



Brand Profile

2026

MINAKI

Company Profile

Company name	REBORN inc.
Address	3-2-43-5F Nishi-Azabu, Minato Ku, Tokyo 106-0031
CEO	Kenji Minaki
Correspondent bank	MUFJ Bank Ltd.
Business contents	Planning, development and sales of Japanese sake brand "MINAKI"

■Company History



February, 2022

Sake brand "MINAKI Gokugen" released.



August, 2022

Highly acclaimed at six international trade shows



December, 2022

Introduced to 100 five-star hotels and restaurants



Brand owner Kenji Minaki

He Joined Deloitte Group as a new graduate, and founded video advertising company Proox Inc. in 2015. Then he sold it to J:COM, a KDDI Group company, three years after its launch, and became president of the J:COM Group company. After retiring from the company, he became a co-club owner and outside director of Rising Zephyr Fukuoka of the B-League, where he is engaged in club management and local development. Invested in 11 startup companies, mainly in the food and beverage industry in Japan and abroad (ROCOCO Beer, SECAI MARCHE, Nonpi, Engate, Orosy, Teatis, etc.)

In 2021, he founded REBORN Inc. and operates the sake brand business "MINAKI". With a passion for food and drink, he dines out over 180 times a year and has a combined following of 10,000 on gourmet-focused social media platforms.

Brand Story

Adding depth to every moment.

MINAKI exists to expand the world of sake and its potential.

As we grow, we are committed to elevating the entire category—this is the very purpose of our brand.

Through sake, we aspire to enrich lives and fulfill hearts across the world. To us, sake is more than a drink—it is a way to express the richness of life itself.

MINAKI embodies a clarity that is pure and refined, balanced with a gentle depth and generosity.

It quietly accompanies your most meaningful moments, evolving with time and embracing you with comfort.

Throughout Japan's history, sake has brought people together, deepening bonds and marking significant occasions.

If MINAKI can add a touch of brilliance to the moments you share with those who matter most, that would be our greatest honor.

We strive to create a sake that people around the world will choose to open at life's most meaningful milestones. With this vision, we continue to explore new possibilities for sake.

MINAKI

創業者 皆木 研二



High quality taste recognized around the world

Awarded at prestigious global competitions within
just 3 years after the launch

International Wine Challenge



Kura Master



全米日本酒歓評会

Feminaris World Wine Competition



MILANO SAKE CHALLENGE



CINVE



MINAKI 's Collection



極幻 | GOKUGEN

Achieving remarkable clarity.

As a flagship of MINAKI, this is a sake crafted to be shared with the world. It reveals a fruit-like elegance on the palate, with refined sweetness layered seamlessly with depth and umami, followed by a delicate, lingering acidity. Polished down to 17%, it embodies a beautifully pure and dignified profile.

720ml ¥33,800 (excl. tax)

Brewery: Yamagata prefecture

Raw material rice: 100% Yamadanishiki

Produced in Hyogo

Polishing Ratio: 17%



極幻 | FORMULA.2

Quiet Precision. Elegance in Structure.

A delicate, transparent aroma meets a refined sweetness, unfolding with quiet precision on the palate. Crafted through low-temperature fermentation, it reveals a clean yet layered profile, where softness and definition exist in perfect balance. Its restrained character and graceful finish make it exceptionally suited to accompany cuisine, enhancing each dish without overpowering it.

720ml ¥23,800 (excl. tax)

Brewery: Yamagata prefecture

Raw material rice: 100% Yukimegami

Produced in Yamagata

Polishing Ratio: 29%



珀慧 | HAKUSUI

Luminous Dry Sparkling.

A sparkling sake defined by its vibrant clarity and crisp, dry character. Crafted using traditional brewing methods, it undergoes a secondary fermentation in the bottle, creating a fine and elegant effervescence. As delicate bubbles rise, they reveal a refreshing acidity and a clean, refined finish—bringing lightness and precision to every sip.

750ml ¥31,800 (excl. tax)

Brewery: Aomori prefecture

Raw material rice: 100% Gineboshi

Produced in Aomori

Polishing Ratio: non-disclosure



幻響 | GENKYO

Aged in Elegance.

A Junmai Daiginjo, polished to 17%, is gently matured in French oak barrels once used for white wine, revealing a delicate interplay of aroma and depth. Subtle notes of oak intertwine with refined sweetness and soft acidity, creating a layered yet transparent profile. Elegant and lingering, it offers a new dimension of sake—defined by nuance, balance, and a sense of place.

720ml ¥44,800 (excl. tax)

Brewery: Yamagata prefecture

Raw material rice: 100% Yamadanishiki

Produced in Hyogo

Polishing Ratio: 17%



双光 | SOKO

Balanced Richness. Brilliant Finish.

A contemporary Junmai Daiginjo crafted from 100% Dewasansan rice from Yamagata Prefecture. Using a rare four-stage brewing method, SOKO delivers rich concentration on the palate, followed by a crisp and elegant finish. Refined aromas and gentle acidity create brightness and balance, while a lingering aftertaste adds depth. Approachable yet unmistakably premium, it embodies the MINAKI philosophy.

