



## Company Profile

Contributing to a Safe and Worry-Free Dietary Lifestyle

 **Sinei Foods Co., Ltd.**



Head Office Factory

# Introduction

Eating is enjoyable experience lasting for a lifetime. Although assisting the joy in eating makes us truly happy, it comes with great social responsibility for us to deliver food, which is the source of energy for each of our consumers.

I truly believe that deliciousness of food, its safety and security weigh as much as the smiles of consumers. Our never-ending goal is to keep a high level of trust and security for our consumers to feel safe with our products and taste its deliciousness.

Our company, founded in 1998, began with a focus on Chinese dim sum. Now we specialize in making Japanese gyoza, as a provider for mass merchandisers, supermarkets, restaurants, industrial caterers, mail-order markets, and more around Tokyo and throughout Japan.

We work together with our customers and adjust the seasonings to find the best flavor for the region or for the occasion. We produce in small lots in OEM or ODM production. We use distinguished ingredients for use in our gyoza.

Our consumers value us for our high standards that we hold ourselves to under the four provisions of our Food Security Policy: (1) strict observance of regulations, (2) ensuring the safety of the ingredients, (3) assured quality control, and (4) relevant information service.

With this Food Security Policy as our core philosophy, we received the ISO22000 international standard of food safety management in May 2009, and the FSSC22000 in February 2017, which uses the ISO22000 as requirement. We strive everyday to improve the production quality of our factories.

Sinei Foods Co., Ltd. wishes for trusting relationship with consumers to strive towards adding more values in the society as a food provider.

We will continue to contribute to your health and a better tomorrow with good foods.



Sinei Foods Co., Ltd.

President, Representative Director

Fujio Kamikura

A handwritten signature in black ink, appearing to read 'Fujio Kamikura' in a cursive style.

## ● Company Profile

Company Name : Sinei Foods Co., Ltd.

Address : 4-1-37 Namiyanagi, Matsumoto City, Nagano Pref., 390-0825, Japan

Tel. +81-263-26-6261 Fax +81-263-26-6878

Established : July 14th, 1998

Capital : 10 million yen

President : Fujio Kamikura

Executive Officer : Masahiro Akino

Naoshi Komatsu

Setsuko Kamikura

Iso Satoru

Total Employees : 40

Auditor : Naosuke Ito

Main Banks : Nagano Bank Hachijuuni (82) Bank Mizuho Bank

---

## ● Company History

December 1997 Established in Matsumoto, Nagano

July 1998 Capital increased to 10,000,000 yen, changed to current Sinei Foods Co., Ltd. organization

August 2000 New factory equipment introduced, production speed increased

November 2003 Ingredient refrigerator/freezer and product freezer added; dock shelter opened

May 2009 ISO 22000 International Standard certification awarded

February 2010 Machinery updated to the latest model in Japan

July 2010 Opened directly-managed restaurant 'Sakura' in Matsumoto

February 2011 First appearance at the 45th Supermarket Trade Show

July 2011 Opened directly-managed 'Sakura' in Ikebukuro, Tokyo

February 2012 Exhibited at the 46th Supermarket Trade Show

April 2012 Renewed ISO 22000 certification (first renewal)

October 2012 Added gyoza packing line

February 2013 Co-exhibited with Rational Japan at the 47th Supermarket Trade Show

May 2013 Opened a retail shop 'Sakura' next to main factory

February 2014 Exhibited at the 48th Supermarket Trade Show

August 2014 Exhibited for the first time at the FOOD EXPO2014, Hongkong's largest trade fair of international general food

October 2014 Exhibited for the first time at the Oishii Japan2014, ASEAN largest Japanese food trade fair

February 2015 Co-exhibited with Rational Japan at the 49th Supermarket Trade Show

March 2015 Exhibited for the first time at the FOOD EXPO JAPAN2015, the 40th International Food and Beverage Exhibition "GYOZA let eat with Mom" won the Grand Prix at the Mom's love Grand Prix2015.

