

ALEPH INC.
Corporate Book

Eating makes human beings better.

Daily eating nourishes not only our bodies, but also our souls.

It is part of the great circle that connects everything on Earth.

Our job is to provide good and enjoyable meal with ingredients born from the dialogue with nature, and to continue improving by learning from conversations with our customers while maintaining these connections.

Good meal, that never leaves this great harmonious circle, creates good people, and good people create good connections.

Our job brings both great responsibility and joy.

03 Message from our president / Mission

- Our Corporate Mission / Our Management Philosophy
- Our Management Standards

05 Our Vision

- Long-term vision and mid-term management plan
- Company profile / Organization chart

07 Our History

09 Business introduction

- Restaurant business / Franchise business
- Food Processing, Manufacturing and Sales Business / Eniwa Business / External Sales Business

15 Food safety

- Development and procurement of ingredients
- Processing / Manufacturing and preparing / Serving

19 Sustainability

- Creating an environment where diverse human resources can play an active role
- Environmental impact reduction





Aleph inc.
CEO and President
Dai Shoji

A store exists for its customers, prosperes with its employees and ceases to exist with its owner.

Since our founding in 1968, we have grown with the support of many people. This sector is now known as the food service industry, and we believe that it is the result of the goodwill and efforts of our predecessors.

As we believe that “a business exists for its customers”, we serve safe and secure meals to our customers and create a comfortable space to listen to their opinions and support their needs.

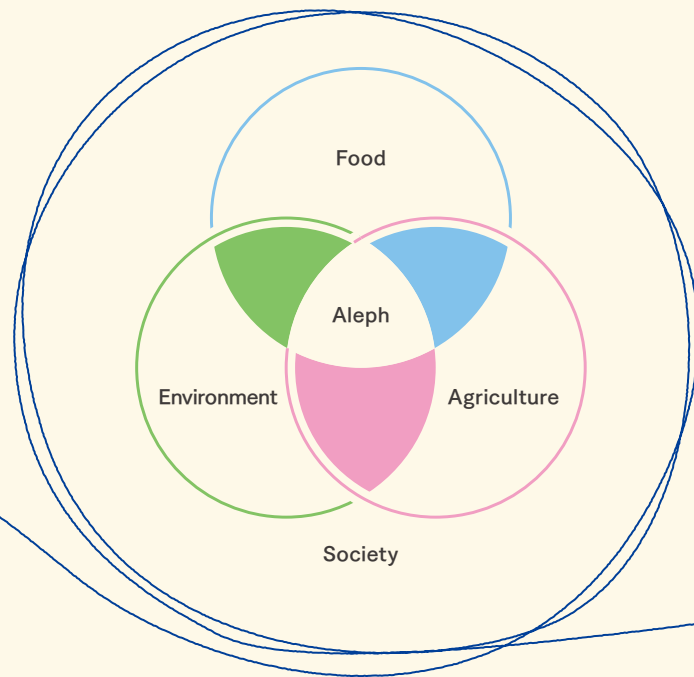
As we believe that “a business prospers with its employees”, we respect each other, value our workplace, and feel motivated to work with high productivity as a result.

With “a business ceases to exist with its owner”, we mean that it is a natural process, but without a successor it will decline.

Following the example of our predecessors, we are now responsible to provide products and services that our customers can enjoy, to create a better working environment and to build a good reputation for the restaurant industry.

Even though the environment around us changes with the times, our cherished roots remain unchanged.

We aim to be a company that can grow together with the whole society, while meeting the diverse needs of our customers and facing social issues, so that the restaurant industry can be a better place for “human beings”.



■ Our Mission

- To develop businesses that preserve and enhance human health and safety.
- To establish businesses that improve the human welfare.
- To expand businesses that respect the nature.

