The Joy of Otafuku

"Otafuku," whose unique face has often been pictured alongside "Hyottoko" dating back to ancient times, is not an archetypal image of a beautiful woman. However, her thin eyes (showing an ever smiling face), her low nose (representing humility), her tiny mouth (implying that she does not waste her words), her large ears (signifying her ability to listen), her robust cheeks (indicating a healthy body and mind), and her wide forehead (portraying her wisdom), show us that her beauty was internal. The basic flavors (sweet, sour, salty, bitter, and umami) are not only sensory tastes, but are also things that we experience every day. The bittersweet nature of life is something that Otafuku knew very well. She is a beloved figure in Japan as our brand mascot and we hope that in time she will come to be widely loved throughout the rest of the world as well.

otafuku

Otafuku Group Social Activities Report

www.otafuku.co.jp

オタフクソース株式会社

Healthy

Otafuku Group Corporate Philosophy

Our Mission

To contribute to a joyous society with health, wellness and happiness through food.

Our Pledges

Pledge to Our Customers	: To consolidate our expertise and knowledge in order to impress our customers and bring a smile to their face.
Pledge to Our Employees	: To constantly improve our work environment and develop human resources so that our employees work with a lively attitude.
Pledge to Our Business Associates	: To create new value together as a good partner.
Pledge to the Local Community	: To root ourselves in the local community in order to contribute to society through our core business activities.
Pledge to the Global Environment	: To demonstrate our great love for the global environment by carrying out activities to achieve a balance with nature.

Our Action Guidelines

1. Challenge ourselves and each other to learn, and be creative and innovative.
2. Take pleasure in changes and act swiftly when they occur.
3. Respect one another to create an open and natural corporate environment.
4. Earnestly comply with laws and corporate ethics.
5. Take on any problem or challenge with ambition, passion, courage and a sense of responsibility.

Monozukuri (Art of Manufacturing) Spirit

Pursue natural tastes that are safe and secure with our spirit and history imbued in every single drop.

Employees' Motto

We look at everything in a positive light, acting in a proactive manner while always looking forward with a bright spirit of gratitude.

Otafuku Group Motto for FY2018-19

"Giving Shape to Value"

Japan has been in the global spotlight in recent years.
By 2020, the number of foreign visitors is expected to reach 40 million, far exceeding government projections.
We believe being in the global spotlight is an opportunity we need to use to rediscover and further enhance the value of the Japanese spirit.

Shigeki Sasaki
President
Otafuku Holdings Co., Ltd.

Since Japan is an island nation with limited natural resources, Otafuku Group believes that the value of the Japanese spirit lies in the following attributes:

Sensitivity
fostered by a rich natural environment
[Creativity]

Mentality
that prioritizes thoughtfulness and hospitality
[Altruism]

Culture and customs
that are deeply rooted in our way of life
[Local culture and uniqueness]

Reverence and devotion
towards nature and spirituality
[Spirit of self-contemplation]

Ability to determine the value
of things that cannot be seen or measured
[Duty, gratitude, fate, and compassion]

Ability to refine
on foreign things and concepts
[Curiosity]

Otafuku Group has held various events and seminars to cultivate these qualities.
Our motto for this term is "giving shape to value." We are going to continue sharing knowledge and focus on across-the-board development in order to nurture the value of the Japanese spirit and further enhance its strengths.
Our goal as a group is to improve customer satisfaction and increase our contribution to society.

Boosting Activities for the Promotion of Health

As a company, we have made it our mission to promote health, wellness, and happiness through food. Therefore, we announced "Otafuku's Commitment to Health" in May 2017 to reaffirm the determination of our entire organization to concentrate on health in all of our business activities. Here are some of our initiatives in FY2017-18.

About "Otafuku's Commitment to Health"

Healthy

In order to raise health awareness as a food company, we started by encouraging each of our employees to declare their commitment to health. Next, we declared okonomiyaki to be a healthy meal, symbolizing the invigorating power of health in the form of nutrition or fun gatherings. We also focused on promoting various related activities.

Initiative 1 — December 25
Publication of "Okonomiyaki - Healthy Balance in a Single Dish"

This publication focuses on nutritional balance, which is an indispensable element of healthy living, and aims to introduce okonomiyaki as a single dish that combines a staple, a main and a side dish.
We can deliver this pamphlet anywhere in Japan to anyone interested in the topic for free.

Initiative 2 — From January 24 to June 2
Holding "Okonomiyaki Cooking Classes with a Healthy Approach" in 6 locations nationwide

The goal of these events was to create an opportunity to think about healthy eating habits and to offer hints for building a healthy diet. We also provided the participants with ideas for okonomiyaki that is easy to prepare and cook. These events took place in 6 locations: Tokyo, Nagoya, Osaka, Hiroshima, Takamatsu, and Fukuoka. The participants also came from each of these regions.

Initiative 3 — March 1
Launch of new spring and summer products, including Doraemon Hiroshima-Style Okonomiyaki Ingredient Set

We launched two new flavors for our pickling liquid in fastener packaging that does not require a separate container, namely the "honey and lemon" and "ethnic" flavors. We also launched two new types of our single-portion Yakisoba Sauce for daily use in compact and convenient packages, namely a type with 50% less salt and a type with bonito and tomato seasoning. We also launched a redesigned version of our "Yamaimoyaki Ingredient Set" and a brand new Doraemon-themed "Doraemon Hiroshima-Style Okonomiyaki Ingredient Set" on the same day.

Initiative 4 — May 19
Okonomi Sauce with 50% Less Salt receives the first golden award at the "JSH Low-Salt Food Award" for a Worcestershire sauce product

30% fewer calories!

This product was created to "preserve its original delicious taste" with 50% less salt for people who stick to a healthy diet but also want to enjoy some okonomiyaki. This sauce received a golden award at the "4th JSH Low-Salt Food Award" for outstanding food products in which salt content has been significantly reduced.

50% less sugar!

Initiative 5 — August 27
Launch of new autumn and winter products

We launched the all-new "Kakomu Dish Series," which can be used for popular home-made dishes such as okonomiyaki, takoyaki, tonkatsu pork cutlets, and hamburger steaks without any of the seven major allergens. We also launched a new type of Okonomi Sauce with 50% Less Sugar, which is ideal for people who are trying to keep an eye on their sugar intake. Our goal is to continue offering products that will bring joy to your table and keep your mind and body healthy.

2017 December

2017 October 2
Started the operation of our new BIB (bag-in-box) automated filling equipment at the Head Office Factory.

October 17
Participated in the entire planning and writing process of an educational comic book titled "Secrets of Okonomiyaki."

An okonomiyaki-themed volume of the very popular "Secrets" series

〈BIB automated filling equipment〉
In addition to providing a labor-saving solution, the new equipment features a cooling layer and can be used for a wider range of purposes.

2018 January

December 27
Opened "Seirinkan," a new facility for employee training sessions and recreational activities.

2018 January 30
2nd certification ceremony of the Hiroshima Prefecture Certification Program for Companies that Implement Work Style Reforms

From February 14 to 16
Participated as an exhibitor at the Supermarket Trade Show.

2018 March

April 2
Company entrance ceremony

April 2
Moved our Kyushu branch and opened a branch in Taipei, Taiwan. Renewed our official website.

May 7
"Konamon Day"
"Konamon National Survey"
(a national survey to measure the popularity of various flour dishes). Set up an "okonomiyaki art" website.

2018 May

May 29
Organized the 2018 Promotion Fair "Okonomiyaki Trade Show (Tokyo)."

June 6
Celebrated the 10th anniversary of the Wood Egg Okonomiyaki Museum. Organized the 2018 Promotion Fair "Okonomiyaki Trade Show (Osaka)."

June 10
Organized the "Thank You Festival" event to celebrate the 10th anniversary of the Wood Egg Okonomiyaki Museum.

