



Uotatsu

TOYOSU MARKET · TOKYO · JAPAN

— IMPORT & DISTRIBUTION PARTNERSHIP —

Premium Japanese Seafood for Asia

A Proposal to Taiwanese Importers, Distributors and Trading Houses

QUALITY

Sourced at Toyosu

Daily on-site selection by professional buyers.
buyers.

TRACK RECORD

300+ Accounts

Established 2010 · 15+ years of operation.

PARTNERSHIP

Seeking a Partner

Long-term import & distribution in Asia.

Company Overview

Toyosu-based seafood specialist serving leading restaurants and hotels across Japan since 2010.

— CORPORATE PROFILE —

COMPANY	Uotatsu Co., Ltd.
ESTABLISHED	2010 · 15+ years of continuous operation.
BUSINESS	Wholesale and intermediary supply of seafood to restaurants and hotels; proposal-based sourcing; Private Catering; overseas development from FY2026.
HEADQUARTERS	Tsukiji Chuo-Ku, Tokyo
PRODUCTS	Premium Japanese fish, shellfish, crustaceans, octopus, sea urchin and bluefin tuna.
ACCOUNTS	High-end sushi, kaiseki, fine dining and hotel restaurants.
LANGUAGES	Japanese and English — direct negotiation.

— MARKET POSITIONING —

A professional seafood partner offering **selection and proposal capability** from the front line of Toyosu.

- On-site Toyosu presence
- Professional selection
- Proposal-based sourcing
- Flexible procurement
- Multilingual negotiation
- Proven high-end track record
- Small-lot, multi-species
- Headquartered in Tokyo

About Uotatsu

We are small team but professional, swift, diverse and passionate about food!

Founded in 2010, Uotatsu is a Toyosu-based seafood wholesaler and intermediary supplying fine dining establishments, hotel kitchens and leading sushi and kaiseki restaurants across Japan.

Operating from the supplier side of the market, Uotatsu maintains procurement networks at Toyosu that support **highly competitive pricing** and a **broader product portfolio** than is typical of peer wholesalers.

The business is built on disciplined selection, proposal-based sourcing and direct dialogue with chefs — identifying the products best suited to each account's cuisine, concept and quality requirements.

01

2010

ESTABLISHED · 15+ YEARS OF CONTINUOUS OPERATION

02

300+

RESTAURANT AND HOTEL ACCOUNTS IN JAPAN

03

Fine Dining to High-End Casual

SUSHI · KAISEKI · HOTELS · FINE DINING

Proposal-Based Sourcing

Tailored to each account's cuisine and concept.

Direct Communication

Continuous, on-site dialogue with chefs.

OUR OBJECTIVE ▶ To deliver premium Japanese seafood to the Taiwan market in partnership with a reliable, long-term importer or distributor.

Product Range

Premium Japanese seafood, flexibly combined to suit each account's menu, seasonality and concept.

01

Fresh Fish

White-flesh, red-flesh and silver-skinned varieties varieties for sushi, sashimi, kaiseki and Western Western preparations. Cut, portion and part part specified to account requirements.

02

Shellfish

Abalone, scallop, red clam and giant clam (mirugai) — high-value items central to sushi sushi counters and tasting menus.

03

Crustaceans

Horsehair crab, snow crab, king crab and premium premium shrimp varieties — well suited to high-high-unit-price menus.

04

Octopus

Domestic octopus, including Akashi origin. Pre-Pre-processed and supplied to each kitchen's size kitchen's size and portion specifications.

05

Sea Urchin (Uni)

Sourced by origin, grade and tray specification. specification. Strong demand anticipated from from premium overseas menus.

06

Bluefin Tuna

Full part-by-part supply — akami, chu-toro, o-toro, kama and hoho-niku. Uotatsu's flagship category for premium overseas accounts.

Why Uotatsu

Four differentiators developed through daily trading at Toyosu — selection, proposal, flexibility and direct communication.

01

Professional Selection at Toyosu

Daily on-site selection at Japan's principal wholesale seafood market sustains a precise standard across **fish, shellfish, crustaceans and tuna**.

Every order is assessed on the spot, against the requirements of high-end restaurants.

02

Proposal-Based Sourcing

Uotatsu leads with proposals based on **menu, season and account type**, recommending the the most suitable items, parts and combinations — rather than simply supplying what is available.

A menu-development partner, not only a supplier.

03

Flexible Procurement

Operating across multiple tiers of of the supply chain makes **small-lot, small-lot, multi-species and special-special-specification** orders commercially viable.

Late additions, menu changes and seasonal adjustments are accommodated without disruption.

04

Direct Multilingual Negotiation

A Japanese- and English-speaking speaking team conducts direct discussions with **overseas importers, importers, buyers and on-site chefs. chefs.**

Requirements are translated into precise product specifications without loss of nuance.

TRACK RECORD ▶ Over 15 years of demonstrated reliability across a broad range of restaurant segments in Japan.