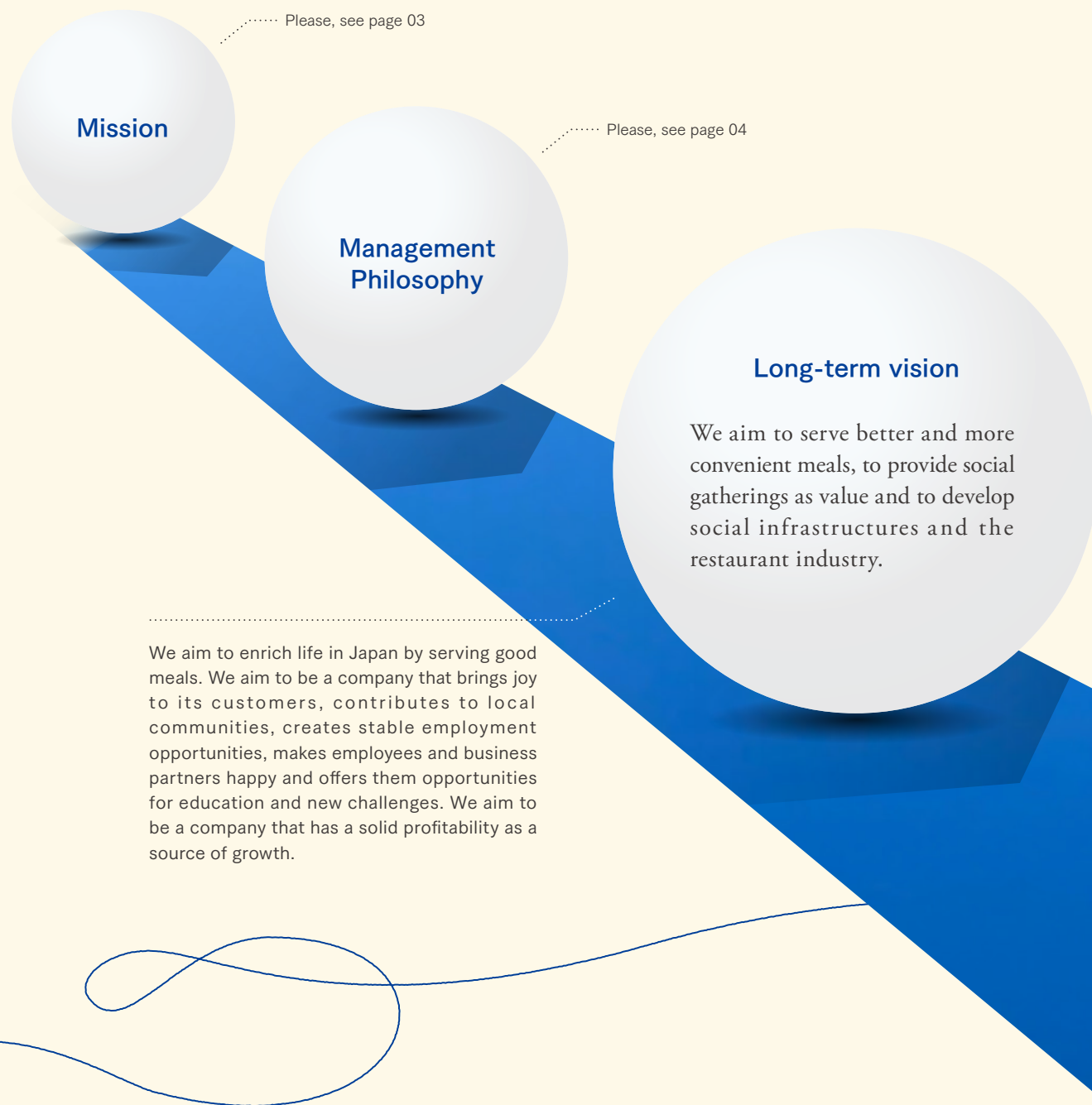
■ Our Management Philosophy

- Promote our business with vigor and a commitment to respecting humanity. Preserve the harmony without bias or distortion.
- Stand on our customers' side by providing better and more affordable products.
- Good and bad come above profit and loss.
- We aim to make our customers and ourselves happy while not forgetting that we exist thanks to them.

■ Our Management Standard

- A company exists in the society and exists to solve society's shortages, dissatisfaction and issues.

