



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Approved by:  
Sarah D. Hanson  
U.S. Embassy

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A faint, light gray outline of a world map is visible in the background of the page, showing the continents and major landmasses.

## **Market Brief**

## **Japan : Food Processing Sector - Snack Foods**

## **Company Profiles**

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Tokyo[JA1], JA

<b>Company Name</b>	Ariake Japan Co., Ltd.		<b>Product Sector(s)</b>	Relort Pouch, Soup, Confectionery	
<b>Address</b>	3-2-17, Ebisu-Minami, Shibuya-ku Tokyo 150-0022		<b>Number Of Employees</b>	202	
<b>Phone Number</b>	03-3791-3301	<b>Fax Number</b>	03-3494-0990	<b>Number of Factories</b>	1
<b>Email</b>			<b>Overseas Contact</b>		
<b>Web Page Address</b>	http://corporate.index.or.jp/ariake/		Ariake U.S.A., Inc. Virginia		
<b>Contact Person</b>	Taisuke I sukiashi, General Manager, Production Dept.				
<b>Sales and Net Profits</b>			<b>Main Suppliers</b>		
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	10,460	1,443	Ariake Seasoning Co., Ltd., Shin Nippon Shokuzai, Toho Co., Ltd.	
	1996	11,953	1,666	Toyota Tsusho Corp., Itochu Corp.	
	1997	12,688	2		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Soups		22	Founded in 1966, Ariake is a pioneer in the natural seasonings industry. Ariake stresses uniform quality in its products.	
	Natural Liquid Seasonings		52		
	Natural Powdered Seasonings		24	Ariake produces three types of seasoning: 1) essences, 2) yeast based, and 3) amino acid based. Essences mostly produced from beet, pork and chicken.	
	Processed Meat Products		1	Customers include makers of instant noodles, processed meat, confectionery, processed foods and the food service industry.	
	Others		1	33% of sales are to instant noodle makers, 33% go to processed food makers and 30% go to the food service industry.	
<b>Main Brands</b>				Ariake plans to move into the food services industry and processed foods industry, while avoiding direct competition with customers. Examples of new business include out-sourcing portions of manufacturing for processed foods industry.	
	Yeast, Essence, Amino Acids, Natural Seasonings from Beef, Pork and Chicken				
<b>Main Ingredients</b>				Ariake has established companies in China and Virginia, USA to both procure raw materials and sell in home markets.	
	Beef, pork, chicken, yeast, amino acids, salt, sugar, starch, flour, soybean, vegetable oil				

<b>Company Name</b>	<b>Bourbon Corp.</b>			<b>Product Sector(s)</b>	Western Bakery Products, Confectionery, Snack Food, New Age Beverages
<b>Address</b>	4-2-14, Matsunami, Kashiwazaki City Niigata 945-0011			<b>Number Of Employees</b>	1,315
<b>Phone Number</b>	0257-23-2333	<b>Fax Number</b>	0257-22-2005	<b>Number of Factories</b>	8
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.bourbon.co.jp/				
<b>Contact Person</b>	Kazuhiro Ohtake, Managing Director, Marketing Division				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>			
1995	91,285	371			Fuji Oil Co., Ltd., Dai Nippon Printing Co., Ltd., Toshoku,
1996	85,400	350			Mitsubishi Corp., Mitsui & Co., Ltd.
1997	85,689	365			
<b>Key Products</b>		<b>% of Total</b>		<b>Company Profile and Strategies</b>	
Confectionaries		66			Second-tier confectionery manufacturer with cookies and biscuits as mainstay.
Rice Cookies, etc.		31			
Drinks, Foodstuffs, Others		3			Recently branched out into other edible items, such as chocolates. It is a comprehensive producer of sweets.
					Petite cookies line turning into ¥10 billion yen business.
					Marketing strategy targets female consumers.
<b>Main Brands</b>	Confectionery: Puchi Series (cookies and crackers), First Fashion Foods Series Keitai Choco Series (Kakao Power, Petit Bit), Ice Mint (gum), Communicase (gum) Bakery Products: Lady Bake Series, Take Pack Series, Milneige, Chocolate Tarte Snack Foods: Mixed Peas, Potelka Chips, Ebi Cheese, Ebi Snack, My Melody Series Beverages: Sararacha (canned and bottled tea), Dewa and Ion Water				Bourbon has set up network of over 100 business offices nationwide and salesmen regularly visit client stores.
<b>Main Ingredients</b>	Flour, milk and dairy products, eggs, sugar, flour, tea leaves, potatoes, shrimp, seaweed, cocoa, chocolate, mint, sesame, strawberry flavoring, xylitol, vitamin C supplement				

