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 Billion Yen
- Employees: 5,268
- Business: Soy Sauce
  - Category: Del Monte (Ketchup, Juice)
  - Mirin (Sweet Cooking Wine)
  - Wine
  - Soy Milk
  - Wholesale
  - Etc

March/2013 (Fiscal)
Kikkoman began to produce soy sauce in the middle of 17th century in the city of Noda in Chiba prefecture.
International Business

Soy Sauce Production Plants and Sales Office Outside Japan

- 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.

Europe

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

Barbecue  Teriyaki Sauce  Yakitori  Sucree Soy Sauce
Promotion Activities in Russia

Recipes Published in Women’s Magazines

Utilizing a Russian-Language Homepage

Demonstrations at Event Booths

Sampling at Supermarket
Contribution to healthy and delicious meal

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 replacement levels for several sensory attributes. The results showed that it was possible to replace, respectively, 50%, 17%, and 29% without leading to significant changes in pleasantness. These results suggest that it is possible to replace NaCl without lowering the overall taste intensity and to reduce the use of salt for consumer acceptance.

PRACTICAL APPLICATION: Health concerns related to salt consumption have led to the development of salt-reduced foods. Consequently, the replacement of salt with alternative taste perceptions is an important challenge for the food industry.

Keywords: odor-induced taste perception, saltiness Enhancement

<table>
<thead>
<tr>
<th></th>
<th>Bread</th>
<th>Dressing</th>
<th>Tomato Soup</th>
<th>Pork Stir-fry</th>
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<tbody>
<tr>
<td>Salt Reduction (%) When Naturally Brewed Soy Sauce used instead of salt</td>
<td>39</td>
<td>50</td>
<td>24</td>
<td>29</td>
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Cooking Demonstration at Kikkoman Tokyo HQ

Цыпленок Табака (Chicken Tabaka)

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

Голубцы (Golubtsy)

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

Introducing traditional art works of Russia.
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