



Foreign Agricultural Service

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Global Agriculture Information Network

Approved by:

Sarah D. Hanson

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

Market Brief

Japan : Food Processing Sector - Retort Pouch Food

Company Profiles

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Tokyo[JA1], JA

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

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

Company Name	Ezaki Glico Co., Ltd.			Product Sector(s)	Confectionery, Retort Pouch, Soup
Address	4-6-5, Utajima, Nishiyodogawa-ku, Osaka 555-8502			Number Of Employees	1,703
				Number of Factories	15 (3 Overseas)
				Overseas Contact	
Phone Number	06-477-8351	Fax Number	06-477-5670		
Email	soudan@glico.co.jp				
Web Page Address	http://www.glico.co.jp				
Contact Person	Naoko Matsushita, Public Relations Dept. Phone: 06-477-8357 Fax: 06-477-8251				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	150,267	(2,256)		Toppan Printing Co., Ltd., Dai Nippon Printing Co., Ltd.
	1996	155,473	5,867		Fuji Oil Co., Ltd.
	1997	148,028	2,667		
Key Products			% of Total	Company Profile and Strategies	
	Confectionery		56.3		One of leading confectioners with weight on chocolates and sweets and growing into a larger general food maker.
	Chilled Desserts		32.3		
	Foodstuffs		11.4		Diversifying by entering the retort package area.
					Also produces ice cream, soft drinks and instant curry.
					Has JVs in France and Thailand.
Main Brands					Confectionery sales rising slightly, helped by product renewal. Chilled desserts also rallying slightly. Company is placing emphasis on rice-dishes related development, such as Donburi.
	Pretz (Pretzel sticks), Pocky (chocolate covered pretzel sticks), Collon (cream filled cookie), Kiss Mint (gum), Almond (chocolate covered almonds), Panapp (ice cream), Giant (ice cream), New Wrinkle (ice cream), Glico Donburi, Glico Curry, Takikomi Gozen (seasoned rice)				
Main Ingredients					
	Chocolate, almonds, flour, sugar, starch, corn, fruits, sorbitol, meats, beef, pork curry powder, rice, mochi rice, vegetable oil.				

Company Name	Fuji Foods Corp.			Product Sector(s)	Soup
Address	94, Mamedo-cho Kohoku-ku, Yokohama 222-8624			Number Of Employees	400
				Number of Factories	4 (2 Overseas)
				Overseas Contact	
Phone Number	045-542-4121	Fax Number	045-546-4421		
Email	info@fuji-foods.co.jp			Fuji Foods Inc.	
Web Page Address	http://www.fuji-foods.co.jp			6206 Corporate Park Drive	
Contact Person	Masahiro Watanabe, Manager, Corporate Planning Dept.			Browns Summit, N.C. 27214	
	Phone: 045-545-3203 Fax: 045-546-4421				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. \)	Net Profits		
	1995	11,034	161	Sanoh Shoji, Mitsui & Co., Ltd.	
	1996	11,732	156		
	*1997	12,000	150		
	* estimated				
Key Products			% of Total	Company Profile and Strategies	
	Soup		40	Fuji Foods has two factories in the United States, in Burlington (1996) and Greensboro (1982).	
	Seasoning		30		
	Sauce		20	Company's factory in U.S.A has new product development department. Company is very aggressive in developing new products.	
	Others		10		
				New products are developed in the U.S. using domestic ingredients.	
Main Brands				The company prefers direct purchasing whenever possible.	
	Instant Soups: Gentry Soup Series (tomato, mushroom, chicken and other flavors)				
	Freeze Dried: Kino-koto-horenso, Fukahire, Kaisen-hotate-aji				
	Rice: Pilaf series (seafood, garlic, curry)				
	Others: Oishii Series (gyoza, ankake, banbanji)				
Main Ingredients					
	Natural meat broth (beef, chicken, pork), vegetable powder (garlic, onion, corn)				
	Dextrin, lactose, rice				

Company Name	Fuji Oil Co., Ltd.			Product Sector(s)	Health and Functional Food
Address	2-1-5, Nishi-Shinsaibashi, Chuo-ku Osaka 542-0086			Number Of Employees	1,242
Phone Number	06-213-8151	Fax Number	06-213-8167	Number of Factories	4
Email				Overseas Contact	
Web Page Address	http://www.fujioil.co.jp/english/top-english.html			Fuji Vegetable Oil, Inc.	
Contact Person	Kazuto Asahara, Director of Protein Foods Division			1 Barker Ave. White Plains, New York, NY	
	Tel: 078-652-3215			Tel: 914-761-7900 Fax: 914-761-7919	
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. 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				
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 Fujicco Co., Ltd.				Product Sector(s) Soup	
Address 6-3-14, Minatojima-Nakamachi, Chuo-ku Kobe 650-8558				Number Of Employees 830	
				Number of Factories 5	
				Overseas Contact	
Phone Number 078-303-5911		Fax Number 078-303-5949			
Email					
Web Page Address http://www.kbm.or.jp/k_grm/gurume/fujicco/index.html					
Contact Person Tadashi Seki, Managing Director, Materials Dept.					
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	36,361	1,593	Daizu Yuryo, Dai Nippon Printing Co., Ltd.,	
	1996	37,709	1,757	Hokkaido Gyoren, Mitsui & Co., Oji Paper Co., Ltd.	
	1997	39,584	1,445		
Key Products			% of Total	Company Profile and Strategies	
Boiled Beans			32	Mid-sized processed food producer of traditional Japanese foods, strong in Kinki and Tokyo areas.	
Soy-Boiled Kelp			28		
Other Kelp-Processed Foods			9	Main products include soy-boiled kelp, cooked beans and pickles.	
Desserts			7		
Pickles			5	Emphasizing development of sea-foods using seaweed extract.	
Side Dishes			5		
Gift Items			2	Expanding lines of dessert and deli foods. Company is aiming to become general food producer.	
Others			12		
Main Brands					
Soups: Fujicco no Omame-san, Fujikko Ni, Tsukemono Hyaku-sen (pickles)					
Tea: Mame-kocha					
Main Ingredients					
Soybeans, cucumbers, radish, Japanese vegetables, wheat, seaweed					

