

Scope of Work

1. Definition

“**Japanese food**” in this document specifically refers to “**food products imported from Japan**” unless otherwise noted. In actual campaigns and activations, however, the Contractor may use any appropriate wording to refer to Japanese food.

2. Project Name

Marketing of Japanese food in retail

3. Background

JFOODO was established by the Japanese government in 2017 as part of JETRO with the aim of boosting the export of Japanese food by branding and marketing them around the world.

Currently, while various Japanese food ingredients are widely used in food services in the United States, major retailers rarely carry Japanese food particularly in the meat and seafood departments.

To evaluate the effectiveness and market potential of Japanese food in the retail segment, JFOODO initially implemented a pilot campaign in Philadelphia in FY2024. Building on the success and insights gained from this pilot, JFOODO expanded the initiative in FY2025 to 65 retail locations nationwide, increasing both product variety and geographic reach. In FY2026, JFOODO aims to further scale the retail campaign by partnering with additional retailers, expanding the number of store locations, and introducing new products to the market.

4. Objectives

(1) Primary objective:

To expand the sales channels of Japanese food beyond Asian market.

(2) Secondary objectives:

A. To increase awareness of Japanese food as a category brand.

B. To create opportunities to try and purchase Japanese food.

5. Work Description

(1) Planning, preparation, and implementation of the marketing campaign

The Contractor must plan, prepare, and implement the most effective marketing campaign to achieve the objectives and marketing KPIs, based on the reference material separately presented by JFOODO and mandatory contents and conditions stipulated below. When deciding on actions/events and setting KPI targets, discuss with and obtain approval from JFOODO in advance.

[Requirements and conditions]

- A. The Contractor shall develop a communication plan that effectively and efficiently utilizes owned media, paid media, and earned media, in which all actions/events are intertwined, in line with the customer journey of the target consumers.
- B. Apart from marketing KPIs set by JFOODO, the Contractor must propose quantitative KPIs for each action/event, as well as how each action/event contributes to the target consumers' attitude and behavioral changes, with their measurement methods clarified. The Contractor is also responsible for measuring them, as well as gathering qualitative feedback, after completion of each action/event.
- C. The optimal budget allocation for each action/event and its reasonings shall be clearly stated.
- D. The Contractor shall plan and manage the entire project schedule, including the submission of final project report, to conclude by March 12th, 2027.
- E. The Contractor must carry out this project in accordance with the "JFOODO Brand Guidelines," which will be shared with the Contractor. In addition, "Sustainable" and "Artisanal" from brand-building factors shall both be incorporated into the proposal for this project.
- F. Project meetings (in person or online) shall be held once a week during the contract period to share progress with JFOODO.
- G. When requested by JFOODO or JETRO, the Contractor shall cooperate with relevant events and projects in the US.
- H. Project budget may NOT be used for the following:
 - a) Cost of sales
 - b) Price promotion
 - c) Commission payment proportional to sales
 - d) Vouchers, coupons, luxury prizes or giveaways (including travel).

[Project Area Criteria]

- The project must cover a minimum of 10 cities across the United States.
- Selected cities should ensure broad geographic distribution, ideally spanning the East Coast and West Coast.

- The project may include locations in Canada and/or Mexico where partner retailers operate stores, to support regional expansion.

[Product categories to be marketed]

- Seafood (including, but not limited to, Japanese scallops and yellowtail/hamachi)
- Japanese wagyu
- Rice
 - The project should mainly promote uncooked rice, but may also include such products as pre-cooked rice and rice flour.
 - The proposal must include effective strategies to promote Japanese rice, encompassing awareness-building, consumer education, and sales-driving initiatives.

Green tea and sake may also be included if the Contractor deems it effective.

[Concept]

This project shall be carried out in accordance with the current campaign concept and tagline (“SIMPLY GOOD SIMPLY JAPANESE”).

[Project Details]

A. Retail Placement and Activations

This project must include in-store events and/or promotional activations at retail locations designed to drive product listings and increase sales of featured items, while enhancing consumer awareness and understanding of Japanese food. These events should provide customers with opportunities to sample and purchase Japanese food, as well as to learn practical preparation and cooking methods that can be easily replicated at home.

