



**ECHIGO SEIKA, co.,LTD**  
AN INTRODUCTION



# Greeting



ECHIGO SEIKA, CO.,LTD

President

**Ichiro Hoshino**

Cut off a young leaf, plant it in good soil, and someday it will grow into a tall tree. Each leaf has billions of scenarios of growth, not just one – this was somehow perceived by humans already in ancient times.

The same goes with us as well. Each and every cell of our body has DNA, not just eggs and sperm. Each cell has all the information to build a human body, while cells actually take shapes of different parts – hands, fingers, feet, heart, blood, etc. When the industrial revolution began, humans had yet to gain scientific knowledge of what this universe or the earth is, or what life is, except for some speculative notions.

Now, two centuries after that, we are discovering their basic scenarios.

We have grasped the fundamental *raison d' être* of ourselves, something we were unable to discover for six millennia since our civilization began, over the last two centuries and a half, especially the last few decades.

Now, turning our eyes toward our business, what is the *raison d' être* of Echigo Seika, Co., Ltd., in this new century? After all things considered, it is to be "a business that serves society."

To do so, we have to "produce safe and good foods to support people's health," and "humbly learn and respect the essence and makings of nature."

Also importantly, we need to "respect each other as people," though this is often too obvious to keep in mind, and "broadly learn to improve ourselves, full of spirit."

I do believe these things should facilitate communication between society and our business, which in turn should allow our business to thrive even more.

These are precisely what the "Five Corporate Principles of Echigo Seika" teach us. By learning them better and making them part of ourselves, all of us at Echigo Seika are determined to dedicate ourselves to our business in search of our corporate *raison d' être* in this new century, while looking for the joy of finding the answer.

Finally, I would appreciate your continuous support in the years to come.







## "Koshi-no-sato, Eppukyo"

Here the spirits waking, while snow melting,  
Till the suave rays of Spring descend,  
Buds shoot all at once.  
Ume blossoms, Sakura blossoms, exhale  
sweet fragrances,  
Competing with each other.  
Young leaves breathe, with diverse verdure,  
As if they were afraid of drowning,  
For their lives.  
Once for all, Summer, full of lights,  
Fall, passing swiftly everywhere,  
Until Winter comes with her  
crystalline lights.  
Shall Sun beams upon every leaf.

Whence, high spirits, we  
Gather sprightly,  
O! Souls and Hands,  
Shall soar through bounds  
Carrying the fragrance far away.

Hoping that the sincerity and  
art of Echigo Seika Company  
will spread all over the world.





### Syozo HAYASHI

Born in 1935 in Hatano, Sado City (former Hatano-machi, Sado-gun), Niigata Prefecture, Japan, Syozo became a disciple of Syuzo Haga, an established sculptor, in 1957. Living together with the master sculptor, Syozo learned everything from the very basics, such as how to sharpen chisels and handling of materials. His sculpture, entitled "*Konkon Yuki*" (snowflakes keep falling) was chosen in a prefectural contest for the first time in 1958, followed by his first success in the "*Nitten*" exhibition with "*Ryoiso*" (rocky fishing shore) in 1962. His successes in contests continued. In 1965, Haga introduced him to Go Takahashi, another master sculptor and a judge of *Nitten* exhibitions at the time. Syozo moved to Tokyo to be instructed by Takahashi. After winning the special awards with his "*Natsubi*" (summer day) in 1980 and "*Hatoh*" (major waves) in 1981, Syozo was admitted to exhibit at *Nitten* without examination. Syozo has been creating many works. Influenced by Go Takahashi, Syozo is renowned for his figures of a woman that carries healthy dynamism in tranquility. Today, he is a judge at *Nitten* and the Japan Sculpture Association.

"*Haru*" (spring)





# Hoping that each individual might cultivate his aesthetic sensitivity.



It is commonly acknowledged that "Stuff of quality is made by staff of quality". We at Echigo Seika Co.,Ltd.have a collection of sculptures, by Syuzo HAGA and Syozo HAYASHI in our lobby. These sculptures are the pride of our hometown. When people visit our lobby, they enter a pleasant, relaxing atmosphere. This atmosphere naturally invites the individual to explore and expand their personal aestheticism. Likewise new attitude is reflected in our products and ultimately, our future.

"Haru no Otozure"  
(coming of spring)



"Shin-i" (dvesha)



## Syuzo HAGA

Born in 1891 in Gosen City (former Muramatsu-machi, Naka-kanbaragun), Niigata Prefecture, Syuzo lived until 1975. He married his beloved wife, Tomi, when he was 24. After that, he entered the Wood Carving Course of the then Tokyo School of Fine Arts (today's Sculpture Major, Tokyo University of the Arts), where he learned wood carving in depth and graduated. His work titled "*Komyo-e*" (towards the light) was chosen at "*Tei Ten*" ("Imperial Exhibition") for the first time in his career. Then, his "*Haru wo Moyuru*" (budding in spring) of 1929 and "*Ranman*" (full blossoms) of 1930 won him the special awards successively for two years, which entitled Syuzo to exhibit his work at *Tei Ten* free of examination. In 1933, the lifetime right to exhibit free of examination was recommended. From 1936 to 1944, Syuzo served his alma mater, Tokyo School of Fine Arts, as an associate professor. In 1945, he went back to Niigata to settle down in Gosen City, where he began creative work in his studio built in a *Temple of Avalokitesvara*. In 1958, his wife, Tomi, passed away. Shortly after that, he exhibited his famous work, "*Shin-i*," (*dvesha*) at the prefectural exhibition. He also served Niigata Prefecture's cultural assets examination committee as an examiner and thus contributed to Niigata's Buddhist art. He instructed many renowned sculptures, such as Go Takahashi, with Syozo Hayashi being his important disciple. Syuzo looked to Koun Takamura, Seibo Kitamura, and Seiun Sekino for inspiration. His wood sculptures covered a great variety of figures, ranging from Indian-style women to nude women to statues of Buddha. Making the most of wood and his tools, he created realistic yet powerful sculptures.

"Keikoba no Odoriko" (dancer in the studio)



## Go TAKAHASHI

Go was born in Sakata City, Yamaguchi Prefecture, Japan, in 1921. His grandfather was a sculptor of temple and palace ornaments, and his father created statues of Buddha as a member of an art institute. Thus, Go followed their footsteps quite naturally. In 1941, he joined in the Wood Carving Course of the then Tokyo School of Fine Arts, and learned from Seiun Sekino. After finishing the course in 1946, he began to receive instruction from Seibo Kitamura in 1949. His first success with *Nitten* came in 1947, in the third *Nitten* contest, with his work "*Kibo*" (hope). Then, he won the special awards successively with "*Odoriko*" (dancer) in 1956, "*Furitsuke*" (choreography) in 1957, and "*Ballet Dancer*" in 1958. In 1984, he received the Prime Minister's Award. In 1986, his "*Keikoba no Odoriko*" (dancer in the studio) brought him the Imperial Award from the Japan Art Academy. After serving *Nitten* as a council and the Japan Sculpture Association as a director and chairperson, he passed away in 1991. His sculptures seek the eternal beauty of women, in their lean muscles, fine balance, and vigorous and dynamic forms, all represented with solid realism.



