

TOP MESSAGE	トップメッセージ					
<p>今こそ新しい価値をカタチに。 お客様に喜びと感動をお届けする。 それが私たちの使命です。</p> <p>2019年、私たちはこれまでの経営理念を補完し、新たな経営理念「Finding New Value. Simply For Your Pleasure.」を発表しました。そこに込めたのは、お客様も気づいていない潜在的な需要を掘り起こし、新たな価値を生み出していく決意です。</p> <p>近年、競争が益々激化する外食産業において、価格競争に巻き込まれ、安易に合理化を優先してしまえばお客様が心から満足できる食を提供し続けることは困難です。素材そのものの香り、厨房の熱気、目の前で料理される臨場感など、五感に訴えかける「食の体験」を大切にしながら、お客様に心からご満足いただき、長期に渡って支持いただけるものと信じています。そのため</p>	<p>にも「Finding New Value.」にこだわり、「食の感動」につながる「新たな価値」を全社一丸となって追求していきたいと考えています。</p> <p>私たちはこれまで新業態の開発、海外出店・M&Aを積極的に行い、2025年度度目標6,000店舗、売上5,000億円という目標に向けて全力で取り組んでいます。事業の拡大は同時に各地域社会との接点や経済的影響の広がりを意味し、これに伴い、関わるステークホルダーからの要請や期待も大きくなります。その期待に応えるべく各地域の社会的課題に自ら積極的に関わり、コミュニティに少しでも貢献・還元できるように全力でESGIに取り組んでいます。これは決して義務感から行っているのではなく、長期的に地域の方々と信頼を醸成し、それが巡り巡って私たちのTORIDOLLの大きな力になると考えています。大切なのは</p>	<p>“共存”と“Win-Winの関係”であると捉え、私たちは、GPECのコンセプトに沿って、事業の成長と新たな雇用創出(GROW)を通じて、食の感動(PLEASE)を世界中にお届けするとともに、高齢者雇用などにより地域を元気づけ(EMPOWER)、地球環境に貢献(CONSERVE)すべく環境マネジメントの推進やCO2排出量削減に取り組み、中長期的にSDGs(持続可能な開発目標)の達成に寄与してまいります。</p> <p>私たちのCSRをGPEC PLAYING CARDSを通じ、楽しみながら、ご理解を深めていただければ幸いです。</p>	<div><div>株式会社トリアルホールディングス 代表取締役社長</div><div></div><div>栗田 貴也</div></div>	<p>BRINGING NEW VALUE TO OUR CUSTOMERS, CELEBRATING THE JOY OF FOOD, AND CREATING AN EXTRAORDINARY DINING EXPERIENCE. THAT'S WHAT WE ARE ALL ABOUT HERE AT TORIDOLL.</p> <p>In 2019, we updated our management philosophy to "Finding New Value. Simply For Your Pleasure." This concept sums up our determination to uncover potential demands in the market and create new values.</p> <p>Nowadays the competition in the restaurant business has increased significantly, making it more difficult to distance ourselves from engaging in price competition or single-mindedly streamlining operations. If we succumb to that temptation, we won't be able to continue providing our customers with a thoroughly satisfying dining experience.</p> <p>The fabulous aroma of fresh ingredients, the high energy of the kitchen, the great theatre and drama of cooking—at Toridoll, we are passionate about creating an immersive dining experience</p>	<p>that stimulates all five senses. By remaining true to what we are and what we believe, we hope to win the love and loyalty of our customers. That's why we put enormous energy into finding and providing new value to our customers, which in turn will create an unforgettable, deeply emotional customer experience.</p> <p>To achieve 6,000 stores and sales of 500 billion yen worldwide by 2025, we have been focusing on developing new brands, speeding global expansion, and pursuing mergers and acquisitions. This expansion has enabled us to work on a diverse range of projects with an even more diverse range of communities, whilst at the same time increasing the challenge of meeting stakeholders' expectations and needs. We actively engage with local communities by getting involved in projects that make a difference in the world. At Toridoll, we all share a desire to give back to society, and we pledge our commitment to address environmental, social, and governance issues.</p> <p>We go the extra mile to solve social problems because we want to, not because we feel we have to. Through working, supporting, and</p>	<p>building trust with local communities, we really can make the world a better place, and this will ultimately help our business thrive. We believe transformative change can only be achieved through collaboration, understanding, and mutual respect. Our four key CSR objectives are:</p> <ol style="list-style-type: none">1. Growing together with local communities by generating employment and economic growth.2. Pleasing our customers by sharing the joy and love of food around the world.3. Empowering local communities by providing employment opportunities for all.4. Conserve energy through promoting sustainable practices and reducing carbon emissions to save resources for future generations. <p>GPEC stands for Grow, Please, Empower, and Conserve. Through our GPEC initiatives, we contribute to achieving the SDGs.</p> <p>We hope you enjoy playing with GPEC PLAYING CARDS and understand more about our CSR activities.</p> <div>Takaya Awata President, TORIDOLL Holdings Corporation</div>

