



Food Japan 2021

Dates

1 August - 28 October

ONLINE

Live Meeting

20 - 22 October

PRESS RELEASE

For Immediate Release

Food Japan's First Online Edition Dishes Out Plant-Based Food Options for F&B Establishments

ASEAN's Dedicated Showcase on Japanese Food and Beverage, Technology and Services has returned as Food Japan 2021 ONLINE.

SINGAPORE, 18 October 2021 – Food Japan 2021 ONLINE's 3-day only live meetings slated to take place from 20 – 22 October 2021 with Japanese suppliers across prefectures like Ishikawa, Kanagawa, Shizuoka, and Toyama, will allow attendees the opportunity to access a wide variety of Japanese Food and Beverages (F&B), technology and services.

Topped off with a whole new way of networking with suppliers and retailers on the platform, access to trade visitors is free and will remain available till 28 October 2021.

On the return of this year's Food Japan in a virtual format, His Excellency Jun Yamazaki, Ambassador of Japan to Singapore remarked, "...many attractive producers are participating in the event this year. I am certain that you will be able to find suitable product for your business... It is my sincere hope that this event not only will serve to further enhance the economic ties between the businesses of Singapore and Japan, but also will spark interest in Japanese food and culture among many Singaporean consumers. This, in turn, hopefully will also lead to people wanting to travel to Japan when the border control measures are eased."

Plant-Based Food Options for the Conscious Consumer

Many studies link meat-free or 'flexitarian' diets to health benefits and prevention of some illnesses. With the change in environment, lifestyle, and greater access to information through technology, consumers are paying more attention to the food and their sources. According to Innova Consumer's Survey in 2020, the top 4 reasons that consumers considered plant-based alternatives were – health, diet variety, sustainability, and taste.

As consumers power up on plant protein, opportunities relating to regional consumer preferences and sustainability expectations are attracting attention.

Recent research shows that the demand for plant-based food in Asia is forecasted to rapidly increase. Consumers adopting a plant-based diet, although taking up a small portion of the consumer base, are one of the fastest growing segments.

At ASEAN's largest showcase on Japanese F&B, Food Japan 2021 ONLINE showcases several alternative meat-free, plant-based F&B products for establishments shifting or considering a change in their menu offerings to prime themselves for the uptake in environmentally and socially conscious products.



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Highlights include:

1. [Ohara Co Ltd \(Hokuriku Food Festival\)– Plant-Based Hamburger](#)



Made from soybeans and konjac, this plant-based hamburger also comes with a variety of sauces, such as tomato or teriyaki.

2. [Biocosmo Co. Ltd – Mushroom Hamburger and Mushroom Meat](#)



A food distributor and wholesaler of mushrooms and its related products, the company prides itself in supplying products which are “Healthy, Safe and Secure”.

3. [Tennensozaigura – Non-Alcoholic Sangria](#)



Made from pesticide free domestic organic rice and fruit, the Sangria is fermented in natural wooden barrels. The alcohol content is then removed during the production process.

Other product categories on the platform include: Agricultural Products, Alcoholic Drinks, Confectionery, Dessert & Snacks, Food Manufacturing, Japanese Tea, Kitchen Instruments & Cookware, Processed Food, Seafood, and many more.

Enjoy a Taste of Japan with These Prefecture Highlights

1. [Hokuriku Food Festival \(Ishikawa Prefecture and Toyama Prefecture\)](#)

Managed by Hokkoku bank located in Ishikawa Prefecture with the main aim to promote products from the Hokuriku area. Product specialties include [Sake](#) made by [Gohyakumangoku](#) (prepared with Ishikawa prefecture yeast and Kanazawa yeast), [Roasted Sweet Potato Paste](#)



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(made from *Gorojima Kintoki* that can only be harvested in Kanazawa, [Soy Sauce](#) from soybeans harvested in locally, and more.

2. [Shizuoka Mt. Fuji Food Specialty](#)

Shizuoka Prefecture is not only home to one of Japan's iconic landmarks, World Cultural Heritage Site Mt. Fuji and Suruga Bay, the deepest bay in Japan, but it is also known for many high-quality agricultural specialties. Taking full advantage of its abundance and mild climate, the region has become a food utopia, producing high quality agricultural and marine products. This rich environment produces the most variety of food products in Japan. Shizuoka's array of local specialties are well-known, including [Green Tea](#), [Matcha](#), Shiitake Mushroom and many others.

