

3. 販売促進及び広報活動

(1) NTUC フリーペーパー折り込み用チラシ

MAFF
Ministry of Agriculture, Forestry and Fisheries

(2) 開催店舗にて配布した料理デモンストレーションチラシ

MAFF
Ministry of Agriculture, Forestry and Fisheries

(3) シンガポール日本大使館ニュースレターでの告知

RELEASE

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**'OISHII JAPAN' FAIR AND FREE COOKING DEMONSTRATIONS
AT NTUC FAIRPRICE SUPERMARKETS**

Having a strong reputation for being tasty, nutritious and high quality, Japanese cuisine and cooking have gained immense popularity around the world, including Southeast Asia, as part of a healthy lifestyle. Japan has achieved prominence in agricultural production, via production technology developed to a level of excellence over a long history, and the people of Japan are rightly proud of their produce.

Building upon the success of last year's food promotion events, Japan's Ministry of Agriculture, Forestry and Fisheries is once again holding a special "OISHII JAPAN" fair in year 2010 at NTUC FairPrice Supermarkets, to further promote Japanese food products outside of Japan, and raise awareness of seasonal produce and cooking methods.

The "OISHII JAPAN" fair will run from February 19th (Fri) to March 4th (Thu), 2010, with special events being held throughout this period to promote the finest harvests of Japan, and to raise further interest in Japanese agricultural products among consumers in Singapore.

Fair period: February 19th (Fri) to March 4th (Thu), 2010.

Venues and free cooking demonstrations:

FairPrice Finest

Store	Address	Free Cooking Demonstrations
BUKIT TIMAH PLAZA	1, Jln Anak Bukit, #B1-01 & #B2-01, Bukit Timah Plaza	February 21st (Sun) 3pm to 4pm
MARINE PARADE	6, Marine Parade Central	February 28th (Sun) 3pm to 4pm
TAMPINES	2, Tampines Central 5, #B1/07/08/17, Century Square	February 27th (Sat) 3pm to 4pm
UPPER THOMSON	301, Upper Thomson, #03-37/38, Thomson Plaza	-

FairPrice Xtra























































Store	Address	Free Cooking Demonstrations
ANG MO KIO	53, Ang Mo Kio Ave 3, #B2-26, Ang Mo Kio Hub	February 20th (Sat) 3pm to 4pm
HOUGANG	1, Hougang Street 91, #02-01, Hougang Point	-
JURONG WEST	63, Jurong West Central 3, #03-01, Jurong Point	-

Free sampling and tasting will be held in all above stores during the following dates:
February 19th (Fri), 20th (Sat), 21st (Sun), 26th (Fri), 27th (Sat) and 28th (Sun)

