

Company Data

Name	President	Capital	Number of Employees	Type of Business
Kinokuniya Co., Ltd.	Kenya Kanno	310 million yen	1,140 (As of April 1st, 2010)	Comprehensive Food Retailing

Store Directory

KINOKUNIYA

The International (Aoyama Store)

Ao Building B1 Floor
3-11-7 Kita-Aoyama, Minato-ku, Tokyo
Phone: 03-3409-1231

Kunitachi Store

1-16-1 Naka, Kunitachi-shi, Tokyo
Phone: 042-575-1111

Todoroki Store

7-18-1 Todoroki, Setagaya-ku, Tokyo
Phone: 03-3704-7515

Kichijoji Store

3-7-3 Kichijojihoncho, Musashino-shi, Tokyo
Phone: 0422-21-7779

Kamakura Store

15-3 Onaricho, Kamakura-shi, Kanagawa
Phone: 0467-25-1911

Shibuya Store

Tokyu Department Headquarters Store, B1
Floor 2-24-1 Dogenzaka, Shibuya-ku, Tokyo
Phone: 03-3477-3111 (Pilot Number)

Shinjuku Takashimaya Store

Shinjuku Takashimaya Department, B1 Floor
5-24-2 Sendagaya, Shibuya-ku, Tokyo
Phone: 03-5361-1111 (Pilot Number)

OMO KINOKUNIYA

Echika Omotesando

In the Premises of Tokyo Metro Omotesando
Station 3-6-12 Kita Aoyama, Minato-ku, Tokyo
Phone: 03-3403-2622

Esola Ikebukuro Store

Esola Ikebukuro ,B1 Floor
1-12-1 Nishi-Ikebukuro, Toshima-ku, Tokyo
Phone: 03-5952-0436

KINOKUNIYA entrée

Dila Mitaka Store

Dila Mitaka North Side, 1st Floor In the
Premises of East JR Mitaka Station 3-46-1
Shimorenjaku, Mitaka-shi, Tokyo
Phone: 0422-50-7511

ecute Ueno Store

ecute Ueno, 3rd Floor In the Premises of East
JR Ueno Station 7-1-1 Ueno, Taito-ku, Tokyo
Phone: 03-5826-5675

GRANSTA DINING Store

In the Premises of East JR Tokyo Station, 1st
Floor 1-9-1 Marunouchi, Chiyoda-ku, Tokyo
Phone: 03-5220-6617

Hiratsuka Lusca Store

Hiratsuka Lusca ,B1 Floor
1-1 Takaracho, Hiratsuka-shi, Kanagawa
Phone: 0463-20-5290

ecute Tachikawa Store

ecute Tachikawa ,2nd Floor
3-1-1 Shibasakicho, Tachikawa-shi, Tokyo
Phone: 042-521-5320

Akasaka Biz Tower Store

Akasaka Biz Tower, B1 Floor
5-3-1 Akasaka, Minato-ku, Tokyo
Phone: 03-5561-6718

Haneda Airport Store

Big Bird,B1,Floor
3-3-2 Haneda Airport, Ota-ku, Tokyo
Phone: 03-5757-9068

KINOKUNIYA KAJUEN

Lumine Yurakucho Store

1st Floor ,Lumine2,Lumine Yurakucho Store
2-5-1 Yurakucho,Chiyoda-ku,Tokyo
Phone: 03-5222-1681

Exclusive Bakeries

KINOKUNIYA Bakery Odakyu Shinjuku Store

Odakyu Department Store,B2 Floor
1-1-3 Nishi-Shinjuku, Shinjuku-ku, Tokyo
Phone: 03-3342-1111 (Pilot Number)

KINOKUNIYA salut Tobu Ikebukuro Store

Ikebukuro Tobu Department Store, Honkan
B2 Floor 1-1-25 Nishi-Ikebukuro, Toshima-ku,
Tokyo
Phone: 03-3981-2211 (Pilot Number)

KINOKUNIYA Atrévie Mitaka Store

Atrévie Mitaka, 3rd Floor
3-46-4 Shimorenjaku, Mitaka-shi, Tokyo
Phone: 0422-40-9877

Renewing KINOKUNIYA

We are devoted to our customers' happiness and consumer satisfaction. KINOKUNIYA offers our customers the best worldwide selection of fine foods in an atmosphere of warm hospitality.



When KINOKUNIYA celebrated its 100th anniversary in April, 2010, it became a member company of the East Japan Railway Company group. KINOKUNIYA then made a new step forward towards the next one hundred years. Throughout its long history, KINOKUNIYA has played a pioneering role in the food industry, including a royal appointment to cater for fruit to the imperial families in 1930, and we supplied apples to the U.S. General Headquarters Office during the Occupation after WWII. In 1953, KINOKUNIYA opened Japan's first self-service store. Our store was a supermarket, which later became a very popular business model throughout Japan. Since opening Japan's first supermarket, KINOKUNIYA has pioneered introduction of healthy dietary cultures from around the world, including air-freighted cheeses, setting up in-store bakeries, foreign national food fairs in cooperation with the embassies of many different nations and introduction of ecology bags for customers to carry and reuse.