Company Name	Hagoromo Foods Corporation			Product Sector(s)	Retort Pouch, Soup
Address	151, Shimazaki-cho, Shimizu City Shizuoka 424-0823			Number Of Employees	
				Number of Factories	4 (1 overseas)
				Overseas Contact	
Phone Number	0543-54-5000	Fax Number			
Email	hagoromo@hagoromofoods.co.jp			Hagoromo, Los Angeles Office	
Web Page Address	http://www.hagoromofoods.co.jp/				
Contact Person	Yasuo Goto, President				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	84,687	653	Toyo Seikan Kaisha, Ltd., Mitsui & Co., Ltd., Itochu Corp.,	
	1996	70,745	435	Mitsubishi Corp., Rengo Co., Ltd.,	
	1997	73,920	(112)	Yaizu Gyokyo, Zengyoren, Toshoku,	
Key Products			% of Total	Company Profile and Strategies	
	Canned Foods		85	Established in 1931, Hagoromo is one of the leading	
	Pasta		5	manufacturers of food products in Japan. Hagoromo sells	
	Beverages		5	over 500 diverse types of food products.	
	Others		5	Hagoromo manufactures all types of canned seafood, fruits,	
				vegetables, meat, and beverages. The company also	
				manufactures gift sets and other products.	
				Hagoromo has four major canning facilities and over 60	
				affiliated factories. Hagoromo's sales outlets span the	
				entire length of the Japanese archipelago.	
Main Brands				Famous brands include, "Sea Chicken" canned tuna, "Amami	
Hagoromo Sea Chicken, Shakitto Corn, Amami Assari Fruit,				Asari" canned fruit and "Popolo" pasta.	
Popolo Sarasupa, Supatto 3 Minute, Dipper Sea Chicken Mayonnaise,					
Kotubu 100 (Juice)					
Fish Extract, Fish Oil, Fish Meat					
Hagoromo Industry use Retort Foods					
Main Ingredients					
Fish extract, fish oil, tuna, fruit juices (orange pineapple, etc.), corn, peaches,					
pineapples, cherries, pears, corn syrup.					

Company Name	Heinz Japan Ltd.			Product Sector(s)	Frozen Food, Retort Pouch
Address	1-5-3, Kouraku, Bunkyo-ku Tokyo 112-0004			Number Of Employees	340
				Number of Factories	1
				Overseas Contact	
Phone Number	03-5802-1851	Fax Number	03-5802-2062		
Email	heinzjp@tky2.3web.nej			H. J. Heinz Co.	
Web Page Address	http://www2.tky.3web.ne.jp/~heinzjp/			600 Grant Street Pittsburgh, PA 15230-0057, USA	
Contact Person					
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. \)	Net Profits		
	1995	--	1,466	Mitsubishi Corp., Hokkai Can Co., Ltd., Toyo Seikan Kaisha, Ltd.	
	1996	--	1,427		
	1997	--	--		
Key Products			% of Total	Company Profile and Strategies	
				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.	
Main Brands				Heinz is a large supplier of canned sauces for the food service industry.	
	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,				
Main Ingredients					
	Tomatoes, potatoes, vinegar, beef, spices, clams, corn, wheat, flour, starch, salt, sugar, egg, onion, carrot, milk, cream,				

Company Name	House Foods Corp.			Product Sector(s)	Retort Pouch, New Age Beverages
Address	1-5-7 Mikuriya-Sakaemachi Higashi-Osaka City 577-8520			Number Of Employees	3,053
				Number of Factories	5
				Overseas Contact	
Phone Number	06-788-1231	Fax Number	06-788-1271		
Email				House Foods Los Angeles Office	
Web Page Address	http://www.housefoods.co.jp/			21250 Hawthorne Blvd. Suite 770	
Contact Person	Akira Oze, Marketing Director			Torrance, CA 90503-5502	
				Tel: 310-792-1300	
Sales and Net Profits				Main Suppliers	
Year	Sales (Mil. \)	Net Profits			
1995	182,253	7,989		Tomen, Mitsubishi Shoji, Toppan Insatsu	
1996	180,182	7,854			
1997	176,034	5,769			
Key Products		% of Total		Company Profile and Strategies	
Curry Spices		37		Japan's largest producer of spices, including curry powder.	
Dry Foods		28			
Wheat Foods		9		Diversifying into snacks, instant noodles and retortable products.	
Retort Pouch and others		27		Eager for new product development.	
				Sales of mineral water and other beverages growing.	
				Has local manufacturing subsidiaries in Hawaii and California to expand operations in the United States.	
Main Brands					
Retort: Kukure Curry, Curry Marche, Kukure Stew, Spaghetti Sauce Pasta-Coco, Nigiwai Gohan.				House Foods is targeting single males with hearty high-volume retort foods, especially curry rice. It is also targeting single	
Wheat Foods: Hosouchi Meijin, Umakacchan, Umaissho				females with healthy, light, quality intensive retort curry rice	
New Age Beverages: Rokkoh no Oishii Mizu				by using vegetables, seafood, white wine and other quality ingredients.	
Main Ingredients					
Vegetables, egg plant, tomato, carrots, onion, seafood, squid, scallop, meats, beef, beans, crab, shrimp, tuna, salmon					

