



Nippon Beer Company Profile

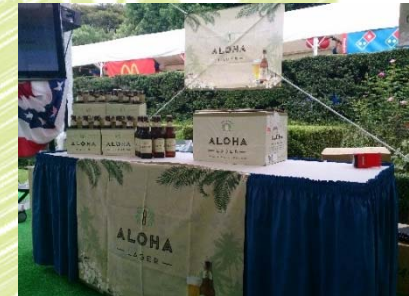
July 2017

Corporate Profile

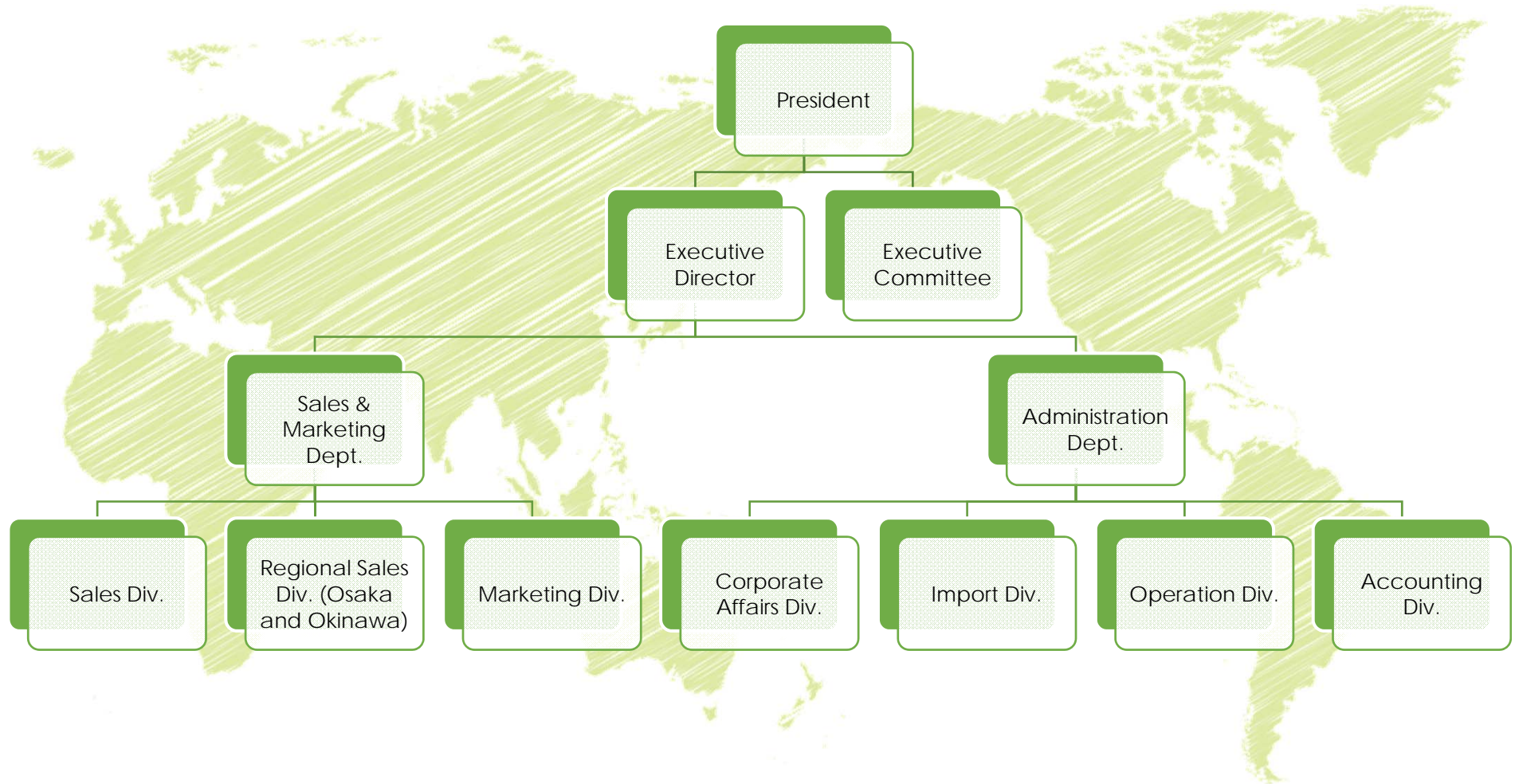
- Establishment May in 1979
- Head office 1-8-10 Kamimeguro, Meguro-ku, Tokyo,
1530051 Japan
- Representative Shigeru Uchida (President)
- Capital JPY 10 million yen
- Main financing bank Mizuho Bank

Who we are

- Nippon Beer Co., Ltd. is the oldest and largest independent beer importer in Japan.
- We also operate a micro-brewery in Japan to produce craft beer in bottles, cans and kegs.
- Sales revenue of imported beer accounts for 70% and craft beer accounts for 30%
- We strive to import, market and distribute best quality beers in the most professional, efficient and cost effective way.
- We strive on a daily basis to provide top customer service to our suppliers, buyers and consumers.



