

Suntory Announces “Suntory Green Hydrogen Vision”

— Starting in 2027, Suntory will be the first in Japan to engage across the entire green hydrogen value chain, from production to sales, using the “Yamanashi Model Power-to-Gas System” —



Energy born from water,
presented by Suntory
sustained by nature and water

This high-resolution image has been posted on <https://www.suntory.com/news/index.html>

Tokyo, JAPAN (June 11, 2025) — Today, Suntory Holdings announced the “Suntory Green Hydrogen^{*1} Vision,” Suntory Group’s mid- to long-term plan for utilizing hydrogen. The announcement precedes the launch of the “Yamanashi Model Power-to-Gas (P2G) System,” scheduled to begin operating in 2025.

Since Japan formulated the Basic Hydrogen Strategy in 2017, positioning hydrogen as a key energy source for achieving a decarbonized society, the establishment of hydrogen supply networks has been actively promoted through public-private partnerships in the country. Suntory Group — in collaboration with Yamanashi Prefecture and nine companies engaged in technological development^{*2} — is constructing Japan’s largest 16 megawatt size “Yamanashi Model P2G System”^{*3} to supply green hydrogen to Suntory Minami Alps Hakushu Water Plant and Suntory Hakushu Distillery (see News Release [No. 14225](#)).

The “Suntory Green Hydrogen Vision” comprehensively outlines the Group's hydrogen-related initiatives for achieving a hydrogen society.

■ Suntory Green Hydrogen Vision

1) Suntory Group's Aim for Hydrogen

◆Generate energy from water as a corporation sustained by the gifts of nature and water

Hydrogen is “Born from Water, Returning to Water.” As a corporation sustained by the gifts of nature and water, Suntory Group will engage across the entire hydrogen value chain, from production to distribution and sales. By creating and promoting the unique value of green hydrogen, the Group aims to contribute to achieving a hydrogen society by expanding its use.

◆Create a “local production for local consumption model” for green hydrogen utilizing abundant renewable energy and water resources

Yamanashi Prefecture has an abundant supply of renewable energy and water resources. Suntory Group will produce green hydrogen in Yamanashi Prefecture using the “Yamanashi Model P2G System” for utilization not only within the Group, but also for supply and sale to local industries in the prefecture. The Group aims to establish a new “local production for local consumption model” for green hydrogen in inland regions.

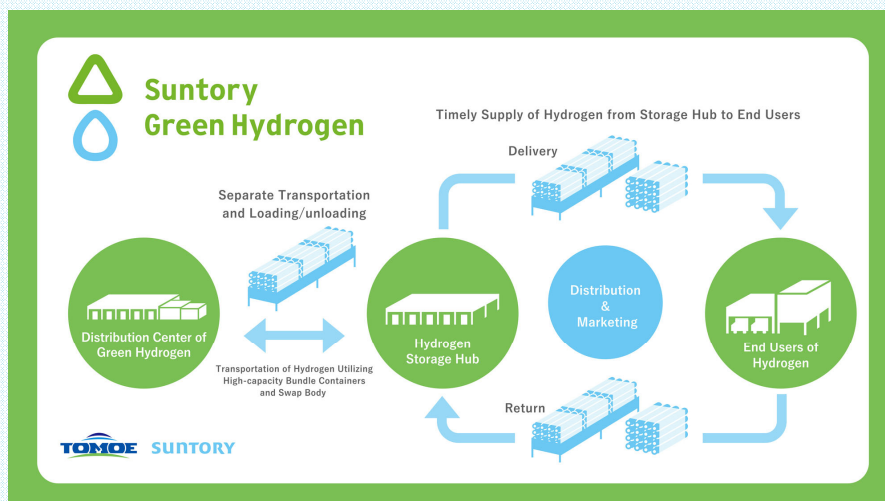
2) Outline of Suntory Group's Hydrogen-related Initiatives

<Phase 1: In 2025>

- Begin to utilize green hydrogen produced by the “Yamanashi Model P2G System” at Suntory Group's owned sites.
 - Run hydrogen boilers for the heat sterilization process at Suntory Minami Alps Hakushu Water Plant.
 - Explore using hydrogen for direct-fire distillation in whisky production at Suntory Hakushu Distillery.

<Phase 2: From 2027 onwards>

- In collaboration with partner companies, Suntory Group will be the first in Japan to engage across the entire green hydrogen value chain, from production to sales.
 - Together with Yamanashi Prefecture and Yamanashi Hydrogen Company, Suntory Group will produce green hydrogen using the “Yamanashi Model P2G System.”
 - Collaborating with TOMOE SHOKAI CO., LTD. on the distribution and sales of green hydrogen, considering both local consumption in Yamanashi Prefecture and sales in Tokyo.



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3) Other Prospects for Hydrogen Utilization

- Suntory Group will actively explore opportunities to utilize hydrogen at other owned production sites in Japan and abroad.
 - Promote public-private partnerships through the framework of Central Japan Hydrogen and Ammonia Association, with the goal of using hydrogen as a heat source at Suntory Chita Distillery in the future (see News Release [No.14702](#)).
 - Initiate consideration for hydrogen usage at Suntory Takasago Plant in Hyogo Prefecture, with the goal of introducing hydrogen use at the site by the early 2030s.
- Leverage the Group's diverse business portfolio to proactively explore new business opportunities utilizing hydrogen.

Masaaki Fujiwara, Chief Sustainability Officer of Suntory Holdings, comments, “Hydrogen, an energy source that is ‘Born from Water, Returning to Water,’ is an essential element for Suntory Group to achieve net zero emissions, as outlined in our Environmental Vision toward 2050. As a corporation sustained by the gifts of nature and water, pursuing initiatives on hydrogen was a natural development. As a new approach to engaging with water, we aim to contribute to the realization of a hydrogen society by fully leveraging and expanding the potential of hydrogen energy.”

Suntory Group’s purpose is to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Since its founding, the Group has been committed to achieving a sustainable society. In terms of climate change, Suntory Group aims to achieve net zero greenhouse gas (GHG) emissions across its entire value chain by 2050. With the announcement of “Suntory Green Hydrogen Vision,” the Group will expand the utilization of hydrogen at its own sites and further promote decarbonization.

Suntory Group will continue to reduce GHG emissions by actively introducing further energy-saving technologies and using renewable energy such as hydrogen, to promote sustainability management as a Group.

Learn more about Suntory Group's sustainability initiatives [here](#).

- *1 Green hydrogen is hydrogen produced by splitting water into hydrogen and oxygen using renewable electricity.
- *2 Toray Industries, Inc., Tokyo Electric Power Company Holdings, Inc., TEPCO Energy Partner, Inc., Kanadevia Corporation, Siemens Energy AG, KAJI TECHNOLOGY CORPORATION, MIURA CO., LTD., NICHICON CORPORATION, Yamanashi Hydrogen Company, Inc.
- *3 This program, "Hydrogen Production through Water Electrolysis Using Power from Renewables (adopted August 2021)," is supported by NEDO under the Japanese government's Green Innovation Fund.

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 \$20.3 billion in 2024. Its 41,357 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](#).

