



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Approved by:

Sarah D. Hanson

U.S.Embassy

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## **Market Brief**

## **Japan : Food Processing Sector - Frozen Food**

## **Company Profiles**

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Tokyo[JA1], JA

<b>Company Name</b> Ahjikan Co, Ltd.			<b>Product Sector(s)</b> Frozen Food	
<b>Address</b> 7-3-9, Shoko-Center Nishi-ku, Hiroshima 733			<b>Number Of Employees</b> 637	
			<b>Number of Factories</b> 4 (1 Overseas)	
			<b>Overseas Contact</b>	
<b>Phone Number</b> 082-277-7010		<b>Fax Number</b> 082-277-7330		
<b>Email</b>				
<b>Web Page Address</b>				
<b>Contact Person</b> Sunao Katayama, Head of Materials Department Tel: 082-277-9062				
<b>Sales and Net Profits</b>			<b>Main Suppliers</b>	
<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
1995	19,798	180	Hiroshima Nori, Co. Ltd., OK Shokuhin Kougyou, Co. Ltd., Tokai Dempun Co. Ltd.	
1996	21,084	152		
1997	22,813	180		
<b>Key Products</b>			<b>Company Profile and Strategies</b>	
		<b>% of Total</b>		
Japanese Style Omelet		30	Producer and seller of egg-processed products and commercial use foodstuffs.	
Flavorings		8		
Fish Paste		5	Ranks second after Q.P. Corp. in commercial use Japanese-style omelet sales.	
Room Temperature Foods		10		
Chilled and Frozen Foods		32	Sales of Japanese-style omelets rising throughout Japan.	
PB Products		11	Sales foothold in Hiroshima Prefecture with sales expanding into market in eastern Japan, including convenience stores.	
Other		4		
<b>Main Brands</b>				
Egg: Chilled Tamago-yaki, Groceries: Ajituke Kanpyou, Ajituke Shiitake, Boiled fish paste: Kani-fuhmi Kamaboko,			Opened new factory in Shizuoka in April of 1998 with target sales of 4 billion Yen in three years.	
<b>Main Ingredients</b>			Interested in importing ingredients if price and quality are good, especially organic ingredients.	
Egg, seasoning, spices, mushroom, seafood, crab, dried gourd, flour, vegetables, soybeans, spinach, starch, soy sauce, potato starch				

<b>Company Name</b>	Ajinomoto Co., Inc.			<b>Product Sector(s)</b>	Soup, Frozen Food, Retort Pouch
<b>Address</b>	1-15-1, Kyobashi, Chuo-ku Tokyo 104			<b>Number Of Employees</b>	5,319
<b>Phone Number</b>	03-5250-8111	<b>Fax Number</b>	03-5250-8378	<b>Number of Factories</b>	5
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.ajinomoto.co.jp/			American Head Office	
<b>Contact Person</b>	Norio Yamaguchi, Managing Director, Processed Foods Division			Glenpointe Centre West	
				500 Frank W. Burr Blvd.	
				Teaneck, N.J. 07666-6994	
				Tel: 201-488-1212	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	580,260	7,534	Itohchu Shoji, Mitsubishi Shoji, Marubeni, Knorr Shokuhin,	
	1996	597,069	10,118	Calpis Shokuhin Kogyo	
	1997	613,102	10,261		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
Seasonings			19	Largest seasoning maker in Japan and ranks among the world's leaders in advanced amino acid application technology.	
Oils and Fats			12		
Processed Foods			26	Sales of frozen foods, soups and retort packaged foods are growing. In frozen foods for home consumption, precooked side dishes recorded a strong surge in sales.	
Beverages and Dairy Products			28		
Pharmaceuticals, Amino Acids, Chemicals			11	Ajinomoto's operations encompass manufacturing and marketing bases in 22 countries.	
Other			4	Company emphasizes development of new products.	
<b>Main Brands</b>				Introduced 67 new products in 1997 including retort pasta sauce and other frozen foods.	
Seasonings and Oils: Ajinomoto, Umaajidashi, Hondashi					
Retort Pouch Foods: Pasta Do, Cook Do					
Soups: Knorr Consomme, Knorr Can Soup, Knorr Torino Soup					
Frozen Foods: Obento-nimo-ippin Series, Chanto-Yoshoku Series					
<b>Main Ingredients</b>					
Corn, Potatoes, shrimp, squid, flour, beef, chicken, salt, frozen vegetables					
consomme, other flavoring and spices, olive oil					

<b>Company Name</b>	Asahi Foods Corp.			<b>Product Sector(s)</b>	Frozen Food
<b>Address</b>	3-2-1, Kinshi Sumida-ku, Tokyo 100-0013			<b>Number Of Employees</b>	193
				<b>Number of Factories</b>	0
				<b>Overseas Contact</b>	
<b>Phone Number</b>	03-5610-3301	<b>Fax Number</b>	03-5610-3390		
<b>Email</b>					
<b>Web Page Address</b>					
<b>Contact Person</b>	Ichiro Nakajima Phone: 03-5610-3301 Fax: 03-5610-3390				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	36,000	--	Asahi Kasei Kogyo	
	1996	37,200	--		
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Seasoning		30	Distributor of frozen foods, seasonings, frozen bakery products, health care foods, beverages, bread ingredients and other processed food ingredients.	
	Frozen Foods		50	Trying to improve efficiency of physical distribution.	
	Western Bakery Materials		20	Decreasing the number of products offered.	
				Asahi Foods is emphasizing their main products, such as hamburger (meat loaf) and Chinese dishes. For example, Asahi aims to increase sales of hamburger from the present 15% of total sales to 20-25%.	
<b>Main Brands</b>	Frozen Food: Sunburg, Gastro Hamburger, Tenshin Yamucha (frozen Chinese food), Renji-de-dekitate Series (microwave food)			Organizational restructuring was carried out to pursue more "originality and specialty" and to be the first company to enter new markets. Recently an independent division for Frozen Foods has been established.	
	Seasoning: Asahi Aji Yeast: YF Yeast				
<b>Main Ingredients</b>	Beef, pork, vegetables, yeast, flour, sesame, beans, spinach, oil, salt			Wholly-owned subsidiary of Asahi Kasei Kogyo.	

<b>Company Name</b>	Fuji Oil Co., Ltd.			<b>Product Sector(s)</b>	Health and Functional Food
					Retort Pouch, Frozen Food, Confectionery
<b>Address</b>	2-1-5, Nishi-Shinsaibashi, Chuo-ku Osaka 542-0086			<b>Number Of Employees</b>	1,242
				<b>Number of Factories</b>	4
<b>Phone Number</b>	06-213-8151	<b>Fax Number</b>	06-213-8167	<b>Overseas Contact</b>	
<b>Email</b>				Fuji Vegetable Oil, Inc.	
<b>Web Page Address</b>	http://www.fujioil.co.jp/english/top-english.html			1 Barker Ave. White Plains, New York, NY	
<b>Contact Person</b>	Kazuto Asahara, Director of Protein Foods Division			Tel: 914-761-7900 Fax: 914-761-7919	
	Tel: 078-652-3215				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	86,876	(11,007)	Itochu Corp., Zenno, Miyoshi Oil & Fat Co., Ltd., Toshoku	
	1996	91,638	3,814		
	1997	92,495	2,920		
<b>Key Products</b>				<b>Company Profile and Strategies</b>	
				<b>% of Total</b>	
					Japan's largest manufacturer of palm and coconut oil. Established in 1950, developed unique technologies for separation of fats.
					Company is now diversifying into downstream products including edible oil, oil and fat products and soybean protein products and sells many of its products for industrial use.
					Fuji Oil is strengthening ties among group companies in Japan and around the world in order to enhance product development and cost competitiveness on a global level.
<b>Main Brands</b>					
	Health and Functional: Soya Farm (tofu, burger, steak), The Peptide, Soy Germ Tea, Coco Slim			Fuji Oil group company, Fuji Protein Technologies Inc., sells isolated soy protein, structured soy protein, and textured soy protein. Markets include prepared foods, processed seafood, and processed meats. Group company Maruhishoku Co., produces retort packaged and frozen food products for both industrial and home use, primarily a popular line of lightly-flavored ingredients for traditional Japanese dishes. Group company, Toraku Co. produces baked puddings, flavored gelatins and jellies, soy milk, mousse desserts, whipping cream, chilled soups and other products.	
	Industrial Use: Vegetable cheese, marzipan, various fillings, ganache, frozen dough, chocolate, ice cream coatings, molded chocolate, and couvertures				
<b>Main Ingredients</b>					
	Milk and dairy product, wheat and corn for oil and fat production, other vegetables, cocoa, soy beans, palm, coconuts, seafood and meats.				

