

NEWS RELEASE

July 15, 2025

Inbound-Oriented Sumo Entertainment Show Expands to Tokyo!

“THE SUMO LIVE RESTAURANT

HIRAKUZA GINZA TOKYO”

Opening on January 2026!

– Ticket Sales Start on Friday, August 1, 2025 –

In January 2026, Hanshin Contents Link Corporation (Headquarters: Fukushima-ku, Osaka; President: Susumu Shimizu) will open “THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO” in Ginza, Tokyo. This marks the second domestic location for “HIRAKUZA,” the company’s entertainment brand dedicated to offering new ways for international visitors to enjoy Japanese culture.



“THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO” is a permanent entertainment show restaurant for the inbound tourist market, themed around Sumo and Japanese cuisine (Washoku). Following “THE SUMO HALL HIRAKUZA OSAKA,” which opened in Namba, Osaka in May 2024, this second domestic location will launch in Ginza, Tokyo in January 2026. In advance of this, ticket sales will commence on Friday, August 1, 2025. The concept is “EDO Spirit – Sumo & Culture Experience –”. It will be launched as a new experiential restaurant that revives the chic and brilliant culture of the Edo period for the modern era through Sumo entertainment and Japanese cuisine. From Tokyo, we will powerfully broadcast the appeal of Japan’s celebrated Sumo and Washoku to the world.

■ Venue Concept: “EDO Spirit – Sumo & Culture Experience –”

The concept is, “EDO Spirit – Sumo & Culture Experience –”.

By combining the atmosphere of the Edo period, the tradition of Sumo, Japanese cuisine (Washoku), and sake, we offer a high-quality cultural experience unique to the prestigious Ginza area.

Enjoy a powerful Sumo show, exquisite Kaiseki cuisine crafted from the finest ingredients, and famous sake from Nada that evokes the atmosphere of old Edo. Please look forward to an immersive Japanese cultural experience that stimulates all five senses.



Image of Venue Entrance

■ Highlight 1: Experience a Sumo Performance that Brings the Edo Period to Life

Approximately 200 years ago, the center of Japanese culture was “Edo,” and one of the most prominent symbols of Edo culture is Sumo.

Sumo is more than just a sport; its traditions, such as the ring-entering ceremony (dohyo-iri), the ranking system (banzuke), and the ornamental aprons (kesho-mawashi), still vividly preserve the spirit and aesthetic of the Edo period. In other words, to experience Sumo is to experience the essence of Edo itself.

At THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO, we revive the passion of old Edo, centered around a full-sized dohyo stage and brought to life with state-of-the-art sound, lighting, and visual effects. The entire performance is conducted in English, providing an accessible and enjoyable cultural experience for international visitors, even those who are new to Sumo.



Image of Venue Interior

■ Highlight 2: Enjoy a Dining Experience Infused with the Aesthetic of Edo

The true essence of Edo culture lies in its sophisticated lifestyle and unique aesthetic sense. A key symbol of this is Washoku (Japanese cuisine), with its meticulous attention to vibrant presentation.

At THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO, alongside the Sumo show, we offer Kaiseki (multi-course) cuisine designed to be savored with all five senses. As part of this cultural experience fused with entertainment, we serve a variety of memorable and exquisite dishes.



Image of Our Multi-Course Dinner (Kaiseki)

■ Highlight 3: Taste the Sake of Nada, Beloved in the Old Edo

Nada-Gogō in Hyogo is a famed brewing region that boasts the largest sake production volume in Japan. During the Edo period, sake brewed here was transported from Kobe to Edo and became known as “kudari-zake” (down-bound sake). It was beloved by the townspeople of Edo as a symbol of sophisticated luxury. Focusing on this historical background, THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO will also feature a Japanese sake bar & shop where guests can taste a variety of “Sakes of Nada” brewed in the cellars of the Nada-Gogō region.



Image of the Sake Bar

■ Our Next Stage is Tokyo, Ginza! From the Heart of Tokyo!

We will Broadcast the Appeal of Sumo Culture and Japanese Cuisine to the World!

Our first location, “THE SUMO HALL HIRAKUZA OSAKA,” which launched in Namba, Osaka, has been met with great success. In just one year since opening, it has welcomed over 36,000 visitors from more than 110 countries and regions worldwide and has been highly praised as an experiential venue where guests can easily enjoy the appeal of Sumo.

In recent years, the demand for experience-oriented consumption among inbound tourists has accelerated, with interest in traditional Japanese culture, in particular, showing rapid growth. However, official Sumo tournaments are limited to specific times and locations, meaning opportunities for international visitors to experience Sumo are currently scarce.

In light of this, we will open our second location, “THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO,” in Ginza, Tokyo, in January 2026, creating a venue where even more people can easily enjoy Japan’s celebrated Sumo and Washoku culture. Ginza is a district that represents Japan, a place where traditional culture and modern sensibilities merge. In this location that inherits the spirit of Edo, we will create a one-of-a-kind experience centered on sophisticated Sumo entertainment and fused with washoku and famed sake from Nada. We aim to become a new landmark where visitors can experience Sumo culture anytime during their stay in Tokyo.

Sumo, Washoku, and the heart of Edo. Please look forward to a new cultural experience that can be savored with all five senses.

■ THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO Overview

N a m e: THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO

Location: Prime Ginza Yanagi-dori Bldg., B1 Floor, 1-9-13 Ginza, Chuo-ku, Tokyo

Opening: January 2026

*Information regarding the official website and ticket sales will be announced in late July.



THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO Access

Company Name	HANSHIN CONTENTS LINK CORPORATION
Headquarters	Hanshin Noda Center Building 10F, 1-1-31 Ebie, Fukushima-ku, Osaka City, Japan
Capital fund	¥230 million (100% investment by Hanshin Electric Railway Co., Ltd., a part of Hankyu Hanshin Toho Group)
Business Description	Contents industry, music business, advertising media sales, signage production Our company will utilize the expertise of entertainment show business cultivated through operations.

[Inquiries Regarding the Press Release] HANSHIN CONTENTS LINK CORPORATION, Inbound Business Division
In Charge: Hosokawa, Kito E-mail: hirakuza-press@hcl-c.com