



NEWS RELEASE

November 29, 2024
Yamato Holdings Co., Ltd.

Invested in Best Beer Japan to Upgrade the Craft Beer Industry

Yamato Holdings Co., Ltd. (Head Office: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao), through the KURONEKO Innovation Fund II (hereinafter "KIF II") (Operator: Global Brain Corporation), has invested in Best Beer Japan Inc. (Head Office: Asaka-shi, Saitama), a startup which provides craft beer specific IT and logistic solutions as well as a craft beer e-commerce platform for business customers such as restaurants.



Craft beer e-commerce platform



Rentaru, a keg sharing service

Despite the growing popularity of craft beer in Japan, many craft breweries in Japan are small to medium-sized businesses. Therefore, their limited production and distribution volume and the lack of intermediary distributors specializing in their products means that breweries and food and beverage establishments must transact directly with each other. This not only increases transportation costs, but also places a heavy burden on breweries to manage shipments and back-office operations such as liquor tax reporting, while food and beverage establishments and other craft beer purchasers are burdened with ordering and inventory management.

Best Beer Japan is a startup that uses digital transformation (DX) to solve these challenges in the craft beer distribution structure. Though craft beer accounts for approximately 25%*1 of the total beer market in the United States, the percentage of craft beer in Japan is still small. Best Beer Japan sees the U.S. market as a sign of growth opportunities in Japan and is harnessing technologies to build industry infrastructure. Best Beer Japan has developed management software that can reduce back-

office operations at craft breweries by 88%^{*2}, an e-commerce platform that simplifies the purchasing process for restaurants and allows them to purchase craft beer from over 200^{*3} breweries nationwide on a single platform, and a keg sharing service called Rentaru that cuts shipping costs in half. This has helped to streamline operations and reduce costs for both breweries and food and beverage establishments. Best Beer Japan's e-commerce platform boasts a 33% monthly growth rate^{*4}, a sign of its increasing recognition within the industry.

Now, KIF II has invested in the company based on its leading technology in the craft beer industry, the promising market growth it holds, its commitment to building industry infrastructure with a focus on distribution issues, and its growth potential demonstrated to date.

By incorporating Best Beer Japan into the KURONEKO Innovation Fund portfolio, the two organizations will make mutual technological and insight contributions to each other and accelerate the digital transformation of the craft beer market, creating new logistics and new value.

*1 Source : Brewers Association, National Beer Sales & Production Data

URL : <https://www.brewersassociation.org/statistics-and-data/national-beer-stats/>

*2 Reduction of time required by craft breweries for daily order intake and monthly liquor tax application

*3 As of September 30, 2024

*4 Monthly average growth rate of total platform distribution transactions (amount spent at beer bars, F&B establishments, etc.)

About Best Beer Japan

Established : May 2018

Head office : 1-8-7 Honmachi, Asaka-shi, Saitama, Japan

CEO : Peter Rothenberg

Business activities : Management software for craft breweries, logistics services, operation of B2B craft beer platform

Website URL : <https://www.bestbeerjapan.com/>

Craft beer e-commerce platform URL : <https://craftbeerbeta.bestbeerjapan.com/>



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Reference

Press release:

Yamato Group sets Medium-Term Management Plan "Sustainability Transformation 2030 ~1st Stage~" (February 5, 2024)

URL : https://www.yamato-hd.co.jp/english/news/2023/pdf/newsrelease_20240205_en02.pdf

KURONEKO Innovation Fund website:

URL : <https://www.kuroneko-v.com/en/>