Long-Term Vision and Mid-Term Management Plan

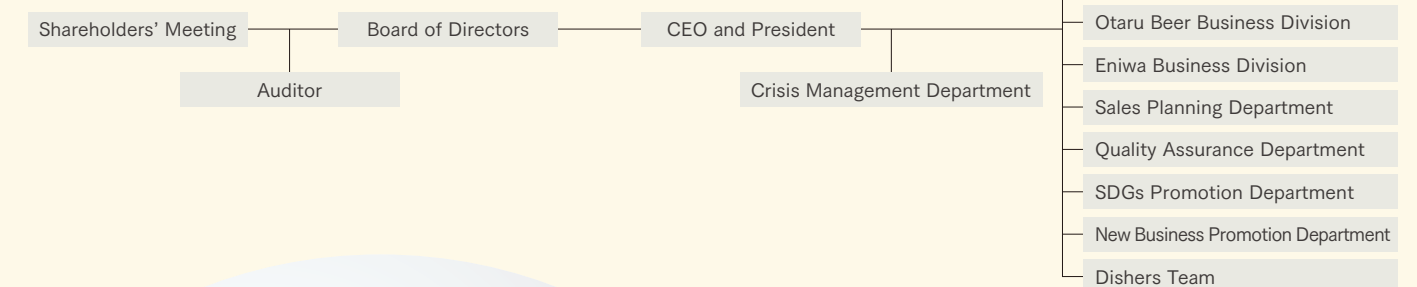


■ Company Profile

Founded	December 1968	Head Office	3-1-26, Kikusui 6-jo, Shiroishi-ku, Sapporo-shi, Hokkaido, Japan TEL 011-823-8301, FAX 011-823-8192
Established	July 1976, trade name changed in May 1987	Tokyo Head Office	Takanawa Empire Building 6th Floor, 3-24-18, Takanawa, Minato-ku, Tokyo TEL 03-5422-9407, FAX 03-5422-9416
Capital	100 million yen	Osaka Office	9F Hawk Crescent No. 2 Building, 7-4-21 Nishinakajima, Yodogawa-ku, Osaka TEL 06-6195-9497, FAX 06-6195-9498
Representative Officer	CEO and President : Dai Shoji Executive Managing Director : Kaisaku Shoji Director : Hirotugu Shindo Director : Hiroto Takei Director : Mitsuyuki Sato Corporate Auditor : Shiro Tsukidate, Kazuhiro Takahashi	Group Companies	●Mitsuru Inc. ●Cypress Co., Ltd. ●Bocca Co., Ltd. ●Delicious Inc. ●Eco-rin Village Inc.
Business Activities	Restaurant business, food processing and manufacturing business, franchise business, and other businesses		

"Aleph Inc." has no relationships with the religious group Aum Shinrikyo and "Aleph Co Ltd".

■ Organization Chart



Mid-Term Management Plan & Management Strategies

Vision for the next 3 Years

"Creating a More Attractive Restaurant Industry"

We want to respect our policy of "serving better and more convenient meals" to our customers, and create a more attractive restaurant industry for our employees as well.

3 Management Strategies

- 1 "Continued Growth"
- 2 "Securing Profitability"
- 3 "Achieving Sustainability"

1 "Continued Growth"

We aim for a stable and continued growth in order to continue providing products and services that can be useful to our customers.

2 "Securing Profitability"

We aim to improve our customers' experience by securing profitability through increased productivity by using digital technologies and by enhancing our products' appeal, services, comfort and convenience.

3 "Achieving Sustainability"

Our goal is to "evolve into a company where everyone feels motivated to work" for sustainability. For our long-term vision, we invest in human capital such as education to create a stimulating working environment where diverse human resources can play an active role, to improve our working conditions and to reform our systems. We also aim to grow into a company where employees can work with pride and with a sense of fulfillment.

Our History

From a 43-square-meter small restaurant to a huge food industry.
Our spirit of inquiry and our challenge continue.

1968~

1968
December 15th

"Bell: Hamburger and Salad Restaurant" is founded in the Hinode Kaikan in Morioka, Iwate Prefecture.

Founder, Mr. Akio Shoji, traveled across Japan to start a business. During his travel, he felt the new hamburgers' era arriving, and opened a 43-square-meter shop in the downtown of Morioka (up to January 1973)



1972

Restaurant **"Bell Odori"** opened in Morioka, Iwate Prefecture



1973

Prototype of our hamburger steak dish, with a hamburger steak, salad and rice served on a wooden plate

1976
July

"Cowbell Company Co., Ltd." established in Morioka, Iwate Prefecture

1977

First restaurant in Fukushima

1980~

1980

First restaurant in Sapporo
Restaurant name changed to **"Bikkuri Donkey"** in 1986



Bikkuri Donkey Nishino restaurant around 1986

1983

Franchise business started (restaurants opened in Osaka and Toyohashi)

1985

First restaurant in the Kanto region



Head office moved to its current address

1987
May

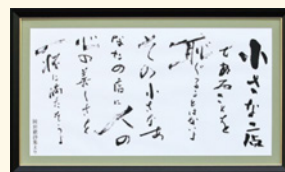
1987 (May) Company name changed to **"Aleph Inc."**



1988

"Bikkuri Donkey" 50th opened

Agricultural research in Hokkaido started for safe and secure meal



A poem from Toru Okada. We cherish these words since our founding, and display this poem in all "Bikkuri Donkey" restaurants

1990~

1990

Support given to the establishment of the agricultural production corporation **"Aleph Ranch Ltd."** (now Bocca Co., Ltd.).

