

How to use Discovery NIIGATA

URL: <https://www.jetro.go.jp/en/discoveryniigata/>

Discovery NIIGATA is a BtoB matching site that gives you insights into major production areas, company profiles and product specifications in Niigata.

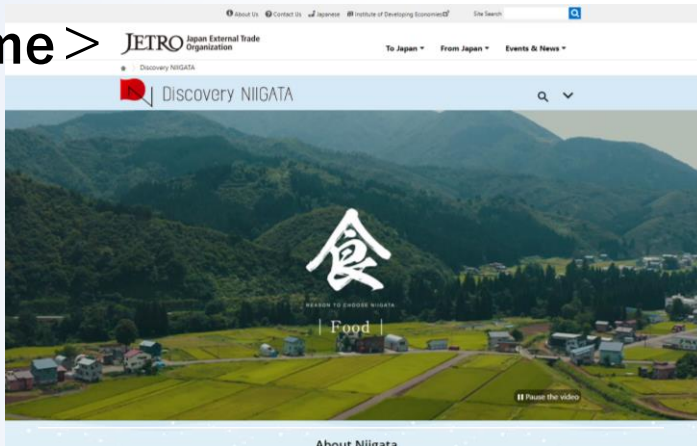


1 Learn :

Learn about special Niigata products on their introductory pages of food, clothing and home & living.

Learn various appeal and stand out of Niigata products via video and imagery. They guide you to your items of choice.

< Home >



About Niigata

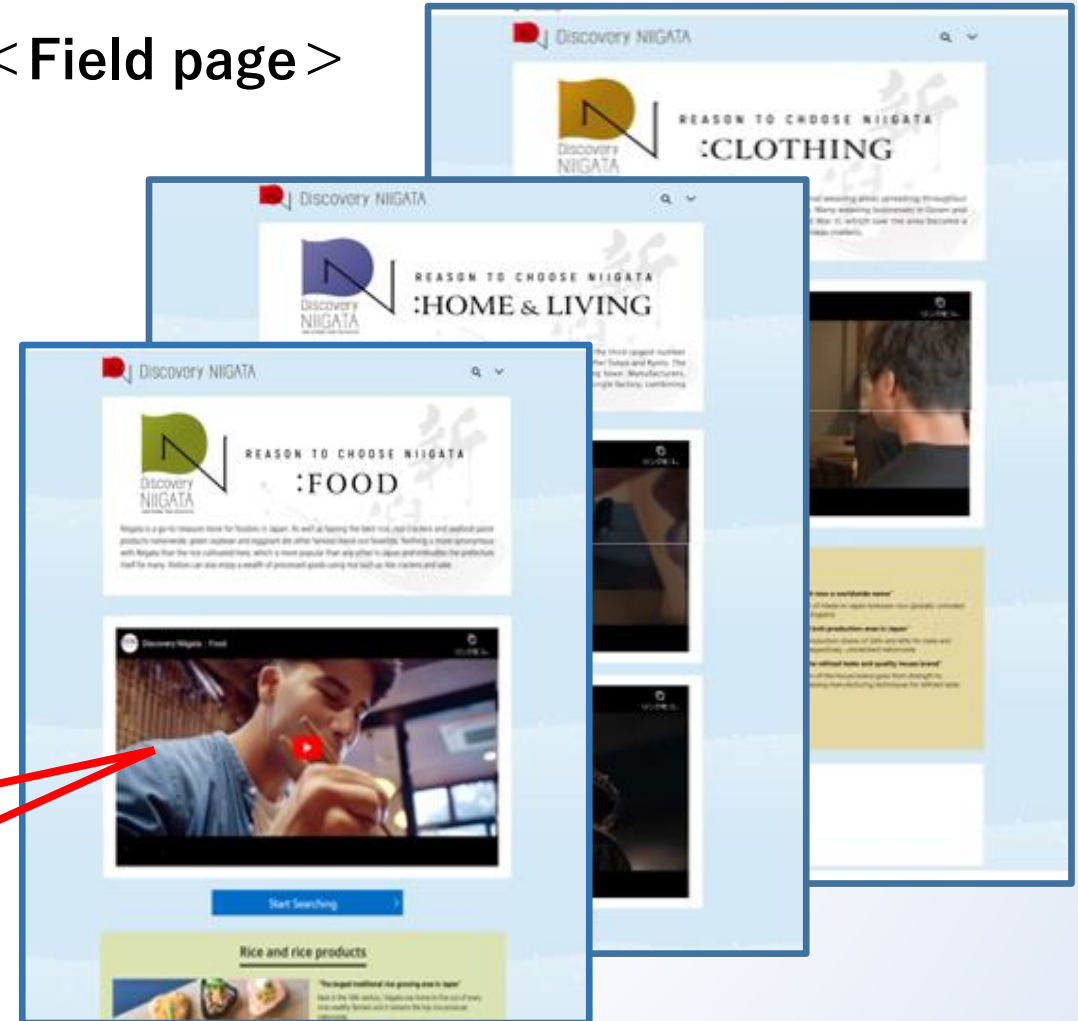
"All that Niigata". Many of the local foods, clothing and home & living items produced in Niigata are best-in-class nationwide and even globally renowned for their quality. The rich land and climate of this Japan Sea-facing prefecture and its people embody "All that Niigata".