From June 19 to 20
Organized the 2018 Promotion Fair "Okonomiyaki Trade Show (Hiroshima)."

July 3
Cabbage harvest event at the Otafuku farm

Our new employees pick cabbage as part of their training program.

2018 August

Otafuku Group Production Bases

"Otafuku" to the world
- Health, wellness and happiness for the world -

The Otafuku Group has 6 production bases within Japan and abroad that safely and securely manufacture delicious seasonings.
In accordance with our philosophy of providing health, wellness and happiness across the world, we are creating products and rich menus that match the characteristics of each region, as well as expanding Japanese food culture through okonomiyaki which is, firstly, healthy and embodies the idea of harmony being enhanced when everyone is gathered around the table for a meal.

Otafuku Sauce Co., Ltd. Head Office Factory

Location : 7-4-27 Shoko Center, Nishi-ku, Hiroshima-shi, Hiroshima
Factory Space : 10,212 ㎡

Otafuku Foods (Qingdao) Co., Ltd. Qingdao Factory

Location : No. 16, Ronghai Road, Jihongtan Sub-district Office, Chengyang District, Qingdao City, Shandong Province, China
Factory Space : 20,000 ㎡

Union Sauce Co., Ltd. Nikko Factory

Location : 3109 Kiwadashima, Nikko-shi, Tochigi
Factory Space : 23,100 ㎡

Otafuku Foods, Inc. Los Angeles Factory

Location : 13117 Molette St. Santa Fe Springs, Ca
Factory Space : 4,000 ㎡

Otafuku Sauce Malaysia Sdn. Bhd. Malaysia Factory

MS1500:2009
1 028-12/2016

Manufacturing Halal-Certified Seasonings
We are manufacturing halal-certified seasonings based on the certification we have acquired from JAKIM, a Malaysian halal certification body.

Location : No.61, Jalan 5/KU6, Kawasan Perindustrian Sungai Puloh, 42100 Klang, Selangor.
Factory Space : 1,560 ㎡

Otafuku Vinegar Brewery Co., Ltd. Daiwa Factory

Location : 1-1 Ogu, Daiwa-cho, Mihara-shi, Hiroshima
Factory Space : 6,160 ㎡

China
Qingdao
Hiroshima
Tochigi
Malaysia
U.S.A.
Los Angeles

“Borderless Happiness”

Promoting healthy living to bring you happiness

Since its founding, our company has made it its mission to "contribute to a joyous society with health, wellness and happiness through food." That is why we have always sought to develop and improve our products by staying faithful to the "spirit of Otafuku," which is meant to bring joy and happiness to our customers. Our products have always enjoyed widespread popularity, including our "Okonomi Sauce," which was tested and improved with the goal of solving a particular issue okonomiyaki restaurants were faced with. I believe the reason we have managed to maintain our popularity lies in the fact that we cherish our customers' opinions we receive every day and use them to develop our products in harmony with the "heart of Otafuku."

In the previous fiscal year (2017-18), when our company celebrated its 95th anniversary, we took on various challenges in order to look for new markets according to the changes in society and customers' needs. To be more specific, we opened a Taipei branch in Taiwan and organized the 2018 Promotion Fair "Okonomiyaki Trade Show" in Tokyo, Osaka, and Hiroshima with the goal of offering new solutions for the okonomiyaki business as the trends and customers' needs change. We wanted to express our never-ending gratitude towards okonomiyaki restaurants and other dining establishments, and also our sincerest hope for their prosperity and growth in the future. We continued to focus on conveying the appeal of okonomiyaki, which is known as a healthy dish with superior nutritional balance. We also celebrated the 10th anniversary of our Wood Egg Okonomiyaki Museum, which we opened in 2008 with the goal of spreading okonomiyaki and its culture.

In the era of population aging, we believe it is our social mission to contribute to the improvement of people's healthy life expectancy as a food company that bases its management policies on the principles of healthy living. In the future, we want to reach beyond the boundaries of the domestic market and develop new products that are adapted to the globalization trends, including the rising popularity of Japanese cuisine abroad and the increasing number of foreign tourists in Japan. Our efforts to promote okonomiyaki will continue.

Giving Otafuku a New Image

Improving the taste to bring more joy

In recent years, the needs in the domestic market have been changing due to low birth rates, population aging, women's social advancement, and lifestyle diversification. We need to improve the ability of each individual employee to understand our customers' needs on-site which has been developed so far and also to perfect the quality of our products and menus where those needs materialize. By increasing the organizational strength of the company as a whole and by adhering to the principle of always considering things from our customers' perspective, we can develop truly original products that embody our unique values. Those products need to be simple and convenient while prioritizing flavor and health. We also want to propose new ways of enjoying food in order to bring happiness to our customers.

"Borderless Happiness"

To gather around a delicious delight is what our company considers to be the "shape of happiness." To expand our business abroad, we have been seeking to promote the Japanese food culture by developing products that meet the needs of various local communities. That includes making halal-certified seasonings, using vegetarian recipes for our sauces, and similar strategies. In this term, we started working to improve our brand recognition by replacing the Japanese characters in our logo with letters: "OTafUKU." We did that in response to an increase in the number of foreign tourists in Japan. We have also changed our corporate slogan to "Borderless Happiness," which symbolizes our endeavor to create more opportunities for people all around the world to taste the appealing flavor of our products and okonomiyaki, which is in itself a type of "borderless food" capable of overcoming any barrier. We will continue dedicating our efforts to okonomiyaki and spread the circle that represents the shape of simple happiness hiding behind the barriers between the hearts of people around the world.

Naoyoshi Sasaki President Otafuku Sauce Co., Ltd.

OTAFUKU

Since the number of foreign tourists in Japan is increasing, we have decided to replace the Japanese characters in our logo with letters in order to improve our brand recognition around the world. The symmetrical design embodies the stability, strength, and abundance to symbolize the qualities associated with Otafuku. The connecting syllable "fu" is meant to represent the thickness of the sauce when you pour it.

Corporate Slogan

Borderless Happiness

To gather around a delicious delight.
That is the shape of happiness Otafuku Sauce is trying to achieve.
When people gather to enjoy food,
the atmosphere always fills with joy,
warmth, and comfort.

Otafuku Sauce products and also okonomiyaki itself represent "borderless food" that transcends all kinds of barriers.

To evoke the joy that hides behind
the barriers between people's hearts.
With global environment in mind,
we want to spread the circle of people
that represents this shape of simple happiness
all around the world in the future.

Special Feature

Building the Heart of Otafuku with Our Okonomi Sauce

The original meaning of the name "Otafuku" is to "bring joy and happiness to many people."
We started our business as a vinegar manufacturer in 1938. In our production process, we have always sought to do more than simply deliver tasty products with safe and healthy ingredients. Our main objective is to listen to the needs of our customers and offer solutions that will make their lives more comfortable and happier.
Okonomi Sauce is a product we developed according to our customers' wishes.
We are going to use Okonomi Sauce as an example to demonstrate our manufacturing approach that we have kept to this day.

History Okonomi Sauce tailored to our customers' needs and developed over time P11
Production Strict implementation of quality control on the production line designed to keep every single drop of our product safe and healthy P13
Quality Various steps to ensure quality and make every single drop of our product in every meal safe and secure P15
Promotion Japan Efforts to popularize okonomiyaki while conveying the joy and importance of eating well P17
Promotion Foreign Countries Okonomiyaki for the world Market creation: Foreign tourists and overseas markets P19

Special Feature

History

Okonomi Sauce tailored to our customers' needs and developed over time

Okonomi Sauce was created in an effort to tackle a particular issue okonomiyaki restaurants were faced with in post-war Hiroshima after the dropping of atomic bomb. This chapter explains the history of Okonomi Sauce from its creation to the present day.

1938

Vinegar brewing starts.

Vinegar production starts with the idea of further expanding the appeal of delicious and healthy products. The spirit of our founder, Seiichi Sasaki, has been preserved to this day. His mottoes for manufacturing products were "Never use anything harmful to the body" and "Each drop is imbued with our spirit and history."