720ml ¥13,500 (excl. tax)

Brewery: Yamagata prefecture

Raw material rice: 100% Dewasansan

Produced in Yamagata

Polishing Ratio: non-disclosure

Selected Hotel and Restaurant Partners (partial)

Now served at Michelin-starred restaurants and five-star hotels in Japan and abroad.

In just three years, over 300 establishments have adopted our product, often through chef-to-chef recommendations.



• The The Ritz-Carlton, Tokyo

A five-star luxury hotel.

Serving method: Bottle

Average spend: ¥30,000~¥50,000



• Andaz Tokyo

A luxury hotel in Toranomon Hills.

Serving method: High-end line menu, bottle sales

Average spend: ¥50,000~¥60,000



• Four Seasons Hotel Tokyo Otemachi

1 Michelin Star, Luxury Hotel

Serving method: Pairing course

Average spend: ¥30,000~¥40,000



• Tokyo Baycourt Club

Members-only luxury hotel

Serving method: Events and chef's special

Average spend: ¥20,000~¥40,000



• The Prince Gallery Kioicho

A five-star luxury hotel.

Serving method: Bottle and glass sales

Average spend: ¥20,000~¥30,000



• JANU Tokyo

The world's first sister brand, five-star hotel by Aman.

Serving method: Bottle sales

Average spend: ¥30,000~¥50,000



• Fufu Kawaguchiko

A luxury resort with views of Mount Fuji.

Serving method: Tasting Flight, pairing

Average spend: ¥20,000~¥40,000



• Halekulani Okinawa

A luxury hotel on the coastline of Onna Village

Serving method: Events and chef's special

Average spend: ¥40,000~¥50,000



• Ginza Koju

Japanese cuisine with two Michelin stars

Serving method: chef's special

Average spend: ¥40,000~¥50,000



• Akasaka Kikunoi

2 Michelin stars, long-established Japanese cuisine in Kyoto

serving method: High-end line menu

Average spend: ¥20,000~¥30,000



• Sushi Ryujiro

Japanese cuisine with 1 Michelin star

Serving method: chef's special

Average spend: ¥30,000~¥40,000



• NK Kagurazaka

Sister restaurant of the three-star Ishikawa Group

Serving method: Chef's special

Average spend: ¥40,000~¥50,000



• Akasaka Ogino

Japanese restaurant with 1 Michelin star

Serving method: chef's special

Average spend: ¥20,000~¥30,000



• Tomo-An (Australia)

Refined Japanese dining in

Australiaserving method: Bottle sales

Average spend: ¥30,000~¥40,000



• HIROSHI (California)

Japanese cuisine frequented by the founding family of a high-tech company

Serving method: Bottle sales

Cost per customer: ¥50,000~¥100,000

Global Expansion

Currently present in six international markets—the United States, Canada, Dubai, Taiwan, Singapore, and Australia.

We continue to strengthen our presence in these regions while pursuing further global expansion.





Taiwan Launch Event

On November 6, 2025, MINAKI hosted its official launch event in Taiwan.

The event welcomed 23 leading media outlets and 15 influential sake enthusiasts, reflecting the strong interest in the brand.

Founder Kenji Minaki introduced the vision behind MINAKI, followed by a tasting of the full lineup—GOKUGEN, GOKUGEN FORMULA.2, and HAKUSUI.

Guests experienced the sake with genuine delight, marking a memorable and warmly received debut in Taiwan.

Building on this momentum, MINAKI will continue to expand its presence across the Taiwanese market, with a focus on restaurants and luxury hotels.



Media Achievement



Diners Club Member Magazine “SIGNATURE”
Interview article



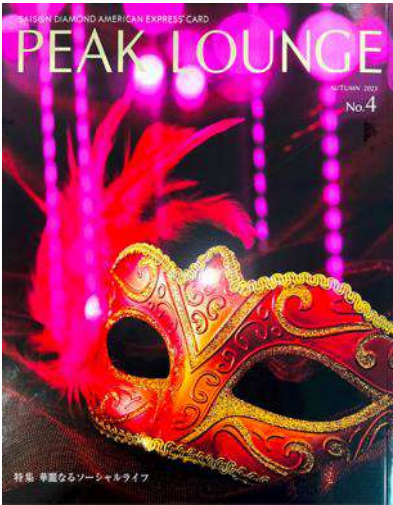
Editor-in-Chief's Column



Japan Keizai Shimbun “Nikkei MJ”
Interview article



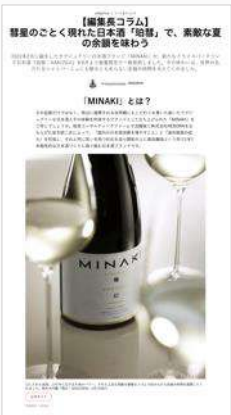
Luxury Member Magazine “PAVONE”
Event report, brand introduction



Saison AMEX Diamond Card
Member Magazine: “PEAK LOUNGE”



