



# JAPANESE FINE FOOD SHOWCASE

## Trade & Tasting Event

in STOCKHOLM, SWEDEN  
(Hotel Birger Jarl)  
Monday, 1st October 2018



in HELSINKI, FINLAND  
(Japanilainen ravintola Koto)  
Thursday, 4th October 2018

**TRADE ONLY**

 **JAPAN**

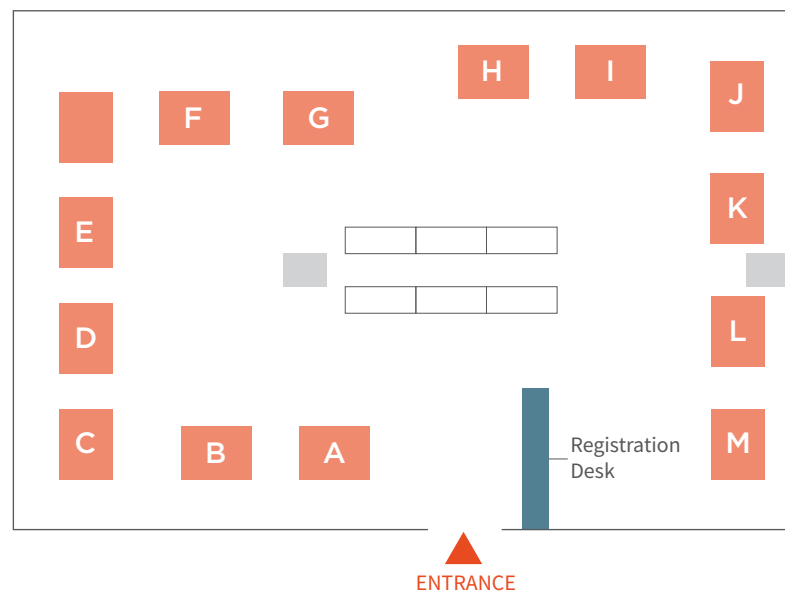
**JETRO**  
Japan External Trade Organization

## FLOOR MAP in Sweden

### Hotel Birger Jarl

[Conference room TEAM]

Birger Jarlsgatan 61, 11356 Stockholm, SWEDEN

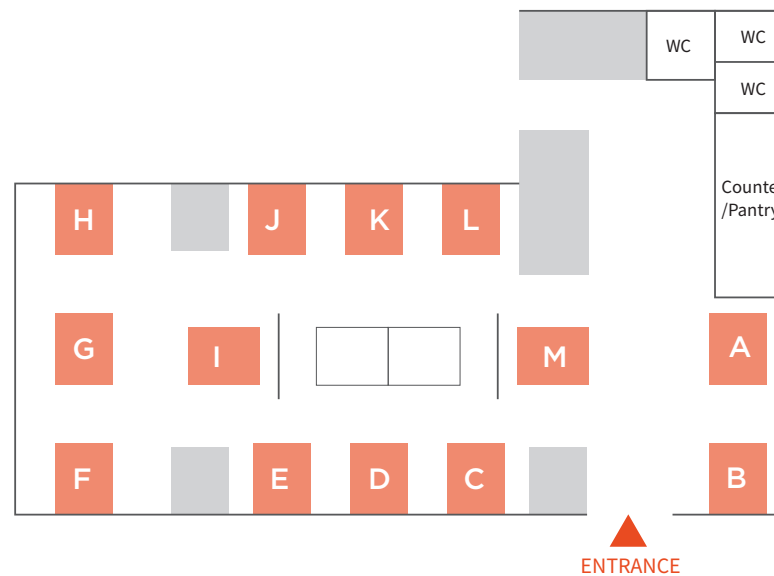


- A Mitoku Co., Ltd.
- B Tamaruya Honten Co., Ltd.
- C Yamae Food Products Co., Ltd.
- D Azuma Foods UK Ltd.
- E Kewpie Trading Europe B.V.
- F Miyako Oriental Foods Inc.
- G Nihon Shokken Holdings Co., Ltd.
- H Kohyo Holland B.V.
- I House Foods Group Inc.
- J Mizkan Euro Ltd.
- K Igarashi Seimen Co., Ltd.
- L ANZCO Foods Europe
- M Calbee Tamawat Co., Ltd.