<b>Company Name</b>	Heinz Japan Ltd.			<b>Product Sector(s)</b>	Frozen Food, Retort Pouch
<b>Address</b>	1-5-3, Kouraku, Bunkyo-ku Tokyo 112-0004			<b>Number Of Employees</b>	340
				<b>Number of Factories</b>	1
				<b>Overseas Contact</b>	
<b>Phone Number</b>	03-5802-1851	<b>Fax Number</b>	03-5802-2062		
<b>Email</b>	heinzjp@tky2.3web.nej			H. J. Heinz Co.	
<b>Web Page Address</b>	http://www2.tky.3web.ne.jp/~heinzjp/			600 Grant Street Pittsburgh, PA 15230-0057, USA	
<b>Contact Person</b>					
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	--	1,466	Mitsubishi Corp., Hokkai Can Co., Ltd., Toyo Seikan Kaisha, Ltd.	
	1996	--	1,427		
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
				Localized and became Heinz Japan in 1961.	
				Heinz is targeting HMR market in Japan.	
				Provides healthy, fresh, high quality and easy to cook menu to Japanese customers.	
				Company adjusts the taste of its products to meet Japanese taste.	
<b>Main Brands</b>	Heinz White Sauce, Spicy Beef Curry, Fondue De Tomato, Heinz Demiglace Sauce, Heinz Red Wine Vinegar, Heinz Tomato Ketchup, Heinz Clam Chowder Ore Ida Ohayo Potato, Ore Ida Snack Potato, Ore Ida Snack Tacos,			Heinz is a large supplier of canned sauces for the food service industry.	
<b>Main Ingredients</b>	Tomatoes, potatoes, vinegar, beef, spices, clams, corn, wheat, flour, starch, salt, sugar, egg, onion, carrot, milk, cream,				

<b>Company Name</b>	Imuraya Confectionery Co., Ltd.			<b>Product Sector(s)</b>	Frozen Food, Confectionery, Health and Functional Food
<b>Address</b>	7-1-1, Takachaya Tsu City 514-8530			<b>Number Of Employees</b>	697
				<b>Number of Factories</b>	2
				<b>Overseas Contact</b>	
<b>Phone Number</b>	059-234-2131	<b>Fax Number</b>	059-234-2130		
<b>Email</b>					
<b>Web Page Address</b>	http://www.imuraya.co.jp/				
<b>Contact Person</b>	Masayuki Imai, General Manager, Materials Dept.				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	31,004	487		Nissho Iwai Corp., Aiwa Bussan, Dai Nippon Printing Co., Ltd.
	1996	31,553	448		Koide Bussan, Hashimoto Shiki
	1997	31,454	301		
<b>Key Products</b>				<b>Company Profile and Strategies</b>	
			<b>% of Total</b>		One of the leading manufactures of confectionery and food.
	Confectionery, Foodstuffs		35		Provides confectionery, steamed deli foods, chilled desserts, seasonings and other foods, and also operates "Anna Millers" restaurant chain which is famous for its variety of western style cakes and pies with more than 30 kinds.
	Frozen Cakes, Electronic Range Foods		45		
	Restaurant Operations		7		
	Seasonings		13		
					Demand for confectionery is not increasing as much as expected under the current recession, and the competition in the market is intensifying. Imuraya established a new management control system and is trying to become more cost conscious.
<b>Main Brands</b>					
	Confectionery: Mini Yokan, Cool Lady, My Gift, Imuraya Castella, Cake Assort				Company provides new products responding to the demand of the market focusing on quality and freshness.
	Food: Yudeazuki, Strait Zenzai, Cup Shiruko, Chilled and Frozen Nikuman/Anman				
	Steamed Delica: Nikuman, Anman, Curryman, Pizzaman, Businessman, Puddingman				
	Chilled Dessert: Azuki Bar, Maccha Tsubuan Monaka, BOX, Uji Cup, Reito Mikan				Increased favorably received American menus in "Anna Millers."
	Anna Miller's Pies: Banana, Cherry Cheese Cake, Tea Cream, Dutch Apple				The company is also using directly imported ingredients, and entered into health food related market with vegetable extracts.
<b>Main Ingredients</b>					
	Sweet beans, flour, milk and dairy products, eggs, green tea, rice, meat, seasonings, curry seasonings, fruits and fruit extracts				Company has been trying for ISO 14001 certification and continues its environmental conscious within the firm. Enters international exhibitions every year to keep R&D in mind.

<b>Company Name</b>	Ishii Food Co., Ltd.			<b>Product Sector(s)</b>	Frozen Food
<b>Address</b>	2-7-17, Honcho Funabashi City, Chiba 273			<b>Number Of Employees</b>	416
				<b>Number of Factories</b>	1
<b>Phone Number</b>	0474-35-0141	<b>Fax Number</b>	0474-59-2369	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>					
<b>Contact Person</b>	Tadashi Nagashima, Marketing Manager				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	17,026	220		Ishii Shokuhin Kansai, Ishii Shokuhin Kyushu, Mitsui Busan,
	1996	16,266	227		Kurichiku, Jumonji Chicken Company
	1997	16,451	198		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Meat-Processed Products		64		Mainline business is seasoned hamburgers but also produces
	Frozen Foods		4		frozen foods and Chinese cooking flavorings.
	Chinese Seasonings		5		
	Delicatessen		17		Has strong market in Tokyo metropolitan area with subsidiary
	New Year's Special Foods		6		in Kyoto supporting expansion in Kansai area.
	Other		4		
					Profitability has been hurt by rising material and manufacturing
					costs as well as promotion costs.
<b>Main Brands</b>					Targeting more sales toward convenience stores.
	Gobo Salad, Takikomigohan no Moto				
	Frozen Foods: Ebi to Takenoko, Ika to Butaniku				Consolidating manufacturing at subsidiary company's factory
	Tamagonibenri, Sobaro, Tsukudaniru, Takikomigohan no moto				to reduce costs.
					Reforming processed meat products in switch to organic
<b>Main Ingredients</b>					vegetable materials and natural salt.
	Beef, chicken, shrimp, organic vegetable products, natural salt				



<b>Company Name</b>	Itoham Foods Inc.			<b>Product Sector(s)</b>	Frozen Food, Health and Functional Food
<b>Address</b>	4-27, Ttakahata-cho Nishinomiya City, Hyogo 663-8586			<b>Number Of Employees</b>	3,814
				<b>Number of Factories</b>	16
				<b>Overseas Contact</b>	
<b>Phone Number</b>	0798-66-1231	<b>Fax Number</b>	0798-67-8672		
<b>Email</b>	toshihisa.suzuki@itoham.co.jp			Ito Cariani Sausage Co., Inc.	
<b>Web Page Address</b>	http://www.itoham.co.jp			3190 Corporate Place	
<b>Contact Person</b>	Toshihisa Suzuki, Manager, Corporate Communications Department			Hayward, CA 94545	
				Tel: 510-887-0882	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	433,933	3,164	Marubeni Corp., Mitsui Busan, Mitsubishi Shoji	
	1996	422,090	2,178	Zennou	
	1997	425,188	2,836		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Ham, Sausage		29	Major Japanese producer of ham and sausages with company origins dating back to 1928.	
	Processed Foods, others		18		
	Fresh Meat		53	Has strong sales at department stores and meat shops. Excels in gift products featuring high quality image.	
				Diversifying business into dairy products to become comprehensive food company.	
<b>Main Brands</b>	Meat Products: Parma Project, Choshoku Menu Series, Quick Chef Series Dairy Products: Kiri Processed Cheese, Kiri Mousse, Kiri Soft Cream Cheese Babybel/Min Babybel Natural Cheese, Port Salut Health Foods: Kimotasu Powder, Shape Up Break, Power Up Break Prepared Foods: Stick Pizza, Tandoori Chicken, Gourmet Dish Series, Calzone			Is considering more overseas operations in order to reduce manufacturing costs and expand into new markets.	
<b>Main Ingredients</b>	Pork, milk and other dairy products, italian spices, pizza toppings, cheese, chicken ham, sausages, bread doughs, vitamin and energy supplements			In prepared foods, company is placing emphasis on marketing popular pizzas targeting young people via convenience stores.	
				Focusing on developing new products and services to stimulate demand based on the "meal solutions" concept.	