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(4)商品 POP

 <p>SUN-FUJI (Apples)</p> <p>Production Area: Aomori Prefecture</p> <p>These crunchy firmness <i>Sun-Fuji</i> apples are delicious with yellowish-white flesh. The sour and sweetness of <i>Sun-Fuji</i> apples comes from being grown in the brilliant sunshine, and this exquisite balance will leave you very satisfied.</p>  <p>MAFF</p>	 <p>OHRIN (Apples)</p> <p>Production Area: Aomori Prefecture</p> <p>These <i>Ohrin</i> apples are from Aomori Prefecture, Japan's No.1 apple-growing region. The young fruit is nurtured by protecting bags. When the flesh is bigger the bag is removed and the fruit exposed to sunlight. A good balance of sweet and sour.</p>  <p>MAFF</p>	 <p>KINSEI (Apples)</p> <p>Production Area: Aomori Prefecture</p> <p><i>KINSEI</i> apples from Aomori Prefecture are well known as a gift due to its beautiful golden appearance. It has a strong sweetness and fresh fragrance, and is extremely juicy.</p>  <p>MAFF</p>	 <p>UNSHU MIKAN (Japanese mandarin oranges)</p> <p>Production Area: Fukuoka Prefecture</p> <p>With its long history of cultivation using safe and reliable methods, these <i>Mikan</i> oranges from Fukuoka Prefecture are well known in Japan for its rich sweetness. The membrane surrounding each individual section is thin, and the fruit is seedless, making it very easy to eat. A good balance of sweet and sour.</p>  <p>MAFF</p>
 <p>EARLS MELON</p> <p>Production Area: Miyazaki Prefecture</p> <p>These melons are grown in glass greenhouses, under strict cultivation management. Only one fruit is left on each vine, and carefully raised to ensure that it receives all the vine's nutrients. The palatability and fragrance of these melons are both fully satisfying. It is best eaten when the bottom becomes soft and elastic.</p>  <p>MAFF</p>	 <p>AKANIKU MELON</p> <p>Production Area: Miyazaki Prefecture</p> <p>There is a right time to eat a melon. <i>Akaniku melon</i> ripens, starting from the lower section and gradually generating its peculiar aroma. The right time to eat is when it has been kept at a temperature of 20 to 25 degrees and the skin has changed from blue green to yellow.</p>  <p>MAFF</p>	 <p>KINKAN (Kumquat)</p> <p>Production Area: Miyazaki Prefecture</p> <p><i>Kinkan</i> is one of the smallest citrus fruits in the world. Either the skin is eaten or they are stewed in sugar. These particular kumquats have been ripened on the tree so can be eaten just as they are.</p>  <p>MAFF</p>	 <p>ICHIDA-KAKI (Semi-dried Persimmons)</p> <p>Production Area: Nagano Prefecture</p> <p>The outside of the persimmon is dry and hard, but the inside has a creamy texture. With an elegant aftertaste, the true sweetness of the persimmons remains in your mouth. They are said to be full of dietary fiber and are good for curing colds and hangovers.</p>  <p>MAFF</p>
 <p>BANPEIYU (Citrus Fruit)</p> <p>Production Area: Hyogo Prefecture</p> <p>This fruit is one of the largest citrus fruits in the world. <i>Banpeiyu</i> is known for its delicate taste, rich sweetness, refreshing fragrance, and crisp texture. All the bitterness is contained in the rind, so remove this completely and eat only the flesh.</p>  <p>MAFF</p>	 <p>IYOKAN (Oranges)</p> <p>Production Area: Ehime Prefecture</p> <p>Ehime is one of Japan's leading prefectures in the production of <i>Iyokan</i> oranges. These oranges are very sweet in taste, and are extremely juicy.</p>  <p>MAFF</p>	 <p>KIWI Fruit</p> <p>Production Area: Fukuoka Prefecture</p> <p>A fine product from Fukuoka prefecture. The sweetness of the flesh and the slight crunch of the seeds suggest a strawberry flavor. The texture also suggests a hint of banana, although there is a citrus bite akin to pineapple.</p>  <p>MAFF</p>	 <p>AMAOU (Strawberries)</p> <p>Production Area: Fukuoka Prefecture</p> <p>This strawberries are developed over a period of 6 years, and is a comparatively new product. The fruit is large and substantial, and is known for its delicious sweetness and juiciness.</p>  <p>MAFF</p>
 <p>DAIKON (Japanese Radish)</p> <p>Production Area: Fukuoka Prefecture</p> <p>In Japanese cuisine, <i>Daikon</i> is prepared and served in a variety of ways. It is frequently grated and served raw, as an accompaniment to a dish or as a flavoring in soup. It may be shredded, dried, pickled, used in sushi, simmered, or stir-fried.</p>  <p>MAFF</p>	 <p>SATSUMA-IMO (Japanese Sweet Potatoes)</p> <p>Production Area: Miyazaki Prefecture</p> <p>It is very sweet, especially when steamed or roasted. Choose potatoes that are thick with a nice skin. <i>Satsuma</i> potatoes spoil easily in moist conditions, and should be stored wrapped in newspaper.</p>  <p>MAFF</p>	 <p>NAGA-IMO (Japanese Yam)</p> <p>Production Area: Aomori Prefecture</p> <p><i>Naga-imo</i> has a grain-like consistency when grated, and crunchiness when chopped. It can be eaten raw as well as fried or sautéed, and when grated goes perfectly with rice or noodles.</p>  <p>MAFF</p>	 <p>TAMANEGI (Japanese Onions)</p> <p>Production Area: Hokkaido</p> <p>These Onions have a sharp, sweet taste, making them well suited to a variety of dishes. Delicious raw in salads, and also releases an increased sweetness when cooked.</p>  <p>MAFF</p>
