Sales Manager, Off-Trade Wine and Spirits

Lead key retail accounts and sales team

Job Information

Recruiter
Cornerstone Recruitment Japan K.K.

Hiring Company
Confidential Wine and Spirits Company

Job ID
1619062

Industry
Food and Beverage

Company Type
Small/Medium Company (300 employees or less) - International Company

Non-Japanese Ratio
Majority Japanese

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
7 million yen ~ 8 million yen

Salary Bonuses
Bonuses included in indicated salary.

Work Hours
Standard full-time schedule

Holidays
Weekends, national holidays and annual leave

Refreshed
November 7th, 2026 00:00

General Requirements

Minimum Experience Level
Over 10 years

Career Level
Executive

Minimum English Level
Daily Conversation Level (Amount Used: English usage about 25%)

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

A confidential wine and spirits company is seeking a hands-on Sales Manager to lead its off-trade sales team in Tokyo.

Key responsibilities
• Own annual sales, gross margin, volume and account profitability targets.
• Build and execute account plans for national and regional retailers, supermarkets, department stores, liquor chains, e-commerce accounts and wholesalers.
• Personally manage strategic accounts and senior buyer relationships.
• Lead negotiations covering listings, shelf plans, promotions, rebates and commercial terms.
• Run monthly forecasting and gap analysis and take corrective action.
• Lead, coach and evaluate a team of approximately eight sales professionals.
• Partner with Marketing, Supply Chain and Finance on promotions, stock, pricing, margins and receivables.
• Provide customer and market insight to support portfolio, pricing and range decisions.

Location: Tokyo, with regular customer visits and domestic travel.
Employment: Permanent, full-time.
Start: Q1 2027 or earlier by agreement.

Required Skills

Required
• 10+ years in wine, spirits, beer or the broader alcoholic beverage industry.
• 5+ years of people management with responsibility for sales targets.
• Strong off-trade experience in Japan across retailers, supermarkets, liquor chains, department stores or wholesalers.
• Experience owning sales and gross-margin results.
• Strong relationships with buyers at major Japanese retail accounts.
• Native-level Japanese.

Preferred
• Experience with an imported wine company and knowledge of European wines.
• JSA Wine Expert, JSA Sommelier, WSET Level 3 or equivalent.
• Hands-on leadership style with a strong coaching mindset.

Company Description