

# Diony

The Diony brand name was born by the combination of the words, Dionysus and harmony.

A harmony of wine and lifestyle, a harmony of local “sake” and friendliness, and a harmony of joy and happiness between people.

Our mission is to contribute to the realization of an enriched society, by creating a wonderful culture of life through “sake,” food and communication.



At the time of 1930

URL <http://www.diony.com>

## Company History

- April 1877: Jisaburo Maeda opened a retail store in Rokkakudori Aburanokoji of Kyoto's Nakagyo Ward to sell seasonings, cooking oil and coal
- April 1913: Toyosaburo Maeda, Sr. established a soy sauce wholesale business along with the existing retail store operations
- October 1933: A partnership company, Maeda Toyosaburo Shoten, was incorporated, with Toyosaburo Maeda, Sr. as president, to begin operations of a wholesale liquor business
- November 1949: After the passing of Toyosaburo Maeda, Sr., Toyosaburo Maeda, Jr. became president
- October 1974: Company's name was changed to Maeda Co., Ltd.
- October 1979: Kyoto Takeya Miso Hanbai Co., Ltd., was incorporated to serve as Maeda's sole agency in the Kyoto-Shiga region
- September 1988: MCD Co., Ltd., was established as Maeda's restaurant business management division
- March 1989: Restaurant "Maeda Toyosaburo Shoten" was opened in the Shijo-Kiyamachi district of Kyoto
- June 1991: Gyro Kyoto Co., Ltd., was established to provide retail support to the convenience store business division
- April 2001: Company headquarters was relocated to the current address. The trademark was changed to Diony, and the business line was shifted to focus on sourcing and supplying goods to specialty stores
- July 2001: Toyohiro Maeda was appointed president; new emphasis was placed on wine importing business
- January 2002: Maeda merged with Gyro Kyoto and the company's name was changed to Diony Co., Ltd.
- March 2004: Tokyo office was established in Shibuya to expand sales network nationwide
- March 2007: Diony merged with MCD to establish a network which covers everything from production to consumption
- March 2007: "Sekaiya," a restaurant specializing in natural wine, was opened in Kyoto's Nakagyo Ward
- April 2008: Tokyo office was relocated to strengthen sales capacity in the Tokyo metropolitan area
- April 2011: To commemorate the 10th anniversary of the company's establishment, Diony held an event called "Coup De Coeur." Special, private brand products were jointly developed with a wine and Japanese liquor producer for the event
- January 2012: "Pcoeur" a natural wine specialty store was opened in Shiroganedai, Tokyo
- April 2013: "Maeda Toyosaburo Shoten," a store specializing in natural wine and sake, was opened in an upscale supermarket "Kyoto Yaoichi Honkan" in Kyoto's Nakagyo Ward
- May 2013: Online shopping site, pcoeur.com, was launched
- July 2013: By a business transfer from Cosmo Jun, Inc., Diony started handling the Avec J brand
- April 2014: Food Product Department was established and the Sagano Shoan brand was launched
- November 2015: Tokyo office was relocated to the current location. An event space "L'ESPACE Diony" was opened as an annex
- April 2016: To commemorate the 15th anniversary of the company's establishment, Diony held an event called "Coup De Foudre." Special, private brand products were jointly developed with a wine and Japanese liquor producer for the event
- August 2016: Company's headquarters was renovated

## Company Profile

- Company name: Diony Co., Ltd.  
Founded: April 1913  
Representative: Toyohiro Maeda, President  
Capital: 10 million yen  
Sales: 1.95 billion yen  
No. of employees: 40 (22 males; 18 females)  
Business lineup: Trading in liquor and food products, import of wine  
Headquarters: 408-1 Naraya-cho, Fushimi-ku, Kyoto 612-8311, Japan  
Tel: +81-(0)75-622-0850  
Fax: +81-(0)75-601-5744  
Administration Division  
Tel: +81-(0)75-622-0852  
Food Products Division (Sagano Shoan)  
Tel: +81-(0)75-622-0678
- Tokyo office: 5th Fl., Sunx Prime Bldg., 3-20-12 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan  
Tel: +81-(0)3-5778-0170  
Fax: +81-(0)3-5778-0278
- Major clients: Department stores, specialty food and liquor stores, upscale supermarkets, wholesalers, etc.
- Main bankers: Kyoto Shinkin Bank, Central Branch  
Bank of Tokyo-Mitsubishi UFJ, Kyoto Chuo Branch  
Bank of Kyoto, Omiya Branch  
Shiga Bank, Kyoto Minami Branch  
Mizuho Bank, Fushimi Branch

# Diony - coordinating your cuisine

We bring you the finest food and drinks – and the traditions that go with them

## Diony presents the gentle flavors of Kyoto

We scour the country to offer you products that best represent Japan's unique, delicate cuisine

### Directly imported wine



### Bringing the world's wines to you

Our staff and wine connoisseurs travel to the world's wine producing regions in search of the most delicious wines. Our mission is to enable consumers to experience the joy and wonders of the world's best, authentic wines.

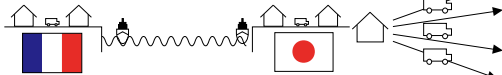


### Our Promise

We are devoted to sourcing wines that express their terroir. We promise to offer delicious, affordable wines and to ensure that quality is maintained so you can enjoy the "local tittle."



### Perfect Reefer



Strict temperature control in transit  
The products we source are maintained at strictly controlled temperatures, all the way from France to the cellars in Japan.



### Our original Japanese liquors

We work with trusted breweries throughout Japan to develop authentic, regional drinks that deliver value over price. That's why we insist on using organically-grown rice and natural methods, to bring you the goodness Kyoto is known for.



### Our original food products

The Sagano Shouan brand represents the flavorful yet understated goodness of Japanese home cuisine. All-Japanese ingredients are used wherever possible, and no chemical synthetic additives are used at all.



## Easier to find, easier to buy

### A carefully selected range of natural wines and Japanese liquors to satisfy you, body and soul

Sake, distilled liquors, liqueurs and organic beers made with ingredients so fresh and natural you can almost smell the farm air.

### 前田豊三郎商店

Maeda Toyosaburo Shoten  
2nd floor, Kyoto Yaoichi Honkan  
220 Higashidoin Sanjo-kudaru Sanmonji-cho,  
Nakagyo-ku, Kyoto  
Tel & Fax: +81-(0)75-223-3567  
info-maetoyo@diony.com  
10 a.m. to 9 p.m., open year-round



前田豊三郎商店

### Natural wine and tapas-style dishes from around the world



301-1 Nishikikoji Muromachihigashi-iru  
Uradeyama-cho, Nakagyo-ku, Kyoto  
Tel: +81-(0)75-257-3447  
Open 6 p.m. to 1 a.m.  
(Occasionally closed, so please check in advance.)



### We hold non-regular wine seminars and tastings



**【Please check Diony's Facebook】**

We will post updates of information regarding events, newly imported wines, and on-site reports and events, both domestically and abroad. We hope you will press the like button of our facebook.

