

ALEPH INC.
Corporate Book

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Food Make People Better.

The food we eat each day nourishes not only our bodies, but also our hearts and minds.

Food is part of a greater circle that connects all life on Earth.

Our role is to keep these connections alive—to bring together ingredients born from a dialogue with nature, and food filled with taste and enjoyment, continually refined through what we learn from our customers.

Good food, in harmony with this greater circle, nurtures good people. And good people create good connections.

Our work carries both great responsibility and great joy.





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. The restaurant industry we know today has been shaped by the goodwill, dedication, and hard work of those who came before us.

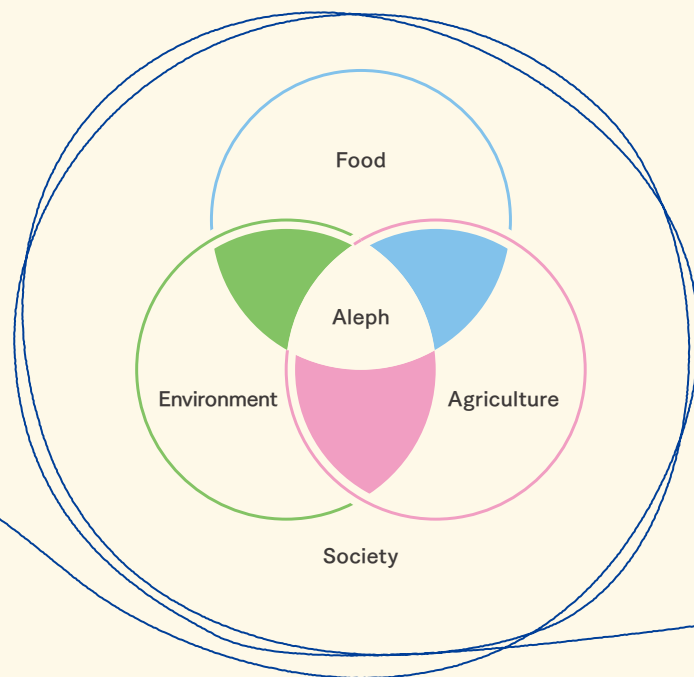
Guided by the belief that “a store exists for its customers,” we provide food with a commitment to safety and create welcoming spaces where we listen to our customers and respond to their needs.

Guided by the belief that “a store prospers with its employees,” we respect one another, value our workplaces, and strive to create an environment where everyone can work with purpose and contribute to the company’s growth.

“A store ceases to exist with its owner” reminds us that a business is part of a natural cycle: without someone to carry it forward, it will eventually decline.

Following in the footsteps of those who came before us, we have a responsibility to provide products and services that bring joy to our customers, create better working environments, and help build a better future for the restaurant industry. While the world around us continues to change, the roots we cherish remain unchanged.

We strive to be a company that grows together with society—meeting the diverse needs of our customers, addressing social challenges, and helping create a better future for people and the restaurant industry.



■ 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

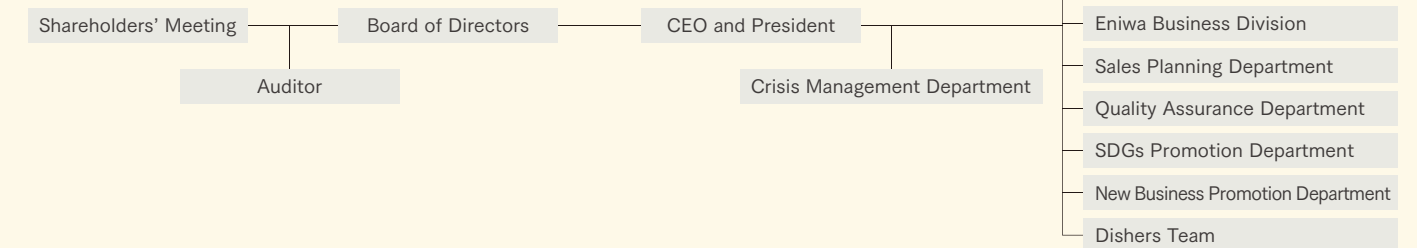


■ Company Profile

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	Affiliated 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 Three Years

"Creating a More Attractive Restaurant Industry"

We remain committed to providing our customers with better and more convenient dining experiences, while striving to make the restaurant industry a more attractive place to work for our employees.

Three Management Strategies

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

1 Continuous Growth

We aim for healthy and sustainable growth so that we can continue to provide products and services that meet the needs of our customers and enrich their lives.