Company Name	Katokichi Co., Ltd.			Product Sector(s)	Frozen Food, Retort Pouch
Address	Ko 1490-1, Kanonji-cho Kanonji City, Kagawa 768			Number Of Employees	1,099
				Number of Factories	8 (1 Overseas)
				Overseas Contact	
Phone Number	0875-56-1100	Fax Number	0875-56-1139		
Email				Hawaii Katokichi, Inc.	
Web Page Address	http://www.infoweb.or.jp/katokichi/			888 Millilani Street, 8th Fl.	
Contact Person	Kunio Uchida, Assistant Manager, Secretariate			Honolulu, HI	
	Phone: 0875-56-1112 Fax: 0875-56-1109			Tel: 808-526-9566	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	152,531	3,529	Marubeni Corp., Nichimen Corp., Tomen, Yuasa Shoji,	
	1996	*54,518	*1,353	Hanwa Kogyo, Mitsubishi Shoji, Itochu Shoji, Nomura Boeki	
	1997	168,628	1,825		
	* Change in Fiscal Year Closing Date				
Key Products			% of Total	Company Profile and Strategies	
	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	Company operates hotels, Japanese-style restaurant chain and Japanese-style pubs thru subsidiaries.	
	Other		9	Sales of frozen noodles, fried foods and frozen seafood products are growing.	
Main Brands				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-Maruru retort foods, Mukin-Pack Gohan (sterilized packaging)			Company offers home delivery through Internet sales.	
	Maiasa Sonomanma Obento (prepared meal), Men no Gu Series (cold foods)			Moving more into prepared meals segment with its new lines of prepared rice, noodle and bento products.	
Main Ingredients				80% of all ingredients are imported. Trying to increase the percentage of imported processed (final) products to 30%.	
	Frozen shrimp, frozen seafood, vegetable, meats, flour, starch, eggs, breadings. Imports from the US: Corn, carrots, spinach, french fried potatoes, salmon, crab, pork, beef.				

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)
Phone Number	03-3282-0007	Fax Number	03-3284-1968	Overseas Contact	
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			% of Total	Company Profile and Strategies	
	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.	
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 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)				
Main Ingredients				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.	
	Wheat, yeast, onions, eggs, rice, various seasonings, salt, soup stocks, grapes, plums rice, spices and seasonings				
	For making extracts: animal, vegetables, fish, shellfish and yeast				

Company Name	L & M Foods			Product Sector(s)	Retort Pouch
Address	2-12-24, Shibuya, Shibuya-ku Tokyo 150-0002			Number Of Employees	225
Phone Number	03-3498-9911	Fax Number	03-3498-6658	Number of Factories	
Email	http://www.cyberlink.co.jp/syuusyoku/saitama/eruemuhu.htm			Overseas Contact	
Web Page Address					
Contact Person	Mr. Umemoto, General Affairs Dept.				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	7,726	(418)	Large Trading Companies	
	1996	8,152	20		
	1997	7,335	(1,073)		
Key Products			% of Total	Company Profile and Strategies	
	Processed Foods		91	Established in 1934.	
	Restaurant Supplies		7		
	Real Estate		2	L & M is a leading manufacturer of cooked beans and soysauce-seasoned foods.	
				Expanded its business to depressed home delivery service of delicatessen and retort pouch and restaurants.	
				Merged with Lohmeyer in October 1992, which is one of the most famous ham manufactures in Japan.	
Main Brands				Restaurants and real estate sales are leveling off. Traditional dishes, foods boiled in sweet soy sauce and boiled beans are plunging. Ham and sausages are faltering.	
Main Ingredients				L & M is trying to cut costs by pulling out of sales through department stores. It is seeking to make inroads into mass retailers such as Ito-Yokado mainly with "J Lohmeyer" brand delicatessen foods. Also it is expanding into W. Japan in tie up with Itoh Ham Foods.	
	Pork, beef, chicken, bacon, sausage, ham, soybeans, salt, sugar, bread dough				

Company Name	Marumiya Corporation			Product Sector(s)	Retort Pouch
Address	1-15-18, Matsuan, Suginami-ku Tokyo 167-8520			Number Of Employees	346
				Number of Factories	1
Phone Number	03-3332-8181	Fax Number	03-5370-7777	Overseas Contact	
Email					
Web Page Address	http://www.marumiya.co.jp/				
Contact Person					
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	26,790	--	Mitsui & Co., Ltd., Dai Nippon Printing, Ltd., Toppan Printing, Ltd.,	
	1996	27,710	--	Toyo Seikan Kaisha, Ltd., Asahi Foods Corp.,	
	1997	27,790	--		
Key Products			% of Total	Company Profile and Strategies	
	Retort Products		60	Expanded into retort food market in 1970. It has produced wide range of retort foods such as Japanese, Chinese and curry dishes. "Banbanji" (Chinese Osusume Series) is a particular hit product.	
	Furikake		40	Steady sales growth in CVS market by attracting single customers.	
Main Brands				Company's main product is retort mobo tofu. It continues to be emphasized. Mabo tofu occupies more than half of the total production and continues to grow. Side dishes and Chinese food are also showing strong growth.	
Noritama (furikake), Omusubiyasan Honnorishioaji Sake, Mazekomigohan Wakame, Yakumidokoro Wasabi-fumi, Ryoutei no Ochazuke, Ryoutei no Osuimono, Meitantei Konan Curry (Character Products), Mabo Dofu no Moto, Umai Donburi, Osusume Chuka Banbanji, Aisai Chuka Kaniankake Fried Rice, Banbanji Dressing, Guiri Chahan no Moto, Tori Kamameshi no Moto, Kongari Doria (casserole)				Marumiya has traditionally focused on home menu, but is recently pursuing easy and convenient dishes such as "Morning Porridge", Curry, Mabo Tofu and "Casserole."	
Main Ingredients					
Salt, Perilla, sesame, wakame seaweed, tofu, carrots, onions, beef, chicken, rice, mushroom, potato, egg, starch, salmon, tomato, cream, pork, radish, salt, sugar, vegetable oil, flour					

