

5. 広報PR資料

① 『Lebensmittel Praxis 誌』 (No. 19 / 2007年10月5日号)  
日本パビリオンの広告掲載

**LEBENSMITTEL PRAXIS 2007**

**LEBEN**

## Aufmarsch der Neuheiten

Innovationen und Vermarktungskonzepte sind zentrale Themen der Anuga. Einen Überblick über die Neuheiten vermittelt die Sonderschau Taste '07, die von einer Fachjury ausgewählte Innovationen zeigt.

**F**ünf Tage lang sind Höhenzüge und Gerüche im Glorchester in Halle 10 zu hören. Dabei stehen Innovationen und neue Marketingkonzepte im Mittelpunkt der Sonderschau Taste '07. In der Bühnenshow „What's hot around the globe“ werden vielfache Trends aufgezeigt und nach Regionen aufgeschlüsselt – mit dem Ergebnis, dass gesunde Ernährung, Frische und Convenience zu Schlüsselbegriffen in der Ernährungsdiskussion zählen. Einen Überblick über die Anuga-Neuheiten vermittelt die Sonderschau Taste '07.

Die am International Food & Beverage Show (IFB) teilnehmenden Hersteller präsentieren in der Sonderschau Taste '07 die neuesten Innovationen. Diese sind in drei Kategorien unterteilt: **Produkte**, **Verpackung** und **Marketing**. Die Anuga-Neuheiten sind in drei Kategorien unterteilt: **Produkte**, **Verpackung** und **Marketing**. Die Anuga-Neuheiten sind in drei Kategorien unterteilt: **Produkte**, **Verpackung** und **Marketing**.

**SCHAMEL Meerrettich**

Das Original aus Bayern

LEBENSMITTEL PRAXIS 19/2007

die Variante mit einer Frucht wie das Vollkornbrot aus Mehl und Weizenmehl aber ohne Weizenmehl. „Verbraucher wollen Kombinationen wie bei der Ernährung tendenziell auf zwei Schichten: Zuerst ein gutes Frühstück, Gesundheit und Nährwert, zum anderen ein Snack und natürliches Protein“, erklärt Walter Berthold, Leiter von M&M's Global Services, Deutschland.

Ob im Laden oder im Internet: Snacks, als eine Wurst oder bereits vorverpackt immer beliebter. In der Sonderschau Taste '07 sind die neuesten Innovationen zu sehen. Diese sind in drei Kategorien unterteilt: **Produkte**, **Verpackung** und **Marketing**. Die Anuga-Neuheiten sind in drei Kategorien unterteilt: **Produkte**, **Verpackung** und **Marketing**.

**Die Taste Jury wählt die Ausstellungspreise aus über 1000 Produkten aus.**

Während bei jeder die Nachfrage nach Süßem hoch und Konsumenten stark angezogen. Süßes kommt als nahrhaftes, gesundes und bekömmliches Lebensmittel dabei in Betracht. 2007/2008 die Wertschätzung von Süßem. Süßes ist ein wichtiger Bestandteil der Ernährung. Süßes ist ein wichtiger Bestandteil der Ernährung. Süßes ist ein wichtiger Bestandteil der Ernährung.

aber nicht nur aus den Süßwaren „Gewinn“ und „Frische“ Comeback, plus die Bekanntheit und Zurechtfindung der Produkte, ist ein zentraler Punkt für die Verbraucher. Die neuen Produkte sind in der Sonderschau Taste '07 zu sehen. Diese sind in drei Kategorien unterteilt: **Produkte**, **Verpackung** und **Marketing**. Die Anuga-Neuheiten sind in drei Kategorien unterteilt: **Produkte**, **Verpackung** und **Marketing**.

**Herzlich willkommen**

Lebensmittelpräsentation

Standortplan

13.-17. Oktober 2007  
10h-18h  
Messestand Nr. C-050-D-049

2007年10月5日

日本貿易振興機構(ジェトロ)  
ベルリン・センター

プレス発表

1.件名：**世界最大の食品見本市ANUGA 2007に日本食品を出展**  
-日本各地から24企業・団体が参加-

2.発表内容：

ジェトロは、農林水産省の委託を受け10月13日から17日の5日間、ドイツ・ケルン市で開催される世界最大の食品見本市ANUGA 2007（展示ホール 11.2）にて日本パビリオンとして出展参加する。