<b>Company Name</b>	Calbee Foods Co., Ltd.			<b>Product Sector(s)</b>	Snack Foods
<b>Address</b>	1-20-1, Akabaneminami, Kita-ku Tokyo 115-0044			<b>Number Of Employees</b>	2,500
				<b>Number of Factories</b>	11
				<b>Overseas Contact</b>	
<b>Phone Number</b>	03-0902-1111	<b>Fax Number</b>	03-0902-7168		
<b>Email</b>	hotline@calbee.co.jp			Calbee America Inc.	
<b>Web Page Address</b>	http://www.calbee.co.jp/			6280 Manchester Blvd., Suite 316	
<b>Contact Person</b>	Hirofumi Noine, Public Information Dept. Tel: 03-3902-3330 Fax: 03-3902-9131			Buena Park, CA 90621	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	94,505	2,927	Yuasa Trading Co., Ltd., Hiroshima Shokukyo, Mitsui & Co., Ltd.	
	1996	94,351	1,658	Nissho Iwai Corp., Dai Nippon Printing Co., Ltd.	
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
				Calbee is the market leader the potato chip category.	
	Snack Foods		95	Calbee achieved tremendous growth in 60's and 70's through its "Kappa Ebisen" and "Potato Chips" which dominate more than 70% of the snack food market in 90's.	
	Cereal Foods		5	Calbee is famous for its unique market and product strategy. It is trying to upgrade market strategy by cooperating and building a distribution network in Asian countries to offset the already saturated snack market in Japan. Calbee organized "Calbee-Asian Conference" to discuss the future strategy with Asian counterparts.	
				Calbee is keen to import ingredients but due to the fluctuation of the yen in recent years, the price of ingredients has been unstable.	
<b>Main Brands</b>	Potato Chips (various flavors), A La Potato, Osatsu Snack, Sapporo Potato Vegetable Snack, Kappa Ebisen			Calbee is trying to improve its distribution system to reduce cost.	
<b>Main Ingredients</b>	Potatoes, corn, wheat, sour cream and onion seasonings, garlic flavors, barbeque flavors, pizza blends, ham and bacon flavors, beef and chicken extracts, hot peppers brown sugar, shrimp flavoring				

<b>Company Name</b>	Kabaya Foods Corporation			<b>Product Sector(s)</b>	Confectionery, Snack Food
<b>Address</b>	1100 Nonokuchi Mitsu-cho, Mitsu-gun, Okayama 709-2117			<b>Number Of Employees</b>	652
				<b>Number of Factories</b>	3
				<b>Overseas Contact</b>	
<b>Phone Number</b>	0867-24-4300	<b>Fax Number</b>			
<b>Email</b>	Kabaya-J• —Po.Harenet.or.jp				
<b>Web Page Address</b>					
<b>Contact Person</b>	Katsumi Kageyama, Development Manager Tel: 0867-24-4830 Fax: 0867-24-2679				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	20,121	539		Sanyo Kasei Kogyo, Dai Nippon Printing Co., Ltd., Mitsui & Co., Ltd., Toshoku, Toppan Printing Co., Ltd.
	1996	21,340	628		
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Chocolate		2		Medium-sized producer of candy, chocolate, refrigerated confectionery and toy candy.
	Pretzel		6		
	Gummy		8		Company actively tries to introduce new products.
	Others		84		Kabaya is trying to reduce cost of production and materials.
					Using various TV comic characters for chocolate products. Kabaya includes with chocolate a free gift (small toy) such as photo frame, pendant, name plate, etc.
<b>Main Brands</b>					
	Ju-C, Muscat Candy, Pretzeria, Digestic, Mini-type Gum, Banpaman Gummy Character Bukuro, Banpaman Holiday, Gold Chocolate, Almond Chocolate				Two percent growth in sales of snack foods. However, since the retail price is getting cheaper, it is unlikely the company can maintain growth rate.
<b>Main Ingredients</b>					
	Sugar, starches, sucrose, milk, flour, salt, flavorings, cacao mass, vegetable oil, sugar candy, corn, potato yeast, wheat				Kabaya is actively trying to launch new confectionery products and snack foods. For snack foods, target will be low priced items. Company is keen to import main ingredients from foreign countries such as the US (eg. wheat).