1975

Dates are added to our Okonomi Sauce recipe.

We started to use dates in our recipe because of their high nutritional value. We have continued to use them as our special ingredient to this day. In addition to the sauce recipe, we now also use them to produce our vinegars. The growing regions and types of dates we use in our products are carefully selected. We even take the time to process some of them on our own.

1957

Sales of the first Otafuku Okonomi Sauce for household use start.

1978

Otafuku becomes the first manufacturer in its field to sell its sauces in cartons.

1922

"Sasaki Shouten" opens as a sake and soy sauce wholesaler/retailer.

1952

Sales of the new Okonomiyaki Sauce start.

After the WWⅡ, we started the production of sauces in order to prepare for the upcoming age of western food. We heard complaints from owners of okonomiyaki restaurants that "the thin sauce flows right onto the grill," and in response, we repeatedly tried to create a sauce to match the okonomiyaki.

1982

The "Fuku Bottle," a convenient container designed to preserve quality, starts to be used.

Over a period of about two years, we cooperated with a container manufacturer to develop a container that is easy to use and preserves the quality of the sauce inside. We decided to use a type of plastic called EVAL™, which boasts excellent gas barrier properties. We named the container "Fuku Bottle" and started to sell it as a household product.

1983

We decided to stay faithful to our traditional design.

1987

Okonomiyaki Training Center opens in Tokyo.

1998

Okonomi Foods introduces the new "Okonomiyaki Ingredient Set" product.

We wanted to make our customers learn about okonomiyaki first and then encourage them to use our Okonomi Sauce. Thus, we used carefully selected flour and other ingredients to create and launch the "Okonomiyaki Ingredient Set."

2008

- The "Wood Egg Okonomiyaki Museum" opens with the goal of spreading okonomiyaki and its culture.
- Sales of the first product without any of the seven major allergens, the "From One Year Series," starts.

2013

- The Qingdao Factory and Los Angeles Factory are completed and start operation.
- Tight-fitting non-drip caps start to be used for our containers.

2016

The Malaysia Factory is completed and starts operation.

2017

- Sales of the "Okonomi Sauce with 50% Less Salt" start.
- Sales of the halal-certified sauces and other seasonings manufactured at our Malaysia Factory start.

Now

2018

Sales of the "Okonomi Sauce with 50% Less Sugar" start.

We have launched the "Okonomi Sauce with 50% Less Sugar" seasoned with a delicious tomato flavor for our customers who are trying to stick to a healthy daily diet. We will continue looking for new ways to deliver more tasty products to an even wider range of customers.

Redesigned sauce package

From retailing to manufacturing > From Hiroshima City to the neighboring prefectures > Expanding to East Japan and nationwide > Expanding from Japan to the rest of the world

Strict implementation of quality control on the production line designed to keep every single drop of our product safe and secure

Our seasonings are made using various ingredients gathered from around the world. Hygiene management is thoroughly performed from procurement of ingredients until shipping out from the factory by utilizing various innovative techniques to ensure quality at each process.

Our products are carefully manufactured in every step of the process.

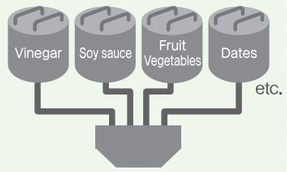
Procuring and Processing Ingredients | Storing and Mixing | Heat Sterilization | Product Tanks and Inspection | Filling and Packaging | Shipping

1

We buy carefully selected ingredients from all around the world and store them in tanks and warehouses.

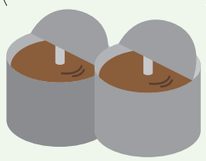
2

Ingredient tanks



Blending tanks

Spices and other ingredients are mixed and stirred here.



By relying on blending technologies we have developed over the years, we mix the ingredients according to our special secret recipes.

Small lots

Custom-made ODM products, etc.

3

Cooker

Separate cookers are used for the ingredients to prepare custom-made products that do not exceed 1,200 liters.

3

Cooker

After adding the ingredients according to the recipe, we stir and boil them.

Moving tank

The product is moved to the filling line in a moving tank.

4 5 6

The product is placed in containers of the customer's choosing. We offer various types of containers, including small bags for lunch box seasonings, plastic bags, PET containers, and BIB containers.

GOAL!

Large lots

Otafuku brand products, etc.

Inspection

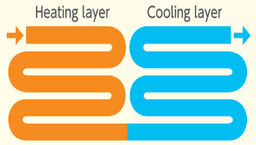
3

Mixing tank

The ingredients are moved from various other tanks to the mixing tank through pipes.

3

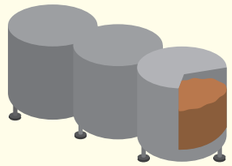
Continuous sterilization system



Okonomi Sauce and other large-lot products pass through a heat sterilization line with a total length of about 200 m where they are sterilized at 100°C or more.

4

Product tanks



When the sauce is ready, it is first moved back to the tanks and then to various filling locations according to the filling volume with a high level of efficiency.

4 5 6

The sauce is normally poured into special squeeze bottles we call "Fuku Bottles." The bottles are then boxed on the filling and packaging line.

The sauce is now ready! It's time to take it to our customers!

Check 1 **Processing dates and raw vegetables at our company as well**

Special ingredients like dates that give our Okonomi Sauce its unique rich and sweet flavor are processed at the Otafuku R&D Center.

Check 2 **Strict control of ingredients that contain the seven major allergens**

We use special control methods for ingredients that contain the seven major allergens (eggs, milk, wheat, buckwheat, peanuts, shrimp, or crab) as primary ingredients. Those ingredients are weighed in a separate room and handled according to strict procedures.

Check 3 **Product quality testing with sampling inspections**

We perform various inspections, including physico-chemical inspections to test viscosity levels and Brix values, microorganism inspections to test our products for common bacteria, and sensory inspections by using human senses to test the color, smell, and taste.

Check 4 **Using strainers and magnets to block foreign material**

We remove all foreign material with strainers and magnets with different mesh (hole) sizes for different products.

Check 5 **Filling bottles and sealing them with airtight aluminum seals in hygienic clean rooms**

Our line for household squeeze bottles is located in a special room where we keep all foreign material and external air out by increasing the pressure inside the room. The bottles are filled with the product quickly.

Check 6 **Using a hot filling technique**

We use heat when filling and packing containers with seasonings that have undergone heat sterilization. This is to prevent any microorganism contamination in all of the processes from production to packing.

Various steps to ensure quality and make every single drop of our product in every meal safe and secure

Inheriting the attitude of our founder who said, "We will not sell a single drop of anything that adversely affects our customers," we are pursuing natural tastes that are safe and secure with our spirit and history imbued in every single drop.

Quality Control 1

Food Product Safety Policy

This food safety policy establishes our basic stance in order to produce safe products and realize the Otafuku Group philosophy of "Pursue natural tastes that are safe and secure with our spirit and history imbued in every single drop" which embodies the heart and soul of our production efforts.

Food Product Safety Policy of the Otafuku Group

I. Provide safe products in a secure manner to meet the constant need of our customers for only the best products.
II. Pursue high levels of hygiene and quality control to aid our efforts to produce products where each drop is valuable to us.
III. Maintain good communication within and outside of the company to aid our efforts to acquire new knowledge and technology corresponding to changes in the world.
IV. Strictly obey laws of Japan and foreign countries, and social norms, and strive to appropriately provide information in order to earn the trust of our customers.

▶Only the Choicest Ingredients

Putting an abundant amount of vegetables, fruits and spices in our sauces creates a natural taste that translates to rich flavor and true deliciousness. We seek out the highest quality ingredients from around the globe.

▶Inspection of Production Sites

We visit fields and other growing locations around the world for our ingredients, taking the opportunity to talk directly with owners and producers. We carefully check the surrounding environment, production processes and sanitation conditions while also talking with owners and producers to create a relationship of trust and improve quality.

