

Exhibiting Information

Japan's Largest Exhibition for Beverage Technology!

Drink JAPAN 2025

10th Int'l Beverage & Liquid Food Development / Manufacturing Expo

Dates: **December 3 [Wed] - 5 [Fri], 2025**

Venue: **Makuhari Messe, Japan**

Organised by: **RX Japan Ltd.**

Co-organised by: **Japan Soft Drink Association (JSDA)***

Special Support: **Beverage Japan, Inc.**

Co-held Shows: **Food Factory Technology Week Tokyo 2025
(Formerly: FOODtech Week Tokyo)**








Restaurant Industry Innovation Week 2025

*JSDA doesn't owe responsibilities as the exhibition organiser.



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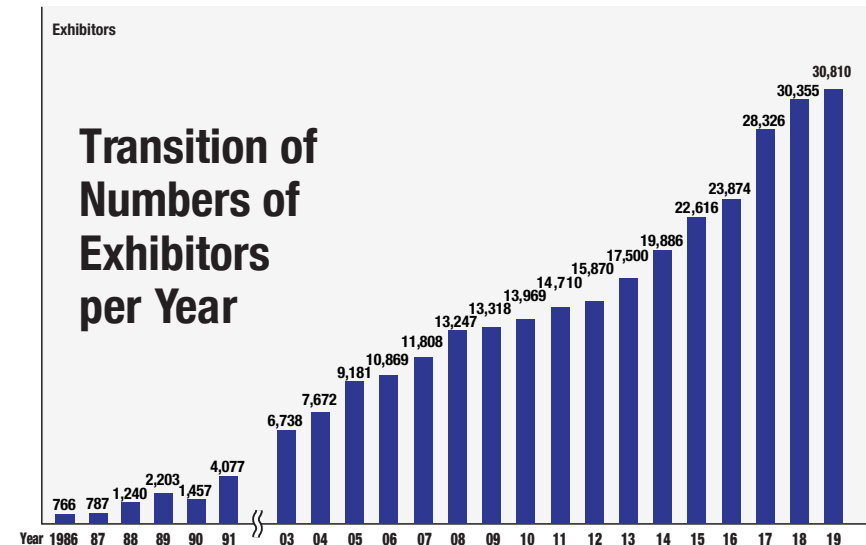
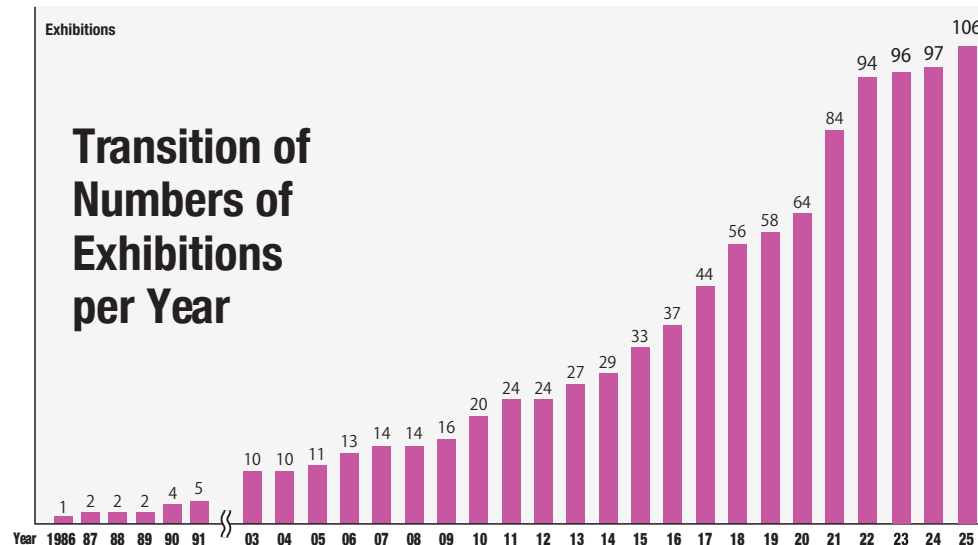
All pictures and videos on this brochure is taken at Drink JAPAN (held in Dec. 2022) and sample images.