現在、健康志向の高まりから世界各地で日本食ブームが起こっているが、その背景に日本産の農水産物・食品は、高品質、安全、かつおいしいと注目が集まっている状況にある。

一方、日本の農水産・食品の2006年の貿易収支をみると、輸入が約7兆4,200億円であるのに対し、輸出は約3,700億円と、およそ20分の1にとどまっている。日本政府では年間の輸出額1兆円を目標にさまざまな輸出促進事業に取り組んでおり、今回のANUGA 2007参加もその一環として実施するもの。

日本からEU 25カ国への農水産・食品の輸出額は192億円で輸出シェアの6位、対ドイツは27億円で、EUの中ではオランダ、フランス、英国が続いているが、ジェトロとしては、今後の輸出拡大の余地はまだ大きいと考えている。

今回の日本パビリオンには日本各地から24の企業・団体が出展参加。出展商品は、うどん・そば等の麺類、味噌・醤油・乾燥納豆などの大豆製品、日本酒・焼酎等酒類、日本茶、わさび等の調味料、水産物、調理済み食品などバラエティーに富んでいるほか、会期中は1日2回の日本レストラン・シェフによる和食の調理実演も行われる。

また、10月16日には見本市会場内において、欧州の食品バイヤーを対象に「Introduction of Japanese Food」というタイトルで日本食品を紹介するセミナーも開催される。

3.発表日時： 2007年10月5日（金） 13時00分

4.発表形態： 資料配付

5.問い合わせ先：

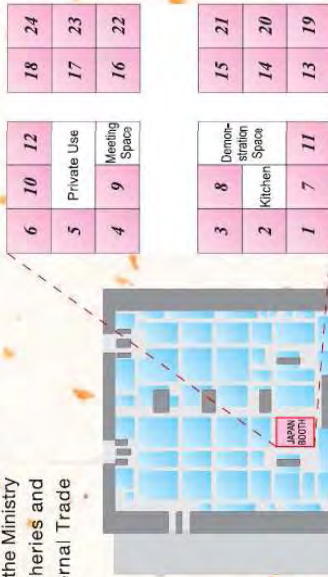
ジェトロ・ベルリン・センター 所長 山室 啓介、菊池 保志、カトリン・バサラ  
TEL:030-2094-5560 FAX:03-2094-5561

6.添付資料：「ANUGA 2007 出品概要」

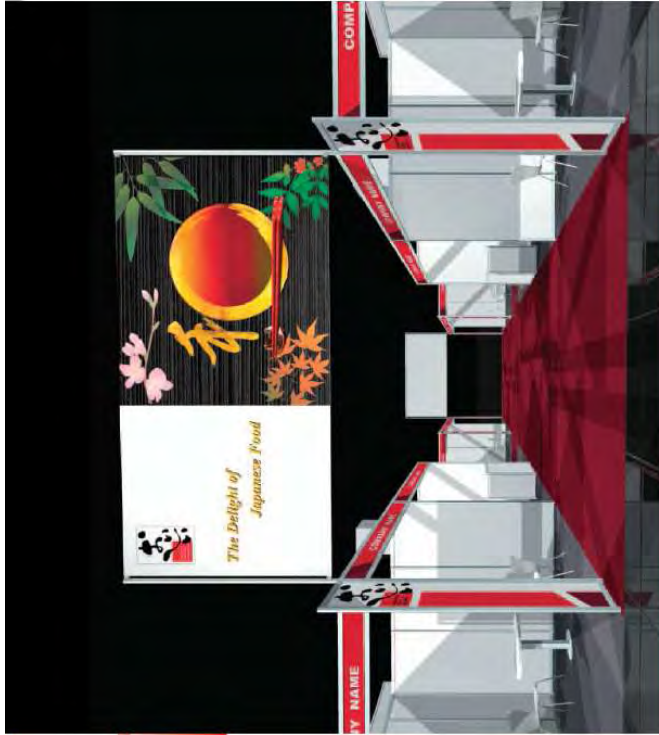


# Anuga 2007 Booth Guide

The Japan Pavilion, presented by the Ministry of Agriculture, Forestry and Fisheries and coordinated by the Japan External Trade Organization (JETRO), will feature a wide range of real Japanese food products, including sushi, soy sauce, miso (soybean paste), sake and shochu (Japanese rice wine and spirits) and many others. Visitors are most welcome to come, see and taste high quality Japanese food and beverage.