Australian Tomato Field

Dates: Blessed Fruit

Dates, one of the crucial ingredients of Okonomi Sauce, are a fruit with great vitality as they are cultivated in the deserts of the Near and Middle East. It is described in the Koran as a food given to us by God and is an essential food for Muslims when fasting during Ramadan. It has been loved as a nutritional food of the caravans that have roamed the desert since ancient times, and is known as the "Blessed Fruit" due to containing plentiful amounts not only of sugar but also various minerals such as iron and calcium, as well as dietary fiber and various vitamins.

Quality Control 2

Ingredient Information Labels

In accordance with the Food Labeling Act, we always mark the origin of our ingredients and include all other necessary information on the packages of our products. We also make sure the letters are legible and always use a universal design font. Allergens that are contained in a product are always clearly marked on the package.

Quality Control 3

Creation of a Safe and Secure System

▶Factory Inspection

Quality is confirmed by the Quality Assurance Division that performs periodic inspections of all group factories according to thorough strict standards. Business to business customers also provide strict inspections in order to maintain and improve our already high quality.

Quality Control 4

Quality Control Management System

At our plants in Japan and abroad, we make sure our manufacturing processes are safe and reliable by acquiring various certifications.

Head Office Factory
- FSSC 22000 (acquired in April 2014)
- Hiroshima Prefecture Certification for Voluntary Food Hygiene Control (acquired in November 2010)

Nikko Factory
- ISO 9001 (acquired in August 2015)

Qingdao Factory
- ISO 22000 (acquired in November 2013)

Malaysia Factory
- Halal Certification (acquired in March 2017)

Daiwa Factory
- FSSC 22000 (acquired in April 2014)
- Hiroshima Prefecture Certification for Voluntary Food Hygiene Control (acquired in March 2011)

Los Angeles Factory NEW!
- SQF Certification (acquired in May 2018)

We have acquired the SQF (Safe Quality Food) Certification, an international standard certification based on HACCAP. By acquiring more advanced international standard certifications, we can provide more customers with safe and secure products.

Employee's Voice

Chang Mako
Otafuku Foods, Inc.
QC&RD Manager

Since we consistently received high scores at Food Safety Audits, we decided to aim for more advanced certifications because we thought that would also benefit the education process of our employees. Undergoing strict audits encouraged us to rethink how we managed our products and gave us an opportunity to improve our manufacturing sites. We also began to pay more attention to product safety on an individual level. We will make sure we all adhere to the same standards in order to continue achieving high scores in the future.

Special Feature
Promotion Japan

Efforts to popularize okonomiyaki while conveying the joy and importance of eating well

Okonomiyaki is a dish that spreads the joy of eating well among people and creates a happy atmosphere in social gatherings.
It is our mission to use our Hiroshima base for the promotion of a food culture that is deeply rooted in the region.

Promotional Efforts 1

Wood Egg Okonomiyaki Museum

visitors per year **166,513**

This building was opened in 2008 as a facility for spreading okonomiyaki history and culture. In addition to the Okonomiyaki Training Center, the building includes a hands-on facilities where okonomiyaki classes are held using the installed griddles and hot plates, as well as a museum that describes the history and culture of okonomiyaki and sauces. Since its opening in 2008, the building has received some 160,000 visitors.

Okonomiyaki Museum Tour

Multilingual Audio Guide Application Now Available

We have developed a multilingual audio guide application. That provides audio and text information in Japanese and English about the main places of interest at the museum.

Okonomiyaki Cooking Classes

participants per year **11,507**

Using the griddle at a hands-on okonomiyaki experience

We are providing okonomiyaki cooking classes, mainly at the Wood Egg and our Tokyo Division Building, so that families can enjoy making and eating okonomiyaki at home.

Observing the sauce filling and packaging process

Factory Tour

visitors per year **15,934**

Our Head Office Factory features tour courses that are mostly focused on the sauce filling and packaging line, and explain the various processes and innovations related to our manufacturing activities.

* Numbers of participants/visitors are as of Sept. 2018.

What's the Okonomiyaki Department?

The world's only department that specializes in okonomiyaki!

The Okonomiyaki Department at our company specializes in the art of making okonomiyaki. Its activities mainly take place at our offices in Hiroshima and Tokyo. Those activities include offering okonomiyaki cooking classes, holding seminars for opening okonomiyaki restaurants, conducting research on various cooking methods, and the like. Their goal is to promote various ways of preparing delicious okonomiyaki.

▶Caravan Car: "Danran-go" Harmonious Circle Mobile

locations per year **Visits 17**

The "Danran-go" is a small truck packed with a griddle and other cookware that visits kindergartens and child welfare facilities all across Japan to give the children the opportunity to sample okonomiyaki.

▶Support and Training for Opening an Okonomiyaki Restaurants

Locations ●Sendai ●Tokyo ●Osaka ●Hiroshima ●Fukuoka

participants per year **338**

With the aim of increasing "beloved local okonomiyaki restaurant owners and staff all across Japan," we provide support for persons thinking of opening their own okonomiyaki restaurant. Support consists of everything from an explanatory meeting for persons in the consideration stage to special intensive training courses for persons who are ready to open a restaurant, with advice provided for all stages according to individual circumstances. In addition to practical technical instruction using actual griddles, we also provide consultations regarding facilities and impart business management know-how.

▶Elementary School Dietary Classes

schools per year **Visits 76**

We visit elementary schools in Hiroshima Prefecture to give okonomiyaki classes. Through this practical hands-on experience, children not only learn about nutritional value and how to cook, but they also learn about the enjoyment and importance of food.

▶Okonomiyaki Chef (In-house Qualification)

As a further means to popularize okonomiyaki, we have created an in-house certification in order for employees to first acquire knowledge and skills related to okonomiyaki. Written and skill tests for beginner, intermediate and advanced are given once a year.

Meister (Advanced)	1 person	Expert in okonomiyaki who is representative of our company in terms of skills, experience and character
Coordinator (Intermediate)	146 persons	Completely knowledgeable in all aspects of okonomiyaki with the skills to provide training and instruction
Instructor (Beginner)	357 persons	Possesses fundamental knowledge of okonomiyaki, with practical knowledge of how to make okonomiyaki, and related theory and skills.

As of October 2018

Promotional Efforts 2

Okonomiyaki Trade Shows

Held in Tokyo, Osaka and Hiroshima

As a means to express our constant gratitude to the owners of okonomiyaki shops and other restaurants, we provide new menus and recipes, verification of delicious taste, and similar services and suggestions with the desire to help stores prosper by using our products.

Employee's Voice

Kenta Sugahara
Person in Charge of the Osaka Okonomiyaki Trade Show

We decided to make customer satisfaction the main topic of the Osaka Trade Show. We wanted to provide useful advice for restaurants and propose ideas for menus based on that advice. Some visitors said the information about various issues related to work areas, new okonomiyaki recipes with cheese, and recent trends in inbound tourism helped them renew their menus. In the future, we want to help restaurants grow by providing them with helpful ideas for solving concrete issues they face in their work.

Okonomiyaki for the World

～Market Creation:Domestic, Inbound and Overseas～

Okonomiyaki is great not only because it provides excellent nutritional balance no matter what you add to the main base of flour and vegetables, but also because it provides a meal that can be made anywhere in the world with ingredients matching the particular region and local tastes. We would like to spread it all across the globe along with the joy of gathering together for a meal.

Number of Okonomiyaki Shops in Japan and Abroad

There are persons who receive okonomiyaki training in Japan and then go to another country to open a restaurant. Additionally, we are trying to increase the number of delicious okonomiyaki restaurants across the globe through activities such as okonomiyaki training in China using Otafuku products. The popularity of okonomiyaki is spreading to foreign countries with some 330 shops in countries outside of Japan.