April 2015 Renewed ISO 22000 certification (second renewal)

August 2015 Exhibited at the FOOD EXPO 2015, Hong Kong

October 2015 Exhibited at the Oishii Japan 2015, Singapore

February 2016 Exhibited at the 50th Supermarket Trade Show

April 2016 Exhibited for the first time at Food And Hotel Asia 2016, Singapore, the largest show in South East Asia about food and beverages

August 2016 Exhibited at the FOOD EXPO2016,Hong Kong

October 2016 Exhibited at the Food Japan 2016,Singapore

January 2017 Achieved the FSSC22000, the international Food Safety System Certification which encompasses all fields in food manufacturing.

February 2017 Exhibited at the 51th Supermarket Trade Show

---

## ● Affiliate Companies

Mise Commercial Corp., Sinei Corp



## Contributing to a safe and healthy lifestyle

### Food Safety Policy

We put consumers' safety and security first under these four provisions.

Strict observance of regulations

Ensuring the safety of the ingredients

Assured quality control

Relevant information service

We received the FSSC22000, the international Food Safety System Certification which encompasses all fields in food manufacturing in February 2017.



Head Office Factory



### What is FSSC 22000 ?

The new Certification Standards that require food manufacturers and suppliers to comply with the laws and regulations to further pursue the food safety. It uses the ISO22000 and the Prerequisite Program based on the HACCP food production management methods.

# Delivering safe and healthy foods to consumers

## 1 Delivery Inspection



All meat and vegetables are inspected prior to processing. We check for freshness and foreign substances, and only use those ingredients which pass in-house standards.



## 2 Mixing



Meat and vegetables processed in our meat chopper are mixed with seasonings to make the filling for the gyoza.



## 3 Flour Making (dumpling wrap)



Automatic Flour Making Machine

We use our own original flour blend. The mix is adjusted depending on the season and the day's temperature and conditions.



## 4 Filling



Automatic Gyoza Manufacturing Machine

The gyoza are filled by a fully automatic machine.



## 5 Freezing



Flash-frozen at  $-40^{\circ}\text{C}$  to seal in flavor and freshness.



## 6 Packing



A final inspection is done at packing. The gyoza are x-rayed, weighed, and checked with a metal detector, then packaged.



Tray Wrapper



Flow Wrapper



X-Ray Machine



Metal Detector and Scale



## 7 Shipping



Gyoza are shipped in complete climate control.

## Ingredients



We use select ingredients, such as leeks and cabbage, from our domestic contracted farmers. All ingredients are traceable to ensure safety.

## Quality Control



We perform a health and safety inspection on the ingredients, the products, and the manufacturing lines daily. We have established sanitary control standards so that our employees practice proper sanitation.

## Development



We collect information from a variety of sources, not only from the customers but also the current food trends. We constantly taste, adjust, and improve the recipe over and over to develop a new product.

## Responding to the needs of OEM and small-lot production

Meet with sales staff and production officials

Please tell us your requests for the gyoza, such as size or seasonings. We work with small-lot and OEM resellers.



Trial production

We produce a trial run of your request through our manufacturing process.



Suggestions

We suggest the ideal products, amount, packaging, and delivery cycle to best meet your needs.



Production and delivery

We manufacture and deliver your order under our strict quality control regime.



Further support

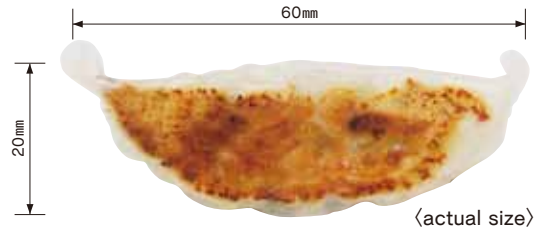
As part of our service, we provide counsel on operation and repair of the fryer.



## Product Data

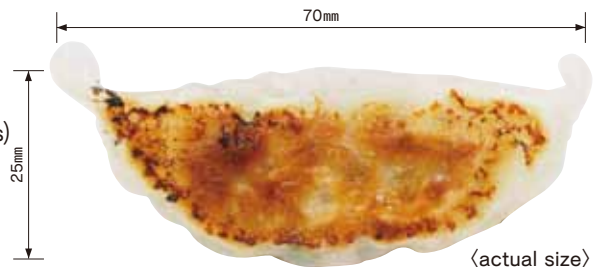
### Small

- Average Size ... 12-14g  
Bite-size gyoza, Fried gyoza, Basil gyoza
- Quantity... 480 gyoza (20-pieces x 12-packs, x 2 cases)
- Expiration... 180 days after production date
- Production Lot... at least 18,000 gyoza
- Delivery Lot... from 5 boxes