1993

Normalization initiatives such as Braille menus, entrance slopes, wheelchair-accessible restrooms and guide dog acceptances started

1994

"Bikkuri Donkey" 100th opened

1995

Brewing our own beer **"Otaru Beer"** started, beer pub **"Otaru Soko No.1"** opened in Otaru, Hokkaido



1997

Introduction of food waste grinding and drying machines into restaurants started

1999

"Bikkuri Donkey" 200th opened

Otaru Beer Zenibako Brewery opened in Otaru, Hokkaido

2000~

2001

Use of Aleph Natural Beef started

2002

Coffee roasting factory started in Sapporo

2006

"Eco-rin Village" opened in Eniwa, Hokkaido.

Opened with the purpose of enjoying learning about food and agriculture, their connections to nature and their importance through experience. Practice of grassland agriculture by grazing up to 1,000 sheep on about 70 hectares of pasture.



Introduction of original rice cultivated with pesticide use limited to one application of herbicide into all Bikkuri Donkey restaurants

2007

"Hokkaido Factory", a food processing factory, opened in Eniwa, Hokkaido

Reducing energy consumption and significantly CO2 emissions through the use of renewable energy such as geothermal energy together with hygiene management.



2010~

2010

"Bikkuri Donkey" 300th opened

2011

First food court type Bikkuri Donkey restaurant, Pocket Kitchen, opened

2012

"Iwate Factory", a food processing factory, opened in Morioka, Iwate Prefecture.

2013

"Okinawa MLP", a hamburger patty manufacturing factory, opened in Uruma, Okinawa Prefecture

2015

"Saitama Factory", a food processing factory, opened in Kuki, Saitama Prefecture



2016

"Hokkaido Factory" is the first in the restaurant industry to obtain the **"ISO 50001"** energy management system standard certification

2017

Introduction of **"milk-, wheat- and egg-free hamburger steaks"** into Bikkuri Donkey



2020~

2020

"Dishers," a new business format where you can freely customize your own hamburger steak dish, opened



Joining the franchise of tea cafe **"Gong cha"**

2021

Our Fukushima Factory obtains **"ISO 50001"** energy management system standard certification

2022

Bikkuri Donkey opened its first store in Tokushima Prefecture, expanding to 45 prefectures all through Japan

"TAPROOT coffee roasters," a new bean sales brand for specialty coffees, started

2023

The **"Moguchare!!"** event, thought to encourage children to finish their own meal, introduced into all Bikkuri Donkey restaurants (excluding Pocket Kitchen restaurants)

Celebrating our 55th anniversary since founding

2024

Starting operating **"Carl's Jr.®"** burger restaurants



2025

Our Saitama Factory obtains **"ISO 50001"** energy management system standard certification

"Bikkuri Donkey" 346th opened

As of September 2025



Carl's Jr.® Akihabara Chuo-dori restaurant

Developing business for a new restaurant industry. Creating contacts with our customers all through Japan.

Our efforts to provide our responsible
hamburger steaks to more and more
customers have gradually expanded,
resulting in four new businesses.
Creating a greater “usefulness” with all
our strength.

Our Business Development



Restaurant Business

We aim to contribute to our society with a better restaurant industry where offering safe and secure ingredients and enjoyable spaces, faithful to our thought that “the kanji character of “eating” is read as making “human being” better”. With diverse formats such as “Bikkuri Donkey”, “Dishers”, “Otaru Soko No.1”, “Rakuda-ken”, “Carl’s Jr.®” and “Gong cha”, we provide “safe, good and enjoyable time” across Japan.



Franchise Business

Our “Bikkuri Donkey” franchise business runs currently over 215 restaurants with 30 member companies all through Japan. By providing to our member companies management support based on the franchise package developed by our “Bikkuri Donkey Chain Division”, we offer the same quality products and services in both directly-managed and franchised restaurants, enhancing the reliability and consistency of our “Bikkuri Donkey brand”.



Food Processing, Manufacturing and Sales Business

We operate ten factories to serve to our customers fresh and safe meals at any time. We produce our own “Bikkuri Donkey” hamburger patties, hamburger steaks’ sauce, etc., in eight food processing factories across Japan and supply them to all restaurants. “TAPROOT coffee roasters” is our own coffee roasting factory. Our “Otaru Beer Brewery” brews beer according to the German tradition.



Eniwa Business / External Sales Business

We operate “Eco-rin Village” in Eniwa, Hokkaido. We promote initiatives for food, agriculture, environment and culture, aiming to “reduce the environmental impact and contribute to a sustainable society”. Our external sales business develops original products to make it possible to enjoy the “Bikkuri Donkey” taste also at home, and sells them to retail stores, etc. Our lineup includes milk-, wheat- and egg-free hamburger steaks, etc.

