



## Sapporo Breweries Limited

### Company Description

Sapporo Breweries Ltd. is a cornerstone of the Japanese beverage industry, with a heritage dating back to 1876. Its origins lie in the Kaitakushi Brewery, established in Sapporo, Hokkaido, by the Hokkaido Development Commission of the Meiji government. This historic venture was led by Seibei Nakagawa, the first Japanese brewmaster to be trained in Germany, who blended European techniques with a pioneering Japanese spirit to create the original "Sapporo Lager." For over 140 years, the company's iconic Red Star logo—the symbol of the Hokkaido pioneers—has represented a commitment to excellence and innovation in brewing.

One of the defining strengths of Sapporo Breweries is its "seed-to-glass" philosophy. Unlike many other global brewers, Sapporo employs "Fieldmen"—specialized staff who work directly with farmers around the world to develop and cultivate high-quality barley and hops. This obsession with ingredients ensures that every sip of "Sapporo Draft Beer Black Label," the company's flagship product, delivers a consistent, high-quality flavor profile. Black Label has achieved legendary status in Japan, uniquely named by its loyal fans before it became an official brand name, and remains a top choice for consumers seeking a sophisticated, well-balanced draft beer.

Another cornerstone of the company's portfolio is "Yebisu Beer." Since its debut in 1890, Yebisu has maintained a reputation for luxury and uncompromising quality, adhering strictly to German purity laws. The brand is so deeply ingrained in Japanese culture that it gave its name to the Ebisu district in Tokyo, where the original brewery was located. Today, Yebisu continues to lead the premium beer market, celebrated for its rich, full-bodied taste.

As the core entity of Sapporo Holdings, the company has evolved into a comprehensive alcoholic beverage manufacturer. Beyond its world-famous beers, Sapporo Breweries offers a diverse range of products including fine wines like "Grande Polaire," traditional Japanese shochu, spirits, and Ready-to-Drink (RTD) cocktails. This diversification reflects the company's ability to adapt to changing consumer lifestyles and global trends. In recent years, the company has accelerated its international expansion, particularly in North America and Southeast Asia, where "Sapporo Premium Beer" is recognized as a leading Asian beer brand.

Sustainability and corporate social responsibility are also central to Sapporo's mission. Under the management philosophy "As an intrinsic part of people's lives, Sapporo will contribute to the evolution of creative, enriching and rewarding lifestyles," the company actively works on reducing environmental impact, supporting local communities, and promoting responsible drinking. With the slogan "Make your toast more delicious," Sapporo Breweries remains dedicated to its founding "pioneer spirit," striving to discover new value and provide enriching experiences for customers worldwide for the next century and beyond.

### Company Details

#### Head Office

Japan

#### Main Business

ビール・発泡酒・新ジャンル・ワイン・焼酎などの製造・販売、スピリッツ（洋酒）の販売、その他

#### President

時松 浩

#### Established

2003年（平成15年）7月1日（※創業は1876年）

#### Capital

100億円

#### Number of Employees

Over 1,000

#### URL

<https://www.sapporobeer.jp/company/overview/>

### Offices

#### Main Office

4-20-1 Ebisu, Shibuya-ku