Japan

Approx. **16,000** shops

From the number of stores under "Okonomiyaki, Takoyaki and Yakisoba Stores" of the 2016 Economic Census for Business Frame of the Statistics Bureau of the Ministry of Internal Affairs and Communications

Foreign Countries

Approx. **330** shops

Number of specialty restaurants with okonomiyaki as their main menu item as estimated by our company

Promotional Efforts 1

Okonomiyaki and Inbound Tourists

~ Appealing to Foreign Tourists Visiting Japan ~

We implemented various innovative activities so that persons from throughout the world can enjoy the delicious taste of okonomiyaki during 2020, a year which saw some 40 million foreign tourists visit Japan.

Approx. **1,052** persons per year

Foreigner attendance of okonomiyaki classes is increasing.

Communication tools to help ordering in English and Chinese

At this brand new studio called "OKOSTA," you can experience cooking and eating your own Hiroshima-style okonomiyaki. The studio is located inside Hiroshima Station.
It is easily accessible and open throughout the year. Its goal is to introduce the local Hiroshima culture to more people through okonomiyaki.

▶Muslims can also enjoy okonomiyaki.

Production of halal sauce at Malaysia Factory

Although Islam prohibits pork and alcohol, in order to encourage Muslims to try okonomiyaki, the Malaysia Factory of our joint venture Otafuku Sauce Malaysia, established in April, is manufacturing halal-certified sauces that do not use any ingredients derived from meat or alcohol, and is aiming to receive halal certification in 2017.

▶Okonomiyaki Academy

We carry out various activities with a global perspective in collaboration with industry, government and academia in order to popularize okonomiyaki across the globe as it is a symbol of the revival of Hiroshima and peace. This year, we focused on strengthening our services and attractiveness to member okonomiyaki shops and inbound tourists, as well as expanding the recognition of the "Peace-Yaki," which communicates the desire for peace using okonomiyaki during August (anniversary of the A-bomb in Hiroshima).

"Peace-Yaki" with a message of peace

Promotional Efforts 2

Growing Popularity of konamon Around the World

We are seeking to promote okonomiyaki and other dishes containing flour in various countries around the world.
The popularity of those dishes is in fact increasing, which we have managed to achieve by adapting the flavors to local tastes.

State of Okonomiyaki in the US

In 2015, Otafuku Foods, based in Los Angeles, posted employees in New York City to help popularize okonomiyaki through food sampling sales at supermarkets and providing guidance at restaurants. Other efforts for new products consisted of frozen okonomiyaki and "Okonomiyaki Bites" (square bite-size okonomiyaki), which have been received quite favorably.

Bite-Size Okonomiyaki "Okonomiyaki Bites"(above)

Europe

Konamon is becoming ever more significant and popular in Europe, since okonomiyaki seems to be taking France by storm and the yakisoba industry in Spain appears to be booming. There seem to be more than 20 okonomiyaki restaurants there, which means many Europeans like this new dish.

Malaysia

In Malaysia, a multi-ethnic country where many different religions coexist, takoyaki seems to be gaining popularity since it can be easily combined with many different toppings. Our halal-certified seasonings now make it possible for the members of the Muslim community to enjoy okonomiyaki too.

China and Taiwan

At our Qingdao Factory, we are developing and producing various seasonings to match the local needs. We have also opened an Okonomiyaki Training Center there. In June 2017, we organized the first Okonomiyaki Trade Show in Taiwan as part of our promotional efforts.

Taipei Branch Opening NEW!

Due to a growing popularity of the flour food culture, including okonomiyaki, yakisoba, and takoyaki, as the number of Taiwanese visitors to Japan increases, we decided to open a Taipei branch in Taiwan in April 2018. In the future, we want to propose new ideas that are more closely connected to the local culture.

Employee's Voice

Takashi Sato
Taipei Branch Manager

When proposing new ideas, we are always seeking to take a balanced approach between adapting to the local culture and promoting Japanese customs. Taiwan has a thriving food stall culture, and many people eat all three meals there. Thus, we want to promote konamon and eventually encourage Taiwanese people to make okonomiyaki at home.

Pledge to
Our Customers

Pursuing a Manufacturing Approach that Meets Our Customers' Needs

Starting out with a spirit of creating products imbued with our sincerity in every drop, we create unique products in order to please and impress our customers by consolidating our expertise and knowledge.

Cherishing Our Customers' Opinions

At our Customer Consultation Office, we always look for new ways to improve our products by analyzing our customers' opinions and suggestions we receive on a daily basis. We encourage the related departments at our company to quickly share information and exchange opinions in order to make our products and services better across the entire company.

Developing Order-Made Seasonings

We are developing and producing commercially available products for household use as well as products for businesses to be used by restaurants such as okonomiyaki shops and by other food product manufacturers. We work every day on developing special-order seasonings to match a wide variety of menus, which allows us to accumulate a great deal of know how and ideas, and further develop our development capabilities.

Number of Product Items **2,030 items**
Regardless of household or business use
(As of Sept. 2018)

Pursuing Ease-of-Use
~ Container and Packaging Innovations ~

In response to customer opinion and changes in the social environment, we are pursuing not only great flavor but also ease-of-use for containers and packaging, constantly improving and developing our technology to correspond to the need for individual packages and similar packaging.

Zippered Pouch

Smart Bottle
(Smart-Fuku Bottle)

Concentration of Research, Development, and Marketing Functions Creating New Value by Developing Unique Products

We have concentrated our research, development, and marketing functions at the Otafuku R&D Center "Will Egg." That is where we conduct essential research on manufacturing processes and materials, develop products for household and business uses, as well as plan and design a wide variety of products and menus. We also conduct applied research in cooperation with Hiroshima University. Our work focuses on delivering products that will further benefit our customers' health in the future.

Delicious Taste Enjoyed by Everyone from Children to Adults
~ Response to Food Allergies ~

We develop products whose delicious flavor can be enjoyed by everyone. Our "From One Year Series" for children when they finish baby food and "Mild Flavor Okonomi Sauce," which is aimed at satisfying palates from children to adults, do not contain any of the main seven allergic ingredients (eggs, milk, wheat, soba, peanuts, shrimp and crab), and they are subject to specialized inspection to ensure that they can be safely consumed.

From One Year Series

Mild Flavor
Okonomi Sauce

Do not contain any of the seven main allergic ingredients

NEW! KAKOMU Dish Series

Our goal is to make sure our customers and their family members with food allergies can feel the harmony and joy of gathering at the same table and sharing the same delicacies. Thus, we have launched a new "KAKOMU Dish Series," which is ideal for preparing popular home-made dishes without any of the seven major allergens.

KAKOMU Dish
Cooking without eggs, milk, or flour!

Okonomiyaki and takoyaki mix for two people

This mix is made from rice flour and allows you to make either okonomiyaki or takoyaki by adjusting the amount of water you add to it. The set also includes sauce.

Tonkatsu pork cutlet mix for four people

This set includes sauce and soy breading mix, which is ready to be used for frying tonkatsu pork cutlets at a low temperature.

Hamburger steak mix for four people

This is a liquid seasoning set for simmered hamburger steaks with demi-glace flavor. Simply add the seasoning to the ground meat for steaks, grill the steaks, and then let them simmer.

Employee's Voice

First JSH Low-Salt Food Award for a Worcestershire Sauce Product
Okonomi Sauce with 50% Less Salt

Yosuke Hada
Product Planning Division,
Marketing Department

This product was planned and developed for people who stick to a healthy diet but also want to enjoy some delicious okonomiyaki. Thus, it was an honor for us to know that the sauce was not only praised for reducing the yearly relative salt intake but also for its taste. It has been included on the "List of Low-Salt Foods" compiled by the Low-Salt Committee of the Japanese Society of Hypertension. We will continue developing products that truly benefit our customers by relying on our unique assets.

