

Suntory Establishes New Company, Water Scape, to Support Secure Water Supplies



This high-resolution image has been posted on <https://www.suntory.com/news/index.html>

Tokyo, JAPAN (April 16, 2025) - Suntory Holdings today announced the establishment of a new company, Water Scape Ltd., to support businesses and local communities in securing water supplies by providing scientific expertise on water. The company will begin operations this month.

Suntory Group has conducted extensive domestic and international research on water, including studies to improve the function of forests for recharging water resources at Suntory Global Innovation Center's [Institute for Water Science](#) established in 2003. This research supports the company's key initiatives, including estimating the amount of groundwater recharge at [Suntory Natural Water Sanctuaries](#) and developing indicators to assess the environmental impact of water use by reflecting the level of water scarcity in each region around the world.

Water Scape was established in response to growing awareness of various water-related challenges both in Japan and around the world. Created through Suntory Group's internal venture program, FRONTIER DOJO*¹, Water Scape aims to leverage and commercialize technologies and insights developed by Suntory's Institute for Water

Science to broadly benefit individuals and organizations facing water security and management issues. Water Scape will assist in securing sustainable water supplies by visualizing groundwater conditions based on scientific data and evidence from hydrology*². Specifically, the company plans to provide diagnostic and monitoring services for groundwater resources and to help formulate action plans, including investment strategies to secure water supplies sustainably. Water Scape will start by offering its services to businesses facing challenges in securing groundwater, and in the future will support businesses and local communities seeking to enhance their value-added activities by contributing to a sound water cycle.

Masatoshi Kawasaki, President and Representative Director, Water Scape, comments, “As a corporation sustained by the gifts of nature and water, Suntory Group has consistently pursued sustainable water use through earnest engagement and knowledge built on scientific evidence. As water issues intensify globally, Suntory Group is committed to contributing to societal sustainability by sharing our accumulated water-related expertise to support businesses and local communities.”

Through Water Scape, Suntory Group aims to promote a society where people and nature coexist in harmony within the local watersheds by supporting voluntary water sustainability initiatives led by local communities.

Company Overview of Water Scape

- **Company name:** Water Scape Ltd.
- **President and Representative Director:** Masatoshi Kawasaki
- **Established:** January 2025
- **Address:** Ashiya City, Hyogo Prefecture, Japan
- **Capital stock:** 36 million yen
- **Business Overview:**
 - Diagnosing, monitoring, and consulting for businesses related to natural resources such as water resources
 - Consulting on regional revitalization
 - Developing and implementing various proposals to governmental agencies and other organizations
 - Planning and managing training sessions, seminars, lectures, and workshops, along with related consulting services
 - Assisting with academic research, studies, and product development in the field of natural environment

For more information on Water Scape, visit <https://waterscape.co.jp/> (Japanese only).

*1 Founded in 2021, FRONTIER DOJO is a Group-wide program in Japan that challenges employees to develop new businesses.

*2 The study of the water cycle in nature, including rain, snow, ice, surface water, groundwater, water quality, and water resources.

About Suntory Group

As a global leader in the beverage industry, Suntory Group aims to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Sustained by the gifts of nature and water, the Group offers a uniquely diverse portfolio of products, from award-winning Japanese whiskies Yamazaki and Hibiki, iconic American whiskies Jim Beam and Maker's Mark, canned ready-to-drink -196 (minus one-nine-six), The Premium Malt's beer, Japanese wine Tomi, and the world-famous Château Lagrange. Its brand collection also includes non-alcoholic favorites Orangina, Lucozade, Oasis, BOSS coffee, Suntory Tennensui water, TEA+ Oolong Tea, and V energy drink, as well as popular health and wellness product Sesamin EX.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.3 billion in 2024. Its 41,357 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

For more information, visit www.suntory.com and [Drink Smart](#).

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