



THIS IS
JAPAN QUALITY
日本のおいしい米。

アメリカニューヨークにおける 米菓セミナー・個別商談会実施報告書

2022年3月25日

一般社団法人 全日本コメ・コメ関連食品輸出促進協議会

目的

翌週のビジネスマッチング商談会に向けて、アメリカ合衆国・ニューヨークの米菓に関連する市場の概況や商慣習、トレンドなどを元ニューヨーク共同貿易副社長の経歴をもつCanvas Creative Group代表・釣島氏より説明し、商談会に向けた事前知識をインプットする

開催概要

- 実施日時：
NY時間 2022年2月2日（水） 20:00-21:00 / 日本時間2月3日（木） 10:00-11:00
- 実施形式：
オンライン会議システムを利用したウェビナー形式での実施
- 参加企業：
岩塚製菓・越後製菓・鳴海屋・森白製菓
- 講師：
Kentaro Tsurushima (Canvas Creative Group)



セミナー・商談会開催概要

現地事業者の日本産米菓に関する知識・魅力を訴求し、日本産米菓の販売量増加を目指す。

目的

日本産米菓を取り扱うポテンシャルのある現地事業者に対し、米菓を実際に試食していただき、米菓の魅力を体感してもらいながら、会員企業・商品を紹介。セミナーにてバイヤー側の米菓への知識、市場ポテンシャルの高さなどの理解を高めた上で商談会を実施し、会員の商談成約へ繋げていく。

開催概要

■実施日時・会場：

2022年2月9日（水）@ NYC Event Space（Address: 12 E 41st Street, New York, NY 10017 Venue: Room#1）

セミナー：現地時間15:00-15:55／日本時間2月10日（木）5:00-5:55

商談会：現地時間16:15-19:45／日本時間2月10日（木）6:15-9:45

■参加企業：

岩塚製菓・越後製菓・鳴海屋・森白製菓

■ターゲット：ディストリビューター、インポーター、リテラー、レストラン関係者、米菓関連事業者など

■ゲスト：

Hideko Colton / Danny Taing

■MC：

Kiyo Takami

KPI

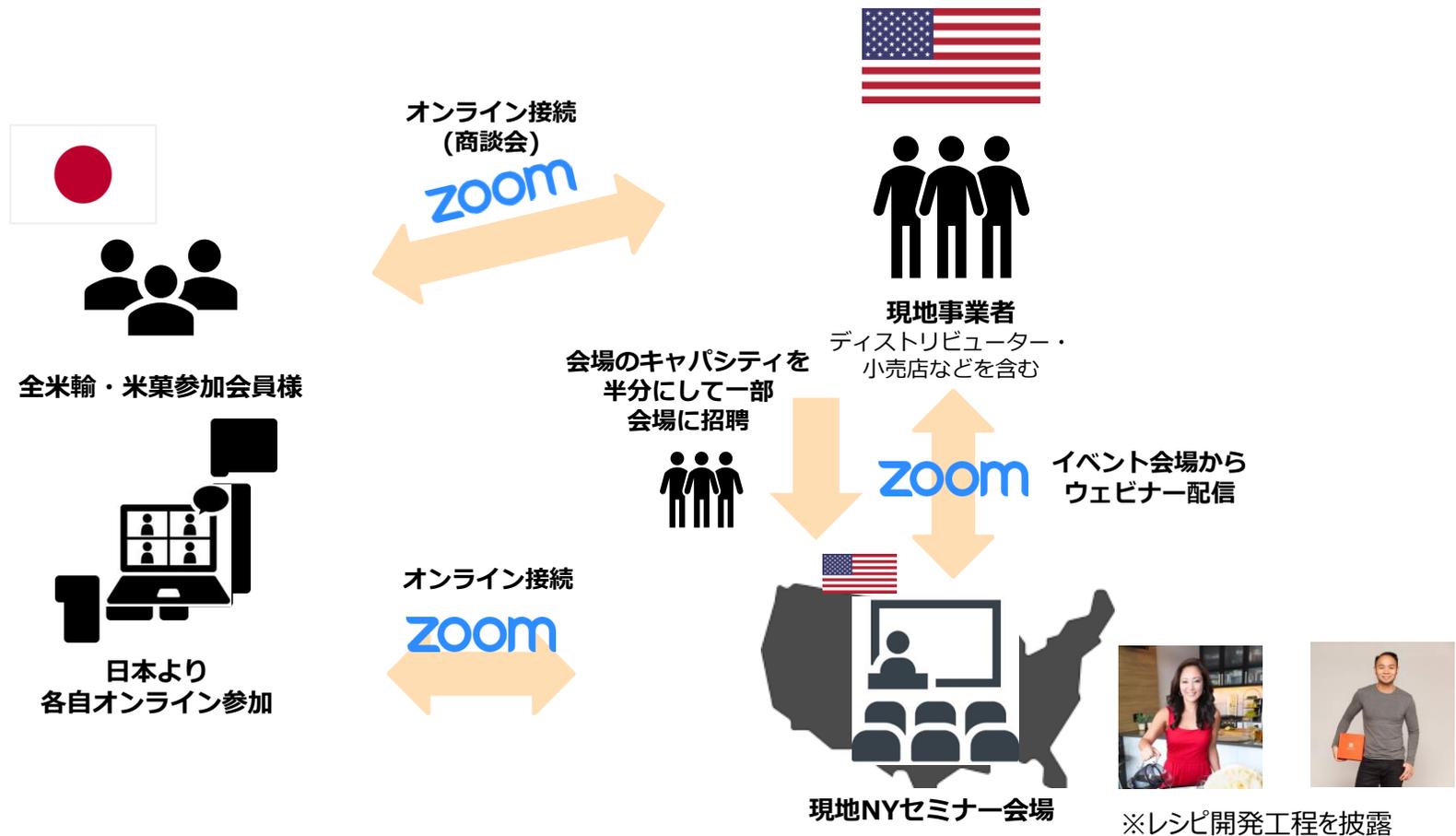
参加会員のバイヤーとの関係値強化（既存販売先との関係深耕、新規販売先の開拓、小売りへの商品提案）を狙う
（内訳：4社×4商談）