Pledge to the Global Environment

Our Measures to Protect the Environment

Based on the wise words of our founder, "We must consider the affects on our children and grandchildren before acting," we solemnly pledge to cherish the global environment and act in harmony with nature so that future generations will be able to enjoy an abundant and beautiful natural environment, as well as the deliciousness that nature provides.

Relying on a Limited Amount of Resources to Improve Productivity Across the Company

We have established guidelines for improving productivity across the company, and we encourage our employees to produce better results by effectively utilizing the limited amount of resources we have at our disposal. This is to alleviate our impact on the environment.

Efficient Use of Resources and Energy Conservation

Eco Station

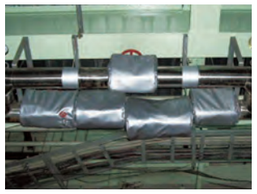
Garbage is divided into very specific categories so that it can be used as recycled resources.

Methane Fermentation

The power of microbes is used to subject waste seasoning to methane fermentation in order to convert the waste into boiler fuel.

Coolant Reuse

Water used as equipment coolant and similar applications is filtered and subjected to ultraviolet sterilization before being reused as cleaning water and for similar purposes.



Preventing Heat Radiation Loss

Insulating jackets have been installed to the joints of steam pipes. This prevents heat from being radiated and subsequent heat loss.

Improving Productivity through Improvement Circle Activities

At our Head Office Factory, we continuously strive to maintain a high quality of our manufacturing processes. We encourage proactive efforts to improve our methods according to quality control standards. We set a specific goal for each team in order to continue increasing our quality through day-to-day tasks. In addition, we seek to increase our machine operation rates, reduce losses and overtime work, and make other changes for the better. In this quarter, we have been focusing mainly on improving productivity, which is the goal of every department at our company. By encouraging cooperation at all of our sites, we have been seeking to introduce positive changes to various aspects of our work processes, reduce the work load, and find other ways to create a better work environment.

The most successful team that took part in our improvement circle activities managed to shorten the times between processes by revising various work methods. "MSD" is the abbreviation of the name we gave to our improvement activities. It translates as "Working Together with a Smile."

Energy-Saving Actions at All Factories

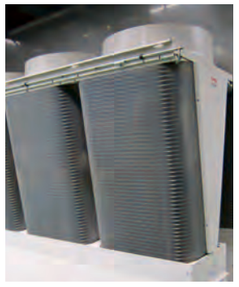
We have been focusing on energy-saving actions at all of our factories by relying on their structures, locations, and specific characteristics.

Head Office Factory, Otafuku Sauce

At our Head Office Factory, the Production Technology Division plays a leading role in encouraging and raising awareness about our efforts to alleviate the impact on the environment by holding meetings where we share information about the electricity, water, and steam usage status with the goal of saving energy. We are aiming to make small adjustments such as fixing steam or air leaks while also pursuing large investments in equipment and systematic improvements. We are implementing measures throughout the entire plant in order to eliminate various losses and save energy.

Daiwa Factory, Otafuku Vinegar Brewery

Systematic operation of equipment such as acetators and optimization of coolant pumps, ice storage equipment, and refrigerated warehouses has resulted in a substantial decrease in electricity use and a 30% reduction in CO_2 emissions over a three-year period. The lees that are generated in the process of brewing vinegar and the compost made of the sludge that is left after water has been drained are recycled as animal feed or manure.



High-efficiency chiller for ice storage

Vegetables grown in a recycling field

Nikko Factory, Union Sauce

This factory now features methane fermentation equipment. We also use waste seasoning as a recycling resource, and we utilize its energy that generates gas to power our boilers. We use the steam generated in the process to increase the temperature and speed up methane fermentation. In February of this year, we switched from heavy fuel oil to gas to power our existing steam boilers. By improving energy efficiency, we can reduce CO_2 emissions and achieve other positive effects to alleviate the impact on the environment.

Methane fermentation equipment

Gas boiler room

Pledge to the Local Community

Revitalizing Markets and Societies through Activities with a Strong Regional Focus

As a company that was founded in Hiroshima and has relied on okonomiyaki to develop its business, we will always be grateful to the local community and continue bringing harmony and happiness to people all around the country by spreading our food culture. That is the goal of the various support and promotional activities we engage in with a strong focus on the regional community.

Supporting Sports and Culture

We help the local community in Hiroshima by organizing activities such as the "Otafuku Cup," a sporting event for the local elementary school children, and by supporting the three major professional groups of Hiroshima, namely the Sanfrecce Hiroshima soccer team, the Hiroshima Toyo Carp baseball team, and the Hiroshima Symphony Orchestra.

Otafuku Cup
(Hiroshima City Elementary School Relay Race)

In this sash relay race, elementary school fifth- and sixth-graders from Hiroshima City compete against each other in teams of five. We have been supporting the event since 1995. The goal of this race is to improve the children's physical health, teach them the importance of team spirit, and encourage them to help each other. We will make sure the tradition of this event continues in the future.

This year marked the 30th anniversary of the competition with more than 2,200 elementary school children participating in the race. Each participant completed a course of about 1.1 km. ▶

◀Competing in teams of five or six by passing on the sash to reach the goal

Sanfrecce Hiroshima

This professional soccer team always competes in the spirit of fair play and continues to fascinate the citizens of Hiroshima. Since 2002, we have been organizing sponsored home games once a year to contribute to the excitement.

Hiroshima Toyo Carp

This professional baseball team is the pride and joy of Hiroshima. It has revitalized the city and brought inspiration to its citizens. We have shown our support for the team with signboards and other means ever since the Former Hiroshima Municipal Stadium was still in use.

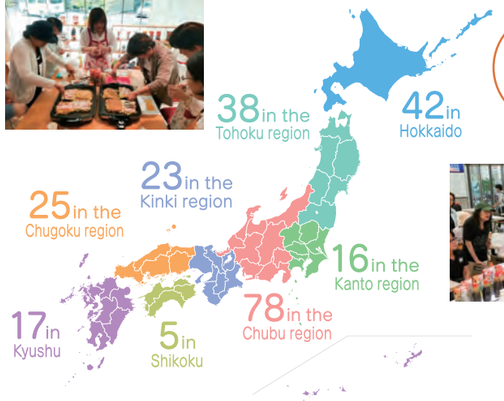
Hiroshima Symphony Orchestra

Nicknamed "Hirokyo" after its full name in Japanese, this symphony orchestra has been garnering fans both in Hiroshima and around the world. We support their "My Town Orchestra Hirokyo" tour, which gives an opportunity to families all around the city of Hiroshima to enjoy live orchestral performances.

Nationwide Communication

We are seeking to spread our food culture, which also involves adapting the okonomiyaki flavors to regional characteristics, through our nationwide network outside Hiroshima Prefecture. We organize a total of 244 cooking classes and other events per year to improve our communication with local communities.

Number of events around Japan



Okonomiyaki Koshien in Niigata

In order to promote okonomiyaki, we decided to go to Niigata to organize the first "Okonomiyaki Koshien" event, an okonomiyaki contest that has been held in Shizuoka since 2014. The "Okonomiyaki Koshien in Niigata" contest was planned for high school students in cooperation with local mass retailers and other manufacturers. The event hosted 31 teams of high school students who created some very inventive and unique okonomiyaki recipes with local ingredients. We are going to continue promoting okonomiyaki in the prefecture by engaging in activities such as encouraging local mass retailers to commercialize the "pizza-style okonomiyaki," the winning dish prepared with special Niigata "juzen" eggplants and cherry tomatoes.

Winning team from Niigata Chuo High School

Employee's Voice

Promoting Konamon Culture through the First "Okonomiyaki Koshien" Event in Niigata

Yoji Okazaki
Kanto Sales Office

We have been actively promoting the Konamon culture in Niigata Prefecture, an area famous for its rice production, by organizing product demonstration events and okonomiyaki cooking classes. This was our first "Okonomiyaki Koshien in Niigata," so we had to rely on the trial-and-error method for some parts, but since the feedback we received after the event was very diverse, we believe to have succeeded in bringing the Konamon culture closer to a wide range of people. In the future, we want to perfect the program of the event in order to increase the number of participating high school students. We would like this to evolve into a traditional summer event for high school students here.

