



Company profile

Company	YAMASU Inc.
Parent Company	SUWASHOTEN CO., LTD.
Address	7-16-12, Chuo,Kokubunjidai, Ichihara-city, Chiba, Japan
Established	1969
President	Toshikazu Suwa
Capital	10,000,000 JPY
Annual Sales	4.5 billion JPY
Employees	219
Business	Processing, Retail sales, Wholesale of foods

YAMASU produces, distributes and sells "Delicious Chiba" products

Promotion of delicious products from throughout Chiba prefecture

The farmers, fishermen, manufacturers and other producers make their products with great pride and care. We strive to carry on their message, direct to the customers.

To make the ordinary extraordinary

Through marketing and promotions, our aim is to create new fans of Chiba prefecture. Our products create new and exciting dishes and delicacies to add a new twist to Japanese cuisine. Our goal is to become the leader in this industry, proudly promoting Chiba prefecture and Chiba products.





From Farm to Shop

One-stop supply chain from producing and processing to selling.

Produce	Network of direct and contract farmers and fishermen
Processing	Over 200 processing and manufacturing partners with absolute quality control
Shops	9 directly owned and operated stores and a robust e-commerce sit
Restrant & Cafe	
Pop-Up Shops	Extensive sales know-how and experience through various pop-up shops



Produce & Processing

Over 3,000 products, with 500 new items added yearly

<p>Strict Quality Control</p> <p>Dedicated R&D department overseeing new product development with a thorough comprehensive analysis and quality control</p>	<p>B2B</p> <p>Through partnerships with various restaurants and hotel groups, we develop new food items and new menu dishes</p>	<p>Sales Data Analysis</p> <p>By analyzing sales data of over 3,000 products, we can spot new food trends through factors like season and popularity. We develop and find new items utilizing this data</p>
<p>Network of Farmers & Fishermen</p> <p>Taking advantage of our extensive network of farmers and fishermen, we find cost effective and exciting new product development</p>	<p>Over 200 Manufacturing Partners</p> <p>80% of our products are OEM, and our original brand. We foster strong relationships with each of the manufacturers to develop new items of the highest quality</p>	<p>44 Year Legacy</p> <p>400 items which have been selling continuously for over 10 years. This success is due to research and analysis of sales trends through our experience</p>



Shops

Fusanoeki [HP: fusanoeki.fusa.co.jp]

Araoi Fusanoeki



Kusakari Fusanoeki



Kuriyama Fusanoeki



Yokodo Fusanoeki



Kamagaya Fusanoeki



Kasori Fusanoeki



Akihabara Fusanoeki



Funabashi Fusanoeki



Narita Fusanoeki

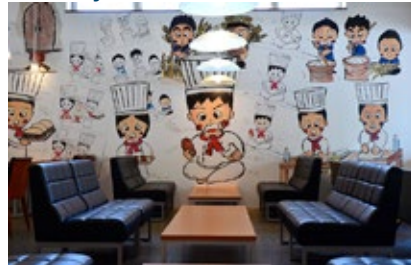


Restaurant & Cafe

Fusanoeki-shokudo



Bakery Cafe Fusanoeki





Directly Operated Farms

Our farms produce some of the best peanuts, strawberries, grapes, potatoes, eggplants and other fruits and vegetables of the season with great care and quality.



Pop-Up Shop Experience

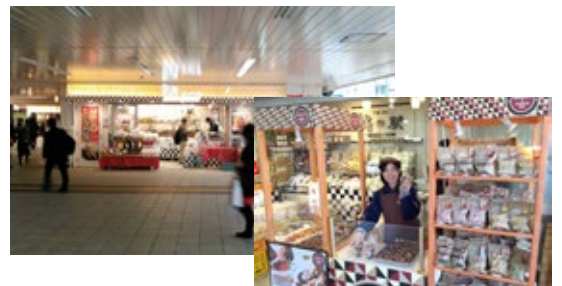
New Food Truck Style Grocery Vendor

Over 4.5 million visitors during a 6 week, annual summer event at a popular TV Studio headquarters. \$2,000 to \$4,000 in sales, on an average day, totalling over \$100,000 during the event



2 Month Pop-Up shop at a busy train station in Chiba

With a short 2 month event, we had huge success with great acclaim from over 100,000 daily commuters, and local families. \$2,000 to \$3,000 in sales daily, with a total of \$150,000 in sales for the pop-up shop



Japan's largest (and highest gross sales) shopping center, La La Port Tokyo Bay

\$1500 to \$3000 in sales daily, totalling \$30,000 in just 2 weeks





Product Line Up

"Exciting new products through traditional Japanese products"



Snacks & Sweets



Delicacies



Seasonings



About Chiba

Chiba is not a major metropolis like Tokyo.
 Chiba does not have ample farmland like Hokkaido.
 Chiba does not have famous attractions like Fuji Mountain.
 Chiba does not have a long tradition like Kyoto.
 Chiba does not have beautiful clear beaches like Okinawa.

**However, Chiba has proudly supported the kitchens throughout Japan.
 It is rare to find an area with such produce diversity.**