 <p>BAREISHO (Japanese Potatoes)</p> <p>Production Area: Nagasaki Prefecture</p> <p>These potatoes from Nagasaki Prefecture has a dry, creamy, white flesh, and 15% starch. It is best for boiling and simmering, and also perfect for croquettes, mashed potatoes and baked potatoes as well.</p>  <p>MAFF</p>	 <p>BUNA-SHIMEJI (Japanese Mushrooms)</p> <p>Production Area: Kagawa Prefecture</p> <p>Full of amino acid, with a delicious taste, these mushrooms are well suited to a wide variety of dishes, from traditional Japanese to Chinese and Italian.</p>  <p>MAFF</p>	 <p>OKU-AGA KOSHIHIKARI RICE</p> <p>Production Area: Niigata Prefecture</p> <p>Because of the use of mountain water streaming from the forest with highly rich mineral contents, the flavour and the sweetness are excellent. This rice goes perfectly with strong-tasting foods, and can comfortably hold its own alongside rich-tasting meat and other side dishes. Even when cold, this rice maintains its stickiness and good taste, and is perfect for boxed lunches and rice balls.</p>  <p>MAFF</p>	 <p>Ajitsuke-Momi Nori-Midori 50g (Japanese seasoned roasted lavers)</p> <p>Production Area: Saitama Prefecture</p> <p>These high quality and crispy lavers are roasted with specially blended sauce. They are rich in minerals and can be enjoyed with all five senses. "<i>Ajitsuke-Momi Nori-Midori 50g</i>" goes perfectly with rice and also it can be eaten as a snack.</p>  <p>MAFF</p>
 <p>Ajitsuke-Ohayo-Okazu 8packs (Japanese seasoned roasted lavers)</p> <p>Production Area: Saitama Prefecture</p> <p>These high quality and crispy lavers are roasted with specially blended sauce. They are rich in minerals and can be enjoyed with all five senses. "<i>Ajitsuke-Ohayo-Okazu 8packs</i>" goes perfectly with rice and also can be eaten as a snack.</p>  <p>MAFF</p>	 <p>KATSUO MIRIN (Japanese Furikake)</p> <p>Production Area: Tottori Prefecture</p> <p><i>Furikake</i> is a Japanese condiment usually sprinkled on top of rice. This special <i>Furikake</i> is a mixture of specially selected <i>Katsuo-bushi</i> (dried bonito) and <i>Kuro-Nori</i> (black roasted lavers). <i>Katsuo-Mirin Furikake</i> goes perfectly with boiled rice, and also delicious sprinkling on onion slices and vegetable stir-frying.</p>  <p>MAFF</p>	 <p>SETO-FUUMI (Japanese Furikake)</p> <p>Production Area: Tochigi Prefecture</p> <p><i>Furikake</i> is a Japanese condiment usually sprinkled on top of rice. This special <i>Furikake</i> is a mixture of specially selected <i>Katsuo-bushi</i> (dried bonito), sesame, fine quality <i>Nori</i> (roasted lavers) and egg. <i>Seto-Fuumi Furikake</i> goes perfectly with boiled rice, and also delicious sprinkling on pasta, steamed vegetables, and Japanese style salads.</p>  <p>MAFF</p>	 <p>NORI KOUMI (Japanese Furikake)</p> <p>Production Area: Aomori Prefecture</p> <p><i>Furikake</i> is a Japanese condiment usually sprinkled on top of rice. This simple <i>Furikake</i> is made from specially selected <i>Kuro-Nori</i> (black roasted lavers). <i>Nori-Koumi Furikake</i> goes perfectly with boiled rice, and it is also delicious topping on noodle dishes.</p>  <p>MAFF</p>
 <p>AJI ICHI SHIBORI (Orange juice)</p> <p>Production Area: Wakayama Prefecture</p> <p>Made from high-quality fully-ripened Aomori mandarin oranges with a high sugar content (11 degrees or higher), selected using an optical sensor. Mandarin oranges are squeezed almost to a puree after being peeled, giving it a well-rounded, refined taste, but retaining the full flavor and taste of the mandarin oranges themselves.</p>  <p>MAFF</p>	 <p>AJI ICHI JURE (Orange Puree)</p> <p>Production Area: Wakayama Prefecture</p> <p>Wakayama <i>Mikan</i> oranges with a sugar content of 12 degrees or more are used as the ingredients. Our unique squeezing method makes the product different! A well rounded, refined taste is achieved because the peeled mandarin oranges are squeezed almost to a puree. Tastes mellow and less bitter because no citrus oil from the orange peel is included.</p>  <p>MAFF</p>	 <p>TEMARI MIKAN (Orange juice)</p> <p>Production Area: Wakayama Prefecture</p> <p>This is a mixture of specially selected Wakayama <i>Mikan</i> oranges and syrup. <i>TEMARI MIKAN</i> tastes mellow and less bitter because no citrus oil from the orange peel is included. Please enjoy the exquisite balance of rich taste and mellow flavor of this product.</p>  <p>MAFF</p>	