<b>Company Name</b>		<b>Kameda Seika Co., Ltd.</b>		<b>Product Sector(s)</b>		Snack Food, Health and Functional Food, Confectionery	
<b>Address</b>		3-1-1 Kameda Kogyodanchi, Kameda-cho, Nakakanbaragun, Niigata 950-0198		<b>Number Of Employees</b>		2,572	
<b>Phone Number</b>		025-382-2111		<b>Fax Number</b>		025-382-6624	
<b>Email</b>				<b>Number of Factories</b>		4	
<b>Web Page Address</b>		http://www.kamedaseika.co.jp/		<b>Overseas Contact</b>		Kameda Seika Co., Ltd. (Sesmark Foods, Inc.) 2154 Harlem Rd. Loves Park, IL 61111 Tel: 815-636-9500	
<b>Contact Person</b>		Tsunetaka Takahashi, Director of Marketing Division Tel: 025-381-3776					
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>			
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>				
	1995	63,764	530	Mitsubishi Corp., Fujii Shoten, Tabata, Takesho, Y S Shokuhin			
	1996	69,022	696				
	1997	71,034	583				
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>			
	Rice Cookies, Snacks		58	Top ranking manufacturer of rice crackers. Main sales footholds in Kanto and Chubu region, but working to develop markets nationwide.			
	Rice Crackers		42	Company has strong technological know how and good reputation for putting out well received new products.			
				Established in 1957 with 111 employees and capitalization of 10 million yen. In 1984, Kameda was the first company in the confectionery industry to be listed on the Niigata Stock Exchange.			
<b>Main Brands</b>							
Snack: Ume-no-ka Maki, Peanuts iri Khaki-no-Tane, Iso Genroku, Nori-Pi Pack, Ebippuri, Tsumamidane, Rice Snacks: Kotsubukko, Happyturn, Potapota-yaki, Age-Ichiban, Soft Salad, Salad Usu-yaki Retort: Yume Gohan, Aji-ni-Shikisai				In October 1994, the company started to produce low protein rice called "Yume Gohan" for people with kidney disease or those who must limit their daily intake of protein.			
<b>Main Ingredients</b>				Company also produces Western-style cakes, biscuits, chewing gum, chocolate and candy.			
Rice, milk and dairy products, salt, sugar, seaweed, sesame, wheat flour,							