RX Japan is Japan's Largest Trade Show Organiser

Holding 106 exhibitions in 38 sectors a year!

(The consisting shows
are 415 in total)

RX Japan organises 106 exhibitions a year at large exhibition halls such as Tokyo Big Sight, Makuhari Messe and INTEX Osaka across a wide variety of 38 fields including jewellery, fashion, gift items, electronics, energy, IT, cosmetics and medical. RX Japan fully contributes to expand the exhibitors' business by making the most of the expertise backed up with the experiences.



Exhibitions organised by RX Japan (exerpts)

CONTENT TOKYO



Japan's Largest* Trade Show for Content Creation, Production, and Licensing

Consisting Shows:

- LICENSING JAPAN
- Creators' Expo
- Immersive Technology Expo

etc.

MANUFACTURING WORLD



Asia's Leading Trade Show for Manufacturing

Consisting Shows:

- Design Manufacturing Solutions Expo
- Industrial ODM/EMS Expo
- Additive Manufacturing Expo

etc.

JAPAN BUILD –Int'l Building & Home Week–



Asia's Leading Show Covering Building and Housing Industries

Consisting Shows:

- Smart Home Expo
- Smart Building Expo
- Building Renovation Expo
- Building Material & Housing Equipment Expo

etc.

MEDICAL JAPAN



Leading Trade Show for Medical, Elderly Care and Pharmacy Industry

Consisting Shows:

- Hospital Expo
- Clinics Expo
- Pharmacy Solutions Expo
- Elderly Care & Welfare Expo

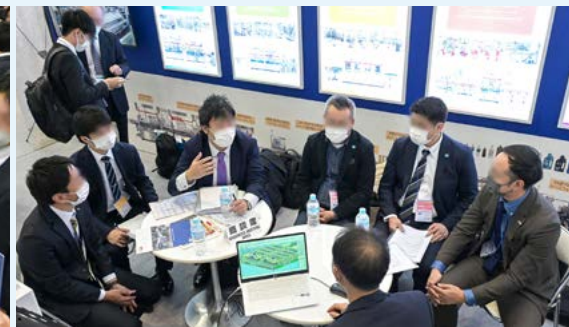
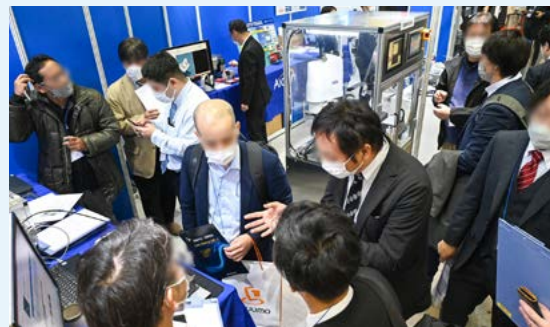
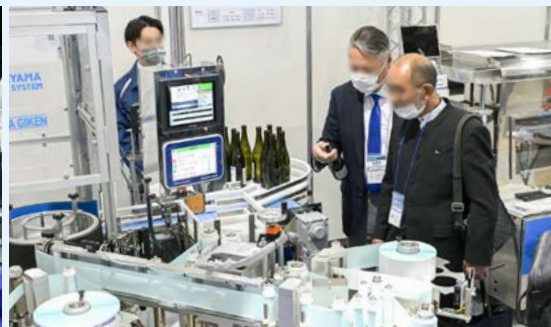
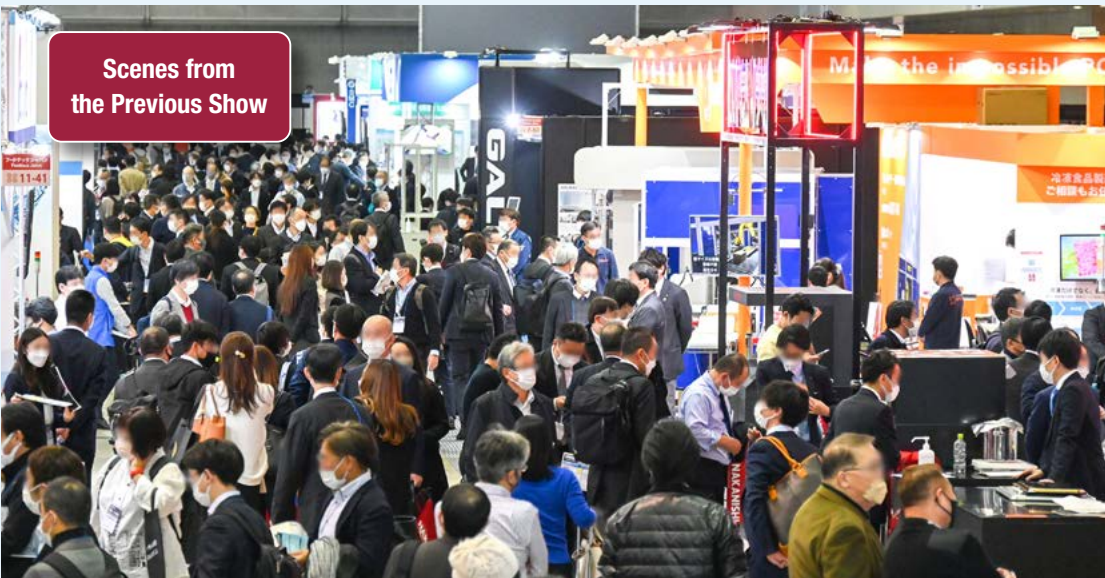
etc.