Company Name	MCC Food Products Co., Ltd.			Product Sector(s)	Frozen Food, Retort Pouch, Soup
Address	32, Fukaehamamachi, Higashinada-ku Kobe 658-0023			Number Of Employees	430
				Number of Factories	3
				Overseas Contact	
Phone Number	078-451-1481	Fax Number	078-412-1936		
Email	KYW0000653@niftyserve.or.jp.			MCC Foods America, Inc.	
Web Page Address				20695 S. Western Ave. #124, Torrance, CA 90501	
Contact Person	Kouichi Tanimura, Chief, Marketing Dept. Tel: 078-451-1481 Fax: 078-412-1938				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	--	--	Nichirei Co., Ltd., Mitsubishi Corp., Mitsui & Co., Ltd.,	
	1996	--	--	Ishimitsu Shoji	
	1997	13,170	--		
Key Products			% of Total	Company Profile and Strategies	
	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.	
Main Brands				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.	
Main Ingredients				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				

Company Name		47. Meiji Seika Kaisha, Ltd.		Product Sector(s)	Confectionery, Health and Functional Food, Retort Pouch, Snack Food
Address		2-4-16, Kyobashi, Chuo-ku Tokyo 104-8002		Number Of Employees	5,119
				Number of Factories	9
				Overseas Contact	
Phone Number	03-3272-6511	Fax Number	03-3281-7046		
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			% of Total	Company Profile and Strategies	
	Confectionery		50	Leading confectionery maker in Japan. Pharmaceuticals	
	Pharmaceuticals		40	account for 40% of entire sales.	
	Foodstuffs		9		
	Others		1	Meiji Seika is expanding business into beverages, retort pouch	
				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					
Chocolate: Milk Chocolate, Yawaraka Chocolate, Almond Chocolate, Meltykiss				Company is aggressive toward biotechnology research.	
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	Mishima Foods Co., Ltd.			Product Sector(s)	Retort Pouch
Address	2-1-53, Minamiyoshijima, Naka-ku, Hiroshima 730-8661			Number Of Employees	480
				Number of Factories	2 (1 overseas)
				Overseas Contact	
Phone Number	082-245-3211	Fax Number	082-249-2557		
Email	webmaster@host02.mishima.co.jp			Mishima Foods U. S. A., Inc.	
Web Page Address	http://www.mishima.co.jp/			3870 Del Amo Blvd. Suite 501	
Contact Person	Noriko Tanaka, Sales Planning Dept. Tel: 082-245-3211 Fax: 082-249-2557			Lorrance, Ca 90503 U. S. A.	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	11,676	197		
	1996	12,080	157		
	1997	--	--		
Key Products			% of Total	Company Profile and Strategies	
	Furikake		60	Company is targeting the import of half processed ingredients.	
	Retort Foods		30	Adopted HACCP. Also authorized by the Ministry of Health and Welfare for seafood processing factory for the US.	
	Others		10	Mishima Foods Company aims to provide means to minimize food preparation using superior ingredients that meet the strictest quality control standards.	
Main Brands				Products include retort packs of shitake, shimeji and white mushrooms, chestnuts and bamboo shoots.	
	Furikake: Yukari, Setofumi, Katuomirin			Mishima has a manufacturing subsidiary in Dalian, China and operates a chain of noodle restaurants in Los Angeles, CA.	
	Retort Pouch: Gomoku Kamameshi, Chirashi Zushi, Matsutake Gohan				
Main Ingredients					
	Mushrooms (matsutake, shitake, shimeji), bamboo shoot, carrot, burdock, cod roe, short-necked clam, red salmon, sansai (Japanese mountain vegetables), etc.				

Company Name	Myojo Foods Co., Ltd.			Product Sector(s)	Retort Pouch
Address	3-50-11 Sendagaya Shibuya-ku, Tokyo 151-8507			Number Of Employees	534
				Number of Factories	2
				Overseas Contact	
Phone Number	03-3470-1691	Fax Number	03-5412-7357		
Email				Myojo USA, Inc.	
Web Page Address				Chino, CA	
Contact Person	Masahiko Kanetake, Sales Manager Tel: 03-3470-1655				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	48,273	(1,185)		Ikeda Toka Kogyo, Mitsubishi Corp., Tomen Corp.,
	1996	55,608	346		Dai nippon Printing Co., Ltd., Kachidoki Seifun,
	1997	55,528	322		Mitsui & Co., Ltd.
Key Products			% of Total	Company Profile and Strategies	
	Instant Noodles		82		Manufacturing subsidiaries in the United States, Malaysia and Singapore.
	Dried Noodles		1		
	Pasta		1		
	Raw Materials		10		Integrated noodle manufacturer. Subsidiaries are expanding business in the food service sector and into chilled foods.
	Others		6		Implementing rationalization policy to improve company's sales and profits.
Main Brands					Company has also diversified into retort pouch food sector.
	Retort: Sekihan, Gomoku Okowa,				
	Frozen Food: Noodles, Udon, Soba, Spaghetti				Company operates Japanese noodle restaurant chain through subsidiaries.
	Noodles: Charumera, Chuka-zammai, Ippei-chan, Yaten no Yakisoba,				
	Jimdai-ji Monzen Soba, Aji no Mingei Tenobi Soba				
					Total sales are falling, hit also by faltering frozen foods business. Trying to lower prime cost and SGA expenses. Meanwhile operating profit plunging due to high advertising costs.
Main Ingredients					
	Wheat flour, seasonings, rice, beans, salt, carrots, onions, Japanese spices				

