

Laox has obtained a license for the export of alcoholic beverages!**~We will boost the sake exporting business~**

Laox (hereinafter referred to as “we”) has obtained a license for the export of alcoholic beverages.

Overseas promotion of alcoholic beverages made in Japan is an important component of Cool Japan Strategy, a government initiative to appeal to the world the attractiveness of Japan and its products. In particular, sake has been drawing a lot of attention from gourmets worldwide as essential part of the Japanese cuisine that has been recognized as a world cultural heritage. Earlier this year, the Japanese government drew up an action plan to promote the export of sake through coordinated efforts by the government and various industries.

The domestic market for sake has been generally shrinking in recent years. However, its export to China is rapidly increasing in both the value and volume terms. In such circumstances, we have devoted substantial efforts to exporting sake to China.

We operate in China Kurogi Shanghai, a high-end Japanese restaurant and Food 88, a store that offers luxury Japanese delicatessen. Furthermore, we opened Sake Museum in Shanghai, a permanent exhibition space for sake and held a seminar on how to export sake to the Chinese market inviting domestic sake makers in January 2020. These are some of our continued efforts to promote Japanese food and drinks, including sake, in the Chinese market.

We will further strengthen our efforts to promote sake in China, by selling more brands, improving sales processes, and others.



※ Sake Museum in Shanghai



※Seminar on how to sell sake in China, held in Japan

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