

1899 September 8th

Minutes of Directors' Meeting held at No.7 Water Street at 3 p.m.

on Friday 8th September 1899

Present: Messrs J. Dodds (Chairman), J.D. Hutchison, H. Baehr, T.B. Glover,
F.S. James, W.R. Bennett

- Emergency Meeting about Refreshment Rooms at Shinbashi and Yokohama

This was an emergency meeting called for the purpose of considering a proposal made by Meidiya to establish Refreshment Rooms at Shinbashi and Yokohama Railway Stations at which Kirin Beer should be sold. The question had already been made the subject of a circular by the Secretary on which the Directors had expressed themselves as unwilling to bear the cost which was then mentioned as yen 2,300. Since then a letter dated 4th September had been received from Meidiya strongly urging the scheme and enclosing estimates of the cost which was now put at yen 3,020. The Chairman read the Circular and the letter and invited discussion, remarking at the same time that although under the original agreement it was for Meidiya to bear advertising expenses, the Company was nevertheless continually being called upon to disburse increasing amounts - the expenditure this year already reaching some 16,000 yen.

Mr. Glover spoke strongly in favour of the scheme as being an advertisement which would tell all over Japan. He thought there was no permanent objection in the fact that the contemplated rooms were to be upstairs because new station buildings will shortly be erected when no doubt provision would be made for refreshment rooms in more suitable quarters and

the advertisement would then be far better than anything else in the country. He was sure that if "Kirin" did not take advantage of the present opportunity "Yebisu" or some other rival would step in and Kirin would never afterwards have a chance of doing anything in the direction referred to. Mr. Glover thought however that the sum asked for was too large and that the Company should negotiate with Meidiya regarding it. Mr. Bennett considered it unnecessary to push the beer at such cost in Tokyo and Yokohama where Kirin was already well known.

Mr. Dodds said he believed the present increase in the sale of beer was not the result of advertising but was due to the natural growth of the consumption of the beverage, and he repeated an opinion which he had expressed before that Kamban were of no use – in which Mr. Glover agreed – and said he believed more in energetic travelers than anything else.

After further discussion it was resolved, but by no means willingly, to vote the sum of yen 2,300 originally proposed; the Company to pay two-thirds and Meidiya the remaining one-third on the conditions.

That none but Kirin Beer should be sold in the refreshment rooms.

That this should hold good for the full term of the lease which had been secured viz. 3 years.

That at any other rooms which the lessee might establish at railway stations only Kirin should be sold

and Meidiya was to be informed that the Company having already spent much more in advertising than had been intended the present disbursement must be the last.

➤ Brewery Engineer

Before the meeting closed at 4 p.m. the Chairman said that although not part of the actual business in hand he wished to mention that a general opinion was held by persons able to judge that the present Brewery Engineer although a good enough artificer had not had sufficient experience as an engineer to justify his being placed in charge of the valuable machinery now being erected in the new Brewery and he suggested that perhaps one or other of the Directors might be able to find a more suitable man.

James Dodds

Chairman