Company Name	Nagatanien Co., Ltd.			Product Sector(s)	Retort Pouch, Western Bakery Products, Soup
Address	2-36-1, Nishi-Shinbashi, Minato-ku, Tokyo 105-8448			Number Of Employees	804
Phone Number	03-3432-2511	Fax Number	03-3432-7082	Number of Factories	3
Email				Overseas Contact	
Web Page Address	http://www.nagatanien.co.jp/				
Contact Person	Yasushi Ohno, Director of Marketing Division				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	52,582	661		Dai Nippon Printing Co., Ltd., Toppan Printing Co., Ltd.
	1996	53,987	824		Sanflex
	1997	61,045	904		
Key Products			% of Total	Company Profile and Strategies	
	• JOchazuke• J & • JFurikake• J				
	Flavoring Mixes		38		Top manufacturer of Japanese-style instant foods, including "ochazuke" flavoring mixes. Excels in product development.
	Cooked Foods		31		
	Soups		23		Company is focusing sales on convenience stores and is expanding in Western and Chinese-style items, including pancake mix, and spicy Chinese tofu flavoring mixes, as well as retort products.
	Powdered Products		3		
	Others		5		Introduced product called "Pocket Monster," which is expected to show strong sales.
Main Brands					
	Retort: Pocket Monster, Wafu Mabo Dofu, Wafu Mabo Nasu (eggplant)				Company profit at all-time high due to increased sales, low material costs and streamlining.
	Instant Food: Ochazuke				
Main Ingredients					Company introduced popular mabo tofu and eggplant retort pouch products in 1997.
	Soybeans, eggplant, Chinese spices, seaweed, dried salmon, dried plum, sesame				
	Japanese seasonings, dried green onion, starches, flour.				

Company Name	Nichirei Corporation			Product Sector(s)	Frozen Food, Retort Pouch, Soup, Health and Functional Food
Address	Nichirei Higashi Ginza Building, 6-19-20, Tsukiji Chuo-ku, Tokyo 104-8402			Number Of Employees	2,671
Phone Number	(03) 3248-2112	Fax Number	(03) 3248-2139	Number of Factories	4 (manufacturing), 3 (processing)
Email				Overseas Contact	Nichirei Foods, Inc. (Head Office).
Web Page Address	http://www.nichirei.co.jp/			United Airlines Building, Suite 900, 2033 6th Avenue, Seattle, Washington 98121, U.S.A.	
Contact Person	Naohiro Hara, General Manager of Processed Foods Division			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			% of Total	Company Profile and Strategies	
	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	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.	
	Livestock Products		18		
	Cold Chain Div.		12		
	Real Estate		2		
Main Brands				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, Gyuuhikiniku 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).	
Main Ingredients					
Vegetables (eggplant, potato, corn, soya bean, tomato, onion), mushroom, seafood (shrimp, sharkfin), meat (beef, pork), rice, wheat, egg.					

Company Name	Nestle Japan K. K.			Product Sector(s)	Confectionery, Soup, New Age Beverages
Address	2-10, Koyo-cho, Higashinada-ku, Kobe City Hyogo 658-0032			Number Of Employees	2,800
Phone Number	078-857-4300	Fax Number		Number of Factories	4
Email				Overseas Contact	
Web Page Address	http://www.nestle.co.jp/			Nestle S.A.	
Contact Person	Osamu Hikida Executive Director, National Sales, Food and Beverage Div.			Avenue Nestle 55	
				CH-1800 Vevey	
				Switzerland	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	245,100	12,300		Mitsubishi Corp., Itochu Corp., Iomen Corp., Nissho Iwai Corp.
	1996	241,100	12,600		
	1997	244,000	12,400		
Key Products			% of Total	Company Profile and Strategies	
	Instant coffee				Nestle is the largest food company in the world.
	Confectionery				
	Beverages				Nestle Japan is struggling to deal with poor sales due to the economy and increased raw materials costs due to the weak yen. Nestle Japan is working to cut expenses by reducing distribution and administration costs in order to deal with these problems. Nestle's plan for 1998 includes revitalizing core business and strengthening diversification.
	Soups				
	Pasta				
	Pet Food				
Main Brands					
	Nescafe (instant coffee), Nescafe Acapulco, Nescafe Montealban, Nescafe Classic Blend, Nescafe Special Roast (canned and bottled coffee), Nido, Brite, Krematop, Milo (chocolate drink), Perrier, S. Pellegrino, Valvert, Contrex, Vittel (bottled water), Buitoni (pasta, pasta sauce and olive oil), Maggi (soups) KitKat, Crunch (candy bars), Polo (mints)				The revitalization campaign will attempt to attract new customers to products such as Nescafe soluble coffee, coffee creamer, Milo cocoa drink and Magli instant soups.
Main Ingredients					
	Coffee beans, cocoa, sugar, chicken consomme, tomatoes, onions, garlic, asparagus peppers, lemon, corn, Italian spices, olives, dried crab and other seafood, rice				The diversification plan aims to develop the following businesses health foods, beverages, confectionery, Italian foods, mineral water food services and pet food.

Company Name	Nichiro Corp.			Product Sector(s)	Frozen Food, Retort Pouch
Address	1-12-1, Yuraku-cho Chiyoda-ku, Tokyo 100-0006			Number Of Employees	908
				Number of Factories	8
				Overseas Contact	
Phone Number	03-3240-6211	Fax Number	03-5252-7966		
Email				Peter Pan Seafoods Inc.	
Web Page Address	http://www.seaworld.co.jp/pro/nichiro/			2200 6th Ave., Suite 1000	
Contact Person	Hiroshi Suzuki, Frozen Foods Division Manager			Seattle, WA 98121-1820	
				Tel: 206-728-6000	
Sales and Net Profits				Main Suppliers	
	<u>Year</u>	<u>Sales (Mil. \)</u>	<u>Net Profits</u>		
	1995	173,301	772	Peter Pan Seafoods, Hokkaido Akebono Shokuhin,	
	1996	182,788	1,130	Mitsubishi Corp.	
	1997	174,708	686		
Key Products			% of Total	Company Profile and Strategies	
	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.	
Main Brands				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.	
Main Ingredients				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.	

