

家庭用での取組

EU : 家庭用商品ラインナップ



<p>OKONOMI SAUCE 500g</p> <p>Contains a wealth of vegetables, fruits, vinegar and spices, which create a mellow sauce characterized by a sweet and rich flavor, created from carefully sourced "dishes". With high viscosity, the best way to use this sauce is to put on ready dishes.</p> <p><i>Vegan</i></p>	<p>OKONOMI SAUCE 300g</p> <p><i>Vegan</i></p>	<p>YAKISOBA SAUCE 500g</p> <p>The base of this product is a sauce characterized by the delicate flavor of seasonal aromatic vegetables and a spicy, mellow fragrance with a homemade taste, creating tasty and flavorsome yakisoba.</p> <p><i>Vegan</i></p>	<p>YAKISOBA SAUCE 300g</p> <p><i>Vegan</i></p>	<p>TAKOYAKI SAUCE 300g</p> <p>The subtle loads of sweetness in the sauce makes it an ideal match for takoyaki.</p>	<p>SPICY OKONOMI SAUCE 300g</p> <p>Spicy Okonomi Sauce, based on our traditional Okonomi Sauce, has strong spicy taste. This sauce is totally suitable for vegans, as it contains no animal products.</p> <p><i>Vegan</i></p>	<p>TONKATSU SAUCE 340g</p> <p>Sweet and rich in fruits it is a renowned Tonkatsu sauce.</p> <p><i>Vegan</i></p>	<p>TERIYAKI SAUCE 350g</p> <p>Refined sweetness, salt and mild taste. With its moderate viscosity, the sauce handles any ingredients and glazes well.</p>	<p>SUSHI SAUCE 370g</p> <p>Responds to the growing popularity of healthy Japanese food and the growing demand for home cooking. Available for not only sushi sets, but also tempaki and kubiyaki menus.</p> <p><i>Vegan</i></p>	<p>POKE SAUCE 230g</p> <p><i>Vegan</i></p>
<p>KIMCHI SAUCE 590g</p> <p>Contains a wealth of vegetables, fruits, such as apples, garlic and carrots, kelp and mushrooms. They create a rich of Umami flavor.</p>	<p>INSTANT MISO SOUP 340g</p> <p>Based on 2 types of miso (bean paste) matured for 2 years, miso-miso and Miso-miso, soy sauce stock and 5 types of vegetables are mixed to create this miso soup base, rich flavor.</p> <p><i>Vegan</i></p>	<p>SUKIYAKI SAUCE 370g</p> <p>Contains a wealth of vegetables, fruits, such as apples, garlic and carrots, kelp and mushrooms. They create a rich of Umami flavor.</p>	<p>YUZU PONZU 300ml</p> <p>A blend of Japanese Yuzu juice and brewed soy sauce. This is a ponzu with a rich aroma of yuzu.</p>	<p>PONZU 185ml</p> <p>This ponzu has a refreshing and mild flavor with a blend of fresh citrus fruits (Lemon, Yuzu, Yulow, and Sudachi).</p> <p><i>Vegan</i></p>	<p>OMELETTE RICE SAUCE 300g</p> <p>Mellow sweetness and Umami with plenty of apples and oranges. The rich & ripe tomato sauce goes great with Omaké rice.</p>	<p>OKONOMIYAKI TAKOYAKI FLOUR 180g</p> <p>Non-Animal Okonomiyaki and Takoyaki flour. You can make Okonomiyaki or Takoyaki by changing amount of water.</p>	<p>OKONOMIYAKI FLOUR 500g</p> <p>This flour has mild salt taste and natural kombu umami, which make it more authentic. You can make soft and fluffy Okonomiyaki with jam presser contained.</p>	<p>TAKOYAKI FLOUR 500g</p> <p>The flour seasoned by soy sauce enables you to make authentic Takoyaki of Osaka in home.</p>	<p>TAKOYAKI PLATE 16 HOLES</p> <p>You can make delicious takoyaki with a crispy surface and a fluffy interior when you make takoyaki with cat iron.</p>
<p>YAKISOBA HOODLES (with sauce) For 2 servings</p> <p>Blending noodles and flavoured sauce, we make a convenient packet for Yakisoba. You can easily cook authentic one at home.</p>	<p>YAKI UDON (with sauce) For 2 servings</p> <p>Special sukiyaki sauce with a good balance of soy sauce and sweetness. No animal ingredients and extracts used.</p>	<p>PREMIUM TENKASU 50g</p> <p>Tenkasu is crunchy bits made from Tempura flour. You just sprinkle anything for extra crunchy texture.</p>	<p>WORCESTERSHIRE SAUCE 200ml</p> <p>Worcestershire sauce that brings out the full flavor of vegetables. It features a mellow scent of sea-ground spices.</p>	<p>SUSHI VINEGAR 500ML</p> <p>Using a brewed vinegar prepared with natural water and clean air (Yamanashi Town, Hiroshima Prefecture). This sweet taste combine well with sushi rice.</p>	<p>RICE VINEGAR 500ML</p> <p>Pure rice vinegar with a mellow taste and is freely prepared with natural water and clean air from Yamanashi Town, Hiroshima Prefecture.</p>	<p>GRAIN VINEGAR 500ML</p> <p>A mellow grain vinegar with umami taste prepared with natural water and clean air in Yamato town, Hiroshima Prefecture.</p>	<p>RAKIYO VINEGAR 500ML</p> <p>You can enjoy pickles just by picking. In addition, it can be easily used for vegetables, pickles, ginger, pork, steak, etc.</p>	<p>TEMPURA SAUCE 340g</p> <p>Based on Worcestershire sauce, we blend tataraki dashi stock of bonito and shiitake. Aside from Tempura, it goes well with any deep-fried dishes.</p>	