# Rice Crackers



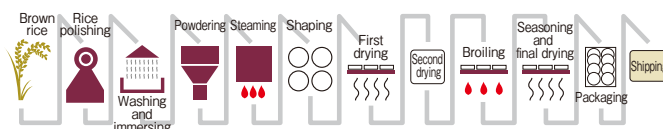
## RICE CRACKERS

**They carry all the aroma and taste fresh from the cooking stoves**

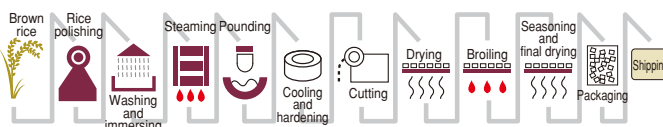
**The oven-baked aroma of our rice crackers is sealed into every package, for a delicious fresh-baked taste that can be enjoyed any time!**

We make our main product, rice crackers, from select Niigata rice. We season each one with the finest quality soy sauce and the traditional spirit of rice cracker makers. The delicate flavour and light crispness of each cracker elicits a feeling of nostalgia for even the most discriminating palate. So that you might enjoy the fresh taste and flavour, we now dispatch our products on the same day as they were made thanks to the use of a new more effective distribution system.

### ■ Making of "osenbei" (flat crackers)



### ■ Making of "arare" and "okaki" (smaller crackers)







Shaping



Broiling



Packaging



Shipping



**Our "Funwari Meijin Series" (literally, "fluffy master series") has debuted – a product of MBRC-PS21 (\*), a breakthrough in rice cracker making!**

"Funwari Meijin Series" is the first of its kind – thanks to the breakthrough technology in rice cracker production, the series successfully captures the taste of fresh-from-pounding rice cake. Try it, and you will enjoy the flavors and taste of fresh rice cake in this series' of rice crackers. Also, the series has a tender feel on the tongue, and melts gently in your mouth – something missing in traditional rice crackers.

We at Echigo Seika radically reconsidered the making of rice crackers, and have invented a brand-new production system for this new century, named MBRC-PS21 (\* Molecule-Based Rice Cracker Production System 21). This patent-pending new technology of rice cracker production follows the laws of nature to save energy, and therefore is eco-friendly. Enjoy the excellent tastes unique to our "Funwari Meijin Series", the pride of Echigo Seika!





# Sweet Rice Cakes

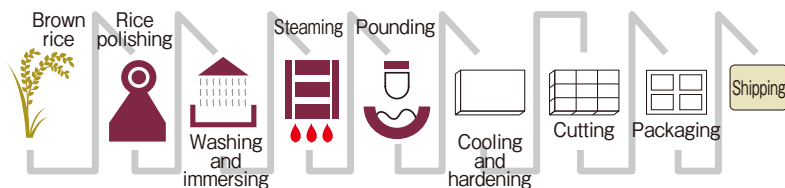


## Sweet Rice Cakes

**Made only of sticky rice from Japan's paddy fields, carefully grown, our pounded rice cake captures a wealth of flavors.**

**We take only the best, carefully-grown domestic production rice, and pound it into delicious, satisfying rice cakes!**

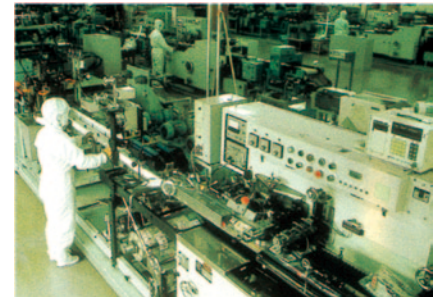
Japanese custom has centered on rice growing for a long time. Rice cakes were traditionally shared on special occasions such as New Year's Day. But by improving our technique of wrapping, we have made it possible for you to enjoy the fresh taste of rice cakes whenever you like. Only glutinous rice of choice quality is steamed and carefully compressed into our original rice cakes, which makes up over 30% of the national production in Japan.







Rice pounding machine developed by our company



Fully automated packing line



Central control unit



Our Takamashi Factory acquired ISO9001 certification, a proof of excellence in quality management, in October 2001.

## Echigo Seika's major lineup-packed rice cakes

A leader in rice cakes, we at Echigo Seika provide an innovative variety of "*kagami-mochi*" or ornamented rice cakes (usually used in new-year celebrations) – "*kagami-mochi* with Individually Packed Pieces" is easy to cook, while the "*kagami-mochi* with a Tangerine" is ready for decoration. Also, "*Osudake, Pom!*" (just push out – pop!) is quite easy to unpack and cook, and "*Raku-raku Okazari Kagami-mochi*" (easy ornamented *kagami-mochi*) is a gorgeous version.

- "*Kagami-mochi* with Individually Packed Pieces" is the ultimate in easy-cooking *kagami-mochi*. After the new year season is over, just open up the package to take the usual, square pieces of rice cake out. These familiar-shaped pieces are ready for cooking.
- "*Kagami-mochi* with a Tangerine" comes with a plastic model of a tangerine, which is commonplace today. Carrying many patents and design registrations, this product stands at the forefront of Japan's *kagami-mochi* industry (patents pending, design registrations made).
- "*Osudake, Pom!*" looks like just another set of *kagami-mochi*. However, you do not need to cut it. Just remove the bottom lid and press on the package top, and the *mochi* (rice cake) comes out popping. A breakthrough in *kagami-mochi* packages.
- With "*Raku-raku Okazari Kagami-mochi*," we have achieved the best in easy yet beautiful *kagami-mochi*. Its special package, named "*mochi-hada*" (smooth skin package)," keeps the moisture fresh rice cake contains. With traditional *kagami-mochi*, assembling the pieces like "*sanpo*" (seat) and "*suehiro*" (folding fan on the top) is troublesome. This product comes with all the ornamental elements already in place, and it is ready and convenient for decoration.

What really matters is the Japanese spirit to celebrate new year with *kagami-mochi*. Echigo Seika's *kagami-mochi* products are orthodox in that they come with "*suehiro*" (a folding fan), "*daidai*" (tangerine), and gorgeous "*mizuhiki*" (red-and-white strings). Celebrate your new year with our easy yet gorgeous *kagami-mochi*!