## FLOOR MAP in Finland

### Japanilainen ravintola Koto

Lönnrotinkatu 22, 00120 Helsinki, FINLAND



- A Mitoku Co., Ltd.
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## CATEGORIES



Sushi



Ramen



Seasonings



Snacks



Meat



Fish

Stand No. A



**MITOKU**

**Mitoku Co., Ltd.**

ISO22000 Kosher FSSC22000

Mitoku Co., Ltd. has been the leading exporter of high quality traditional Japanese foods for 50 years. Our products, made with carefully selected ingredients, are entirely free from artificial additives and are produced using traditional methods. Mitoku also has long been a part of the organic food movement. We have become involved in opposing the proliferation of genetically engineered foods. Mitoku currently exports over 200 high quality traditional Japanese organic and natural products in 80 categories to more than 40 countries worldwide.



### Organic Tamari Gluten-free Soy Sauce

The authentic taste and methods haven't been changed for nearly 150 years. Our gluten-free soy sauce is extremely rich in umami as twice many whole soybeans are used.

Suitable for: Vegetarians / Vegans

Gluten Free Organic No MSG  
FAT Free Sugar Free



### Organic Rice Miso - Reduced Salt -

This reduced salt miso contains 25% less salt than ordinary miso. However, it doesn't compromise the taste as it has deliciously satisfying and harmonised balance of flavour.

Suitable for: Vegetarians / Vegans

Gluten Free Organic No MSG  
Sugar Free



### Organic Wasabi Paste

Mitoku's wasabi paste is a ready-to-use condiment that contains authentic, organic Japanese wasabi without any artificial preservatives making it the finest quality wasabi paste on the market today.

Suitable for: Vegetarians / Vegans

Gluten Free Organic No MSG  
FAT Free Sugar Free

Please visit our website for other product details!

[www.mitoku.com](http://www.mitoku.com)



## CONTACT

**Address** Tamachi Nikko Bldg., 5-29-14 Shiba, Minato-ku, Tokyo, 108-0014 JAPAN  
**URL** [www.mitoku.com](http://www.mitoku.com)  
**Email** [trade@mitoku.co.jp](mailto:trade@mitoku.co.jp)  
**Contact** Mr. Gero Plath  
**Tel / Fax** +81-3-5444-6701 / +81-3-5444-6702





## Tamaruya Honten Co., Ltd.

HACCP SHIZUOKA

In Japan, "wasabi" is used in lots of different processed foods and also in recent years "wasabi" has become known as a very functional food.

Tamaruya with over 140 years of history and through its vast and strong network of wasabi farmers, are a manufacturer producing and selling over 50 different products using a Japanese very indigenous herb "Wasabi".



### Shizuoka Hon Wasabi (Mizuaoi)

There is the wasabi harvested only in Shizuoka.  
This product does not contain any food color and the chemical fragrance, and you can enjoy the flavor of natural wasabi.



### Wasabi Salt

This product is made of wasabi harvested in Japan and Hidaka-konbu.  
You can enjoy the pungent taste of wasabi and the delicious flavor of konbu.

Please visit our website for other product details!

<http://www.tamaruya.co.jp/eng/index.html>



### CONTACT

**Address** 6-7 Koyamachi, Aoi-ku, Shizuoka, Shizuoka, 420-0852 JAPAN  
**URL** <http://www.tamaruya.co.jp/eng/index.html>  
**Email** Hr-mochizuki@tamaruya.co.jp  
**Contact** Mr. Mochizuki Hiroyuki  
**Tel / Fax** +81-54-258-1115 / +81-54-258-5479



## Yamae Food Products Co., Ltd.

ISO9001 ISO22000



In 1871 (Meiji 4), we founded a brewing business in soy sauce and miso in Miyazaki Prefecture Miyakonojo, and we were able to celebrate the 147th anniversary this year with support from local people. Originally founded, handled the manufacture and sale of soy sauce and miso, currently we manufacture and sell sauce, soup, dressing etc.

### Company History

- May 28,1871 Opened our flagship store-Enatsu Honten in miyakonojo.
- Dec 12,1950 Yamae Food Products Co.,Ltd was founded.
- Apr 1,2003 Certified in ISO:9001 HACCP:2003
- Jun 19 2009 Certified in ISO22000:2005.