2 Securing Profitability

By increasing productivity through digital technologies and other innovations, we aim to secure profitability while enhancing the appeal of our products and improving our services, comfort and convenience, ultimately creating greater value for our customers.

3 Achieving Sustainability

For a sustainable future, we aim to become a company where everyone can find purpose and fulfillment in their work. In pursuit of our long-term vision, we invest in human capital through initiatives such as creating an inclusive and supportive workplace, improving working conditions and employee benefits, reforming our systems, and providing opportunities for learning and development.

We believe that becoming a company where employees can work with pride and a sense of fulfillment is an important part of the future we aspire to create.

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

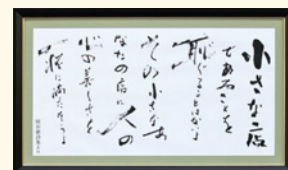
1987 (May) Company name changed to "Aleph Inc."



1988

ハンバーグレストラン びくりドンキー
"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

ハンバーグレストラン びくりドンキー
"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

ハンバーグレストラン びくりドンキー
"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 CO₂ emissions through the use of renewable energy, such as geothermal energy, alongside hygiene management.



2010~

2010

ハンバーグレストラン びくりドンキー
"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

Formulation of the Bikkuri Donkey brand concept: "One dish makes your day."

2026

ハンバーグレストラン びくりドンキー
"Bikkuri Donkey" 350th opened



Carl's Jr.® Akihabara Chuo-dori restaurant

As of July 2026

Creating New Possibilities in the Food Industry Connecting with Customers Across Japan

Over the years, our commitment to serving hamburger steak dishes we can truly stand behind to an ever-growing number of customers has led to the development of four restaurant businesses.

■ Our Business Development



Restaurant Business

By bringing together our collective strengths and expertise, we strive to create greater value for our customers and communities.

At the heart of our restaurant business is our belief that food can make people's lives better. Guided by this philosophy, we use ingredients that meet our own quality and food safety standards, while pursuing cooking methods that bring out the best in each ingredient and creating welcoming spaces where people can enjoy their meals.

As our core business, we strive to contribute to society by creating better dining experiences for our customers.

With a diverse portfolio of restaurant brands and concepts—including the hamburger restaurant Bikkuri Donkey, Dishers, Otaru Soko No.1, Rakuda-ken, Carl's Jr.®, and Gong cha—we deliver safe, delicious, and enjoyable dining experiences to customers across Japan.

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Franchise Business

Bikkuri Donkey's franchise business began in 1983 with its first franchise restaurants in Osaka and Toyohashi. Today, 30 franchise partners operate more than 220 restaurants across Japan.

The Bikkuri Donkey Franchise Headquarters provides franchise partners with a comprehensive support package covering restaurant formats, product development, logistics, and information systems. We also provide ongoing support for business management, restaurant operations, and restaurant managers development.

By sharing the same standards for products and services across both company-owned and franchised restaurants, we ensure a consistent customer experience and strengthen the trust in the Bikkuri Donkey brand.

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Food Manufacturing & Supply Business

To provide our customers with fresh, high-quality food, we operate 10 production facilities across Japan.

Eight of these facilities are food processing plants that produce Bikkuri Donkey's hamburger steak patties, sauces, and other food products, supplying restaurants across the country.

TAPROOT Coffee Roasters is our coffee roasting facility. In addition to roasting coffee served at Bikkuri Donkey and other restaurants, TAPROOT develops and sells its own branded coffee products, as well as green coffee beans to retail and wholesale customers.

Our Otaru Beer Brewery produces beer using traditional German brewing methods. In addition to supplying Bikkuri Donkey restaurants, our beer is also sold to restaurants and retail businesses.

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Eniwa Business / Wholesale and Retail Business

In Eniwa, Hokkaido, we operate Eco-rin Village, a 150-hectare site where food, agriculture, the environment, and culture come together. Through these activities, we aim to reduce our environmental impact and contribute to the development of a more sustainable society.

Our Wholesale and Retail Business develops original Bikkuri Donkey products so that customers can enjoy the taste of Bikkuri Donkey at home. These products are sold through retail stores and other channels and include products served at our restaurants, such as milk-, wheat-, and egg-free hamburger steaks and mayonnaise-style dressings.

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Company
profile



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

Business
introduction



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



One dish makes your day.

