



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Approved by:

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A faint, light gray outline of a world map serves as a background for the title section. The map shows the continents and major country borders.

Market Brief - Product

Japan : Food Processing Sector - Health and

Functional Foods

Company Profiles

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Tokyo[JA1], JA

Company Name	Amway Japan			Product Sector(s)	Health and Functional Food
Address	1-8-1, Shimo-Meguro Meguro-ku, Tokyo 153-8686			Number Of Employees	728
Phone Number	03-5434-8484	Fax Number	03-5434-4923	Number of Factories	
Email				Overseas Contact	
Web Page Address	www.amway.co.jp/amway_japan/				
Contact Person	Masura Iwata Executive Director, External Affairs and Public Relations				
Sales and Net Profits				Main Suppliers	
Year	Sales (Mil. ¥)	Net Profits			
1995	177,991	22,424			
1996	212,195	25,130			
1997	203,361	26,638			
Key Products		% of Total		Company Profile and Strategies	
Home Care Products		9		Japanese corporation of nonstore sales operator Amway (US). Registered sales personnel involved in direct sales of detergents, cosmetics, kitchenware and nutritional supplements.	
Housewares		30			
Personal Care		34			
Nutritional Supplements		23			
Others		4			
Main Brands	Triple X (vitamin and mineral supplement), Nutri Protein, Acerola C (vitamin supplement), Salmon-Omega 3, Hon-E-Cece, Ironics, Beta Carotene A, Wheat Germ E.				
Main Ingredients	Vitamins, protein concentrates, iron concentrates, calcium concentrates, beta caroten, wheat germ.				

Company Name		Calpis Co., Ltd.		Product Sector(s)		New Age Beverages, Health and Functional Food	
Address		2-20-3 Ebisu-Nishi Shibuya-ku, Tokyo 150-0021		Number Of Employees Number of Factories		957 3	
Phone Number		03-3463-2111		Fax Number		03-3770-5374	
Email						Capy U. S. A. Inc.	
Web Page Address		http://www.calpis.co.jp/				19675 Mariner Ave, Suite 101, Torrance, CA 90503	
Contact Person		Yoshiaki Oshima, Director of General Affairs Dept.				Tel: 310-214-4141	
						Fax: 310-371-8030	
Sales and Net Profits				Main Suppliers			
	Year	Sales (Mil. ¥)	Net Profits				
	1995	98,384	1,538	Toyo Seikan Kaisha, Ltd., Yamato Seikan, Zenno,			
	1996	99,118	1,915	Mitsui & Co., Ltd., Yamamura Glass Co., Ltd.,			
	1997	97,962	2,003	Dai Nippon Printing Co., Ltd.			
Key Products			% of Total	Company Profile and Strategies			
	Dairy Beverages		60	Leading producer of lactic acid drinks in Japan. Maintains 80% of market share.			
	Other Beverages		32				
	Foodstuffs		7	Attempting to diversify product lineup thru partnership with Ajinomoto's Knorr brand.			
	Others		1				
				Expanding into soft drinks and nutritional supplements including fruit and vegetable drinks thus trying to strengthen its appeal in the health food sector. Also introduced a drink with Calcium supplement.			
Main Brands							
Drinks: Calpis, Calpis Soda Cola, Ajiwai Kocha au Lait, Cafe la Mode, Fruits Calpis Cho-Sour (alcoholic beverage), Nude (pink grapefruit juice), Calcium-iri Calpis Yasai-ga-oishii Nyusankin; Calpis Orange, Calpis Mixed Fruit, Evian Soup: Knorr Brand Soups (Hokkaido Corn Potage)				Participating in regular ground coffee drink market.			
				Expanding vending machine operations in Kansai and Nagoya areas.			
Main Ingredients				Developing Asian markets.			
Milk products, sugar, lactic acid; fruits (orange, grapefruit others), teas, vegetables (carrots, tomato, celery), corn.							

