



Discovering local sake demand with a token-operated dispenser!

Token-Operated Sake Service Launches at THE KANAYA TERRACE Cafe Inside Tobu Nikko Station, Featuring Local Sake from Tochigi Prefecture

Enjoy the Taste of Tochigi Until the Very Last Moment Before Boarding Your

Tobu Railway Co., Ltd.

KANAYA HOTEL Co., Ltd.

Tobu Railway Co., Ltd. (headquartered in Sumida-ku, Tokyo) and Kanaya Hotel Co., Ltd. (headquartered in Nikko, Tochigi) will install a token-operated sake dispenser inside THE KANAYA TERRACE cafe, located inside Tobu Nikko Station. This new service, allowing customers to easily enjoy local Tochigi sake, will launch for a limited time beginning Friday, May 30, 2025. Through this service, customers, primarily those returning from Nikko to the Tokyo area, can enjoy the flavors of Tochigi as they wait for their train home.

THE KANAYA TERRACE cafe, located inside Tobu Nikko Station, offers a casual spot to enjoy the flavors of Kanaya Hotel. By launching local sake offerings, the cafe aims to not only deepen ties with communities along the railway line but also stimulate new demand and improve customer satisfaction.

By encouraging the casual enjoyment of local sake, the service will enhance the station's tourist amenities and promote the appeal of regional sake, ultimately contributing to the revitalization of communities along the railway line and strengthening the Tochigi brand.

Details can be found on the attached appendix.



▲ THE KANAYA TERRACE



▲ Token-operated sake dispenser (conceptual image)

Overview of Token-Operated Local Sake Dispenser

1. Service name

SAKE EXPERIENCE

2. Period of implementation

Friday, May 30, 2025 to Sunday, August 31, 2025

3. Location

At THE KANAYA TERRACE, located inside Tobu Nikko Station

Business hours: 9:30-12:00, 13:00-16:30(Times may change seasonally)

4. Service Flow

- 1) Purchase tokens at the counter in THE KANAYA TERRACE (3 tokens for ¥1,200)
- 2) Insert a token into the sake dispenser (1 token per cup)
- 3) Press the button for your preferred sake to dispense it into a dedicated cup
- 4) Enjoy inside the cafe

*Prices and sake selections are subject to change.
*Tokens can be purchased in sets of three. Single-token purchases are not available.

5. Planned Sake Offering

Sake Name	Brewery (Location)	Image
(1) Nikko Homare (pure sake)	Watanabe Sahei Shoten (Nikko)	
(2) Nikkoji (refined sake)	Katayama Shuzo (Nikko)	
(3) Shaso	Kobayashi Jozo (Kanuma)	
(4) Tentaka	Tentaka Shuzo (Ohtawara)	