Company Name	Nippon Suisan Kaisha, Ltd.			Product Sector(s)	Frozen Food, Retort Pouch
Address	2-6-2, Ohtemachi, Chiyoda-ku Tokyo 100-8686			Number Of Employees	2,066
				Number of Factories	15
Phone Number	03-3244-7000	Fax Number	03-3244-7085	Overseas Contact	
Email	home@nissui.co.jp			Nippon Suisan (U.S.A.) Inc.	
Web Page Address	http://www.nissui.co.jp			15400 NE. 90th St. Redmond, WA 98052	
Contact Person	Kunihiko Tsuruda, Managing Director, Production Department				
Sales and Net Profits				Main Suppliers	
	<u>Year</u>	<u>Sales (Mil. ¥)</u>	<u>Net Profits</u>		
	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		
Key Products			% of Total	Company Profile and Strategies	
	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		
	Frozen Foods		21		
	Canned Foods		5		
	Others		20	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.	
Main Brands					
Range de Crab Creamy Croquette, Fried Chicken, Hoshii-bun-dake				Consumer products include fresh and processed marine products	
Meatballs, Tampon, The Natural Harumaki, Osakana Sausage, Hotate Mizu-ni				frozen foods, ham, sausage and fish paste and chilled deli foods.	
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.	
Main Ingredients					
Fresh fish, fish paste, pork, beef, vegetable oils, scallops, shrimp, crab, chicken, tuna, wheat, rice, squid, vegetables (carrots, green beans)				Production, processing and marketing bases extend to 18 countries. In 1996 Fishing Processors, a leading U.S. frozen food producer, became an affiliate.	

Company Name	Nissin Food Products Co., Ltd.			Product Sector(s)	Retort Pouch, Frozen Food.
Address	4-1-1, Nishi-Nakajima, Yodogawa-ku, Osaka 532-8524			Number Of Employees	1,552
				Number of Factories	4
				Overseas Contact	
Phone Number	06-305-7711	Fax Number	06-304-1288		
Email				Nissin Foods (U.S.A.) Co., Inc. 2001 West Rosecrans Ave., Gardena, CA 90249 Tel: 213-321-6453 Fax: 310-515-3751	
Web Page Address	http://www.nissinfoods.co.jp/				
Contact Person	Isao Morikawa, General Manager, Materials Department				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	228,997	11,004	Ajinihon, Nissinkasei, Mitsubishi Corp., Itochu Corp., Kyowa Hakko Kogyo Co., Ltd.	
	1996	236,395	10,024		
	1997	237,050	548		
Key Products			% of Total	Company Profile and Strategies	
	Instant Bagged Noodles		13	Pioneer in instant noodles and oil-fried processed foods. Ranks top and specializes in snack noodles, such as Cup Noodle. Company has advanced into chilled and frozen foods thru M&A.	
	Instant Cupped Noodles		72		
	Others		15	Founded in 1948 as a innovative ramen manufacturer after World War II. Nissin provides high quality, convenient ramen product to the masses.	
				Snack noodles are growing spurred by price markdowns. Chilled and frozen foods also continuing growth. Sales promotion costs are rising under tougher competition.	
Main Brands					
	Cup Noodles, Chicken Ramen, Demae iccho, Men no Tatujiin, Nissin no Ramenyanan, Donbei, Gomen, Raou, Gonbuto, Nissin Yakisoba UFO, Nissin Spa Ou, Nissin Oishisa Plus, Kitosan Diet Noodle			Nissin has developed into a multi-national corporation with products being consumed in over 100 countries. Overseas plants are located in the United States, Singapore and Hong Kong. Its overseas marketing strategy is based on developing a new "dietary culture" while integrating local taste.	
Main Ingredients					
	Flour, vegetable oil and fats, starch, salt, soy sauce, calcium carbonate, seasonings, salt water, caramel, carotene, vitamins, dough conditioner, beef extract, spices, sweeteners, red ginger, cabbage, green laver				

Company Name NittoBest Corp.				Product Sector(s) Frozen Food, Retort Pouch Confectionery	
Address 4-27, Saiwai-cho, Sagae City Yamagata 991-8610				Number Of Employees 1,060	
Phone Number 0237-86-2100		Fax Number 0237-86-9190		Number of Factories 9	
Email				Overseas Contact	
Web Page Address					
Contact Person Mr. Hirono, Board of Directors Office					
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	38,432	470	Nozaki & Co., Ltd., Okuno, Globe Meat Importers	
	1996	38,275	145		
	1997	39,288	158		
Key Products			% of Total	Company Profile and Strategies	
	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.	
Main Brands					
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					
Main Ingredients					
Beef, sugar, milk and dairy products, melon, other fruit flavorings, frozen vegetables					