The policy of our president is to achieve "producing products made of raw materials and something special in South kyushu".

We will keep producing products that are different from the other major manufacturers, based on local communities, and also most safe and reliable.



### Amakuchi Sashimi Soy Sauce

This product is delicious Japanese sweet soy sauce.

### CONTACT

**Address** 3646 Nishimachi, Miyakonojo, Miyazaki, 885-0076 JAPAN  
**URL** <http://www.yamae-foods.net/english/>  
**Email** n.minami@yamae-hanbai.jp  
**Contact** Mr. Norimasa Minami  
**Tel / Fax** +81-986-22-4611 / +81-986-22-4658

### Local Contact: SWEDEN

**Agency** Groven International AB  
**Address** Tellusgatan 5, Lund, 22457 SWEDEN  
**Contact** Managing Director Michael Yim  
**Tel** +46-76-021-7894



## Azuma Foods UK Ltd.

HACCP EU HACCP US ISO22000 Kosher HALAL  
FSSC22000

Azuma Foods has a variety of specialty Japanese food items.

Our product line includes Roasted Rice Cracker, Umami Toppers Seasoning, Seasoned Wakame, value added seafood, and a variety of specialty Japanese food items. Azuma Foods UK Ltd. is the only company with these product lines which are produced with very high quality. Our mission is to bring to you products that combine Oriental and European taste in a fusion style.

We strive constantly to be creative. We would like to support anybody who challenges themselves to make something different from others by offering unique ideas and the best ingredients that will stimulate your imagination.



### Masago Arare (Roasted Rice Cracker Bits)

Masago Arare (Roasted rice cracker) is made of rice flour. Our roasted rice cracker bits are baked and cooked without oil and roasted to create a delicious crunch.

Suitable for: Vegetarians / Vegans

Gluten Free Organic No MSG FAT Free  
Sugar Free



### Azuma Goma Wakame (Seasoned Seaweed Salad)

Goma wakame, also known as seaweed salad, is a popular healthy side dish. Goma wakame is a trademark and a brand of Azuma Foods International Inc., U.S.A..

Suitable for: Vegetarians / Vegans

Gluten Free No MSG

Please visit our website for other product details!  
[http://azumafoods.com/images/Product\\_Catalog.pdf](http://azumafoods.com/images/Product_Catalog.pdf)



### CONTACT

**Address** Dephna House 605, 2 Portal Way, London, W3 6RT UK  
**URL** <http://www.azumafoods.com>  
**Email** [ichiro.s@azumafoods.com](mailto:ichiro.s@azumafoods.com)  
**Contact** Mr. Ichiro Sugawara  
**Tel / Fax** +44-20 8896 7511 / +44-20 8896 7512



## Kewpie Trading Europe B.V.

FSSC22000

Since the Company was established in 1919, Kewpie Corporation has continued with each passing era to develop its business based on an unwavering insistence that "good products begin with good ingredients." As a company that handles food items, honesty and integrity are the hallmarks of our business mindset. Remembering that the world is fairer that anyone can imagine, we recognize that this founding spirit to "Act on Moral Principles," "Strive for Originality and Ingenuity," and "Look after Parent's Well Being" is critical to efforts aimed at earning customers' trust and ensuring an everlasting presence as a going concern.



### KEWPIE MAYONNAISE

"KEWPIE Mayonnaise" is Kewpie's flagship product, and has been cherished by consumers across Japan since 1925. The key to its remarkably rich flavor is "egg". KEWPIE Mayonnaise is the "egg yolk type", which contains egg yolk instead of whole egg. It goes well with salad, sandwiches, sushi, and much more. Be creative and enjoy fancy dish accompanied by KEWPIE Mayonnaise!

