

June 28, 2024
mulberry Co. Ltd.

Kyoto "WAGYU KAJIYA " Grand Opening on July 8, 2024

Enjoy Tanegashima's Wagyu "Kajiya Beef" and Ine town's fresh seafood
in a 120-year-old Kyomachiya (Kyoto Townhouse)
surrounded by traditional Kyoto crafts.

= <Media Exclusive> Invitation for Tasting Event=

mulberry Co. Ltd. (Head Office: Sendai City, Miyagi Prefecture, President and CEO: Takuro Kajiya) is going to open a new restaurant "WAGYU KAJIYA" in the heart of Kyoto on Monday, July 8, 2024. In a renovated Kyomachiya (Kyoto Townhouse) which has a history of over 120 years, we offer creative cuisine featuring "Kajiya Beef" from Tanegashima and fresh seafood directly delivered from the town of Ine in the northern part of Kyoto Prefecture.

※Please refer to the attached document for the Media Exclusive Tasting Event Invitation.



Renovated interior (left)/Dish made with "Kajiya beef" (right)

■ Primary Production Industries × Cultural Development and Preservation Activities by "Kajiya"

mulberry Co. Ltd. aims to create competitive and sustainable employment in local communities through the vertical integration of authentic dining businesses that utilize ingredients from the region's primary production industries, such as agriculture, livestock, and fisheries. Our philosophy is to contribute to the development of vibrant communities that take pride in their local culture, including food, sake, crafts, folk art, festivals, and dialects.

In March 2024, we were awarded in a public offering the opportunity to open a dining business i in a traditional farmhouse which was built four years after Matthew Perry's arrival (1853), located in the town of Ine in Yosa District of Kyoto Prefecture where we opened "FUNAYA KAJIYA"

We are now opening our second "KAJIYA" named "WAGYU KAJIYA" in Karasuma Rokkaku, in the central area of Kyoto city.

The name of the restaurant embodies our gratitude for all kinds of relationships, and our respect and affection for the local way of life, streetscape, culture, traditional crafts that enrich life as well as those working in primary industries supporting food and the artisans involved in traditional culture.

■ Tanegashima's Wagyu "Kajiya Beef" and Seasonal Seafood Directly

Delivered from the Town of Ine

WAGYU KAJIYA will treat you to the finest ingredients. Guests can enjoy "Kajiya Beef", Japanese Black Wagyu raised in our own cattle barn in Tanegashima. Seasonal seafoods such as <Natsumi> rock oysters and <Ine Buri> which is among the best 3 yellowtails in Japan are also available directly delivered from Ine. There are also original fancy dishes made with traditional Kyoto vegetables. We also have a wide selection of "Kyoto Sake" to pair with the food. Other than sake, there are various available craft beers, wines, gins, and whiskeys, from both historic breweries and emerging distilleries.

<Menu Examples>

1. Exquisite Black Wagyu Dishes

You can enjoy a variety of dishes such as steak, roast beef, meat sushi, and shabu-shabu made with Japanese black beef raised in Tanegashima. Our own cattle barn in Tanegashima, surrounded by abundant nature, boasts the best sanitary management in Kagoshima Prefecture. The cattles are nourished using only natural feed and pasture grass with great care. We deliver Kajiya Beef, which is integrated vertically from production to the restaurant, to our customers.

2. Ine Rock Oyster "Natsumi"

The oysters are farmed in pretty much the same as natural conditions in the exceptionally pure waters of Ine Bay for four years.

It has a mild taste with no bitterness and has a distinct rich and milky flavor.



Ine Rock Oyster "Natsumi"

3. Kajiya Shokado Gozen

Kyoto has continued to preserve traditions and one of those is Cha-Kaiseki cuisine. The essence of Cha-Kaiseki cuisine is infused into the colors and flavors of the Shokado bento. It includes a variety of seasonal ingredients, Kuroge Wagyu beef, fresh seafood, Kyoto vegetables, and Obanzai (Kyoto-style side dishes). Feel free to enjoy the beautiful appearance that resembles a Kyoto Garden.



Kajiya Shokado Gozen

■ What is Tanegashima's Black Wagyu "Kajiya Beef"?

Under the guidance of Ozaki Muneharu, producer of "Ozaki Beef," renowned as the best Wagyu beef in the world, "Kajiya Beef" is raised on a natural feed mixture made of beer lees to our company's own delivered cows.

The bright, shining sun, abundant rain, and mineral-rich sea breeze help cultivate vibrant sugarcane (Ogi). The sugarcane residue (bagasse) is used as bedding in the cattle shed, while the tops (leaves) and Sebi (by-products of the refining process) serve as natural feed. The cow manure is returned to the sugarcane fields. This complete circular business model of Ogi and Black Wagyu supports Kajiya Beef.

※Winner of the First Prize at the 2014 Kagoshima Prefecture Farm Environmental Sanitation Competition

※Note:

Ozaki Beef refers to the highly acclaimed beef produced by Munemasa Ozaki.
<https://www.ozaki-beef.com/?mode=f3>



The cattle barns surrounded by the lavish natural environment of Tanegashima are highly esteemed for their sanitary standards. This is the environment where the renowned black Wagyu beef "Kajiya Beef" is raised.

