

Japanese Harmony between Nature and People

Suntory's Corporate Values, Marketing Strategy, and Sustainable Development Philosophy

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Toshihiko "TJ" Kumakura
CEO, Suntory America Inc.

Toshihiko "TJ" Kumakura, CEO of Suntory America Inc., gave a comprehensive overview of his company's values, history, and goals at a lunchtime discussion at Columbia Business School on April 17, 2018. Mr. Kumakura described how Suntory grew from a merchant's store with a single product – a fortified port wine developed in 1907 – to a global brand whose holdings include some of the biggest names in liquor and soft drinks. These range from Jim Beam to Maker's Mark to Orangina, to say nothing of Suntory's own signature whiskies. Suntory's main goal, Mr. Kumakura explained, is to create long-lasting, mutually beneficial relationships with their stakeholders and society, which can be summed up with the phrase "enjoyment and responsibility." Suntory believes that they are responsible primarily to their customers, and to nature itself; indeed, the company expends effort in protecting the sustainability of water, which is crucial not only for their business but also for society at large.

