

8 Distribution System

Most fruit juice production in Japan is by the various agricultural co-operatives. The co-operatives either produce juice for sale under their own brand name or for sale by one or more food/beverage processing firms on a co-pack basis. The large processors have specific arrangements with individual co-operatives to co-pack; smaller processors tend to make purchases through third parties.

Fruit juice imports are currently by means of quota and the identity of the quota holders is not public knowledge. Most of the large producers and many large retail chains, however, have co-pack arrangements with foreign beverage suppliers. Other imports are conducted by trading firms.

9 Major Japanese Importers

Following is a list of Japanese importers currently active in the import of beverages, including fruit juices:

Kataoka Bussan Co. Ltd.

2-6-4, Toranomom
Minato-ku, Tokyo 105
Tel: (03)502-0251
Fax: (03)502-0758

Kasho Sales Co. Ltd.

1-11-9 Kayaba-cho
Nihonbashi, Chuo-ku
Tokyo 103
Tel: (03)669-6081
Fax: (03)669-5714

Kawaguchi Boeki Co. Ltd.

2-34-3, Matsushima
Edogawa-ku, Tokyo 132
Tel: (03)654-0838
Fax: (03)654-0929

Kitano Shoji Co. Ltd.

1-11-9 Ooyodo-Minami
Ooyodo-ku, Osaka
Tel: (06)458-7801
Fax: (06)453-0212

Suzusho Co. Ltd.

23 Arakicho
Shinjuku-ku, Tokyo 160
Tel: (03)225-1161
Fax: (03)225-1160

Takashimaya Shoji Co. Ltd.

2-12-7 Kayaba-cho
Nihonbashi, Chuo-ku
Tokyo 103
Tel: (03)668-3588
Fax: (03)668-8759

Takara Shuzou Co. Ltd.

Higashino-touin-Higashiiru
Shijo-dori, Shimogyo-ku, Kyoto 600
Tel: (075)241-5151
Fax: (075)211-6385