* "Largest" in reference to the exhibitor number of trade shows with the same concept.

Japan's Largest Exhibition for Beverage Technology

"Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.

Scenes from
the Previous Show



Scenes from the Previous Show (Video)



The Business Platform to Meet Beverage Industry Professionals in Japan

Exhibitors

Companies dealing with
the followings:

- Processing, Filling & Packaging
- Raw Materials & Ingredients
- Fermentation & Brewing
- Craft Beer Related
 - Brewing Machines/Tanks
 - Beer/Sake Ingredients
 - Kegs

...etc.

Business Meetings

- ◆ Product/Technology Introduction
- ◆ Technical Consultations
- ◆ Negotiations on Delivery Date/
Pricing



Visitors

Beverage/Alcoholic Beverage &
Liquid Food Manufacturers

- R&D
- Product Development
- Production
- Quality Control
- Purchasing
- Manufacturing
- Logistics ● Engineering
- Distribution/Import

...etc.

16,000 Beverage Industry Professionals Visit the Show!

*expected, including concurrent shows

Japan's Leading Beverage/Alcoholic Beverage/Liquid Food Manufacturers Visit the Show!

● Visiting Companies in the Previous Shows (excerpts/in alphabetical order)

Breweries & Alcoholic Beverage Manufacturers

- ASAHI BREWERIES, LTD.
- FAR YEAST BREWING COMPANY
- HAKUTSURU SAKE BREWING CO., LTD.
- IKSPIARI CO., LTD.
- KANAZAWA BEER
- KIKU-MASAMUNE SAKE BREWING CO., LTD.
- KIRIN HOLDINGS COMPANY, LIMITED
- KYODOSHOJI CORPORATION LIMITED
- MERCIAN CORPORATION
- MONDE WINERY CO., LTD.
- NIHONSAKARI CO., LTD.
- ORION BREWERIES, LTD.
- OZEKI CORPORATION
- SAKE-YA
- SANKT GALLEN CO., LTD.
- SAPPORO BREWERIES LTD.
- SUNTORY SPIRITS LTD.
- TAKARA SHUZO CO., LTD.
- THE NIKKA WHISKY DISTILLING CO., LTD
- Y.MARKET BREWING

etc.

