

NEWS RELEASE

January 8, 2026

A New Entertainment Space Fusing “Sumo × Washoku × Sake” is Born in Ginza! 【THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO】

Opened for Business on January 7!

- Opening Day Success: A Full House and Massive Acclaim! –
- The On-site “Nada’s Sake THE Bar” Officially Opens Its Doors! –

Hanshin Contents Link Corporation (Headquarters: Fukushima-ku, Osaka; President: Susumu Shimizu) held the grand opening of “THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO,” a Sumo entertainment show restaurant aimed at inbound tourists that combines Sumo, Japanese cuisine, and Sake, on Wednesday, January 7, 2026, in Ginza, Tokyo. Also opening on the same day was “Nada’s Sake THE Bar,” a Sake bar offering a selection of Sake from 20 breweries in Nada-gogo (Hyogo Prefecture), Japan’s number one Sake region.



Opening Day Highlights (January 7, 2026)



Scenes from the Vibrant Grand Opening Day



The Sumo Challenge: Malaysian guests join the action!

On the grand opening day, Wednesday, January 7, the venue welcomed many visitors from Japan and overseas, resulting in a completely sold-out house. During the “Sumo Challenge,” a featured interactive segment of the show where audience members are invited to challenge the wrestlers, visitors from the United States and Malaysia participated, creating an atmosphere of great excitement.

■ Experience Edo's Sake Culture at "Nada's Sake THE Bar"! **NEW!**

The on-site Sake bar, "Nada's Sake THE Bar," is a space designed to convey the Sake culture of the Edo period through a modern experience, based on the facility's core concept: "EDO Spirit – Sumo & Culture Experience –."

During the Edo period, most of the Sake consumed in Edo (present-day Tokyo) was brewed in the "Kamigata" region, including Nada (Hyogo Prefecture), and transported to the capital as "Kudarizake" (sent-down sake) via Taru-kaisen (barrel cargo ships). Grounded in this historical background, the bar offers a permanent selection of premium Sake from 20 breweries across the Nada-Gogo (the five villages of Nada) a very rare opportunity to find such a comprehensive collection all in one place in Tokyo.

In terms of spatial production, we aim to be more than just a place to drink Sake. By showcasing the history, distribution, and regionality behind Sake brewing, we strive to serve as an experiential hub that deepens the understanding of Japanese Sake culture.

Furthermore, the Sake bar is open to the public, including guests who do not have a ticket for the sumo performance.



<Full Overview of the Sake Bar>

1. The bar is positioned directly along the entrance path, serving as the starting point of the cultural experience.
2. The bar is positioned directly along the entrance path, serving as the starting point of the cultural experience.



3. A "Nada-Gogo Pictorial Map" is displayed on the wall to communicate the geography of Nada, Hyogo.



4. A replica Taru-kaisen (barrel cargo ship) at the counter honors the historic sea route that connected Edo with the finest brewers of the west.



<Featured Sake: 20 Varieties from 20 Nada-Gogō Breweries>

- Josen Karatamba (Ozeki)
- Cho-Tokusen Souhana Junmai Ginjo(Nihonsakari)
- Kuromatsu Hakushika Yamadanishiki Karakuchi Junmai Silk (Hakushika)
- Josen Genshu (Undiluted Sake) (Nada-ichi)
- Bijin Kurabu Junmai (Shimabijin)
- Junmai Fukunohana Karakuchi (Chiyodagura)
- Kuzo Aiyama Junmai Daiginjo (Hamafukutsuru)
- Hakutsuru Blanc (Hakutsuru)
- Kenbishi (Kenbishi)
- Beef & Teppan STEAK (Daikokumasamune)
- Tokubetsu Junmai Jitsuraku Yamada Nishiki (Sawanotsuru)
- Ogon Junmai (Ougimasamune)
- Kinmatsu Hakutaka (Hakutaka)
- Junmai Ginjo Genshu (Takaramusume)
- Junmai Ginjo Genshu (Tokuwaka)
- Shirakabegura Kimoto Junmai (Shochikubai)
- Yakimare Ki-ippou Junmai (Sakuramasamune)
- Hyaku Moku Junmai Daiginjo (Kikumamasamune)
- Junmai Ginjo (Fukuju)
- Cho-Karakuchi Junmai Ginjo Genshu Ichibi (Sensuke)

*In no particular order *Selection is subject to change based on stock and seasonal availability

(Reference) About THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO

■ Project Background

According to the Japan National Tourism Organization (JNTO), the cumulative number of international visitors to Japan from January to November 2025 reached 39,065,600, a 17.0% increase over the same period the previous year, marking a new historical high.