# Noodles & Other Foods



We have created a homemade tasting delicacy that can be conveniently served to dress up a daily meal or as a light elegant snack at home parties. In addition to our famous products, we also produce noodles and various kinds of preseasoned rice which have satisfied our customers for over 50 years. The noodles hold the top share of the market in Niigata.



## Noodles & Other Foods

**Making the most of ingredients that are fresh and taste like home cooking**

We bring out the delicious natural flavors of the individual ingredients, for a fresh, homemade taste.

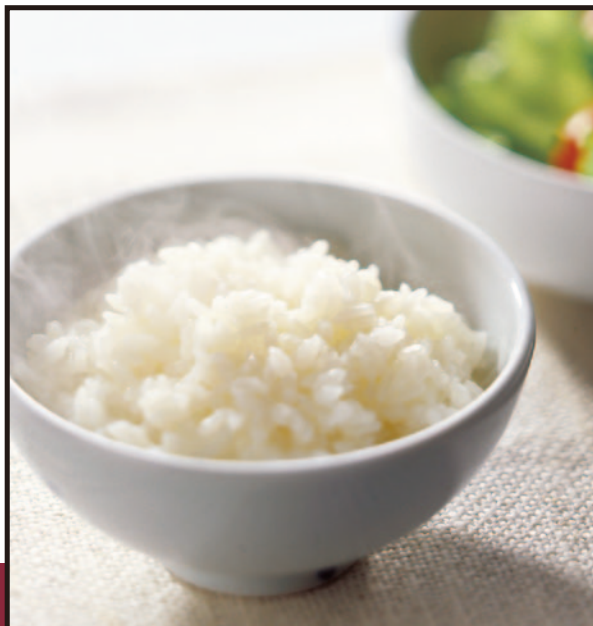




# Boiled Rice Products

Our technological innovations bring unbelievably good taste to enrich your table every day.

Using the latest technology, we offer ready-to-eat rice with a freshly-prepared delicious taste, for a satisfying meal at any time.



Super-high-pressure processor



Fully automated packing line

**Made to be "safe, comfortable, and healthy," our rice products are the result of extensive research with super-high pressures and innovative clean packaging technology.**

In processing foods, humans until recently used heat alone. Using pressure as well should be the new way of food processing in this new century. Applying pressure can play some magic, creating such new items as "100°C ice," "water 20°C below zero," "boiled egg without boiling (pressured egg)," and "pressured omelet," as well as clean foods without any additives thanks to sterilization with high pressure.

Our super-high pressure research has resulted in brand-new food production technologies, as evident in our "*Echigo no Gohan*" (Echigo's rice), which transcends common sense in that it gets better the longer you preserve it. We also have "*Futsu ni Takeru Genmai*" (brown rice you can cook in a common rice boiler), brown rice you can boil together with polished rice, "*Hakkoku Gohan*" (eight-grain rice) and "*Nama Yomogi Mochi*" (fresh tansy rice cake) which retain the nutrients of their ingredients to help you stay in good health, as well as "A-Cut Rice" and "A-Cut Bread" which contain much less rice/wheat allergens than other rice products for those with rice allergy.

All of us at Echigo Seika are continuously striving to produce "safe foods you can enjoy with comfort." In other words, we hope to be like a mom cooking good foods for her family, sharing her wish for their good health.

One of Echigo Seika's Five Corporate Principles is "strive to be a company that serves society." This is to help many live a healthy life through quality foods, and that is what our corporate mission is.

Here at Echigo Seika, thanks to the latest technological advances in high-pressure preparation and packaging, we can offer the satisfying, delicious taste of freshly-prepared rice without the addition of preservatives of any kind. With just a few minutes in the microwave, the aroma of freshly-boiled rice made in the traditional Japanese way is now available at any time!

We are also applying these cutting-edge technological abilities to the development of a wide range of other rice products as well, with a delicious-everyday taste that will change the way people think about packaged foods!

## 〈Freshly-packaged foods〉



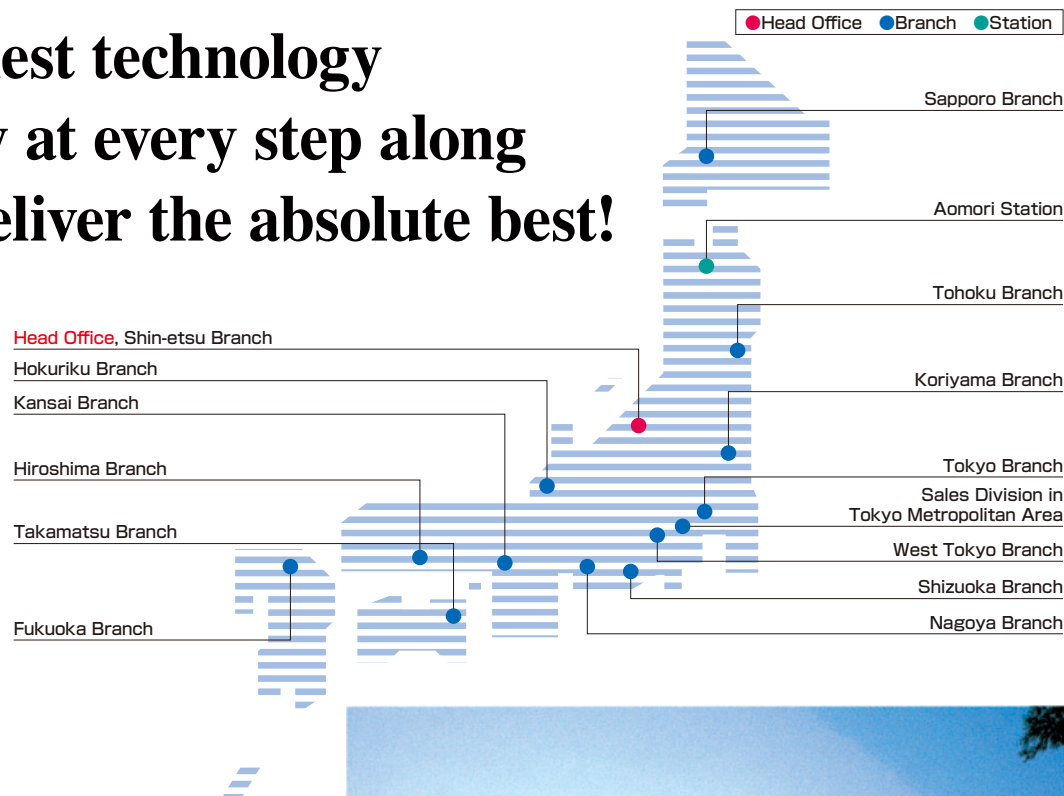
# Boiled Rice Products



# With the highest technology and reliability at every step along the way, we deliver the absolute best!



Echigo Seika is proud to offer cutting-edge products of the highest safety, nutrition and taste. In order to ensure that our customers continue to be perfectly satisfied every time, we personally oversee each step in the development, production and shipping of each of our products. Finally, we are also continually researching and developing new ones, in response to changing consumer demands and requirements.