1
G



GROW

経済成長を実現し、事業を通じて
持続可能な社会づくりに貢献します。

Through our business, we aim to generate economic growth to help create a sustainable world.

9
1

2
G



SUSTAINABLE DEVELOPMENT GOALS

持続可能な社会実現のための目標、SDGs。GROWを通じて貢献するのは、この2つ。

We strive to contribute to the achievement of the Sustainable Development Goals. Through GROW, we contribute to these two goals: gender equality; and decent work and economic growth.

9
2

3
G

Finding New Value.
Simply For Your Pleasure.

「感動という新しい価値をお届けしたい!」
そんな想いが込められた経営理念です。

Guided by our management philosophy, we seek to bring new value and unforgettable experiences to our customers through the foods we serve.

9
3

4
G




新天地「渋谷ソラスタ」から世界へ!
感動体験を広げていきます。

From our new headquarters at Shibuya Solasta, we set out to provide exceptional dining experiences to our valued customers around the world.

9
4

5
G



うどんだけじゃない!
ジャンルを越えて、食の感動を世界に。

We are not just about udon noodles! We bring the joy of delicious food to the world.

9
5

6
G



お客様の声に耳を傾けて、
愛される店づくりへ、今日も一歩前進!

We sincerely listen to customers to create stores that are loved.

9
6

7
G



もっちりもち!の「丸亀食感」を求めて
行列のできるお店がアメリカ本土上陸。

Our new stores are now bringing a taste of Marugame Seimen to hungry diners in the United States.
People are queuing for delicious bowls of thick and chewy noodles.

9
7

8
G




新境地を切り拓く熱きパートナーと共に、
遍かなる冒険へ、いざ!

Together with our new partners, we are embarking on an adventure into the unknown to chase our dreams.

9
8

9
G



困ったときの頼れる存在。
社内弁護士が活躍しています。

Our reliable in-house lawyers here to save the day when in trouble.

9
6

10
G



転ばぬ先のリスクマネジメント委員会。

Our Risk Management Committee works to identify and minimize risks beforehand.

9
10

J
G



安全を最優先に、事故の無い
働きやすい職場づくり、進行中。

We are creating and improving workplaces with the idea of Safety First.

9
J

Q
G



ハワイで挙式!?
いいえ、入社式です。

Having a wedding in Hawaii? Oh no, it's our welcome ceremony for new employees.

9
Q

K
G



ロサンゼルス、上海、バンコク、モスクワ...
丸亀製麺の「生きたうどん」が、世界1,000店舗突破!

Los Angeles, Shanghai, Bangkok, Moscow... Marugame Seimen has surpassed 1,000 stores worldwide, bringing you the freshest Udon.

