

Suntory Invests a Total of 6.5 Billion Yen in Suntory Osaka Plant to Strengthen its Gin Category in Japan



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Tokyo, Japan (February 18, 2025) — 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 new visitor experience.

The 5.5 billion yen capital investment spanning 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 by twofold specifically for spirits and liqueurs.

This time, Suntory Spirits will invest an additional 1 billion yen to introduce a new visitor experience for Suntory Osaka Plant by opening the newly constructed Osaka Spirits & Liqueurs Craft Distillery to the public from spring 2026. The company will introduce new facilities such as a seminar room equipped with a 360-degree theater, an indoor deck where 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 to further 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 from 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 further create and expand the gin market, with a goal of driving Japan's total gin market to expand to 45 billion yen by 2030.

*Based on retail prices, including canned RTDs

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, 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 an annual revenue (excluding excise taxes) of \$20.9 billion in 2023. Its 41,511 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

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