■ "Old and beloved traditions, alongside new and delightful additions" that will continue for the next 100 years

The interior of the restaurant, which has been renovated while retaining the charm of a Kyoto townhouse that is over 120 years old, is decorated with works by artists with ties to Kyoto.

The restaurant's logo was drawn by Kyoto-based calligrapher Shoshu, who has worked on the NHK's taiga drama "Gunshi Kanbei (Strategist Kanbei)" and other shows. Materials and textures that will blend in over time were used throughout the fixtures and fittings such as the restaurant's curtain dyed with red iron pigments by Kyoto indigo (Kyoai) dyer Matsuzaki Riku. Additionally, bringing in soft illumination welcomes customers with a new look while retaining the traditions of the Kyoto townhouse.

■ Restaurant Profile

Restaurant Name : WAGYU KAJIYA
Opening Date : Monday, July 8, 2024
Address : 150-1 Honeyacho, Nakagyo-ku, Kyoto
Phone : 075-746-3755
Business Hours : Lunch/ 11:00 - 15:00 (Last Order 14:30)
Dinner/17:00 - 22:00 (Last Order 21:00)
Seating Capacity : 49 seats
Regular Holiday : None
Access : 5-minute walk from Kyoto City Subway
Karasuma Line "Karasuma Oike" Station /
6-minute walk from Hankyu Kyoto Line
"Karasuma" Station
Store Area : 131 m²
Instagram URL : https://www.instagram.com/wagyu_kajiya/



Google map



Instagram QR

■ Company Profile

Company Name : mulberry Co. Ltd.
Representative : President and CEO/ Takuro Kajiya
Head office : Sendai City, Miyagi Prefecture
Establishment : September 2021
Capitalization : 78 million yen
Number of Employees : 52 (as of May 2024)
Business Activities : Restaurant Industry, Interior Design,
Management Consulting, Education.
E-mail address : wagyukajiya@gmail.com



Calligraphy of a restaurant name by Shoshu

-Company-Owned Restaurants-

<Kagoshima City, Kagoshima Prefecture>

Hiyashi no Niku Soba Nanadaime Kajiya Yashichi
QUESTA E PIZZA / mulberry COFFEE
TRATTORIA VESVIO
Italian pub il piccolo BACARO
Korean cuisine Koguma Shokudo
YOROCHE

<Ine Town, Yosa district, Kyoto Prefecture>

FUNAYA KAJIYA
https://www.instagram.com/kajiya_ine/?__d=1



"FUNAYA KAJIYA" exterior

— Contact Information —

Mulberry Co. Ltd. Public Relations Office (PIC: Oishi)

E-mail : ayamioishi416@gmail.com

添付資料 1

<作家プロフィール>

■暖簾

京藍染師/松崎 陸 (まつざき りく)

<https://matsuzakiriku.com/>

1990年京都生まれ。22歳の時にNYで藍染に出逢い、帰国後に愛媛県西予市で養蚕から手織り、和裁までを一貫して学ぶ。その後、江戸時代から続く染め工房 染司よしおかへ入門。染色の技術を磨き正倉院宝物の復元に携わる。染司よしおか独立後、大正時代に滅びた京都の藍(京藍)を当時の産地、栽培方法で復活させる。現在は天然染色の技法を使いアート製作を行い2023年には妙心寺 桂春院へ京藍壁観図を奉納。国内外のアーティストや企業とコラボ製作を進めている。



■屋号

書家/祥洲 Shoshu

1958年京都生まれ。墨翔会主幹、墨集団翔 Sho 代表。6歳から本格的に書を学び、伝統書、現代書、デザイン書、墨の抽象、そして現代美術まで独自の表現世界を確立。現代日本の代表的な書家の一人として国内外での受賞・個展多数。

小学校図画工作教科書に収録、大河ドラマ「軍師官兵衛」や「AKB48」の題字、「伊勢神宮/式年遷宮」「日光東照宮」などでの奉納書、メルセデスベンツやアディダスなどのCM、その他多くのロゴ書なども手掛ける。

また「フェラーリ/Ferrari(イタリア)」公式映像、NHK国際放送制作番組「Corekyoto 書に生きる」、ドイツ ACT Music のCDジャケットデザインなどが世界公開されている。

地元京都では「京都サンガ F.C.」と2014年以降毎年コラボを続け、近年では2023年4月開校の「京都市立開建高等学校」の校名を揮毫。



祥洲の墨の世界 <http://shoshu.jp>

■生け花

合同会社 京都村正 代表/村山カズマサ(雅号：村山一和)