セミナー・商談会開催方法について

新型コロナウイルス・オミクロン株蔓延状況を鑑み、以下の開催形式でセミナー・マッチング商談会を実施。

- ・セミナー会場から、ウェビナーをNY内業界関係者に向けて配信。
一部、会場でセミナーを受講したい・試食をしたいターゲット事業者は人数を絞って会場に呼ぶハイブリッド形式。
第二部の個別商談会は、各社との商談専用zoomを発行し、時間帯で管理。
参加者は、イベント会場に来場する人と完全にオンラインでイベントおよび商談会に参加する人とで分けるか、全員をオンラインにするかコロナ状況により判断した。

③会場⇄日本・NY内オンライン開催



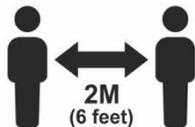
新型コロナウイルス感染症対策に関して、米国政府が推奨する感染防止対策に従い、新型コロナウイルス感染症対策を徹底します。

感染防止に必要な備品についても事務局が手配。運営スタッフは、事前撮影前後に必ず検温を行っていただくだけでなく、事前撮影前にPCR検査を必ず受けることで、適切な感染防止措置を講じます。

参加者に対する対策



マスク着用義務



ソーシャルディスタンスの確保



入場時の検温



手指の消毒



会場内換気

運営スタッフ参加者に対する対策



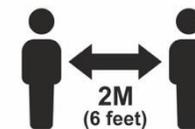
ワクチン接種証明書の提示
もしくは
PCR陰性証明書の提示



マスク着用義務



入場時の検温



ソーシャルディスタンスの確保



手指の消毒



会場内換気

(参考) オンライン参加バイヤーへのサンプル発送

日本からの追加発送サンプルを、オンラインでマッチング商談会に参加するバイヤーに個別で送付。
各会員企業商品プロシャーとともに郵送し、各会員企業・サンプル商品に関する情報を事前にインプットするためフォローアップを行った。



(イメージ)