<b>Company Name</b>	Japan Tobacco Inc.		<b>Product Sector(s)</b>	New Age Beverages, Frozen Food
<b>Address</b>	2-2-1, Toranomon, Minato-ku Tokyo 105-8422		<b>Number Of Employees</b>	20,834
			<b>Number of Factories</b>	25
<b>Phone Number</b>	03-3582-3111	<b>Fax Number</b>	<b>Overseas Contact</b>	
<b>Email</b>				
<b>Web Page Address</b>	http://www.jtnet.ad.jp/JI			
<b>Contact Person</b>	Katsuhiko Hirata, General Manager, Materials Procurement Department			
<b>Sales and Net Profits</b>			<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>	
	1995	2,660,824	66,125	Large Trading Houses
	1996	2,735,438	79,539	
	1997	2,621,630	57,334	
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>
	Tobacco Business		98	Monopolistic enterprise for tobacco in tie up with Philip Morris. Has expanded business to pharmaceuticals, foods, real estate, and beverage due to peaked-out domestic tobacco market.
	Others		2	The aim of the company is to transform itself into a diversified and globalized company with potential for future growth. Keen to expand its business to new fields.
<b>Main Brands</b>				JTI is hoping to have various cooperation with overseas firms via technology exchanges, joint product development, and joint operations.
Awadatsu Cate au Lait, Kanjukumame Coffee, Creamy Cate, Duke Lemon Tea, Gyojukuro, Green Tea, Saibi-cha, Milk wo Kaketa Ichigo, Sokai Vitamin, Ice Maccha au Lait, Momo no Tennensui (peach drink), Burger King Restaurants, Green Giant				Launched additional new canned coffee called "Awadatsu Cate au Lait" and "Awadatsu Cate Choco" this year, which are very original to this company.
<b>Main Ingredients</b>				Worked with the US Green Giant and introduced their "Ara I asukasawai" series in Japan, which are non-oily, healthy, and meet the needs of people who live alone (small package).
Peach flavoring, mineral water, fruit juices (orange, pineapple), roasted coffee, green and brown tea, milk, chocolate, sugar, salt,				

<b>Company Name</b>	Katokichi Co., Ltd.		<b>Product Sector(s)</b>	Frozen Food, Retort Pouch
<b>Address</b>	Ko 1490-1, Kanonji-cho Kanonji City, Kagawa 768		<b>Number Of Employees</b>	1,099
			<b>Number of Factories</b>	8 (1 Overseas)
			<b>Overseas Contact</b>	
<b>Phone Number</b>	0875-56-1100	<b>Fax Number</b>	0875-56-1139	
<b>Email</b>			Hawaii Katokichi, Inc.	
<b>Web Page Address</b>	http://www.infoweb.or.jp/katokichi/		888 Mililani Street, 8th Fl.	
<b>Contact Person</b>	Kunio Uchida, Assistant Manager, Secretariate		Honolulu, HI	
	Phone: 0875-56-1112 Fax: 0875-56-1109		Tel: 808-526-9566	
<b>Sales and Net Profits</b>			<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>	
	1995	152,531	3,529	
	1996	*54,518	*1,353	
	1997	168,628	1,825	
* Change in Fiscal Year Closing Date				
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>
	Frozen Foods		65	Major specialized frozen food producer. Katokichi name is nationally famous as high-quality frozen food brand.
	Frozen Seafood		21	
	Room-Temperature Foods		6	
	Other		9	
				Company operates hotels, Japanese-style restaurant chain and Japanese-style pubs thru subsidiaries.
				Sales of frozen noodles, fried foods and frozen seafood products are growing.
<b>Main Brands</b>				Company is trying to bring production costs down to world standard level in the future.
	Men Kiko Series, Hello Kitty (frozen and room temperature dishes, mineral water), Bad Badtz-Maru retort foods, Mukin-Pack Gohan (sterilized packaging) Maiaasa Sonomanma Obento (prepared meal), Men no Gu Series (cold foods)			Company offers home delivery through Internet sales.
<b>Main Ingredients</b>				Moving more into prepared meals segment with its new lines of prepared rice, noodle and bento products.
	Frozen shrimp, frozen seafood, vegetable, meats, flour, starch, eggs, breading. Imports from the US: Corn, carrots, spinach, french fried potatoes, salmon, crab, pork, beef.			80% of all ingredients are imported. Trying to increase the percentage of imported processed (final) products to 30%.

<b>Company Name</b>	Kyowa Hakko Kogyo Co., Ltd.			<b>Product Sector(s)</b>	Soup, Health and Functional Food Frozen Food
<b>Address</b>	1-6-1, Ohtemachi, Chiyoda-ku Tokyo 100-8185			<b>Number Of Employees</b>	5,134
				<b>Number of Factories</b>	8 (3 overseas )
				<b>Overseas Contact</b>	
<b>Phone Number</b>	03-3282-0007	<b>Fax Number</b>	03-3284-1968		
<b>Email</b>	info@kyowa.co.jp			Kyowa Hakko U. S. A., Inc.	
<b>Web Page Address</b>	http://www.kyowa.co.jp/index.htm			599 Lexington Avenue, Suite 4103, New York, NY 10022, U.S.A.	
<b>Contact Person</b>	Ichiro Matsuda, Manager, Public Relations & Advertising Dept.			Tel: 1-212-319-5353 Fax: 1-212-421-1283	
	Tel: 03-3282-0914 Fax: 03-3282-0990				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. \)</b>	<b>Net Profits</b>		
	1995	75,091	1,789	Kyowa Yuka Co., Ltd., Janssen- Kyowa Co., Ltd.,	
	1996	337,907	9,553	Jansen Pharmaceutical	
	1997	332,729	8,392		
<b>Key Products</b>				<b>% of Total</b>	<b>Company Profile and Strategies</b>
	Pharmaceuticals		48	Established in 1949, Kyowa Hakko Kogyo engages in the development, production, and marketing of pharmaceuticals, agrochemicals, animal health products, foods, alcoholic beverages and chemicals. Customer base spans more than 80 countries.	
	Alcoholic Beverages & Foodstuffs		27		
	Chemicals		22		
	Others		3		
				Largest fermented chemical manufacturer. Highly oriented toward research and development collaborating with overseas companies.	
<b>Main Brands</b>					
Pharmaceuticals: Coniel, Neu-up				Pharmaceutical products are major profit earner.	
Beverages: Kanoka and Daigoro Shochu (Japanese traditional spirits), Grande and Winery (wine)				In food products, the company manufactures many products including seasonings, flavorings, baking ingredients, frozen foods, freeze-dried foods, soups and health foods.	
Foods: Umami seasoning, Onion Gratin Soup, Tamago Soup, Tachimachi Okayu Jozu (rice gruel)					
<b>Main Ingredients</b>					
Wheat, yeast, onions, eggs, rice, various seasonings, salt, soup stocks, grapes, plums rice, spices and seasonings				Company is instituting measures to reduce total costs and rationalize production, as well as distribution costs. Established seasonings manufacturing facility in the US and plans to further develop seasonings markets overseas.	
For making extracts: animal, vegetables, fish, shellfish and yeast					

<b>Company Name</b>	<b>Marudai Food Co., Ltd.</b>			<b>Product Sector(s)</b>	Frozen Food
<b>Address</b>	21-3, Midori-cho, Takatsuki-City Osaka 569-0094			<b>Number Of Employees</b>	2,795
				<b>Number of Factories</b>	26
				<b>Overseas Contact</b>	
<b>Phone Number</b>	0726-61-2518	<b>Fax Number</b>	0726-61-5006		
<b>Email</b>				Colonial Beef Co.	
<b>Web Page Address</b>				3333 South 3rd St., Philadelphia, PA 19148	
<b>Contact Person</b>	Tokuo Kudara, Materials Division Tel: 0726-61-2514			Tel: 215-467-0900	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	225,988	131	Sumitomo Corp., Mitsubishi Corp., Kanematsu Corp.	
	1996	231,048	(3,510)	Osaka Uoichiba Co., Ltd.	
	1997	230,079	(492)		
<b>Key Products</b>				<b>Company Profile and Strategies</b>	
			<b>% of Total</b>		
	Ham & Sausages		34	Ham and sausage producer, diversifying into processed products.	
	Precooked Foods		33		
	Fresh Meat		33	Marudai is in the process of connecting all the factories via an on-line system to further heighten the production efficiency. Direct sales route to retail stores gives Marudai an advantage over competition.	
				Emphasizing sales expansion into urban areas and diversification of processed products. Company is expecting growth in sales of ready made meals.	
<b>Main Brands</b>					
	Kunseiya ham and sausage			Pursuing low-sodium products in response to consumer health trends and aggressively developing microwave products in response to fashion trends. Marudai instant foods contain no preservatives and require only three minutes to prepare.	
	Humburg & Meatball: Jika-yaki Humburg, Diner Humburg, Cheese on Humburg				
	Chicken Humburg, Hot Bite Chicken Bar, Jika-yaki Yakitori, Karaage (fried chicken)				
	Retort: Beef curry, Hayashi (Beef stew), Pizza: Pizza Dog, Usu-yaki Pizza				
<b>Main Ingredients</b>					
	Beef, pork, chicken, cheese, wheat, bread dough, pizza toppings, curry spices, frozen vegetables (carrots, potatoes, peas, etc.)			Active in securing technical cooperation agreements with overseas counterparts and sending research staff abroad. Keen to send staff for on the job-training (eg. Germany, the US)	

