



**YAMATO**

September 12, 2022

Yoshinoya Co., Ltd.

Yamato Transport Co., Ltd.

## Expanding Shipping Capacity of Individual-Sized Frozen Foods Including "Frozen Gyudon (Beef Bowl) Ingredients" to Meet Growing Demand for Home Replacement Meals

Centralization of all processes from product storage to shipping on Yamato Transport's three-temperature-zone logistics network

Yoshinoya Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President, Yasutaka Kawamura, hereinafter "Yoshinoya") and Yamato Transport Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao, hereinafter "Yamato Transport") signed an agreement on Monday, September 12, 2022, to restructure the distribution scheme for Yoshinoya's direct sales and for-wholesaler external sales business. The agreement will lead to streamlined operations and expand capacity for shipping by centralizing all processes from storage to shipping of individual-sized frozen food products, including "Frozen Gyudon Ingredients," on Yamato Transport's three-temperature-zone<sup>\*1</sup> logistics network while also reducing greenhouse gas (GHG) emissions across the entire supply chain. All five of Yoshinoya's direct sales sites, including its official online store, launched operations under the new scheme on Wednesday, August 17, 2022. For wholesalers, the new scheme will take effect as of February 2023.

<sup>\*1</sup>: Three temperature zones refers to temperature zones of room temperature, refrigerated, and frozen.

### 1. Background and Purpose of the Agreement

Yoshinoya was founded in 1899 in Nihonbashi, Tokyo, where the fish market was located. Over the past 123 years, the company has been committed to providing "tasty, inexpensive, and fast" beef bowls, and has continued to diversify its delivery methods to suit constantly changing customer lifestyles amidst changes in the times and social structures. To enable consumers to easily enjoy the taste of Yoshinoya at home, the company launched "Frozen Gyudon Ingredients" in 1993 along with an external sales business for wholesalers. In 2013, Yoshinoya opened its first direct sales website, the official online store, where it sells a total of 79 products, including its mainstay "Frozen Gyudon Ingredients" and "Tokugyu," a food for specified health uses.

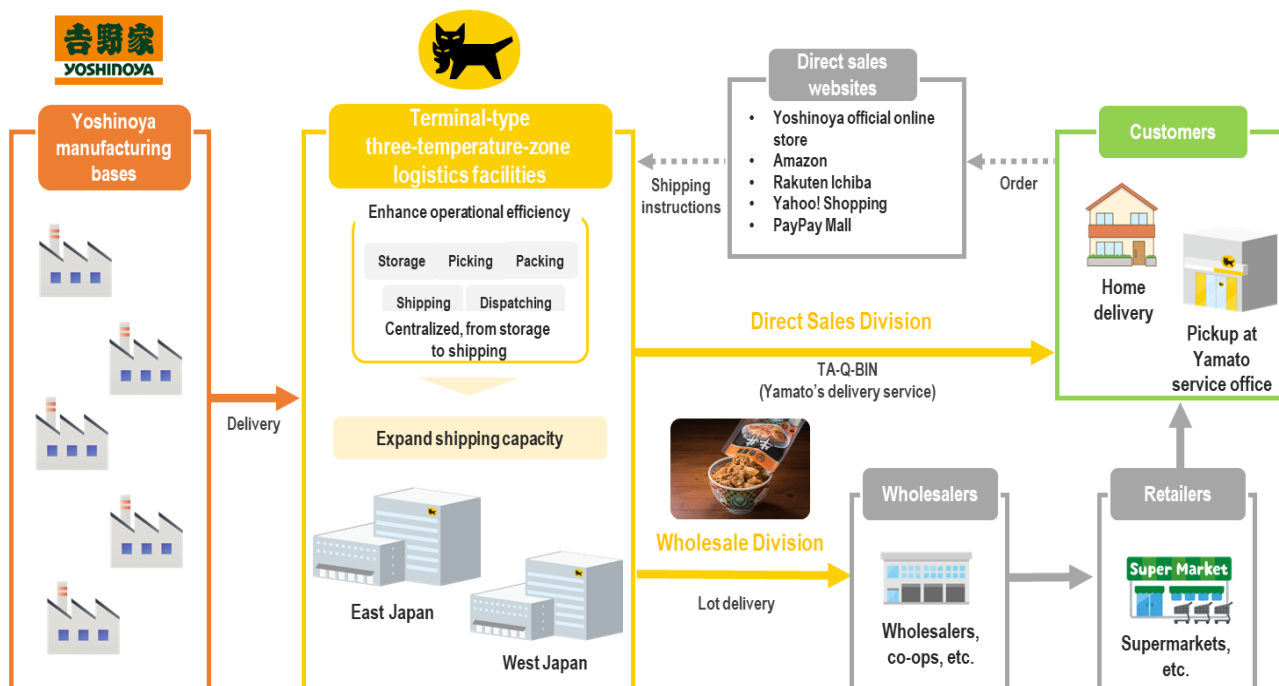
The COVID-19 pandemic and changing lifestyles have served to further boost demand for home replacement meals, doubling Yoshinoya's external sales business sales in fiscal 2021 compared with fiscal 2018. Until now, Yoshinoya has selected a contractor for each of its direct sales and wholesale divisions to oversee logistics, but has faced the significant challenge of enhancing the efficiency of the distribution scheme to quickly respond to increasing needs, which included the management of products—in excess of 70—in multiple temperature zones, and the assembling of product sets.\*<sup>2</sup>