Hall : 11.2 Stand-No. : C-050/D-069



## List of Exhibitor

- |   |  |
|---|--|
| 1 | ISHIBASHIYA CO., LTD.<br>Konjac  |
| 2 | KUBOTA BUSSAN CO., LTD.<br>Tempura Powder, Noodles, Rice   |
| 3 | TOKYO MUTUAL TRADING CO., LTD.<br>Steaming Kit (Sushi, Buckwheat Noodles)<br>Soy Sauce, Sushi-Vinegar, Dried Seaweed, Sweetened Cooking Sake |
| 4 | Shizuoka Prefecture<br>Japanese Tea, Wagyu-Processed Products  |
| 5 | MARUYAMA TEA PRODUCTS CORP.<br>Japanese Tea  |
| 6 | YAMAMOTOYAMA CO., LTD.<br>Dried Seaweed, Japanese Green Tea  |
| 7 | S & B FOODS INC.<br>Wasabi, Curry Related Products<br>Seven-Spice Pepper, Instant Soup   |
| 8 | U · S · OPAC INC.<br>Konjac-Noodles, Konjac-Sweets, Seaweed Salad  |

- |    |  |
|----|--|
| 9  | Fukuoka Prefecture Food Export Promotion Council<br>Japanese Tea   |
| 10 | SHIMODOZONO Co., Ltd.<br>Japanese Tea  |
| 11 | Yamato Soysauce & Miso Co., Ltd.<br>Soy Sauce, Miso (Soybean Paste), Drying Sake, Pouring Sticks, Dressing                   |
| 12 | MINAMI SANGYO CO., LTD.<br>Longlife Soy milk, Pot Meat, Flavored Saki  |
| 13 | M & M CO., LTD.<br>Japanese Green Tea, Green Tea, Green Tea<br>Miso (Soybean Paste), Japanese Tea, Sake (Japanese Rice Wine) |
| 14 | JFC International (Europe) GmbH<br>Sweetened Cooking Sake, Japanese Noodles  |
| 15 | JAPAN FOODING LTD.<br>Miso (Soybean Paste), Dried Seaweed, Sweets,<br>Sake (Japanese Rice Wine), Japanese Plum Wine          |
| 16 | Kyokuyo Europe B.V.<br>Frozen Sushi  |

- |    |   |
|----|---|
| 17 | Mizkan U.K. Ltd.<br>Mature-Vinegar, Sauce Containing Soy Sauce and<br>Vinegar or Citrus Juice |
| 18 | NIHON SHOKKEN CO., LTD.<br>Tempura Powder, Sauce  |
| 19 | KAGURA SHUZO CO., LTD.<br>Shochu (Japanese Spirit)  |
| 20 | SMART ASSIST, INC.<br>Sake (Japanese Rice Wine), Shochu (Japanese Spirit)                     |
| 21 | Kumejima's Kumesen Co., Ltd.<br>Okurawan Rice Bran  |
| 22 | FOODREAMS INC. / PARIS FOODS S.A.S.<br>Frozen Sushi, Frozen Macrobiotic Foods                 |
| 23 | NISHIMOTO TRADING CO., LTD.<br>Sushi Related Products, Vinegar, Dried Seaweed, Soy Sauce      |
| 24 | BURIMY CO., LTD.<br>Fresh Young Yellow Tail's Fillet  |



Ministry of Agriculture, Forestry and Fisheries of Japan

**Presented by**  
**Ministry of Agriculture, Forestry and Fisheries**  
 1-2-1 Kasumigaseki, Chiyoda-ku, Tokyo, 100-8950, JAPAN  
 TEL: +81-3-3502-3408 FAX: +81-3-3502-0735  
 Website: <http://www.maff.go.jp/index.html>

**Organized by**  
**JETRO TOKYO**  
 Ark Mori Bldg., 6th Floor, 12-32 Akasaka 1-chome, Minato-ku, Tokyo, 107-8008, JAPAN  
 TEL: +81-3-5582-5546 FAX: +81-3-3582-7378  
 E-mail: [exc@jetro.go.jp](mailto:exc@jetro.go.jp)  
 Website: <http://www.jetro.go.jp/>

**JETRO BERLIN**  
 Friedrichstadt-Passagen, Quartier 205  
 Friedrichstrasse 70, 10117 Berlin, Germany  
 TEL: +49-30-2094-5560 FAX: +49-30-2094-5561  
 E-mail: [BLN@jetro.go.jp](mailto:BLN@jetro.go.jp)



13-17 October 2007  
9:00-18:00  
Koelnmesse  
Hall: 11.2  
Stand No.: C-050/D-069

## *Greetings from the Minister of Agriculture, Forestry and Fisheries of Japan*

On behalf of the Government of Japan, I am delighted to extend this message of greeting to the people in Germany and other European countries on this very occasion of presenting the Japan Pavilion at Anuga 2007.