Niigata Products



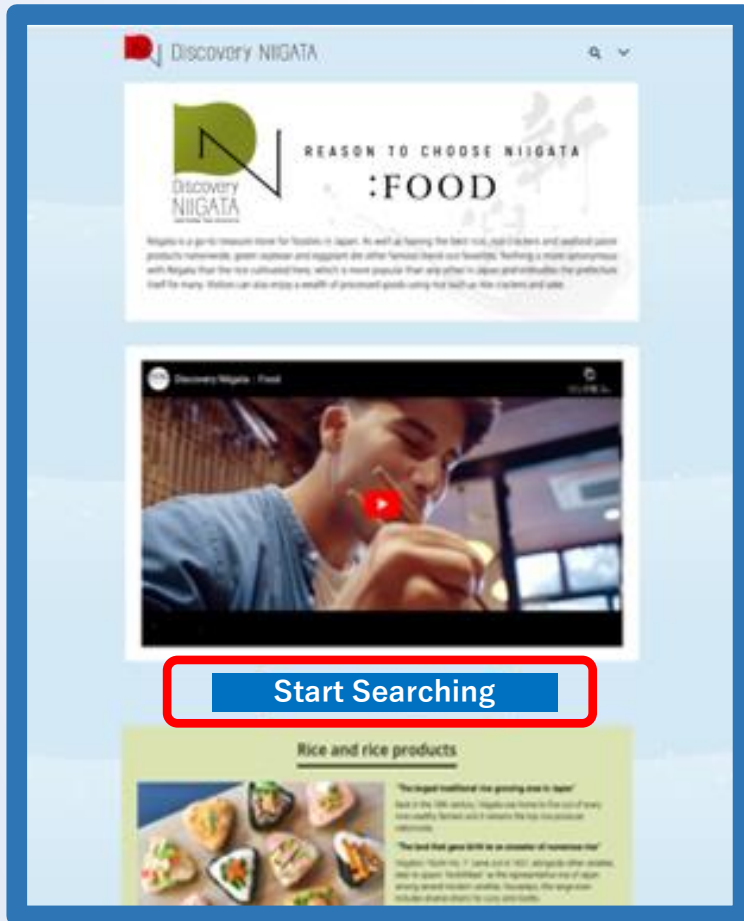
< Field page >



2 Find: Find items from the search page

Search for a favorite item or company – filter by product category, company initials, industry type and other variables.