4. フェア実施の様子（おいしいロゴ入りのぼり・バナー・POPの掲示）



BUKIT TIMAH PLAZA 店

UPPER THOMSON 店



UPPER THOMSON 店

MARINE PARADE 店



TAMPINES 店



ANG MO KIO 店



HOUGANG 店



JURONG WEST 店

5. 料理デモンストレーション

「おいしい日本」の一環として、シンガポール駐在の日本人シェフ(日本食レストラン「みの久」)による料理デモンストレーションを開催し、今回の取扱品目をさらにアピールした。

- メニュー: (1) さつまいもご飯
 (2) 長いもステーキ
 (3) 手まりみかん天ぷらデザート

実施日時:

- ANG MO KIO 店 : 2月20日(土) 15:00~
 □BUKIT TIMAH PLAZA 店 : 2月21日(日) 15:00~
 □MARINE PARADE 店 : 2月27日(土) 15:00~
 □TAMPINES 店 : 2月28日(日) 15:00~

料理デモンストレーション実施の様子

< ANG MO KIO 店 >





< BUKIT TIMAH PLAZA 店 >



< MARINE PARADE 店 >



< TAMPINES 店 >



6. 現地消費者の反応

- ・ 日本産品は、他国産と比較して高価格だが、味、見た目、安全、健康的という観点では、世界一だと思う。
- ・ こんなおいしいりんご、いちごははじめて。野菜については、さつまいも、長いも、きのこ類がとてもおいしかった。
- ・ 料理デモンストレーションで紹介されたみかん天ぷらのデザートは、最初は、どんな味になるのかと思ったが、試食してみると、とてもおいしいと分かった。作り方が簡単なので、今度我が家でも作ってみたい。
- ・ 日本のお米はすごくおいしいと分かっているが、日本食以外の料理には合わない。今回のように、正しい炊き方、お米と合う簡単な日本のおかずのレシピ等を、商品とセットで紹介しないと、現地消費者には受け入れられない。
- ・ 今後NTUCスーパーでは、日本産スイーツの販売などの開拓も考えてほしい。

7. 販売員の意見

- ・ 日本産品は高価格だが、おいしい、見た目が綺麗、安全で安心というイメージがNTUCでも定着している。
- ・ 購買力が高くなくても、今回のようなプロモーション(フェア)での試食宣伝販売によって、多くの消費者に、他国産競合品目と比較の上、日本産品の良さを分かってもらえるので、今後も日本産品の試食宣伝販売が必要。
- ・ 商品POP、料理デモンストレーションイベントもとても効果的だが、今後、それぞれの商品を使った、自宅でも簡単に作れる日本食のレシピ等の配布も効果的な販促手段だと思う。