It is a great pleasure to introduce some of our various food products at our official pavilion in Anuga 2007, which is the biggest trade show for food and beverages in the world with more than 50 years of history.

Japan has four distinct seasons, seas with productive fishery resources, green mountains, and land with abundant water resources. Taking full advantage of such natural benefits, a large variety of agricultural, forestry and fishery industries have flourished nationwide. These gifts from nature are further enhanced by the Japanese people's meticulous care and constant technical pursuit, resulting in savory and beautiful food products.

Japan is recognized as the country with the highest longevity rate in the world. One factor for this longevity is healthy "Japanese cuisine" made from these fine food products. The Japanese cuisine is spreading and attracting more attention, not only in Europe, but throughout the world.

I am sure that the people of Europe, with their own rich food culture, will discover the splendors of Japanese food products and cuisine at this event. It is my sincere hope that more Japanese food products will be exported to Europe and that Japanese cuisine will become more prevalent in the lives of Europeans.

I would be extremely happy if you would take this opportunity to view and taste Japanese food products.



Masatoshi WAKABAYASHI  
Minister of Agriculture, Forestry and Fisheries  
Government of Japan

## *About the Japan Pavilion*

The Japan Pavilion, presented by the Ministry of Agriculture, Forestry and Fisheries and organized by the Japan External Trade Organization (JETRO), will feature a wide range of real Japanese food and beverages, including sushi, soy sauce, miso (soybean paste), sake and shochu (Japanese rice wine and spirits) and many others.

Visitors are most welcome to come, see and taste high quality Japanese food and beverages.

Booth No.

1

# ISHIBASHIYA CO., LTD.

## Company Information

Address : 529 Kamiuchi, Oomuta-city, Fukuoka, 837-0902, Japan  
Tel : +81-944-58-6683  
Fax : +81-944-56-7930  
E-mail : wataru@bd5.so-net.ne.jp  
Contact : Wataru Ishibashi (Mr.)  
Position : President

Ishibashiya was established in 1877 as a konjac maker.

Konnyaku (Konjac) is a healthy traditional Japanese food.

It's made from grain and is said to lower cholesterol and help prevent lifestyle related diseases like diabetes.

Ordinary konjac has a distinctive smell. In order to disguise the smell it needs to be boiled before eating.

Our konjac is already prepared and all you need to do is just to rinse it with water.

Konjac's peculiar chewy texture is very popular not only in Japan but also many Asian countries.

Millet konjac noodles are made from the most reliable, safest ingredients and have no additives.

Each package has 200g, 28kcal and contains dietary fiber equivalent to that of two heads of lettuce.

It is a very healthy food.

To eat just take it out of the package and rinse it with water.

Unlike wheat noodles and rice noodles, konjac noodles do not get soft even if you keep it in soup

You can serve them in various ways such as udon, ramen, pasta and salad.



Booth No.

2

## KUBOTA BUSSAN CO., LTD.

### KUBOTA BUSSAN CO., LTD.

#### Company Information

Address : 6-23, 1-Chome, Irifune-Cho, Sakaide, Kagawa Pref. 762-0002, Japan  
 Tel : +81-877-46-3102  
 Fax : +81-877-46-1053  
 E-mail : yozo-hbk@shikoku.ne.jp  
 Contact : Mino (Mr.)  
 Position : Managing Director, Overseas Division

Bringing Authentic & Seasonal Flavours of Shikoku, Japan to the people of the world !

[www.shikoku.ne.jp/kbk/](http://www.shikoku.ne.jp/kbk/)

### KUBOTA MENGYO CO., LTD.

#### Company Information

Address : 38-1, Hama 4bancho, Uazou-Cho, Ayauta-Gun, Kagawa-Pref. 769-0204, Japan  
 Tel : +81-877-49-2626  
 Fax : +81-877-56-7477  
 E-mail : info@kubota-men.jp  
 Contact : Furukawa (Mr.)  
 Position : Chief of Sales Department

SANUKI & KUBOTA have been creating noodles for the whole world to enjoy !

