# La sympathie naturelle

Heart-to-heart communication with nature

Diony Co., Ltd.

#### Company Profile

Company name: Diony Co., Ltd. Founded: April 1913

Representative: Toyohiro Maeda, President

Capital: 10 million yen Sales: 2 billion yen

No. of employees: 39 (20 males; 19 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., 3-22-11 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

Shiga Bank, Kyoto Minami Branch Kyoto Chuo Shinkin Bank, Central Branch

Bank of Kyoto, Omiya Branch MUFG Bank, Kyoto Chuo Branch Mizuho Bank, Fushimi Branch



Instagram





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.



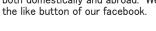




The Diony brand name was born by the combination of the words, Dionysus and harmony.

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.







## Diony presents the gentle flavors of Kyoto

We hope to deliver "optimal things" on "charming occasions" together with dreams and affection to satisfy the delicate palate.

### Directly imported selected wines



Bringing you the world's finest wines

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.

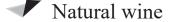


We are devoted to sourcing wines that express their terroir.

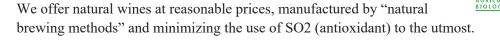
We promise to offer delicious, affordable wines and to ensure that quality is maintained so you can enjoy the "local tipple."



Strict temperature control is in place to preserve and transport our wines at 15°C or below, from the time they are shipped from the local producers to when they reach our customers in Japan.



Wine is made from only grapes. Therefore, because it is a simple beverage, wine producers are tackling to grow healthy grapes that make use of its flavor based on an organic farming method called "Making full use of the Land."



























### 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.



The Sagano Shoan brand represents the flavorful yet understated goodness of Japanese home cuisine. All-Japanese ingredients are used wherever possible and no artificial additives are used.

### **Engagement with customers**

Specialty shop of Natural wines and carefully selected Japanese Liquors

With the concept "Offering wines and Japanese liquors to the dinner table that makes you feel good," our shop has a wide range of exciting items you can choose from such as natural wine and items that are deeply connected to Japan's agriculture, namely, Japanese sake, shochu, liqueurs and organic beers.



























We hold non-regular wine seminars and tasting events

#### 前田豐三郎商店

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



#### 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 celebrate Diony's 10th anniversary, a limited sales event of "Coup De Coeur" was held with wine and Japanese liquor manufacturers

January 2012: "Pcoeur" a natural wine specialty store was opened in Shiroganedai, Tokyo

March 2012: Strengthened quality control by transferring our temperature-controlled warehouse to Osaka

March 2013: To commemorate the centennial anniversary of the company's establishment, "Maeda Toyosaburo Shoten," a specialty shop which

offers natural wines and Japanese liquors, was opened at Nakagyo-ku, Kyoto City

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 and an event space "L'ESPACE Diony" was opened as an annex

April 2016: To celebrate Diony's 15th anniversary, a limited sales event of "Coup De Foudre" was held with wine and Japanese liquor manufacturers

August 2016: Kyoto Headquarters (Fushimi-ku, Kyoto City) was renovated

April 2017: Began exports of Japanese liquors and foods to Asian and European countries with the launch of the "International Project"

April 2018: Expanded imports from historic European countries such as Germany, Austria and Georgia

January 2020: Promoted the "Clean And Natural" activity for the purpose of making wine more fun

April 2021: Initiated an "Empathy Project" to celebrate Diony's 20th anniversary



■京都本社 近鉄伏見駅より徒歩2分





#### ■ 東京オフィス

JR 渋谷駅南改札東口徒歩6分/新南口徒歩1分東急東横線・半蔵門線・副都心線C2出口徒歩2分