<b>Company Name</b>		Kanebo Foods, Ltd.		<b>Product Sector(s)</b>		Confectionery, Snack Food, Health and Functional Foods, New Age Beverages	
<b>Address</b>		Daikai Itabashi Bldg, 1-42-13 Itabashi, Itabashi-ku, Tokyo 173-8639		<b>Number Of Employees</b>		4,161	
				<b>Number of Factories</b>		4 (four)	
<b>Phone Number</b>		(03) 5248-5323		<b>Fax Number</b>		(03) 5248-5330	
<b>Email</b>				<b>Overseas Contact</b>			
<b>Web Page Address</b>		http://www.kanebo.co.jp		Kanebo U.S.A Inc. (Foreign Trade and Marketing Office)			
<b>Contact Person</b>		Mr. Nagata, Marketing Department		693 Fifth Avenue, 17th Floor, New York, NY 10022, U.S.A			
		Tel: 03-5446-3596		Fax: 03-5446-3684		Tel: (212) 339-9700	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>			
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>				
	1995	378,548	(-)13,306	Tomen, Marubeni, Kanematsu			
	1996	333,609	3,228				
	1997	257,291	7,022				
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>			
	Fashion Merchandise		20	Kanebo Foods, Ltd is a subsidiary of Kanebo, Ltd. and sells confectionery, snacks, and beverages.			
	Cosmetics		47				
	New Materials		10				
	Lifestyle Products/Foods		15	In food industry Kanebo is concentrating mainly on pocket-sized confectionery for refreshment and relaxation. "Frisk", a mouth refreshing mint, is Kanebo's most popular product since it was launched in 1994.			
	Pharmaceuticals		8	Kanebo is working on a unique product line in beverage sector. "New Diet Tea," "Diet Berry" and "C White" are for feminine health and beauty, while "Silk-In" contains dietary fiber.			
<b>Main Brands</b>							
Beverages: "New Diet Tea," "Diet Berry," and "C White", and "Silk In."							
Chewing Gum: Frisk, Etiquette Gum, Diet Gum, Dentifrice Gum							
Frozen Confectionery: Dessert of the Season, European Sugar Cones, "Rainbow-hat" ice cream				Kanebo's fresh Shiitake mushrooms are popular health foods.			
<b>Main Ingredients</b>							
Milk, teas, fruits, starches, sugar, mint and other herbs, vitamin supplements							

<b>Company Name</b>	Koikeya Co., Ltd.			<b>Product Sector(s)</b>	Snack Food
<b>Address</b>	5-9-7, Narimasu, Itabashi-ku Tokyo 175-0094			<b>Number Of Employees</b>	711
				<b>Number of Factories</b>	2
				<b>Overseas Contact</b>	
<b>Phone Number</b>	03-3979-2111	<b>Fax Number</b>	03-3829-0729		
<b>Email</b>					
<b>Web Page Address</b>					
<b>Contact Person</b>					
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<u>Year</u>	<u>Sales (Mil. ¥)</u>	<u>Net Profits</u>		
	1995	--	--		Zennou, Hokuren, Itochu Corp., Toppan Printing Co., Ltd.
	1996	--	--		Dai Nippon Printing Co., Ltd.,
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Snacks Foods		100		Koikeya is a medium sized producer of snacks including potato, corn and wheat chips.
					Despite the recent recession, profits are increasing.
					Successful in product research and development and introducing different kinds of products to meet diversified consumer tastes.
					Recorded No 1 sales in the CVS market for snack foods.
<b>Main Brands</b>					Koikeya reduced its product items to survive in the depressed snack food market. Company has instead stressed its TV commercial marketing strategy to attract consumers to its remaining product lines.
	Snack Foods: Chibinowa (cheese), Porinki, Supermucho, Pop now, Karamucho (mustard and wasabi flavored chips), Potato Chips, (salt and pepper taste) Don Tacos Nacho Chips, O-Chips, Merica, Scorn (corn chips), Cup Steak Ratesu				Pursuing unique marketing strategy by introducing season limited products.
<b>Main Ingredients</b>					
	Corn, wheat, potatoes, salt, pepper, spice flavorings, wasabi, mustard				Company has experienced sales growth in potato products. However, sales have decreased in corn products segment.

