

Bellwether Coffee announces expansion with Japanese retailer MUJI

08 September 2023 | News

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Bellwether Coffee announced its expansion into the Japanese market with a new roaster installation at Ryohin Keikaku (MUJI), the renowned global retailer with more than 1,000 stores around the world, carrying items ranging from clothing and household goods to food and more. The Bellwether All-Weather Electric Coffee Roasting System is currently featured in MUJI's new flagship location at the Grand Front Osaka, located next to Osaka Station.

"At MUJI, our goal is to provide a pleasant lifestyle to society through great food. We also create products that take our environment and society into consideration," said Hirota Takahashi, Executive Officer, Food Merchandising at MUJI. "Bellwether's visionary product design has minimal carbon dioxide emissions and matches MUJI's vision, which led us to install a Bellwether roaster. We hope to enrich people's lives by serving freshly brewed, low-carbon coffee onsite at our MUJI locations."

"The installation of Bellwether Coffee's roaster at MUJI marks a new era for electric roasting and the future of sustainable, low-carbon coffee that brings the micro-roastery movement to the sophisticated and discerning Japanese market," said Woody Deguchi, Vice President of International Business Development at Bellwether Coffee. "The start of our business with MUJI, a global brand known for its commitment to quality, simplicity, and sustainability, is representative of our shared vision for the future of coffee and is the first step in Bellwether's strategic expansion abroad."

Deguchi joins the Bellwether leadership team to build upon the company's momentum and drive international adoption of its groundbreaking electric roasting system. He is an experienced sales leader for both startup and publicly traded companies with a proven track record of leading expansion efforts in APAC. He was previously the Chief Strategy Officer for LogiGear Corporation, where he helped manage the successful post-merger integration of LogiGear into Digital Hearts Holdings (Japan). Deguchi started his career with Sony and was part of a successful startup that was sold to TiVo, where he ran APAC sales out of the Tokyo office.

"Woody's appointment is a significant milestone for the company, as is this first-of-its-kind business with MUJI," added Ricardo Lopez, founder and CEO of Bellwether. "Woody brings a keen strategic vision for collaborating with global companies to drive business and innovate markets. With the new relationship with MUJI, Bellwether marks its presence in one of the world's largest cities, and it signals our commitment to accelerating access to electric roasting to help retailers of all sizes, and in all locations, differentiate while also reducing their carbon footprint."