

# Naturally Brewed Soy Sauce Contributing to Russian Dietary Habits

Kikkoman Corporation  
President and CEO  
Mitsuo Someya

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# Who is Kikkoman ?

## Company Profile

- Incorporated : 1917
- HQ : Noda & Tokyo
- Sales : 300.2 B Yen
- Employees : 5,268
- Business : Soy Sauce



Noda Head Quarter

Category      Del Monte (Ketchup, Juice)  
Mirin (Sweet Cooking Wine)  
Wine  
Soy Milk  
Wholesale  
Etc

March/2013(Fiscal)



Soy Sauce



Ketchup



Mirin



Wine



Soy Milk

# Kikkoman Soy Sauce

Kikkoman began to produce soy sauce  
in the middle of 17<sup>th</sup> century  
in the city of Noda in Chiba prefecture.



Soy bean & Wheat

Amino acid

Wheat

Aroma

ASPERGILLUS

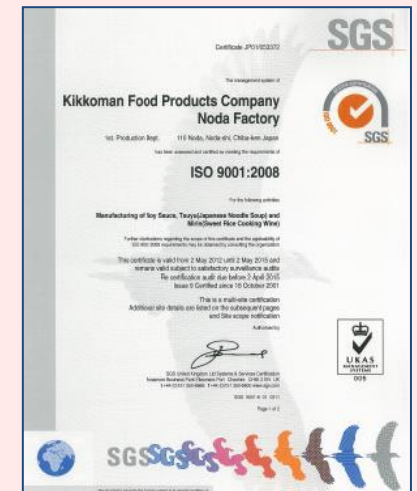
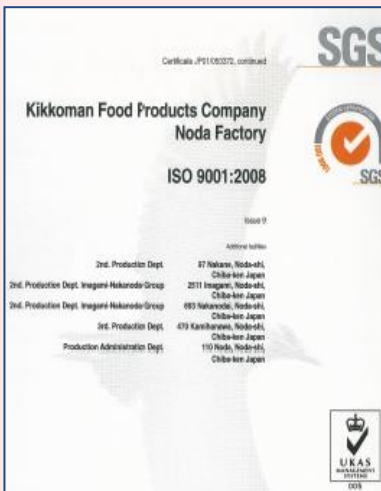
YEAST

LACTIC ACID BACTERIA

Wheat

Flavor  
(Sweetness)

Activity of Microorganism



## Soy Sauce Production Plants and Sales Office Outside Japan

★ Production Plant

■ Sales Office

● Wholesale Office

Netherlands



China  
(Shijiazhuang)



China  
(Kunshan)



California



Wisconsin



Taiwan



Singapore



# Global Soy Sauce Strategy

## “Localizing Soy Sauce to the Market”

### North America

1961 Teriyaki Sauce was introduced to catch strong demand for BBQ marinade sauce.



Barbecue



Teriyaki Sauce

### Europe

1997 Sucree “Sweet” Soy Sauce was first introduced in France, then expanded to the other countries.



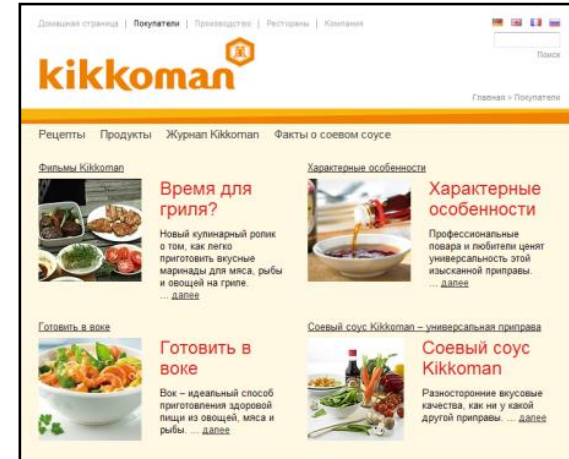
Yakitori



Sucree  
Soy Sauce



# Promotion Activities in Russia



Utilizing a Russian-Language Homepage

Recipes Published in Women's Magazines



Demonstrations at Event Booths



Sampling at Supermarket

## Contribution to healthy and delicious meal

THE Society for Food Science & Technology

JFS S: Sensory and Food Quality



### Salt Reduction in Foods Using Naturally Brewed Soy Sauce

STEFANIE KREMER, JOZINA MOJET, AND RYO SHIMOJO

**ABSTRACT:** In recent years, health concerns related to salt/sodium chloride consumption have caused an increased demand for salt-reduced foods. Consequently, sodium chloride (NaCl) reduction in foods has become an important challenge. The more so, since a decrease in NaCl content is often reported to be associated with a decrease in consumer acceptance. The objective of the present study was to investigate whether or not it would be possible to reduce the NaCl content in standard Western European foods by replacing it with naturally brewed soy sauce. Three types of foods were investigated: salad dressing ( $n = 56$ ), soup ( $n = 52$ ), and stir-fried pork ( $n = 57$ ). In the 1st step, an exchange rate (ER) by which NaCl can be replaced with soy sauce without a significant change in the overall taste intensity was established per product type, by means of alternative forced choice tests. In the 2nd step, the same consumers evaluated 5 samples per product type with various salt levels. The results showed that it was possible to reduce the NaCl content by 39%, 50%, and 29%, respectively, without leading to significant differences in taste pleasantness. These results suggest that it is possible to reduce the NaCl content in standard Western European foods without lowering the overall taste intensity and to reduce the consumer acceptance.

**PRACTICAL APPLICATION:** Health concerns related to salt consumption have caused an increased demand for salt-reduced foods. Consequently, the development of foods with reduced salt content is an important challenge for the food industry. The present article: The replacement of salt with naturally brewed soy sauce.

**Keywords:** odor-induced taste perception, saltiness evaluation



Bread	Dressing	Tomato Soup	Pork Stir-fry
39	50	24	29

Research conducted by  
Kikkoman Europe Laboratory

Salt  
Reduction  
(%)

When Naturally Brewed Soy Sauce used instead of salt

# Cooking Demonstration at Kikkoman Tokyo HQ



Цыпленок Табака  
(Chicken Tabaka)



Рыба в кляре под  
соусом тар-тар  
(Fish Fry with Tar-tar Sauce)



Mrs. Afanasiev, wife of the Russian  
Ambassador to Japan, introduced  
Russian food culture.



Голубцы  
(Golubtsy)



Introducing traditional art  
works of Russia.



## Corporate Slogan

**“seasoning your life”**

## Vision for the Future

With Global Vision 2020,  
the Kikkoman Group sets the following three qualitative goals:

- (1) Make Kikkoman soy sauce a truly global seasoning
- (2) Be a company that supports a healthy lifestyle through food
- (3) Be a company whose existence is meaningful to the global society