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

Company Name	Pokka Corp.			Product Sector(s)	New Age Beverages, Soup
Address	35-16, Daikan-cho, Higashi-ku Nagoya 461-8648			Number Of Employees	921
				Number of Factories	4
				Overseas Contact	
Phone Number	052-932-1471	Fax Number	052-932-1624		
Email				Pokka Inc. 1201 Commerce Blvd., American Canyon, CA 94589 Tel: 707-557-0500	
Web Page Address	http://www.pokka.co.jp/				
Contact Person					
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. \)	Net Profits		
	1995	98,550	732	Yamato Seikan, Mitsubishi Corp., Fukutani	
	1996	96,559	263		
	1997	90,766	488		
Key Products			% of Total	Company Profile and Strategies	
	Coffee		47	Nagoya based manufacturer of soft drinks, canned coffee and canned tea. Top three company for canned coffee and recently expanded its business to food service industry (fast food chains, restaurants, etc). Also keen to expand overseas business activities.	
	Fruit Soft Drinks		17	Pokka is strengthening its overseas business expansion in Asia, the US, and China.	
	Other Soft Drinks		24		
	Foodstuffs		12		
Main Brands	Pokka Coffee• ACrystal Black, Brooke Bond Lemon Tea, Pokka 100 Lemon, Lemon No Shizuku, Sairei Cha, Jikkuri Kotokoto Nikonda Soup (Soup) Party Shot (non alcohol soft drink), California Cooler (fruit cocktail), Red Beat			Pokka has local production facilities in United States, Singapore, Malaysia, and China. Affiliated with companies in the U.S., China and Canada. Pokka is concentrating on deoxygenated coffee brand "Crystal Black".	
Main Ingredients	Sugar, milk, emulsifiers, black tea, lemon juice, vitamin C, spices, barley, brown rice, oolong tea, coffee beans			Earns more than half of sales from canned coffee.	

Company Name	Q. P. Corp.			Product Sector(s)	Frozen Food, Retort Pouch
Address	1-4-13, Shibuya, Shibuya-ku Tokyo 150-0002			Number Of Employees	2,615
				Number of Factories	8
Phone Number	03-3486-3331	Fax Number	03-3498-1806	Overseas Contact	
Email				Q&P Foods Inc. 15547 1st St. Irwindale, CA 91706 Tel: 626-334-8090 Fax: 626-969-1587	
Web Page Address	http://www.kewpie.co.jp/				
Contact Person	Yasuto Suehiro, Managing Director, Frozen Food Dept.				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	230,280	3,816		
	1996	243,029	4,174		Toshoku, Mitsui & Co., Ltd., Sumitomo Corp., Mitsubishi Corp., Toyo Seikan Kaisha, Ltd.
	1997	256,205	4,410		
Key Products			% of Total	Company Profile and Strategies	
	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.
Main Brands					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				
Main Ingredients					Q.P. Corp. is emphasizing development of new products, such as nursing and liquid diets.
	Eggs, corn, chicken, cooking oil, spinach, tomatoes, potatoes, green pepper, fruit for jams,				Subsidiary, Co-op Food Products Co., Ltd. registered growth driven by sales of retort food pouch 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
				Number of Factories	5 (3 overseas)
				Overseas Contact	
Phone Number	03-5275-5111	Fax Number	03-5213-3964		
Email					
Web Page Address	http://www.rike-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		
	Soup		10		Originally started with research and development of Vitamin A.
	Foodstuffs		32		Established new technique for processed food by successfully 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					
	None Oil Super Dressing Dressing, Furu Wakame-chan, Wakame Soup (wakame, Shiitake, Aojiso-ume), Umi NO Yasai To Tamago No Soup Irodori Yasai Soup, Fresh Corn Soup, Chuka Hyakusen Series (Retort mabo tofu, etc)				Riken is trying to expand into food service industry such as Chinese and other restaurants and CVS industry. Riken also produces commercial size retort foods for lunch use at factories, schools and by the military.
					Active in import of ingredients if they are cheap and safe.
Main Ingredients					
	Corn, Welsh onion, wakame seaweed, beef, shrimp, green beans, carrot, onion, tofu, garlic, eggplant, starch, sesame oil, beef extract.				Riken focuses on health issues and is influenced by the health boom in Japan. Its "Non Oil Super Dressing Aojiso" received award in the year it was launched as a best selling product.

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

Company Name	Showa Sangyo Co.,Ltd.			Product Sector(s)	Health and Functional Food, Frozen Food, Retort Pouch, Western Bakery Products
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			7124 North Marine Dr., Portland, OR	
	Tel: 048-726-0405			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.	
				Frozen food subsidiary in deficits, decreasing consolidated net	
				profit.	
Main Brands					
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					
Main Ingredients				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.	

Company Name	Toraku Co., Ltd.			Product Sector(s)	Confectionery, Soup
Address	5-5, Koyochonishi, Higashinada-ku, Kobe 658-0033			Number Of Employees	214
				Number of Factories	1
Phone Number	078-857-1522	Fax Number	078-857-2447	Overseas Contact	
Email					
Web Page Address	http://www.kbm.or.jp/k_gm/gurume/torak/index.htm				
Contact Person	Mr. Fukutake, Deputy Manager, General Affairs Dept. Tel: 078-857-1522 Fax: 078-857-2447				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	9,087	--		
	1996	10,271	--		
	*1997	9,500	--		
*Forecast					
Key Products			% of Total	Company Profile and Strategies	
	Chilled Dessert		46	Headquarters and factory are based in Kobe. Products include desserts, dairy products, chilled soup, soyamilk and desserts, for commercial and household usage.	
	Gift, Souvenir Dessert		30		
	Cream Soup		24	Company's motto is "Good taste and Good time".	
				Best selling brand is "Jolly Madame no Yaki Pudding" which is a high quality, home-made tasting dessert. Gift section with high quality fruit jelly, mousse, sweet bean jelly is growing rapidly. Thus, a gift department has been established recently.	
Main Brands	Jolly Madame no Yaki Pudding, Kobe Pudding, Hokkaido Melon Jelly Tonyu de tsukutta Yoghurt (Soyamilk products) Raku Raku Whip, Toraku Whip, Pre Whip Royal Fresh, Hokkaido Corn Soup, Uragoshi Corn Potage Soup			Toraku produces elaborate and competitive high quality products. Toraku's strategy is to utilize the image of their hometown, the city of Kobe, which gives an impression of high quality and modernity, especially in regard to western food products such as bread, cakes and desserts.	
Main Ingredients	Flour, milk, sugar, egg, soyamilk, aloe, fruits (berries, lychee, etc.), cocoa, corn, sweet bean paste, green tea				