Pledge to
Our Employees

Creating a Lively Work Environment / Human Resources Development

It is most important that employees can be happy in their surroundings in order to achieve our mission of contributing to the health and joy of society.
Starting with a cheerful forward-looking corporate culture, we have created an environment in which all employees can work in a lively manner while fulfilling their potential.

Creating an Environment for a Variety of Employment Scenarios ~ Work-Life Balance ~

We are implementing measures to provide our employees with a balance between work and family.
The implementation of programs such as time off for childcare and care-giving, shortened working hours, reemployment system, system for transitioning to part-time positions with indefinite employment periods, and full-time employee promotion system provide flexibility to handle a variety of work and employment scenarios and create an environment in which all employees can fulfill their potential.

"Fukkuru Nursery School" Office Daycare Center

The nursery school opened in Oct. 2009. School lunches and snacks are handmade using our own seasonings and natural broths.

Fukkuru Nursery School: 17 children enrolled (as of Oct. 2018)

Place for Mutual Growth beyond Age and Position

Our employees of various departments can train their senses, improve their skills, and learn how to produce more ideas by engaging in communication with their co-workers, exchanging opinions, and participating in outdoor activities. We are aiming to exceed the limitations of organizational structures, including friendship, so that ideas can fly back and forth freely, enabling the participants to share information about issues and their thoughts in order to find potential solutions and ways to achieve them.

"Seirinkan," a facility for employee training sessions and recreational activities we opened in 2018. The facility includes the traditional Japanese "doma" earthen floor, an "irori" sunken hearth, and a workshop.

Employee Cafeteria "Maru-ki Cafeteria"

This cafeteria was opened at our Head Office in 2014 as a means to improve employee awareness of health management and to stimulate communication between our employees. The menu offers a full selection of items such as dishes using our own seasonings and health-conscious set meals, while items such as caloric intake and nutritional information are displayed when paying so that employees can use this personal data to manage their own health.

Overseas Internship

After a short-term language exchange program, we organize internship programs that last about one and a half years and take place at our overseas bases in the U.S.A. and other countries. Our goal is to make our employees learn how to be proactive, how to take initiative, and how to think creatively by giving them an opportunity to broaden their horizons. This will turn them into the driving force behind the innovations of our organization. One of the requirements for the participants is a TOEIC score of at least 700 points.

New Employee Training

In addition to acquiring the essential skills every working professional needs, we have also prepared a unique training program where our new employees can obtain the basic knowledge and learn about the fundamental principles related to okonomiyaki and Okonomi Sauce. That is the knowledge they will need as members of the Otafuku Group, a company that has relied on okonomiyaki to develop its business.

Cabbage Farm Training

Cultivation training is performed at the Otafuku cabbage farm. New employees are able to gain hands-on experience in planting and harvesting cabbage, an essential okonomiyaki ingredient, in order to deeply study the characteristics of cabbage.

Okonomiyaki Training

New employees practice making okonomiyaki numerous times using a real griddle or hot plate in order to acquire the basic skills of okonomiyaki cooking.

Handmade Sauce Practice

New employees grate fruits and vegetables, measure out the spices, and boil them all together in a pot to learn the basic points of sauce-making.

Introduction of the Trainer System

We have created a trainer system in order to provide on-the-job training for new employees after they have been assigned to their positions. As a rule, the training is provided by experienced employees with three to ten years of experience. The program is carefully planned and carried out continuously throughout the company.

Creating an opportunity for more and less experienced employees to learn from each other

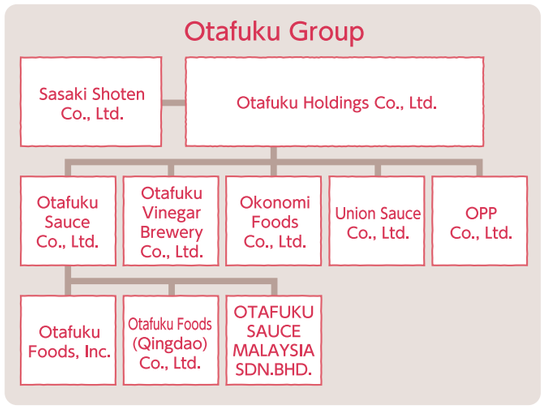
Employee's Voice

Using the Knowledge Obtained through Training to Convey the Appeal of Okonomiyaki

Hiromi Nakano
Okonomiyaki Department,
Wood Egg Okonomiyaki Museum

In the training program for new employees, I did not just acquire new knowledge, but I also learned the importance of taking initiative while also working as a team. I also realized how important it is to be able to properly express your opinions. I have been assigned to the Okonomiyaki Department where I can put the experience I gained while studying abroad to good use and utilize the knowledge from our cabbage farm training and okonomiyaki training. In addition to cooking classes in Japanese, I can also test my skills as a cooking instructor in English. I find it very important to engage in active communication with the participants, so I always ask them about the food culture in their countries or how well-known okonomiyaki is there. In the future, I want to continue broadening my knowledge and experience to reach even more people around the world by conveying the appeal of okonomiyaki.

Overview and Business Details of Otafuku Group Companies



Otafuku Holdings Co., Ltd.

Founded	November 1922
Established	October 1952
Representative	Shigeki Sasaki, President
Location	7-4-27 Shoko Center, Nishi-ku, Hiroshima-shi, Hiroshima 733-8670 Tel. 082-277-7112
Capital	100 million yen
Business	Business planning for the Otafuku Group and supervisory management of each company
No. of Employees	40

Otafuku Sauce Co., Ltd.

This company, which was founded as Sasaki Shoten, a sake and soy sauce wholesaler/retailer, in 1922, has entered its 96th year, and currently focuses on the manufacture and sales of Okonomi Sauce, Yakisoba Sauce and Takoyaki Sauce, as well as various sauces and dipping sauces for everything from business to household uses.
The company is additionally making efforts to spread okonomiyaki culture from Hiroshima to all across Japan and the world through projects such as okonomiyaki classes, support and training for opening a related business, and management of the Wood Egg Okonomiyaki Museum. All of these efforts share the goal of increasing nutritional value in simple ways, and spreading the enjoyment of interpersonal communication when gathered around the okonomiyaki grill with friends and family, a key attraction of okonomiyaki culture.

Established	October 2009
Representative	Naoyoshi Sasaki, President
Location	7-4-27 Shoko Center, Nishi-ku, Hiroshima-shi, Hiroshima 733-8670 Tel. 082-277-7111
Capital	100 million yen
Business	Development, manufacture and sales of sauces, vinegar, dipping sauces and other seasonings
Offices	24 locations in Japan
No. of Employees	427
Sales	23.3 billion yen

■Okonomiyaki Training Centers
Sendai, Tokyo, Nagoya, Osaka, Okayama, Hiroshima, Takamatsu and Fukuoka

Otafuku Foods, Inc.

Established	January 1998
Representative	Takamitsu Ozawa, President
Location	13117 Molette St. Santa Fe Springs, Ca
Capital	6.1 million USD
Business	Manufacture of Okonomi Sauce, Yakisoba Sauce, flavored vinegar, dipping sauces and other liquid seasonings and sales in North, Central and South America
No. of Employees	14

Otafuku Foods (Qingdao) Co., Ltd.

Established	February 2012
Representative	Shigeki Sasaki, Chairperson
Location	No. 16, Ronghai Road, Jihongtan Sub-district Office, Chengyang District, Qingdao City, Shandong Province, China
Capital	7 million USD
Business	Manufacture of Okonomi Sauce, Yakisoba Sauce, flavored vinegar, dipping sauces and other liquid seasonings and sales in China and neighboring countries
No. of Employees	29

OTAFUKU SAUCE MALAYSIA SDN. BHD.