Company Name	Fuji Oil Co., Ltd.			Product Sector(s)	Health and Functional Food
				Retort Pouch, Frozen Food, Confectionery	
Address	2-1-5, Nishi-Shinsaibashi, Chuo-ku Osaka 542-0086			Number Of Employees	1,242
				Number of Factories	4
Phone Number	06-213-8151	Fax Number	06-213-8167	Overseas Contact	
Email				Fuji Vegetable Oil, Inc.	
Web Page Address	http://www.fujioil.co.jp/english/top-english.html			1 Barker Ave. White Plains, New York, NY	
Contact Person	Kazuto Asahara, Director of Protein Foods Division			Tel: 914-761-7900 Fax: 914-761-7919	
	Tel: 078-652-3215				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	86,876	(11,007)	Itochu Corp., Zenno, Miyoshi Oil & Fat Co., Ltd., Toshoku	
	1996	91,638	3,814		
	1997	92,495	2,920		
Key Products			% of Total	Company Profile and Strategies	
	Oils, Fats		30	Japan's largest manufacturer of palm and coconut oil. Established in 1950, developed unique technologies for separation of fats.	
	Foodstuffs		46	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.	
	Proteins		24		
				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.	
Main Brands					
	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.	
	Industrial Use: Vegetable cheese, marzipan, various fillings, ganache, frozen dough, chocolate, ice cream coatings, molded chocolate, and couvertures			produces baked puddings, flavored gelatins and jellies, soy milk, mousse desserts, whipping cream, chilled soups and other products.	
Main Ingredients					
	Milk and dairy product, wheat and corn for oil and fat production, other vegetables, cocoa, soy beans, palm, coconuts, seafood and meats.				

Company Name		Imuraya Confectionery Co., Ltd.				Product Sector(s)		Frozen Food, Confectionery, Health and Functional Food	
Address		7-1-1, Takachaya Tsu City 514-8530				Number Of Employees Number of Factories		697 2	
Phone Number		059-234-2131		Fax Number		059-234-2130		Overseas Contact	
Email									
Web Page Address		http://www.imuraya.co.jp/							
Contact Person		Masayuki Imai, General Manager, Materials Dept.							
Sales and Net Profits						Main Suppliers			
Year		Sales (Mil. ¥)		Net Profits					
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					
Key Products						% of Total			
Confectionery, Foodstuffs				35		Company Profile and Strategies			
Frozen Cakes, Electronic Range Foods				45		One of the leading manufactures of confectionery and food.			
Restaurant Operations				7		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.			
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.			
Main Brands						Company provides new products responding to the demand of the market focusing on quality and freshness.			
Confectionery: Mini Yokan, Cool Lady, My Gift, Imuraya Castella, Cake Assort									
Food: Yudeazuki, Strait Zenzai, Cup Shiruko, Chilled and Frozen Nikuman/Anman						Increased favorably received American menus in "Anna Millers."			
Steamed Delica: Nikuman, Anman, Curryman, Pizzaman, Businessman, Puddingman						The company is also using directly imported ingredients, and entered into health food related market with vegetable extracts.			
Chilled Dessert: Azuki Bar, Maccha Tsubuan Monaka, BOX, Uji Cup, Reito Mikan									
Anna Miller's Pies: Banana, Cherry Cheese Cake, Tea Cream, Dutch Apple						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.			
Main Ingredients									
Sweet beans, flour, milk and dairy products, eggs, green tea, rice, meat, seasonings, curry seasonings, fruits and fruit extracts									

Company Name		Itoham Foods Inc.				Product Sector(s)		Frozen Food, Health and Functional Food	
Address		4-27, Ttakahata-cho Nishinomiya City,Hyogo 663-8586				Number Of Employees Number of Factories		3,814 16	
Phone Number		0798-66-1231		Fax Number		0798-67-8672		Overseas Contact	
Email		toshihisa.suzuki@itoham.co.jp				Ito Cariani Sausage Co., Inc.			
Web Page Address		http://www.itoham.co.jp				3190 Corporate Place			
Contact Person		Toshihisa Suzuki, Manager, Corporate Communications Department				Hayward, CA 94545			
						Tel: 510-887-0882			
Sales and Net Profits						Main Suppliers			
	Year	Sales (Mil. ¥)		Net Profits					
	1995	433,933		3,164		Marubeni Corp., Mitsui Busan, Mitsubishi Shoji			
	1996	422,090		2,178		Zennou			
	1997	425,188		2,836					
Key Products						Company Profile and Strategies			
				% of Total					
	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.			
Main Brands						Is considering more overseas operations in order to reduce manufacturing costs and expand into new markets.			
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						Company is developing lineup of health related products such as			
Health Foods: Kimotasu Powder, Shape Up Break, Power Up Break						Shape Up Break and Power Up Break in jelly and cookie form.			
Prepared Foods: Stick Pizza, Tandoori Chicken, Gourmet Dish Series, Calzone									
Main Ingredients						In prepared foods, company is placing emphasis on marketing popular pizzas targeting young people via convenience stores.			
Pork, milk and other dairy products, italian spices, pizza toppings, cheese, chicken ham, sausages, bread doughs, vitamin and energy supplements						Focusing on developing new products and services to stimulate demand based on the "meal solutions" concept.			

