



## <Harumasa Murayama>

Country/Region: New Zealand

Age: 58

Occupation:

Managing Director, Tokyo Food Co., Ltd.

Director, Japan Mart

Director, Tokyo Liquor

CEO, Nippon Food Supplies

### ○ Contribution to the introduction, promotion, etc. of Japanese food and ingredients in New Zealand and Australia

- Mr. Harumasa Murayama has been in the business of importing, wholesaling, and retailing Japanese food, ingredients, etc. for about 30 years.
- In 2016, his company was certified as a “Japanese Food Supporter.” Following negotiations with the regulatory authorities of New Zealand, he has successfully paved the way for selling wagyu beef imported from Japan for the first time in New Zealand and as well as for selling Japanese sake to a major supermarket chain in the country, thereby helping introduce and promote Japanese food and ingredients there.

In 1987, Mr. Harumasa Murayama opened a 50-square-meter Japanese supermarket called “Asuka” in a bid to make Japanese food and ingredients accessible to many people in New Zealand. For about 30 years since then, he has been engaged in the import, wholesale, and retail of Japanese food, etc., helping familiarize Japanese cuisine to the point where it is recognized as local food of New Zealand. In 2016, his company was certified as a “Japanese Food Supporter.” After negotiations with the regulatory authorities of New Zealand, his company successfully launched sales of wagyu beef imported from Japan for the first time in New Zealand in 2014 and began selling Japanese sake to a major supermarket chain in the country in 2017.

Currently, he operates a total of 14 branches—i.e., five branches under the brand name of Tokyo Food, six Japan Mart grocery stores, and three Tokyo Liquor stores specialized in alcoholic drinks—to supply Japanese food products all across New Zealand. Likewise, in Australia, he runs a sister company, Nippon Food Supplies, which operates four branches (including one retail store). As such, he has been making significant contribution to the promotion of Japanese cuisine in Oceania.

In recent years, he has been taking aggressive steps to expand the product lineup to include a broader range of made-in-Japan grocery items, not limited to foodstuff, with the aim of increasing the penetration of Japanese brands in Oceania.