<Search>



Search

Categories

☐ **Food**
☐ Rice and Cereal processed goods ☐ Vegetables; Fruits and Processed vegetables and Processed fruits
☐ Meat(fresh); Meat(prepared) ☐ Sea foods and Processed sea foods ☐ Kashi(cake and confectioneries)
☐ Seasonings and soups ☐ Prepared foods ☐ Non-alcoholic beverages ☐ Alcoholic beverages(except medicine)
☐ Other foods and processed foods
☐ **Clothing**
☐ Outwears ☐ Other textile and apparel products
☒ **Home and Living**
☒ Machinist tools ☒ Soil preparation machinery and implements; Harvesting and preparing machinery and implement
☒ Cutleries ☒ Artisan's tools ☒ Preparation utensils ☒ Cooking utensils ☒ Tableware ☒ Table utensils
☒ Knives; forks; spoons; chopsticks; and those accessories ☒ Other kitchen utensils and tableware
☒ Household gardening tools ☒ Other home and living products

Reset

Company Initial

Select

Industry Sector
☐ Manufacturing ☐ Wholesale ☐ Retail ☐ Trading ☐ Services / Others

Food Storage Condition
☐ Normal ☐ Cold ☐ Frozen

Payment term
☐ T/T ☐ L/C ☐ Others

Event
☐ USA online business meeting 2021 ☒ Tsubame-Sanjo Trade Show 2021

Please check the “Tsubame- Sanjo Trade Show 2021” to find the companies which will participate in the event.

Search

3 Refine: Refine candidate companies for business meetings

Learn more about the product/company you searched for. Click “Select this item” placed on the product and click “Add selected items to the list” to add it to the list as a candidate.

< Company list >

List of companies
67 hits out of 67.

Food
MIYANO FOODS CO.,LTD.
Since its establishment as a small bean paste workshop, we have been working diligently with traditional craftsmanship and high quality ingredients in pursuit of a healthy and happy life for our customers. Now we are devoting every moment of our work time and artisan skills to adjusting and improving our products to meet the needs of our customers and keep up-to-date on the current market.
[View details](#)

Food
KANZURI Co.,Ltd.
We use prime ingredient, a special species of chili pepper for Kanzuri, which is produced solely from our own fields and the contracted farmers. We try to maximize natural taste of each ingredient using all locally produced materials and no additive.
[View details](#)

Click

< Product >

Discovery NIIGATA

Food
MIYANO FOODS CO.,LTD.
<http://www.miyanomame.jp/> Manufacturing

Details of Items (610KB)

01 Sweet rice cake (Kogane-mochi)
250yen(Retail Price in Japan)
The rice cake, wichi is made from “Kogane-mochi” called the king of glutinous rice, has a chewy and sticky texture. It filled with carefully cooked azuki bean paste containing whole beans.
☐ Select this item

02 Sweet rice cake (Green peas)
250yen(Retail Price in Japan)
It is a soft rice cake stuffed with smooth white bean paste. And the rice cake contains slightly salty green peas with a good texture.
☐ Select this item

03 Sweet rice cake (Red peas)
250yen(Retail Price in Japan)
It is a soft rice cake stuffed with smooth azuki bean paste. And the rice cake contains slightly salty red peas with a good texture.
☐ Select this item

04 Sweet rice cake (Yomogi)
250yen(Retail Price in Japan)
A rice cake contains Japanese herb “Yomogi”, filled with smooth azuki bean paste.
☐ Select this item

Add Selected items to the list

Company Profile
Company Name MIYANO FOODS CO.,LTD.
Main products Rice and Cereal processed goods, Kashicake and confectioneries
Year Founded 1950
Industrial Sector Manufacturing
Address 3-1297-1 Hakata-cho, Shikata-shi, Niigata-ken, 957-0006 JAPAN
Website <http://www.miyanomame.jp/>
Company outline Since its establishment as a small bean paste workshop, we have been working diligently with traditional craftsmanship and high quality ingredients in pursuit of a healthy and happy life for our customers. Now we are devoting every moment of our work time and artisan skills to adjusting and improving our products to meet the needs of our customers and keep up-to-date on the current market.
Payment Terms L/C
Food storage condition Frozen
Details (494KB)