9
K

1 P



PLEASE

子どもたちの笑顔があふれる社会をつくりたい。
手づくり・できたての美味しい商品を
提供し続けます。

The well-being and happiness of
our children couldn't be more important.
Our vision is to help improve society
through the power of quality, fresh,
handmade food.

d 1

2 P



持続可能な社会実現のための目標、SDGs。
PLEASEを通じて貢献するのは、この4つ。

We strive to contribute to the achievement of
the Sustainable Development Goals.
Through PLEASE, we contribute to these four
goals: no poverty; zero hunger; quality education;
and decent work and economic growth.

d 2

3 P



育てる人、こねる人、ゆでる人、盛る人、片付ける人。
これを一本につなぐのが、安全と品質です。

From farming, cooking, serving and cleaning,
it is our commitment to safety and quality
that brings it all together.

d 3

4 P



1回の「ごちそうさま」あたり1円。
おかげさまで、ミャンマーに
学校を建てることができました。

We pledge to donate 1 yen for every bowl
of Kamaage Udon sold.
With your support, we were able to
build a school in Myanmar.

d 4

5 P




いっしょだと、ゴハンおいしいね！
子どもたちの笑顔あふれる食卓を支えています。

Tastes better when eaten together!
We support children's happy dining.

d 5

6 P




食材の温度…よし！
油の酸価…よし！
安全・安心は、私(マニュアル)が守っています。

Temperature of ingredients...Perfect!
Oil acidity...Good to go!
Safety and confidence are guaranteed by
our manuals.

d 6

7 P



「自分でつくっておいしい！」
笑顔いっぱいうどん教室、全国で開催中。

Even kids can make tasty udon!
We offer fun udon making classes
across Japan.

d 7

8 P



「食の感動」を全国津々浦々へ。
まるめキッチンカーの旅がスタート！

The Marugame Kitchen Car embarks on
a cross-country journey to spread
the love for delicious food.

d 8

9 P



緊急時、的確な行動・判断を支える
危機管理マニュアル。

Our crisis management manual aids
accurate judgement and action
in times of emergency.

d 9

10 P



大ヒットの「ひえまる担々うどん」。
実は、児童の発案メニューです。

Did you know our super hit
"Hiemaru Tantan Udon"
was originally created by kids?

d 10

J P



高校生のアイデア…恐るべし。
未来の食を担う、スター誕生か？

Never underestimate the creativity of
high school students.

d J

Q P




例えば食材の生産地やアレルギーの事。
気になったら、お客様相談センターまで！

You are always welcome to contact
our customer service for any questions,
from where our ingredients come from to
allergen information.

d Q

K P



“打ち立て・生”にこだわる。
今日も、粉からうどんを打っています。

We stick to freshly-made udon,
and make them from flour everyday.

d K

1
E

EMPOWER

活力のある地域社会が
経済活動の原点であり、原動力です。
地域と共に日本、そして世界を元気にします。

Strong and vibrant local communities are
the foundations and driving force of our economy.
We work with them to deliver sustainable
economic growth in Japan and the world.

2
ESUSTAINABLE
DEVELOPMENT
GOALS

持続可能な社会実現のための目標、SDGs。
EMPOWERを通じて貢献するのは、この2つ。

We strive to contribute to the achievement of
the Sustainable Development Goals.
Through EMPOWER, we contribute to these
two goals: decent work and economic growth;
and sustainable cities and communities.

3
E

日本一の石垣、香川県丸亀城。
復旧の道を共に歩んでいます！

We support the reconstruction of Marugame Castle,
which resides on one of
the greatest stone walls in Japan.

4
E

選手の夢を応援しています。
野球で地域を元気に！

We are one of the sponsors of the
Shikoku Island League Plus.
We support the dreams of baseball players
to stimulate local communities.

5
E

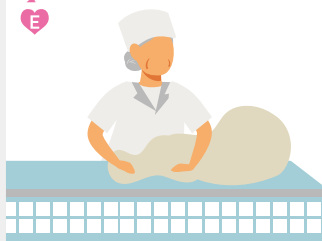
合格率わずか3割の「麺職人」制度。
職人魂に火をつける！

A 30% acceptance rate for noodle artisans.
Ignite the artisan spirit!!