<b>Company Name</b> 47. Meiji Seika Kaisha, Ltd.			<b>Product Sector(s)</b> Confectionery, Health and Functional Food, Retort Pouch, Snack Food		
<b>Address</b> 2-4-16, Kyobashi, Chuo-ku Tokyo 104-8002			<b>Number Of Employees</b> 5,119	<b>Number of Factories</b> 9	
<b>Phone Number</b> 03-3272-6511 <b>Fax Number</b> 03-3281-7046			<b>Overseas Contact</b>		
<b>Email</b>			Meiji Seika (U.S.A.) Inc. 733 Third Ave., Suite 1910 New York, NY 10017 Tel: 212-557-1580		
<b>Web Page Address</b> <a href="http://www.meiji.co.jp/">http://www.meiji.co.jp/</a>					
<b>Contact Person</b> Takeshi Kozawa, Director of Food Planning Division					
<b>Sales and Net Profits</b>			<b>Main Suppliers</b>		
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>	Mitsubishi Corp., Mitsui & Co., Ltd., Toppan Printing Co.,Ltd. Dai Nippon Printing Co.,Ltd., Meiji Sanofi Yakuhin, Fuji Amido Chemical, Meisho, Fuji Oil Co., Ltd., Kyodo Printing Co., Ltd., Shinko Kagaku	
	1995	249,100	3,164		
	1996	255,697	3,205		
	1997	253,310	3,256		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Confectionery		50	Leading confectionery maker in Japan. Pharmaceuticals account for 40% of entire sales.	
	Pharmaceuticals		40		
	Foodstuffs		9	Meiji Seika is expanding business into beverages, retort pouch foods and health and functional food markets.	
	Others		1	Company is aggressive toward overseas operations and has joint ventures with confectionery and pharmaceutical companies overseas.	
<b>Main Brands</b>				Company is aggressive toward biotechnology research.	
Chocolate: Milk Chocolate, Yawaraka Chocolate, Almond Chocolate, Meltykiss Snacks: Karl (corn puffs), Plain Crackers, Butter Cookies, McVitie's Biscuits, American Potato Chips Retort: Ginza Curry, Hot Cake Mix, Iroiro Yasai Soup New Age: Savas Multi Balance Jelly, Drink and Powder, Lola Vitamins, Meioligo Candy: Chelsea, Fruit Juice Gummy, Hi-Lemon, Xylish Mint Gum				Pharmaceutical sales are rising to offset sluggish sales of confectionery and food items.	
<b>Main Ingredients</b>				Company is launching a chocolate containing component preventing hardening of the arteries.	
Chocolate, wheat flour, almonds, macadamia nuts, canned fruits and vegetables Xylitol, milk and dairy products, cocoa, corn, potatoes, oranges, coffee beans peaches, pineapples, sweet corn					

<b>Company Name</b>		<b>Morinaga &amp; Co., Ltd.</b>		<b>Product Sector(s)</b>		Confectionery, Snacks Food, New Age Beverages, Western Bakery Products	
<b>Address</b>		5-33-1 Shiba, Minato-ku, Tokyo 108-8403		<b>Number Of Employees</b>		2,345	
<b>Phone Number</b>		(03) 3456-0134		<b>Fax Number</b>		(03) 3769-1809	
<b>Email</b>				<b>Overseas Contact</b>		Morinaga U.S.A. Office 10100 Santa Monica Blvd Suite, 705 Los Angeles, CA 90067 Tel: (310) 230-8078 Fax: (301) 203-0915	
<b>Web Page Address</b>		http://www.morinaga.co.jp		<b>Contact Person</b>		Hisashi Kawahara, General Manager, Confectionery Dept. Phone: 03-3456-0112 Fax: 03-3769-6129	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>			
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>				
	1995	155,417	(-)1,217	Hokuren, Takarazuka Shokuhin, Yokohama Nyugyo, Toyo Nyugyo			
	1996	155,972	(-)2,791				
	1997	150,460	(-)2,152				
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>			
	Confectionery		60	Established in 1899, Morinaga is leading manufacturer of confectionery and snack foods and has been a pioneer in bringing Western-style confectioneries into the Japanese market.			
	Foodstuffs		23	Cocoa sales, with Morinaga having the largest share in Japan, have increased as a result of a strong campaign to highlight its benefits to health-conscious consumers.			
	Chilled Desserts		14	Morinaga puts an effort into constantly creating new demand in the market. Involved in restaurant operations thru subsidiaries.			
	Others		3	Beverage sales are falling, but "Weider in Jelly" is driving food growth. Ice cream operations are also breaking even after after long deficits.			
<b>Main Brands</b>							
Confectionery: Hi-Soft Caramels, Choco ball Chocolate, Hi-Chew Candy. Beverages: Cocoa Drink, Ryokucha, Amazake. Food Stuffs: Pancake mix Frozen Dessert: Ice Box, Ice Guy, Choco Monaka Jumbo. Health Food: Wieder In Jelly				Morinaga has been exporting to Asian countries and the US. The company carries out direct importing not only of products but also of carefully selected raw materials for use in Morinaga products. Morinaga is active in introducing overseas technology and selling contracted products in the Japanese market.			
<b>Main Ingredients</b>							
Sugar, brown sugar, cocoa, flour, amino acids and protein supplements, vitamin supplements, corn syrup, starches, milk and cheese products.							

