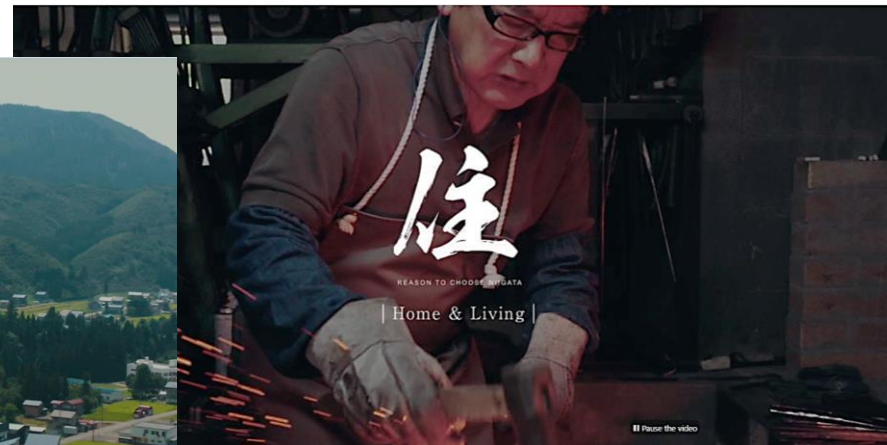


# How to use Discovery NIIGATA

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 >



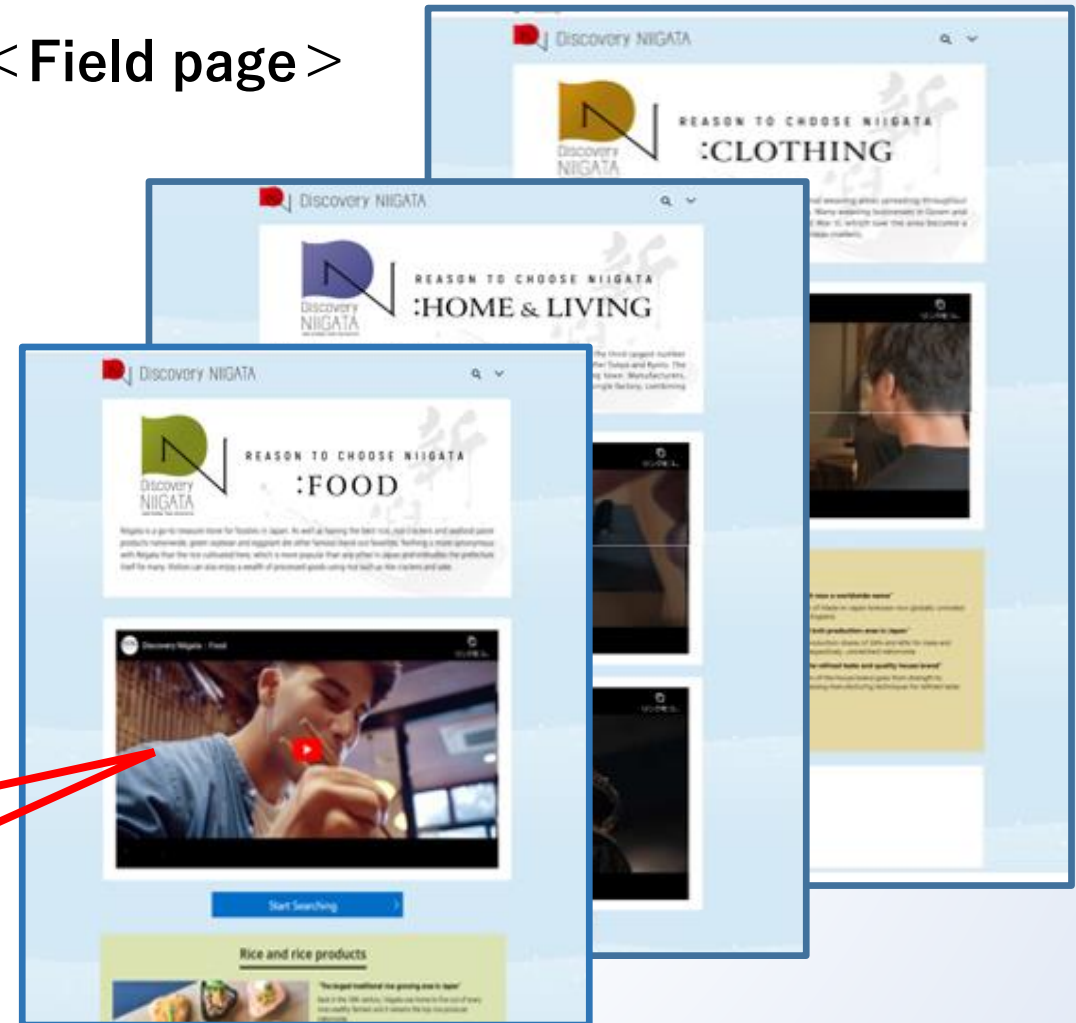
"All that Niigata". Many of the local foods, clothing and home & living items produced in Niigata are best-in-class nationwide and even globally renowned for their quality. The rich land and climate of this Japan Sea-facing prefecture and its people embody "All that Niigata".



