

# Running on Inspiration

## The Mimatsu Mindset

### 1. Taste

delicious food is  
the foundation of our business

### 2. Safety

peace of mind for  
consumers is non-negotiable

### 3. Hospitality

customers deserve  
our appreciation and a pleasant attitude

### 4. Harmony

a great place to work,  
one where everyone can speak up

### 5. Fun

we're always ready to try something new



Consumers, employees and Mimatsu Foods.  
Our gyoza makes everyone happy.  
It's how we put the customer first.



Mitsunaga Kamiyama  
President

### Delicious Mimatsu foods for each and every customer

Here at Mimatsu we have learned from long years of developing and manufacturing new products. We produce private-label brands, conduct mail-order sales, and participate in a wide range of other fields as ways to build consumer trust. In this era of diversified needs, the focus is on small lot production of a large number of products. To achieve this, we aim for what we refer to as “efficiency that maintains good taste.” Some of what we do must necessarily be done by hand, such as formulating recipes, while other tasks can safely be left to automation, for example packing and shipping. In either case, the processes must be polished, and the system we have established to accomplish them ensures a stable supply of a large variety of products. Mimatsu Foods will continue to make the products our customers know and love, adding improvements as we go. At the same time, we keep a close eye on consumer preferences, developing brand-new products to make sure we meet the needs of each and every customer we serve.



## The taste customers demand, but even better

Mimatsu Foods specializes in Chinese foods of the highest quality. We pride ourselves in the development capacity behind our core businesses of production for private labels and homemade dim sum for our subsidiary Hoshoku, Inc.—all delicious, high-quality foods delivered to consumers throughout Japan.

Mimatsu's greatest strength is our diversified small-lot production, possible through the development techniques nurtured throughout the history of the company. Our products satisfy customers because we have 1000 different unique recipes to work with when assessing customer requests. In addition, all of our products are made with ingredients carefully selected domestically and overseas.



### Diversified small-lot production to meet every need

Mimatsu Foods has produced several thousand different products in its history. Small-lot production begins with orders for as little as 10,000 units.



### Coming up with the ideal taste 1000 Mimatsu recipes to choose from

Through the years, Mimatsu has developed over 1,000 unique recipes. This know-how and experience is put to use as we strive to get exactly the taste our customers demand.



### Choosing ingredients from around the world

Mimatsu never stops trying to make our food taste even better. Our search for the best ingredients takes us throughout our own country and around the world.

## ■Mimatsu products for our Hoshoku brand





## The integrated system Mimatsu relies on to guarantee both quality and delicious taste

### Development



#### Joining forces for product development

To achieve the ideal results in creating new products, we at Mimatsu rely on our wealth of development experience, as well as flexibility and a speedy response. Our development and production divisions work together to make sure the end product is precisely what the customer ordered.



### Production



#### A production system for better quality and efficiency

Mimatsu's unrivaled diversified small-lot production is supported by a resourceful production line that alters and rearranges facilities as needed. In addition, we constantly strive to improve efficiency. Building on improvements is how we achieve customer satisfaction.



### Quality Control



#### A division devoted to product control

Mimatsu has a quality control office run directly by the company president, ensuring thorough, impartial quality control is in place at all times. Mimatsu Foods is certified by the Japan Frozen Food Association as a part of the Frozen Foods Recognition System.



### Hygiene



#### Third-party participation in hygiene control

In addition to regular cleaning of production facilities and waste-water disposal according to environmental standards, Mimatsu also brings in outside companies to clean and monitor hygiene compliance as a way to maintain a multifaceted view of food safety, and we are constantly aiming for better quality control. We have consistently received Gunma Foods Hygiene Certification, a system based on HACCP.





## The Best Ingredients in Every Product

Compromise has no place in achieving taste and quality our customers can count on. Mimatsu gets its ingredients only from contracted farmers and regular suppliers. And these are not limited to Japan. To mention a few, Mimatsu gets wheat from North America and wild shrimp from Vietnam. In Japan, we contract with farmers to get a stable supply of fresh produce, and we travel the world looking for the best ingredients of all kinds. Using our global network of suppliers, we guarantee customers the ingredients best suited to the products they commission.



### A word from our buyer

Atsushi Furusawa,  
Chief of Development Division

## Working with farmers to grow cabbage

When it comes to gyoza and many of our other products, cabbage is the most important ingredient, one for which Gunma Prefecture is renowned. Mimatsu contracts to buy the crops of more than 30 of the most reliable growers in Gunma to make sure we have fresh cabbage arriving daily. Our buyer participates in planting meetings with growers and nurseries, leaving nothing to chance when it comes to quality.

To make sure orders go into production as quickly and smoothly as possible, Mimatsu buyer and supply functions are part of the development division. We've found it makes good sense for staff who develop new products to procure ingredients themselves to meet diverse needs in a flexible and timely fashion.

# About Us



## Corporate Profile

|              |   |
|--------------|---|
| Name         | Mimatsu Foods Co., Ltd.   |
| Location     | 2-1 Kamioshima, Maebashi-shi, Gunma-ken 379-2153                    |
| TEL          | 027-261-2534  |
| FAX          | 027-263-2396  |
| President    | Mitsunaga Kamiyama  |
| Established  | February 8, 1970  |
| Incorporated | March 1, 1974   |
| Capital      | 40 million yen  |
| Employees    | 300   |
| Business     | Production of gyoza, suimai, spring rolls, and other dim sum foods. |

## History

- 1976 Re-incorporated as a limited-stock company
- 1980 Production facilities expanded, introducing new machines to extend product line.
- 1983 Hoshoku, Co., Ltd. established.
- 1984 Begin production of jumbo gyoza
- 1987 Begin sales of spring rolls and other dim sum foods.
- 1989 Production facilities expanded to include inhouse bacteria analysis lab.
- 1992 Begin production of wonton
- 1996 Production facilities expanded.
- 1998 Building completed for Hoshoku Co., Ltd.  
Kodawari Yamucha RON shop opened in new facility.
- 2001 Begin sales of bite-size gyoza. Start mail-order sales.
- 2003 Designated as a Gunma manufacturing company with superior technology (Ichi-sha ichi-gijutsu).
- 2006 Name of shop changed to Gyoza Kobo RON, and moved to new location.
- 2007 New production facilities completed, and company operations moved to new location.
- 2010 Approved for Gunma Foods Hygiene Certification (based on HACCP).
- 2012 Received Local Production-Consumption Division Prize in 20th Restaurant Industry Awards sponsored by Japanese Ministry of Forestry and Fisheries
- 2016 Received award from Governor of Gunma as an Excellent Gunma Corporation.
- 2017 ISO 9001 certification obtained

1970



The first Mimatsu gyoza factory, a mere 50m<sup>2</sup> in size, was built by a young couple in Maebashi, Gunma.

1974



Mimatsu Foods was incorporated as a limited liability company, the factory expanded and a machine to automate gyoza production introduced.

1998



The shop Kodawari Yamucha RON (later, Gyoza Kobo RON) was established to connect to the local community.

2010



Gyoza Kobo RON opens mail order division, now delivering products to gyoza lovers throughout Japan.



Minister of Forestry and Fisheries Award



Gunma-ken Ichi-sha Ichi-gijutsu Award



Gunma Foods Hygiene Certificate



Excellent Gunma Corporation Certificate