Please visit our website for more details!  
<https://kewpie-europe.com/en/>



### CONTACT

**Address** Strawinskylaan 1357, Amsterdam, 1077XX THE NETHERLANDS  
**URL** <https://www.kewpie.co.jp/english/>  
**Email** [yoriyasu\\_sakata@kewpie.co.jp](mailto:yoriyasu_sakata@kewpie.co.jp)  
**Contact** Mr. Yoriyasu Sakata  
**Tel / Fax** +31-20-7232-590 / +31-20-7232-591

#### Local Contact: SWEDEN

**Agency** Japanska Matspecialisten AB  
**Address** Bergviksvagen 40, Ekerö, 17890 SWEDEN  
**URL** <https://japanskmat.com/>  
**Email** [yukio@japanskmat.com](mailto:yukio@japanskmat.com)  
**Contact** Mr.Yukio Kato  
**Tel** +46-8-282-020

#### Local Contact: FINLAND

**Agency** Ailako Oy  
**Address** Annankatu 24, Helsinki, 00100 FINLAND  
**URL** <http://www.tokyokan.fi/>  
**Email** [ailako@kolumbus.fi](mailto:ailako@kolumbus.fi)  
**Contact** Mr.Norio Tomida  
**Tel** +358-9-622-5553



## Miyako Oriental Foods Inc.

HACCP EU HACCP US Kosher FSSC22000 SQF CCOF

In 1976 Miyako Oriental Foods, Inc. built a factory in Baldwin Park, CA, U.S.A. We started making authentic Japanese miso in U.S.A. and started supplying the Japanese restaurants. Besides making miso as our main business, we also now make authentic Japanese sauces and dressings. Over the years we have continuously introduced and promoted the benefits of Japanese food culture and all the versatility with many different foods. As Japanese food continues to get more popular throughout the world, we are happy to strive and bring the best unique flavors of Japan to the world. Our products are made in a GFSI 3rd party SQF certified facility.

YUZU fruit and products have become very popular among celebrity chefs as a very unique flavor source with so many versatile uses. We currently offer three distinctly different Yuzu products: They are all pleasant and refreshing while adding great flavor to so many foods around the world.



### Yamajirushi Yuzu Seasoning Base 750 ml & 157 ml

Yuzu is a citrus fruit with a distinct, fragrant aroma and a brisk tartness. Yuzu Seasoning Base is a versatile product that can be used with a wide range of food.

Suitable for: Vegetarians / Vegans

No MSG FAT Free Gluten Free



### Yamajirushi Yuzu-It 947ml & 148ml

"Yuzu-It" Yuzu Pepper Sauce is a new kind of "Liquid" Yuzu Pepper product that makes it easier to use with a much wider variety of foods.

Suitable for: Vegetarians / Vegans

No MSG Gluten Free Sugar Free



### Yamajirushi Yuzu Miso 947ml

Yuzu and Miso are two among the traditional flavors of Japan. Yuzu has a very distinct and a refreshing flavor. Miso packs a powerful umami flavor.

Suitable for: Vegetarians / Vegans

No MSG FAT Free Gluten Free



### Yamajirushi Shiso-Pon 946ml

All natural ingredients. Shiso is one of the most traditional herbs used in Japanese cooking. SHISO-PON features the refreshing, aromatic Shiso flavour with a distinctively delicious taste.

Suitable for: Vegetarians / Vegans

No MSG Gluten Free

## CONTACT

**Address** 4287 Puente Ave. Baldwin Park, CA, 91706 USA  
**URL** [www.coldmountainmiso.com](http://www.coldmountainmiso.com)  
**Email** [shimizu@coldmountainmiso.com](mailto:shimizu@coldmountainmiso.com)  
**Contact** Mr. Teruo Shimizu  
**Tel / Fax** +1-626-962-9633 / +1-626-814-4569



## Nihon Shokken Holdings Co., Ltd. London Branch

FSSC22000

NIHON SHOKKEN was founded in 1971 and currently distributes the largest amount of blended seasonings in Japan, with over 45 years of experience.

We currently supply to a wide range of over 200,000 customers in Japan, which includes chain supermarkets, food services, manufacturers and so on. With our experience and expertise, we will keep developing for the wide-ranging Japanese food industry and we strongly believe that we will contribute to your sales using our high-quality seasonings.

We also supply our products worldwide, with a total of 32 international offices and 3 overseas factories.

We have already been supplying our sauces and batter mixes to the Scandinavian market through our partnership with wholesalers in both Sweden and Finland.



### Teiryaki Sauce 2kg

Authentic Japanese Teriyaki Sauce, which contains Tamari soy sauce, Mirin ( Sweet rice wine), Miso. Very thick consistency, ingredients do not need to be marinated overnight, can be used as a finishing sauce and dipping sauce.