Beverage Manufacturers

- ASAHI SOFT DRINKS CO., LTD.
- COCA-COLA BOTTLERS JAPAN INC.
- DYDO DRINCO, INC.
- IKARUGA MILK PRODUCTS
- ITO EN, LTD.
- JAPAN FOODS CO., LTD.
- KEY COFFEE INC.
- KIKKOMAN CORPORATION
- KIRIN HOLDINGS COMPANY, LIMITED
- KOIWA DAIRY PRODUCTS CO., LTD.
- MEGMILK SNOW BRAND CO., LTD.
- MEIJI CO., LTD.
- MORINAGA MILK INDUSTRY CO., LTD.
- OTSUKA PHARMACEUTICAL CO., LTD.
- POKKA SAPPORO FOOD & BEVERAGE LTD.
- SUNTORY BEVERAGE & FOOD LIMITED
- TAKANASHI MILK PRODUCTS CO., LTD.
- UCC UESHIMA COFFEE CO., LTD.
- UNICAFE INC.
- YAKULT HONSHA CO., LTD.
- YOTSUBA MILK PRODUCTS CO., LTD.

etc.

Food Manufacturers

- AJINOMOTO CO., INC.
- AZUMINO FOOD CO., LTD.
- BULL-DOG SAUCE CO., LTD.
- DAISHO CO., LTD.
- EBARA FOODS INDUSTRY, INC.
- FUJI OIL CO., LTD.
- HOUSE FOODS CORP.
- J-OIL MILLS, INC.
- KAGOME CO., LTD.
- KENKO MAYONNAISE CO., LTD.
- KEWPIE CORPORATION
- KIKKOMAN CORPORATION
- LOTTE CO., LTD.
- MARUKAN VINEGAR CO., LTD.
- MIZKAN HOLDINGS CO. LTD.
- MORINAGA & CO., LTD.
- NAGATANEN CO., LTD.
- RIKEN VITAMIN CO., LTD.
- S&B FOODS INC.
- SHODA SHOYU CO., LTD.
- THE NISSHIN OILIO GROUP, LTD.

etc.

● Voice from Visitors (excerpts)

ASAHI SOFT DRINKS CO., LTD.

As a visitor, we attend the show every year because it is a specialised technical show in the beverage industry. We are interested in introducing products that enhance production technology, such as filling machines and containers.

POKKA SAPPORO FOOD & BEVERAGE LTD.

We can find some new ideas for new product development from raw materials and ingredients.
We will definitely come back next year again.

CHOYA UMESHU CO., LTD.

We think it is such a valuable opportunity for us to find many manufacturing technologies. We are interested in some brewing equipment, filling machines, etc.

All kinds of **beverage technology** gather under one roof!

● Exhibitors at the past shows (excerpts/in alphabetical order)