<b>Company Name</b>	Maruha Corp.			<b>Product Sector(s)</b>	Frozen Food, Health and Functional Food
<b>Address</b>	1-1-2, Ohtemachi Chiyoda-ku, Tokyo 100-8608			<b>Number Of Employees</b>	1,465
				<b>Number of Factories</b>	10
				<b>Overseas Contact</b>	
<b>Phone Number</b>	03-3216-0821	<b>Fax Number</b>	03-3216-0342		
<b>Email</b>				Western Alaska Fisheries Inc.	
<b>Web Page Address</b>	http://www.maruha.co.jp/			1111, 3rd Ave., Suite 2200	
<b>Contact Person</b>	Hironobu Imamura, Managing Director, International Marine Products Division			Seattle, WA 98101	
				Tel: 206-382-0640	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	411,384	856	Ensui Sugar Refining Co., Ltd., Renken Sangyo,	
	1996	431,350	1,224	Daisy Shokuhin Kogyo, Koyo Suisan, Aomori Kandume	
	1997	410,692	1,043	Hayashikane Sangyo Co.,Ltd.	
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Fish & Shellfish		52	Maruha is Japan's largest company in the seafood industry.	
	Frozen Foods		8	Company is oriented toward becoming a general food manufacturer, with seafood as main line. Maruha acts as a trading house with many subsidiaries, but is diversifying in chilled foods, feeds and other areas. It aims to launch 1-2 new products every year.	
	Other Processed Products		13		
	Sugar		10	Seafood market is stagnant due to depressed consumption.	
	Others		11		
<b>Main Brands</b>				Moving into specialty lines such as frozen vegetables to improve profitability.	
	Mix series (seafood, Chinese, Takekomi, etc.), Renji de Omakase Series (microwave fried fish, fried lotus root), Renji de Nizakana (microwave boiled fish), Renji de Yakizakana (microwave grilled fish), Yushoku Ippin series (fried squid) DHA, EPA, Sharkron, Squina, Vitadol, Natural Beauty SCP, Osakana Calcium			Exports are stagnant due to the Asian financial crisis. Import price of ingredients is unstable. Maruha seeks to find ways to keep a stable distribution channel.	
<b>Main Ingredients</b>				Maruha has made management improvement of the company as a whole. Established Frozen Foods Division and added Development Section and Frozen Food Market Section.	
	Seafood (shrimp, salmon, squid, tuna, cod, hoki, crab meat, oyster), vegetables (lotus root, carrots, egg plant, spinach, etc), meats (pork, chicken) flour, starch, sesame oil.			Expanded its sales to convenience stores.	

<b>Company Name</b>	MCC Food Products Co., Ltd.			<b>Product Sector(s)</b>	Frozen Food, Retort Pouch, Soup
<b>Address</b>	32, Fukaehamamachi, Higashinada-ku Kobe 658-0023			<b>Number Of Employees</b>	430
				<b>Number of Factories</b>	3
				<b>Overseas Contact</b>	
<b>Phone Number</b>	078-451-1481	<b>Fax Number</b>	078-412-1936	MCC Foods America, Inc. 20695 S. Western Ave. #124, Torrance, CA 90501	
<b>Email</b>	KYW0000653@niftyserve.or.jp.				
<b>Web Page Address</b>					
<b>Contact Person</b>	Kouichi Tanimura, Chief, Marketing Dept. Tel: 078-451-1481 Fax: 078-412-1938				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	--	--	Nichirei Co., Ltd., Mitsubishi Corp., Mitsui & Co., Ltd.,	
	1996	--	--	Ishimitsu Shoji	
	1997	13,170	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Processed Foods		100	Shifting from canned food to processed retort and frozen food.	
				MCC's "Stir Fry Sauce" cooking sauce is sold at 1,300 supermarkets in the USA and was chosen by Chefs In America as a "Gold Medal Product of the Year" in 1992 and 1993.	
				MCC pursues originality in terms of product research, development, production and sales.	
<b>Main Brands</b>				Company is concerned about environmental issues and is thus shifting packaging from can to pouch.	
	Tahiti Curry, Java Curry, Indian Curry, Beef Curry, Meat Sauce, (Original, Ao, Aka), Salsa Bolognese, Italian Pizza Crust, Milano Pizza Crust, Color Crust, Tasty Hamburg, New Restaurant Hamburg, Hamburg Light, Boiling Pack Gratin, Kodawari Gratin			MCC is keen to import cheap but high quality ingredients from foreign suppliers.	
<b>Main Ingredients</b>				MCC is using HMR concept in its frozen food products.	
	Beef, pork, flour, onion (for frozen foods), butter, cheese, ham, bacon, carrots, corn, potato, milk (for soup), garlic, salt, sugar, starch, rice, tomato				

<b>Company Name</b>	Meiji Milk Products Co., Ltd.			<b>Product Sector(s)</b>	New Age Beverages, Frozen Food
<b>Address</b>	2-3-6, Kyobashi, Chuo-ku, Tokyo 104-8381			<b>Number Of Employees</b>	5,547
<b>Phone Number</b>	03-3281-6118	<b>Fax Number</b>	03-3281-4717	<b>Number of Factories</b>	20
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.meinyu.co.jp/				
<b>Contact Person</b>	Yonosuke Ohno, Director of Processed Foods Division Tel: 03-3633-2381				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	452,298	2,376		Individual fresh milk producers, Oji paper Co., Ltd.
	1996	447,432	1,902		Nippon Tetrapack, Mitsubishi Corp., Kobayashi Garasu,
	1997	462,348	2,164		Toyo Seikan Kaisha, Ltd., Tokan Kogyo
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Drinking Milk		54		Second largest producer of dairy foods in Japan. Strong in dehydrated milk for infants, leads others in high-quality ice cream.
	Dairy Products		15		
	Ice Cream		12		
	Beverages		7		Created yogurt boom in Japan following introduction of yogurt technology from Bulgaria in 1972. Stresses door-to-door delivery service. Active overseas in Australia and Indonesia.
	Others		13		
					Introducing new "Pocket Monster" products in addition to ice cream.
<b>Main Brands</b>	Meiji Love (Milk Drink w/added calcium and iron), Meiji Non-Fat Milk with Added Calcium, Meiji Bulgaria Yoghurt, Aya (ice cream), Breuges (ice cream), Lasagne (frozen lasagne), Meiji Tokachi Cheese, Pizza & Pizza (frozen pizza), Frozen Lasagna, Frozen Ebi Gratin, VAAM (sports drink), Ebi Gratin (shrimp), Aqua Bulgaria Non-calorie (Yoghurt Drink), Pocket Monster, Cordia Fe (drink)				Boosting capital spending to improve competitive edge. Targeting 20 billion in sales from 14 "Pocket Monster" products.
<b>Main Ingredients</b>	Milk, yoghurt, cheese, lactose, frozen fruit (strawberries, peach, blueberries, cherries, etc.), shrimp, pasta, wheat, bread dough, pizza toppings, green peppers, onions, sausages				Set up baby powder milk subsidiary Meiji-MGC Dairy Co., Pty in Australia in 1995.
					Aiming to combine delicious taste with more healthy ingredients.
					Developing new functional foods and pharmaceutical products, including bio-technology products.



<b>Company Name</b>	Nakano Vinegar Co., Ltd.			<b>Product Sector(s)</b>	Retort Pouch, Frozen Food
<b>Address</b>	2-6, Nakamura-cho Handa-City, Aichi 475-0873			<b>Number Of Employees</b>	1,920
				<b>Number of Factories</b>	16 (9 Overseas)
				<b>Overseas Contact</b>	
<b>Phone Number</b>	0569-21-3331	<b>Fax Number</b>	0569-24-5005		
<b>Email</b>				Nakano Foods Inc.	
<b>Web Page Address</b>				55 East Euclid Road, Suite 300	
<b>Contact Person</b>	Kazuhide Ishihara, Assistant Manager, Public Relations Dept. Tel: 0569-24-5087 Fax: 0569-24-5017			Mount Prospect, Illinois 60056	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. \)</b>	<b>Net Profits</b>		
	1995	165,760	316		Sanmi Co, Ltd., Yamamura Glass, Dainihon Insatsu, Rengo
	1996	103,900	-		
	1997	-	-		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Vinegar		32	Nakano Suten Ltd. is usually called "Mitsukan" in Japan. This name originated from the name of their famous vinegar product.	
	Other Foodstuffs		68	Company was founded almost 190 years ago and started its business as a vinegar shop. From its establishment, Mitsukan has adjusted to meet consumers' needs. Now its business has expanded to retort and frozen foods. The company's innovative approach to introduce the HMR (Home Meal Replacement) concept in its frozen foods has resulted in the popularity of its "Time Dish" series in 1997. In the series, Mitsukan introduced various menus ranging from Chinese, American to other Western dishes.	
<b>Main Brands</b>				Company is pursuing internationalization of products.	
	Retort: Kamameshi-no-Moto (rice dish boiled together with, meat and vegetables in a small pot)				
	Vinegar: Aji-pon, Honteri (sweet rice wine for seasoning)				
	Frozen Food: Time Dish Series				
<b>Main Ingredients</b>					
	Pork, beef, vegetables (mix vegetables, carrots, konyaku, mushrooms, beans, broccoli, potatoes, etc), rice, vinegar, maple syrup, flour				

