## **Discovery NIIGATA**

# JETRO Niigata

### **Company Profile**

#### No. 150



### Sakura seika Confectionery Co., Ltc



#### Address 1-11-22, Nishizono cho, Sibata shi 957-0058, Niigata, Japan **Company website** https://www.sakura-do.jp/ Year founded Capital fund Number of employees 1950 $10\sim50$ million yen 21~100 employees Industry sector Manufacturing Wholesale Retail Trading Services / Others Main products Vegetables, Fruits and Sea foods and Processed sea Rice and Cereal Meat(fresh), Processed vegetables processed goods Meat(prepared) foods and Processed fruits Kashi(cake and Prepared foods Non-alcoholic beverages Seasonigs and soups confectioneries) Alcoholic beverages Other foods and (except medicine) processed foods

#### **Company outline**

Since our founding in Niigata in 1950, the heartland of rice, we have put our hearts into making immaculately tasting rice crackers. From polished rice to flavoring and packaging, we carry out the entire production process in our company's workshop using high-quality glutinous rice grown in Niigata.

[Characteristics of Sakura-do]

• Uses Niigata rice, one of the highest quality kinds of rice of those grown in Japan. Sakura-do uses rice grown under contract in Niigata prefecture through which we can observe it being grown.

• Won the Grand Prix at the National Confectionery Grand Exhibition, the Olympics of confectionery, twice in a row.

Through the handwork of artisans that can not be reproduced on a large scale, we continue to safeguard the traditional taste of the countryside, fully bringing out the inherent flavor of rice and painstakingly making rice crackers one by one.

Certifications (e.g. ISO, HACCP, GAP)											
	ISO9001		ISO22000		EU-HACCP		U.Sł	U.SHACCP		other kinds of HACCP	
	GAP		Organic certification		Halal	•	Others	JFS-B			
Payment terms											
•	T/T		L/C		Others						
Trade form											
•	Direct trade	•	Indirect trade		Others						
Export experience Exporting countries											
Experience of export within 5 years						Hong Kong,Taiwan,USA					
Target buyer											
•	Import distribu		itor 🛛 🗨 Re		letailer	•	Restaur	ant and	hotel	Cross-border EC operator	
	Others										
Target country											
USA,Hong Kong,Taiwan,Singapore											