- | | | | | | |
|-------------------------------|--|---|--|---|--|
| ● ACTEGA DS GMBH | ● CAVITATOR SYSTEMS GMBH | ● HIYOSHI CORP. | ● MOKI CO., LTD. | ● SAKE EXPERIENCE JAPAN LTD. | ● TEIJIN FRONTIER CO., LTD. |
| ● ADVANTEC TOYO KAISHA LTD. | ● DAIWA HANBAI CO., LTD. | ● ICHINOSE CO., LTD. | ● MORODOMI FURNITURE COOPERATIVE ASSOCIATION | ● SDB CORPORATION | ● TESCOM LTD. |
| ● AILES ELECTRONICS CO., LTD. | ● DASSAULT SYSTEMES K.K. | ● IMADE PRECISION MANUFACTURING CO., LTD. | ● NIHON-CIM CO., LTD. | ● SHIBATA CO., LTD. | ● TIC CORPORATION LTD. |
| ● ALIVE CORP. | ● ECOCAP'S SRL | ● IMPACT S | ● NIKKAN KEIZAI TSUSHIN CO., LTD. | ● SHIKOKU KAKOKI CO., LTD. | ● TN COOPERS |
| ● AMEFREC CO., LTD. | ● EDITRICE EDF TREND SRL | ● INA, WORLD CORPORATION | ● NIPPON AUTOMATIC FINE MACHINERY CO., LTD. | ● SHINMAYWA SOFT TECHNOLOGIES LTD. | ● TOBII TECHNOLOGY K.K. |
| ● AMMIC CO. | ● EISHIN PLASTIC SHOJI CO., LTD. | ● ITS JAPAN CORP. | ● NIPPON CAREER INDUSTRY CO., LTD. | ● SHIROKI CORPORATION INC. | ● TOHSEI CO., LTD. |
| ● ANTON PAAR JAPAN K.K. | ● ELEA VERTRIEBS- UND VERMARKTUNGSGESEL LSHAFT MBH | ● IZUMI FOOD MACHINERY CO., LTD. | ● NIPPON PAPER INDUSTRIES CO., LTD. | ● SHOWA CHEMICAL INDUSTRY CO., LTD. | ● TOKIWA CHEMICAL INDUSTRIES CO., LTD. |
| ● API CO., LTD. | ● ELEKTOR AIRSYSTEMS GMBH | ● KYOEI INDUSTRY CO., LTD. | ● NIPPON TOKAI INDUSTRIAL PAPER SUPPLY CO., LTD. | ● SIDEL | ● TOKUNAGA CORPORATION |
| ● APPLIC'ETAINS S.A. | ● EUGLEAD | ● KYOUIKU GEAR MFG. CO., LTD. | ● NISSEI COMPANY LTD. | ● SMI | ● TOKYO BRUSH CO., LTD. |
| ● ASAHI BREWERIES, LTD. | ● EXAWIZARDS INC. | ● LECHLER GMBH | ● NISSEICOM, LIMITED | ● SUBARU CO., LTD. | ● TORRY ENGINEERING CO., LTD. |
| ● ASAHI KASEI CORP. | ● FACHVERLAG HANS CARL GMBH | ● MEIJI FOOD MATERIA CO., LTD. | ● NISSHIN TRADING CO., LTD. | ● SUMITOMO HEAVY INDUSTRIES ENVIRONMENT CO., LTD. | ● TOSHIBA LIGHTING & TECHNOLOGY CORP. |
| ● ASM | ● FERMENTIS | ● MICRO DENSHI CO., LTD. | ● NISSIN JAPAN LTD. | ● SUMITOMO HEAVY INDUSTRIES MATERIAL HANDLING SYSTEMS CO., LTD. | ● TOSTE CO., LTD. |
| ● AUTHEN ALLIANCE CO., LTD. | ● GRAPHIC PACKAGING INTERNATIONAL JAPAN LTD. | ● MITSUBISHI CHEMICAL CORPORATION | ● NISSIN SYSTEMS CO., LTD. | ● TECHNO BERKSHIRE CO., LTD. | ● TOYO SHINYAKU CO., LTD. |
| ● AXIS CO., LTD. | ● GREEN PLUS CO., LTD. | ● MITSUBISHI RESEARCH INSTITUTE DCS CO., LTD. | ● SAGA ARMSTRONG BREWING | ● TECHNO-EYE INC. | ● WESTEP/SIPI |
| ● BEVERAGE JAPAN, INC. | ● GROW STARS INC. | | | | ● WILD GOOSE FILLING |
| | ● HIRAI CO., LTD. | | | | etc. |
| | ● HITACHI ZOSEN CORPORATION | | | | |

● Real voice from Exhibitors (excerpts from the 2023 exhibitor survey)

CASK GLOBAL CANNING SOLUTIONS (Canada)

We have met upwards of around **50 craft breweries and other beverage types** in Japan over the last three days!

Market Account Manager
Mr. Simon Glassier

QINGDAO SANDERULE BEER EQUIPMENT CO.,LTD. (China)

The number of potential customers we met this time exceeded our expectations!