## ● Head Office Factory

## ● Takanashi Factory

## ● Kawaguchi Factory

## ● Katakai Factory

## ● Numata Factory

## ● Ojiya Factory

## ● Tokamachi Factory

## ● Katakai-nishi Factory

## ● Miyauchi Factory

## ● Motonakako Factory

## Affiliated companies

- Echigotenpu Co., Ltd.
- Echigo Syokuhin Co., Ltd.
- Asakusaya Sangyo Co., Ltd.
- Farmland Echigo Ltd.

## Product Development Dept



To meet customers' needs, this Department goes beyond stereotypes in planning and designing our products, and systematically designing production workflows.

## Production Facilities Planning Dept



This Department is always at work in improving our productive equipment, saving work and energy through streamlining production. Working closely together with production personnel, the Department strives to improve quality and efficiency.

## Mechanics Dept



This Department designs, manufactures, and adjusts our production equipment. The equipment that embodies all our know-how boasts ease of use and excellent functionality hard to find in conventional production equipment.

## Research Institute



The Institute conducts a great variety of tests and inspections, from microorganisms to preservation to tasting and many others, all of which are crucial to quality control and development of new products and technologies.

## Bio Farm



Our Bio farm, 20,635m<sup>2</sup> in area, grows new breeds of rice with the support of many agricultural research institutes, as well as other plants to see their feasibility of cultivation and harvest volumes.



By working together for a common goal,  
we can continue to create harmony  
and understanding.

Board of Directors



Chairman  
**Akira Yamazaki**



President  
**Ichiro Hoshino**



Executive Director  
**Itsuo Shinbo**

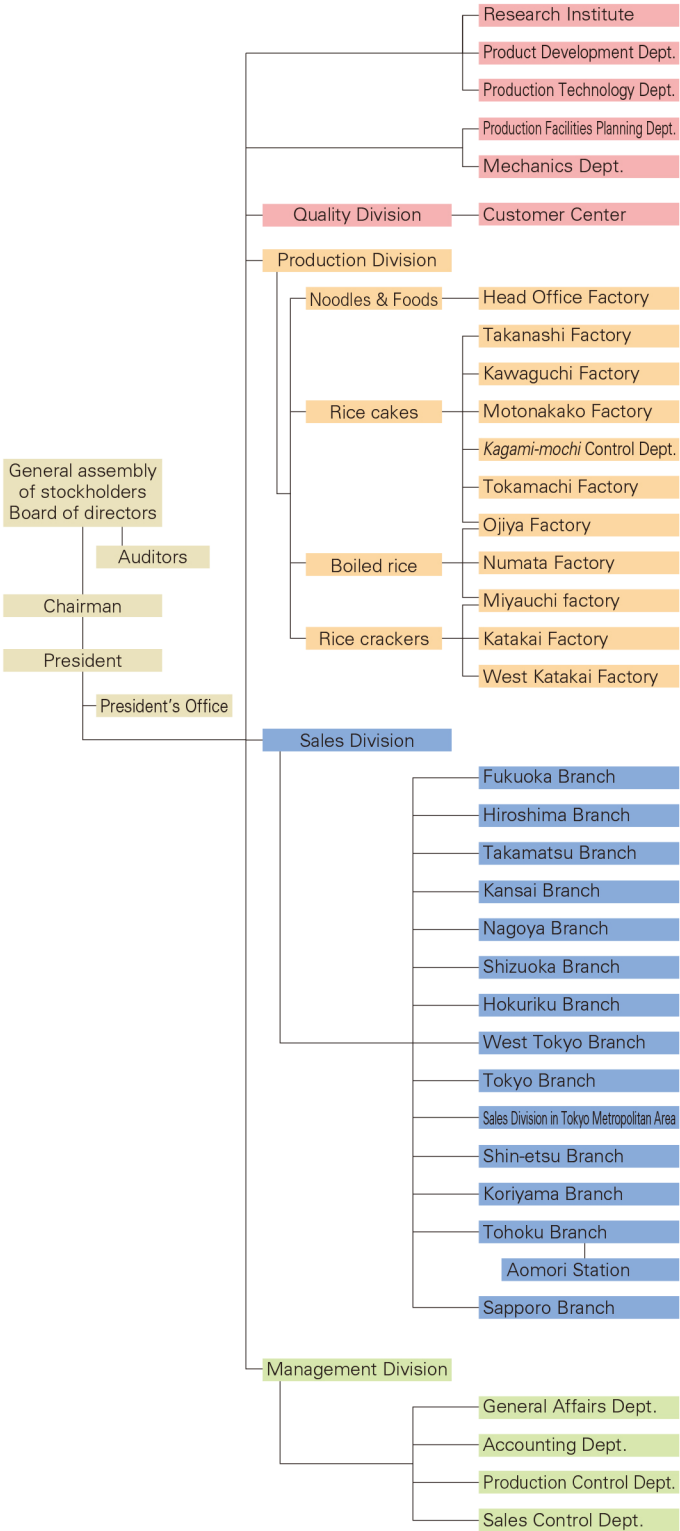


Managing Director  
**Tadahiko Yoshihara**

Corporate Profile

Corporate name	Echigo Seika Co., Ltd.
Head office	1-4-5 Gofuku-machi, Nagaoka-shi, Niigata 940-8622
TEL	0258-32-2358 (main)
Established	1947
Capital	234 million yen
Representative directors	Akira Yamazaki, Ichiro Hoshino
Major products	Rice cakes, rice crackers, boiled rice products, noodles, delicatessen foods
Month of accounting settlement	March (once a year)
Accounting banks	Nagaoka Branch, The Daishi Bank, Ltd. Nagaoka Branch, The First Bank of Toyama, Ltd. Nagaoka Branch, The Shoko Chukin Bank, Ltd. Sales Division, Head Office, The Taiko Bank, Ltd. Nagaoka Branch, Resona Bank, Limited Sales Division, Head Office, The Hokuetsu Bank, Ltd. JA Bank Niigata Niigata Branch, Mizuho Bank, Ltd. Niigata Branch, Sumitomo Mitsui Banking Corporation Niigata Branch, Development Bank of Japan Inc. 5th Sales Division, The Norinchukin Bank Nihombashi Chuo Branch, The Bank of Tokyo-Mitsubishi UFJ, Ltd.
Number of employees	800

Organization





# Our Company History

## ■1946

- Former chairman emeritus, the late Tadashi Yamazaki, inspired by the famous “soba” noodles of his hometown, Ojiya, Niigata, began production of “fresh-from-boil *soba*” in Konosu-machi, Ojiya City.
- Began selling the *soba* to offices in the city of Nagaoka City.