1978年京都生まれ。

代々社家の家に生まれる。University of Hawaii at Manoa にて天体物理学を専攻。帰国後はクラブ DJ やラジオ局のディレクター イベント制作会社で企画・制作・運営を担当。30代を機に「ものづくり」の世界へ入り ディスプレイや什器・印刷物の工場にて10年素材や制作技術を学ぶ。2021年 合同会社 京都村正 設立 ラグジュアリーブランドの空間デザインや 寺社仏閣、文化庁などの文化財 PR プロジェクトに従事。華道では華道遠州流宗家 芦田一寿氏に師事 <https://kadouenshu.com/> 【プロジェクト】 ○Louis Vuitton クルーズ・コレクション 2018

○Porsche 75周年 アートインスタレーション ○TAG Heuer Carrera Cafe アートインスタレーション ○世界遺産比叡山延暦寺 「至宝展」ディレクション 「一隅を照らす運動



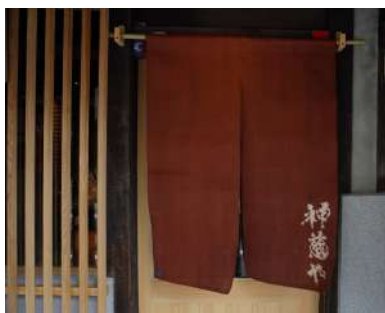
50周年事業 「ゲゲゲの鬼太郎と比叡山の七不思議展」 「比叡山×戦国 BASARA コラボレーション」 「国立博物館 最澄と天台宗のすべて」 ポップアップ「梵字カフェ」 他多数プロデュース

【プロジェクト】 ○Louis Vuitton クルーズ・コレクション 2018 ○Porsche75周年 アートインスタレーション ○TAG Heuer Carrera Cafe アートインスタレーション ○世界遺産比叡山延暦寺 「至宝展」ディレクション 「一隅を照らす運動 50周年事業」 「ゲゲゲの鬼太郎と比叡山の七不思議展」 「比叡山×戦国 BASARA コラボレーション」 「国立博物館 最澄と天台宗のすべて」 ポップアップ「梵字カフェ」 他多数プロデュース

■和蠟燭

中村ローソク 4代目/田川広一
<https://www.kyorousoku.jp/>

1963年京都生まれ。
2015年には、高品質な原材料（燭蠟）の調達が困難で、危機的な状況にある「和ろうそく」を存続させるために京都市と合同プロジェクトを立ち上げる。京北地域において燭を栽培・加工して燭蠟を製造し、和蠟燭などの原材料として安定供給する「地産地消」を目指している。京都伝統工芸連絡懇話会会員。



暖簾と屋号



生け花



屏風「一円相」(松崎陸)

①半纏：株式会社大入商店
<https://www.instagram.com/kyonosome?igsh=MXU3bHpoZjBobTJpbw==>

②2F 襖の和紙：紙司柿本「柿渋和紙」
<https://www.kamiji-kakimoto.jp>

③2F 建具扉の麻：田中直染色店「麻ジュートメッシュ」
<https://www.tanaka-nao.co.jp/cat/s120010>

④2F 和室の座布団：洛中高岡屋「3色あられ」
<https://www.takaoka-kyoto.jp>

⑤テーブル：家具屋いえのぐ
<https://ienogu-kagu.amebaownd.com/>

⑥座椅子と和室のテーブル：potitek 上田直美
<http://potitek.com>

<店舗>

設計：一級建築士事務所工キスポ 山根健太郎（京都市東山区本町 12-218）
施工：東伸建設工業株式会社（京都市下京区高辻通麩屋町西入雁金町 167）

Attachment 1



■ Noren (Restaurant's Curtain)

"Kyoto Indigo (Kyoai)" Dyer / Riku Matsuzaki
<https://matsuzakiriku.com/>

■ Yagō (Restaurant's Logo)

Calligrapher / Shoshu
Shoshu drew the title of the NHK's taiga drama "Gunshi Kanbei (Strategist Kanbei)" and "AKB48" as well as making a dedication to "Ise Jingu Shikinen Sengu (the ritual of Ise Jingu)" and "Nikko Toshogu Shrine". He has been also working on commercials for Mercedes-Benz, Adidas, and many other logos.
Shoshu's World of Ink <http://shoshu.jp>

■ Wa-Rousoku (Japanese candles)

Nakamura Rousoku
<https://www.kyorousoku.jp/>

■ Hanten (Japanese short coat):

Ōiri Shoten Corporation
<https://www.instagram.com/kyonosome?igsh=MXU3bHpoZjBobTJpbw==>

■ 2F Washi for Fusuma (Japanese Papers for Sliding Doors) :

"Kakishibu Washi" (persimmon tannin dyed washi) by Kamiji Kakimoto
<https://www.kamiji-kakimoto.jp>

■ **2F Linen for doors:**

"Linen jute mesh" by Tanaka Nao Senryouten
<https://www.tanaka-nao.co.jp/cat/s120010>

■ **2F Zabuton(Floor cushion) for Traditional Japanese Room:**

Rakuchu Takaokaya "Tricolor arare"
<https://www.takaoka-kyoto.jp>

■ **Table: Furniture store Ienogu**

<https://ienogu-kagu.amebaownd.com/>

■ **Legless Chairs and Tables for Traditional Japanese Room:**

potitek Naomi Ueda
<http://potitek.com>