

EIWA HOLDINGS ・ GLOBAL EXPANSION

永和ホールディングス 海外向け製品ラインナップ紹介

Eiwa Holdings — Overseas Product Lineup Introduction

日本産業振興（JIP）様 事前打ち合わせ資料

Preliminary Meeting Material for Japan Industry Promotion (JIP)

Purpose of Today's Meeting

01

Product Lineup Overview

To align with JIP on the product details, specifications, and supply capabilities of the six products that Eiwa Holdings intends to introduce to international markets.



02

Target Market Assessment

Discuss potential target countries, regions, and sales channels for each product, with a primary focus on Southeast Asia, and align on the overall market entry strategy.



※ Note: The discussion is not limited to Southeast Asia. We will broadly explore countries and regions best suited for each product.

About Eiwa Holdings

About Eiwa Holdings & Our Approach

Commencing full-scale international business expansion in July 2026.

We adapt and reposition the appeal of Japanese food and ingredients, cultivated in the domestic market, to meet the unique needs of international markets.



Japan's Unique Ingredient Technologies

Distinctly Japanese Ingredients & Craft



International Market Expansion in Partnership with JIP

Market Entry Support via JIP Partnership



Optimized Targeting by Country and Region

Tailored Targeting by Country / Region

We leverage the Japan Industry Promotion (JIP) platform to complement our international expansion with proven market-entry expertise and an extensive distribution network.

Export Product Lineup

Overseas Product Lineup — Overview



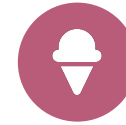
Buckwheat Groats

Grains & Superfoods



Frozen Sushi

Processed Seafood & Frozen Foods



Drinkable Daifuku

Wagashi & Japanese Sweets



Japanese Citrus Oil

Fragrance & Cosmetic Ingredients (Halal Certified)



Halal Dashi

Japanese Seasonings & Dashi (Halal Certified)



Onion Concentrate Brix72

Food Ingredients & Concentrated Extracts

Product 1: Japanese Buckwheat Groats (Sobanomi)



Sobanomi nomi nomise

(A Specialty Store Dedicated Exclusively to Buckwheat Groats)

Locally Sourced from Japanese Producers
Currently Available through Our Own
E-Commerce Platform

sobanominomi.official.ec

A Specialty Brand Dedicated to Japanese-Grown Buckwheat Groats

A specialty store offering Japanese buckwheat groats, enjoyed in their whole-grain form before being processed into buckwheat flour. Sourced from buckwheat-producing regions across Japan, the brand specializes in high-quality Japanese buckwheat groats.

- **Superfood** A nutrient-rich grain with a well-balanced profile of rutin, protein, dietary fiber, and other essential nutrients.
- **Gluten-Free** Unlike traditional buckwheat flour, this product uses whole buckwheat groats, offering strong appeal for health-conscious consumers and wellness-focused markets.
- **Versatile Applications** Highly versatile and suitable for a wide range of culinary applications, from buckwheat grain porridge and salads to risotto-style dishes.

Key Selling Points for International Markets

Targeting the expanding health food and gluten-free markets by aligning with global trends in ancient grains, whole foods, and wellness-oriented consumption.

Product 2: Frozen Sushi

Product 2 — Frozen Sushi ("Tomin" Cold-Sleep Technology)



The craftsmanship of skilled sushi chefs comes back to life the moment it is thawed.

Through the innovative “Tomin” freezing technology, the freshness, texture, and delicate flavors of freshly prepared sushi are preserved as if just made by a professional sushi chef. Authentic sushi can be enjoyed simply by thawing.

Lineup	Assorted Sushi Platters / Unagi Rice Bowls / Individually Packaged Portions
Storage Method	Frozen – Ready to Serve After Thawing
Export Track Record	Promotional materials are available in English and Traditional Chinese.
Target Distribution Channels	Japanese Restaurants / Premium Supermarkets / Hotels & Airline Catering

Key Selling Points for International Markets
Existing English and Traditional Chinese promotional materials are already available, making North America and Chinese-speaking markets (Taiwan, Hong Kong, and Singapore) promising target regions due to strong demand from Japanese restaurants.

Product 3: Drinkable Daifuku

"A New Daifuku Experience in Both Appearance and Taste"

A modern reinterpretation of traditional Japanese daifuku, featuring contemporary flavors, eye-catching designs, and a wide range of variations. The product combines the heritage of Japanese confectionery with strong visual appeal for social media-driven markets.

Flavor Variations (Examples)

Strawberry & Pink Pepper

Oolong Tea & Almond Tofu

Chunky Red Bean Paste & Cream

Sesame & Mango

Grape & Wine

Matcha & Lemon

Key Points for Discussion

Currently, HALAL and KOSHER certifications have not been obtained. Detailed product specifications, including ingredient information, shelf life, and storage conditions (ambient or refrigerated), will be provided separately.