Beyond Seafood

Two complementary service axes that extend Uotatsu's proposal-based supply model — supporting chefs beyond the seafood counter and adding a gifting channel for premium occasions.

01 • CHEF SUPPORT

Complementary Produce Supply

Uotatsu also sources vegetables, fruits and other agricultural produce required to complete a chef's dish — a single order covers the full set of ingredients behind a plate.



MATSUTAKE • AUTUMN

- **Seasonal vegetables & fruits**
Japanese-origin produce selected to match menu, season and cuisine.
- **One-stop sourcing per plate**
Centrepiece and complementary items delivered together on a single order.
- **Proposal-based, chef-led**
Same menu-first approach applied to produce as to seafood.

02 • GIFTING CHANNEL

Seasonal Seafood Gift Sets

Uotatsu also composes seasonal seafood gift sets for corporate gifting, mid-year and year-end occasions — assembled from the same Toyosu-sourced quality as the restaurant channel.



GIFT SET • YEAR-END

- **Curated for the season**
Assortments composed around the seafood at its seasonal peak.
- **Corporate & premium occasions**
Year-end, mid-year and hospitality gifting for high-value recipients.
- **Toyosu-grade quality**
Same selection standard as the restaurant supply channel.

Target Accounts & Value Proposition

Uotatsu focuses on high-unit-price establishments that require both consistent quality and active proposal capability — needs addressed through Toyosu-grade selection and flexible procurement.

TARGET SEGMENTS

Four target segments

- A High-End Sushi Restaurants**
Require bluefin tuna, sea urchin and shellfish at premium quality in small lots, with chefs with chefs strongly committed to Japanese-origin ingredients.
- B Japanese & Kaiseki Restaurants**
Seasonal fresh fish, shellfish and crustaceans to express seasonality — well suited to a proposal-based sourcing partner.
- C Premium Hotels**
In-house Japanese and sushi outlets, banquet operations and VIP service, requiring stable requiring stable and consistent supply of high-grade seafood.
- D Fine Dining (Non-Japanese)**
High-unit-price restaurants in cuisines beyond Japanese, using Japanese seafood as a seafood as a premium menu ingredient.

VALUE PROPOSITION

What Uotatsu Delivers

Quality, proposal, flexibility and negotiation — delivered end to end.

- 01 Toyosu-verified quality**
Every order is selected on-site by buyers at Japan's principal wholesale wholesale seafood market, providing chef-grade consistency on each each shipment.
- 02 Menu-driven proposals**
Tailored to format, season and clientele, with recommended species, parts and combinations on every order.
- 03 Small-lot & multi-species sourcing**
Overseas accounts receive the same flexibility as domestic accounts — small accounts — small lots, rare species and custom specifications.
- 04 Direct multilingual negotiation**
Buyer and chef requirements are translated directly into product specifications, without intermediaries.

Partner Role & Expectations

Uotatsu is seeking an **importer-distributor partner** in Asia, rather than a transactional buyer. The framework below sets out the responsibilities of each side.

IMPORTER OF RECORD

- Act as the **local importer of record** for Uotatsu products.
- Manage all import documentation and legal requirements.
- Ensure full compliance with import regulations.

COMPLIANCE & QUARANTINE

- Coordinate **inspection and quarantine** procedures.
- Manage regulatory compliance for seafood imports.
- Ensure that food safety standards are consistently met.

CUSTOMS & DUTIES

- Complete **customs clearance** procedures.
- Settle all applicable duties, tariffs and taxes.
- Cover clearance charges and related handling costs.

DOCUMENTATION

- Prepare and submit **import declarations** and supporting paperwork.
- Maintain traceability and documentation accuracy.
- Retain proper records for regulatory compliance

ONGOING IMPORT OPERATIONS

- Plan and execute **regular shipments**.
- Maintain consistent supply aligned with market demand.
- Coordinate logistics and delivery schedules.

LOCAL DISTRIBUTION & SALES

- Sell and distribute to **restaurants, hotels and retailers**.
- Develop sales channels across the Asian market.
- Build long-term relationships with local accounts.