Despite this fine history, recently I feel KINOKUNIYA has forgotten its pioneering spirit. We must reaffirm our new spirit of meeting challenges to revive and to be more flexible to meet the changes of the times.

KINOKUNIYA proudly works to fulfill our innovative cultural role and better develop our mission to provide healthy choices to our local communities. KINOKUNIYA continues to renew our creative focus, to empower innovations which bring better service to the lives of our customers. We are excited to welcome our customers into experiencing and guiding the changes and innovations now reshaping KINOKUNIYA. Together, let us grow and flourish into the future!

Kenya Kanno
President
KINOKUNIYA Co., Ltd.

Kinokuniya's History



1910

Founding of KINOKUNIYA as a fruit shop in Aoyama.

KINOKUNIYA began its history as a fruit shop in Aoyama in 1910.

1953

Cash register checkout. Introducing a new style of shopping.

The retail stores then used a bamboo basket as a cash register.

Birth of the Japanese first self-service supermarket.

Customers selected foods items themselves and brought these to the cash register checkouts. The first self-service supermarket in Japan, Kinokuniya's innovation, opened in Aoyama, Tokyo.

Kinokuniya introduced shopping carts, indispensable to self-service shopping.

Only a few shopping cart markets existed then in Japan. Kinokuniya obtained these from an exclusive store for Americans.

Providing convenient, elegant kraft paper bags.

The use of paper bags is commonplace now. However, the shopping bag was quite sensational 50 years ago. Kinokuniya provided these paper bags to customers.

1956

Kinokuniya's contribution to cultivating a bread culture in Japan. Opening of an in-store bakery.

Kinokuniya began baking its homemade breads as a staple food for modern families. Today more than 250 different kinds of bread are baked daily.

1963

Country Fairs

At the time, people had a minimum exposure to international dietary culture. Kinokuniya first held country fairs, which its customers enjoyed very much.

1964

Kinokuniya brought natural cheeses from France for the first time by air freight.

Foreseeing a coming change in dietary tradition from simply Japanese to the inclusion of more Western items, and using air freight, Kinokuniya imported natural cheeses, of which Japanese people had limited knowledge. Kinokuniya contributed to the spread of cheese culture in Japan.

1978

Selling select, traditional French dishes.

Under the guidance rendered by M.O.F., which is the highest honor amongst French chefs, Kinokuniya chefs learned the skills. Since then, our chefs have preserved the authentic cooking skills.

1995

Birth of Ecology Bags.

As a collaborated item with the My Bag Campaign sponsored by Tokyo Metropolitan Government, Kinokuniya began promoting its ecology bags. It was originally handed out when the customers collected certain number of stamps by bringing their own bags. One year later, the ecology bags were made available for sale.

2010

100th Anniversary.

KINOKUNIYA celebrated its 100th anniversary in 2010. We continue to offer best quality, most healthy and safest foods with a deep understanding for exemplary qualities among dietary cultures of the world.

KINOKUNIYA Member's Card



KINOKUNIYA Member's Card brings more pleasure to your shopping.

Join and use KINOKUNIYA Member's Card for your shopping at KINOKUNIYA Stores.

KINOKUNIYA looks forward to your joining our Member's Card.

KINOKUNIYA Member's Card benefits

- You may pay by a cash or cashless credit system, which makes your shopping very convenient.
- You pay once in the following month. You can plan your shopping more easily.
- You may get points for your shopping whether you pay by cash or cashless.
- Registration is quite easy. Your Member's Card will be issued while you wait in the store.
- You may enjoy Card Member's special sales including the monthly sale, mid-year sale and year-end sale.
- Your Benefit Sale

KINOKUNIYA has Your Benefit Sale in every month from the 20th to 26th.

It offers specially reduced KINOKUNIYA Card Member's prices for perishables, groceries, wines, breads and more.

This sale is valid at the International Store, Kunitachi Store, Kamakura Store, Todoroki Store and Kichijoji Store.

- You may apply for your Member's Card at the service counter of KINOKUNIYA stores.
- The annual fee is 945 yen including tax with no extra membership fees.
- When you apply, KINOKUNIYA needs to confirm your identification. Please show your Alien Registration Card or ID Card for Diplomats.
- The Member's Card carries theft insurance. If it were stolen, you have no need to worry; simply report the loss immediately.

* The Member's Card cannot be used for the purchases of KINOKUNIYA Gift Certificates, beer certificates and cigarettes.

* For further information, please ask our staff at the store service counter.

* You may use KINOKUNIYA Member's Card at KINOKUNIYA Stores and e-shop, excluding our Shinjuku Takashimaya Store, OMO KINOKUNIYA or KINOKUNIYA entrée stores.