<b>Company Name</b>	Procter and Gamble			<b>Product Sector(s)</b>	Snack Foods
<b>Address</b>	1-17 Koyo-cho Naka Higashi-nada-ku Kobe 658-0032			<b>Number Of Employees</b>	
<b>Phone Number</b>	078-845-5040	<b>Fax Number</b>	078-845-6940	<b>Number of Factories</b>	4
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.pg.com/			Procter and Gamble Co. One Procter & Gamble Plaza Cincinnati OH 45202 USA	
<b>Contact Person</b>					
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<u>Year</u>	<u>Sales (Mil. \)</u>	<u>Net Profits</u>		
	1995	--	573		
	1996	--	6,894		
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Cosmetics		--	Procter and Gamble is a US-based worldwide leader in consumer packaged goods. P&B operates in over 140 countries.	
	Soap and Detergent		--		
	Diapers		--	Launched P & G Japan in 1973. Now, its business in Japan targets a broad range of consumer products in five business segments: laundry and cleaning, paper, beauty care, food and beverage, and health care.	
	Food Products		--	Pringles has achieved popularity by using active TV marketing strategy.	
<b>Main Brands</b>					
	Pringles Potato Chips (original, cheese, barbeque, sour cream & onion)				
<b>Main Ingredients</b>					
	Potatoes, starch, salt, spices, flavors (salt, cheese, barbeque, sour cream and onion)				

<b>Company Name</b> S & B Foods Inc.			<b>Product Sector(s)</b> Retort Pouch, Snack Food	
<b>Address</b> 18-6, Nihonbashi-Kabutocho, Chuo-ku Tokyo 103-0026			<b>Number Of Employees</b> 1,269	
			<b>Number of Factories</b> 3	
<b>Phone Number</b> 03-3668-0551			<b>Fax Number</b> 03-5970-6828	<b>Overseas Contact</b>
<b>Email</b>				
<b>Web Page Address</b> <a href="http://www.sbfoods.co.jp/spice/">http://www.sbfoods.co.jp/spice/</a>				
<b>Contact Person</b> Eisaku Okamura, Managing Director, Marketing Operations Division Tel: 03-3558-5531				
<b>Sales and Net Profits</b>			<b>Main Suppliers</b>	
<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
1995	89,801	795	S & B Kosan, Ikeda Toka Kogyo, S & B Garlic Foods,	
1996	92,719	883	Mitsui Co., & Ltd., S & B Spice Kogyo, Dai Nippon Printing Co., Ltd.	
1997	93,883	743		
<b>Key Products</b>			<b>Company Profile and Strategies</b>	
		<b>% of Total</b>		
Spices		14	Leading producer of instant seasonings, including curry. Started	
Instant Curry		32	out as maker of spices, but has diversified into snacks, cooked	
Seasonings		20	rice and retort pouch foods. Operates chain of take-out	
Instant Foods & Others		34	lunch shops thru subsidiary. Operates sales subsidiary in the U.S.	
			Increasing market for shipments of fresh herbs to mass	
			retailers.	
			Company produces potato and corn chips, various curry	
			flavored retort pouch dishes and microwave dishes.	
<b>Main Brands</b>			Expanded to pasta sauce sector. Sales of pasta sauce are	
Spices: Curry Powder, Pepper Powder, Garlic Powder			showing strong growth.	
Seasonings Blended Spices, Mustard Paste, Wasabi Paste				
Instant Foods: Golden Curry Sauce Mix, Hashed Beef Brown Sauce Mix				
Retort Pouch: Dinner Curry, Dinner Stew, Doria Sauce				
Snack Foods: Potato Chips, 5/8 Chips, Super Chili Ninniku, Herb Potato Chips, Pingu				
<b>Main Ingredients</b>				
Potatoes, herbs, wasabi, pepper, curry spices, beef, chili peppers, garlic, plum				
flavoring, corn, carrots, beans, onions, tomatoes, vegetable oils, apples				