3. [Toyama Prefecture](#)

Toyama prefecture is located at the center of Japan and serves as a gateway of the Sea of Japan. Surrounded by steep mountains on all three sides, and facing the deep sea, Toyama is blessed with rich nature where people can enjoy sublime scenery and tasty foods at the same time. It also makes use of its abundant water sources from neighbouring mountains and contributes to Japan's rice production. Product highlights include [Firefly Squid](#) from the Sea of Japan, [Roasted Black Rice Tea](#), [Non-alcoholic Sparkling Wine](#), and many more.

4. [Yokohama Foreign Trade Association](#)

The Yokohama Foreign Trade Association presents specialty products such as [Kamakura Kotsubu \(Natto\)](#), [Matsumidori Junmai Daiginjo Sake](#), [Barley Tea](#), and [Yae Sakura Jelly](#), from Kanagawa prefecture. Founded in 1905, the Yokohama Foreign Trade Association has been developing activities that contribute to the sound development of Japanese trade and related businesses and the promotion of the local economy, mainly in Kanagawa Prefecture, especially in Yokohama City.

Details in Annex. High resolution photos can be [downloaded here](#).

Brand New Platform and Features

The first ONLINE edition of Food Japan allows trade visitors from all over the world to access the platform, request for quotes, and conduct meetings from the comfort of their homes! Features to look out for include:

1. **Live Chats**

Browse the Marketplace, and chat live with Japanese suppliers.

2. **Request for Quotes**

Send out requests for multiple quotations, review, and compare products easily.

3. **Live Meetings (3 Days Only, 20 – 22 October 2021)**

Arrange to meet with suppliers and exhibitors face-to-face on the platform.



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4. Marketplace

Access the wide variety of signature Japanese F&B products, innovative products as well as new-to-market brands in one place.

Registration is free, open to trade visitors only <https://online.oishii-world.com/register>. Food Japan 2021 ONLINE will be accessible to registrants from now till 28 October 2021.

For more information on Food Japan, visit <http://oishii-world.com/en>.

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About Food Japan 2021 Executive Committee

Food Japan Executive Committee (of OJ Events Pte Ltd) is helmed by professionals with a strong track record of organising leading industry trade shows. The company serves to support and connect Japanese enterprises to international markets by providing effective sales and marketing platforms for their product and service offerings. Food Japan is the largest annual platform to connect the ASEAN and Japanese F&B industry. More information can be found at <http://oishii-world.com/en>.

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ANNEX

Prefecture Highlights at Food Japan ONLINE

1. [Hokuriku Food Festival](#) (Ishikawa Prefecture and Toyama Prefecture)

Image	Product Name	Supplier Name
	<p>Manzairaku Kagaumeshu</p> <p>The umeshu is made from a traditional recipe using non-ripened green umes, <i>Benisashi</i>, sugar crystals, alcohol and water for brewing. The whole process from production to brewing, including bottling, takes place in Hokuriku, so this is a true Hokuriko product.</p> <p>Manzairaku Kaga Umeshu has been served on first class flights to the United States and Europe by All Nippon Airways.</p> <p>【Award history, Achievement】</p> <ul style="list-style-type: none">• Served at the Nobel Prize reception party in 2013• Silver prize at Craft Spirits Berlin in 2021	MANZAIRAKU SAKE KURA CO LTD / HOKURIKU FOOD FESTIVAL
	<p>W.Murcott Tango</p> <p>We are the only farmhouse in Japan, that produce and sells W. Murcott Tango domestically.</p> <p>We are wholesaler of fruits and vegetables in Ishikawa Prefecture. Our motto is "Providing safe, rare, delicious fruits and vegetables nationwide" We are in business for 28years. Now we are expanding to global markets, with the support of local communities in Japan.</p>	SANTYOKU NETWORK HOKURIKU CO LTD / HOKURIKU FOOD FESTIVAL



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	<p><u>Brown Rice Amazake Drink with Kagabocha (Roasted Twig Tea)</u></p> <p>It is a Amazake drink flavored with <i>Kaga Bocha</i> (Roasted Twig Tea), with no added sugar and no alcohol. Fermented rice makes this drink mild, sweet and rich in flavor. The refreshing last note comes from the roasted twig tea.</p>	<p>YAMATO SOYSAUCE & MISO CO LTD / HOKURIKU FOOD FESTIVAL</p>
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View more products at <https://online.oishii-world.com>.