## ■1947

- Built a factory in Gofuku-machi, Nagaoka, to create the foundation of Echigo Seika, whose head office still stands there today.

## ■1951

- Founded Yamazaki Seimenjo (noodle factory), a joint-stock company, with a capital of 300,000 yen.
- Began production of dried noodles.

## ■1953

- Stopped the dried noodle production, which was unfit for deep-snow areas.
- Began production of rice crackers.

## ■1957

- Disbanded the joint-stock company, Yamazaki Seimenjo.
- Founded Echigo Seika Co. Ltd.

## ■1962

- Lost the head office rice cracker factory to a fire.

## ■1964

- Modernized the noodlemaking facilities by building a new raw noodle factory (3-storied building of reinforced concrete) at the head office.

## ■1967

- Increased capital to 3 million yen.
- Approved as a food processing factory for school lunches by the Niigata Prefectural Government.

## ■1970

- Expanded the head office noodle factory into a five-storied building of reinforced concrete.
- Enhanced raw noodle production.

## ■1972

- Began purchase of factory premises in Takanashi-cho, Ojiya City.

## ■1973

- Merged with Hoshino Seikasho, a limited-liability company of Sanjo City, Niigata, recommended by Plan I of the Small Business Structural Improvement Project.
- Obtained factory premises of 10,000m<sup>2</sup> in Takanashi-cho, Ojiya City.
- Began full-scale production of packed rice cakes.

## ■1974

- Tried to obtain more premises for the Takanashi Factory, as recommended by Plan II of the Small Business Structural Improvement Project.

## ■1975

- Became the first in the industry to build a clean room for the Second Takanashi Factory to increase production of packed square rice cakes (completion of Small Business Structural Improvement Project).
- Increased capital to 25 million yen.

## ■1977

- Launched the clean-packed rice cakes, the “Clean Pack Series,” which created a sensation across the nation.
- Increased capital to 35 million yen.

## ■1978

- Built the Nagata Factory in Nagata-machi, Nagaoka City, specializing in “Rice Noodle” and “*Yakisoba*” (stir-fried noodle), to expand the noodle lineup.

## ■1979

- Built the Kawaguchi Factory in Kawaguchi-machi, Kita-uonuma-gun,

through purchase of an existing factory.

- Began a production hike of rice crackers and packed rice cakes. Launched “*Nama Kakimochi*” (raw rice cake pieces).

- Began sale of “*Inaka Mochi*,” a product of raw square rice cake, which was the first in the industry and won great acclaim. The product created a new segment in the rice cake market.

## ■1980

- Built the Haramachi Factory in Haramachi, Nagaoka City. Remodeled the head office noodle factory.
- Enhanced noodle products.
- Began construction of the Third Takanashi Factory, to prepare for further production increase of packed rice cakes.
- Increased capital to 45 million yen.
- Launched “*Nama Marumochi*” (raw round rice cake).

## ■1981

- Increased capital to 90 million yen.

## ■1982

- Took over the business rights of a confectionery in Nagaoka City, and converted it to the Miyauchi Factory.
- Upgraded the Tokyo Station to Tokyo Branch, and opened it in Soka-shi, Saitama Prefecture.
- Founded the Nagano and Sapporo Stations.

## ■1983

- Completed construction of the Third Takanashi Factory, a “clean room factory for packed rice cake production” featuring the latest technologies.
- Increased capital to 180 million yen.

## ■1984

- Took over the business rights of a confectionery in Ojiya City, and converted it to the Katakai and Oguni Factories, which enabled us to be ready for further production increase of rice crackers.
- Opened the Kansai, Tohoku, and Nagoya Branches.
- Upgraded the Sapporo Station to Sapporo Branch. Established stations in Aomori, Koriyama, Okayama, Fukuoka, Nagasaki, and Kagoshima.
- Launched full-scale sale of the “*Echigo Nama Ichiban*” series, clean individually-packed rice cakes.
- Increased capital to 234 million yen.

## ■1986

- Expanded the Kawaguchi Factory to increase its production capacity.

## ■1987

- Began sales of “*Etsu no Densho*,” a new series of fresh-from-the-stove/fryer rice crackers delivered directly from the factories, which received great acclaim.
- Founded the Koriyama and Hiroshima Branches.

## ■1988

- Built additional production lines for clean boiled rice.
- Began construction of the Katakai Factory with a comprehensive direct shipment system in Katakai, Ojiya City.

## ■1989

- Completed Phase I construction of the Katakai Factory.
- Established the Kanagawa and Hokuriku Branches.

## ■1990

- Rebuilt the Kawaguchi Factory to expand its production capacity.
- Established the Shikoku Station in Tokushima Prefecture.
- Won the “Leading Business of Excellence Award” of Nikkei Inc.

## ■1991

- Akira Yamazaki took office as president.
- Established the Matsue Station in Shimane Prefecture.
- Opened the new Tokamachi Factory in Tokamachi City, Niigata, to expand production of *kagami-mochi*.
- Built an additional production line at the Takanashi Factory, to increase capacity of clean individually packed rice cakes.

## ■1992

- Opened a garden named “*Eppukyo*” next to the Katakai Factory.
- Founded an affiliate, Echigotenpu Co., Ltd., which specializes in gift items.
- Completed construction of a new factory of delicatessen foods in Echigo Syokuhin Co., Ltd.
- Established the Kochi Station in Kochi City, Kochi Prefecture.
- Won the “10th Anniversary Special Award for the Leading Business of Excellence” of Nikkei Inc.

## ■1993

- Built another production line for clean individually packed rice cakes at the Takanashi Factory.
- Implemented a world-leading, super-high-pressure test machine in the Research Institute.

## ■1994

- Won the Economic Promotion Award from Niigata Prefecture.
- Won the Honorary President Award at the 22nd National Confectionery Exposition.
- Built another production line for clean individually packed rice cakes at the Takanashi Factory.
- Began construction of a new head office building in Gofuku-machi, Nagaoka City.
- Established the Sales Division in the Tokyo Metropolitan Area in central Tokyo.

## ■1995

- Completed construction of the new head office building.
- Began Phase II construction of the Katakai Factory.
- Built a rapid super-cooling production line at the Takanashi Factory, for “*Kan Zukuri*” (cold-prepared) rice cakes.
- Opened the Numata Factory.