In order to provide comprehensive support for customers' supply chains from upstream to downstream business processes, Yamato Transport seeks to be a business partner that contributes to the management of client companies by optimizing inventory, accelerating delivery, and lowering transportation and delivery costs through seamless integration of nationwide bases and transportation and delivery networks as well as visualization of digital data.

Yoshinoya and Yamato Transport will review the distribution scheme in the external sales business and formulate a sustainable supply chain with the objective of further expanding individual-sized frozen food product shipping capacity to satisfy the growing demand for home replacement meals.

\*2: Assembling of set products refers to a warehouse operation in which multiple items are combined to enable handling as a single item.

## 2. Newly Formulated Distribution Scheme for External Sales



### Key Features

#### 1) Expansion of Shipping Capacity

The comprehensive centralization of processes ranging from product storage to shipping in terminal-type three-temperature-zone logistics facilities will result in expanded shipping capacity by ensuring sufficient time to execute complex shipping-related tasks such as assembling of set products and expiration date management, and by streamlining work operations.

#### 2) Reduction of GHG Emissions Throughout the Entire Supply Chain

In addition to reducing GHG emissions generated by conventional transportation between warehouses and distribution terminals, the new scheme also eliminates the necessity for conventional pre-order picking and assembling of set products, and thereby mitigates the waste of surplus food and materials.

### 3. Future Development

Yoshinoya and Yamato Transport will continue to respond to diverse customer needs by further streamlining the distribution scheme in the external sales business, reducing the lead time from order to delivery, and expanding product offerings. The two companies also aim to realize more sustainable food distribution by mitigating food and material losses and GHG emissions.

"Frozen Gyudon Ingredients" and "Canned Rice Beef Bowl," the main products of Yoshinoya's official online store

<https://e-shop.yoshinoya.com/>

Yoshinoya created "Frozen Gyudon Ingredients" in response to customers voicing their desire to enjoy Yoshinoya beef bowls at home. The company offers the same ingredients and restaurant flavor as are available in stores. Packing and rapidly freezing freshly prepared food preserves the quality. Customers can enjoy the same delicious taste at home as in the store simply by warming the package in a microwave or in boiling water. The product comes in a bag that is approximately 1 cm in thickness, which facilitates efficient, economical storage in a freezer space. As people are recently spending an increasing amount of time at home, Yoshinoya's products are popular as traditional Japanese summer gifts, as well as gifts for loved ones who cannot be seen very often. Moreover, the "Canned Rice Beef Bowl" emergency ration is the first canned meal that can be eaten at room temperature, combining "Kin no Ibuki" highly functional brown rice and Yoshinoya beef bowl ingredients. Using "Frozen Gyudon Ingredients" makes it possible to reproduce the original restaurant flavor. The product has a long shelf life and is easy to serve anytime, anywhere.



## Contact

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