{Requirements and Conditions}

- a) The Contractor shall be responsible for identifying and engaging retail partners, negotiating terms, and executing all necessary contracts or agreements related to in-store events and activations. Where applicable, the Contractor will also facilitate introductions between retailers and distributors. All sales-related processes, including the establishment of commercial terms and agreements, shall be conducted directly between the retailers and distributors.
- b) Neither the Contractor nor any agent or partner between the Contractor and retailers should expect or receive a commission from the distributor or the importer of the participating products.

- c) Sales of the participating products as well as events should take place mainly at non-Asian grocery stores. Preferably, these partner stores should not have carried the participating products prior to this campaign.
 - i. Number of stores: Preferably more than 100 retail locations in total of the project.
 - ii. Length of sales: Minimum 2 weeks per store. The Contractor should make the best marketing effort to ensure the products continue to be carried after the promotion.
 - iii. Number of events/activations: minimum 4 hours per week per store.
 - iv. The Contractor should make the best effort to ensure that sales and events in the same target area take place during the same period.
- d) Participating retailers must demonstrate strong cooperation with the campaign, maintain prompt and responsive communication with the project team, and actively support and promote Japanese food.
- e) The proposal must include a clear and actionable plan for maintaining ongoing communication with relevant distributors and buyers, as well as ensuring adequate inventory levels are secured throughout and beyond the campaign period.
- f) In-store events and activations should preferably involve multiple product categories whenever possible.
- g) Neither the Contractor nor JFOODO shall purchase products on behalf of retailers that are to be sold to customers.
- h) To measure KPIs and gather qualitative feedback as well as sales results, the Contractor must conduct interviews and/or post-campaign surveys with all participating retailers and select importers/distributors. The participating retailers should be required to respond to such surveys as a condition for participating in this campaign, and to provide relevant sales (including total sales value and volume of the featured products during and after the campaign period) and foot traffic data necessary to evaluate campaign results.

B. Restaurant Collaboration

This project must include restaurant collaborations to increase awareness and understanding of Japanese food by leveraging the brand power of the participating restaurants.

{Requirements and Conditions }

- a) The Contractor is responsible for searching for, negotiation with, and writing and signing a contract/agreement with participating restaurants.
- b) Partner restaurants shall be non-Japanese restaurants.

- c) If a collaboration involves physical events or promotions at partner restaurants, such events should take place during the same period as the retail events in the same target area.
- d) The Contractor shall propose a creative and integrated concept that effectively connects restaurants with retail events to maximize overall campaign impact.
- e) The participating restaurants must be cooperative with this campaign and be willing to advocate Japanese food. They may or may not have carried the participating products prior to this campaign.
- f) The participating restaurants should be influential in the industry and popular among target consumers in the target area.
- g) Neither the Contractor nor JFOODO shall purchase the products or ingredients on behalf of restaurants that are to be sold to restaurant customers, and these products must be purchased by the restaurants through legitimate channels.
- h) To measure KPIs and gather qualitative feedback as well as sales results, the Contractor must conduct interviews and/or post-campaign surveys with all participating restaurants and select importers/distributors. The participating restaurants should be required to respond to such surveys as a condition for participating in this campaign.

C. Collaboration with the Global Media Project (GMP)

This project shall actively collaborate with the GMP, which will be implemented by JFOODO separately from this retail project. The details will be shared with the Contractor.

- a) The Contractor is encouraged to leverage the broadcast of the GMP programs as an incentive for retailers to participate.
- b) Whenever possible, the Contractor shall utilize the GMP content for secondary purposes on in-store displays or on the participating businesses' digital platforms.
- c) Whenever possible, the Contractor shall coordinate promotional activities by aligning them with the broadcast schedule and regions of the GMP.

D. Collaboration with the Flagship Export Production Areas (FEPA)

The Contractor shall include and promote the products from the FEPA whenever possible.

- a) The Contractor shall invite as many retail businesses as possible—such as buyers, partnership representatives, and relevant distributors—to the FEPA featured event in New York, and actively leverage these opportunities to drive product listings and participation in retail promotions.