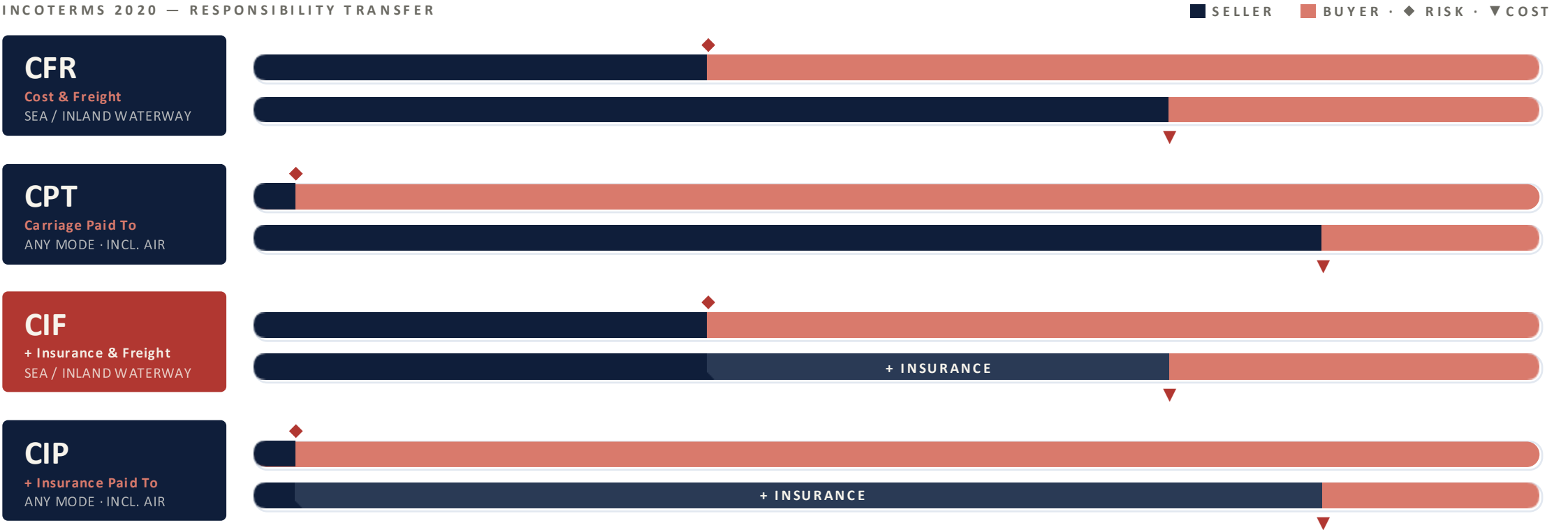
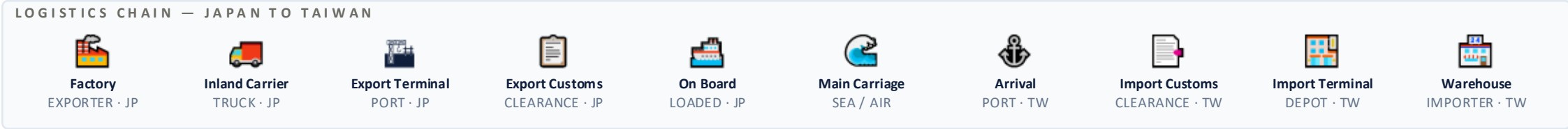


Uotatsu is seeking an importer-distributor partner, not a transactional buyer.

A counterpart committed to building a sustainable, long-term import and distribution business together.

Seller & Buyer Responsibility by Incoterm

At a glance: where Uotatsu's responsibility ends and the Taiwanese partner begins under each standard term.



A Selection of Our Domestic Accounts

300+

RESTAURANT & HOTEL ACCOUNTS
Logos shown are representative.

Established partners across three culinary traditions: leading French, Italian and Japanese restaurants in Tokyo.

— SEGMENT 01 · EUROPE —

French Cuisine

5 ACCOUNTS



F l o r i l è g e



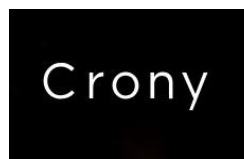
Restaurant L'allium

— SEGMENT 02 · EUROPE —

Italian Cuisine

5 ACCOUNTS



R I S T O R A N T E
Y A M A Z A K I


R I S T O R A N T E H A M A S A K I

— SEGMENT 03 · JAPAN —

Japanese Cuisine

4 ACCOUNTS



and over 290 further accounts

FINE DINING · SUSHI · KAISEKI · HOTEL RESTAURANTS

Representative accounts ▶

Abyse, Florilège, Restaurant L'allium and Girona(Spanish) — Girona(Spanish) — Michelin-listed restaurants and established bistronomie venues.

Representative accounts ▶

ARBOL, Ristorante Yamazaki, Ristorante Hamasaki and Crony and Crony — contemporary Italian and seafood-led ristoranti.

Representative accounts ▶

Hoshinoya Tokyo, Yuen, Mitsuwa and izakaya ichi — ichi — luxury ryokan, kaiseki and izakaya operators.

Objective

Establishing the Toyosu–Asia seafood channel — **together.**

An established Japanese supplier. A trusted Asian partner. A single, sustainable channel for premium seafood.

— OUR CONTRIBUTION TO THE PARTNERSHIP —

15+

YEARS OF OPERATION

Continuous operation at Toyosu Market since since 2010.

300+

RESTAURANT & HOTEL ACCOUNTS ACCOUNTS

Leading French, Italian and Japanese restaurants in Tokyo.

6

PRODUCT CATEGORIES

Fish, shellfish, crustaceans, octopus, uni and bluefin tuna.

PHASE 01

Initial Discussion

Align on product scope, target volumes and pricing structure.

PHASE 02

Trial Shipment

An initial sample-grade shipment for chef and importer validation.

PHASE 03

Partnership Agreement

Long-term framework for import and distribution distribution in Asia.

FURTHER INFORMATION

Company & Media



► We welcome discussion in Taipei