## ■1996

- Established a rice polishing plant at Numata Factory.
- Built a new production base for *kagami-mochi* at Numata Factory.

## ■1997

- Completed Phase II construction of the Katakai Factory.
- Launched a new *kagami-mochi* product, “*Daidai-tsuki 150g*” (150g with tangerine). This created the current trend of “*kagami-mochi* with a tangerine” as the mainstream of the *kagami-mochi* market.

## ■1998

- Won the “Technology Award” from the Japanese Society for Food Science and Technology.
- Established the Takamatsu Branch.

## ■1999

- Began running TV commercials (featuring Mr. Hideki Takahashi).
- Began full construction work of a boiled rice production line at the Numata Factory.
- Opened the Asahikawa Factory in Nomura Seika.
- Opened the Dazaifu Factory.

## ■2000

- The Numata Factory began full production of boiled rice processed with super-high



pressure, "*Echigo no Goban*."

- Opened the Yamatani Factory.
- Boiled rice processed with super-high pressure, "*Echigo no Goban*," received many awards.
- Launched "*Raku Raku Okazari*," a *kagami-mochi* product assembled with a folding fan and a seat.

#### ■2001

- Won the "Entrepreneur of Excellence Award" from the New Business Conference, an incorporated foundation.
- Received the "New Technology and Food Development Award" from the *Nihon Shokuryo Shimbun*.
- Akira Yamazaki took office as chairman, and Ichiro Hoshino as president.
- The Takanashi Factory acquired ISO9001 certification for the first time in the industry.

#### ■2002

- Founded the Okinawa Station in Okinawa Prefecture.

#### ■2003

- Held a corporate funeral and memorial meeting for the late chairman emeritus Tadashi Yamazaki.
- The Takanashi Factory upgraded its ISO9001 certification to Version 2000.
- Opened the Sapporo Factory.
- Launched "*Fukkura Meijin*" (fluffy master), a clean-packed rice cake.

#### ■2004

- Won the "Minister of Economy, Trade and Industry Award," a kind of award for good use of intellectual properties, from the Minister, for effective use of patents.
- Chairman Akira Yamazaki won the "Minister of Education, Culture, Sports, Science and Technology Award" for development of high-pressure food processing technology.
- Won the "Top 100 Best Award for Use of Information Technology in Business" from the Business Information Technology Promotion Team of the Ministry of Economy, Trade and Industry.
- All our employees dedicated their work and time to recovery from the Chuetsu Earthquake that hit Niigata Prefecture.

#### ■2005

- Held the first "products tradeshow" in Osaka and Tokyo.
- Launched a rice cracker, "*Funwari Meijin Kinako Mochi*" (fluffy master rice cake with soybean flour).
- Applied "*Fukkura Cuts*" (fluffy cuts) to "*Echigo Nama Ichiban*" (Echigo raw No. 1), clean-packed rice cake.
- Began operations in South Korea of clean-packed boiled rice processed with super-

high pressure.

#### ■2006

- The Katakai Factory acquired ISO9001 certification.
- Launched "*Osudake, Pom! 160g*" (just push out – pop! 160g), a *kagami-mochi* product.
- Launched rice crackers, "*Funwari Meijin Gomadare Mochi/Cheese Mochi*" (fluffy master rice cake with sesame sauce/cheese).

#### ■2007

- Became an official uniform sponsor of Niigata Albirex BB, a pro basketball team of the Basketball League Japan.
- Dongwon F&B's Asan Factory in South Korea, to which our technology of a high-pressure boiled rice plant was transferred based on the free piston technology, began full operation.
- Our "Development of foundation technologies for more added value foods" was chosen by the Japan Science and Technology Agency to be a "Community-intensive research and development program" (development and commercialization of food processing technologies utilizing super-high pressure).
- "*Funwari Meijin*"
  - Won the Hot Pepper Special Award in the M1F1 Grand Prix of the 2nd half of 2007 (organized by Media Shakers Inc.)
  - Won the "Excellent Hit Award" of the confectionery and bread division at the 26th Hit Food Grand Prix (organized by the *Nihon Shokuryo Shimbun*).

#### ■2008

- "*Funwari Meijin Kinako Mochi*" won the No. 1 award in the confectionery division of the New Products Popularity Contest (organized by Summit Inc.).
- The Numata Factory acquired ISO22000 certification.
- A human test of allergen-reduced wheat proved its safety.
- Launched clean-packed rice cakes, "*Cheese Mochi*" (cheese rice cake) and "*Marude Tsukitate Mochi*" (rice cake just like fresh from the pounder).

#### ■2009

- Opened the Ojiya Factory (premises 150,000 m<sup>2</sup>).
- Chairman Akira Yamazaki won the "Food Industry Contribution Award" (sponsored by the Ministry of Agriculture, Forestry and Fisheries).
- "*Funwari Meijin Kinako Mochi*" was chosen as one of the "40 Hopeful Processed Foods for Export" (organized by the Ministry of Agriculture, Forestry and Fisheries).
- Received the "Excellence Award" in the

Food Industry CO<sub>2</sub> Reduction Grand Prix (a project supported by the Ministry of Agriculture, Forestry and Fisheries).

- The Kawaguchi Factory acquired ISO9001 certification.
- Launched rice crackers, "*Echigo no Awayuki*" (thin snow of Echigo) and "*Umai! Katayaki*" (yummy! hard broiled).
- The Miyauchi Factory's boiled rice production line was certified as an organic factory by Japan Agricultural Standards.

#### ■2010

- The Ojiya Factory launched a boiled rice production line.
- The Miyauchi Factory began operation of its wheat allergen reduction equipment.
- Built a monument in praise of the virtues of the Three Great Men of Letters at the premises of the Takanashi Factory.
- Launched rice crackers, "*Kachiwari no Tane*" (seeds chopped apart) and "*Korokoro Milk*" (rolling milk).
- Began sale of bread, noodles, snacks, etc., with allergen-reduced wheat.
- Began sale of two versions of *kagami-mochi*, "*Eto*" (animal of the year in the Chinese calendar) and "*Maneki Neko*" (cat inviting good fortune), in the form of individually packed round rice cakes.

#### ■2011

- Mitsutoshi Ito took office as president.
- The Ojiya Factory began test selling of "*Nihon no Goban*" (Japan's boiled rice).
- Redesigned "*Nama Ichiban*" to be individual packs with Ageless.
- Launched a rice cracker, "*Konbu to Kuromame no Megumi*" (blessing of sea kelp and black beans). Began production and sale of "Salad Seven," "*Hina Arare*" (rice crackers for the Doll Festival), and "*Aji Senryo*" (valuable taste) for New Nitto Arare Co., Ltd.
- Began sale of long-preservation rice and square rice cakes for emergency (with five years shelf life).

