

A man with dark hair, wearing a blue pinstripe suit, white shirt, and purple striped tie, is holding a black bowl of ramen. The ramen has yellow noodles, a slice of pink meat, green vegetables, and a large piece of green seaweed. He is looking directly at the camera with a slight smile. The background is a solid red color.

GIFT INC. GLOBAL EXPANSION OVERVIEW

Ramen, As a GIFT to The World

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About GIFT HOLDINGS

A story of our humble beginnings



GIFT Company is a company specialized in the ramen business.

Our CEO, Sho Tagawa, opened the first “**MACHIDA SHOTEN**” Yokohama iekei Ramen shop in **Tokyo's Machida City** in **2008**.

Today, we operate over 950 stores including produce stores across Japan under around ten brands.

Since 2022, we've expanded globally with **25 franchise stores in 12 countries**, along with directly operated stores in **New York (2) & New Jersey(1)、Switzerlandand (2) and Shanghai (8)** by Sep. 2026.



SERVICE

Our Core Strength

Fundamental
Value

With energy, Smiles, and _____,
We Deliver Happiness

極上品質

Exceptional
Quality

迅速提供

Speed &
Precision

日々清潔

Cleanliness
Everyday

気配細部

Attention to
Detail

笑顔活気

Smiles and
Energy

常連厚遇

Special
Treatment for
Regulars

職人追求

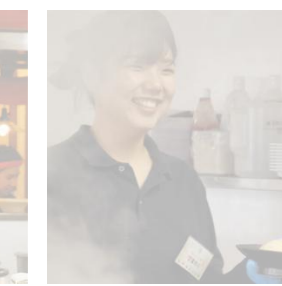
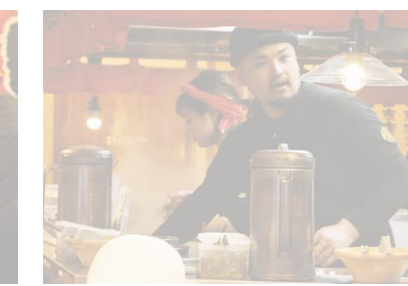
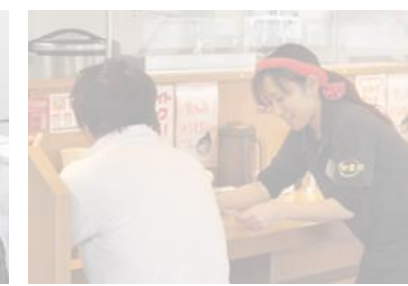
Commitment to
Craftmanship

超絶空間

Extraordinary
Atmosphere

精進研鑽

Striving for
Excellence



Our Brands



MACHIDA SHOTEN
JAPANESE RAMEN



GANSO ABURADO
ABURA SOBA



風雲児

四天王



Our Brand



MACHIDA SHOTEN
JAPANESE RAMEN

Known for its **rich, savory broth** made from pork, chicken, and an aromatic soy sauce base called Tare (ta-re). Unlike traditional thin-noodle ramen, it features **medium-thick noodles** that perfectly complement the hearty soup. Customers can further personalize their bowl with various condiments and spices.



Max Ramen

Homemade noodles, three pieces of tender chashu, fresh spinach, a rich and creamy quail egg, and three crispy sheets of nori



Toppings

Staple toppings, chashu, quail egg, onsen egg, spinach, and crispy nori sheets



Soup

Rich, savory broth of pork, chicken, and aromatic soy sauce (Tare)