約30品



家庭用：試食販売

【イギリス：ベトナム系スーパー：試食販売】



【フランス：中華系スーパー：試食販売】



Otafuku Promotion

◎ Okonomiyaki Kit Proposal



We can support Otafuku bag and spatulas!!

◎ Otafuku Shelf Proposal→

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◎ Takoyaki Kit Proposal



We can support Otafuku bag and Takoyaki pick!!

家庭用：アニメコラボ



NARUTO SHIPPUDEN



業務用での取組

EU : 業務用商品ラインナップ



<p>OKONOMI SAUCE 2.1kg</p> <p>Contains a wealth of vegetables, fruits, soybean paste, and other natural ingredients. It is a rich, umami, sweet, and tangy sauce. It is a versatile sauce that can be used in a variety of ways.</p> 	<p>YAKISOBA SAUCE 2.15kg</p> <p>The base of this product is a sauce made from soybean paste, vinegar, and other natural ingredients. It is a rich, umami, sweet, and tangy sauce. It is a versatile sauce that can be used in a variety of ways.</p> 	<p>TAKOYAKI SAUCE 2.1kg</p> <p>Carefully blended with mild taste from vegetables and fruits, natural flavor from soy sauce, and rich taste from sugars to create a savory sauce. It is a versatile sauce that can be used in a variety of ways.</p> 	<p>TONKATSU SAUCE (KOKUSAI) 2.1kg</p> <p>Sweet and rich in fruit. It is a versatile Tonkatsu sauce.</p>  <p><i>Vegan</i></p>	<p>ONION SAUCE 2.05kg</p> <p>A fresh onion sauce with soy sauce flavor. Apple juice makes it a mild taste. It goes well with beef tataki, wazumi and salad.</p> 	<p>SUSHI SAUCE GF 2.17kg</p> <p>It goes well together not only with seafood, but also with vegetables. It can be used not only for sushi rolls, but also for nigiri sushi and baked sushi.</p>  <p><i>Vegan</i></p>	<p>WORCESTERSHIRE SAUCE 1.8L</p> <p>It brings out the full flavor of vegetables without using chemical seasonings. It has a mild taste of self-ground spices.</p> 	<p>RED VINEGAR 1.8L</p> <p>This red vinegar is made only from sake lees brewed daily. It's characterized by richness, umami and deep flavor using traditional manufacturing method.</p> 	<p>UMAMI DASHI (SOYU) 1L</p> <p>Contains a wealth of vegetables, fruits, such as apples, garlic and carrots, leek and mushrooms. They create a rich of Umami flavor.</p>  <p><i>Vegan</i></p>	<p>YAKISOBA SAUCE (VEGETABLE DASHI) 1.27kg</p> <p>A blend of Japanese Yuzu juice and brewed soy sauce. This is a ponzu with a rich aroma of yuzu.</p>  <p><i>Vegan</i></p>
<p>SPICY CHILI SAUCE 1150g</p> <p>Selected ingredients for softness. Fresh taste. Fruits, vegetables and fish extracts give nice flavor to the sauce. Good for life fry menus and sushi roll as Terachi sauce.</p>  <p><i>Vegan</i></p>	<p>GARLIC PEPPER SAUCE 1130g</p> <p>The taste is salt-free, taste with pepper and garlic. It contains no animal products and alcohol. You can enjoy the flavor of garlic. You can use this for various dishes, especially good for steamed dishes.</p> 	<p>YUZU SAUCE 1100g</p> <p>Yuzu flavored sweet sauce for multi-purpose use. It gives a nice yellow color to menus.</p> 	<p>POKE SAUCE 1130g</p> <p>Best one for making all poke, a popular Hawaiian dish. This soy sauce-based seasoning is good for multiple menus adding a rich umami (flavor).</p> 	<p>SUSHI VINEGAR 1.8L</p> <p>Using a brewed vinegar prepared with natural water and clean air in Yamato Town, Hiroshima Prefecture. This sweet taste combine well with sushi rice.</p> 	<p>RICE VINEGAR 1.8L</p> <p>Pure rice vinegar with a mild taste and richness, prepared with natural water and clean air from Yamato Town, Hiroshima Prefecture.</p> 	<p>GRAIN VINEGAR 1.8L</p> <p>A mellow grain vinegar with umami taste prepared with natural water and clean air in Yamato Town, Hiroshima Prefecture.</p> 	<p>PONZU 1.8L</p> <p>With the refreshing taste and aroma of kanihiko juice, it can be used for a wide range of menus such as hot pot dishes and fried foods.</p> 	<p>TENKASU 1kg</p> <p>Tenkasu is crunchy bits made from Tempura flour. You just sprinkle anything for extra crunchy texture.</p> 	