NBC Structure/Organization



NBC Current Products

NBC handles a variety of top beers around the world.
Some of those brands include:



NIPPON BEER CO., LTD.

NBC Sales

●On-Premise

- Our strength are restaurants, bars, craft beer bars and international beer bars.

- Tokyo 65% (Roppongi, Azabu, Shibuya, Aoyama, Yokohama)
- Osaka 15% (Kita and Minami area)
- Fukuoka 5% (Tenjin)
- Hokkaido 5% (Sapporo, Niseko)
- Others 10% (Nagoya, Sendai, Hiroshima, Okinawa...)

●Off-premise

- CVS/ Supermarket/ Department store

Lawson, Aeon, Ito-Yokado, OK, The Garden, Meidi-ya, National, Kitano Ace
Seibu Dept., Tobu Dept., Keikyu Dept.,

- Specialty Stores/ On-line stores

Bio c' Bon, Coop, Kaldi coffee, DeLi
Amazon, Rakuten, Kenko-com, Oisix, Yahoo! Shopping

NBC Logistics

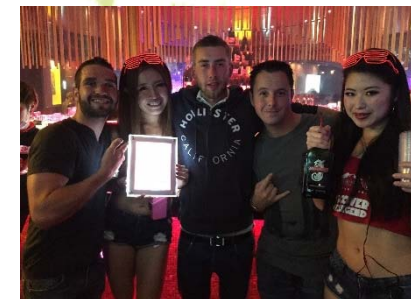
- NBC's shipping and logistics warehouse is located in Shizuoka prefecture, the central region of mainland Japan. The warehouse has two temperature-controlled rooms (10 and 20 degree Celsius). Total current capacity is three million cases with room for expansion. We also maintain several bonded warehouses which allow us to supply tax-free beer to military bases and foreign embassies.



- We have established an efficient and cost effective system to deliver almost any quantity of beverages throughout Japan within a day after receiving an order. This system supports the supply of fresh, high quality products to our consumers.

NBC Outdoor Event Support

- We support or participate in a variety of music and international events at least twice a month.
- The biggest beer centered events in Japan, in which Nippon Beer actively participates, are Japanese style “Oktoberfest” held more than 30 times nationwide throughout year.



NIPPON BEER CO., LTD.

1-8-10, KAMIMEGURO, MEGURO-KU,

TOKYO 〒153-0051, JAPAN

CALL 03-5489-8888 FAX.03-5489-8889



日本ビール株式会社

〒153-0051 東京都目黒区上目黒1丁目8番10号

CALL 03-5489-8888(代)

FAX. 03-5489-8889(代)

NIPPON BEER CO., LTD.

December, 2016

Product Specification

Japanese	有機農法ビール			
English	Yuuki Nouhou beer			
Category	Beer			
Origin	Japan			
Content	350 ml	# of cans	24 cans/ case	
ALC	5.0%			
JAN (can)	4941221017513			
JAN(case)	4941221185014			
ITF code	0104941221017512			
Can	Size	65mm×125mm		
	Weight	370g		
Case	Size	270mm×405mm×130mm		
	Weight	9.5kg		
BBE	9 months from production for export products			
Comment	With just a small try, sharp and dry taste with rich malt flavor spread in your mouth.			
	Organic is good for not only human but water and soil, and that's why			
	Yuuki Nouhou beer is eco-friendly beer.			
Ingredient	Organic malt, Organic hops			
Brewer	Nippon Beer Co., Ltd.	Address	1-8-10 Kamimeguro, Meguro-ku, Tokyo, Japan	
TEL	+81-3-5489-8888	E-mail	info@nipponbeer.jp	

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NIPPON BEER CO., LTD.