<b>Company Name</b>	Tohato Inc.			<b>Product Sector(s)</b>	Snack Food, Western Bakery Products
<b>Address</b>	2-1-1, Yoyogi, Shibuya-ku Tokyo 151-0053			<b>Number Of Employees</b>	500
				<b>Number of Factories</b>	4 (2 Overseas)
				<b>Overseas Contact</b>	
<b>Phone Number</b>	03-5352-8100	<b>Fax Number</b>			
<b>Email</b>					
<b>Web Page Address</b>					
<b>Contact Person</b>	Kazuo Funai, Goods Planning Department Phone: 03-5352-8066 Fax: 03-5352-8072				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	24,000	--		Nissho Iwai Corp., Mitsui & Co., Ltd., Shoei Foods Corp.,
	1996	23,000	--		Yamajo Corporation, Mori Shigyo
	1997	--	--		Nisshin Flour Milling Co., Ltd., Tsukishima Shokuhin Kogyo,
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Snack		50		Pursuing expansion strategy in the market by introducing various new flavors.
	Biscuit		50		Growth of exports to Asian markets.
					Company launched "chemical free and organic" popcorn and chocolate in 1997 by using US made organic corn, wheat and oil.
<b>Main Brands</b>	All Raisin (cookies), Harvest (coconut cookies), Caramel Corn, Pochico Fried in Beer Potato Chips (biru-ni-yaki-potato), Bean Ume Konbu Aji (puffed peas)				Tohato applied for US "QAI" (private approval institution) for approval of organic ingredients due to the lack of standardized approval system in Japan.
					Main ingredients such as corngrits, potato granules and potato flakes are imported from the US.
<b>Main Ingredients</b>	Potatoes, flour, coconuts, corn, caramel, salt, cooking oils, popcorn, meat flavors, onion and garlic flavors, plum flavoring, beans, beer				

<b>Company Name</b>	Yamazaki Nabisco Co., Ltd.			<b>Product Sector(s)</b>	Confectionery, Snack Food
<b>Address</b>	1-26-2, Nishishinjuku, Shinjuku-ku Tokyo 163-0590			<b>Number Of Employees</b>	1,250
				<b>Number of Factories</b>	1
				<b>Overseas Contact</b>	
<b>Phone Number</b>	03-3344-6211	<b>Fax Number</b>	03-3348-5620		
<b>Email</b>	ritz@yamazaki-nabisco.co.jp				
<b>Web Page Address</b>	http://www.mediagalaxy.co.jp/y-nabisco/				
<b>Contact Person</b>	Shinichi Nishimura, Manager, General Affairs Phone: 03-3344-6211 Fax: 03-3348-5620				
					Nabisco Holdings Co. 7 Campus Drive, P.O. Box 311 Parsippany, NJ 07054 Tel: 973-682-5000 Fax: 212-969-9178
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	44,840	--		Nabisco Holdings Co. (USA)
	1996	45,510	--		Nichimen Corp.
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Foodstuffs		100		Company is engaged in the packaged food business. Products include: cookies, crackers, sauces, condiments, nuts, candy and gum.
					Company has strategy to expand new product sales.
					Since forming joint-venture in 1970, Yamazaki Nabisco has been selling Nabisco products in Japan.
<b>Main Brands</b>					Company is developing new products by cooperating with the US RJR. Nabisco.
	Ritz Crackers, Entry, Premium Crackers, Butter Cookies, Chips Ahoy (chocolate cookies), Oreo (cream sandwiches cocoa cookies), Ritz Bits Sandwiches, Chipster, Pecola, Cocoa Wafers, Custard Wafers, Lemon Pack Cookies				Import of ingredients is increasing and is expected to increase further while the import of final products is decreasing.
<b>Main Ingredients</b>					Creating more environmentally-friendly products by using wrappers which are easy to recycle.
	Wheat, salt, vegetable oil, butter, margarine, chocolate powder, vegetable extracts, cream, cocoa powder, fruit extracts (lemon)				