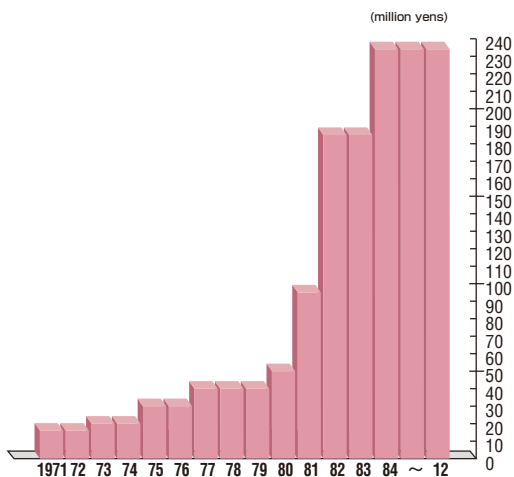
#### ■2012

- The Ojiya Factory completed expansion of its second production line for "*Nihon no Goban*."
- The Tokamachi Factory acquired ISO9001 certification.
- Extended the "best before" date of individually-packed foods to two years after production.

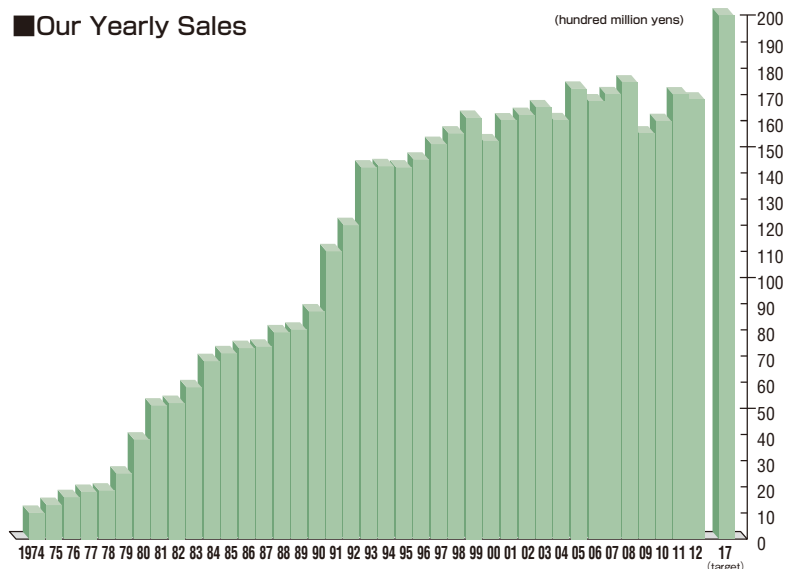
#### ■2013

- Ichiro Hoshino took office as president.

### ■ Our Capital Growth



### ■ Our Yearly Sales





# Greeting



Chairman  
**Akira Yamazaki**

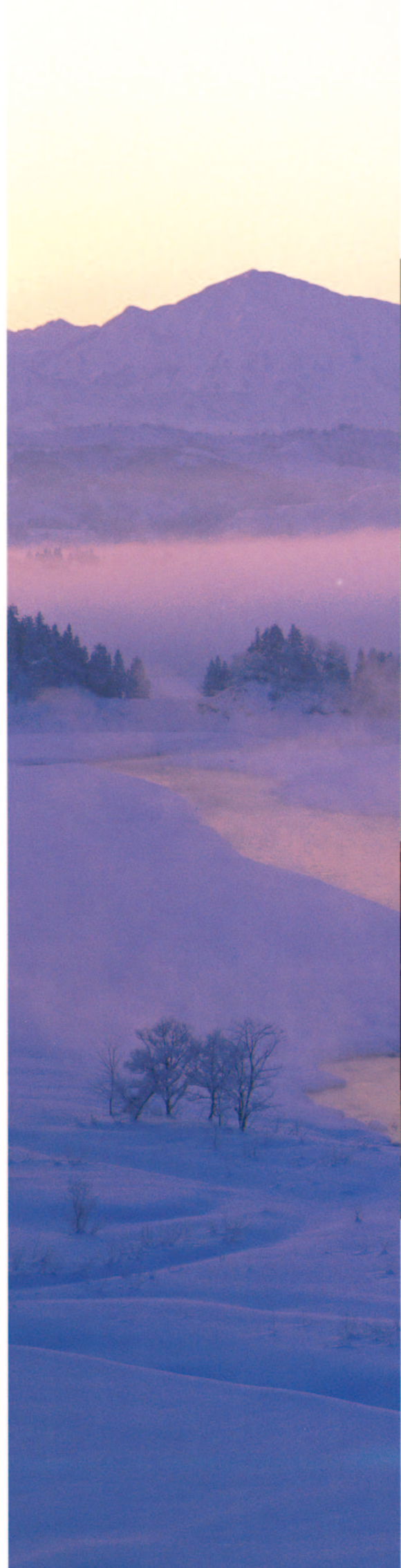
## **CHAIRMAN'S MESSAGE Akira Yamazaki**

When I was 26 I inherited my father's noodles making company. Since then we have along way to success thanks to the great support of local traders and customers. We at Echigo Seika have established two main departments, one for rice crackers and the other for rice cakes(Mochi), and we've built factories with the most up-to-date facilities.

We've also developed original wrappers to keep our rice cake fresh. While development of such innovations is in progress, I am repeatedly reminded that the level of a company's products reflects the level of its individuals. That's the reason we put a great effort into the cultivation and education of our staff.

Lately food industries everywhere have been concerned about making consumers aware of the health value of their products. I, as one of them, have asked myself what our product can do for you. In asking this basic question I believe that what we produce should not only be good tasting but also good for you.

Towards that end we are making constant efforts to study Food Engineering, and Medical and Biological science, and to develop something novel and nutritious for you, our customer.





越後製菓五訓

一社会に役立つ企業となるよう努めること

一安心して食べられる食品を作ること

一自然の摂理を尊び、資源を大切にすること

一何事も相手の立場で、ふり身を考へること

一則健康食の気風を養うこと

## Five Corporate Principles of Echigo Seika

- Strive to be a company that serves society.
- Create foods that are safe.
- Respect the laws of nature and save resources.
- Look at everything from the perspective of the other person.
- Create a culture that is sturdy, straight, simple, sincere and sound.

### Echigotenpu Co.,Ltd.

Total site area: 865m<sup>2</sup> Floor area: 635m<sup>2</sup>  
 2-1-14 Kesajiro, Nagaoka-shi, Niigata 940-0033  
 TEL: 0258-39-4050 FAX: 0258-39-3154



Founded to specialize in the manufacture and sale of gift items, the company delivers fresh products nationwide through direct mail and catalog shopping services.