[www.kubota-men.jp](http://www.kubota-men.jp)

### TAKAOKAYA CO., LTD.

#### Company Information

Address : 6-7-22 Ueno, Taito-Ku, Tokyo, 110-8538, Japan  
 Tel : +81-5-3839-7265  
 Fax : +81-5-3839-7299  
 E-mail : aramaki@takaokaya.com  
 Contact : Aramaki (Mr.)  
 Position : Assistant Manager

Our worldwide operations enable us to develop an international market for NORI (dried seaweed)

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



Booth No.

3

## TOKYO MUTUAL TRADING CO., LTD.

### Company Information

#### Head office

Address : 26-4, 4-Chome, Taito, Taito-Ku, Tokyo, 110-0016, Japan

#### Kobe branch

Address : 26-5, 7-Chome, Nakayamate-Dori, Chuo-Ku, Kobe,

650-0004, Japan

Tel : +81-78-382-2700

Fax : +81-78-382-2703

E-mail : t.miyoshi@tmtc.co.jp

Contact : Toshiki Miyoshi (Mr.)

Position : Export Manager



Bringing the flavours of Japan to the people of the world.

MIYAKO JAPAN BASIC JAPANESE FOOD SERIES and other essential Japanese food for the European market.

### COOPERATIVE COMPANIES AT OUR BOOTH

#### SHINJO MISO CO., LTD.

Address : 12-23, 3-Chome, Misasa-Cho, Nishi-Ku, Hiroshima city, 733-0003, Japan  
 Contact : Mika Yamamoto (Ms.)  
 E-mail : m-yamamoto@shinjo-miso.co.jp

#### KURODA FOODS CO., LTD.

Address : No.5-11, 1-Chome, Hichimiya-Cho, Hyogo-Ku, Kobe, 652-0831, Japan  
 Contact : Yoko Basi (Ms.)  
 E-mail : y.basi@kurodatfoods.co.jp

[www.tmtc.co.jp](http://www.tmtc.co.jp)

Booth No.

4

## Shizuoka Prefecture

### Otsuka Green Tea Co., Ltd.

#### Company Information

Address : 1638 Ohno, Kakegawa, Shizuoka, 436-0009, Japan  
 Tel : +81-537-27-1113  
 Fax : +81-537-27-0175  
 E-mail : nagata@oaset.co.jp  
 Contact : Hiroyuki Nagata (Mr.)  
 Position : Sales Manager

The family-owned tea company, Otsuka Green Tea Co., Ltd. was established 140 years ago. The company is located in Kakegawa, Shizuoka-Prefecture, which is Japan's No.1 area for green tea production.

Otsuka Green Tea produces the highest quality of deep-steamed tea.

The company has been awarded 1st prize in the Japanese National Tea Contest four times, as well as many other prizes.

[www.oaset.co.jp/English/E\\_index.htm](http://www.oaset.co.jp/English/E_index.htm)



### Tamaruya Honten Co., Ltd.

#### Company Information

Address : 6-7, Konyamachi, Aoi-ku, Shizuoka, 420-0852, Japan  
 Tel : +81-54-254-1681  
 Fax : +81-54-254-8639  
 E-mail : hr-mochizuki@tamaruya.co.jp  
 Contact : Hiroyuki Mochizuki (Mr.)  
 Position : President

We are a manufacturer producing and selling over 100 different products using a Japanese indigenous herb "Wasabi".

Our main product "wasabi zuke" is a popular Japanese pickle, which has been eaten in Japan for more than 200 years.

Tamaruya Company, with over 130 years of history, and through its vast and strong network of wasabi farmers in Japan, can obtain the highest quality wasabi available.

[www.tamaruya.co.jp](http://www.tamaruya.co.jp)

Booth No.

5

## MARUYAMA TEA PRODUCTS CORP.

### Company Information

Address : 510-3, Itasawa, Kakegawa, Shizuoka, 436-0016, Japan  
 Tel : +81-537-24-5588  
 Fax : +81-537-24-5579  
 E-mail : tsuchida@maruyamaseicha.co.jp  
 Contact : Takuya Tsuchida (Mr.)  
 Position : Sales Department

Since Maruyama Tea Products Corporation was first established in Kakegawa in 1933 by its founding President Tsujimatsu Maruyama, we have been working devotedly with green tea.