セミナー・商談会詳細プログラム：オンライン（会場⇔NY内・日本）

Time 2/10 (Tokyo)	Time 2/9 (NY)	Lap	Topic	スピーカー
Part 1				
5:00	15:00	1'	開会・MC挨拶	MC
5:01	15:01	3'	農水省・代表者様ご挨拶	農水省様（動画）
5:04	15:04	3'	全米輸・代表者様ご挨拶（日本からご参加）	全米輸様（動画）
5:07	15:07	3'	ゲスト紹介・登壇	MC
5:10	15:10	10'	米菓とは 概要、種類の説明（あられ、おせんべい等の違いや特徴など）	Hideko Colton Danny Taing
5:20	15:20	20'	米菓の魅力①：喫食シーン、アルコールとのペアリング紹介	Hideko Colton / Danny Taing
			米菓の魅力②：米菓を使ったアレンジレシピ紹介 参加企業様の各商品を使った米国消費者向けアレンジレシピの紹介	
			米菓の魅力③：米菓およびアレンジレシピ試食 アレンジレシピのテイスティング	
5:40	15:40	10'	BOKKSUケーススタディ：米菓を米国消費者に訴求するために	Hideko Colton / Danny Taing
5:50	15:50	10'	Q&Aセッション	MC
Part 2				
6:00	16:00	10	参加企業様よりご挨拶：会社・主力商品ご紹介と事業者に向けてPR	MC/参加企業様
休憩・1サイクル目のバイヤーは各社商談ブースへ移動				
6:15	16:15	180'	個別商談会（各参加企業様zoom接続）（1回の商談につき最大30分×最大6社）	参加企業様
9:15	19:15		終了・撤収	

セミナーの様子

ロゲスト 2 人によるトークセッション：米菓の魅力や米国市場でのセールス切り口を紹介。



ロアレンジレシピ紹介：ゲストの開発した米菓アレンジレシピを紹介。参加者が実際に試食。



□参加企業様よりご挨拶



ECHIGO SEIKA CO., LTD.

BEIKA in the U.S. - Introduction to Arranged Recipes

FLUFFY MEIJIN CHEESE MOCHI



Amazing melt-in-your-mouth texture. The cheese flavor, which is popular around the world, has been refined to a rich and luxurious taste. Matches well with wine, and is an ideal snack.

Creamy KABOCHA Soup with Rice Cheese Puffs



Yield 4

- 3 cups Kabocha Pumpkin
- 1/2 Leek (slice)
- 2 Tbsp Butter
- 2.5 cup Chicken Stock
- 4 Tbsp Ricotta Cheese or Crème fraîche
- 4 Tbsp Chives (minced)
- Pinch of salt (adjust for your taste)

1. Melt the butter in a heavy-bottomed pot over a medium heat.
2. Add the leek and sauté for 3 minutes.
3. Add the Kabocha Pumpkin, salt and cook, stirring until the Kabocha begin to soften, about 5 minutes.
4. Add the chicken stock, stirring, bring to a simmer and cook for 5 minutes until the pumpkin begin to soften.
5. Puree the soup and serve with chives, ricotta cheese and Rice Cheese Puffs on top.

IWATSUKA CONFECTIONERY CO., LTD.

BEIKA in the U.S. - Introduction to Arranged Recipes

BUTTER MOCHI



Soft, mouth-watering rice crackers are covered with fermented butter powder to create an elegant and luxurious taste.

Butter Mochi Ice Cream Sandwich



Butter Mochi Rice Crackers
Ice Cream (Vanilla or Green Tea)



1. Put ice cream on one of the butter mochi rice cracker.
2. Top with another butter mochi rice cracker to make sandwich.

Morihaku Confection Co., Ltd

BEIKA in the U.S. - Introduction to Arranged Recipes

Y SERIES - SHRIMP MAYO ARARE



A rice snack made from Japanese mochigome. The product has a long shelf life of 1 year.

Rice Cracker Shrimp



Shrimps
All Purpose Flour
Pinch of Salt
Egg (beaten)
SHRIMP MAYO ARARE
Vegetable Oil

1. Sprinkle salt and flour onto the shrimps, shake off excess.
2. Dip into egg and press into Shrimp Mayonnaise Rice Cracker Crumbs.
3. Deep fry the shrimp in preheated oil until golden brown and crispy, 3 to 4 minutes.

Narumiya Co., Ltd.

BEIKA in the U.S. - Introduction to Arranged Recipes

BUBU ARARE (80 G)



Spicy Arare in an easy-to-eat size and texture.

Non Fried Rice Cracker Arancini



About 12 Small Arancini

2 cup Bubu Rice Cracker / 1 cup Japanese Rice
1 Shallots (minched) / 1 Garlic (minched) / 1 Tbsp Butter
1 Tbsp Extra Virgin Olive Oil
1/2 cup White Wine / 3/4 cup Crashed Tomatoes / Salt
1 cup Chicken Broth / 1/2 cup Mozzarella Cheese (shredded)
2/3 cup Parmesan Cheese (shredded) Boursin Garlic & Fine Herbs