Company Name	Kameda Seika Co., Ltd.			Product Sector(s)	Snack Food, Health and Functional Food, Confectionery
Address	3-1-1 Kameda Kogyodanchi, Kameda-cho, Nakakanbaragun, Niigata 950-0198			Number Of Employees	2,572
				Number of Factories	4
Phone Number	025-382-2111	Fax Number	025-382-6624	Overseas Contact	Kameda Seika Co., Ltd. (Sesmark Foods, Inc.)
Email					2154 Harlem Rd.
Web Page Address	http://www.kamedaseika.co.jp/				Loves Park, IL 61111
Contact Person	Tsunetaka Takahashi, Director of Marketing Division				Tel: 815-636-9500
	Tel: 025-381-3776				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	63,764	530		Mitsubishi Corp., Fujii Shoten, Tabata, Takesho, Y S Shokuhin
	1996	69,022	696		
	1997	71,034	583		
Key Products			% of Total	Company Profile and Strategies	
	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.	
Main Brands	Snack: Ume-no-ka Maki, Peanuts iri Khaki-no-Tane, Iso Genroku, Nori-Pi Pack, Ebippuri, Tsumamidane,			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.	
	Rice Snacks: Kotsubukko, Happyturn, Potapota-yaki, Age-Ichiban, Soft Salad, Salad Usu-yaki				
	Retort: Yume Gohan, Aji-ni-Shikisai			Company also produces Western-style cakes, biscuits, chewing gum, chocolate and candy.	
Main Ingredients					
	Rice, milk and dairy products, salt, sugar, seaweed, sesame, wheat flour, ume (plum)				

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

Company Name		Kikkoman Corp.			Product Sector(s)		Health and Functional Food		
Address		339, Noda, Noda City Chiba 278-8601			Number Of Employees Number of Factories		2,843 5		
Phone Number		0471-23-5111		Fax Number		0471-23-5200		Overseas Contact	
Email					Kikkoman Foods, Inc.				
Web Page Address		http://www.kikkoman.co.jp/world/home/index.htm			Highway 14 & Six Corners Rd.,				
Contact Person		Tomoyuki Oguri, Deputy Director, Production Division			Walworth, WI 53184				
					Tel: 414-275-6181 Fax: 414-275-9452				
Sales and Net Profits					Main Suppliers				
	Year		Sales (Mil. ¥)		Net Profits				
	1995		140,220		1,916	The Nisshin Oil Mills, Ltd., Honen Corp., Mitsui & Co., Ltd.,			
	1996		138,179		4,315				
	1997		140,844		3,071				
Key Products					% of Total		Company Profile and Strategies		
	Shoyu (Soy Sauce)				50	World's largest soy sauce producer commanding 30% domestic market share.			
	Foodstuffs				13				
	Del Monte				14				
	Alcoholic Beverages, incl Sake				20	Produces a variety of sauces and seasonings including steak, teriyaki, yakiniku, sauce, Chinese and soy-based sauces.			
	Others				3				
							Diversified into tomato products, wines and seasonings.		
							Also produces soy sauce in the U.S., Singapore and Taiwan.		
							Kikkoman began construction of its second American plant in Folsom, California.		
Main Brands									
Kikkoman Soy Sauce, Del Monte (fruits and vegetables), Manns Wine,							Operates restaurants in Japan and overseas including		
Kikkoman Hon Tuyu (Soba's soup), Manjo, Chuka sauce, Ponzu sauce,							Germany. Has marketing rights to Del Monte brand in Far East.		
Yakiniku sauce, Teriyaki sauce, Mirin, Katsuo-Dashi									
Health Foods: Diagnostic Enzymes, Industrial Enzymes, Research Reagents							Kikkoman utilizes modern biotechnology and enzymology to create medical products.		
Main Ingredients									
Soybeans, wheat, salt, beef and chicken consomme, garlic, onions, citron							Kikkoman also imports from a range of over 1,000 different		
Del Monte Products: Tomatoes, pineapples, peaches, cherries, grapes, pears,							wines from France, Germany and Chile.		
corn, plums, prunes, raisins									