Established	April 2016
Representative	Seito Kono, Managing director
Location	No.61, Jalan 5/KU6, Kawasan Perindustrian Sungai Puloh, 42100 Klang, Selangor.
Capital	MYR2,000,000
Business	Manufacture, sales and export of halal seasonings such as Okonomi Sauce, Yakisoba Sauce and Takoyaki Sauce
No. of Employees	9

Otafuku Vinegar Brewery Co., Ltd.

Vinegar was the starting point of Otafuku production. It is essential as the primary ingredient of our sauces. In Daiwa Town, blessed by natural water and clear air that are optimal for fermenting, we produce various products from jummai (pure rice) vinegar to a variety of vinegars and flavored vinegars with the spirit and history of our company imbued in every single drop.

Established	October 1999
Representative	Takao Sasaki, President
Location	1-1 Ogu, Daiwa-cho, Mihara-shi, Hiroshima 729-1323 Tel. 0847-34-0124
Capital	10 million yen
Business	Development, manufacture and sales of fermented products such as vinegar, flavored vinegar, sweet half-sake and fermented seasonings
No. of Employees	15
Sales	830 million yen

Okonomi Foods Co., Ltd.

Specializes in development and sales of flour, mainly for okonomiyaki, as well as flour-related ingredients. By utilizing the know-how and ideas gained from developing together with the history of okonomiyaki, this company features a rich variety of products that can be used to create great flavors by anyone from professionals to families.

Established	July 1986
Representative	Eishi Sasaki, President
Location	7-2-7 Shoko Center, Nishi-ku, Hiroshima-shi, Hiroshima 733-0833 Tel. 082-278-5430
Capital	10 million yen
Business	Sales of okonomiyaki ingredients (such as flour, tempura batter scraps, dry fish shavings and aonori (green laver))
No. of Employees	9
Sales	3.55 billion yen

Union Sauce Co., Ltd.

Under our philosophy of "Seeking to refine our flavors and pursuing originality in order to create products we can be proud of in the future," this company produces sauces using only the finest fresh vegetables and in-house ground spices. In addition to the Union Sauces with the penguin logo, the company also produces business-use Otafuku sauces for eastern Japan.

Established	December 1949
Representative	Takashi Igusa, President
Location	3109 Kiwadashima, Nikko-shi, Tochigi 321-2345 Tel. 0288-26-4896
Capital	62.5 million yen
Business	Manufacture and sales of sauces, ketchup, mayonnaise, dipping sauces and other liquid seasonings
No. of Employees	45
Sales	2.3 billion yen

OPP Co., Ltd.

Specializing in packaging, this company performs all tasks from planning and design of interior and exterior packaging, as well as wrapping, packing and shipping of Otafuku Group products. This company also promotes fixed-term employment of retirees, employment for the handicapped, and community involvement.

Established	June 2016
Representative	Yoshihiko Suga, President
Location	5-2-5 Shoko Center, Nishi-ku, Hiroshima-shi, Hiroshima 733-8678
Capital	10 million yen
Business	All packaging processes (such as wrapping, packing and shipping) for seasonings, processed foods and similar products
No. of Employees	5

<Note: The numbers of employees are as of Oct. 2018 and the sales figures are as of Sept. 2018>

Company History

1922	Company founder, Seiichi Sasaki, opens "Sasaki Shouten" as a sake and soy sauce wholesaler/retailer in the town of Yokogawa (Hiroshima-shi).
1938	Vinegar brewing production starts under the brand name of "Otafuku-su."
1945	The city of Hiroshima is entirely destroyed by the atomic bomb.
1950	Sauce production and sales start.
1952	Sales of the new Okonomiyaki Sauce start.
1975	Use of dates starts.
	Name changed to Otafuku Sauce Co., Ltd.
1978	Head Office Factory moves to the Shoko Center (Nishi-ku, Hiroshima-shi).
1982	Sales of 500g "bag bottle" of Okonomi Sauce as a top runner in the market.
1987	Okonomiyaki Training Center opens in Tokyo.
1990	Daiwa Factory is completed and starts operation dedicated exclusively to vinegar production.
1998	Okonomi Foods introduces the new "Okonomiyaki Ingredient Set" product.
	Formation of Okonomiyaki Department.
2000	Establishment of the Okayama Okonomiyaki Training Center
2005	Business and capital tie-up with Union Sauce Co., Ltd.
2008	Wood Egg Okonomiyaki Museum opens.
2009	Conversion to a holding company.
	"Otafuku Fukkuru Nursery School" office daycare center opens.
2013	Qingdao Factory (China) is completed and starts operation.
	Los Angeles Factory (USA) is completed and starts operation.
2014	Okonomiyaki Academy is established.
2015	Otafuku R&D Center Will Egg opens.
2016	Otafuku Sauce Malaysia Sdn. Bhd. is established.
	OPP Co., Ltd. is established.
2017	The first store managed directly by our company called "Vege Love it!" opens.
	The products of Otafuku Sauce Malaysia acquires the Halal Certification.
2018	Our Taipei Branch opens in Taiwan.
	The okonomiyaki cooking studio "OKOSTA" opens at Hiroshima Station.

"Sasaki Shoten" at the time of its founding

Okonomiyaki Sauce

Early design of the Okonomi Sauce squeeze bottle

Research and development in the 1960s

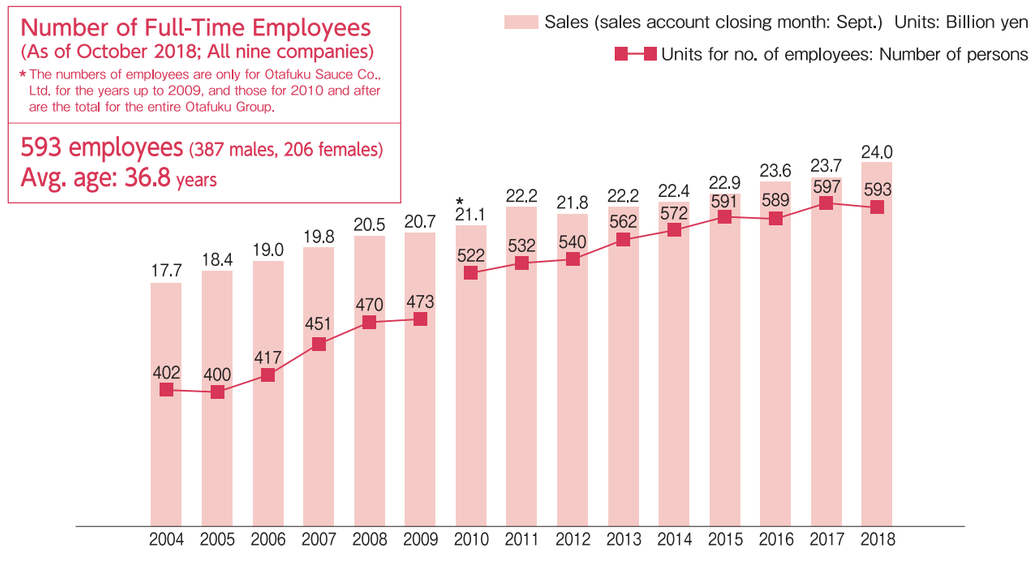
Okonomiyaki cooking studio "OKOSTA"

Otafuku Group Sales and Number of Full-Time Employees by Fiscal Year

Number of Full-Time Employees
(As of October 2018; All nine companies)

* The numbers of employees are only for Otafuku Sauce Co., Ltd. for the years up to 2009, and those for 2010 and after are the total for the entire Otafuku Group.

593 employees (387 males, 206 females)
Avg. age: 36.8 years



* The sales figures are only for Otafuku Sauce Co., Ltd. for the years up to 2009, and those for 2010 and after are the total for five companies of the Otafuku Group.