Company
profile



<https://www.aleph-inc.co.jp/company/overview/>

Business
introduction



<https://www.aleph-inc.co.jp/business/>

page 11 >

page 11 >

page 13 >

page 14 >



A dish for a good day.

Our hamburger steak dish, with a hamburger steak, salad and rice served on the same wooden plate, is our restaurant's flagship product. We run over 345 restaurants in 45 prefectures across Japan. We provide spaces and service to enjoy our safe, secure and familiar dish, and offer a food experience to make our customers' day a bit better. With our restaurant's name "Bikkuri Donkey", we aim to create a restaurant where our customers can have fun and joy, feel surprise and emotions, and to become useful to our society such as a donkey supports people's daily life with a gentle gaze.



The restaurant "Bell Odori", operating in Morioka, Iwate Prefecture, since 1972, is the "home" of our Bikkuri Donkey. In order to never forget our gratitude towards all customers who came and called it "Bell san", its actual menu is the same as in our Bikkuri Donkey, but its sign remains "Bell".



<https://www.bikkuri-donkey.com/>

Franchise Business

Our head office and member companies have a relationship based on mutual trust and work together to fulfill the role of "food infrastructure" with our chain.



Dishers

A new format of restaurant where you can enjoy your unique hamburger steak dish by freely customizing your hamburger steak with different toppings and the quantity of your vegetables, your rice and sauce, etc.



<https://hello-dishers.com/>



A farm restaurant with pasta made with Italian wheat and a wood-fired Neapolitan pizza. We use "Konayuki Tonton" pork from our Eco-rin Village's free-range pigs.



<https://www.ecorinville.com/facility/rakudaken.html>



A beer pub in a stone warehouse along the Otaru Canal. You can enjoy our Otaru Beer, brewed in a kettle in the middle of the restaurant according to German tradition.



https://otarubeer.com/jp/?page_id=357



A global hamburger brand born in Southern California, USA. Australian beef used for our main product's beef patties.



<https://www.carlsjr.jp/>

Gong cha

A global tea cafe' from Taiwan with stores worldwide. We offer high-quality teas, focused on aroma and freshness, in casual style, including our popular milk tea.



<https://www.gongcha.co.jp/>





Safety and good taste by our own hands.

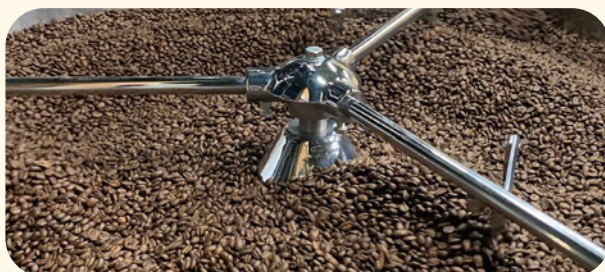
We produce and supply the ingredients used in our “Bikkuri Donkey” in eight food processing factories across Japan. By establishing manufacturing bases all across Japan, we can deliver fresh ingredients and ensure their stable supply even in case of natural disasters, when neighboring factories will back up.



Hamburger patties are delivered refrigerated daily

We produce our own hamburger steak patties upon receiving orders from our restaurants according to “what is needed, when it is needed, only in the quantity needed.” We deliver freshly-made hamburger patties daily.

Other factories

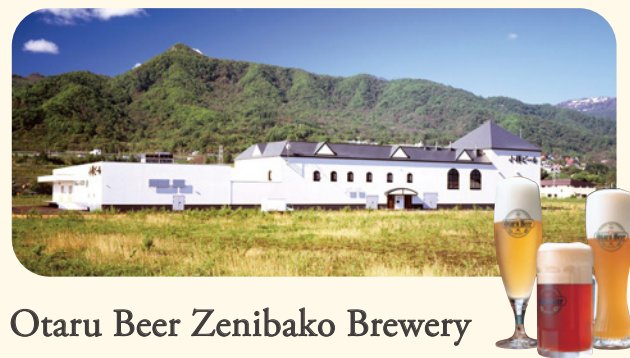


TAPROOT coffee roasters

We procure specialty coffees, that meet our own standards for cultivating, harvesting and processing from South America, Africa and other regions, and roast fresh green beans.