The heart and technique of making green tea have been passed down through four generations of Maruyama and we are still maintaining the same "heart" and "skill" in order to make delicious green tea.

There are various national awards Maruyama Tea Products Corporation has received for high quality in green tea production.

Our product was the first Japanese tea to win a gold medal at the Monde Selection in 2006 and 2007.

We have recently achieved ISO 14001 status.



[www.maruyamaseicha.co.jp](http://www.maruyamaseicha.co.jp)

## YAMAMOTOYAMA CO., LTD.

### Company Information

Address : 122 Voyager Street, Pomona, California, 91768, U. S. A.  
 Tel : +1-909-594-7356  
 Fax : +1-909-595-5849  
 E-mail : shiirei@yamamotoyama.co.jp  
 Contact : Hachiro Miyachi (Mr.)  
 Position : Overseas Department

YAMAMOTOYAMA has been a Japanese institution for 317 years, since 1690.

As the Japanese diet evolved, our NORI seaweed and TEAS have won a special place in the hearts of many families and thanks to their excellent taste they remain today a staple food of the Japanese dining table throughout the seasons.

In the traditional Japanese spirit, YAMAMOTOYAMA tirelessly seeks to improve quality while bringing consumers the same rich flavour and aroma we have always been known for.

After all, that is what authenticity and customer satisfaction are all about. Whether as a gift, a regular item on your dining table, or a complement to your next break, YAMAMOTOYAMA NORI and TEAS are the ideal choice.



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

## S & B FOODS INC.

### Company Information

Address : 38-8 Miyamoto-Cho, Itabashi-Ku, Tokyo, 174-8651, Japan  
 Tel : +81-3-3558-9118  
 Fax : +81-3-3558-6948  
 E-mail : chie\_miyazaki@sbfoods.co.jp  
 Contact : Chic Miyazaki (Ms.)

S&B Foods Inc., since its foundation in 1923 as a pioneer of manufacturing "精力しー(Japanese original curry powder)", has strived to improve the quality of life and food culture through our various products in Japan.

We are also a leading company of Wasabi products in the World.

S&B is the first Wasabi manufacturer which developed Wasabi Paste in a tube, and introduced it to the Japanese market.

S&B brand brings the image of "Safety" to consumers, and has increased its popularity in the global market.

We focus on our company ideology, 美味求真 (Seeking authentic taste, which brings Health and Happiness to human beings), and for Anuga 2007, we are developing a new product, "Wasabi Sauce", and bring the new taste to your table!



[www.sbfoods.co.jp/eng/index.html](http://www.sbfoods.co.jp/eng/index.html)

## Fukuoka Prefecture Food Export Promotion Council

### Company Information

**Address :** 378-3 Ogo, Maebashi-City, Gunma-Ken, 371-0223, Japan  
**Tel :** +81-27-283-3010  
**Fax :** +81-27-283-9739  
**E-mail :** ozawa@usopac.com  
**Contact :** Ozawa Kiyoshi (Mr.)  
**Position :** Export Department

Since the establishment of our company, the U.S. OPAC INC. has been developing export business dealing with a wide variety of Japanese foods.

We also have two overseas offices at Honolulu and Los Angeles.

Our company has been exporting high quality Japanese foods such as Japanese vegetables, mushrooms, Wasabi, a new style of noodles, pasta and sweets.

Especially, we are always trying to introduce new style products "convenient foods" to the world.

Our theme is "health, beauty and taste".

We are introducing our new products for the first time at this fair.

We are confident that you will accept our new products.

Our exhibition shows you various Japanese foods which will definitely support your modern healthy style living more.



### Company Information

**Address :** Noseibu Seisanryutsuka, 7-7 Higashi-ku, Fukuoka-shi, 812-8577, JAPAN  
**Tel :** +81-92-643-3486  
**Fax :** +81-92-643-3490  
**E-mail :** inoue-s9410@pref.fukuoka.lq.jp  
**Contact :** Shiino Inoue (Ms.)

Yame-cha is a brand of green tea produced in the Yame region, located in the southern part of Fukuoka Prefecture.

Yame-cha is processed to a fine needle shape, rich in taste with bold and aromatic flavors, but never bitter.

The Yame region is also known for producing the largest amount of high-grade Gyokuro tea in Japan.

The local climate is ideal for this prestigious tea, highly regarded for its sweet flavor.