E. Educational Components

This project must include educational components about the brand concept and the characteristics of participating products for both consumers and participating businesses. This may be part of point-of-sale events, or separately from them.

F. Digital Campaign

This project must include a comprehensive digital campaign to achieve the objectives and the marketing KPIs. It should not only be conducted to guide potential consumers to the participating stores and restaurants, but also to increase awareness and understanding of Japanese food by leveraging the brand power of the participating retailers and restaurants.

{Requirements and Conditions}

- a) A combination of digital advertisements must be included in the campaign with a minimum of 9,000,000 impressions (preferably more than 15,000,000 impressions) in total or equivalent.
- b) The digital campaign should synchronize with point-of-sale activations, visually and timely.
- c) The Contractor must operate the campaign Instagram account.
 - i. The Contractor is responsible for the account operation, including, but not limited to, content creation, posting, ad placements, and comment management. Details are to be discussed and decided between the Contractor and JFOODO.

(2) Surveys and reporting

- A. Based on the measurement method to be proposed in Article 5.(1) above, The Contractor must measure effectiveness of the project by conducting a quantitative consumer survey and retailer/restaurant surveys, analyze and evaluate the results, and report to JFOODO at the end of the project.
- B. After the completion of the implementation of all actions/events, a project reporting session shall be held for JFOODO and JETRO personnels involved.

(3) Change of plans

- A. If it becomes necessary to cooperate with JETRO or other organizations, JFOODO may request the Contractor to adjust the schedule and/or contents of this project. In such event, JFOODO will promptly contact the Contractor after coordinating with the relevant organization.

B. The requirements and conditions stipulated in Article 5. (1) and (2) above are subject to change after consultation between JFOODO and the Contractor in case of unforeseen circumstances in the target area(s).

6. **Term of Contract**

From the date of signing the contract to March 12th, 2027

7. **Submission of Deliverables**

(1) Required Documents:

The document format and contents shall be consulted with and approved by JFOODO. These documents may be either in English or in Japanese.

A. Final report of the project: The report must cover all the projects specified in Article 5. above and be used as materials for the project reporting session.

B. Project completion notice: One-page, concise document confirming the completion of the project.

(2) Submission due date: March 12th, 2027

(3) Submission format: A. PDF and PPTX, B. PDF

If there are physical materials produced in the project such as POPs, they must also be submitted to JFOODO.

(4) Submission address:

JETRO Los Angeles

Attn: JFOODO

777 S. Figueroa Street, Suite3750

Los Angeles, CA 90017

Tel: (213)624-8855

E-Mail: lag-jfoodo@jetro.go.jp

8. **Payment**

(1) Up to 50% of the contract amount may be paid in advance if requested by the Contractor, after the signing of the contract. The remaining amount may only be invoiced after all submissions in Article 7. above are confirmed by JFOODO.

(2) Items shall be stated as taxable or non-taxable in the invoice.

(3) All expenses necessary for the project, including but not limited to, OOPs, agency commissions and fees, research and survey costs, transportation, travel expenses, office expenses, shall be included in the contract amount.

9. **Requirements for the Contractor**

(1) The Contractor must:

- A. Have prior experiences in performing work similar to this project.
 - B. Have an effective network or established relationships within its proposed team to reach retailers.
 - C. Secure sufficient human resources and work hours for the project and respond quickly to requests from JFOODO.
 - D. Respond to legal and private issues that arise externally in the implementation of the project; and
 - E. Have an office or base in the US and primary project members are based in the US.
- (2) The Contractor shall propose and manage a feasible schedule that covers all the work described in this document (with all conditions met).