1. Heat a Dutch oven over medium-high heat.
2. Add the olive oil, butter, shallot and garlic and cook until the shallot is soft and garlic is golden color about 2 minutes.
3. Add the Japanese rice and toast, stirring often to coat the rice in the flavored oil. Season with the salt.
4. Deglaze with the white wine and cook, stirring often, until almost entirely absorbed.
5. Add the half of broth and half of Crashed Tomatoes and cook, stirring constantly, until the liquid is nearly absorbed.
6. Then add the rest of chicken broth and crashed tomatoes and cook, stirring constantly until the rice is just tender and the mixture is creamy.
7. Stir in the Parmesan and Mozzarella cheese and mix well.
8. Cool off the rice and using a small ice cream scoop and make small balls putting Boursin cheese in the middle (just about 1/2 tsp for each ball).
9. Dip into BUBU ARARE and serve. (coat the rice ball in Extra Virgin Olive Oil if rice crackers need to stick more)

バイヤーアプローチの流れ

① : バイヤーリスト活用



両社セールスリスト・ネットワークを活用して
候補社をリストアップ、セミナー・商談会
インビテーションを送付

② : 対象バイヤーへ広告DM送信



ビジネス特化型SNSである「Linkedin」で
対象者に向けてDM型広告を使って
本イベントの案内を送付

③ : メール・電話でフォロー



eventbrite

イベント数日前より対象者・出席
予定者に対し電話・メールにて
フォローアップ



JRE
(Japan Rice and Rice Industry Export
Promotion Association)

Japanese Rice Cracker Educational Seminar & Business Negotiation Event - Discover new ways to enjoy Japanese rice crackers -

What is the feature of Japanese Rice Cracker?
You will get to know the exclusivity of Japanese Rice Cracker in this seminar

JRE (Japan Rice and Rice Industry Export Promotion Association) is hosting an educational seminar for distributors, retailers, restaurants owners, and business owners for an opportunity to learn about the fascinating points of Japanese Rice Cracker and the tasting Japanese Rice Cracker Recipes from cooking expert.

In this seminar, you will learn about the characteristics of rice crackers. As a new way to enjoy rice crackers, you will learn how to further enjoy rice crackers by pairing them with alcoholic beverages, recommending ways to eat them for different occasions, and introducing easy recipes for each occasion.

After the seminar, there will be an opportunity to discuss business with the four participating companies from Japan. Each company will explain the details of their products and provide samples.

Main Target: Distributors, Retailers, Restaurants owners, and Business owners

Date & Time: -**Educational Seminar** 3:00 PM EDT Wednesday, February 9th, 2022
-**Business Negotiations session** 4:15 PM EDT Wednesday, February 9th, 2022
*You can negotiate with some Japanese Rice cracker company in Japan via Zoom.

Participating company:
Echigo Seika Co., Ltd. / IWATSUKA CONFECTIONERY CO.,LTD. /
Morihaku confection co,ltd / Narumiya Co., Ltd.

Location: NYC EVENT SPACES
(East 41 Street Spaces, New York, NY)

Fee: Free

RSVP: Please RSVP through the Eventbrite page by Friday, Feb 4th Since we have limited seats for the seminar, all seats may be unavailable before the deadline.

*This seminar may be varied to an online seminar depends on the COVID-19 situation.
*JRE will require all attendees to show proof of vaccination at the reception of the seminar and to wear a mask during the seminar. The requirements may be varied depends on federal and state regulations. If you have any inquiries, please contact information on the next page.

* Next page

Guest Speakers:



Hideko Colton
Cook, Author, Japanese Cooking TV Personality, Founder of COLTONS NEW YORK

Born and raised in Japan, Hideko moved to New York in 1990 where she worked in the Wall Street. Hideko studied at the CIA (Culinary Institute of America) in Hyde Park, NY, and changed her career from finance to food, founding COLTONS NEWYORK, a food event & lifestyle company in 2009.
On December 7th, 2015, Kodansha (the largest publishing company in Japan) published Hideko's first cookbook in Japan. The book "NY Omotenashi Recipe" (NY Style Entertainment Recipe) introduces her unique cooking style to the Japanese people.

Now she introduces "NY Style Entertaining" to Japanese food and entertainment aficionados. Hideko will share her secrets for entertaining with Japanese flair in the unique experience.



Danny Taing
Founder and CEO of Bokksu

Danny Taing is the Founder & CEO at Bokksu, a New York and Tokyo-based D2C subscription box and e-commerce platform for artisanal Japanese snack and product discovery. He developed his passion for Japanese food during his four years living in Tokyo before moving back to NYC. Before starting Bokksu, Danny worked at Rakuten and Google. Danny studied Computer Science at Columbia University and received a Master's in Sociology and a dual Bachelor's in Psychology and Communication from Stanford University. In his spare time, he is an avid rock climber who loves to get into fierce battles with friends over board games.

