

Sharing a Taste of Japan

Oizumi is satisfying demand for authenticity



A trip to Japan would not be complete without experiencing an *izakaya*. While often translated as a “Japanese pub,” an *izakaya* is much more than a place to eat and drink. It is a cornerstone of Japanese food culture, bringing people together over carefully prepared dishes, seasonal ingredients and an atmosphere that encourages conversation long into the evening. As international interest in Japanese cuisine continues to grow, Oizumi Foods believes this unique culture is ready to reach an even wider audience. “*Izakaya* culture is a defining element of Japanese cuisine,” said Kenji Oizumi, president of Oizumi Foods.

While once closely associated with post-work gatherings during Japan’s bubble economy, when the term *nomunication* (*nomu* meaning “to drink”) was coined, today’s establishments offer a different feel. For Oizumi, great *izakaya* are defined by the quality on offer. The company is committed to sourcing from outstanding producers across Japan, while creating authentic dining environments at more than 300 restaurants across 50 distinct brands.

As more people visit Japan, with over 42 million arrivals in 2025 alone, diners are now seeking an authentic experience when they return home. Oizumi sees this as a thriving market. “We want to work closely with global partners,” Oizumi said. The company is actively seeking franchisees who share its commitment to authenticity. By combining its proven model with local partnerships, Oizumi aims to bring the spirit of *izakaya* culture to diners across the globe.



A Culinary Journey

We traveled across Japan in search of the best food and drinks, so you don’t have to. Explore our recommendations below, and scan the QR code to discover the stories behind each one.

STARTER

HANDMADE CHEESE TSUKUNE

from Kuimonoya Wan
(Oizumi Foods)

MAINS

SANGA KARUBI

from Yakiniku Sanga (Manpuku Holdings)

SUKIYAKI

from Mo-Mo-Paradise (Wondertable)

FOR DESSERT

PISTACHIO GELATO

from GELATERIA solege
(Gourmet Kineya Restaurants)

DRINKS

UCHOTEN ALIENS HAZY IPA

from Yoho Brewing

SINGLE MALT KOMAGATAKE WHISKEY

from Hombo Shuzo

SWEET MOMENT SAKE

from Ozeki

RYDEEN BEER WEIZEN

from Hakkaisan Brewery

Scan the QR to read more