10. Other Important Notes

- (1) The Contractor, and all sub-contractors and third parties involved in this project, must obey laws, ordinances, and regulations of the country, states, and local governments in which this project is conducted, particularly regarding food safety and the handling of raw food.
- (2) In performing the work, the Contractor shall comply with the confidentiality and personal information requirements specified in the contract.
- (3) The deliverables and creatives of this project shall be treated as copyrighted by JETRO, and the Contractor shall not claim copyright. In addition, the deliverables of this project may be used by JFOODO outside of this project with some modifications.
- (4) The deliverables and creatives of this project shall not have an expiration date, as they are expected to be used for multiple years. However, if additional costs are expected to be incurred when the deliverables are used after the end of the contract term due to rights related to the cast, music, etc., such information shall be clearly stated at the time of proposing the plan.
- (5) The Contractor must agree to the following information security requirements:

[Information Security Requirements]

- A. The Contractor shall comply with the items pertaining to confidentiality and personal information specified in the contract and shall implement information security countermeasures.
- B. The Contractor shall never use outside of the contract or disclose to a third party any information obtained through this project.
- C. The Contractor shall limit the number of persons engaged in this project. In addition, in the event there is request from JETRO, information on the corporate and board members of the Contractor, the location where the work is to be performed, and the affiliations, expertise (including qualifications and training records related to information security), and past record of all personnel engaged in this work shall be

presented to the contact person of JETRO (hereinafter referred to as “the contact person”).

- D. If JETRO deems it necessary, the Contractor shall agree to JETRO conducting an information security audit, management audit or penetration test (including an audit by an entity selected by JETRO) and specifying the details of such audit. In the event of an actual audit, the schedule shall be determined upon consultation, and the Contractor shall cooperate in the execution of the audit.
- E. If JETRO requests improvement in the status of implementation of information security measures in this project, the Contractor shall, after consultation with JETRO, formulate and promptly implement the necessary improvement measures.
- F. The Contractor shall take measures against vulnerabilities, malware, denial-of-service attacks, targeted attacks, access control, and information leakage related to the software, computers and devices used for this work, and shall provide information security training to the personnels involved in this work regarding these measures during the contract term.
- G. The Contractor shall exercise due care in handling information related to the work obtained during the performance of the work (paper and electronic media, including reproductions thereof).
- H. In the event of termination or cancellation of the contract, the Contractor shall promptly return, dispose of, or erase any information obtained by the Contractor during the performance of the work (paper and electronic media, including reproductions thereof). In such case, confirmation from the contact person must be obtained.
- I. The Contractor shall not divulge to any other party or use for any other purpose any of JETRO’s work-related information obtained in connection with the work during the contract term or after the termination of the contract. In the event that it becomes necessary to provide JETRO’s work-related information to an external party, the information should be provided after careful consideration of whether the party to which the information is provided may not handle the information appropriately, and after obtaining the approval of the contact person, indicating the precautions to be taken in handling the information.
- J. If the information security breach or the possibility of such event occurs during work related to this project or during the warranty liability period specified in the contract, and the event is caused by an information security problem in the Contractor, the Contractor shall promptly implement the following at its own responsibility and expense:

- a) After investigating the contents of the information security breach and the scope of its impact, a countermeasure for the said information security breach shall be formulated and implemented after obtaining approval from JETRO.
 - b) A report shall be prepared on the specific details of the situation that occurred, the cause, and the measures taken in response, and submitted to JETRO for approval.
 - c) Measures to prevent recurrence shall be developed and implemented upon approval by JETRO; and
 - d) In addition to the above, measures based on JETRO's instructions regarding any information security breaches that have occurred shall be implemented.
- K. When using external services (including social media services) provided by private companies to an unspecified number of users which can be used only by agreeing to uniform terms and conditions, the Contractor shall not handle any confidential information in these services and shall comply with the rules and regulations.
- L. When using external services (including cloud services) to perform entrusted work, the Contractor shall consider the information security measures of the service provider and the service. In addition, the Contractor shall delete any data registered with external services in connection with this work upon approval of the contact person at the end of the contract term.
- M. When developing a website or developing or creating application contents (this refers to a generic term for application programs, web contents, etc.; the same shall apply hereinafter), the Contractor shall also include the following to ensure that the information security standards of users will not be compromised:
- a) The website or application contents that it provides does not contain malware. In addition, measures that include the following shall be taken:
 - i. Before providing website or application content, scanning using anti-malware software shall be conducted to ensure that they do not contain malware; and
 - ii. When providing an application program, it shall be confirmed that it does not contain program codes that violate the specifications of the said application.
 - b) Contents in executable program format shall not be provided unless there is no other means of providing content other than in executable program format.