

## Supplying a variety of easy-to-fix, convenient, and delicious foods

Our processed foods make for convenient and simple eating. In the processed foods business, we are widening our assortment of ham and sausage, and developing new prepared dishes and product series allowing customers to savor authentic flavor right at home. We meet the needs and preferences of our customers for all dining occasions.

### Hams and sausages business

We propose new flavors and dining styles through our many popular products, including long-selling ones such as *Winny* as well as mainstays with solid brand power such as *Schau Essen* and *Jokyu Mori-no-Kaori*. We developed and are selling *Utsukushi-no-Kuni* as a gift-use product made with domestic pork exclusively from our own farms. At the same time, we cherish the flavor that only comes from traditional methods carried on by Group members such as Kamakura Ham Tomioka Co., Ltd., Hakodate Carl Raymon Co., Ltd. Not only through the pursuit of flavors that appeal to our customers but also through the creation of innovative products based on unique concepts, we will continue to live up to our customers' expectations and confidence in us by ensuring superior quality.



*Schau Essen*, the delicious sausage with a firm but tender texture, made of 100-percent coarsely ground pork



*Utsukushi-no-Kuni*, the gift-packed ham made from safe domestic pork raised on our own farms



Kamakura Ham Tomioka Co., Ltd., carrying on traditional ways dating from its founding in 1900.



"Hamrins"  
Messengers in our food education activities

### Open Factory tours for firsthand experience of safety and flavor practices

As a part of our Open Quality program for open production of foods, the Group conducts tours of its plants in its Open Factory program. On the tours, visitors get a look at the activities and facilities for production of *Schau Essen* and *Tenshinkaku*, for example, and sample freshly-made foods at the end. Our staff on the floor are also ready to answer any questions they may have. The tours provide firsthand experience of our practices for safety and flavor.



We are currently conducting tours at our plants in Asahikawa (Hokkaido Prefecture), Ibaraki, Ono (Hyogo Prefecture), Shizuoka, Nagasaki, Joso (Ibaraki Prefecture), and Kuwana (Mie Prefecture).



## Deli and processed foods business

In our deli and processed foods business, we develop and produce processed foods and prepared foods. For our major brands as exemplified by the popular *Chuka Meisai* (Chinese cuisine) and *Ishigama Kobo* (pizza) series, we are refining product appeal in the aspects of both freshness and flavor, and deploying strategy aimed at being No. 1 in each category entered. In addition, we are developing a stream of products in new categories that anticipate needs in the market and target the generation of new demand.



*Chuka Meisai* series for enjoyment of authentic Chinese cuisine in the home



*Ishigama Kobo* series of pizzas featuring dough made with natural yeast and genuine cheese



Expert chefs take a hand in product development to instill a professional flavor

## Processed foods business: domestic plants

As of August 1, 2007

At our plants engaged in food processing, we are promoting certification under the HACCP authorized by the Minister of Health, Labour and Welfare and ISO 9001 standards, and practice strict management of hygiene.

### ■ Processing facilities of hams and sausages

- HACCP certified plant of Nippon Ham Hokkaido Factory Co., Ltd.
- Hakodate Carl Raymon Co., Ltd.
- Aomori Plant of Japan Assorted Business Services Co., Ltd.
- Yamagata Plant of Tohoku Nippon Ham Co., Ltd., HACCP certified
- Ibaraki Plant, HACCP certified
- HACCP certified plant of Tochiku Ham Co., Ltd.
- Kamakura Ham Tomioka Co., Ltd. ISO9001 certified
- Shizuoka Plant of Nippon Ham Factory Co., Ltd. HACCP certified
- Ono Plant, HACCP certified
- Hyogo Plant, HACCP certified
- HACCP certified plant of Kyodo Foods Co., Ltd.
- Tokushima Plant, HACCP certified
- Nagasaki Plant of Nippon Ham Factory Co., Ltd. HACCP certified
- HACCP certified plant of Minami Nippon Ham Co., Ltd.

### ● HACCP

The Hazard Analysis and Critical Control Point system; its thrust is control of the entire food production process as opposed to only the final product, in order to prevent health hazards at each stage.

### ● ISO 9001

The international standard for quality control systems, established in 1987 by the International Organization for Standardization.

### ■ Processing facilities of processed foods

- Hokkaido Plant of Nippon Ham Sozai Co., Ltd., ISO9001 certified
- Niigata Plant of Nippon Ham Sozai Co., Ltd., ISO9001 certified
- Kanto Plant of Nippon Ham Shokuhin Co., Ltd., HACCP certified
- Arte Piatto Co., Ltd.
- Kuwana Plant of Nippon Ham Shokuhin Co., Ltd.
- Kansai Plant of Nippon Ham Shokuhin Co., Ltd., HACCP certified
- Isahaya Plant
- Miyazaki Plant of Nippon Ham Sozai Co., Ltd., ISO9001 certified