CEO
Mr. Wenchun Wang

EUEALBIOTECH CO.,LTD. (Korea)

Drink JAPAN is a chance to engage in meaningful conversations with **global customers from China, Taiwan, and Europe!**

CEO
Mr. Cho Chang Ho

Covering from Product Development to Processing!

Specialised zones help you get best results

Craft Beer Zone



- Brewing Machines / Tanks
- Filter / Steriliser
- Beer / Sake Ingredients
- Kegs / Barrels
- Filling Machines
- Auxiliary Feedstock
- Compressor
- Capper

etc.

Processing, Filling & Packaging Technology Zone



- Steriliser
- Clean Room Equipment
- Filtering / Extracting Devices
- Cleaning / Washing Machines
- Contamination Prevention
- Visual Inspection Machines

etc.



- Manufacturing Equipment
- Filling / Packaging Machines
- Analysis / Quality Control
- Separation / Purification Equipment
- Brewing Equipment / Machines
- Logistics Equipment / Services
- Recycling Machines

etc.

NEW

Fermentation & Brewing Zone



- Fermentation Equipment
- Fermentation Tank
- Steriliser
- Filter
- Grain Washer

etc.

Raw Materials & Ingredients Zone



- Raw Materials
- OEM / PB Development
- Additives / Flavouring / Coloring
- Ingredients

etc.

Beverage & Alcohol Industry Front-runners Speak at Co-held Conference

Japan's Beverage Industry Trends Covered in the Conference

<Excerpted List of Seminar Speakers in the Past Shows>



Yoshiro Matsuo
President,
**Japan Soft Drink
Association**



Masaaki Fujiwara
Executive Officer, Deputy Div. COO,
Sustainability Management Div. Leader,
Sustainable PET Execution
Project Team/Deputy Div. COO,
Supply Chain Div., Engineering Dept.,
Suntory Holdings Ltd.



Keigo Misuta
Sales Dept., Junior Managing
Director,
Tombow Beverage Co., Ltd.



Yu Yoshida
Deputy Manager,
Planning & Development
Section, Development Dept.,
Yakult Honsha Co., Ltd.



Ryuheita Suita
Vice President, CMO,
ORION BREWERIES Ltd.



Tatsuyuki Fukuda
Planning Dept., Manager,
KIRISHIMA SHUZO Co., Ltd.



Shogo Tanaka
Resource Efficiency
and Circular Economy Div., Industrial
Science and Technology Policy
and Environment Bureau, Director,
**Ministry of Economy,
Trade & Industry**



Ryuichiro Maruyama
CSV Promotion Department Manager,
Business Transformation,
Corporate Communications Div.
Coca-Cola Bottlers Japan Inc.



Shunsuke Shimizu
President's office, Director,
YOHO Brewing Co.



Daisuke Kan
President,
Cheerio Corporation Co., Ltd.



Tetsuya Yasuda
Brand Manager,
Marketing Dept.,
ITO EN, Ltd.



Junichi Tsuchiya
Manager,
Lemon Business Dept.,
**POKKA SAPPORO Food
& Beverage Ltd.**

Honorifics omitted. In random order. The speaker's affiliation and job titles may be omitted.

Promotion Services for Exhibitors

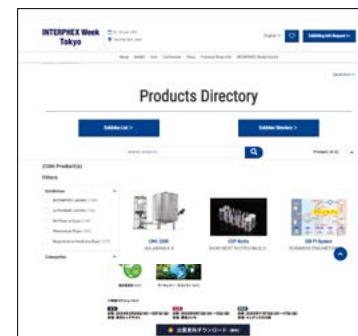
1 OUR “EXHIBITOR SUCCESS” TEAM WILL SUPPORT YOU

Our Exhibitors Success Team will support your preparation until the show to make your exhibiting successful.



2 LISTING ON EXHIBITOR DIRECTORY (WITH A CHARGE)

Visitors will check Exhibitor Directory before their visit and also they request appointments via the website.