For Supermarkets  
Perfect as a marinating sauce for chicken breast, a chicken skewer or even a salmon fillet.

For restaurants  
You could make Teriyaki dishes very easily, just add the sauce at the end of cooking, you do not need to marinate beforehand.

If you make your own Teriyaki sauce from scratch, you could use our Teriyaki sauce as a base.

No MSG



### Eel Sauce 2kg

We have the top market share to distribute catering size 'Eel sauce' in Japan. Perfect as a decoration sauce for any kind of Sushi dish. Please try our Eel sauce on your Sushi menu as a decoration.

Decoration sauce for any Maki roll Sushi for both Take away & Eat in  
You could even use it for any kind of Donburi rice bowl menu. ( 'Eel ' Unagi' Donburi, Tempura Donburi so on).

No MSG

Please visit our website for other product details!

<http://www.nihonshokken.com/>



## CONTACT

**Address** 1st Floor Camrose House, 2A Camrose Avenue, Edgware, London, HA8 6EG UK  
**URL** [www.nihonshokken.com](http://www.nihonshokken.com)  
**Email** [ns london3@nihonshokken.co.uk](mailto:ns london3@nihonshokken.co.uk)  
**Contact** Mr. Kohei Hirota



## Kohyo Holland B.V.

Our goal is to empower the Japanese food culture in Europe. While sushi is now widely known, there are many more Japanese dishes that deserve just as much attention. So besides many regular products, we are ready to be able to assist you for an inquiry regarding something specific as well.



### Hamachi Fillet (Japanese Yellowtail)

Hamachi or the Japanese yellowtail is a luxury fish that is not often seen in European restaurants. It is usually served in higher-end restaurants due to its expensive nature. The fish is eaten raw as sashimi or on a nigiri sushi. Its red meat looks delicious and has a very nice taste.

We are able to provide the fish frozen as fillets, but on request, fresh is possible too. Size of the fish depends on the time of the season. When the fish start spawning, they lose a lot of fat and their weight drops. For this reason, the best quality fish is caught at the end and beginning of the year.

Gluten Free | No MSG

Sugar Free



### Kusa Daifuku, Mame Daifuku, Aka Daifuku

Daifuku, meaning Great Luck. A common round-shaped snack in Japan. Its outside is sticky (glutinous) rice with a sweet filling of mashed azuki beans. There are many different flavours and variations available like sweet potato, kabocha, edamame. This time we are bringing more standard types of daifuku for you to get a feel of what the product is like. Please do not hesitate to ask us about any other type of Japanese sweet or snack that you are interested in.

Suitable for: Vegetarians

Gluten Free | No MSG



### Samurai Ramen

Developed in order to satisfy the needs not only of the vegans but also to comply with Muslim dietary restrictions. No Animal, No Fish, No MSG, No Alcohol.

Suitable for: Vegetarians / Vegans

No MSG

Please visit our website for other product details!

<http://kohyo.nl/>



## CONTACT

**Address** Kruisweg 643-647, Hoofddorp, 2132 NC THE NETHERLANDS  
**URL** <http://kohyo.nl/>  
**Email** [mtanaka@kohyo.nl](mailto:mtanaka@kohyo.nl)  
**Contact** Mr. Mitsugu Tanaka  
**Tel / Fax** +31-2356-24160 / +31-2356-24228



## House Foods Group Inc.

FSSC22000 \*1kg Java Curry and 43g Oroshi Nama Wasabi

Japanese-style curry has been transformed dramatically from its Indian roots. Japanese curry usually contains meat and vegetables, and has a thick, gravy-like consistency. House Foods recommend curry to everyone as a nutritious and well-balanced meal that pairs well with any staple food. House Foods is one of the leading manufacturers of curry sauce mix in Japan, offering products that are easy to use in cooking; packages for both home use and commercial use are available.



### 1kg Java Curry

A rich and invigoratingly spicy curry mix with specially blended curry powder.

Curry Sauce is slowly cooked from flour, oils, spices and broth. Heating of the sauce causes it to thicken, forming solid blocks that are easy to use in cooking.

Suitable for: Vegetarians



### 2kg Curry Sauce Original

A rich and mild curry mix with specially blended curry powder.

Curry Sauce packed in the pouch is ready to eat in 3 minutes. Just heat and serve over cooked rice. You can save your cooking time.