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Product Specification

Japanese	龍馬 レモン			
English	Ryoma Lemon			
Category	Beverage			
Origin	Japan			
Content	350 ml	# of cans	24 cans/ case	
ALC	0.00%			
JAN (can)	4941221900600			
JAN(case)	4941221990601			
ITF code	14941221900607			
Can	Size	66mm×125mm		
	Weight	380g		
Case	Size	265mm×405mm×125mm		
	Weight	9.3kg		
BBE	1 year from production (indicated at the bottom of can)			
Comment	This the first lemon-flavored non-alcohol beer taste beverage in Japan.			
	Ryoma Lemon is brewed from most select barley malt and hops from Germany and			
	a low calorie which has only 70 kcal per can.			
	Natural lemon juice (3%) creates rich and fruity flavor and fragrance.			
Ingredient	Barley malt, Hops, Lemon juice, Syrup, Xylitol, Natural lemon flavor, Vitamin C, Citric Acid			
Brewer	Nippon Beer Co., Ltd.		Address	1-8-10 Kamimeguro, Meguro-ku, Tokyo, Japan
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NIPPON BEER CO., LTD.

December, 2016

Product Specification

Japanese	龍馬 1865			
English	Ryoma 1865			
Category	Beverage			
Origin	Japan			
Content	350 ml	# of cans	24 cans/ case	
ALC	0.00%			
JAN (can)	4941221900204			
JAN(case)	4941221990205			
ITF code	14941221900201			
Can	Size	66mm×125mm		
	Weight	380g		
Case	Size	265mm×405mm×125mm		
	Weight	9.3kg		
BBE	1 year from production (indicated at the bottom of can)			
Comment	<p>"Ryoma 1865" is named after a year when Japanese famous Samurai Mr. Ryoma SAKAMOTO drank beer for the first time in Nagasaki introduced by Scottish merchant Mr. Thomas Blake Glover</p> <p>By using only selected ingredients and reviewing the manufacturing process, we have created a non-alcohol beer taste drink with ADDITIVES FREE, less calorie (15kcal -> 11kcal) and less carbohydrate (3.8g -> 2.7g). Only using German malt and hop with no additives, it has become healthier and more refreshing.</p>			
Ingredient	Barley malt, Roasted barley malt, hop			
Brewer	Nippon Beer Co., Ltd.		Address	1-8-10 Kamimeguro, Meguro-ku, Tokyo, Japan
TEL	+81-3-5489-8888		E-mail	info@nipponbeer.jp

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NIPPON BEER CO., LTD.

December, 2016

Product Specification

Japanese	レモンビール			
English	Lemon Beer			
Category	Light Beer (Fruit Beer)			
Origin	Japan			
Content	350 ml	# of cans	24 cans/ case	
ALC	4.0%			
JAN (can)	4941221014390			
JAN(case)	4941221914393			
ITF code	14941221914390			
Can	Size	65mm×125mm		
	Weight	370g		
Case	Size	270mm×405mm×130mm		
	Weight	9.5kg		
BBE	8 months from production for export products			
Comment	One of the most unique beer in the world.			
	People of all ages can enjoy original light beer with lemon juice.			
	Natural lemon juice creates very fresh and fruity taste.			
	Better drink with a slice of lemon.			
Ingredient	Barley malt, Hops, Suger, Natural lemon juice, Vitamin C, Citric acid, Flavor ingredient			
Brewer	Nippon Beer Co., Ltd.		Address	1-8-10 Kamimeguro, Meguro-ku, Tokyo, Japan
TEL	+81-3-5489-8888		E-mail	info@nipponbeer.jp

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NIPPON BEER CO., LTD.

December, 2016

Product Specification

Japanese	赤 濁			
English	Aka Nigori			
Category	Beer			
Origin	Japan			
Content	350 ml	# of cans	24 cans/ case	
ALC	5.5%			
JAN (can)	4941221033636			
JAN(case)	4941221933639			
ITF code	14941221933636			
Can	Size	65mm×115mm		
	Weight	350g		
Case	Size	270mm×410mm×120mm		
	Weight	8.5kg		
BBE	8 months from production (indicated at the bottom of can)			
Comment	Featuring a brilliant ruby color created by the combination of four special French malts, Aka Nigori is a full-bodied beer but with slight sweet and sour notes. Using two types of hops with different aromas (fragrance hops), Aka Nigori is brewed using a top fermentation process to adjust the balance to bring out just a hint of sourness, a touch of sweetness, a little bitterness, and just the right amount of depth. Special yeasts made by roasting barley malts provide a rich, smooth finish and produce the glittering ruby color and distinctive flavor that sets this beer apart. It is distinguished by a fresh, mellow fragrance thanks to the craft hops.			
Ingredient	Barley malt, Hops			
Brewer	Nippon Beer Co., Ltd.		Address	1-8-10 Kamimeguro, Meguro-ku, Tokyo, Japan
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