### Niigata Products



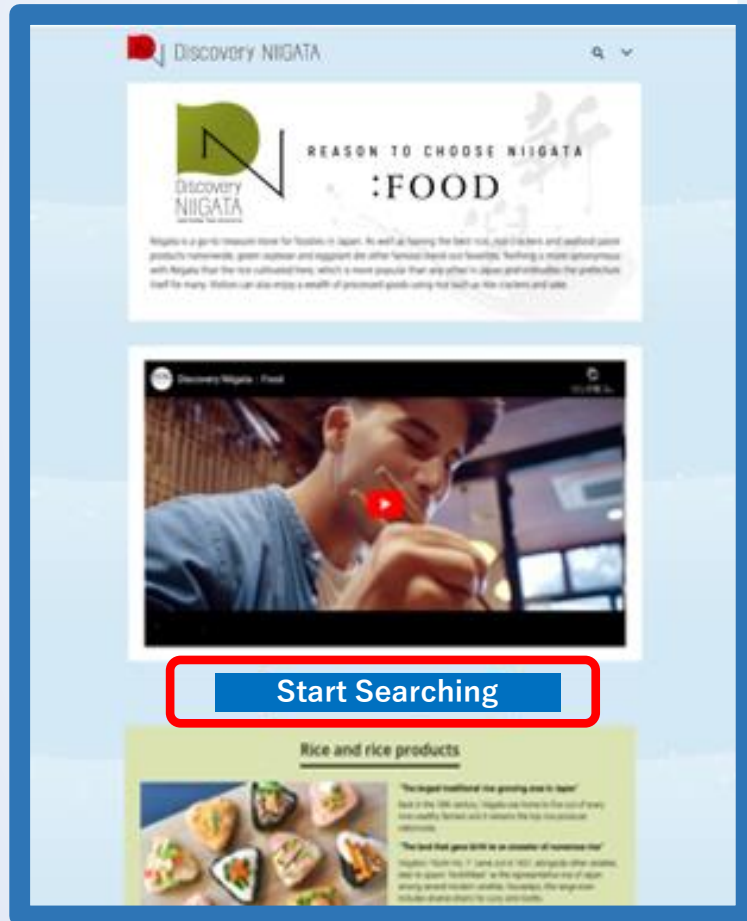
## < Field page >



## 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>



Categories Reset

**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

Company Initial

Industry Sector  Manufacturing  Wholesale  Retail  Trading  Services / Others

Food Storage Condition  Normal  Cold  Frozen

Payment term  T/T  L/C  Others

Event  Vietnam online business meeting 2020




### 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 Nakajima-cho, Shikata-shi, Niigata-ken, 957-0006 JAPAN
Website	<a href="http://www.miyanomame.jp/">http://www.miyanomame.jp/</a>
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 (Yamagi)

**Add Selected items to the list**

**\*PDF(company)**

**\*PDF(company)**

BtoB matching site  
Discovery NIIGATA JETRO Niigata

### Company Profile

No. 040

**MIYANO FOODS CO.,LTD.**

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

**Company website**  
http://www.miyano-mame.jp

<b>Year founded</b>	<b>Capital fund</b>	<b>Number of employees</b>
1950	10~50 million yen	21~100 employees

**Industry sector**

<input checked="" type="checkbox"/> Manufacturing	<input type="checkbox"/> Wholesale	<input type="checkbox"/> Retail	<input type="checkbox"/> Trading	<input type="checkbox"/> Services / Others
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**Main products**

<input checked="" type="checkbox"/> Rice and Cereal processed goods	<input type="checkbox"/> Vegetables, Fruits and Processed vegetables	<input type="checkbox"/> Meat(fresh), Meat(prepared)	<input type="checkbox"/> Sea foods and Processed sea foods
<input checked="" type="checkbox"/> Kashi(cake and confectioneries)	<input type="checkbox"/> Seasonings and soups	<input type="checkbox"/> Prepared foods	<input type="checkbox"/> Non-alcoholic beverages
<input type="checkbox"/> Alcoholic beverages (except medicine)	<input type="checkbox"/> 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)**

<input checked="" type="checkbox"/> ISO9001	<input type="checkbox"/> ISO22000	<input type="checkbox"/> EU-HACCP	<input type="checkbox"/> U.S.-HACCP	<input type="checkbox"/> other kinds of HACCP
<input type="checkbox"/> GAP	<input type="checkbox"/> Organic certification	<input type="checkbox"/> Halal	<input type="checkbox"/> Others	

**Payment terms**

<input type="checkbox"/> T/T	<input checked="" type="checkbox"/> L/C	<input type="checkbox"/> Others
------------------------------	---	---------------------------------

**Trade form**

<input type="checkbox"/> Direct trade	<input checked="" type="checkbox"/> Indirect trade	<input type="checkbox"/> Others
---------------------------------------	--	---------------------------------

**Export experience**  
Experience of export within 5 years

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

**Target buyer**

<input checked="" type="checkbox"/> Import distributor	<input type="checkbox"/> Retailer	<input checked="" type="checkbox"/> Restaurant and hotel	<input type="checkbox"/> Cross-border EC operator
<input type="checkbox"/> 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
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**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 filled with carefully cooked azuki bean paste containing whole beans.

**Favor**

**Sales season**

<input checked="" type="checkbox"/> We can make shipments during all seasons.	<input type="checkbox"/> 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 Umeshu 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"/>
Sales route	<input type="checkbox"/> Direct Sales <input type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> Manufacturer <input type="checkbox"/> Wholesaler <input type="checkbox"/> Department Store
Speaking Language (Multiple selections possible) If "Others", please specify	<input type="checkbox"/> Japanese <input type="checkbox"/> English <input type="checkbox"/> Chinese <input type="checkbox"/> Others <input type="text"/>

**\*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.**

**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.