8. 販売店の意見

- ・ 昨年度に引き続き、NTUC店舗での日本産品フェアを開催できてとても良かった。昨年度は、NTUCでの初めての日本フェアを2店舗(BUKIT TIMAH PLAZA 店、THOMSON PLAZA 店)にて実施したところ好評だったことから、今回の7店舗での「おいしい日本」フェアに繋がった。そして、大勢の消費者に試食をしていただいた結果が、今回の好売上に結びついた。
- ・ 果物は、りんご、みかん、キウイといちご中心に売上が伸びた。
- ・ 野菜は、さつまいも、長いも、ぶなしめじが圧倒的に人気が高かった。
- ・ 加工食品は、海苔とかつお節のしっかりとした味のふりかけが好評で、みかんジュースやジュレにしても、値段が高いという消費者の声もあったが、それでも普段店頭に表示しているより多く売れた。
- ・ 今後も継続して、拡販していきたい。そのためには、今後も日本からのサポートが必要。例えば、生産者の紹介、無償サンプル提供、生産者の現地アテンド等々。8月には、独自フェアを予定。

9. 輸入業者の意見

- ・ 現地消費者の反応がとても良かった。商品が高価格のため(シンガポールでのランチは通常2-3ドル)展示するだけでは、なかなか販売に繋がらない。しかし、今回の「おいしい日本」フェアは、消費者に日本産品の味、使い方を知っていただける良い機会となった。
- ・ ご飯を炊いてふりかけをかける、みかんをカットして試食させるなど、簡単な試食方法だったが、それでも、ご飯の炊き方や、みかんジュースは水で薄めないといけないのか等、消費者から多くの質問が寄せられたことから、今回のフェア実施によって、消費者がどのような事が知りたいのかが分かった。

- ・ 加工食品は、初めてのプロモーションで、各店舗 1 ワゴンでの販売だったが、売上は予想以上だった。
- ・ 次回は、2 ワゴンくらいの量に増やし、もう少しバラエティーを増やしたい。具体的な商品選定は、フェアの時期によって決めたい。例えば、学校の休みの時期には、日本の和菓子、デザートなどの子供向けの商品、また、カレールーを弊社が販売して、にんじん、じゃがいもなどの野菜を、今回と同様の青果物業者が販売するということが可能かと思う。今後、対象品目の拡大が必要。

10. 所感

- ・ 14 日間の「おいしい日本」フェアの実施によって、7 店舗合計で 900 万円以上の売上が達成できた。
- ・ NTUCは、2 店舗でしか日本産品(果物のみ)を取扱っていなかったが、昨年度、当該2店舗で本事業を実施したところ、好評だったことから、今年度における本事業実施店舗数が7店舗に増えた。今回、「おいしい日本」フェアに対する現地消費者の反応がとても良かったため、今後も日本産品を取り扱うNTUC系列店舗の数が増える見込みである。
- ・ 今回の売上にも表れているが、今後NTUC系列店舗での日本産品の需要が広がる余地は多いにある。しかし、単に高額な日本産品を店頭に並べるだけでの拡販は難しいため、まず販売店側の日本産品への認知度を高める必要がある。そして、現地の消費者に好まれる商品を開拓し、試食販売、デモンストレーション販売、メニューちらしの配布等の工夫が必須である。
- ・ 販売店、輸入業者の担当者などを日本での商談会に招待し、日本産品への認知度を高め、また、輸出に意欲的な多くの日本の生産者を紹介することが、今後の課題である。
- ・ また、日本産品の需要が広がれば広がるほど消費者は興味を持って質問してくるので、現地の販売員の接客態度や日本産品に対する知識がこれから益々重要視される。そのためには、今後、日本の生産者が現地でのPRイベントに参加することによって、接客態度や知識を向上させる必要がある。

以上