About JRE

JRE (Japan Rice and Rice Industry Export Promotion Association) was established in 2015. The organization devotes its market development investigations and sales promotion activities related to export promotion of agricultural products and foodstuffs, with a focus on domestically produced by rice, as well as activities to build awareness of and disseminate Japanese food culture.

JRE Website: <https://zenbelyu.com/en/>

For RSVP

For this seminar RSVP, please click the URL in the email "Eventbrite" which will direct you to the Eventbrite page for registration.

Eventbrite Registration:
(Confirming)

Inquiry about this seminar

If you have questions, please contact at info@carvas-cg.com
Main Contact Person: Kentaro Tsurushima | 釣島 健太郎

□商談会テーブル：各会員企業のサンプルを並べ、商品説明ブローシャーも設置



▲岩塚製菓



▲越後製菓



▲鳴海屋



▲森白製菓

□商談会



▲各社zoomを繋げて、オンライン商談会を実施



商談会：会員企業各社様ブローチャー

■岩塚製菓

Iwatsuka
Confectionery Co.,Ltd.

As our current goals for further growth, we are to spread the food culture of BEIKA and the word itself, and to create brand new, innovative products.

Products



IWATSKA KUROMAME SENBEI

Hard-baked rice crackers filled with round black soybeans. In a lightly salted flavor.

Allergen	(Soybeans)
Packing form	Individual
Net WT	172 g (10 pcs)
Min. order quantity	20 cases (12 packages / case)



AJISHIRABE

The crispy rice crackers have a nostalgic sweet and sour taste. This long-seller is loved for its unchanging taste.

Allergen	(Wheat) (Soybeans)
Packing form	Individual
Net WT	131 g (12 pcs)
Min. order quantity	20 cases (12 packages / case)



KINAKO MOCHI

Sprinkled with fragrant soybean flour and Wasanbon sugar to look like powdered snow, these gentle-sweet rice crackers melt in your mouth.

Allergen	(Wheat) (Soybeans)
Packing form	Individual
Net WT	93 g (21 pcs)
Min. order quantity	20 cases (12 packages / case)



BUTTER MOCHI

Soft, mouth-watering rice crackers are covered with fermented butter powder to create an elegant and luxurious taste.

Allergen	(Milk) (Soybeans)
Packing form	Individual
Net WT	75 g (18 pcs)
Min. order quantity	20 cases (12 packages / case)



INAKANO OKAKI - SOY SAUCE

These rice crackers are made with mild soy sauce, and offer two different textures: crunchy on the outside and crumbly on the inside.

Allergen	(Wheat) (Soybeans)
Packing form	Individual
Net WT	119 g (9 pcs)
Min. order quantity	20 cases (12 packages / case)



INAKANO OKAKI - SALTED

These rice crackers have two different textures: crunchy on the outside and crumbly on the inside. A simple salty taste that brings out the flavor of mochigome (sweet glutinous rice).

Allergen	(Soybeans)
Packing form	Individual
Net WT	111 g (8 pcs)
Min. order quantity	20 cases (12 packages / case)



OSODEFURIMAME MOCHI

These soft, melt-in-your-mouth rice crackers are kneaded with "Osodefuri soybeans" grown under special contract in the Tokachi Plain in Hokkaido.

Allergen	(Soybeans)
Packing form	Individual
Net WT	104g (10 pcs)
Min. order quantity	20 cases (12 packages / case)



ONIHIBI - SALTED

Slowly roasted, these authentic arare rice crackers loaded with rice flavor. Lightly salted to bring out the delicious flavor of rice.

Allergen	(Soybeans)
Packing form	Individual
Net WT	116g
Min. order quantity	20 cases (12 packages / case)

■越後製菓

Echigo Seika Co., Ltd.

Authentic rice crackers born in Echigo, rice crackers that convey the old-fashioned heart and flavor to the present.

Each piece is carefully roasted using Echigo rice and ginja Soy sauce, which have been carefully scrutinized, and the more you chew, the more heartwarming the emotion spreads. Inheriting the traditions of the six rice crackers and Echigo, we continue to preserve the deliciousness of our hometown.

Products



FLUFFY MEIJIN KINAKO MOCHI

Amazing melt-in-your-mouth texture. This elegant product combines delicious soybean flour made from carefully selected Hokkaido soybeans and 100% domestic mochigome.