<b>Company Name</b> Nichirei Corporation				<b>Product Sector(s)</b> Frozen Food, Retort Pouch, Soup, Health and Functional Food	
<b>Address</b> Nichirei Higashi Ginza Building, 6-19-20, Tsukiji Chuo-ku, Tokyo 104-8402				<b>Number Of Employees</b> 2,671	
				<b>Number of Factories</b> 4 (manufacturing), 3 (processing)	
<b>Phone Number</b> (03) 3248-2112		<b>Fax Number</b> (03) 3248-2139		<b>Overseas Contact</b>	
<b>Email</b>				Nichirei Foods, Inc. (Head Office).	
<b>Web Page Address</b> <a href="http://www.nichirei.co.jp/">http://www.nichirei.co.jp/</a>				United Airlines Building, Suite 900, 2033 6th Avenue, Seattle, Washington 98121, U.S.A.	
<b>Contact Person</b> Naohiro Hara, General Manager of Processed Foods Division				Tel: (206) 448-7800; Fax: (206) 443-5800	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	424,770	3,634	Large marine products companies, large trading companies	
	1996	440,969	3,404		
	1997	428,877	5,557		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Processed Foods		42	Nichirei Corp. is unrivaled leader in refrigerator warehousing, and also No. 1 in frozen food industries. The company has 28 subsidiaries and affiliates overseas and a large network of suppliers.	
	Marine Products		26		
	Livestock Products		18		
	Cold Chain Div.		12	Known for aggressive management, Nichirei focuses product development on providing a total meal solution. Nichirei's "Let's Cook Tonight" series, seasonal onigiri and pilaf have gained popularity among home consumers.	
	Real Estate		2		
<b>Main Brands</b>				In retort-pouched products and canned foods, Nichirei increased sales of its boxed "Chinese Shark Fin Soup" and curry and pasta sauce series.	
Frozen Food: Chuukosei Obento, New Microwave, Mini Hamburger, 24hr.					
Retort Pouch Product: Yousokuyasan Beef Curry, Osobayasan Curry, Gyuhikiniku Curry				Sales of marine products have declined, but Nichirei has developed products such as beef for large-scale retailers and has expanded its range of packaged meat products and chicken products for sozai (ready-to-eat food).	
<b>Main Ingredients</b>					
Vegetables (eggplant, potato, corn, soya bean, tomato, onion), mushroom, seafood (shrimp, sharkfin), meat (beef, pork), rice, wheat, egg.					

<b>Company Name</b>	Nichiro Corp.			<b>Product Sector(s)</b>	Frozen Food, Retort Pouch
<b>Address</b>	1-12-1, Yuraku-cho Chiyoda-ku, Tokyo 100-0006			<b>Number Of Employees</b>	908
				<b>Number of Factories</b>	8
				<b>Overseas Contact</b>	
<b>Phone Number</b>	03-3240-6211	<b>Fax Number</b>	03-5252-7966		
<b>Email</b>				Peter Pan Seafoods Inc.	
<b>Web Page Address</b>	http://www.seaworld.co.jp/pro/nichiro/			2200 6th Ave., Suite 1000	
<b>Contact Person</b>	Hiroshi Suzuki, Frozen Foods Division Manager			Seattle, WA 98121-1820	
				Tel: 206-728-6000	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. \)</b>	<b>Net Profits</b>		
	1995	173,301	772	Peter Pan Seafoods, Hokkaido Akebono Shokuhin,	
	1996	182,788	1,130	Mitsubishi Corp.	
	1997	174,708	686		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Seafoods		41	Nichiro is the 3rd largest seafood company in Japan. Originally a fishing company, it has pulled out of this business and is focusing on the import of seafood products and processing of other non-seafood products, such as feed.	
	Canned Foods		17		
	Cold, Chilled Foods		31		
	Feeds, Livestock Products		10		
	Others		1	One of the largest salmon and crab canning companies. Sales of gift-use canned foods and livestock products are experiencing little growth.	
<b>Main Brands</b>				U.S. subsidiary produces fish paste products (surimi).	
	Akebono Chilled and Canned Seafood, Nichiro Fresh Seafood (salmon, shrimp, crab, sea bream, octopus, squid, tuna, cod and salmon roe)			Frozen food products and retortable foods are enjoying steady growth and are the main reason Nichiro is experiencing profit growth.	
<b>Main Ingredients</b>				Imports salmon, crab, octopus, squid and other seafood from a total of 20 countries, including the U.S., Europe, southeast Asia.	
	Salmon, trout, crab, shrimp, sea bream, flatfish, octopus, squid, tuna, fish paste, salmon roe, hering roe, cod roe, frozen vegetables.			Also imports frozen vegetables from the U.S. and Asia.	

<b>Company Name</b>	Nippon Flour Mills Co., Ltd.			<b>Product Sector(s)</b>	Health and Functional Food, Western Bakery Products, Frozen Food
<b>Address</b>	5-27-5, Sendagaya, Shibuya-ku Tokyo 151-8537			<b>Number Of Employees</b>	1,422
<b>Phone Number</b>	03-3350-2311	<b>Fax Number</b>	03-3356-5175	<b>Number of Factories</b>	12
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.nippon.co.jp/			Quality Naturally! Foods, Inc. 18830 E. San Jose Ave., City of Industry, CA 91748-1325 Tel: 818-964-1478	
<b>Contact Person</b>	Kiichi Inazuki, General Manager, Frozen Foods Division Tel: 0422-51-9605				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>			
1995	149,325	4,096		Food Agency of JAPAN, Mitsui & Co., Ltd., Itochu Corp., Nissho Iwai Corp., Tomen Corp.,	
1996	160,386	1,815			
1997	165,283	1,868			
<b>Key Products</b>		<b>% of Total</b>		<b>Company Profile and Strategies</b>	
Flour Milling Div.		54		Oldest and second largest flour miller in Japan. Expanding into processed foods and health foods to diversify business.	
Foodstuff Div.		43		Involved in bio-technology research and development.	
Others		2		Took over Ohmy Foods in 1990 to integrate pasta production and sales. Subsidiaries operate own restaurants.	
				Sales volume for wheat flour expected to show favorable rise but bran sales are shrinking. Food is continuing growth led by new food items such as pasta.	
<b>Main Brands</b>					
Ohmy Pasta and Sauce, Tempura-Sakusaku-Makasete Flour, Mutenka Meatsauce Hello Kitty Macaroni, Sekai-no-pan Series, Olive oil, Frozen Doughnuts and Pie Health Food Series: Blueberry Extract Pills, High Guts E, Kaiki-moguraku-bu				Company spun off pasta division in April of 1998. Company is also constructing plant to include frozen food processing facilities.	
<b>Main Ingredients</b>					
Wheat, yeast, beef, blueberry extract, wheat and rice germ extract, licorice extract vegetable extracts, yeast extract, tomatoes, Italian spices, corn, olives.				Nippon Flour Mills has been implementing programs to reduce production and distribution costs to improve its cost competitiveness. Company plans to continue efforts in this area.	

<b>Company Name</b>	Nippon Meat Packers, Inc. (Nippon Ham)			<b>Product Sector(s)</b>	Frozen Food
<b>Address</b>	3-6-14, Minami-Honmachi, Chuo-ku Osaka 514-0054			<b>Number Of Employees</b>	3,531
<b>Phone Number</b>	06-282-3031	<b>Fax Number</b>	06-282-1056	<b>Number of Factories</b>	8
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.nipponham.co.jp/			Day-Lee Foods, Inc.	
<b>Contact Person</b>	Sumio Soumura, General Manager, Meat Importing Dept. Tel: 03-3440-8003			13005 E. Molette St., Santa Fe Springs, CA 90670 Tel: 310-802-6800 Fax: 310-926-0646	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		Mitsubishi Corp., Sumikin Bussan, Kasho Co., Ltd.	
1995	594,253	10,867		Taiyo Bussan, Kanematsu Corp., Zenno	
1996	590,564	539			
1997	598,049	8,167			
<b>Key Products</b>		<b>% of Total</b>		<b>Company Profile and Strategies</b>	
Ham, Sausages		21		One of the big 3 meat processors, and integrated meat manufacturer from hog raising to ham and sausage processing.	
Meat & Others		60		Number 1 sales for domestic processed meat market and fourth in the international market. Production also includes frozen and retort foods.	
Processed Foods		19		There are 20 overseas offices in 11 countries.	
				Emphasis is placed on processed foods. Company also operates livestock farm through subsidiary in Australia.	
<b>Main Brands</b>	Boneless Ham, Bacon, King, Press Ham, Bologna Sausage, Pork Sausage, Hamburg, Meatballs, Nuggets, Frozen Pizza, Satsuma Kuroiwaton			Prepared foods placing emphasis on marketing frozen pizzas to convenience stores.	
<b>Main Ingredients</b>	Ham, pork, sausage, beef, vegetable, bacon, flour, wheat, salt, sugar, vegetable oil chicken, starch, pizza toppings, pizza dough			Ham and sausages and processed foods also continue to grow.	
				Introduced "Satsuma Kuroiwaton" chicken following success of pork and beef brands.	