Domestic Store Layouts



Roadside Store



Seating



Highstreet Store

Japan



Overseas Store Layouts



Luxury
Hong Kong

Overseas Store Layouts

The MACHDA SHOTEN
Philippines



Overseas Store Layouts



Izakaya Style
Thailand

Overseas Store Layouts



Food Court
New York

Menu Localization And Side Menu



Clear Broth Ramen



Karaage Chicken



Edamame



Spicy Miso Ramen



Sushi



Zebra Ramen



Chashu Rice Bowl



Kids Menu



Tonkotsu Veggie Ramen



Homemade Gyoza

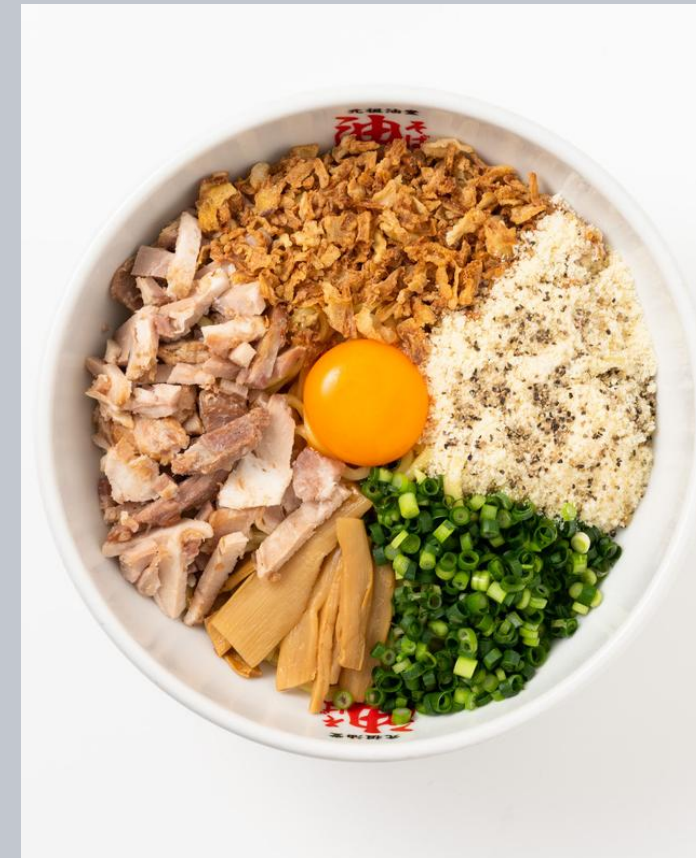
Our Brand



Ganso Aburado's noodles, crafted over 8 years for abura soba, combine Chinese and pasta flour for **rich flavor and chewiness**.

The signature sauce blends Kamatama-style dashi soy with select seasonings. Top with 10 condiments, and finish with clear soup or healthful tea to refresh body and mind.

※ **No.1** growth rate in Japan
(50 stores in Japan, **2** overseas)



Our Concept

Chashu, Fried scallion, cheese, and toppings are mixed with our soy-based broth and secret seasonings.



Abura Soba

Abura soba is a broth-less yet flavorful style of Japanese ramen that offers high customization and a rich, layered texture.



Our Taste

Our signature noodles, house-made chashu, and rich soy-based sauce set Ganso Aburado apart.

WHAT'S ABURA SOBA

Abura Soba — A Unique Japanese Noodle Experience

Abura Soba is a brothless Japanese noodle dish, enjoyed by mixing a flavorful sauce and toppings with chewy noodles.

Our special noodles are made from a unique flour blend that delivers a rich taste and perfect texture, available in sizes ranging from regular to extra-large.

With complimentary drinks, soup, and various condiments to customize your bowl, you can create your own original flavor and dining experience.





**No Soup Umami Fresh Oil Noodle:
The Noodles Are the Soul**

Smooth, firm, and perfectly crafted to bring out the full umami of our brothless fresh abura soba.



Aburado Secret Recipe "Tare Oil"

We have perfected our secret sauce oil by blending a specially crafted soy sauce marinade with rich, sweet flavor and a seasoning oil



Aburado Style: The Final Soup

Rich umami flavor, light glass noodle soup, maybe it's good to eat it like ramen?!



add soup or rice to enjoy every drop of flavor.



Create your perfect flavor with our endless selection of condiments.

Your Bowl,
Your way!



Domestic Store Layouts



Store Design



Seatings



Ganso Aburado | First Store in Japan

Overseas Store Layouts



Store Design



Seatings



1st Ganso Aburado | South Korea

South Korea

Overseas Store Layouts

Kitchen



Store Design



2nd Ganso Aburado | South Korea

South Korea

Domestic Central Kitchen



MONGOLIA



VIETNAM



PHILIPPINES



Overseas Manufacture

We support our overseas franchise partners in setting up central kitchens to **reduce costs** and **ensure stable supply**.

Currently, central kitchens are operating in Mongolia, Vietnam, and the Philippines.



町田商店

創業平成貳拾年

Happiness, From Within