

Suntory invests 6.5 Bn Yen in Osaka plant to strengthen gin category in Japan

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Suntory Spirits, a company that manages Suntory Group's alcoholic beverage business in Japan, announced a total investment of 6.5 billion yen in the Suntory Osaka Plant, the key production hub for its spirits and liqueurs such as THE JAPANESE CRAFT GIN ROKU. This includes the 5.5 billion yen capital investment announced last year and an additional 1 billion yen investment to introduce a new visitor experience.

The 5.5 billion yen capital investment from 2024 to 2025 will increase production capacity and enhance quality craftsmanship for its spirits and liqueurs, especially to capture the growing demand for gin. The investment includes the construction of Osaka Spirits & Liqueurs Craft Distillery within the Suntory Osaka Plant site, and the introduction of new maceration tanks and distillation pot stills, which will enhance the plant's total production capacity by 2.6 times, and twofold specifically for spirits and liqueurs.

This time, Suntory Spirits will invest an additional 1 billion yen to introduce a new visitor experience for the Suntory Osaka Plant by opening the newly constructed Osaka Spirits & Liqueurs Craft Distillery to the public in spring 2026. The company will introduce new facilities such as a seminar room equipped with a 360-degree theatre. On this indoor deck, visitors can overlook the new distillation pot stills and a pathway to the new distillery that features the essence of each season used in Suntory's gin products. This investment aims further to convey the unique allure of gin to customers and expand the gin market, especially in Japan.

Japan's gin market has grown approximately 3.5 times in size since 2019 and is estimated to be worth 25 billion yen as of 2024. Since the launch of Hermes Dry Gin in 1936, Suntory Spirits has been committed to producing high-quality domestic gin and promoting cocktail culture in Japan. The company will continue to enhance quality craftsmanship and captivate the customers to create further and expand the gin market, to drive Japan's total gin market to expand to 45 billion yen by 2030.