### Asakusaya Sangyo Co.,Ltd.

Total site area: 2,075m<sup>2</sup> Floor area: 1,955m<sup>2</sup>  
 2-949-10 Nan-yo, Nagaoka-shi, Niigata 940-1164  
 TEL: 0258-22-3555 FAX: 0258-22-1239  
 Established on March 1, 2000



Echigo Seika signed a partnership with Asakusaya Sangyo in March, 2000. A specialist in confectionery featuring beans and peas, the company provides bean confectionery cherished by customers, making the most of ingredients and sparing no effort.

### Echigo Shokuhin Co.,Ltd.

Total site area: 2,099m<sup>2</sup> Floor area: 887m<sup>2</sup>  
 433-9 Ura, Nagaoka-shi, Niigata 959-5406  
 TEL: 0258-92-6012 FAX: 0258-92-4980



The company specializes in the manufacture and sale of foods for daily delivery services. At work 24 hours and 365 days, it provides fresh, handmade foods that make the most of ingredients.





# ECHIGO SEIKA, CO.,LTD

<http://www.echigoseika.co.jp/>

<b>Head Office</b>	1-4-5 Gohuku-machi, Nagaoka-shi, Niigata 940-8622	TEL: (0258) 32-2358 FAX: (0258) 36-6969
<b>Head Office Factory</b>	1-4-5 Gohuku-machi, Nagaoka-shi, Niigata 940-8622	TEL: (0258) 32-2358
<b>Takanashi Factory</b>	1003-1 Takanashi-cho, Ojiya-shi, Niigata 947-0193	TEL: (0258) 82-7617
<b>Kawaguchi Factory</b>	301-1 Kawaguchi-nakayama, Nagaoka-shi, Niigata 949-7503	TEL: (0258) 89-4110
<b>Katakai Factory</b>	1980-1 Katakai-machi, Ojiya-shi, Niigata 947-0192	TEL: (0258) 84-2036
<b>Numata Factory</b>	2630-1 Numata, Katakai-machi, Ojiya-shi, Niigata 947-0101	TEL: (0258) 84-3589
<b>Ojiya Factory</b>	1260 Kounosu-cho, Ojiya-shi, Niigata 947-0045	TEL: (0258) 84-2526
<b>Tokamachi Factory</b>	1586-2 Yokka-machi, Tokamachi-shi, Niigata 948-0006	TEL: (025) 752-7330
<b>West Katakai Factory</b>	5085 Katakai-machi, Ojiya-shi, Niigata 947-0101	TEL: (0258) 84-3881
<b>Miyauchi Factory</b>	684-3 Gejo-machi, Nagaoka-shi, Niigata 940-1146	TEL: (0258) 23-2556
<b>Motonakako Factory</b>	347-1 Hiu-hei, Ojiya-shi, Niigata 947-0003	TEL: (0258) 82-4357
<b>Sales Headquarter</b>	1-4-5 Gohuku-machi, Nagaoka-shi, Niigata 940-8622	TEL: (0258) 36-2358 FAX: (0258) 36-6969
<b>Sales Division in Tokyo Metropolitan Area</b>	1-5-5 Higashi-azabu, Minato-ku, Tokyo 106-0044	TEL: (03) 3588-1511 FAX: (03) 3588-1508
<b>Sapporo Branch</b>	3-2-74 Higashi-naebo Sanjo, Higashi-ku, Sapporo-shi, Hokkaido 007-0803	TEL: (011) 782-3532 FAX: (011) 782-9338
<b>Tohoku Branch</b>	Watasei Bldg. 2-3-11 Miyachiyo, Miyagino-ku, Sendai-shi, Miyagi 983-0044	TEL: (022) 284-8211 FAX: (022) 232-6617
<b>Koriyama Branch</b>	2-3-20 Hayama, Koriyama-shi, Fukushima 963-8876	TEL: (024) 939-5545 FAX: (024) 939-5546
<b>Tokyo Branch</b>	400 Tsukamae, Naezuka-cho, Soka-shi, Saitama 340-0036	TEL: (048) 925-6836 FAX: (048) 928-1363
<b>West Tokyo Branch</b>	25-12 Honcho, Hachioji-shi, Tokyo 192-0066 Harmony Residence 1F store	TEL: (042) 698-0050 FAX: (042) 698-0051
<b>Shin-etsu Branch</b>	1-4-5 Gohuku-machi, Nagaoka-shi, Niigata 940-8622	TEL: (0258) 36-2358 FAX: (0258) 36-6969
<b>Hokuriku Branch</b>	4-7-1 Sainen, Kanazawa-shi, Ishikawa 920-0024 In Kanazawa Central Wholesale Market	TEL: (076) 293-0033 FAX: (076) 293-0030
<b>Shizuoka Branch</b>	1-6-15 Shikiji, Suruga-ku, Sizuoka-shi, Sizuoka 422-8036 Sawa Mansion 104	TEL: (054) 686-0066 FAX: (054) 686-0067
<b>Nagoya Branch</b>	425 Sunahara-cho, Nishi-ku, Nagoya-shi, Aichi 452-0811	TEL: (052) 504-3331 FAX: (052) 509-4100
<b>Kansai Branch</b>	1-2-1 Miyajima, Ibaraki-shi, Osaka 567-0853 Osaka Food Distribution Center B-18	TEL: (072) 636-4155 FAX: (072) 636-4157
<b>Hiroshima Branch</b>	5-16 Honmachi, Hatsukaichi-shi, Hiroshima 738-0015	TEL: (0829) 32-8161 FAX: (0829) 32-9915
<b>Fukuoka Branch</b>	6-7-10 Mikasa-gawa, Onojo-shi, Fukuoka 816-0912	TEL: (092) 583-3255 FAX: (092) 583-3256
<b>Takamatsu Branch</b>	379-1 Busshozan-cho Ko, Takamatsu-shi, Kagawa 761-8078	TEL: (087) 840-1231 FAX: (087) 840-1232
<b>Aomori Station</b>	2-8-12 Myoken, Aomori-shi, Aomori 030-0121	TEL: (017) 738-0185

## "Hatoh" (major waves)

Sculpture by **Syozo Hayashi**

Exhibited at the 13th Nitten exhibition of 1981

Heaving waves,  
Waves that stand for eternal life.  
An innocent maiden standing  
against the waves,  
full of vigor and beauty.  
Quiet, yet conceals tremendous  
force inside,  
which overwhelms the  
spectators  
Determined to walk into the  
future,  
She is staring at her steps to  
take



(in front of the main entrance of the Katakai Factory)