

News Release

Fenetre Partners, Ltd.
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<http://www.fenetre.co.jp/jpn/>



December 18, 2015

Fenetre Partners Launches B-to-B Sake Direct Export Service from Japan

- Opening of “Import Sake from Japan” Website -

Fenetre Partners, Ltd. (hereafter “Fenetre Partners”) and Genos Group KK (hereafter “Genos Group”) launched the “Import Sake from Japan” website on December 18 to provide business-to-business export service of Japanese sake for overseas customers.

(Photo: <http://prw.kyodonews.jp/opn/release/201512166538/>)

Fenetre Partners is a leading consulting firm specializing in trade, investment, and international marketing. Founded in 2008, its clients include both foreign companies looking to enter the Japanese market and Japanese companies aspiring to go global. The firm has been conducting international projects for over 130 companies in the past 7 years.

Genos Group was established in 2000 through the integration of age-old liquor wholesale houses with origins dating back to the Edo era about 400 years ago. As a wholesaler, Genos Group currently has 4 branches in the greater Tokyo area and annual sales of 12.5 billion Japanese yen. Aside from alcoholic beverages, Genos Group has also recently started partnerships with major U.S. syrup brand “Da Vinci,” and with Nestle for the “Cafe Milan Project.”

As distribution of “Made-in-Japan” sake remains limited outside of the country, Fenetre Partners and Genos Group aim to expand the distribution channels for high-quality Japanese sake by selling directly to liquor import companies all over the world at reasonable prices and to become the first sake Negotiant. The project’s mission is to respond to the growing global demand for premium Japanese sake.

Fenetre Partners takes charge of international marketing, while Genos Group is responsible for products supply, sales and distribution. Targeting customers mainly in major Asian cities as well as the North American and European markets, the business aims to reach sales of 50 million Japanese yen in the first year and expand to 500 million Japanese yen in 2020.

For details, please visit the Import Sake from Japan website below:

<http://import-sake-japan.com/>

About Fenetre Partners, Ltd.:

Established: June 2008

Representative Director: Satoshi Takayama, Yasushi Hasegawa

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Description of business: International consulting company

About Genos Group KK:

Established: July 2000

Representative Director: Takayoshi Shimizu

Address: 1-9-3 Nakameguro Meguroku, Tokyo, 153-0061, Japan

Tel: +81-3-5773-4776

Description of business: Liquor wholesale

Source: Fenetre Partners, Ltd.

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