Photo: Series product lineup (ItWokashi / 6-flavor assortment overview)

Product 4: Japanese Citrus Oil (HALAL Certified)

YUZU is a globally emerging ingredient category with strong potential across three key markets: food, fragrance, and cosmetics.



製品ラインナップ(圧搾・抽出 / 主要5種)

Yuzu

11,200 kg/ Year

A complex profile of sweetness, subtle bitterness, and floral aromas. One of the most sought-after ingredients across global categories.

Sudachi

400 kg/ Year

A crisp, refreshing green citrus profile with a sharp acidity — perfect for beverages, dressings, and culinary applications.

Kabosu

300 kg/ Year

A smooth and mellow citrus acidity, perfectly suited for ponzu sauces, seafood dishes, and fragrance applications.

Naoshichi

250 kg/ Year

A rare and premium citrus variety from Kochi Prefecture, Japan, suitable for high-end beverages and luxury fragrance products.

Ginger

150 kg/ Year

A distinctive spicy and warming character, perfectly suited for functional beverages and wellness-focused products.

※ A wide range of distilled citrus-derived products, including Yuzu, Sudachi, Kabosu, Naoshichi, Hyuganatsu, Ponkan, and Lemon, can also be supplied. For detailed specifications, please refer to the attached document.

Japanese Citrus Oil: Applications and HALAL Market Opportunities



Food & Beverages

- Top Flavors in RTD Beverages and Soft Drinks
- Flavoring for Ponzu Sauces and Dressings
- Seasoning and Garnish for Ramen and Hot Pot Soups



Cosmetics & Skincare

- High Vitamin C Content → Supports Brightening and Collagen-Related Beauty Benefits
- Antioxidant and Anti-Inflammatory Properties
- Fragrance Addition for Shampoos and Serums



Aromatherapy & Fragrance

- Diffusers & Candles
- Top Note in Perfumes and Eau de Toilette (EDT)
- Ambient Fragrance for Hotels and Spa Facilities



Functional Foods

- Immune Support and Anti-Fatigue Benefits
- Clean Label Plant-Based Ingredient
- Sports & Protein Beverages



HALAL & KOSHER Certified

HALAL & KOSHER Certified — Ready for Muslim-Majority Markets

HALAL and KOSHER certifications serve as a key differentiating factor, enabling broader market access and strengthening competitiveness across Southeast Asia, including Muslim markets.

12%

Adoption Rate of Yuzu-Containing Products in the K-Beauty Market

Product 5: HALAL-Certified Dashi



HALAL DASHI

Bringing the "Umami" of Japanese Cuisine to
Muslim Markets

*Additional details will be shared separately, including
dashi varieties, certification bodies, and product
specifications.*

Exporting Japan’s Umami Culture with HALAL Compliance

Japanese dashi made from ingredients such as dried bonito and kelp is characterized by its unique "umami" taste, created through the combination of glutamic acid and inosinic acid. Unlike the rich, slow-cooked broths commonly found in Western cuisine, Japanese dashi offers a lighter and more refined flavor profile that has gained recognition worldwide. With HALAL certification, these products can now expand into Muslim markets that were previously difficult to access.

Market Background (Reference Data)

280 Million People	Muslim Population in Southeast Asia: Indonesia & Malaysia Account for ~95%
~500 Million People	Combined Population of Indonesia, Malaysia, Thailand, and the Philippines
Growing Trend	The Number of HALAL Certifications Approved by JAKIM (Malaysia) Has Been Increasing Year by Year
Key Points to Confirm Additional details on dashi types (bonito, kelp, dried sardine, etc.), certification bodies, and product formats (liquid, sachet, powder) will be provided separately.	

Product 6 : Onion Concentrate Brix72 (Netherlands)



Brix 72

Low-Temperature Concentration Technology
with 12–14x Concentrated Onion Extract

Eiwa Bussan Products (Imported from the
Netherlands)

Liquid Type / Foodservice Use

The Rich Umami of Onion, Captured in One Liquid Form

A versatile onion concentrate produced using low-temperature concentration technology. It preserves the fresh aroma and natural richness of onion while enhancing flavor intensity with minimal usage. Suitable for diverse culinary applications across Japanese, Western, and Chinese cuisines.

Brix Value

72 (High-Concentration Type)

Raw Material Equivalent

Concentrated from 12–14 kg of Fresh Onions into 1 kg

Production Process

Low-Temperature Concentration (Minimizes Aroma Loss)

Product Format

Liquid Format / Plant-Based / Natural Ingredient

Application Categories:

Yakiniku Sauce

Salad Dressings

Prepared Foods & Curry

Soups & Ramen

Retort Foods

Snack Seasonings

Key Points to Confirm

HALAL certification status is currently unconfirmed. Verification of raw materials and production processes will be required for future expansion into HALAL markets.