



Sustainability News

We held the "CRG Sustainability Awards 2026"!

create restaurants holdings inc. held the "CRG Sustainability Awards 2026" from September 2025 to January 2026, with the aim of raising staff awareness through the sharing of store-specific sustainability activities and promoting these activities across the entire Group.

From a total of 119 entries, we introduce the initiatives of the three stores that won the Grand Prix in each of the "Food", "Earth & Society", and "People" categories.

▶ Objectives of the CRG Sustainability Awards

Our Group operates diverse brands, and store sustainability activities cover a wide range of areas. Through this award, by praising and sharing each activity, we will expand the circle of sustainability across the entire Group.



Best Grand Prix /
Food Sustainability Category Grand Prix

"Bridging farmers and customers"

Collaboration with local farmers, promoting the appeal of Fukushima's vegetables



Visiting farmers and helping with farming



Through weekly visits, we are building relationships of trust with farmers.



Farmer

Thank you for using Fukushima's traditional vegetables. We are delighted that contracted stores have increased through referrals and word of mouth, allowing more customers to experience this taste.

create restaurants inc.
J-Village
Restaurant Alpine Rose
(Fukushima Prefecture)

We are working with the hope of contributing to the recovery of Fukushima.



Executive Chef Suganami



Development of local production for local consumption menus



Dishes with the best seasonal ingredients complemented by the dining ambiance for your enjoyment.



Cooking classes



We create a variety of casual western-style dishes featuring local vegetables.



Customer

The vegetables are fresh and delicious!

Cooking and customer service skills have improved!



Staff



Earth & Society Sustainability Category Grand Prix

"Commitment to WIN-WIN-WIN"

Development of powdered soup utilizing shiitake mushrooms grown at employment support facilities that were being discarded due to being non-standard grade, etc.



Joint development of "Kintaro Shiitake Gentle Soup" by 5 companies

This initiative achieved economic circulation in the local community including employment support facilities, provision of new value to customers, and expansion of staff interest in social contribution. As a result, it has become an initiative that brings smiles to everyone involved.



Introducing staff-created recipes

We are actively promoting them through recipe introductions and appeal via handwritten signs, as well as proactive sales through tasting events.



**KR FOOD SERVICE CORPORATION
Shizugatake Service Area
(Osaka bound) (Shiga Prefecture)**

We hit it off with our co-developers! We developed a community-focused shiitake soup.



Store Manager Murata

Effects of the initiative

Contribution to local society

Reduction of food loss

Expansion of staff interest in social contribution



People Sustainability Category Grand Prix

Building a better workplace for all through sign language communication

Communication innovations

Learning and practicing sign language to facilitate communication with staff members with hearing disabilities, and utilizing whiteboards for written communication has led to a change in staff communication awareness.

I'm happy when my sign language gets across!



Improvement of team strengths

As a result of deepened communication, actions to support each other were naturally activated, and team strengths improved.



Creating a supportive working environment for everyone

As a result of these efforts, we were able to create a comfortable working environment for all staff, and staff are all working with great enthusiasm.

It's very enjoyable and a supportive working environment.



**create restaurants inc.
Shabu-SAI AEON Kumamoto
(Kumamoto Prefecture)**

Understanding of diversity deepens bonds and leads to creating a better store.



Store Manager Yamashita

**Grand Prix Award-winning Stores
Award Ceremony on February 26, 2026**

The Grand Prix award-winning stores were recognized at the Business strategy conference where executives from Group companies gathered together. Through sharing the diverse initiatives of each store, we will further promote sustainability activities across the entire Group.