<b>Company Name</b>	Nippon Suisan Kaisha, Ltd.			<b>Product Sector(s)</b>	Frozen Food, Retort Pouch
<b>Address</b>	2-6-2, Ohtemachi, Chiyoda-ku Tokyo 100-8686			<b>Number Of Employees</b>	2,066
<b>Phone Number</b>	03-3244-7000	<b>Fax Number</b>	03-3244-7085	<b>Number of Factories</b>	15
<b>Email</b>	home@nissui.co.jp			<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.nissui.co.jp			Nippon Suisan (U.S.A.) Inc. 15400 NE. 90th St. Redmond, WA 98052	
<b>Contact Person</b>	Kunihiko Tsuruda, Managing Director, Production Department				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	388,388	(3,520)	Kansai Cookery, NISSUI (USA), Hosui, Mitsubishi Corp., Mitsui & Co., Ltd.	
	1996	371,889	3,036		
	1997	359,231	6,715		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Fresh & Frozen Fish		49	Second largest in seafood industry and leading frozen food processor. Large fishing fleet operates in 18 countries. Company is downsizing its fishing business. Nissui U.S.A. handles Alaskan marine products.	
	Fish Oil & Meal		5	Company supplies the commercial market with frozen foods by selling bulk frozen fish and raw materials to large-scale processing companies. It also supplies canned and retort pouch foods to commercial users.	
	Frozen Foods		21		
	Canned Foods		5		
	Others		20		
<b>Main Brands</b>				Consumer products include fresh and processed marine products frozen foods, ham, sausage and fish paste and chilled deli foods.	
Range de Crab Creamy Croquette, Fried Chicken, Hoshii-bun-dake Meatballs, Tampon, The Natural Harumaki, Osakana Sausage, Hotate Mizu-ni Maguro Mizu-ni, Sanma Kaba-Yaki, Ebi-no-Tsutsumiage, Yaki-onigiri, Chan-pon frozen noodles, Renji DE Series, Obento-ni-benri. EPA, DHA (fine chemicals)				Sales of frozen and processed foods are leveling off, but seafood sales are recovering to lead overall growth with operating profit rising sharply.	
<b>Main Ingredients</b>				Production, processing and marketing bases extend to 18 countries. In 1996 Fishing Processors, a leading U.S. frozen food producer, became an affiliate.	
Fresh fish, fish paste, pork, beef, vegetable oils, scallops, shrimp, crab, chicken, tuna, wheat, rice, squid, vegetables (carrots, green beans)					

<b>Company Name</b>	NittoBest Corp.			<b>Product Sector(s)</b>	Frozen Food, Retort Pouch Confectionery
<b>Address</b>	4-27, Saiwai-cho, Sagae City Yamagata 991-8610			<b>Number Of Employees</b>	1,060
				<b>Number of Factories</b>	9
<b>Phone Number</b>	0237-86-2100	<b>Fax Number</b>	0237-86-9190	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>					
<b>Contact Person</b>	Mr. Hirono, Board of Directors Office				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	38,432	470		Nozaki & Co., Ltd., Okuno, Globe Meat Importers
	1996	38,275	145		
	1997	39,288	158		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Frozen Foods		85		Producer of frozen food for commercial use, ranked seventh in Japan. Has 40% of Japan's corned beef market. Also makes chilled desserts and canned foods for export. Main customers are in the commercial food services industry.
	Canned Foods		9		Customers include restaurants, delicatessens, boxed lunch delivery shops, caterers for school lunch programs, and other food catering businesses.
	Other Products		5		NittoBest is continuously improving manufacturing techniques and using new materials such as low calorie ingredients, new flavors, germ free packaging, new sterilizing techniques, health foods, and new types of soft frozen foods which don't need to be defrosted.
	Others		0		NittoBest imports ingredients from North America, Latin America, Australia, Southeast Asia. Company is also keen to improve quality of ingredients and processing techniques. Company is currently trying to expand its international network.
<b>Main Brands</b>					
	Best (processed meat products), Joy Gourmet (frozen prepared meals for the food service industry), Benihana (portion cut beef steaks), Monta Veil (chilled dessert) Melon pudding				
<b>Main Ingredients</b>					
	Beef, sugar, milk and dairy products, melon, other fruit flavorings, frozen vegetables				

<b>Company Name</b>	Prima Meat Packers, Ltd.			<b>Product Sector(s)</b>	Frozen Foods
<b>Address</b>	3-17-4, Higashi-Oi, Shinagawa-ku Tokyo 140-8529			<b>Number Of Employees</b>	2,252
<b>Phone Number</b>	03-5493-4500	<b>Fax Number</b>	03-5493-4504	<b>Number of Factories</b>	6
<b>Email</b>				<b>Overseas Contact</b>	Prima Corp. Westown Business Center, 1701-48th Suite 103 West Des Moines, IA 50266
<b>Web Page Address</b>					Tel: 515-226-8850 Fax: 515-226-8849
<b>Contact Person</b>	Tetsuo Sugihara, 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	265,832	(353)	Itochu Corp., Zenno	
	1996	268,062	(12,356)		
	1997	271,477	(6,153)		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Ham, Sausages		27	Japan's third largest meat processor. Member of Itochu Group.	
	Meat		58	Leads in retailing vacuum-packed processed foods like meatballs and hamburgers. Broadening processed food product lineup.	
	Processed Foods & Others		15	Pursues high quality and hygienically safe products by adopting HACCP.	
				Processed foods' deficit is shrinking thanks to increased sales to Japanese delicatessens and take out shops. Ham and sausage business benefiting from stable material costs. Profits growing through production and sales restructuring.	
<b>Main Brands</b>					
Prima 3 Ren Roasted Ham, Prima Shoulder Bacon, Prima Beef Curry, Prima Hokkaido Tokachi Fillet Ham • i,†,%o,†,";,..."), Kurobuta (black pig)				Prima is promoting sales of "kurobuta" (black pig) pork and Japanese delicatessen and take out food selections. Company is continuing to restructure to reduce costs, including closure of 12 sales offices and switch to in-house production.	
<b>Main Ingredients</b>					
Pork products, beef, ham, flour, starch, salt, sugar, carrots, onion, garlic, mushroom, vegetables, spices, seasonings					



<b>Company Name</b>	Q. P. Corp.			<b>Product Sector(s)</b>	Frozen Food, Retort Pouch
<b>Address</b>	1-4-13, Shibuya, Shibuya-ku Tokyo 150-0002			<b>Number Of Employees</b>	2,615
				<b>Number of Factories</b>	8
<b>Phone Number</b>	03-3486-3331	<b>Fax Number</b>	03-3498-1806	<b>Overseas Contact</b>	
<b>Email</b>				Q&P Foods Inc.	
<b>Web Page Address</b>	http://www.kewpie.co.jp/			15547 1st St.	
<b>Contact Person</b>	Yasuto Suehiro, Managing Director, Frozen Food Dept.			Irwindale, CA 91706	
				Tel: 626-334-8090 Fax: 626-969-1587	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. \)</b>	<b>Net Profits</b>		
	1995	230,280	3,816	Toshoku, Mitsui & Co., Ltd., Sumitomo Corp.,	
	1996	243,029	4,174	Mitsubishi Corp., Toyo Seikan Kaisha, Ltd.	
	1997	256,205	4,410		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Mayonnaise & Dressings		35	Largest producer of mayonnaise and salad dressings with approximate 70% market share.	
	Processed Foods		21		
	Egg Products		19		
	Frozen & Chilled Foods		20	First domestic producer of mayonnaise in Japan. Diversified into canned and bottled foods, dressings, bulk egg products frozen foods and baby foods.	
	Others		6	Stressing fine chemicals and commercial-use delicatessen.	
<b>Main Brands</b>				Sales of mayonnaise has been stagnant, but jams and frozen/ chilled foods are making strong growth. Canned food, baby food and health food items also demonstrated sales growth. Company has been experiencing higher material costs.	
	Yaki Menu Sauce, Kewpie Mayonnaise, Kewpie salad dressings, Amahata Strawberry Jam, Amahata Sweet Corn, Shirogayu (retort porridge), Yasai Tappuri Maroyaka Curry (retort), Demi Glace Sauce (retort), Kewpie Meat Sauce			Q.P. Corp. is emphasizing development of new products, such as nursing and liquid diets.	
<b>Main Ingredients</b>				Subsidiary, Co-op Food Products Co., Ltd. registered growth driven by sales of retort food pouch products.	
	Eggs, corn, chicken, cooking oil, spinach, tomatoes, potatoes, green pepper, fruit for jams,				

