



HANAMASA CO., LTD

company brief



Food starts conversations and creates smiles.

Food is power and hospitality.

Food is memory and hope.

Everything begins with food.

Hanamasa imagines a future with food as the foundation.

Niku no Hanamasa's (肉のハナマサ) dream for the future

starts in our neighborhood supermarkets- wholesale supermarkets that aim to meet the needs of both families and professionals.

Our buyers fly around the world to directly purchase stock for Hanamasa's original brand, "The Professional Way (プロ仕様)," creating trustworthy and reliable products based on freshness, flavor, and value.



Niku no Hanamasa began as a meat shop, and during our 80+ years of hard work, we've fought to fulfill the needs of professional chefs by developing products that meet their high standards.

Our goal has always been to bring good times to good people with good food.

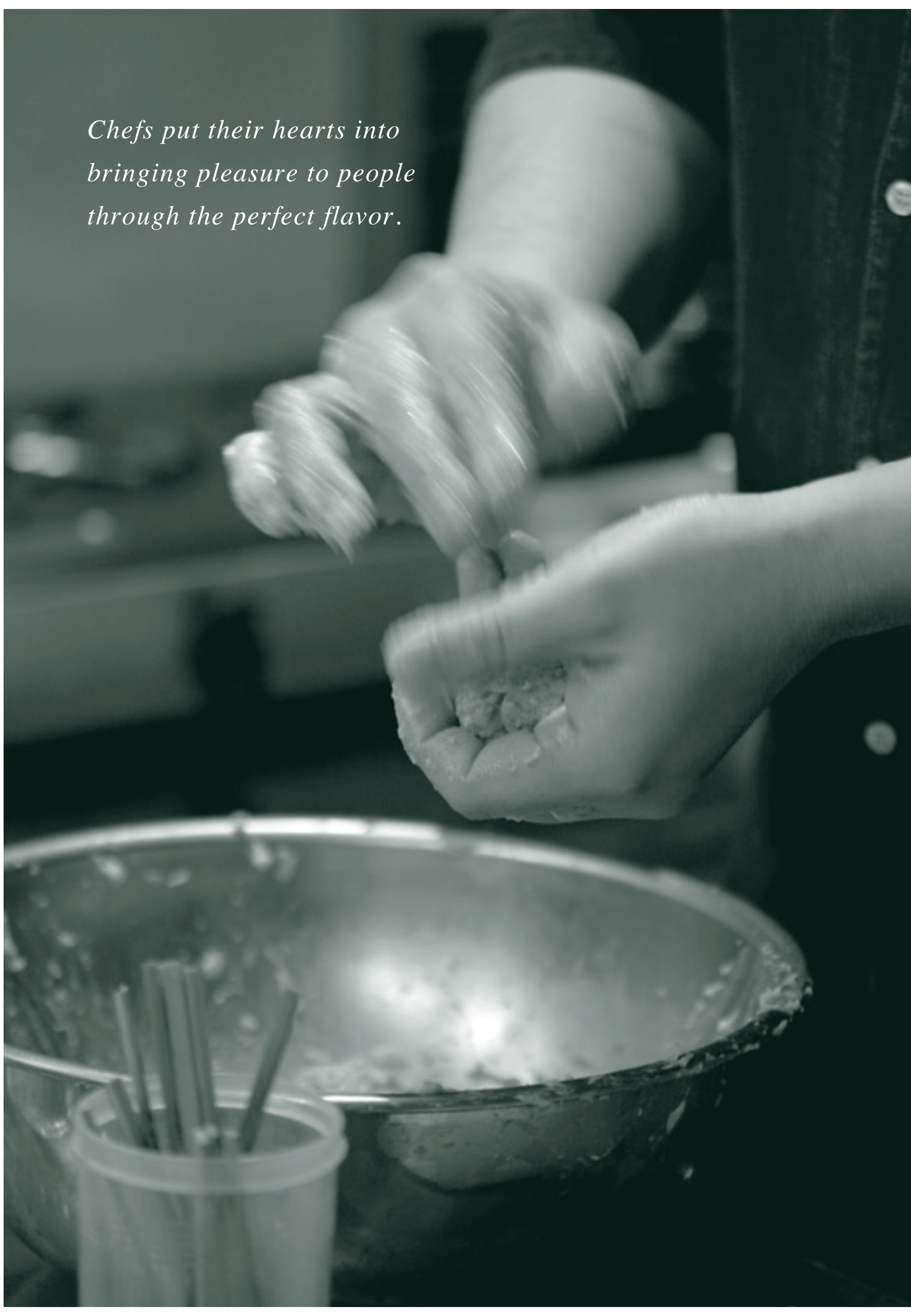
We want to connect people and deepen relationships. We want to create laughter and happy environments. We always have and always will prioritize bringing culinary joy to as many people as possible.




Meeting the Needs of Professionals.

What makes a professionally recognized product? It’s not just quality that counts. Professionals rely on products with consistent flavor and exceptional value. They want to know that the product will always be there when they need it.

Flavor in perfect harmony with price-
This is what “The Professional Way (プロ仕様)” offers.

A black and white photograph showing a chef's hands. The chef is holding a small, textured piece of food, possibly a dumpling or a piece of meat, between their fingers. Below the hands is a large, shallow metal bowl. In the foreground, there is a white plastic container filled with several wooden sticks, likely chopsticks. The background is dark and out of focus.

*Chefs put their hearts into
bringing pleasure to people
through the perfect flavor.*

A black and white photograph of a chef in a kitchen. The chef is wearing a white chef's coat and is standing in front of a large, industrial-style stove. A large, bright flame is visible in the pan on the stove. The chef's hands are positioned near the pan, and they appear to be using a utensil. The background shows the kitchen environment, including a metal hood and other kitchen equipment.

*We pride ourselves in supporting the people
that bring culinary pleasure to the world.*

*Only the highest quality products carry
“The Professional Way (プロ仕様)” name.*

Finding Pleasure in Handmade Food

[The Professional Way (プロ仕様)]
Developed with professionals in mind.

Since our very first sale, we have always had confidence in the quality and flavor of our products. From our time-honored meats, to the sauces, spices, and groceries we sell today, we carry a diverse range of products to fulfill the needs of professional chefs. Everything we do, we do in support of the search for the perfect flavor and the joy found in delicious food.

*Everything we do is to inspire smiles,
even down to our stocking methods.*



*The Search for
Delicious Meats and Wines...*

In order to fulfill our customer's needs,
Hanamasa has developed special stocking techniques.

For example, we carefully manage
the grains and grasses fed to our Australian cows,
and the cuts of beef we import are
deliberately chosen to suit the Japanese marketplace.

Our wines, as well, are hand-selected
and are the first of their kind to be imported from
Italy, France, Germany, and Spain.

We are pioneers in table wines,
and our prices make them accessible to everyone.
Our buyers select the wines in person,
and while keeping our current stock in mind,
decide which new varieties to purchase.

We do this for the joy found in flavor,
and our methods will never change.

We have only scratched the surface of
Niku no Hanamasa (肉のハナマサ).
From our beginning as a meat shop,
to our expansion as a grocery store,
we have created thousands of products.

Currently, we have more than
six-hundred carefully-selected,
original products on our shelves.

We take pride in our work
and find value in what we do.

Our history, our customers,
and even the current generation
are proof of the effort we've made.

We will continue endeavoring for
quality, value, safety, and reliability.

Our greatest desire is to bring smiles to people through good food.

HANAMASA CO., LTD

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