Click

< Candidate list >

Send Business Matching Request

Discovery NIIGATA

Discovery NIIGATA Request

Your selection

MIYANO FOODS CO.,LTD. Sweet rice cake (Yomogi) [Delete](#)

Continue to select items
< Back to Search

Send a Business Matching Request

Print

***Please click “Back to Search” button for continuing to select items.**

4 Check Details:

Check details of company and products by *pdf.

You can check company profile and product specification.

(Size per product, Quantity per case, minimum lot for order, Ingredients etc)

<Product>

Discovery NIIGATA

MIYANO FOODS CO.,LTD.

***PDF(products)**

Sweet rice cake (Kogane-mochi)

Sweet rice cake (Green peas)

Sweet rice cake (Red peas)

Sweet rice cake (Yamagaki)

Add Selected items to the list

***PDF(company)**

Company Profile

Address: 3-1297-1 Nakata-cho, Shibata-shi, Niigata-ken, 957-0006 JAPAN

Company website: <http://www.miyano-mame.jp>

Year founded: 1950

Capital fund: 10~50 million yen

Number of employees: 21~100 employees

Industry sector: Manufacturing, Wholesale, Retail, Trading, Services / Others

Main products: Rice and Cereal processed goods, Kashi(cake and confectioneries), Seasonings and soups, Meat(fresh), Meat(prepared), Prepared foods, Sea foods and Processed sea foods, Non-alcoholic beverages, Alcoholic beverages (except medicine), Other foods and processed foods

Company outline: Since its establishment as a small bean paste workshop, we have been working diligently with traditional craftsmanship and high quality ingredients in pursuit of a healthy and happy life for our customers. Now we are devoting every moment of our work time and artisan skills to adjusting and improving our products to meet the needs of our customers and keep up-to-date on the current market.

Certifications (e.g. ISO, HACCP, GAP): ISO9001, ISO22000, EU-HACCP, U.S.-HACCP, other kinds of HACCP, GAP, Organic certification, Halal, Others

Payment terms: T/T, L/C, Others

Trade form: Direct trade, Indirect trade, Others

Export experience: Experience of export within 5 years

Exporting countries: Brazil, Hong Kong, the U.S.

Target buyer: Import distributor, Retailer, Restaurant and hotel, Cross-border EC operator, Others

Target country: Asia, the U.S.

*PDF(company)

BtoB matching site
Discovery NIIGATA

JETRO Niigata

Company Profile

No. 040

MIYANO FOODS CO.,LTD.

Address: 3-1297-1 Nakata-cho, Shibata-shi, Niigata-ken, 957-0006 JAPAN

Company website: <http://www.miyano-mame.jp>

Year founded: 1950

Capital fund: 10~50 million yen

Number of employees: 21~100 employees

Industry sector: Manufacturing, Wholesale, Retail, Trading, Services / Others

Main products: Rice and Cereal processed goods, Kashi(cake and confectioneries), Seasonings and soups, Meat(fresh), Meat(prepared), Prepared foods, Sea foods and Processed sea foods, Non-alcoholic beverages, Alcoholic beverages (except medicine), Other foods and processed foods

Company outline: Since its establishment as a small bean paste workshop, we have been working diligently with traditional craftsmanship and high quality ingredients in pursuit of a healthy and happy life for our customers. Now we are devoting every moment of our work time and artisan skills to adjusting and improving our products to meet the needs of our customers and keep up-to-date on the current market.

Certifications (e.g. ISO, HACCP, GAP): ISO9001, ISO22000, EU-HACCP, U.S.-HACCP, other kinds of HACCP, GAP, Organic certification, Halal, Others

Payment terms: T/T, L/C, Others

Trade form: Direct trade, Indirect trade, Others

Export experience: Experience of export within 5 years

Exporting countries: Brazil, Hong Kong, the U.S.