<b>Company Name</b>	Showa Sangyo Co.,Ltd.			<b>Product Sector(s)</b>	Health and Functional Food, Frozen Food, Retort Pouch, Western Bakery Products
<b>Address</b>	2-2-1, Uchi-Kanda Chiyoda-ku, Tokyo 101-8521			<b>Number Of Employees</b>	1,433
<b>Phone Number</b>	(03) 3257-2011	<b>Fax Number</b>	(03) 3257-2097	<b>Number of Factories</b>	4
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.showa-sangyo.co.jp			GranPac Foods Inc. 7124 North Marine Dr., Portland, OR	
<b>Contact Person</b>	Hiroshi Misawa, Manager of Frozen Foods Division			Tel: 503-286-6548	
	Tel: 048-726-0405			Fax: 503-286-7089	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	133,839	525	Food Agency of JAPAN, Itochu Corp., Nissho Iwai Corp.,	
	1996	144,840	172		
	1997	145,191	(-)1,227		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Flour Milling		24	Diversified food processor having strengths in flour milling, cooking	
	Oils and fats		29	oil and feed. Primarily involved in commercial-use products, but	
	Feedstuffs		16	expanding household market. Easily swayed by shifts in	
	Dextrose		11	international grain market.	
	Foodstuffs		13		
	Frozen Foods		3	Operating frozen food business overseas. Most subsidiaries	
	Others		4	engaged in parent company's side businesses.	
<b>Main Brands</b>				Frozen food subsidiary in deficits, decreasing consolidated net profit.	
Commercial Use: Tempura batter mix, deep-fry batter mix, spaghetti, macaroni				Aiming to increase productivity by cutting costs and improving	
Pre-mixes for bakeries, flours, wheat bran, dextrose				product safety. Hopes to increase profits by focussing on foods	
Consumer Use: Tempura Flour Ogon, Okonomiyaki Flour Naniwa, Karaage Flour,				with greater value added.	
Taiyo no Ristorante, Okama ni Pon, Takoyaki, Teppan Yakisoba					
<b>Main Ingredients</b>				Has U.S. subsidiary, GranPac Foods, which produces frozen foods.	
Wheat flour, sugar, oil, seasoning, soybeans, rapeseed, corn, brown rice, curorera,				In frozen food category, company produces popular Italian foods	
lecithin, primrose oil, chicken, beef, marine products, Italian herbs and spices				such as ravioli and cannelloni. Also produces frozen tempura.	

<b>Company Name</b>	Snow Brand Food Co., Ltd.			<b>Product Sector(s)</b>	New Age Beverages, Frozen Food Western Bakery Products
<b>Address</b>	2-15-4, Nihonbashi, Kayabacho, Chuo-ku, Tokyo 103-8203			<b>Number Of Employees</b>	1,175
				<b>Number of Factories</b>	3
<b>Phone Number</b>	03-5640-8611	<b>Fax Number</b>	03-5640-8612	<b>Overseas Contact</b>	
<b>Email</b>				Snow Brand America Inc. Suite 3580, 44 Montgomery Street San Francisco, CA Tel: 415-677-0914 Fax: 415-677-0916	
<b>Web Page Address</b>	http:// www.snowbrand.co.jp				
<b>Contact Person</b>	Yoshihiko Takezaki, Managing Director of Procurement Division Tel: 0480-92-8291				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	114,424	344	Sumikin Bussan Corp., Marubeni Corp., Itochu Corp., Kanematsu, Nomura Boeki Snow Brand Milk Products Co., Ltd.	
	1996	105,375	203		
	1997	104,209	167		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Processed Meat Products		51	6th-ranked meat packer, affiliated with Snow Brand Milk Products.	
	Meat		33		
	Foodstuffs		9	The company handles meat processed products, beverages, and canned goods; has tied up with Stokely-Van Camp (US) in sales of "Gatorade" sports drinks. Stressing processed meat products for commercial use and development of food materials for restaurant.	
	Imported Food Materials		7		
				Sales of meat products are gradually decreasing, on the other hand ham, sausages, and deli products are expanding. Snow Brand is starting to supply food to hospitals.	
<b>Main Brands</b>					
Hot Cake Mix, Cake Mix, Mix Pizza, Chicken Gobou Pilaf, Takana Pilaf, Wakadori Gomafumi Age (fried chicken with sesame flavor), Teyaki Takoyakai, Frozen Whip				Increasing production of raw ham and other processed meat products in order to offer general consumers wider range of products.	
<b>Main Ingredients</b>					
Milk, flour, yogurt, cheese, starch, sugar, rice, butter, oil, powder milk, yogurt, gelatin, coconut oil, wheat flour, strawberry, berry, apples, ham, sesame, garlic				Targeting 111 billion Yen in total sales and 30% growth in deli products to 13 billion Yen by FY 2001.	

<b>Company Name</b>		Snow Brand Milk Products Co., Ltd.,		<b>Product Sector(s)</b>		Frozen Food	
<b>Address</b>		13, Honshio-cho, Shinjuku-ku Tokyo 160-8575		<b>Number Of Employees</b>		New Age Beverages 7,083	
<b>Phone Number</b>		03-3226-2111		<b>Fax Number</b>		03-3226-2150	
<b>Email</b>				<b>Overseas Contact</b>		Snow Brand America Inc.	
<b>Web Page Address</b>		http://www.japan.hosting.ibm.com/snow/snowmenu.htm				Suite 3580, 44 Montgomery St., San Francisco, CA	
<b>Contact Person</b>		Toshiaki Endo, Managing Director, Materials Department Tel: 03-3226-2120				Tel: 415-677-0914 Fax: 415-677-0916	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>			
<b>Year</b>		<b>Sales (Mil. ¥)</b>		<b>Net Profits</b>			
1995		539,706		5,321		Hokkai Can Co., Ltd., Tokan Kogyo., Ueda Seiyu, Hokkai Togyo	
1996		555,619		5,149		Toppan Printing Co., Ltd., Dai Nippon printing Co., Ltd., Kyowa Hakko Kogyo Co., Ltd.,	
1997		560,569		4,815			
<b>Key Products</b>				<b>Company Profile and Strategies</b>			
				<b>% of Total</b>			
Drinking Milk				35		Leading producer of butter, cheese and drinking milk in Japan.	
Beverages				16			
Dairy Products				27		Snow Brand has recently begun emphasizing non-dairy products, such as beverages and frozen food.	
Ice Cream				6			
Oils & Fats				3			
Others				13		Cheese products have been doing well due to increasing demand. Ice cream and beverages are not performing well.	
<b>Main Brands</b>				Preparing for deregulation in year 2001 by streamlining production and developing new sources for procurement both domestically and overseas.			
Calpower, Mainichi Honebuto, Snow Brand Low-fat (Milk), Neomilk Lai (condensed milk), Liebender (ice cream), Neo Soft (margarine), Hokkaido Butter, Butter Half							
Obento Range de Rakuchin, Pizza Margherita (frozen foods), Nature Live (yoghurt) 6P Cheese, Slice Cheese, Dole Fruit Juice, Gatorade (sports drink)				Actively teams up with retailers to conduct "in-store merchan- dising".			
<b>Main Ingredients</b>				Snow Brand markets Dole Fruit Juice, Gatorade and Quaker Oats in Japan.			
Milk and dairy products, cream, vegetable oils, fruit juices (apple, orange, grape, etc.), bread dough, pizza toppings (seafood), frozen fruits							

<b>Company Name</b>	Torigoe Flour Milling Co., Ltd.			<b>Product Sector(s)</b>	Frozen Food
<b>Address</b>	1-40, Gion-cho, Hakata-ku Fukuoka 812-0038			<b>Number Of Employees</b>	215
<b>Phone Number</b>	092-281-8910	<b>Fax Number</b>	092-281-8906	<b>Number of Factories</b>	6
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>					
<b>Contact Person</b>	Keiichiro Konishi, Corporate Planning Division				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	*1995	18,261	452		Food Agency of JAPAN, Oishi Kasei, Mitsui & Co., Ltd.
	*1996	18,574	733		Mitsubishi Corp. Yuasa Trading Co., Ltd.
	*1997	19,009	890		
	* calendar year closing date				
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Flour Milling		56		Wheat flour milling company with Kyushu as main business territory. Top in medium-scale bracket.
	Processed Food Mixes		32		Engaged mainly in the manufacture of wheat flour and rice bran and also produces commercial-use flour premixes.
	Refined Barley		11		Expanding sales to Chugoku and Kansai regions of Japan.
					Wheat flour sales are sluggish, but processed foods are beginning an uptrend.
<b>Main Brands</b>					
	Mushi Kasu Mix, New Super Orandabune(flower),				
<b>Main Ingredients</b>					
	Wheat, rice, starch, barley, ingredients for mixes				

