these services can enjoy meals from a wide variety of menu items, each of which is handmade after orders are taken, and there are so many meals to choose from that one can order meals using these services every day without tiring of them.

