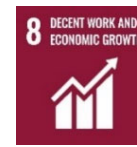




# SHIROHATO FOOD Co., Ltd.



Wholesale

**Location** Moriguchi City, Osaka      **Website** <https://www.shirohato.com/en/>

**Main products/services** Manufacture and sale of processed products and sweets using Japanese sweet potatoes

**Purpose of overseas expansion** Developing sales channels, developing new businesses, and expanding sales of Japanese sweet potato products

**Target customer group** Local retail stores, local CVS, local restaurant chains, local distributors, etc.

**Overseas expansion destination** Thailand, Hong Kong, Taiwan      **Country/Region of interest** Europe, America, Asia



## STRENGTHS/AREA OF EXPERTISE AND INITIATIVES RELATED TO SOCIAL CONTRIBUTION

We are engaged in the 6th industry, which covers everything from sweet potato cultivation to processing and sales.

In recent years, sweet potato disease (root rot disease) has become prevalent in Japan, and the shortage of sweet potatoes has become a serious problem, but our company has started by growing sweet potato seedlings and has also developed virus-free seedlings to resolve the shortage. By supplying seedlings to farmers, securing a stable income for them, and building a win-win relationship between us and the farmers, we are able to stably process and sell sweet potato products. We are a general sweet potato trading company that boasts top class sweet potato processed products in Japan (in particular, we have a domestic market share of 80% for candied sweet potato).



## BENEFITS FOR OVERSEAS COMPANIES

We are able to introduce special potato products because we are a manufacturer specialized in sweet potatoes. We can develop OEM and PB products for sweet potato processed products and sweets products. We also offer stable supply and support for large-volume orders. In addition to processed sweet potato products, we can also supply raw materials such as paste and powder. Although processed sweet potato products are still little-known overseas, we aim to become a pioneer in processed sweet potato products overseas by creating products that can only be achieved because we are the number one company in sweet potato processing and sales in Japan. We use carefully selected raw materials and create products flexibly.