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

Company Name	Lotte Co., Ltd			Product Sector(s)	Confectionery, Western Bakery Products, Health & Functional Food
Address	3-20-1, Nishi-Shinjuku Shinjuku-ku, Tokyo 103-0023			Number Of Employees	2,100
				Number of Factories	6
Phone Number	03-3375-1211	Fax Number	03-3375-1293	Overseas Contact	
Email				Lotte U. S. A. Inc.	
Web Page Address	http://www.lotte.co.kr			5423 Wayne Rd. Battle Creek, MI 49015	
Contact Person	Mr. Takano, Public Relations Dept.			Tel: 616-963-6664	
	Tel: 03-5388-5617 Fax: 03-3378-6199			Fax: 616-963-6695	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	--	--		Mitsubishi Corp., Mitsui & Co., Ltd.,
	1996	231,500	--		Hasegawa Koryo, Dai Nippon Printing Co., Ltd.
	1997	--	--		
Key Products			% of Total	Company Profile and Strategies	
	Chewing Gum		--	Lotte is the largest confectionery manufacturer in Japan. Lotte	
	Chocolate		--	holds two-thirds of the chewing gum market, and within that, 90%	
	Cake		--	of the market of stick gum. Company headquarters in is Korea.	
	Candy		--	Lotte also operates the Lotteria chain of fast food restaurants in	
	Ice Cream		--	Japan.	
	Sugarless Chocolate		--		
				Lotte was first established in Japan in 1948 as manufacturer of	
				chewing gum. In 1964, Lotte Japan expanded its product line	
				to include chocolate and other confectionery products.	
Main Brands					
	Cool Mint Gum, Green Gum, Ghana Milk Chocolate, Crunky Chocolate			Lotte is always on the lookout for new opportunities for long term	
	Koume, Welch's gummi, (Candy), Crunky Biscuits, Chococi (biscuits) Ice Cream			investment in existing fields of activity as well as new business	
	Guava C, Mandarin, Sweetie (soft drinks), Villa Rica (canned coffee)			by maintaining /improving its market positions through continual	
				improvement in production, distribution and service.	
Main Ingredients				Lotte builds market share by focusing on excellence in every stage	
	Xylitol, chocolate, raw milk, butter, sugar, gelatin, flavorings (erythritol and talinose),			of the production process. Lotte uses the finest raw material and	
	frozen fruit (including strawberries and peach), almonds, cashew nuts,			ingredients to ensure the quality and new packaging materials are	
	fruit juice and concentrates (guava, orange, grapefruit and lime), roasted coffee.			tested for suitability and consumer acceptance.	

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

Company Name		47. Meiji Seika Kaisha, Ltd.				Product Sector(s)		Confectionery, Health and	
Address		2-4-16, Kyobashi, Chuo-ku Tokyo 104-8002				Functional Food, Retort Pouch, Snack Food			
						Number Of Employees		5,119	
						Number of Factories		9	
Phone Number		03-3272-6511		Fax Number		03-3281-7046		Overseas Contact	
Email						Meiji Seika (U.S.A.) Inc.			
Web Page Address		http://www.meiji.co.jp/				733 Third Ave., Suite 1910			
Contact Person		Takeshi Kozawa, Director of Food Planning Division				New York, NY 10017			
						Tel: 212-557-1580			
Sales and Net Profits						Main Suppliers			
	Year		Sales (Mil. ¥)		Net Profits	Mitsubishi Corp., Mitsui & Co., Ltd., Toppan Printing Co.,Ltd.			
	1995		249,100		3,164	Dai Nippon Printing Co.,Ltd., Meiji Sanofi Yakuhin,			
	1996		255,697		3,205	Fuji Amido Chemical, Meisho, Fuji Oil Co., Ltd.,			
	1997		253,310		3,256	Kyodo Printing Co., Ltd., Shinko Kagaku			
Key Products						Company Profile and Strategies			
					% of Total	Leading confectionery maker in Japan. Pharmaceuticals			
	Confectionery				50	account for 40% of entire sales.			
	Pharmaceuticals				40				
	Foodstuffs				9	Meiji Seika is expanding business into beverages, retort pouch			
	Others				1	foods and health and functional food markets.			
						Company is aggressive toward overseas operations and has			
						joint ventures with confectionery and pharmaceutical			
						companies overseas.			
Main Brands						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						Pharmaceutical sales are rising to offset sluggish sales of			
New Age: Savas Multi Balance Jelly, Drink and Powder, Lola Vitamins, Meioligo						confectionery and food items.			
Candy: Chelsea, Fruit Juice Gummy, Hi-Lemon, Xylish Mint Gum									
Main Ingredients						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									