Bikkuri Donkey is a hamburger steak restaurant chain best known for its signature Hamburger Steak Dish—a one-plate meal featuring hamburger steak, salad and rice, served together on a wooden plate. With approximately 350 restaurants across 45 of Japan's 47 prefectures, we bring our unique dining experience to customers throughout the country.

We source ingredients according to our own standards and deliver them from eight company-owned food processing facilities across Japan. Each order is freshly prepared at the restaurant, allowing us to serve meals that customers can enjoy with confidence as a special treat close to home, while providing a welcoming environment and thoughtful service.

Through every plate, every space and every interaction, we strive to create a dining experience that makes each customer's day feel just a little better.

The name "Bikkuri Donkey" embodies our aspiration to create restaurants where fun and unexpected moments unfold one after another, bringing customers a sense of surprise, excitement and wonder. Like a donkey that stays close to people's everyday lives with a gentle and caring spirit, we aspire to contribute to society and make a positive difference in the communities we serve.



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



Bell Odori — The Hometown of Bikkuri Donkey
Located in Morioka, Iwate Prefecture, the birthplace of our company, Bell Odori has been serving customers since 1972 and is considered the "hometown" of Bikkuri Donkey. To honor our gratitude to the many customers who have continued to visit and affectionately call the restaurant "Bell-san," we have kept its original name and sign, even though the menu is now the same as that of Bikkuri Donkey.

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

Dishers

A new restaurant format where customers can create and enjoy their own Hamburger Steak Dish by freely customizing toppings, the amount of vegetables and rice, sauces, and more.



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



Otaru Beer Pub

A beer pub housed in a historic stone warehouse along the Otaru Canal. Enjoy Otaru Beer, brewed using traditional German methods in a brewing kettle at the center of the restaurant. Visitors can also tour the brewery while soaking up the authentic atmosphere of a traditional beer pub.



https://otarubeer.com/jp/Ppage_id=357.html



Farm Restaurant

A farm restaurant specializing in pasta made with Italian wheat and Neapolitan-style pizza baked in a wood-fired oven. We also promote local food production and consumption by using ingredients such as "Konayuki Tonton," our own pork raised free-range at our farm in Eco-rin Village.



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



Carl's Jr.

Born in Anaheim, CA, Carl's Jr. is a global hamburger brand. We operate restaurants in Tokyo and Yokosuka, bringing the authentic taste of Carl's Jr. to Japan. Our signature beef patties are made with Australian beef.



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

Gong cha

Gong cha

A global tea café originating in Taiwan, with locations around the world. We offer high-quality teas with a focus on aroma and freshness in a casual setting, including our popular milk tea. We joined Gong cha as a franchisee in 2020 and currently operate locations mainly across the Kanto region.



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





Quality and Taste, Made by Our Own Hands

Across our eight food processing facilities throughout Japan, we manufacture and supply the ingredients used at Bikkuri Donkey and our other restaurants in each region. Strict hygiene controls are maintained throughout the manufacturing process to ensure consistent quality and food safety.

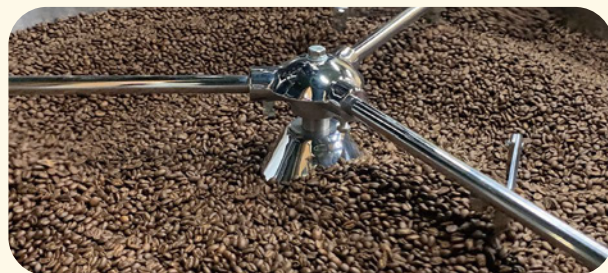
With manufacturing facilities located across the country, we have established a system that enables us not only to supply ingredients to each region, but also to maintain a stable supply in the event of natural disasters by providing backup from nearby facilities. We also conduct research and development on assistive equipment to reduce the physical burden of heavy work at our factories.



Fresh Hamburger Patties, Delivered Refrigerated Every Day

We produce our own Hamburger Steak Patties each day based on orders from our restaurants, tailoring production to daily demand. The patties are delivered refrigerated to our restaurants every day, ensuring that they are served fresh.

Other factories



TAPROOT Coffee Roasters

We source specialty coffee from South America, Africa and other regions that meets our own standards for cultivation, harvesting and processing, and roast the green coffee beans at our facility in Sapporo. In addition to supplying our restaurants nationwide, we also sell our coffee through retail and wholesale channels.



<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

Eco-rin Village, located in Eniwa, Hokkaido, is a place where we put into practice a model for building a sustainable, circular society and culture.

