



La sympathie naturelle

Heart-to-heart communication with nature

Diony Co., Ltd.


Company Profile

Company name: Diony Co., Ltd.
Founded: April 1913
Representative: Toyohiro Maeda, President
Capital: 10 million yen
Sales: 2 billion yen
No. of employees: 39 (20 males; 19 females)
Business lineup: Trading in liquor and food products, import of wine
Headquarters: 408-1 Naraya-cho, Fushimi-ku, Kyoto 612-8311, Japan
Tel: +81-(0)75-622-0850
Fax: +81-(0)75-601-5744
Administration Division
Tel: +81-(0)75-622-0852
Food Products Division (Sagano Shoan)
Tel: +81-(0)75-622-0678
Tokyo office: 5th Fl., Sunx Prime Bldg., 3-22-11 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan
Tel: +81-(0)3-5778-0170
Fax: +81-(0)3-5778-0278
Major clients: Department stores, specialty food and liquor stores, upscale supermarkets, wholesalers, etc.
Main bankers: Kyoto Shinkin Bank, Central Branch
Shiga Bank, Kyoto Minami Branch
Kyoto Chuo Shinkin Bank, Central Branch
Bank of Kyoto, Omiya Branch
MUFG Bank, Kyoto Chuo Branch
Mizuho Bank, Fushimi Branch



Instagram
www.instagram.com/diony_wine/



We will post updates of information regarding events, newly imported wines, and on-site reports and events, both domestically and abroad. We hope you will press  the like button of our facebook.



www.diony.com



Diony

The Diony brand name was born by the combination of the words, Dionysus and harmony.

A harmony of wine and lifestyle, a harmony of local “sake” and friendliness, and a harmony of joy and happiness between people.

Our mission is to contribute to the realization of an enriched society, by creating a wonderful culture of life through “sake,” food and communication.

Diony presents the gentle flavors of Kyoto

We hope to deliver “optimal things” on “charming occasions” together with dreams and affection to satisfy the delicate palate.

Directly imported selected wines



Bringing you the world's finest wines

Our staff and wine connoisseurs travel to the world's wine producing regions in search of the most delicious wines. Our mission is to enable consumers to experience the joy and wonders of the world's best, authentic wines.



Our Promise

We are devoted to sourcing wines that express their terroir. We promise to offer delicious, affordable wines and to ensure that quality is maintained so you can enjoy the “local tittle.”



Perfect Reefer

Strict temperature control is in place to preserve and transport our wines at 15°C or below, from the time they are shipped from the local producers to when they reach our customers in Japan.



Natural wine

Wine is made from only grapes. Therefore, because it is a simple beverage, wine producers are tackling to grow healthy grapes that make use of its flavor based on an organic farming method called “Making full use of the Land.”

We offer natural wines at reasonable prices, manufactured by “natural brewing methods” and minimizing the use of SO2 (antioxidant) to the utmost.



Our original Japanese liquors

We work with trusted breweries throughout Japan to develop authentic, regional drinks that deliver value over price. That's why we insist on using organically-grown rice and natural methods, to bring you the goodness Kyoto is known for.



Our original food products

The Sagano Shoan brand represents the flavorful yet understated goodness of Japanese home cuisine. All-Japanese ingredients are used wherever possible and no artificial additives are used.



Engagement with customers

Specialty shop of Natural wines and carefully selected Japanese Liquors

With the concept "Offering wines and Japanese liquors to the dinner table that makes you feel good," our shop has a wide range of exciting items you can choose from such as natural wine and items that are deeply connected to Japan's agriculture, namely, Japanese sake, shochu, liqueurs and organic beers.



前田豊三郎商店

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Maeda Toyosaburo Shoten
2nd floor, Kyoto Yaoichi Honkan
220 Higashidoin Sanjo-kudaru Sanmonji-cho,
Nakagyo-ku, Kyoto
Tel & Fax: +81-(0)75-223-3567
info-maetoyo@diony.com
10 a.m. to 9 p.m., open year-round

We hold non-regular wine seminars and tasting events



Company History



At the time of 1930

- April 1877: Jisaburo Maeda opened a retail store in Rokkakudori Aburanokoji of Kyoto's Nakagyo Ward to sell seasonings, cooking oil and coal
- April 1913: Toyosaburo Maeda, Sr. established a soy sauce wholesale business along with the existing retail store operations
- October 1933: A partnership company, Maeda Toyosaburo Shoten, was incorporated, with Toyosaburo Maeda, Sr. as president, to begin operations of a wholesale liquor business
- November 1949: After the passing of Toyosaburo Maeda, Sr., Toyosaburo Maeda, Jr. became president
- October 1974: Company's name was changed to Maeda Co., Ltd.
- October 1979: Kyoto Takeya Miso Hanbai Co., Ltd., was incorporated to serve as Maeda's sole agency in the Kyoto-Shiga region
- September 1988: MCD Co., Ltd., was established as Maeda's restaurant business management division
- March 1989: Restaurant "Maeda Toyosaburo Shoten" was opened in the Shijo-Kiyamachi district of Kyoto
- June 1991: Gyro Kyoto Co., Ltd., was established to provide retail support to the convenience store business division
- April 2001: Company headquarters was relocated to the current address, the trademark was changed to Diony and the business line was shifted to focus on sourcing and supplying goods to specialty stores
- July 2001: Toyohiro Maeda was appointed president; new emphasis was placed on wine importing business
- January 2002: Maeda merged with Gyro Kyoto and the company's name was changed to Diony Co., Ltd.
- March 2004: Tokyo office was established in Shibuya to expand sales network nationwide
- March 2007: Diony merged with MCD to establish a network which covers everything from production to consumption
- March 2007: "Sekaiya," a restaurant specializing in natural wine, was opened in Kyoto's Nakagyo Ward
- April 2008: Tokyo office was relocated to strengthen sales capacity in the Tokyo metropolitan area
- April 2011: To celebrate Diony's 10th anniversary, a limited sales event of "Coup De Coeur" was held with wine and Japanese liquor manufacturers
- January 2012: "Pcoeur" a natural wine specialty store was opened in Shiroganedai, Tokyo
- March 2012: Strengthened quality control by transferring our temperature-controlled warehouse to Osaka
- March 2013: To commemorate the centennial anniversary of the company's establishment, "Maeda Toyosaburo Shoten," a specialty shop which offers natural wines and Japanese liquors, was opened at Nakagyo-ku, Kyoto City
- May 2013: Online shopping site, pcoeur.com, was launched
- July 2013: By a business transfer from Cosmo Jun, Inc., Diony started handling the Avec J brand
- April 2014: Food Product Department was established and the Sagano Shoan brand was launched
- November 2015: Tokyo office was relocated to the current location and an event space "L'ESPACE Diony" was opened as an annex
- April 2016: To celebrate Diony's 15th anniversary, a limited sales event of "Coup De Foudre" was held with wine and Japanese liquor manufacturers
- August 2016: Kyoto Headquarters (Fushimi-ku, Kyoto City) was renovated
- April 2017: Began exports of Japanese liquors and foods to Asian and European countries with the launch of the "International Project"
- April 2018: Expanded imports from historic European countries such as Germany, Austria and Georgia
- January 2020: Promoted the "Clean And Natural" activity for the purpose of making wine more fun
- April 2021: Initiated an "Empathy Project" to celebrate Diony's 20th anniversary



■京都本社 近鉄伏見駅より徒歩2分



■東京オフィス JR 渋谷駅南改札東口徒歩6分 / 新南口徒歩1分 東急東横線・半蔵門線・副都心線 C2 出口徒歩2分