3 ADVERTISING OPPORTUNITIES (WITH A CHARGE)

We offer various advertising plans to maximise the outcome through your participation. For the details, please contact Show Management.

Organiser: RX Japan Ltd. Drink JAPAN Show Management

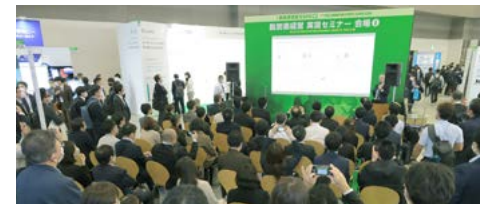
11F, Yaesu Central Tower, Tokyo Midtown Yaesu,
2-2-1 Yaesu, Chuo-ku, Tokyo 104-0028, Japan

Tel: +81-3-6739-4125

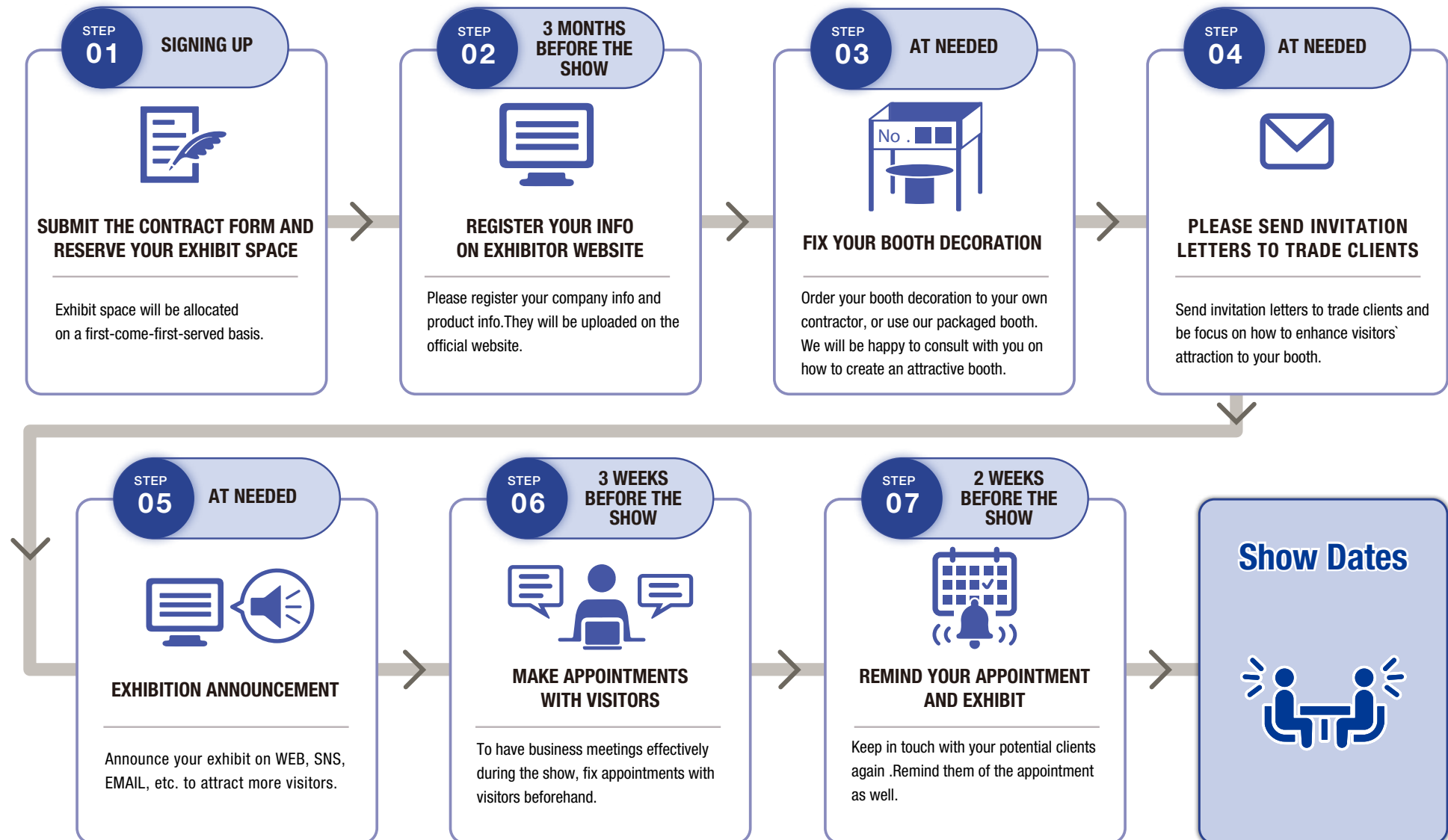
E-mail: drink-j.jp@rxglobal.com

4 EXHIBITORS' PRESENTATION (WITH A CHARGE)

It is held in the exhibition hall and audiences can attend free of charge without prior registration.



Schedule until the Show (Dec. 2025/Makuhari Messe)



*The schedule is subject to change.

Secure your space!

Apply NOW as an Exhibitor at Drink JAPAN 2025

Contact Show Management for Exhibiting Info.

E-mail



drink-j.jp@rxglobal.com

Inquiry by Phone



+81-3-6739-4125

Video Call



[Click HERE to contact Show Management](#)

Organiser: RX Japan Ltd. Drink JAPAN Show Management