Company Name	Meito Sangyo Co., Ltd.				Product Sector(s)	Confectionery, Health and
						Functional Food
Address	2-41, Sasatsuka-cho, Nishi-ku, Nagoya 451-8520				Number Of Employees	400
					Number of Factories	4
					Overseas Contact	
Phone Number	052-521-7111		Fax Number	052-524-3738		
Email						
Web Page Address						
Contact Person	Toshihiko Yoshino, Food R&D Department Director Phone: 052-521-7117 Fax: 052-521-7121					
Sales and Net Profits					Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits			
	1995	16,043	1,334	Fuji Oil Co., Ltd., Dai Nippon Printing Co., Ltd.,		
	1996	15,593	982	Shin Nippon Kagaku Kogyo, Yamato Seikan,		
	1997	16,103	907	Takasago International Corp.		
Key Products			% of Total	Company Profile and Strategies		
	Foodstuffs		81	Medium-ranking producer of confectionery, incl chocolate variety.		
	Chemical Products		16	Also produces enzymes to produce dextran and α -cyclodextrin.		
	Others		3	Active in bio-applied functional food business and developing		
				new products.		
				Chemical products growing on favorable enzyme exports.		
				Food items also firm thru introduction of new chocolate products.		
Main Brands						
	Alfabet Cookie in Choco Bar (Chocolate), Instant Lemon Tea					
	Pukupuktai-Earin-choco					
Main Ingredients						
	Cocoa, tea leaves, sugar, saccharide, lemon extracts, citric acid, flour, milk and					
	dairy products.					

Company Name		Morinaga Milk Industry Co., Ltd.			Product Sector(s)		Health and Functional Food		
Address		5-33-1, Shiba, Minato-ku Tokyo 108-8384			Number Of Employees		3,971		
					Number of Factories		19		
Phone Number		03-3798-0111		Fax Number		03-3798-0101			
Email					Morinaga Nutritional Foods Inc.				
Web Page Address		http://morinagamilk.topica.ne.jp/			Torrance, CA 90504				
Contact Person		Akimasa Onoda, General Manager, Production Division			Tel: 310-787-0200				
		Tel: 03-3608-0575							
Sales and Net Profits					Main Suppliers				
	<u>Year</u>		<u>Sales (Mil. ¥)</u>		<u>Net Profits</u>				
	1995		405,903		2,119	Hokuren, Takarazuka Shokuhin, Yokohama Nyugyo, Toyo			
	1996		425,493		2,441	Nyugyo			
	1997		418,233		2,478				
Key Products					% of Total		Company Profile and Strategies		
	Drinking Milk				44		Manufacturer of dairy products and dairy by-products, beverages and other food products and pharmaceuticals.		
	Dairy Products				20				
	Ice Cream				12		Sister company of Morinaga & Co. Has tie-ups with Kraft		
	Others				24		General Foods in cheese and Sunkist Growers in the US. Has production base in China.		
							Popular dessert products are growing, mainly in yogurt sales.		
							Ice cream sales are rallying with emphasis on standard flavors.		
							Promoting sales of aloe yogurt, already a 21 billion Yen market.		
Main Brands									
Bifidus Yoghurt, Aloe Yoghurt, Kraft Cheese Product (cream cheese, Parisian and spreadable cheeses), Lipton canned and bottled tea, Roasted Pudding							Internationalization and multilateralization of business and expansion of dairy business are the main company strategies for the liberalization of the dairy product sector in 2001.		
Mount Rainier Cafe Latte and ice cream. Creap (non-dairy creamer)									
Piknik (milk drink), Sunkist Fruit Juices							Company is keen to have business cooperation with Eurpoean American and Japanese companies.		
Main Ingredients									
Aloe, tea, soluble coffee, fruit concentrates (apple, orange and grapefruit)							By applying dairy product technologies, company has expanded to medical products and health food sectors.		
powdered milk, dairy products, ice cream flavorings, nuts (ice cream)							For Asian market, powered milk is the main product.		

