



Wada FoodTech Co., Ltd.

Hot-chain Logistics Solution Platform for Foodservice Industry to Improve Food Safety and Tackling Labour Shortage

Purpose of the Project

- This project aims to offer innovative solutions to the Japanese food and beverage industry, particularly in ensuring food safety and overcoming the challenges posed by labour shortages in food distribution, using a platform, Hot-chain Logistics Solution Platform.
- In order to fully deploy the service in Japan, it is crucial to comply with regulations, secure partnerships, and gather user feedback through trial operations, optimizing the system and ensuring its smooth implementation.
- With Wada FoodTech's technology and vending machines, it will be possible to maintain a stable temperature of 65 °C during the distribution process and ensure food safety. Furthermore, automated food distribution is expected to address the issue of labour shortages.



Details of Demonstration

- Our demonstration showcases a comprehensive digital transformation solution that integrates IoT-enabled lunchbox transport containers, a cloud-based centralized management system, and advanced hot-chain lunchbox vending machines. This end-to-end system is designed to ensure food safety and automate sales operations, addressing key challenges in the Japanese food and beverage industry.
- Key achievements of the demonstration include:
 - ✓ Equipment implementation and localization: successful implementation of the hot-chain logistics system, tailored and optimized to meet the specific requirements and standards of the Japanese market.
 - ✓ Trials and feedback collection: conducted trials to gather valuable feedback from users, enabling iterative improvements and fine-tuning of the system for enhanced performance and usability.
 - ✓ Report submission and validation: compiled and submitted detailed reports highlighting the system's optimization for maintaining a temperature of 65 °C throughout the logistics process, and its ability to automate sales operations, reducing reliance on manual labour.



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Project Outcome

- In the demonstration experiments, the bentos delivered by Wada FoodTech hot-chain total solution were served to consumers at a temperature of 65 °C. Notably, the fried foods retained its juicy texture, and the rice remained soft, offering freshness that contrasts sharply with traditional lunch boxes reheated after refrigeration. This proves that the food quality is well preserved.
- The introduction of vending machines and IoT-enabled warming devices has significantly reduced manual labour. This improvement is especially beneficial for stores operating late at night or facing severe staff shortages. The implementation will boost operational efficiency and is expected to bring substantial management benefits.
- Customers having used the system praised the product's quality and convenience. While they suggested improvements in the way tartar sauce and chilled side dishes are served, the overall feedback was positive.
- Wada FoodTech localized and optimized the solution (e.g., ensuring that the system can maintain 65 °C , localizing the backend system, and so on) for the Japan market through the project.

Challenges and Solutions

- Wada FoodTech faces competition in Japan's densely populated and saturated convenience store market, making it essential to establish trust among clients and end-users regarding the quality of hot-chain meals.
- Additionally, regional differences in bento preferences require updating the menu regularly to meet diverse consumer tastes.

Future Plans

By incorporating feedback from clients and end-users into our technology optimization process, Wada FoodTech is committed to refining and enhancing our system for broader and more effective deployment. Leveraging the insights, learnings, and improvements gained from this project, we will strategically expand our business to new markets and applications. Our future plans also involve strengthening partnerships, advancing R&D efforts, and ensuring that our platform remains at the forefront of innovation to meet evolving market demands and deliver ongoing value to our clients and end-users.