6
E

長年の勤労に感謝を込めて、
「ありがとう」。

We would like to offer a very sincere thank you
to our employees for their long service
with the company.

7
E

定年にはまだ早い。
60代もまだまだ現役、活躍中。

It's too early to retire.
We support people in their 60s
find employment.

8
E

インターンシップの推進で
高校生の社会への第一歩をサポートしています。

We help high school students prepare
for employment by offering
internship opportunities.

9
E

動画トレーニングで
言語の壁を越えた職場づくりを実践中。

We continuously seek ways to empower our employees.
We use animated training videos to
overcome language barriers.

10
E

「食のビジネススクール」開講。
羽ばたけ、カンボジアから世界へ！

The launch of the "Business School for Food".
From Cambodia into the world!

J
E

世界6,000店舗達成に向けて、
フレッシュな才能、集結中。

Fresh and talented people are gathering to
achieve 6,000 stores worldwide!

Q
E

バリアフリーなトリドールは
多様な人材が活躍中。

Diverse talents are shining at
barrier-free Toridoll.

K
E

実は、国内店長の3割が女性なんです。

Did you know 30% of our store managers in Japan
are female?



1
♣

CONSERVE

環境は、私たちのビジネスに不可欠な要素であり、社会の基盤です。出来ることから一つずつ取り組んでいます。

The global environment is critically important not only for our business, but also for our planet. We make every effort to improve economic, social and environmental sustainability.

♣
1

2
♣

SUSTAINABLE DEVELOPMENT GOALS

持続可能な社会実現のための目標、SDGs。CONSERVEを通じて貢献するのは、この2つ。

We strive to contribute to the achievement of the Sustainable Development Goals. Through CONSERVE, we contribute to these two goals: affordable and clean energy; and responsible consumption and production.

♣
2

3
♣

エネルギー使用量を毎年1%以上削減。

We are determined to reduce energy consumption across our business by over one percent per year.

♣
3

4
♣

少ない電力でぐつぐつ、ぐらぐら。こう見えて、かなり省エネ中。

A little energy goes a long way. We are always looking at opportunities to improve the efficiency of our operations.

♣
4

5
♣

キレイな油で天ぷらを。毎日ろ過機を通して、油長持ち。

We filter the oil every morning and keep them topped up with fresh oil throughout the day.

♣
5

6
♣

サクサクの天ぷらを、エコな容器で自宅へ。

Enjoy our our crispy tempura in eco-friendly package at home.

♣
6

7
♣

水滴石を穿つ。そんな想いで今日も、水使用量の削減に奮闘中。

Slow but steady wins the race. We continuously work on reducing water consumption.

♣
7

8
♣

捨てる前にぎゅ〜っと絞る！揚げかす一つムダにしません。

Squeeze Tenkasu before throwing away! We don't waste even a piece.

♣
8

9
♣

余ったうどんが野菜の肥料に。“MOTTAINAI”で新たな価値を追求中。

We compost leftover udon noodles to grow vegetables. We are unlocking new value in waste streams that previously went untapped.

♣
9

10
♣

環境にやさしいごあいさつ。はじめまして、私、「ライメックス」でできています。

Our business cards are environmentally friendly too. 'Hello, nice to meet you. I am made of LIMEX, made from limestone.'

♣
10

J
♣

地球の未来も明るく、長く。LEDライト、使ってます。

At Toridoll, we use LED lighting for a bright and sustainable future for generations to come.

♣
J

Q
♣

生ごみを30%削減するこの機械、まさにキッチンの優等生。

Helping reduce kitchen waste by 30%, the food waste disposable unit is another genius in the kitchen.

♣
Q

K
♣

ペーパーレスで仕事も地球もストレスレス！

We are going paperless in our office! It's good for us and the environment.

♣
K

♣

♣

♣

♣

♣

♣