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

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

Company Name		Oriental Yeast Co., Ltd.				Product Sector(s)		Western Bakery Products,	
								Health and Functional Food	
Address		3-6-10, Azusawa, Itabashi-ku				Number Of Employees		691	
		Tokyo 174-8505				Number of Factories		7	
						Overseas Contact			
Phone Number		03-3968-1111		Fax Number		03-3968-8624			
Email									
Web Page Address		http://www.oyc.co.jp/							
Contact Person									
Sales and Net Profits						Main Suppliers			
		<u>Year</u>		<u>Sales (Mil. ¥)</u>		<u>Net Profits</u>			
		1995		52,768		472		Shimaya Shoji, Hayashibara Shoji,	
		1996		53,571		317		Toshoku, Mitsubishi Corp., Nissin Flour Milling Co., Ltd.,	
		1997		52,792		371		Hoko Fishing Co., Ltd. Miyoshi Oil & Fat Co., Ltd.	
								Kasho Co., Ltd., Snow Brand Milk Products Co., Ltd.	
Key Products						Company Profile and Strategies			
						% of Total		Ranks top in yeast market with its strong R&D ability in Japan.	
		Foodstuffs				73		Affiliated to Nisshin Flour Milling. Half of sales are bread	
		Feedstuffs				7		materials like yeast and other additives. Oriental also provides	
		Biochemical Dept.				20		enzymes for reagents and antisera in bio-related fields.	
								Company started with pure-cultured bakers yeast, then	
								entered the biochemical area with coenzymes and others.	
								Recently expanding its factory base and paying more attention	
								to quality and sanitation control using HACCP.	
Main Brands						Along with the change in manufacture and distribution of bread			
								increases of frozen dough usage is growing. Oriental Yeast	
Yeast: BY Kobo, WY Kobo, SY Kobo						provides five basic types of yeast for frozen dough, chilled			
Quality improvement additives for bread: Dough Natural (W, S, SF)						dough and non-sugar dough. Also recently developed some			
Nutritional supplements: Eaz G, Eaz GO						new products such as yeast to strengthen the smell of fresh			
								baked bread and yeast rich in minerals to go along with the	
Main Ingredients						health boom in Japan.			
Yeast, Vitamins and Nutritional Supplements						Company continues to develop new products to respond to			
								consumer needs in a wide variety of areas such as bakery,	
								confectionery, delicatessens and food industries.	

Company Name	Otsuka Pharmaceutical Co., Ltd. (Otsuka Seiyaku)			Product Sector(s)	Retort Pouch, New Age Beverages
Address	2-9 Kanda Tsukasa-cho Chiyoda-ku, Tokyo 101-8535			Health and Functional Food	
Phone Number	03-3292-0021	Fax Number		Number Of Employees	5,875
Email				Number of Factories	12
Web Page Address	http://www.otsuka.co.jp/			Overseas Contact	
Contact Person	Hideo Koyama, Manager, Consumer Relations, Food Dept. Otsuka Chemical, Co. Tel: 06-946-8741 Fax: 06-946-0860			Otsuka America, Inc.	
Sales and Net Profits				1201 3rd Ave., Suite 5300	
				Seattle, WA 98101	
				Tel: 206-682-5300 Fax: 206-682-5402	
Year	Sales (Mil. ¥)	Net Profits		Main Suppliers	
1995	369,589	13,327		Otsuka Chemical, Otsuka Beverage, Nikken Food	
1996	378,015	13,534			
1997	--	--			
Key Products		% of Total		Company Profile and Strategies	
Pharmaceuticals		40		Established in 1964 Otsuka Pharmaceutical, the parent company	
Consumer Products		60		of Otsuka Chemical Company and Otsuka Foods, is a leader in	
				the new age beverage and health and functional food fields.	
				Otsuka Pharmaceutical's aim is to become a universal company	
				with the principle, "Otsuka, people creating new products for	
				better health worldwide."	
				Facilities in fifteen countries form Otsuka's global network.	
Main Brands				Engaged in research, development and the production of	
Beverages: Oronamin C, Pocari Sweat, Energen, FIBE-MINI and C-MAX 1000, Java				pharmaceutical products and a revolutionary line of	
Retort: Bon Curry Gold, A! Aretabeyo Curry and Rice				Nutraceuticals, a type of health and functional food.	
Health and Functional Foods: Jog Mate Protein, One a Night, Nature Made				Joint venture with Crystal Geyser mineral water producer	
The Calcium, Calorie Mate, C Max, Milo				in the USA to sell the product in Japan.	
Main Ingredients				Otsuka is allied with Nestle for sales of Nestle products in Japan	
Lemon, strawberry and orange flavorings, beta-carotene, organic apples and carrots,				such as Nescafe.	
extracts of kelp, orange, and vegetables, honey, vitamin supplements, soybeans					
tea leaves, protein supplements, sugar, milk and dairy products					