While interest in Japanese culture continues to grow, there are still few opportunities for international tourists to experience Sumo, Japanese cuisine, and Sake not just as a simple combination, but as a journey through their deep-rooted cultural connections. In recent years, as tourists have begun staying in Japan for longer periods, the importance of the “night-time economy,” which promotes tourism consumption during evening hours, has increased; however, content that allows visitors to experience traditional Japanese culture at night remains limited. Focusing on these market conditions, we envisioned a venue where the elements of **Sumo, Japanese cuisine, and Sake, all of which have evolved alongside one another since the Edo period, could be experienced together during night-time hours.**

Furthermore, official Sumo tournaments are held only at specific times and locations throughout the year, meaning international tourists have limited chances to engage with Sumo culture during their stay. Against this background, our company, utilizing the business expertise gained through the operation of Billboard Live and Hanshin Koshien Stadium, opened this facility as **a permanent hub where guests can easily experience Sumo-centered Japanese culture regardless of the season or location.** This venue is the second Sumo-themed entertainment facility following “THE SUMO HALL HIRAKUZA OSAKA,” which opened in Namba, Osaka, on May 30, 2024, and has welcomed over 65,000 visitors from more than 120 countries and regions in approximately one year and eight months.

■ The Vision Behind THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO

The core concept of our facility is “EDO Spirit – Sumo & Culture Experience –.” Our objective is to provide an immersive experience of Japan’s most iconic cultural pillars: Sumo, Washoku (cuisine), and Sake; each of which has been cultivated and refined throughout a long history dating back to the Edo period. From Ginza, Tokyo’s premier district, we aim to broadcast the wonders of Japanese heritage to the world and create a venue for cultural experiences found nowhere else.

THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO is designed not as a place to study Japanese culture as academic knowledge, but **as a space where its essence can be intuitively understood through firsthand experience.**

During the Edo period, Sumo, Washoku, and Sake all flourished as integral parts of daily life, seasonal festivities, and public entertainment. By bringing these elements together in a single space and timeframe, we **emphasize an environment where visitors can engage with Japanese culture effortlessly and authentically at any time.**

In addition, to ensure that even visitors experiencing Japanese culture for the first time can enjoy it with ease, the experience is designed with careful consideration given to traffic flow of customers, staging, and visual information presentation, and does not require any special knowledge.

Through this facility, we will create opportunities to experience traditional Japanese culture, including Sumo, and spread the appeal of Japanese culture both domestically and internationally.

■ A memorable experience: Blending Sumo and Fine Dining

At HIRAKUZA, we have designed **a signature two-hour experience that brings together the best of Japanese hospitality and entertainment.** Guests are invited to savor the refined flavors of authentic Kaiseki cuisine (multi-course meal) while being swept away by the power of a live sumo show.

Our venue is engineered for immersion. **By integrating three massive digital screens with professional concert-spec audio and lighting,** we transport our guests into a world of dynamic energy and tradition. **The entire performance is presented in English,** making it an easy-to-follow and unforgettable introduction to Japan for international visitors and first-timers alike.



■ Grand Opening Discount Campaign

To celebrate our grand opening, we are pleased to offer a special discount on performance tickets for a limited time.

- Eligible Performances: January and February 2026
- Booking Period: January 7, 2026 (Wed) – February 28, 2026 (Sat) → **10% OFF regular ticket price**

<Regular Prices (All include tax & kaiseki meal / Drinks separate)>

Seat Type	Adult Price	Child Price (Ages 3-12)
VIP Ringside Seat (9 seats only)	¥27,000 *Same price as adult	
Premium Seat	¥21,000	¥12,000
Standard Seat	¥17,000	¥9,500

*For Premium and Standard seats, some menu items can be changed for a custom fee.

*For child prices, a “HIRAKUZA Child’s Plate” will be provided.

*When purchasing tickets, a separate service fee of ¥700 (tax included) will be incurred per ticket.

< Ticket Reservation > <https://hirakuza.net/tokyo/>

■ THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO: Facility Overview



N a m e: THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO
L o c a t i o n: B1F, Prime Ginza Yanagidori Building, 1-9-13 Ginza, Chuo-ku, Tokyo
A c c e s s: 1-minute walk from Ginza-itchome Station
(Tokyo Metro Yurakucho Line)
4-minute walk from Ginza Station
(Tokyo Metro Ginza, Hibiya, Marunouchi Lines)
6-minute walk from Takaracho Station (Toei Asakusa Line)
7-minute walk from Yurakucho Station
(JR Yamanote, Keihin-Tohoku Lines)
Grand Opening: Wednesday, January 7, 2026
Seating Capacity: Approximately 150 seats
S h o w T i m e s: 5:00 PM – 7:00 PM
(2nd show from 20:30 – 22:30 scheduled for select dates)
< Official Website: <https://hirakuza.net/tokyo/> >
*Schedule and content are subject to change.
*Online bookings are available until 3:00 PM on the day of the show.
*For later inquiries, please contact the venue directly.

■ Nada's Sake THE Bar: Store Overview



N a m e: Nada's Sake THE Bar
L o c a t i o n: B1F, Prime Ginza Yanagidori Building, 1-9-13 Ginza, Chuo-ku, Tokyo
(Located inside THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO)
Grand Opening: Wednesday, January 7, 2026
Business Hours: 13:00 – 21:00
C l o s e d: Irregular
*Content and hours are subject to change without notice.
*Open to the public.

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, Sugimoto E-mail: hirakuza-press@hcl-c.com