



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Approved by:

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U.S. Embassy

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## **Market Brief**

## **Japan : Food Processing Sector - Western Bakery**

### **Products**

### **Company Profiles**

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Tokyo[JA1], JA

<b>Company Name</b>	<b>Sonton Food Industry Co., Ltd.</b>			<b>Product Sector(s)</b>	Western Bakery Products
<b>Address</b>	2-9-4, Nihonbashi-Kayabacho, Chuo-ku Tokyo 103-0025			<b>Number Of Employees</b>	480
				<b>Number of Factories</b>	3
<b>Phone Number</b>	03-3669-7371	<b>Fax Number</b>	03-3669-7378	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>					
<b>Contact Person</b>	Yasutaka Nishi, Director, Production Division				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	21,486	1,522	Toshoku, Teramoto Seika Zairyo, Kaneka Corp., Mitsubishi Corp., Shin Toa Koeki, Fuji Oil Co., Ltd.	
	1996	22,150	1,305		
	1997	21,804	1,070		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Commercial-Use Bread Spreads		83	Leading manufacturer of jams, other spreads and filling.	
	Home-Use Bread Spreads		17	For bread and other western bakery related market, provides flour pastes and other fillings (creams, jams, sweet bean pastes, elica fillings), toppings for commercial use and jams and creams for household use. Along with the increase in the usage of frozen dough, flour pastes for commercial use are popular for maintaining product quality after freezing and defrosting.	
				Sonton's products are highly valued among commercial users, and Sonton maintains status as a leading company in this market.	
<b>Main Brands</b>					
For Household: F Cup (peanut cream, peanut cream for CVS, strawberry jam) P Cup (banana shake soft, peanut soft, choco soft), O F mate (blueberry jam) Kodawari (Yamagata-san Okubo Hakuto jam) Toast Club (tomato-potato) For Commercial: Piroru (cream, cheese cream), Piroru Fresh (apple TB-2) Petit Gourmet (Russian Pulosiki), Ace Curry, Prime (pizza sauce), Pochette				"F cup" series is the main brand for household use. Sonton is especially well known for its peanut butter. The company revived its product by using high quality domestic nuts.	
<b>Main Ingredients</b>					
Sugar, summer orange, strawberry, cacao, peanut, apple, tea extract, pectin, acidic ingredients, flavourings				Sonton is diversifying into pizza sauce and other prepared foods, and provides delica sauce for light meals such as pizza, pasta, and gratin as well as other fruit sauces for desserts.	
				These delica and fruit sauce products are sold both in the commercial use and household use markets.	

<b>Company Name</b>	Takarabune Corp.			<b>Product Sector(s)</b>	Western Bakery Products
<b>Address</b>	37-1, Koaza-saguri, Oaza-sayama, Kumiyama-cho Kuse-gun, Kyoto 613-8577			<b>Number Of Employees</b>	756
<b>Phone Number</b>	0774-46-6002	<b>Fax Number</b>	0774-46-6530	<b>Number of Factories</b>	4
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.infoweb.or.jp/takarabune/				
<b>Contact Person</b>					
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	31,562	305		Meiji Milk Products Co., Ltd., Fuji Oil Co., Ltd., Asahi Foods,
	1996	30,369	(792)		Santa, Q. P. Corp.
	1997	30,015	(3,311)		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Western Confectionery		61		Kyoto based confectioner and franchise chain operator. Operates more than 1,000 chain stores in Japan. Main products include eclairs, cream puffs and Japanese confections.
	Japanese & Western Sweets		25		
	Chilled Desserts		4		Although company recognizes the importance and necessity of "value added", fashionable and high-class products, which Japanese consumers became familiar with during the bubble economy period, Takarabune is now putting more priority on the ability to provide reasonably priced products which are a good value.
	Others		10		
<b>Main Brands</b>	Cream Puffs, Pudding Choux, Ogura Choux, Eclair, Strawberry Cake, Nama Cream Cake, Osarusan Cake, Kisha Poppo, 7-hiki No Koyagi, C'est Maison (Madeleine, cheese tart), Kyobumi (Kyoto, Katsura, Kinkan Hitotsubu, Ume Hitotsubu, Kuri Hitotsubu), Black Cocoa Chou, Mont Blanc Chou, Black Cocoa Chou, Mont Blanc Chou				Based on the result of the two-way marketing system between franchise chain stores and headquarters, company continues R&D, and development of new sales methods. Also, working on technological innovations to improve productivity.
<b>Main Ingredients</b>	Flour, eggs, sugar, milk and dairy products, sweet beans, cocoa, melon fruits (strawberry, etc.), cheese				"Essential merchandising for a rich life" is their theme. Expanding into Chubu and Tokyo areas.