The name "Eco-rin Village" combines "eco," representing ecology; "rin," meaning the connections and harmony between people, plants, animals, and the natural environment; and "village," representing a small community.

At the heart of its activities is the "Eco-rin Village School," which carries on the vision of our founder, Akio Shoji: "Through play and hands-on experiences in nature, we hope people will naturally develop an interest in food, agriculture, and the environment, while discovering new perspectives and gaining a deeper awareness of the world around them."



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



Eco-rin Village School

An experiential environmental education program where children learn about nature and living things through hands-on activities. Children are encouraged to challenge themselves, think for themselves, and discover the importance of people, living things, and the environment through their own exploration.

Sheep Grazing

One of our practical approaches to grassland farming, where sheep are moved between pastures to feed on nutritious grass. In cooperation with our affiliated company, Eco-rin Village Co., Ltd., we graze up to 1,000 sheep across approximately 70 hectares of pastureland.



Tomato no Mori (Tomato Forest)

By minimizing stress and bringing out the plant's full potential, we grow approximately 20,000 tomatoes from a single seed in one year using hydroponics. On November 10, 2013, the plant was recognized as the world's largest tomato plant, covering an area of 85.46 square meters.

Wholesale and Retail & E-Commerce Business

Bikkuri Donkey products are developed to bring enjoyable mealtimes to customers who cannot easily visit our restaurants.

Our products are available at our restaurants, retail stores, and online.



Our milk-, wheat-, and egg-free Bikkuri Donkey hamburger steaks with sauce are available on our online store.



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

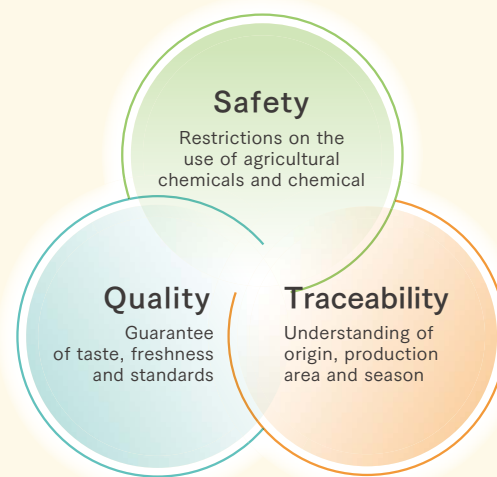
Food Safety & Responsible Sourcing

Taking responsibility for the safety of ingredients is essential to providing products that customers can enjoy with confidence. Since our founding, we have embraced the belief that “the food industry is a business that helps create good people.” To put this philosophy into practice, we have established three guarantees—safety, quality and traceability—and three commitments—health, the environment and optimization.

Through integrated system that enables integrated control from ingredient research and production to procurement, processing and service, we can trace the origin of our ingredients—including where, by whom and how they were produced.

This integrated approach allows us to provide products that are not only delicious, but also carefully developed with food safety in mind, giving customers confidence in every meal.

Three Principles of Ingredient Development and Procurement



Beef Raising Cattle in Harmony with Nature

Bikkuri Donkey's iconic hamburger steaks are made with a blend of beef and pork. Our beef, known as “Aleph Natural Beef,” comes from contracted producers in New Zealand, Australia, and Uruguay.

The cattle are individually identified and managed in accordance with each country's regulations, our suppliers' management standards. The cattle are raised on pasture without the use of growth-promoting hormones. This carefully selected lean beef is valued for its rich, satisfying flavor.



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.

Pork Responsible Pork Sourcing

Pork used in the meat blend for Bikkuri Donkey's iconic hamburger steaks is sourced from both Japan and overseas. Our suppliers provide annual certificates confirming the origin of the pork and how the pigs are raised. Our buyers also conduct regular audits to verify livestock-raising environments and quality control practices. Working closely with our suppliers, we strive to ensure that the pigs are raised in a comfortable, low-stress environment and kept healthy with minimal reliance on medications such as antimicrobial agents.



Rice Farming in Harmony with Biodiversity

The rice served at all Bikkuri Donkey restaurants is grown by contracted producers using our original rice variety, cultivated with limits on the number of pesticide applications. Rice paddies managed with limited pesticide use provide a habitat for a wide variety of wildlife, including frogs and loaches. Approximately 350 contracted producers across Japan, primarily in the Tohoku region, practice rice farming with consideration for biodiversity. Each year, they conduct surveys of the wildlife inhabiting their rice paddies as part of their efforts to foster diverse ecosystems in and around the fields.



