



YAMAMOTOYAMA

OF AMERICA

MASTER TEA MAKERS SINCE 1690



Yamamotoyama store and headquarters building in Tokyo, Japan,

YAMAMOTOYAMA JAPAN

Yamamotoyama K.K.
2-5-2 Nihonbashi, Chuo-ku, Tokyo

The parent company, with its history dating back over 300 years, has its headquarters in Nihonbashi, Tokyo. The building has its own teahouse on the ground floor where customers can relax and enjoy a delicious cup of tea. The main production facility is in Shizuoka with sales offices located throughout Japan.

HISTORICAL TIMELINE

- 1690** Kahei Yamamoto I, formed his store in Nihonbashi, Edo.
- 1738** Kahei Yamamoto IV introduced steamed green tea to the public (This is the beginning of today's Japanese Sencha green tea). The new tea called "Tenkaichi" (Best under Heaven) wins enormous popularity throughout Edo.
- 1835** Kahei Yamamoto VI, invents the Gyokuro, which was sold during the Edo Era under the name Gyokuro-cha. Gyokuro is still considered the highest quality of Green tea.
- 1836** Japan suffers the Tenpo Famine caused by nationwide crop failure; one third of the population dies of starvation. The entire Yamamotoyama enterprise devotes itself to relief, giving away white rice, then worth more than gold, and azuki beans, to hungry people.
- 1909** Green Tea named "Yamamotoyama" becomes spectacularly popular. Tea flies out of the store, with record sales of as much as 1200 kg of tea in a single day.
- 1923** Original store, seven warehouses and the Fukagawa branch store are destroyed in the Great Kanto Earthquake.
- 1941** Yamamotoyama K.K. is formally incorporated with ¥3 million capital.
- 1945** Yamamotoyama K.K. is totally destroyed in the firebombing of Tokyo.
- 1946** A new two-story store is constructed in Nihonbashi.
- 1947** Yamamotoyama starts to process and sell Nori seaweed.
- 1951** The Yamamotoyama Building is constructed in Nihonbashi.
- 1970** A subsidiary is formed in Sao Paulo, Brazil.
- 1975** Another subsidiary is formed in Los Angeles, USA.
- 1993** Acquisition of Stash Tea Company (from minority owner to 100% owner)
- 2001** Forms a joint venture company, Lianyungang Yamaka Nori Co., Ltd in Jiangsu, China.
- 2006** Yamamotoyama of America begins to process and sell SushiParty Soy Wrapper products.