<https://www.taproot-coffee.com/>



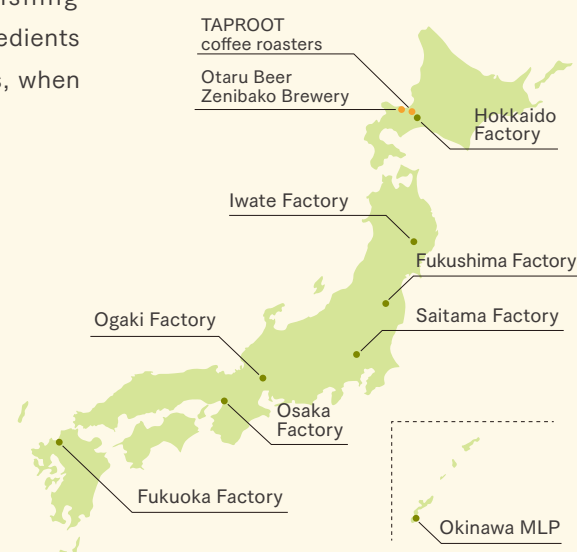
Otaru Beer Zenibako Brewery

We produce our own original beers such as our “Otaru Beer” and our “Donkey House Beer (draft)” using only German organic malt, aroma hops, yeast and Otaru soft water.



<https://otarubeer.com/jp/>

Our factories



Practicing coexistence with nature.

Our “Eco-rin Village” in Eniwa, Hokkaido, is a place where practice creating a model of a sustainable recycling society and culture. We are focusing on the activities of the “Eco-rin Village School”, which connects the vision of our founder, Akio Shoji, that “we hope that people will naturally turn their attention to food, agriculture and the environment through playing and experiencing nature, and gain awareness and make discoveries.”



<https://www.ecorinvillage.com/>



Eco-rin Village School

We promote activities to help children challenge themselves, think and make spontaneous explorations and discoveries, such as becoming aware of the importance of people, creatures and the environment.



Tomato no Mori

We grow about 20,000 tomatoes hydroponically from a single seed in one year. In 2013, it was certified as “the largest tomato plant” in the Guinness World Records.

Sheep Grazing

This is one of our practical initiatives in grassland agriculture, where sheep are moved among paddocks and eat highly-nutritious grass. We graze up to 1,000 sheep.



External Sales Business

With the desire to provide enjoyable meal times also at home with our Bikkuri Donkey products, we sell them in our restaurants, retail stores and online stores.



The “milk-, wheat- and egg-free Bikkuri Donkey hamburger steaks (with sauce)” are popular on our online store.



<https://www.sowelu.top/>

We take responsibility for the safety of our ingredients in order to provide secure products.

To realise the idea that “the food industry produces good people”, we have established three guarantees (quality, safety and traceability) and three contributions (health, environment and optimization). By building a mass merchandising system that can consistently control everything from ingredient research to production, procurement, processing and service, we know where, by whom and how ingredients were produced.

Three Principles of Ingredient Development and Procurement



We value the natural state of our cattle and raise them naturally.

“Bikkuri Donkey” hamburger steaks are made with minced beef and pork. Our beef is “Aleph Natural Beef” from contracted producers in New Zealand, Australia and Uruguay. Our meat combines good taste with high safety, from free-range cattle without any artificial growth hormones.



Our cattle graze on vast pastures of designated farms in New Zealand, Australia and Uruguay.

We have our own standards for the use of antibacterial substances.



We procure pork with guaranteed origin.

The pork used for our “Bikkuri Donkey” hamburger steaks’ minced meat is procured from Japan and overseas. Our suppliers submit a “shipper’s certificate” once a year. We are working with our suppliers for sustainable procurement, such as raising healthy pigs in a comfortable, low-stress environment that requires as little antibacterial substances as possible.



Rice grown in rice fields rich in living creatures.

Our rice is safe and original, grown with limited use of pesticides. The rice fields are a place where many living creatures, like frogs and loaches, grow. More than 400 contracted producers across Japan produce our rice with consideration for biodiversity.



Carefully cultivating varieties suited to the production area’s climate.



We procure our green coffee beans by ourselves and roast them in Sapporo.

We visit production areas around the world and procure our specialty coffee from contracted farms. We import our green coffee beans directly from each country to Hokkaido and roast them in our own factory.

We harvest only fully ripe beans from our contracted farms in Guatemala, Ethiopia, Peru, Brazil and other countries.



Our barley and hops are cultivated in Germany.

We use German barley and hops grown organic in contracted farms. Our barley is malted in Germany. Our hops are a rare, highly aromatic variety.

Our ingredients are only malt, hops, yeast and the Otaru soft water.



Promoting traceability.

We procure our main vegetables from contracted producers, who are focused on soil improvement through the use of green manure and compost.

