



NIPPON FOOD MANUFACTURER  
SINCE 1918



## Introduction

Nippon Food Manufacturer (Nisshoku) introduced both hot and cold ready-to-eat breakfast cereals in Japan. Nisshoku is located in Hokkaido, where it is renowned for its maize and oats. Nisshoku also introduced many types of canned foods such as asparagus, sweet corn and pickled gherkins previously unseen in Japanese culinary scenes. Currently, Nisshoku produces oatmeal, flakes and canned foods for Nisshoku's own brands, private labels and bulk. Nisshoku is the only certified organic cereal producer in Japan.



(財) 食品環境検査会  
No. JIAFE-OP-0003



Nisshoku's Premium Corn Flakes are made without additives

## Nature's Best (Philosophy)

It is in our best interest to preserve nature's best elements in our manufactured product. Oatmeal, flakes and canned foods can be manufactured without use of preservatives or additives. We believe that less manufacturing process preserves the nature's best elements.

## Corporate Social Responsibility

We believe that a sound CSR is an important element for a sustainable growth of Nisshoku. As our Gentleman brand illustrates, we are committed to fairness to our consumers, clients, society and employees. As for social contribution, although we cannot contribute to drastic reduction of carbon dioxide emission or to eliminate poverty, we believe that we can contribute in alternative ways.

Social contribution was the key force behind founding Nisshoku. Tobe founded Nisshoku to improve the poor nutritional environment of Japan. After acquiring the canning technology, Nisshoku succeeded in preserving agricultural produces and allowed Japanese consumers to gain access to agricultural produces through out the years. Tobe also was the founding member who created the renowned Sapporo's landmark "Odori Park." Tobe planted flowers and greeneries at his own expense.

Although the impact of our social contribution is small, we believe that a continuous support could lead to result. We pledge fairness to all stakeholders and to continue our social contribution.

## Gentleman Brand

In order to study the advanced Western food manufacturing technology, Tobe visited the United States and Europe. During his visit to England, Tobe was impressed by elegance and sophistication of English businessmen in silk hat, suit, bow tie and stick. After returning to Japan, Tobe established the Gentleman Brand wishing that:

- the company have the style and sophistication of a gentleman,
- its products have premium quality,
- business be conducted in gentleman's manner,
- its employees behave as gentleman and lady.



Brand based on an image of English gentleman



Nisshoku's Pure Rolled Oats revived the original packaging design of the 1920's

## History

Since the early 1910s, Tadashi Tobe, the founder of Nisshoku, researched a way to improve the impoverished Japanese nutritional environment. In 1918, Tobe founded Nippon Food Manufacturer. In 1925, in order to preserve and distribute agricultural produces of Hokkaido, Tobe departed to the United States and Europe to study the latest food manufacturing technologies. After his return to Hokkaido, Tobe built an American style factory made of bricks in Sapporo (shown in the under photograph).

In 1929, Nisshoku produced the first cornflakes and oatmeal in Japan. Nisshoku also produced canned foods (sweet corn, asparagus, pickled gherkins and many other canned food using exotic agricultural produce at the time). Ready-to-eat cereals have become part of Japanese breakfast scenes and Nisshoku contributed in enriching the Japanese nutritional environment.

As the population of Sapporo increased, the farmland surrounding the factory diminished. In 1946, Tobe built a new factory in the agricultural town of Yuni to source fresh agricultural produces. Since the foundation of the company, Nisshoku continuously manufactured and introduced quality and nutritional food. We are committed to manufacture innovative and quality products from Hokkaido.



Built in 1929, the original factory is now preserved as Sapporo's Historical Building.



Nisshoku Sweet Corn uses corn made by certified sustainable farmers

### Measures for Environmental Preservation

Our priority is to produce safe and reliable food products. To do so, we need to preserve our environment. If we cannot prevent soil, water and air pollution, we cannot secure safe raw materials for food manufacturing. We also manufacture products using produce harvested in Hokkaido. As we live and value our land, we also pledge to preserve Hokkaido's nature. With all our employees, we will take the under measures to preserve our environment.

### Company Information

Company name: Nippon Food Manufacturer  
Japanese name: Nihon Shokuhin Seizou (Nisshoku)  
Established: August 10th 1918  
Founder: Tadashi TOBE  
Chairman: Kenichi TOBE  
President: Ken Luis TOBE

#### Headquarter:

Nishi 1-2-10, 8-ken 1-jo, Nishi-ku  
Sapporo, Hokkaido, 063-0841 JAPAN  
Tel +81 11 611 1633  
Fax +81 11 611 2225  
info@nihonshokuhin.co.jp  
www.nihonshokuhin.co.jp/e\_index.html

#### Factory:

Moto-Mikawa 660, Yuni-cho  
Yubari-gun, Hokkaido, 069-1144  
Tel +81 123 86 2026  
Fax +81 123 86 2027

### Products

Oats, Flakes, Canned and Retort Packed Foods



(財) 食品環境検査会  
No.JIAFE-OP-0003