

VIVARAGE

VIVArage Ltd.

Company Description

VIVArage Ltd. is a trading and wholesale company for food raw materials, established on March 27, 2025, with its head office located at 2-3-9 Hatchobori, Chuo-ku, Tokyo 104-0032. The company is spearheaded by President and CEO Issei Tamada and possesses a capital of 20,000,000 JPY.

Business Scope: VIVArage primarily focuses on the stable supply of food raw materials, mainly specializing in beverage ingredients. Its core business includes the import, sale, and intermediation of various high-quality fruit juices, alcoholic beverages, and other beverage ingredients, primarily sourced from North and South America. Furthermore, VIVArage actively engages in business expansion support, assisting overseas suppliers in entering the complex Japanese market, thereby acting as a crucial bridge between international sources and domestic manufacturers. The company handles food wholesale, covering a wide range of fruit juices and alcoholic beverages, backed by necessary legal permits for alcohol sales and import.

Vision and Mission: The company's guiding vision is "Contributing to the realization of an affluent society through food," while its mission is "Contributing to the stable supply of safe and secure food ingredients." This philosophy reflects a commitment to supporting the foundation of people's lives by ensuring the consistent quality and availability of essential food raw materials in the marketplace.

CEO's Message: CEO Issei Tamada emphasizes the company's dedication: "We established our company on March 27, 2025, with the aim of further contributing to the entire food industry through our business, which primarily handles food raw materials centered around beverage ingredients. Although we are newly established, we are determined to move forward with great ambition and burning passion to achieve great reforms starting from a small, small step. We received tremendous cooperation and support from many people, both domestically and internationally, upon our establishment, and we are committed to striving daily to meet the expectations of all these supporters." This message powerfully conveys the company's core belief: "A small power moves the world."

The company name, VIVArage, is a combination of VIVA (joy/cheer), Beverage, and Leverage, symbolizing its ambition to exert significant influence in the global market, even starting with a modest footprint. By delivering high-quality beverage ingredients from overseas to Japan, VIVArage meets the diverse demands of Japanese beverage and food manufacturers, focusing particularly on value-added products like specialized fruit juices and organic tea branding. The company is dedicated to achieving sustainable growth and fulfilling its crucial social contribution role within the competitive food industry, aiming to make a major impact through the careful selection and stable supply of essential ingredients.

Company Details

Head Office

Japan

Main Business

食品卸売業（飲料原料を中心とする輸入食品原料の仲介事業、各種果汁・アルコール類・その他飲料原料の輸入・販売、海外サプライヤーの日本市場進出ビジネス拡大支援事業）

President

玉田 一成

Established

2025年3月27日

Capital

20,000,000円

Number of Employees

1 - 10

URL

<https://www.vivarage.com/>

Offices

Main Office

2-3-9 Hatchobori, Chuo-ku
Tokyo, Japan, 1040032
