

## **Suntory Launches New Wetland Restoration Initiative in Kumamoto**

**— Advancing Biodiversity Conservation Outcomes Across the Watershed by Building on Existing Initiatives —**



Tokyo, JAPAN (July 13, 2026) — Suntory Holdings has signed an agreement with a local organization in Mashiki Town, Kumamoto, Japan, to restore wetlands that conserve biodiversity and nurture groundwater. Under this initiative, approximately 3,000 square meters of abandoned rice paddies adjacent to Suntory Natural Water Sanctuary Aso will be restored as wetlands using water from a nearby forest stream.

The project is expected to contribute to both biodiversity conservation and water replenishment by increasing the infiltration into the ground. The local organization will oversee routine grass cutting and water level management, while Suntory Holdings will install water management facilities and carry out site preparation. Drawing on scientific expertise from experts, the restored wetland will be monitored to evaluate the effectiveness of the initiative as it looks to help create habitats where amphibians, aquatic insects and other native wildlife can thrive.

As a corporation sustained by the gifts of nature and water, and with a purpose to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature, Suntory Group has been committed to achieving a sustainable society since its founding. The company started its [Suntory Natural Water Sanctuary](#)<sup>\*1</sup> initiative in Kumamoto in 2003, advancing water replenishment through forest conservation and management, promoting forests rich in biodiversity.

Since 2010, the Group has also worked with local governments and farmers in Mashiki Town on a [winter-flooded paddies](#)<sup>\*2</sup> initiative to nurture groundwater and restore ecosystems across the watershed. Building on this foundation, the new wetland restoration project will connect forests, farmlands, and wetlands, through an integrated approach aimed at generating positive impacts on biodiversity across the entire watershed.

Since 2025, Suntory Group has also been advancing the “[Kumamoto Water Positive Action](#)” initiative in collaboration with local government, industry and academia. This initiative aims to promote “Water Positive<sup>\*3</sup>” through the implementation of green infrastructure<sup>\*4</sup>, such as rain gardens<sup>\*5</sup>.

Looking ahead, Suntory Group will continue working with local government, industry, and academia, and engage in activities to support environmental conservation, biodiversity restoration and progress towards a Nature Positive<sup>\*6</sup> future.

Learn more about Suntory Group’s Sustainability [here](#), and its initiatives related to biodiversity [here](#).

\*1 The Suntory Natural Water Sanctuary initiative currently spans 27 locations across 16 prefectures in Japan, covering more than 12,000 hectares of forest.

\*2 Winter-Flooded Paddies is an agricultural practice in which fallow rice paddies are intentionally flooded during the winter. The practice is expected to provide a range of benefits, including groundwater recharge, improved soil fertility, enhanced biodiversity and weed suppression.

\*3: Water Positive is defined as offsetting or exceeding the negative impacts of land use change or water intake within a watershed by returning an equivalent or greater amount of water to the watershed through nature conservation, groundwater recharge, use of reclaimed water, etc.

\*4: Green infrastructure utilizes the diverse functions of nature to address social issues such as rainwater infiltration, retention, biodiversity conservation, landscape improvement, and climate change, thereby contributing to the creation of sustainable and attractive cities, and regions and enhancing well-being.

\*5: A planted area that captures rainwater and allows it to slowly infiltrate into the ground, helping to reduce urban flooding as green infrastructure.

\*6: “Nature Positive” refers to halting and reversing biodiversity loss to put nature on a path to recovery. This summit is an international conference where companies, financial institutions, governments, researchers, and local practitioners from around the world discuss measures to promote the goals of Nature Positive and realize a positive cycle between nature and the economy.

## About Suntory Group

As a global leader in the beverage industry, Suntory Group aims to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Sustained by the gifts of nature and water, the Group offers a uniquely diverse portfolio of products across more than 80 countries, from award-winning Japanese whiskies Yamazaki and Hibiki, iconic American whiskies Jim Beam and Maker's Mark, canned ready-to-drink -196 (minus one-nine-six), The Premium Malt's beer, Japanese wine Tomi, and the world-famous Château Lagrange. Its brand collection also includes non-alcoholic favorites Orangina, Lucozade, Oasis, BOSS coffee, Suntory Tennensui water, TEA+ Oolong Tea, and V energy drink, as well as popular health and wellness product Sesamin EX.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with approximately 40,000 employees worldwide drawn upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

For more information, visit [www.suntory.com](http://www.suntory.com) and [Drink Smart](#).

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