Company Name	Riken Vitamin Co., Ltd.			Product Sector(s)	Retort Pouch, Health Food
Address	2-9-18, Misaki-cho, Chiyoda-ku, Tokyo 101-8370			Number Of Employees	1,000
Phone Number	03-5275-5111	Fax Number	03-5213-3964	Number of Factories	5 (3 overseas)
Email				Overseas Contact	
Web Page Address	http://www.riken-vita.co.jp/				
Contact Person	Haruo Hosoya, Brand Manager Tel: 03-5275-5144 Fax: 03-3237-1087				
Sales and Net Profits				Main Suppliers	
Year	Sales (Mil. ¥)	Net Profits			
1995	58,950	1,852		Riken Shokuhin Kabushikigaisha, Nippon Roshu,	
1996	59,572	1,873		Takeda Chemical Industries, Ltd., Mitsui & Co., Ltd.,	
1997	59,749	1,574		Nippon Suisan Kaisha, Ltd.	
Key Products		% of Total		Company Profile and Strategies	
Dressing		25		Originally started with research and development of Vitamin A.	
Soup		10		Established new technique for processed food by successfully	
Foodstuffs		32		introducing quality improvement and beef extract seasoning.	
Nutritional Supplements		26			
Vitamins & Others		7		Besides its Vitamin Department, there are Food (home use,	
				commercial use, and ingredient) departments as well as a quality	
				control (home use & commercial use) department.	
Main Brands				Riken is trying to expand into food service industry such as	
None Oil Super Dressing Dressing, Furu Wakame-chan,				Chinese and other restaurants and CVS industry. Riken also	
Wakame Soup (wakame, Shiitake, Aojiso-ume), Umi NO Yasai To Tamago No Soup				produces commercial size retort foods for lunch use at factories,	
Irodori Yasai Soup, Fresh Corn Soup, Chuka Hyakusen Series (Retort mabo tofu, etc)				schools and by the military.	
				Active in import of ingredients if they are cheap and safe.	
Main Ingredients				Riken focuses on health issues and is influenced by the health	
Corn, Welsh onion, wakame seaweed, beef, shrimp, green beans, carrot, onion, tofu,				boom in Japan. Its "Non Oil Super Dressing Aojiso" received	
garlic, eggplant, starch, sesame oil, beef extract.				award in the year it was launched as a best selling product.	

Company Name	Shaklee Japan			Product Sector(s)	Health Food
Address	3-2-6 Nishi-Azabu, Minato-ku, Tokyo 106-8601			Number Of Employees	156
Phone Number	03-3478-1061	Fax Number	03-3402-8473	Number of Factories	
Email				Overseas Contact	
Web Page Address				Shaklee Co.	
Contact Person				444 Market Street	
				San Francisco, CA 94111	
				(415) 954-3000, Fax (415) 986-0808	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	15,132	1,484		
	1996	14,326	1,015		
	1997	12,495	936		
Key Products			% of Total	Company Profile and Strategies	
	Food Supplements		85	Formerly a subsidiary of Shaklee US, Shaklee Japan became a	
	Cosmetics		11	wholly-owned subsidiary of Yamanouchi Pharmaceuticals Co.	
	Detergents		2	in 1989	
	Others		2		
Main Brands					
	Vita Lea (multi-vitamin), Instant Protein Drink Mix, Clarity (ginko bilboa), Saw Palmetto Plus, DTX.				
Main Ingredients					
	Vitamins (A,B,C,E), Herbs (ginko bilboa, saw palmetto, ginseng), proteing concentrates				

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

Company Name	Suntory Co., Ltd.				Product Sector(s)	New Age Beverages; Health and
Address	2-1-40, Dojimahama, Kita-ku Osaka 530-0004				Functional Food, Confectionery	
					Number Of Employees	4,737
					Number of Factories	19
Phone Number	06-346-1150	Fax Number	06-345-1169		Overseas Contact	
Email					Suntory International Corp. NY Office 12 East 49th Floor, New York, NY 10017	
Web Page Address	http://www.suntory.co.jp/					
Contact Person	Hideto Matsui, Public Relations Department Tel: 06-346-0835 Fax: 06-346-1426				Suntory Water Group Inc. 2141 Powers Perry Road, Marietta, GA 30067	
Sales and Net Profits					Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits			
	1995	731,553	7,343			Itochu Corp., Zenkoku Nogyo Kyodo Kumiai Rengokai,
	1996	740,444	6,074			Mitsui & Co., Ltd., Ishizuka Glass Co, Ltd.,
	1997	--	--			Dai Nippon Printing Co., Ltd.,
Key Products			% of Total		Company Profile and Strategies	
	Liquor		41			Suntory is one of the leading beverage manufactures in Japan
	Beer		28			whose product lines range from alcoholic and nonalcoholic
	Foods		25			beverages, food, pharmaceuticals, restaurant management to
	Wine		5			publishing and entertainment.
	Other		1			
						In 1998, Suntory became Pepsi's master franchisee in Japan
						managing all marketing, production and distribution of Pepsi
						products in the country.
Main Brands						Sales of Boss and Pekoe tea have grown recently, although
Suntory Oolong Tea, Suntory Coffee Boss, Suntory English Tea Pekoe, Suntory						demand is down in the beverage category overall.
Minami Alps Natural Mineral Water, Suntory Vitamin Water, Suntory CC Lemon,						
Nacchan Orange, Pepsi, 7Up, V8 Juice, Nohohon Tea, Dekavita C, Bikkle						Suntory distributes Campbell's V8 and tomato juice, Italian
Beer: Malts, Super Hops, White Beer, Brown Beer						gourmet food products from Salov s.p.a. of Italy and ice cream
Foods: La Bonta canned tomatoes, Sagra olive oil, C.C. Lemon and other candies						for Pillsbury Company, through the joint venture company
Main Ingredients						Haagen-Dazs Japan, Inc. Suntory has expanded into the bottled
Tea leaves, coffee beans, tomatoes, olive oil, vitamin supplements, orange						water business in the U.S. with Suntory Water Group Inc., the
flavorings, hops, barley, malt, celery, carrots, wheat, sugar, milk, cocoa						second largest in the U.S. market.
						Company is trying to reduce cost of materials.