The onions used for our hamburger steaks are grown by domestic contracted producers using less than half the usual amount of agricultural chemicals. Our daikon, a popular salad vegetable, is grown without any harmful soil sterilization, and is supplied with the right amount of nutrients.

※ In the event of a poor harvest of raw materials, some raw materials may be substituted.



Our onions are procured seasonally from contracted farms across Japan, selecting varieties suitable for our hamburger steaks.



From Date, Hokkaido, to all Japan.

The raw ingredients for our softcream are delivered across Japan from our group company, Bocca Co., Ltd. High-quality raw milk from Bocca’s own dairy farm and dairy farmers in Date is strictly checked and then processed within 72 hours.

Our willing of “processing quality ingredients optimally” is also applied to our dairy products.



Bringing the power of safe and secure ingredients to your table.

Food safety is carried from our producers to our factories and finally to our restaurants like in a relay. Everyone involved takes over a baton and passes it carefully to the next one imaging the moment when our customers eat their own meal in our restaurants. We aim to ensure that the inherent power of our ingredients, developed and procured without any compromising on safety, is fully demonstrated when they are served on the table.

Processing / Manufacturing

Initiatives at Factories

Just-in-Time Production System

In order to maintain freshness, essential for good taste, hygiene and safety, we use a just-in-time system for our processing and manufacturing. It means that production is not based on our factories' convenience, but it starts with highly accurate sales forecasts for each restaurant and is based on what, when and how much is needed. Our basic rule is not to prepare in advance.



Our eight food processing factories all through Japan process and manufacture the ingredients according to the just-in-time production system and provide them to all our "Bikkuri Donkey" restaurants.

Introducing assistance devices

We are developing and introducing assistance devices in our factories in order to reduce the heavy labor for tasks like unpacking our patty's ingredients and moving them to the thawing carts.



We aim to eliminate labor shortages, prevent workplace accidents, use diverse human resources and create an environment where everyone can work safely.

Our Quality Control Team

We conduct bacterial tests, physicochemical tests, verification tests, wipe tests and environmental tests on our products. We are also responsible for creating a system to provide safe products through operational support for the HACCP (Hazard Analysis and Critical Control Point) system.



Cooking / Providing

Initiatives at Restaurants

Thorough Risk Management

The HACCP concept is carried through to our restaurants. The final stage of risk management is carried out in our restaurants, where measures are taken according to the risk of each food item.

Checking Cooking Equipment and Procedures

Here are two typical safety initiatives in our kitchens. The first one is the grilling of our hamburger steaks. Their safety must be guaranteed. In our restaurants they are grilled according to procedures set by head office, and cooking equipment is checked several times a day to ensure it is working properly. The second one is our soft cream servers, which are structurally prone to bacterial growth. Trained employees disassemble, clean, sterilize and perform safety checks on servers.

QSC Activities

We share our Bikkuri Donkey QSC standards with all employees and work every day to improve our Quality, Service and Cleanliness.

Quality: we thoroughly manage temperature, expiration date and cooking procedures of our ingredients in order to serve freshly made products to our customers.

Service: we serve our products safely and carefully, dress neatly and serve customers with a smile to make them happy.

Cleanliness: we regularly wipe down the seating areas and maintain a clean space, and use our facilities and cooking properly to ensure that our customers can enjoy our restaurants.



We keep our restaurants clean, and serve safe meals and enjoyable spaces.



Solving problems for a sustainable society, one by one

As stated in our Management Standards (page 04), our goal is to solve social shortages, dissatisfactions and problems. In accordance to these standards, we are fully committed to solve social issues one by one through business activities using people and resources. Here are our efforts to create an environment where diverse human resources can play an active role and to reduce our impact on the global environment.

Basic SDGs Policy

In accordance with our corporate mission and management philosophy, we clarify our internal issues, express them in relation to the SDGs (Sustainable Development Goals) and resolve them through both internal and external collaboration to embody a sustainable company and individual lifestyles.

Creating a people-friendly society from within the company.

As a company that provides products to diverse customers, we are actively working to ensure that our employees have diverse attributes and values. At the same time, we are also making efforts to eliminate any anxiety and dissatisfaction regarding the health and lifestyle of our employees. We are accelerating our efforts to face these issues to achieve the different well-being of each employee.



<https://www.aleph-inc.co.jp/company/normalization/>



Major Initiatives

Diverse Workforce

- Gender balance and women's empowerment are our management issues.
- We are working to increase the proportion of women in management positions.
- We aim to eliminate bias in terms of age and gender by revising our meeting management guidelines.
- We are conducting human rights due diligence, establishing rules to prevent harassment, and conducting trainings.
- We are promoting a change in awareness within our company, including among management.