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



Coffee Directly Sourced, Roasted in Sapporo

At Bikkuri Donkey, green coffee beans are sourced directly from specialty coffee farms around the world. Coffee-growing regions are visited to build direct relationships with producers and select beans. The beans are roasted at our own facility in Sapporo to bring out their rich aroma and deep flavor.

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



Beer Barley and Hops from Germany

We use barley and hops grown on farms in Germany. The barley is malted locally, while carefully selected aromatic hop varieties are used to enhance the beer's flavor and aroma.

In accordance with Germany's Beer Purity Law, our beer is made with only four ingredients: malt, hops, our own yeast, and soft water from Otaru.



Promoting Traceability

At Bikkuri Donkey, our main vegetables are sourced from contracted producers who focus on maintaining soil health through the use of green manure and compost. We maintain traceability from production areas through procurement and supply. Onions are grown by domestic contracted producers with reduced pesticide use. Daikon is grown with nutrients carefully adjusted to each stage of growth, while mini tomatoes are harvested fully ripe to enhance their natural flavor.

※ 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 City, Hokkaido, to All Japan

Bikkuri Donkey's soft-serve ice cream is one of our most popular desserts. Its rich, creamy taste begins with fresh milk from Bocca's own dairy farm and local dairy farms in Date City, Hokkaido.

From receiving the milk through processing, careful temperature control and quality checks help maintain freshness and quality. Processed at Bocca's facility in Date City, the dairy products are then delivered to Bikkuri Donkey restaurants across Japan.

Our Philosophy of “Quality Ingredients, Optimally Processed” Extends to Our Dairy Products.



Bringing the Power of Ingredients to the Table

From producers to factories and restaurants, responsibility for food safety is carried from one stage to the next. Everyone involved carefully carries the responsibility forward, always keeping in mind the moment when our customers enjoy their meal.

Each person receives the baton and passes it on with care, so that the full potential of our ingredients can reach the customer's table. Through appropriate equipment, systems and operations, together with a strong commitment to food safety shared by all employees, we work to bring out the true value of every ingredient.

Processing / Manufacturing

At Our Factories

Just-in-Time Production System

Our eight production facilities operate seven days a week, producing what each restaurant needs as close as possible to the time it is needed. Production starts with accurate sales forecasts from each restaurant, determining what to produce, when to produce it, and how much. This allows freshly produced products to reach restaurants at the start of the day, minimizing the time between production and delivery.



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 Ergonomic Assistance Equipment

To reduce the physical burden of heavy work in our factories, we are developing and introducing specialized equipment to assist with some of the most demanding tasks—particularly unpacking the meat used for our hamburger steak patties and transferring it onto thawing carts.



We aim to address labor shortages, prevent workplace accidents, make the most of a diverse workforce, and create a safe workplace for everyone.

HACCP-Based Food Safety Management

We conduct a range of tests on products made at our own factories, including microbiological and physicochemical tests, as well as verification test, swab tests, and environmental tests. These measures help identify and eliminate factors that could lead to the occurrence or growth of harmful bacteria. We also support the implementation of HACCP systems, helping establish processes that ensure food safety throughout production.

Cooking / Providing

At Our Restaurants

Thorough Risk Management

The HACCP principle of preventing food safety risks before they occur is applied consistently from our factories to our restaurants. At the restaurant level, the final stage in this process, we take thorough measures based on the specific risks associated with each food item.

Checking Cooking Equipment and Procedures

Here are two examples of how food safety is maintained in our restaurant kitchens.

1. Hamburger Steak Cooking Control

Hamburger steaks must be both deliciously juicy and safely cooked. In addition to following the procedures established by our head office, restaurant teams check the cooking equipment several times a day to ensure it is operating properly and maintain consistent cooking quality.

2. Soft-Serve Machine Hygiene

Soft-serve machines are cleaned, sanitized and inspected according to established procedures to maintain proper hygiene and ensure safe operation.

QSC Standards in Practice

All Bikkuri Donkey employees share the same QSC standards and work every day to improve Quality, Service and Cleanliness.

Quality

We carefully manage ingredient temperatures, use-by dates and cooking procedures to ensure freshly prepared products are served to our customers.

Service

We serve every product safely and with care, while maintaining a clean, professional appearance and welcoming customers with a smile.

Cleanliness

We regularly clean and wipe down dining areas to maintain a comfortable, welcoming environment. We also check our facilities and cooking equipment to ensure they are clean and operating properly.



We keep our restaurants clean and comfortable for our customers.