Company Name		Toyo Suisan Kaisha, Ltd.		Product Sector(s)		Frozen Food, Retort Pouch	
Address		2-13-40, Konan Minato-ku, Tokyo 108-8501		Number Of Employees		1,904	
				Number of Factories		7	
Phone Number		03-3458-5111		Fax Number		03-3450-1381	
Email				Overseas Contact			
Web Page Address				Maruchan, Inc. 15800 Laguna Canyon Rd. Irvine, CA 92618 Tel: 714-789-2300			
Contact Person		Toshio Shioura, Director of Frozen Food Dept.					
Sales and Net Profits				Main Suppliers			
	Year	Sales (Mil. \)	Net Profits				
	1995	200,795	4,108	Tomen Corp., Toppan Printing Co.,Ltd.			
	1996	220,431	3,709	Mitsui & Co., Ltd.			
	1997	215,648	3,586				
Key Products			% of Total	Company Profile and Strategies			
	Sea Foods		28	Major manufacturer of instant noodles. Most famous for its "Maruchan" brand.			
	Processed Foods		67	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.			
	Cold-Storage Warehousing		4	Market share in Eastern Japan is higher than in the West.			
	Real Estate Leasing		1	Produces instant noodles overseas. Instant noodles curbing release of new products. Has experienced improved profitability in seafood.			
Main Brands							
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							
Main Ingredients							
Rice, edamame, noodles, flour, seaweed, various seafoods							

Company Name	Yaizu Suisankagaku Industry Co., Ltd.			Product Sector(s)	Soup
Address	5-8-13, Kogawa-Shinmachi Yaizu City, Shizuoka 425-0031			Number Of Employees	197
				Number of Factories	3
				Overseas Contact	
Phone Number	054-628-6388	Fax Number	054-629-5171		
Email					
Web Page Address					
Contact Person	Satoshi Hagiwara, General Manager Phone: 054-621-0111 Fax: 054-621-0174				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	12,452	632	Yaizu Katsuibushi-suisankakogyo	
	1996	13,804	686	Sumitomo Corp., Mitsui & Co., Ltd.	
	1997	13,686	522		
Key Products			% of Total	Company Profile and Strategies	
	Liquid Seasonings		27	Producer of natural seasonings and dehydrated processed food materials. Major producer of commercial-use natural seasonings.	
	Powder Seasonings		24		
	Food Materials		8		
	Other Products		11	Also expanding business into household use products.	
	Merchandise		30		
				Known for unique essence extraction and atomization technique. Stressing bio-chemicals for food materials.	
				Developing new products for powdered seasonings with wider product lineup. Beefing up fine chemicals division.	
Main Brands					
	Fine Chemical Products			Has applied for HACCP approval.	
	Natural Seasonings				
				Due to weakener yen, company is concerned about prices of its imported ingredients.	
Main Ingredients					
	Tangle, dried bonito, dried sardines, shiitake, shrimp, concentrated juice (grapefruit, etc.), Perilla			Keen to develop ingredients for functional foods.	

Company Name	Yamamori Inc.			Product Sector(s)	Retort Pouch, Frozen Food, New Age Beverages.
Address	465-4, Moritada, Kuwana City, Mie Pref. 511-0943			Number Of Employees	600
				Number of Factories	2
Phone Number	(0594) 31-3311	Fax Number		Overseas Contact	
Email					
Web Page Address	http://www.yamamori.co.jp				
Contact Person	Kunio Mitsubayashi, General Manager, Purchasing Dept. Phone: 0594-31-3316 Fax: 0594-31-6666				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995				
	1996	21,110			
	1997				
Key Products			% of Total	Company Profile and Strategies	
	Retort foodstuffs		50	Established in 1889 as a general foodstuff producer, introduced the first commercial version of retort pouch in Japan.	
	Soy sauce		14		
	Other sauce		26	Sales have grown consistently in the last few years.	
	Beverages		5	Yamamori aims to produce a full range of processed foodstuffs including retort, canned foodstuffs and beverages.	
	Others		5	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.	
Main Brands				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.	
	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				
Main Ingredients				Yamamori targets its retort foods for commercial use markets pursuing profit increase by introducing new products.	
	Beef, carrots, rice, mushroom, green beans, konyaku, bamboo, carrot,				
	sugar, shrimp, egg plant, egg, shellfish, potato, octopus, chicken, littleneck				
	clams				

Company Name	Yayoi Foods Co., Ltd.			Product Sector(s)	Frozen Food, Retort Pouch
Address	3-5, Eiraku-cho Shimizu City 424-8730			Number Of Employees	690
				Number of Factories	3 (1 overseas)
				Overseas Contact	
Phone Number	0543-64-4148	Fax Number	0543-63-0194		
Email					
Web Page Address	http://www.venus.dti.ne.jp/~yayoi/				
Contact Person	Osuga Junji, General Affairs Dept., Tel: 0543-64-4148 Fax: 0543-63-0194				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. \)	Net Profits		
	1995	--	--	Itochu Corp.	
	1996	--	--		
	1997	34,000	--		
Key Products			% of Total	Company Profile and Strategies	
	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.	
Main Brands					
	Croquette, Hamburg, Gratin, Ebi Stake Katu, Maguro Stake Katu,				
Main Ingredients					
	Bareisho, beef, pork, carrots, corn, flour, beef, salt, frozen vegetables, consomme, vegetable oil, cheese, butter, starch, potatoes				