Company Name	Takara Shuzo, Co.			Product Sector(s)	New Age Beverages, Health and
Address	Karasuma-Higashiiru Shijodori, Shimogyo-ku, Kyoto 600-8688			Number Of Employees	2,044
Phone Number	075-241-5110	Fax Number	075-241-5127	Number of Factories	8
Email				Overseas Contact	
Web Page Address	http://www.takara.co.jp/				Takara Sake U.S.A
Contact Person	Yoshihiko Takahashi, (Manager of Food Dept and Beverage Sales) Tel: 03-3271-3882				708 Addison St. Berkeley, CA 94710 Tel: 510-540-8250
Sales and Net Profits				Main Suppliers	
Year	Sales (Mil. ¥)	Net Profits			
1995	188,733	10,820			Mitsubishi Shoji, Mitsui Bussan, Marubeni, Koyo, Zemnoh
1996	185,822	11,560			
1997	180,201	9,290			
Key Products		% of Total		Company Profile and Strategies	
Sake		19			Top manufacturer of shochu (distilled spirit) in Japan.
Mirin		10			
Shochu		33			"Shochikubai" brand sake is the fourth biggest seller in Japan.
Alcoholic Beverages		13			and commands a major share of the mirin (cooking sake) market.
Soft Drinks		14			
Bio-related Business		11			Bio-chemicals division is growing. Recently entered joint venture with U.S. company to develop gene testing technology. Also beginning to manufacture DNA testing chips.
Main Brands					Takara is developing beverages for health and preventative medicine purposes, such as Apoidan-U and Tong Fired Tea.
Beverages: Surioroshi Ringo (apple juice based beverage), Surioroshi Aoringo (green apple drink), Mitsui Iri Ringo (apple honey beverage) Surioroshi Peach, Calcium Parlor (mineral supplement drink) Surioroshi Akabudou (red grape drink), Lycopene Parlor Apoidan-U Health Drink, Tong Fired Tea, Nomu Kantan					Takara was the first company in the alcoholic beverage industry to introduce easily recyclable Eco-PET bottles in Japan.
Main Ingredients					Company is taking many other measures to protect the environment.
Apples, honey, peaches, grapes, poly-phenols, Lycopene, carotene, tomatoes brown seaweeds, red seaweeds, onions, green tea, agar					Company is trying to cut costs by improving operational efficiency and by finding cheaper sources of materials.

Company Name		Takeda Chemical Industries						Product Sector(s)		Health Food	
Address		4-1-1 Dosho-machi						Number Of Employees		9,831	
		Chuo-ku, Osaka 540-8645						Number of Factories			
								Overseas Contact			
Phone Number		06-204-2111		Fax Number		06-204-2035		Takeda America			
Email		06-204-2111						Takeda Europe			
Web Page Address		http://www.medic.mie-u.ac.jp/takeda/takeda.html									
Contact Person											
Sales and Net Profits								Main Suppliers			
	Year	Sales (Mil. ¥)		Net Profits							
	1995	601,960		41,391							
	1996	637,207		50,050							
	1997	640,094		58,056							
Key Products								Company Profile and Strategies			
	Pharmaceuticals			63				Top-ranked pharmaceuticals manufacturer know for advanced			
	Health-Care Products			10				biotechnology. Besides pharmaceuticals also involved in foods,			
	Foods, Vitamins			8				chemicals, agrochemicals and vetrinary drugs.			
	Chemicals			9							
	Agrochemicals			7				Shrinking domestic profit margins due to National Health			
	Environmental Materials			3				Insurance drug price cut. Export market growing.			
								Plant expansion in Ireland to be completed in 1998.			
Main Brands								Takeda is known for the vitamin pill Alinamin.			
Main Ingredients											