Suitable for: Vegetarians



### 43g Oroshi Nama Wasabi

Appealing color and texture makes for an appetizing condiment. Enjoy the hot flavor to stimulate the nose of wasabi by our special grind manufacturing method.

## CONTACT

**Address** 6-3 Kioi-cho, Chiyoda-ku, Tokyo, 102-8560 JAPAN  
**URL** <https://housefoods-group.com/en/>  
**Email** [k-oike@housefoods.co.jp](mailto:k-oike@housefoods.co.jp)  
**Contact** Mr. Kyohei Oike  
**Tel / Fax** +81-3-5211-6032 / +81-3-5211-6042



## Mizkan Euro Ltd.

FSSC22000

The Mizkan Group began in 1804 when Matazaemon Nakano I took on the considerable challenge of making vinegar out of sake lees. Since then, the Mizkan Group has constantly pursued innovation and overcome challenges. Mizkan is No.1 vinegar / sushi seasoning company in Japan. Also, leading company of vinegar and sushi seasoning category all over the world. Has a Europe branch in London, also 2 production sites in United Kingdom. Looking forward to explore new opportunity of retail, restaurant and B2B sector both Stockholm and Helsinki.



### Grain Flavoured Spirit Vinegar 500ml/20

Kokumotsusu is the most popular brewed vinegar in Japan. Bring well balanced refreshing taste come from various ingredients like wheat, sake lees, rice and corn. Suitable for all kind of Japanese cuisine. This product has high awareness by Japanese consumer, great size for everyday use.

Please visit our website for other product details!

[www.mizkan.co.uk](http://www.mizkan.co.uk)



Please visit our website for B2B product details!

[mizkanfoodservice.co.uk](http://mizkanfoodservice.co.uk)

### CONTACT

**Address** 2nd Floor, Building 10, Chiswick Park, 566 Chiswick High Road, London, W4 5XS UK  
**URL** [www.mizkan.net](http://www.mizkan.net)  
**Email** [Rintaro.nishimura@mizkan.co.uk](mailto:Rintaro.nishimura@mizkan.co.uk)  
**Contact** Mr. Rintaro Nishimura  
**Tel** +44-20367-52315



## Igarashi Seimen Co., Ltd.

Noodles are not fried with oil and they are not dried in a short time with hot air. Because it is aged and dried at low temperature over 48 hours, so you can eat with a texture like raw noodles. Please enjoy the taste of Japan's three great ramens, Kitakata, Sapporo and Hakata Ramen.



### Kitakata Soy Sauce Ramen 1 Serving Animal-free

Kitakata Ramen is the one of 3 kinds of famous ramen in Japan. Medium-thin curly noodle dried and aged with low temperature 48 hours that is not fried with oil. Its characters are clear fresh delicious taste soy sauce soup and thick sticky noodle.

Suitable for: Vegans



### Sapporo Miso Ramen 1 Serving Animal-free

Sapporo Miso Ramen is the one of 3 kinds of famous ramen in Japan. Middle bold dry noodle is dried and aged with low temperature 48 hours that is not fried with oil. This rich taste Miso Ramen's fragrance and rich taste of Miso as Sapporo's characteristic is tangled with noodle well.

Suitable for: Vegetarians



### Hakata Tonkotsu Ramen 1 Serving Animal-free

Hakata Tonkotsu Ramen is the one of 3 kinds of famous ramen in Japan. Thin dry noodle is dried and aged with low temperature 48 hours that is not fried with oil. This mellow Tonkotsu Ramen have fragrance of shoyu and garlic with the coating of rich taste oil.

Suitable for: Vegans

### CONTACT

**Address** 7468 Aza Machijirihigashi, Kitakata-shi, Fukushima, 966-0826 JAPAN  
**URL** <http://www.igarashi-seimen.co.jp>  
**Email** [kitakata@aioros.ocn.ne.jp](mailto:kitakata@aioros.ocn.ne.jp)  
**Contact** Ms. Ayumi Igarashi  
**Tel / Fax** +81-241-22-0457 / +81-241-22-0459