約20品



【弊社大阪支店にてたこ焼研修】



【弊社広島本社にてたこ焼研修】



2024年オープン店舗

ドイツ：たこ焼店



フランス：たこ焼・お好み焼



ドイツ：たこ焼



スペイン：広島お好み焼



【フランス：100周年感謝祭】

ヨーロッパのお好み焼店、たこ焼店オーナー様にパリにお集まり頂き感謝祭を開催。
8か国(フランス、イギリス、オランダ、ドイツ、スペイン、イタリア、リトアニア、日本)より
19店舗33名の方にご参加頂いた。



【デンマーク・UK・ドイツ：日本食レストランチェーン店様お好み焼・たこ焼ワークショップ@大阪支店】



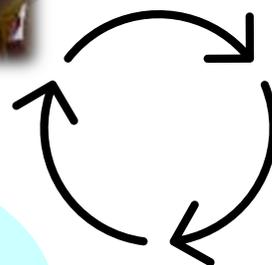
【UK：日本食レストランチェーン様お好み焼ワークショップ@東京支店】



a) 問屋 セールス勉強会



b) レストランへの問屋同行営業



d) ニーズに合った商品開発・
提案メニュー開発



c) 展示会でのメニュー啓蒙
新規販路開拓

【欧州マーケットの特徴】

- 以前は寿司・天ぷらなどが日本食の中心であり、ハイエンド層向けのメニューが中心であったが、現在はラーメン・お好み焼・たこ焼の専門店も出来てきており、**ミドル・マス層にも日本食が受け入れられるマーケットになってきている。**
(寿司についてもテイクアウト寿司など、手軽に購入できるマス層向けのものが増えている)
- お好み焼き・たこ焼きの消費者の傾向としては、**アニメや漫画などをきっかけにより深く日本の文化を知りたいという動機**から、お好み焼き・たこ焼きを食べる消費者が多い傾向にある。
 - たこ焼については、フィンガーフードのような感覚でラーメンや寿司のサイドディッシュとして提供されることもあり、食文化の一つとして浸透してきている。

【北米との違い】

- レストランマーケット
 - 日本の食文化に対する関心は高く、ワークショップイベントなどの反響も大きい
 - 北米ほど日本人コミュニティが大きい為、**現地人をターゲットに教育営業を充実させることが重要である**
- リテールマーケット
 - 日系小売チェーンの進出は限定的であり、**アジア系小売店での展開が日本食販売のメインの販売先**となる
 - 小売商品を広範囲に販売するには、アジア系小売店のみでなく、**現地系小売（メインストリーム）への販売が必要**であるが、導入のハードルは高い