

Embodying Purpose

Food: Satisfying People
and Creating Connections

Social
impacts

Business value created
through services

Management and organizational
foundation that supports value creation

8 materialities (important issues)

7 Reducing the environmental burden of Gurunavi and the food service industry

Reduce the burden on regional environments by contributing to reduced food waste and conserving resources.



8 Popularization and passing down of Japan's excellent food culture and technologies

Contribute to the realization of a rich society through food by popularizing and passing this down to later generations Japan's food culture and the techniques that support it.



5 Optimization of the overall food service industry value chain

Realizing a sustainable food service industry development within the changes in social environment, including climate change



6 Promotion of regional communities through food

Unearthing and widely transmitting the attraction of a region through its food



3 Supporting evolution into sustainable restaurant management models

Expanding the value and services that support sustainable profit generation and improvements in working environments for restaurants



4 Protecting consumers safe, secure, and enriched food experiences

Along with creating conditions that allow consumers to select restaurants conveniently and securely, proposing various ways to enjoy food.



1 Reinforcement of corporate governance

Living up to the trust of all stakeholders



2 Creating an organization that allows employees to fulfill their potential

Working to improve the internal environments and develop nurture human resources