One Challenge at a Time, for a Sustainable Society

As stated in our Management Standards (p. 04), we believe our role is to address the needs, concerns and challenges facing society.

Keeping this principle at the heart of our business, we work to address social issues through our everyday business activities, drawing on the people, resources and other capabilities available to us.

As a company committed to sustainability, we strive to help build a sustainable society. Among our many initiatives, this section highlights two pressing areas: creating an environment where diverse people can thrive and reducing 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.

For People. For Society.

We believe every person has their own values, circumstances, and way of life.

We respect the diversity of our employees and strive to create a workplace where everyone can be themselves and grow.

We support our employees through different stages of life, including maternity and childcare leave, returning to work, and continuing their careers.

By understanding each person's well-being and supporting their growth, we strive to create a better workplace and society.



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



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 established a GLTD (Group Long-Term Disability) insurance system to support employees financially so that they can focus on their medical treatment with peace of mind during long-term absence due to illness or injury.
- We provide support measures to ease the financial burden on employees even in the event of serious illnesses, such as cancer, myocardial infarction, or stroke.
- Based on health checkup results, the company subsidizes part of the medical examination fees when secondary detailed testing is required.



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 the standards of the Child Care and Caregiver Leave Act (up to age 3), available until the child graduates from elementary school.
- Refreshment leave, which allows five consecutive days off twice a year.
- We have a framework in place where teams support employees throughout the process, from taking childcare leave to returning to work.

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 uniforms that respect diversity. 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 have established an external whistleblowing hotline to prevent and quickly resolve workplace harassment and misconduct. By enhancing training and consultation systems, we aim to ensure that employees are never isolated and are protected as a whole organization, thereby striving to create an environment where everyone can work with peace of mind.



Caring for the Environment Through Our Business

Since the 1990s, we have been taking action to help build a low-carbon society and promote the circulation of resources—key foundations of the SDGs. Our approach to food begins with a simple idea: the Japanese character for “food” can be read as “making people better.” Staying true to this belief naturally led us to look beyond the food on the plate—to the farms where our ingredients are produced, and to the environmental challenges surrounding agriculture. Because caring for food means caring for the world that sustains it. We will continue to improve food safety and our environmental practices, so that our customers can enjoy their dining experiences today and in the future.



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



Food, and the Environment That Sustains It

From our earliest days, we wanted to use ingredients whose origins and production methods we could understand and trust. When such ingredients were not readily available, we began learning about agriculture ourselves.

In 1988, we started agricultural research in Hokkaido, followed by the establishment of a group farm in 1990. This marked an important turning point, expanding our focus from restaurants to the wider food industry.

As we pursued agriculture in harmony with nature, we realized that reducing pesticides and chemical fertilizers alone was not enough. Healthy soil, water, and air are essential to the agriculture we envision. This realization led us to look beyond agriculture and take action through our everyday business activities to reduce our environmental impact.



We promote the use of renewable energy to reduce greenhouse gas emissions from our restaurants and factories. At some facilities, food waste is recycled through anaerobic digestion to generate energy, creating a closed-loop system.



Annual wildlife surveys help monitor biodiversity in our contracted rice-growing areas.



Living in Harmony with the Environment Through Our Everyday Business

Greenhouse gas emissions are reduced through the efficient use of energy at our restaurants and factories. From sourcing ingredients to serving customers, our everyday operations are designed to minimize waste, reduce food loss, and promote recycling and resource reuse.

Responsible sourcing that respects natural cycles and ecosystems is also promoted, together with the efficient use of water resources. Through these efforts, we aim to support sustainable primary industries and contribute to a circular society.

With harmony with nature in mind, we will continue taking steps toward a sustainable future.



Our wooden plates are made from Japanese timber and old rubber trees that are no longer used for latex production. Together with our affiliated company, Delicious, Inc., we refinish and reuse scratched plates instead of discarding them.

Straws made from starch-derived polylactic acid are also used.



Since 2006, “Moguchare!!” has encouraged children to order and finish their own meals. We have received comments such as, “I was able to overcome foods I didn’t like.”



Food waste is recycled in various ways, including through food waste processors and in collaboration with recycling companies.



Food waste from our restaurants is also mixed with livestock manure and straw, fermented, and turned into compost.

Main Initiatives to Reduce Environmental Impact

- Reducing Greenhouse Gas Emissions
- Reducing Waste and Promoting Resource Recycling (Food Waste and Plastics)
- Responsible Water Resource Management
- Conserving Biodiversity

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

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





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