

Fujiyahonten.Co.,Ltd. Company overview

FUJIYAHONTEN.CO.,LTD

こだわりの北海道



F U J I Y A H O N T E N

We deal with Hokkaido's special products and souvenirs
as wholesale business sought in the new era

■ Company overview

Company name	FUJIYAHONTEN. CO.,LTD
CEO	Akihiko Natori
Address	Hakodate office 589-46 Nishikikyō-cho, Hakodate, Hokkaido 041-8589, Japan TEL: +81-138-49-5175 Sapporo office 6-3-31 Ryutsu Center Shiroishi-ku, Sapporo, Hokkaido 003-0003, Japan TEL: +81-11-892-5111
Established	1951
Capital	30,000,000 JYP
Sales	8,700,000,000 JYP(2023)
Employees	About 150 people
Products	Seafood products/Confectionery/Dairy products/Noodles/ Agricultural products etc.
Web site	http://fujiyahonten.jp/english/



Hakodate office



Sapporo office

We are a comprehensive wholesale company of Hokkaido's representative tourist souvenirs, which has a history of about 70 years since its establishment.

■ Features 1 : Handling a wide range of products



● Wholesaler of tourist souvenirs with a wide range of products

POTATO FARM.

ユニフ

株式会社 竹田食品

西山製麺株式会社

・あいずの家・

HORI
CONFECTIONERY

ホリ 菓
hokkaido premium sweets company

NUNOME

北海道乳業

株式会社 寿フーズ

ROYCE'

日本一きびだんご
谷田製菓株式会社

味のふれあい
菊水

Bocca

REGISTERED TRADE MARK
Cradle
BRAND

IBIC
FOODS

We are handling about 650 manufacturers and distribute about 14,000 items

■ Features 2 : Developing original products



● Developing original products

We set up a project team that focusing on developing new products which other companies can not deal, Our product planning is also highly regarded by souvenir shop buyers in Hokkaido.

We are focusing on developing new products cannot be handled by other companies.

■ Features 3 : Familiar with the best-selling products



● Active participation in the Hokkaido Fair

- Mitsukoshi(Miyagi) ・ Keisei(Ibaraki) ・ Inoue/Tokyu(Nagano)
- Kintestu(Osaka/Wakayama) ・ Hamaya(Nagasaki) ・ Tokiha(Oita)
- Daimaru (Kyoto) ・ Seibu (Akita) ・ Matsuzakaya (Aichi) etc.

Total over 80 places

We have many experience in participating in the Hokkaido Fair, and is familiar with the best-selling products.

■ Frequently Asked Questions from buyers

Wide range of products

Developing original products

Familiar with the best-selling products

I understood your strengths, but are there the same as other wholesalers in Hokkaido? So what is the difference from other companies?

We have two differentiation points from the others wholesalers in Hokkaido!!



■ Difference from other companies 1



● Differences in promotional materials

We can create various promotional materials such as price cards and POP. Because we have a large format printer installed in our company, and we can also create promotional materials of the desired size.

We can create the various promotional materials your needs.

■ Difference from other companies 2



● Deal with the HACCP

We have our own production facility for making a marine products, and we acquired the JFS-B standard in 2020, which is the food safety management systems.



We are providing safe and reliable products based on the HACCP.

■ Conclusions

Wide range of products



Developing original products



Familiar with the best-selling products



Differences in promotional materials

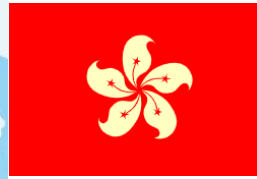


Deal with the HACCP

We have three strength and two differentiation points from the others. Therefore, **we can offer value that other wholesalers do not have!!**



■ Contract results (2020.09-2024.10)



皇月有限公司

萃德堂

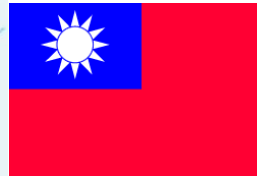
etc.



Kirei Japanese Food supply

SOON SENG HUAT

etc.

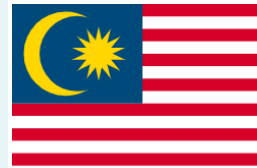


綠星企業有限公司

etc.



盒馬鮮生



JAF Food Industries

TCL Food Link

etc.



Aeon



Qxpress.Inc



ISTILO CONSUMER GOODS TRADING

We has shipped products to 12 countries mainly Asian countries.

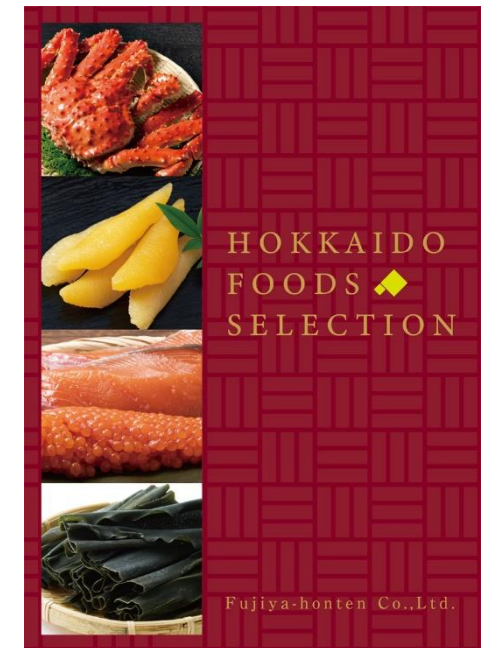
■ Todays proposal

● Thank you for your time today!!

Thank you for your time today! we also handle a wide range of products. If you have any questions or requests regarding our products, please feel free to contact us.

Contact Information

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URL	http://www.fujiyahonten.jp/



※Catalogues for overseas markets can be downloaded from our website.

■ Note
