



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

October 24th, 2026 13:52

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