Employee Health and Welfare

- We provide health checkups once a year and twice a year for employees who regularly work late nights. We are also strengthening the call for all part-time workers to undergo health checkups.
- We provide trainings and examinations to maintain and improve mental health care.

Life and Cooperation

- We encourage our male employees to take childcare and nursing care leave.
- We obtained "Kurumin" certification from the Ministry of Health, Labor and Welfare.
- We have established an annual paid leave stock system.
- We have a "GLTD (Group Long-Term Disability) insurance system" to compensate employees for loss of income in the case of long-term inability to work due to illness or injury.



We are certified as a "Childcare Support Company" by the Ministry of Health, Labour and Welfare.



Diverse Working Styles



We decide on our full-time employees' assigned location, office and working style considering their preferences from three categories: nationwide, regional and part-term. We have also introduced a job return system that allows employees to return to work.

Considering Life Stages



- A short-time working childcare system that exceeds legal standards (available until the child graduates from elementary school).
- Refreshment leave, which allows five consecutive days off twice a year.
- Many male employees take childcare leave as well.

A Workplace Where Using Your own Individuality



- There are no restrictions about hair color.
- Any clothing is ok as long as it is clean and appropriate for work (a workplace that does not have a uniform. In restaurants and factories that have uniforms, commuting to work).
- Our Bikkuri Donkey adopts genderless uniforms. In addition to common items that are not gender-specific, different colors and styles can be chosen for certain items for individuality and ease of work.

Trainings for Growth



We offer various educational programs to our employees several times a year to acquire necessary knowledge and experience. We offer trainings that match our employees' career plans, leading to individual skill improvement.

Whistleblower Program



We established a whistleblowing hotline outside the company. We aim to create a secure working environment, such as establishing regulations to prevent customer harassment.

Minimizing the environmental impact.

We have been taking the lead in our industry by promoting resource recycling and working toward a carbon-free society, both of which are foundations of the SDGs. In order to be faithful to our thought of “‘eating’ makes ‘human beings’ ‘better’”, we aim to provide our customers with a good and enjoyable experience without any worries about safety or environmental impact. We want to be trusted as a place where “you have nothing to worry about here”.



“Eating” is directly affected by the environment.

Since our founding, we didn’t want to use ingredients that we didn’t know where or how they were produced, so we started learning agriculture ourselves. We started agricultural research in Hokkaido in 1988 and opened a group ranch in 1990. We pursued agriculture following the laws of nature, but we realized that no matter how much we reduced the use of pesticides and chemicals fertilizers, it would be difficult to achieve our ideal if soil, water, and air are polluted. Therefore, we started various initiatives to reduce our own environmental impact through our daily business activities.



Using actively electricity derived from renewable energy sources. Our Bikkuri Donkey Chigasaki restaurant uses electricity generated from food waste from the restaurant.

Our “survey of living creatures in rice fields” is intended to understand the current state of rice fields’ ecosystem and biodiversity. It is done in all producing areas of our contracted rice.



Becoming a company that can “make social issues as its own”.

Our first practical initiative for creating a sustainable, recycling-oriented society was the introduction of food waste processors in our restaurants in 1997. Our employees started understanding that “food waste can be a valuable resource if separated”, and promoted initiatives to recycle food waste from restaurants into fertilizers and other products.

In 2003, we formulated our Basic Environmental Policy and have been promoting activities to achieve the targets set every three years. In 2021, we integrated the action guidelines and goals into our SDGs action plan, and incorporated them into our management strategies to promote our initiatives from a broader and long-term perspective.



The wooden plates used for our hamburger steak dishes are made from domestic materials and old rubber trees that no longer produce latex. We reuse scratched plates instead of throwing them away.

We also use straws made from starch-derived polylactic acid.



We started the “Moguchare!!” since 2006 to encourage children to order and finish their own meal by themselves. We have received comments such as “I’ve overcome my likes and dislikes”.



We promote the food waste recycling in various ways, including recycling with food waste processors and in collaboration with recycling business operators.



We also mix food waste from our restaurants with livestock manure and straw mulch, ferment and turn it into compost.

Main Initiatives to Reduce Environmental Impact

- Reducing greenhouse gas emissions
- Waste reduction and resource recycling (food, plastic)
- Proper management of water resources
- Conserving biodiversity

Our initiatives are summarized in the “Aleph SDGs Report”.



<https://www.aleph-inc.co.jp/company/download/>



<https://www.aleph-inc.co.jp/>