Allergen	(Soybeans)
Packing form	Individual
Net WT	75 g (6 pcs)
Min. order quantity	Mixed-50 cases (12 packages / case)



FLUFFY MEIJIN CHEESE MOCHI

Amazing melt-in-your-mouth texture. The cheese flavor, which is popular around the world, has been refined to a rich and luxurious taste. Matches well with wine, and is an ideal snack.

Allergen	(Milk) (Soybeans)
Packing form	Individual
Net WT	66 g (6 pcs)
Min. order quantity	Mixed-50 cases (12 packages / case)



FLUFFY MEIJIN ANKO MOCHI

Amazing melt-in-your-mouth texture. Powder made from whole azuki beans grown in Hokkaido is used to recreate the original taste of azuki beans and the smooth texture of anko mochi. Made without any artificial seasonings or colors so you can enjoy the original flavor of the ingredients.

Allergen	(Soybeans)
Packing form	Individual
Net WT	40 g (6 pcs)
Min. order quantity	Mixed-50 cases (12 packages / case)



FLUFFY MEIJIN GOMADARE MOCHI

Amazing melt-in-your-mouth texture that comes from the rich black sesame paste. The aroma of black sesame seeds and the melt-in-your-mouth texture create an exquisite Japanese taste experience.

Allergen	(Soybeans) (Sesame seeds)
Packing form	Individual
Net WT	40 g (6 pcs)
Min. order quantity	Mixed-50 cases (12 packages / case)

■ 鳴海屋

Narumiya Co.,Ltd.

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Products



BUBU ARARE (GRILLED)
Used as a topping for ice cream and sushi rolls

Allergen	—
Packing form	Plastic Pouch
Net WT	500 g
Min. order quantity	4 cases (14 packages / case)



BUBU ARARE (GRILLED)
Used as a topping for ice cream and sushi rolls

Allergen	—
Packing form	Plastic Pouch
Net WT	1000 g
Min. order quantity	4 cases (10 packages / case)



ARARE CHAZUKE (BLEND OF SEVEN SPICES)
Spicy Arare in an easy-to-eat size and texture.

Allergen	(Wheat) (Soybeans) (Sesame)
Packing form	Plastic Pouch
Net WT	70 g
Min. order quantity	6 cases (15 packages / case)



BUBU ARARE (80 G)
Can be sprinkled on top of soups and other dishes as an alternative to salty crostons

Allergen	—
Packing form	Plastic Pouch
Net WT	80 g
Min. order quantity	6 cases (15 packages / case)

■ 森白製菓

Morihaku Confection Co.,Ltd

For customers satisfaction, we make confectionery filled with full of our heart. Continue to create tasty, safety and beautiful products. We care each customer. Have a big dream, head towards a dream keep developing day by day. Great innovation comes from the challenge to the dream and hope.

Products



O SERIES - BUTTERED POTATO ARARE
A rice snack made from Japanese mochigome. The product has a long shelf life of 1 year.

Allergen	(Wheat) (Milk)
Packing form	Individual
Net WT	32 g
Min. order quantity	10 cases (20 packages / case)



Y SERIES - SHRIMP MAYO ARARE
A rice snack made from Japanese mochigome. The product has a long shelf life of 1 year.

Allergen	(Shrimp) (Wheat) (Egg)
Packing form	Individual
Net WT	32 g
Min. order quantity	10 cases (20 packages / case)



Y SERIES - CORN ARARE
A rice snack made from Japanese mochigome. The product has a long shelf life of 1 year.

Allergen	(Wheat) (Milk)
Packing form	Individual
Net WT	32 g
Min. order quantity	10 cases (20 packages / case)



Y SERIES - CHEESE CURRY ARARE
A rice snack made from Japanese mochigome. The product has a long shelf life of 1 year.

Allergen	(Milk)
Packing form	Individual
Net WT	32 g
Min. order quantity	10 cases (20 packages / case)



Y SERIES - SEAWEED WASABI ARARE
A rice snack made from Japanese mochigome. The product has a long shelf life of 1 year.

Allergen	(Wheat)
Packing form	Individual
Net WT	32 g
Min. order quantity	10 cases (20 packages / case)



Y SERIES - TANBA KUROMAME ARARE
A rice snack made from Japanese mochigome. The product has a long shelf life of 1 year.

Allergen	—
Packing form	Individual
Net WT	32 g
Min. order quantity	10 cases (20 packages / case)