#### Local Contact: SWEDEN

**Agency** HOKKAI SUISAN SWEDEN AB  
**Address** Slakthusgatan 10-18, 121 62 Johanneshov, Stockholm SWEDEN  
**URL** <http://www.hokkai.se/>  
**Email** [tien@hokkai.se](mailto:tien@hokkai.se)  
**Contact** Mr. Tien Huynh  
**Tel** +46-73-513-9188

#### Local Contact: FINLAND

**Agency** TOKYOKAN(東京館)  
**Address** Annankatu 24, Helsinki, 00100 FINLAND  
**URL** <http://www.tokyokan.fi/tokyokanjp.html>  
**Email** [tomida@tokyokan.fi](mailto:tomida@tokyokan.fi)  
**Contact** Mr. Norio Tomida  
**Tel / Fax** +358-9-622-5553 / +358-9-622-5552



Stand No. L



## ANZCO Foods Europe

ISO22000 HALAL BRC



ANZCO Foods is one of New Zealand's largest exporters, has sales of NZ\$1.45bn and employs over 3,000 staff worldwide.

ANZCO Foods is 100% owned by Japan's Itoham Food Inc.. Itoham Food Inc. has been a partner of ANZCO Foods since 1984 and a shareholder since 1995. It took full ownership in January 2018.

A dynamic multinational company, ANZCO Foods has four core business activities:

- We procure the best beef and lamb grown year round on New Zealand's lush, green pastures.
- We process prime New Zealand beef and lamb in state-of-the-art, accredited facilities.
- We design and create sophisticated food and healthcare solutions.
- We market and guarantee year-round delivery of our premium beef and lamb products to more than 80 countries around the world.

We, ANZCO Foods Europe, supply high-quality products that are world- renowned and provide incomparable value and it offers exemplary service for our valued customers.



Ito Wagyu

Cattle for "Ito Wagyu" are grown at Mirai Farm, and slaughtered and processed at Sankyo Meat. Once cut and packed to customer specifications, Ito Wagyu is directly shipped to ANZCO Foods Europe from Sankyo Meat. Mirai Farm, Sankyo Meat are owned by Itoham Foods Inc. and cattle for "Ito Wagyu" are purchased directly from associate calf Producers. This fully integrated supply chain means Ito Wagyu is fully traceable back to birth giving confidence in the integrity and food safety from farm to fork.

### CONTACT

**Address** Markt 32, bus 1, Oudenaarde, 9700 BELGIUM  
**URL** <http://www.anzcofoods.com/>  
**Email** [yoshi.arao@anzcofoods.eu](mailto:yoshi.arao@anzcofoods.eu)  
**Contact** Mr. Yoshitaka Arao  
**Tel / Fax** +32-55-317-312 / +32-55-311-606

#### Local Contact: DENMARK

**Agency** ANZCO Foods Europe  
**Address** Park Allé 382, Vallensbæk, 2625 DENMARK  
**Email** [Soeren.andersen@anzcofoods.eu](mailto:Soeren.andersen@anzcofoods.eu)  
**Contact** Mr. Søren Andersen  
**Tel** +45-26-79-79-27

Stand No. M



## Calbee Tanawat Co., Ltd.

GMP HALAL HACCP Thailand

掘りだそう、自然の力。



Calbee Tanawat is Thai subsidiary of Calbee, Inc. which is one of the largest food companies in Japan. In salty snack category, Calbee has the fourth largest company in the world following to Pepsico, Kellogue, Intersnacks. Besides potato chips, Calbee has developed innovative salty snacks such as green pea snacks, potato sticks, or vegetable chips.

Harvest Snaps is made from green peas. Harvest Snaps contains higher protein and food fiber as those nutritious value is innate from the raw material green peas. Different from other healthy snacks, its taste satisfy consumer demands to have delicious snacks.



Harvest Snaps Chilli

Baked pea snacks, which is less fat and high in protein.

Gluten Free



Harvest Snaps Wasabi

Baked pea snacks, which is less fat and high in protein.

Gluten Free

### CONTACT

**Address** 3195/9 Vibulthani Tower, 4th Floor, Rama 4 rd., Klongton, Klongtoey, 10110 BANGKOK  
**URL** <https://www.calbee.com/>  
**Email** [rarima@calbee.co.th](mailto:rarima@calbee.co.th)  
**Contact** Ms. Runee Arima  
**Tel / Fax** +66-9-4443-9993



JETRO

Japan External Trade Organization



**JAPAN**