「VOGUE JAPAN」
LIFESTYLE “Best Gift”



「Esquire」
Editor-in-Chief's Column



「Pen Online」



Women’s Fashion Magazine “25ans”
Brand introduction



“New Sake Journey” in “Weekly Diamond,” an economic magazine



PORSCHE × MINAKI Special Dinner

The Essence of Craftsmanship, Woven by MINAKI and Porsche

An exclusive evening where the progressive aesthetics of Porsche meet the refined world of luxury sake, MINAKI. As dusk settled over the Porsche Studio in Tokyo, a moment emerged where tradition and innovation converged. Held on June 22, 2025, *Porsche Studio Exclusive Night with MINAKI* was an invitation-only private gathering, welcoming a select group of six of MINAKI's most valued patrons alongside distinguished Porsche owners.

The evening opened with remarks and a toast by Mr. Suzuki, CEO of Exclusive Cars Japan. As the atmosphere gently unfolded, MINAKI's founder, Kenji Minaki, took the stage to share the philosophy behind the brand.



“Beyond crafting flavor and aroma, we design the very aftertaste—the lingering experience. That is the essence of MINAKI.”

He spoke of the vision that brought this collaboration to life, and the deeper philosophy behind sake-making.

The experience continued with renowned sommelier Toshiyuki Sumi, who offered his perspective on pairing MINAKI with cuisine.

“Sake possesses a depth of umami, acidity, and aroma that rivals even the finest wines.” As guests listened, they were drawn into a sensory journey—discovering how each sake evolved alongside the dishes, creating a moment that was both intellectually engaging and deeply immersive.



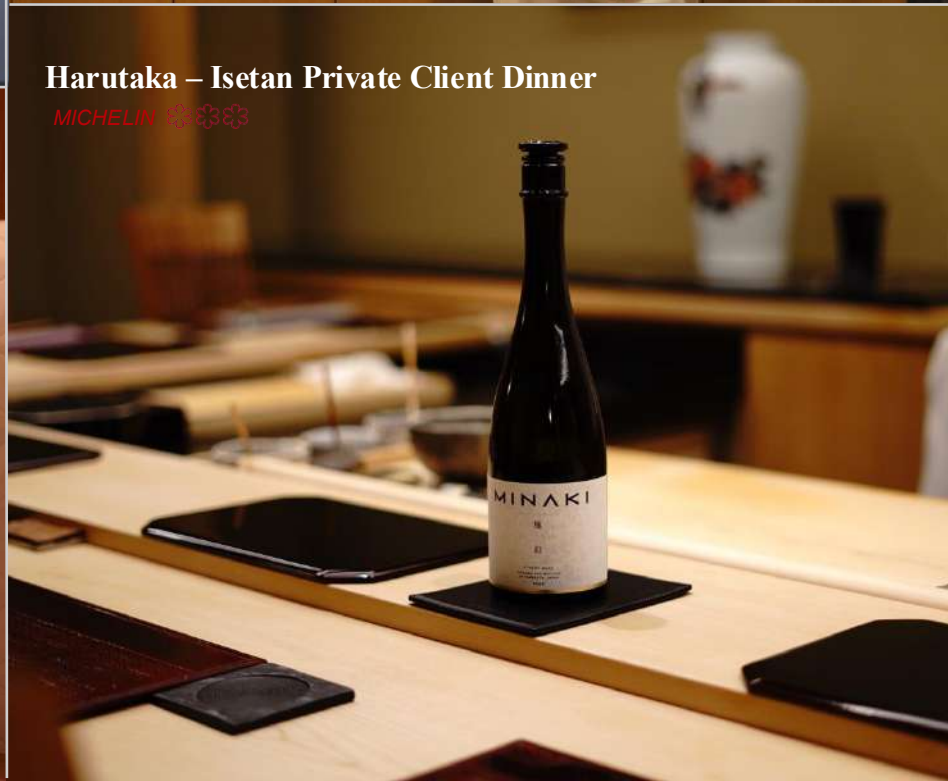
*JANU TOKYO
Pairing Dinner*



*Ginza Shinohara Pairing Dinner
MICHELIN 3 stars*



*Ginza Toyoda – Sogo & Seibu
Private Client Dinner
MICHELIN 3 stars*



*Harutaka – Isetan Private Client Dinner
MICHELIN 3 stars*



Westin Hotel Yokohama – Dinner Event



*Tokai Tokyo Securities –
Member-only Dinner*



Rolls-Royce × MINAKI Owner's Dinner Party



An Exclusive Stradivarius Concert



Golf Tournament Sponsorship



Selected for the Official Selection of Asuka III



Tokyo American Club – A Culinary & Film Experience of Japanese Cuisine



The Ritz-Carlton – GOKUGEN Sake Lees Chocolate

Mother's Day Campaign



*JRA Horse Show
VIP lounge*



NOEL LEON



Hotel New Otani – Served at the
Executive Zen Lounge



CIRPAS – French Restaurant



Shuichi Gonda – Former
Japan National Team Player
(FIFA World Cup)