11F, Yaesu Central Tower, Tokyo Midtown Yaesu, 2-2-1 Yaesu, Chuo-ku, Tokyo 104-0028, Japan Tel : +81-3-6739-4125

E-mail : drink-j.jp@rxglobal.com Web : www.drinkjapan.jp/en/ A division of Reed Business Registered in England, Number 678540

PR/advertisement opportunities to maximise the outcome

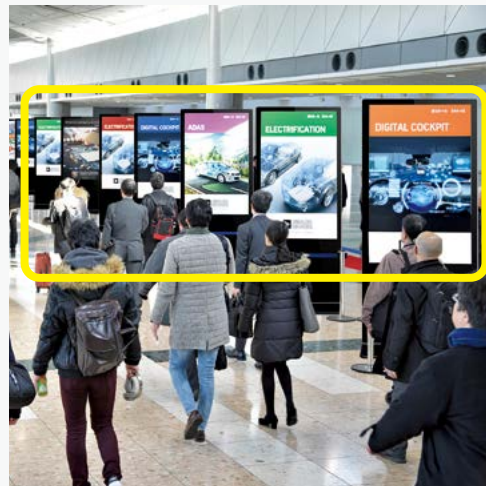
< Examples >

Banner Ads on Official Show Website



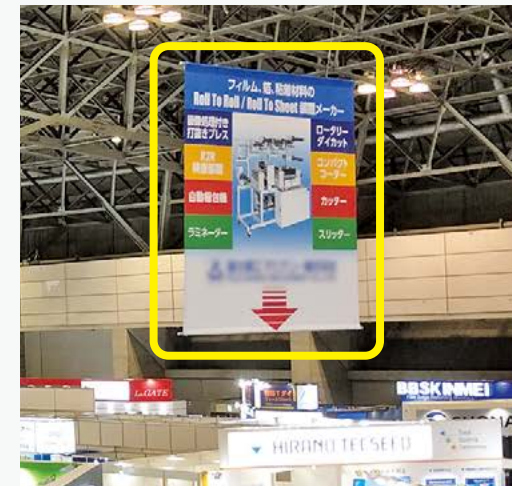
Official Show Website has a huge amount of traffic as the show is approaching! You can inform your potential customers of your participation widely.

Digital Signage Ads on the Hallway



Digital signages will be placed on the hallway where there is huge traffic of visitors. Attract visitors to your booth by displaying your company name, booth location and product information.

Hanging Banner Ad above Your Booth



This ad will enable visitors to find your booth very easily, even from a distance.

And more!

For the details, contact Show Management.