Target buyer: Import distributor, Retailer, Restaurant and hotel, Cross-border EC operator, Others

Target country: Asia, the U.S.

*PDF(products)

BtoB matching site
Discovery NIIGATA

JETRO Niigata

Product Specification

No. 040 MIYANO FOODS CO.,LTD.

Product No. 01

Product name: Sweet rice cake (Kogane-mochi)

Description: Kashi(cake and confectioneries)

Size per product: Width: 130 mm, Depth: 70 mm, Height: 30 mm, Weight: 124 g, Capacity: 120 g

Quantity per case: 10 pack(s)

Minimum lot for order: 8 case(s)

Expiration date and storage temperature: 1 year(s), Frozen

Retail price in Japan (yen) *excluding tax: 250 JPY

Place of production/processing: Niigata-ken

Ingredients and food additives: Glutinous rice, sugar, azuki bean, hydrogenated starch hydrolysate, corn syrup, salt, trehalose, modified food starch, emulsifier, enzyme(soy)

Selling point: The rice cake, mochi is made from "Kogane-mochi" called the king of glutinous rice, has a chewy and sticky texture. It is filled with carefully cooked azuki bean paste containing whole beans.

Flavor:

Sales season: We can make shipments during all seasons, We can make shipments during the following term, ~

5 Submit

Submit meeting requests

Click the button "Send a Business Matching Request", fill in the request form, and click the confirm button.
Check that all of the information is correct, and then click "Finish."






<Candidate list>

Discovery NIIGATA > Send Business Matching Request

Discovery NIIGATA

Business Matching Request

Your selection

MARUYAHONTEN Co.,Ltd.	 Le Lectier Jelly	Delete
MIYANO FOODS CO.,LTD.	 Sweet rice cake (Yomogi)	Delete
Suzuki Coffee Co., Ltd.	 Yukimuro Coffee Drip Bags	Delete
Takano Shuzo Co.,Ltd	 Koshiji Fubuki Umesu Premium	Delete
	 Koshiji Fubuki Junmai Daiginjo Koshitanrei	Delete

Continue to select items

[Back to Search](#)

Send a Business Matching Request

<Request form>

Please fill in the required information.

Company Name	<input type="text"/>
Your Name	<input type="text"/>
Your position	<input type="text"/>
Tel	<input type="text"/>
E-mail	<input type="text"/>
E-mail(confirm)	<input type="text"/>
Company address	<input type="text"/>
Business Type (Multiple selections possible)	<input type="checkbox"/> Import <input type="checkbox"/> Wholesaler <input type="checkbox"/> Retail <input type="checkbox"/> Hotel <input type="checkbox"/> Restaurant <input type="checkbox"/> Catering <input type="checkbox"/> EC <input type="checkbox"/> Other
Company Website	<input type="text"/>
Year founded	<input type="text"/>
Capital fund	<input type="text"/>
Number of employees	<input type="text"/>
Line of products handled	<input type="text"/>
Annual turnover	<input type="text"/>
Seller route	<input type="checkbox"/> Direct Sales <input type="checkbox"/> Agent <input type="checkbox"/> Restaurant <input type="checkbox"/> Manufacturer <input type="checkbox"/> Wholesaler <input type="checkbox"/> Department Store

***We will disclose these information to the suppliers you requested. Please fill in your information(except confidential one) as much as possible to understand your company.**

Speaking Language (Multiple selections possible)	<input type="checkbox"/> Japanese <input type="checkbox"/> English <input type="checkbox"/> Chinese <input type="checkbox"/> Others
If "Others", please specify	<input type="text"/>

CONFIRM

6 Wait

Wait for the business matching result

Click the button to send the information to JETRO. Once receive it, JETRO will strive (but cannot guarantee) to offer a business matching opportunity. JETRO will contact you via email within two weeks.