2. Shizuoka Mt. Fuji Food Specialty

Image	Product Name	Supplier Name
	<p><u>Ao no Sono Green Tea Leaf</u></p> <p>Made from tea leaves processed in Japan. FSSC22000 and Halal certified.</p>	<p>SHIKI INTERNATIONAL PTE LTD</p>
	<p><u>Hojicha Powder ST-IKM</u></p> <p>Fragrant <i>Hojicha</i> (Roasted Green Tea) powder made by Japanese tea manufacturer, Harada. Halal and FSSC22000 certified.</p>	<p>SHIKI INTERNATIONAL PTE LTD</p>
	<p><u>HRD Matcha Japan (500g Bag)</u></p> <p>Good quality <i>Matcha</i> made of tea leaves harvested in the manufacturer's own plantations located in Shizuoka. Halal and FSSC22000 certified.</p>	<p>SHIKI INTERNATIONAL PTE LTD</p>

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3. Toyama Prefecture

Image	Product Name	Supplier Name
	<p><u>Celeble Non-Alcoholic Sparkling Rosé</u></p> <p>0.00% alcohol. Uses fruit juice that has undergone a fermentation process that does not produce alcohol based on wine varieties. You can enjoy the sourness and deep fruitiness peculiar to wine. No sugar or antioxidants used. Introduced to well-known restaurants and hotels all over Japan. Example: Nadaman (Tokyo metropolitan area store), Hoshinoya Karuizawa, Shinjuku Hyatt Regency, etc.</p>	TOMBOW BEVERAGE CO. LTD
	<p><u>Firefly Squid Sashimi with Liver Sauce</u></p> <p>Firefly squid shines beautifully in the Sea of Japan on a spring night. It is not only beautiful, but also has the richest flavor of all squids.</p>	AOI FOODS CO. LTD
	<p><u>Roasted Black Rice Tea</u></p> <p>A gentle tea that is healed by the bright pink color of anthocyanins and the scent of brown rice. Recommended for those who have limited sugar. Does not contain caffeine.</p>	GREENPOWER NANO HANA CO. LTD
	<p><u>Red Rice (100g package with zipper)</u></p> <p>Rich in tannin, a kind of polyphenol that has been attracting attention as a healthy food. Because red rice is non-polished rice, it is rich in minerals such as vitamin B1 and magnesium. Toyama City, where red rice is produced, is one of the largest rice producing areas in Japan. Please take this opportunity to enjoy rice grown in this region, which is rich in snowmelt water, and made with high agricultural technology.</p>	GREENPOWER NANO HANA CO. LTD

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4. Yokohama Foreign Trade Association

Image	Product Name	Supplier Name
	<p><u>Barley Tea from Japan (9g x 20 P)</u> Barley seeds are regarded as "jewels" and we carefully bake it using traditional technology and slow-fire baking to make the taste of barley tea stronger and more mellow.</p>	NIHON SEIBAKU
	<p><u>Sakura Jelly</u> The Yae Sakura, a specialty of Kanagawa Prefecture, is made into a jelly. Because each flower is carefully selected, the cherry blossoms are beautifully blooming in the jelly. It is a product that you can enjoy during the celebration.</p>	NATURE
	<p><u>Matsumidori Junmai Daiginjo</u> Manufactured in Kanagawa prefecture, this sake was slowly fermented using "Yamadanishiki", the king of sake rice. You can feel the taste of rice in the aroma like apple or pineapple, and it has a refreshing taste. It is a popular gift in Japan.</p>	NAKAZAWA SHUZO
	<p><u>Kamakura Kotsubu (Natto)</u> Kamakura Kotsubu has received a prize 2 times in the natto fair. The package which imagined "ancient capital Kamakura". Synthetic preservation and sauce without chemical seasoning stuff. Our basic policy for making best natto is using good soybeans, clean water, clean air, and special ideas. That's our secret. The most important thing is developing the skill of craftsmen.</p>	KAMAKURAYAMA
	<p><u>F-2500</u> With a simple operation, it is possible to produce rice balls with a soft and fluffy texture with this machine that automatically moulds rice balls sold at convenience stores and supermarkets.</p>	ICHIKAWA MACHINERY



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	Large machines installed on production lines, and small machines for desktops are both available. We have a rich line-up of dedicated machines. The touch panel type operation screen allows easy operation such as changing the number of products produced and speed.	
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