<b>Company Name</b>	Toyo Suisan Kaisha, Ltd.			<b>Product Sector(s)</b>	Frozen Food, Retort Pouch
<b>Address</b>	2-13-40, Konan Minato-ku, Tokyo 108-8501			<b>Number Of Employees</b>	1,904
				<b>Number of Factories</b>	7
				<b>Overseas Contact</b>	
<b>Phone Number</b>	03-3458-5111	<b>Fax Number</b>	03-3450-1381		
<b>Email</b>				Maruchan, Inc.	
<b>Web Page Address</b>				15800 Laguna Canyon Rd.	
<b>Contact Person</b>	Toshio Shioura, Director of Frozen Food Dept.			Irvine, CA 92618	
				Tel: 714-789-2300	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	200,795	4,108	Tomen Corp., Toppan Printing Co.,Ltd.	
	1996	220,431	3,709	Mitsui & Co., Ltd.	
	1997	215,648	3,586		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Sea Foods		28	Major manufacturer of instant noodles. Most famous for its "Maruchan" brand.	
	Processed Foods		67		
	Cold-Storage Warehousing		4	Started off as exporter of frozen tuna to the US after WW II and later entered the refrigerated food business. Has diversified product lines to frozen foods, instant noodles and fish paste.	
	Real Estate Leasing		1	Market share in Eastern Japan is higher than in the West.	
<b>Main Brands</b>	Frozen Foods: Maruchan-range-yude-meijin (noodles), edamame (beans) Retort: Aji-no-ippin Series (Neriume Kayu, Okakagayu, Takasagayu, Gomoku-kinmeshi) Yataiohako Series (Namaaji-shoyu), Maruchan Noodles: Furyushitate Series (instant noodles), Shoyuabura-aji (cup noodles) Mukashinagara Yakiudon, Curry Udon, Maruchan			Produces instant noodles overseas. Instant noodles curbing release of new products. Has experienced improved profitability in seafood.	
<b>Main Ingredients</b>	Rice, edamame, noodles, flour, seaweed, various seafoods				

<b>Company Name</b>	Yamamori Inc.		<b>Product Sector(s)</b>	Retort Pouch, Frozen Food, New Age Beverages.
<b>Address</b>	465-4, Moritada, Kuwana City, Mie Pref. 511-0943		<b>Number Of Employees</b>	600
<b>Phone Number</b>	(0594) 31-3311	<b>Fax Number</b>	<b>Number of Factories</b>	2
<b>Email</b>			<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.yamamori.co.jp			
<b>Contact Person</b>	Kunio Mitsubayashi, General Manager, Purchasing Dept. Phone: 0594-31-3316 Fax: 0594-31-6666			
<b>Sales and Net Profits</b>			<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>	
	1995			
	1996	21,110		
	1997			
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>
	Retort foodstuffs		50	Established in 1889 as a general foodstuff producer, introduced the first commercial version of retort pouch in Japan.  Sales have grown consistently in the last few years.  Yamamori aims to produce a full range of processed foodstuffs including retort, canned foodstuffs and beverages. Recently made visible changes in the shape of packaging to meet the growing need for bulk purchases, while the home-made look is becoming popular in terms of size, shape, and quality of ingredients.  Yamamori is proceeding with an Asia-centered overseas strategy, expanding from Japan to Asia and from there to the world . Yamamori will steadily forge ahead and expand its international operations.  Yamamori targets its retort foods for commercial use markets pursuing profit increase by introducing new products.
	Soy sauce		14	
	Other sauce		26	
	Beverages		5	
	Others		5	
<b>Main Brands</b>				
	Soy sauce, Men Yo Tsuyu (Sauce for noodles)			
	Retort: Kamameshi no moto premix, chukadon-no moto premix, beef curry pasta sauce			
	Frozen Foods: Frozen hamburger			
<b>Main Ingredients</b>				
	Beef, carrots, rice, mushroom, green beans, konyaku, bamboo, carrot, sugar, shrimp, egg plant, egg, shellfish, potato, octopus, chicken, littleneck clams			

<b>Company Name</b>		Yayoi Foods Co., Ltd.		<b>Product Sector(s)</b>	Frozen Food, Retort Pouch
<b>Address</b>		3-5, Eiraku-cho Shimizu City 424-8730		<b>Number Of Employees</b>	690
				<b>Number of Factories</b>	3 (1 overseas)
				<b>Overseas Contact</b>	
<b>Phone Number</b>	0543-64-4148	<b>Fax Number</b>	0543-63-0194		
<b>Email</b>					
<b>Web Page Address</b>	http://www.venus.dti.ne.jp/~yayoi/				
<b>Contact Person</b>	Osuga Junji, General Affairs Dept., Tel: 0543-64-4148 Fax: 0543-63-0194				
<b>Sales and Net Profits</b>			<b>Main Suppliers</b>		
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	--	--	Itochu Corp.	
	1996	--	--		
	1997	34,000	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Frozen Food		5	Yayoi is mainly a frozen food manufacturer offering over 1,200 items, including 250 kinds of croquette. Yayoi Foods launches new products twice per year.	
	Others		95		
				Company stresses commercial frozen food market and is the fourth largest manufacturer in the commercial frozen food market.	
				Established factory in China in January of 1996 to process frozen foods.	
<b>Main Brands</b>					
Croquette, Hamburg, Gratin, Ebi Stake Katu, Maguro Stake Katu,					
<b>Main Ingredients</b>					
Bareisho, beef, pork, carrots, corn, flour, beef, salt, frozen vegetables, consomme, vegetable oil, cheese, butter, starch, potatoes					



<b>Company Name</b>	Yokohama Reito Co., Ltd.			<b>Product Sector(s)</b>	Frozen Food
<b>Address</b>	1-1-7, Moriya-cho, Kanagawa-ku, Yokohama 221-8585			<b>Number Of Employees</b>	733
				<b>Number of Factories</b>	24
				<b>Overseas Contact</b>	
<b>Phone Number</b>	045-461-6611	<b>Fax Number</b>	045-453-2309		
<b>Email</b>	Reizo-bu@yokorei.co.jp				
<b>Web Page Address</b>	http://www.arcon.gr.jp/yokorei.html				
<b>Contact Person</b>	Toshio Yoshikawa, Manager, Frozen Foods Dept.				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	69,597	1,835		
	1996	73,220	1,973		
	1997	78,942	2,155		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Processed Marine Products		65	Japan's second largest cold storage company after Nichirei. Has own sales network. Ratio of marine, agricultural and livestock processing and sales is high.  Sales of seafood and meat products falling in recent years.  Company has overseas offices in Australia and Thailand.  The business includes manufacturing, warehousing, and trading companies.	
	Processed Livestock Products		13		
	Other Products		1		
	Refrigeration Storage		21		
<b>Main Brands</b>					
	Black Tiger Prawns, Frozen Salmon, Banana Shrimp				Company has improved its computer system. Provides online service and risk management.
<b>Main Ingredients</b>					
	Seafood (shrimp, salmon, squid, tuna, cod, hoki, crab meat, oyster), meats (pork, chicken), flour starch, sesame oil, salt, sugar				

<b>Company Name</b>	Yonekyu Corp.			<b>Product Sector(s)</b>	Frozen Foods
<b>Address</b>	1259, Terabayashi, Okanomiya, Numazu City, Shizuoka 410-8530			<b>Number Of Employees</b>	573
<b>Phone Number</b>	0559-26-1510	<b>Fax Number</b>	0559-22-5345	<b>Number of Factories</b>	6
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.gkb.co.jp/yonekyu/			Office in Los Angeles and opened the factory in California in 1995.	
<b>Contact Person</b>	Masaki Tsuchiya, President's Office Tel: 0559-67-9146				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	64,946	1,330	Shizuoka Keizai Ren, Itochu Corp., Sumitomo Corp.	
	1996	68,472	1,378		
	1997	74,250	1,435		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Ham		19	Shizuoka based meat packer dealing with beef pork and processed meats. Excels in sales to commercial sector, including semicooked foodstuffs and meatballs. Expanding into regional beers. Runs chain of "izakaya" pubs.	
	Sausages		6	Yonekyu was the first company to succeed in producing Italian type ham in Japan and dominates 60% of the market.	
	Delicatessen		13	Expanded its business to the USA, China and Southeast Asia.	
	Processed Meat & Others		57	Established 30 years ago, Yonekyu has annual sales reaching 60 billion yen. For more than 10 years, the company has maintained its growth in sales and profit.	
	Beverages		5	Yonekyu has recently expanded its business to the food service industry, beer, and other beverages.	
<b>Main Brands</b>					
	Gotenba Kogen Gourmet Products (ham and sausages)				
	Otoko No Shokutaku Series (semi-cooked products* j, Arabiki Sausage, Niku Chimaki)				
	Pils, Weizen, Dunkel (Beer)				
<b>Main Ingredients</b>					
	Pork, salt, flour, starch, sugar, beef, chicken, ham, sausage, peppers, mushrooms, malt, hops, beer yeast				