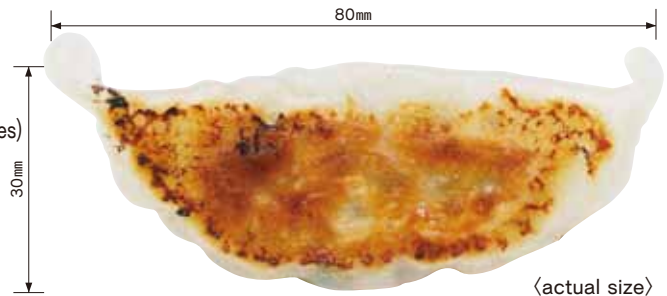
### Medium

- Average Size ... 18-22g  
Meat, vegetable, shiso, Seasonal gyoza, and customized gyoza
- Quantity... 480 gyoza (20-pieces x 12-packs, x 2 cases)
- Expiration... 180 days after production date
- Production Lot... at least 15,000 gyoza
- Delivery Lot... from 5 boxes



### Large

- Average Size ... 25-30g  
Meat Berkshire pork, Large gyoza, Seasonal gyoza, and customized gyoza
- Quantity... 324 gyoza (12-pieces x 9-packs, x 3 cases)
- Expiration... 180 days after production date
- Production Lot... at least 9,000 gyoza
- Delivery Lot... from 5 boxes



### Features

Our work as an OEM supplier is a strong point in which we take great pride.

- We produce high-quality gyoza filled with domestic pork and vegetables, wrapped in a thin, soft dough.
- All gyoza is manufactured in the factories with the FSSC22000 food security management certification.
- We accept customers' original seasonings and recipes for OEM small-lot production.

## 《Retail Shops, On-Line Shop》

We have retail shops to sell delicious dumplings in safe and secure environment at reasonable prices.

You can quickly experience the quality of our gyoza.

We follow constantly-changing food trends to develop high-demand products.



### Sakura (next to main factory)

Address: 4-1-37 Namiyanagi, Matsumoto City,  
Nagano Pref.,390-0825,Japan  
TEL: +81-263-26-6261  
Business hours: 11:30AM-5:00PM

### Mail Order (Domestic Shipping Only)

Enjoy our original  
gyoza at home!



● Company website  
<http://www.sinei-foods.co.jp/>

### Catering Car 'Sakura'



Serving at events.  
Enjoy juicy gyoza  
fresh from the grill.

## 《Product development》

Own brand products with a focus on the "local produce for local consumption" policy.

Products with no preservatives or synthetic seasonings

Pepper, the assistant robot



### "Matsumoto-ippone Leak Gyoza"

This is gyoza featuring the flavor and sweetness of Nagano Prefecture's traditional leak. It was a part of the produce market expansion of Nagano Prefecture.

### For International markets

Currently exported to Australia, New Zealand, Thailand, Singapore, and the U.S.



Products for school lunch and children  
No use of garlic, easy on children's body



Sinei Food's assistant robot "Pepper" comes to you. It knows a lot about our gyoza.

## 《International Availability》



Seasonal sale at Isetan Scotts in Singapore



Nagano Fair at Siam Paragon in Bangkok

We have extended our sales area to Southeast Asia.

We are promoting the Vegetarian-friendly products that use soy instead of meat and use vegetable oil instead of fat. It is suitable for food culture.

## 《Corporate Social Responsibilities》

We, the executive team and employees together, are a local company supported by the community. We will continue our CSR activities and strive for being a company needed by our consumers, customers and the community. By taking part in CSR activities, we hope to contribute to the community that helped us grow.



We have a gyoza cooking class using the local Matsumoto-Ippone keel grown by local Elementary students. As a party of food-conscious activities, we enhance the movement of "local produce, local consumption".

# Sinei Foods Co., Ltd.

4-1-37 Namiyanagi, Matsumoto City, Nagano Pref., 390-0825, Japan  
Tel. +81-263-26-6261 Fax +81-263-26-6878  
<http://www.sinei-foods.co.jp/>

