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# Food Business

To deliver "Happiness with small bites"  
all around the world everyday

# Food Business (From a producer of Japanese Sweets to a well-known Brand)



# Overview (Food Business)



## Overview

- **Up to last year:** Excessive product numbers have reduced production efficiency.  
**This year:** Improving profitability by narrowing down to priority products.
  - **Up to last year:** Low productivity due to the shortage of the skilled workers.  
**This year:** Improving productivity through successful measures to recruit full-time employees.
- ➡ Significantly increased profitability through improvements in both products and human resources.

## Impact of COVID-19 epidemic

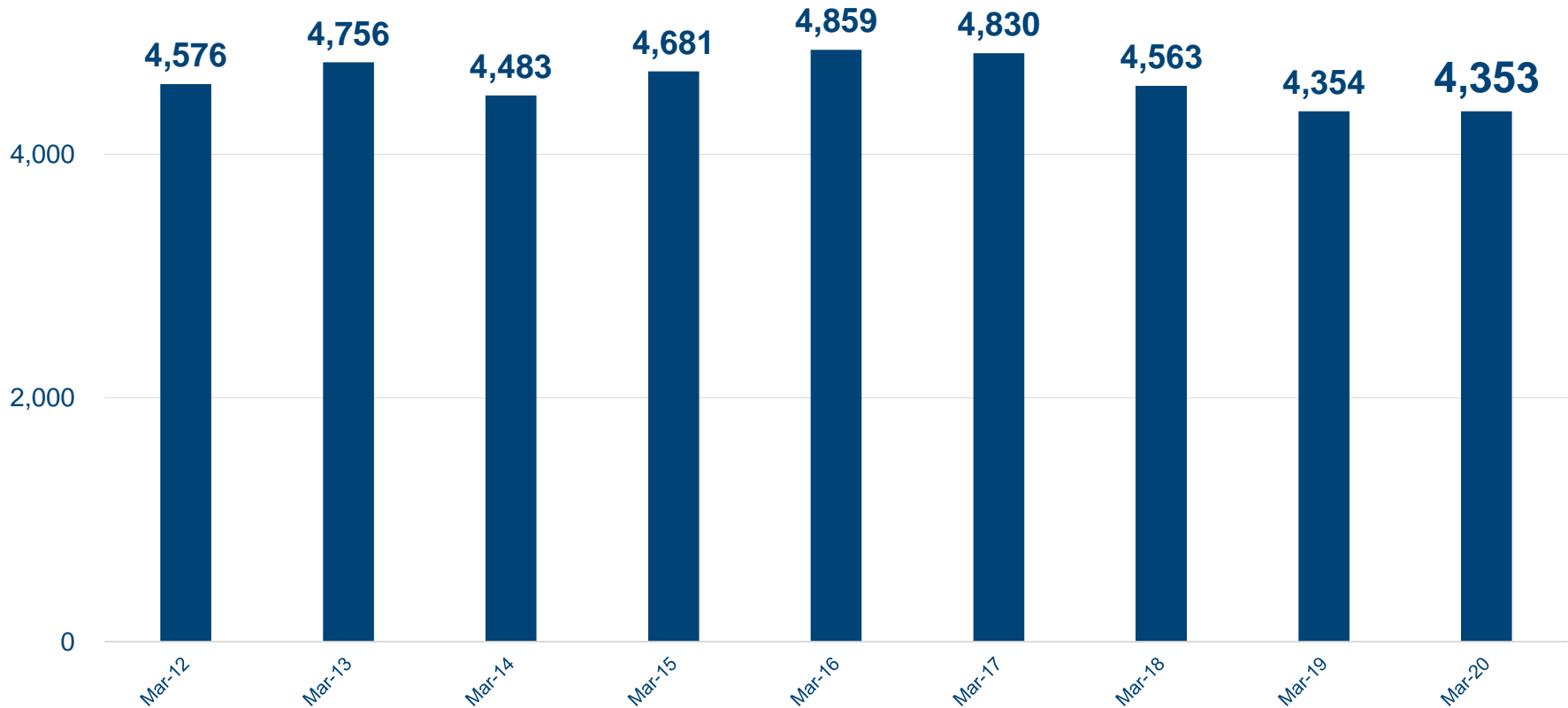
- Revenue is declining due to the impact of Covid-19 epidemic, as a result of the above measures, improvement of profits is realized more than that.
- Increasing visibility by focusing on branding through social media.

# Revenue (Food Business)



JPY Million

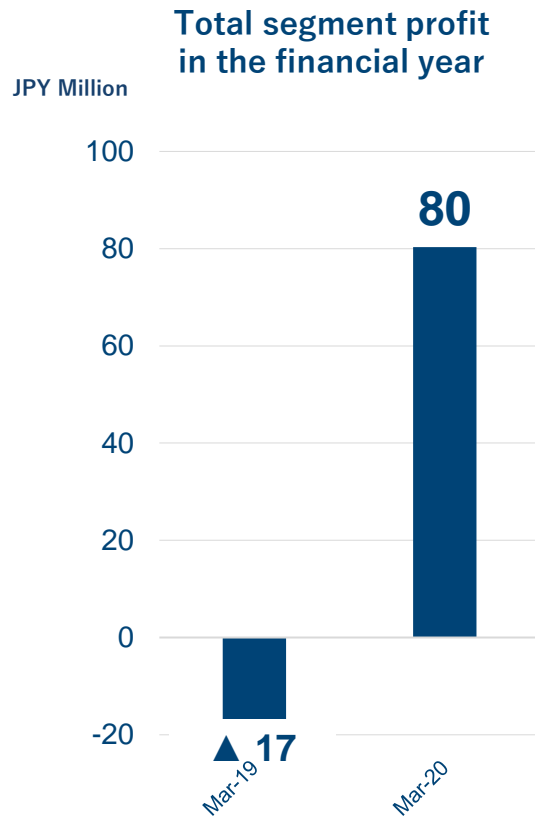
6,000



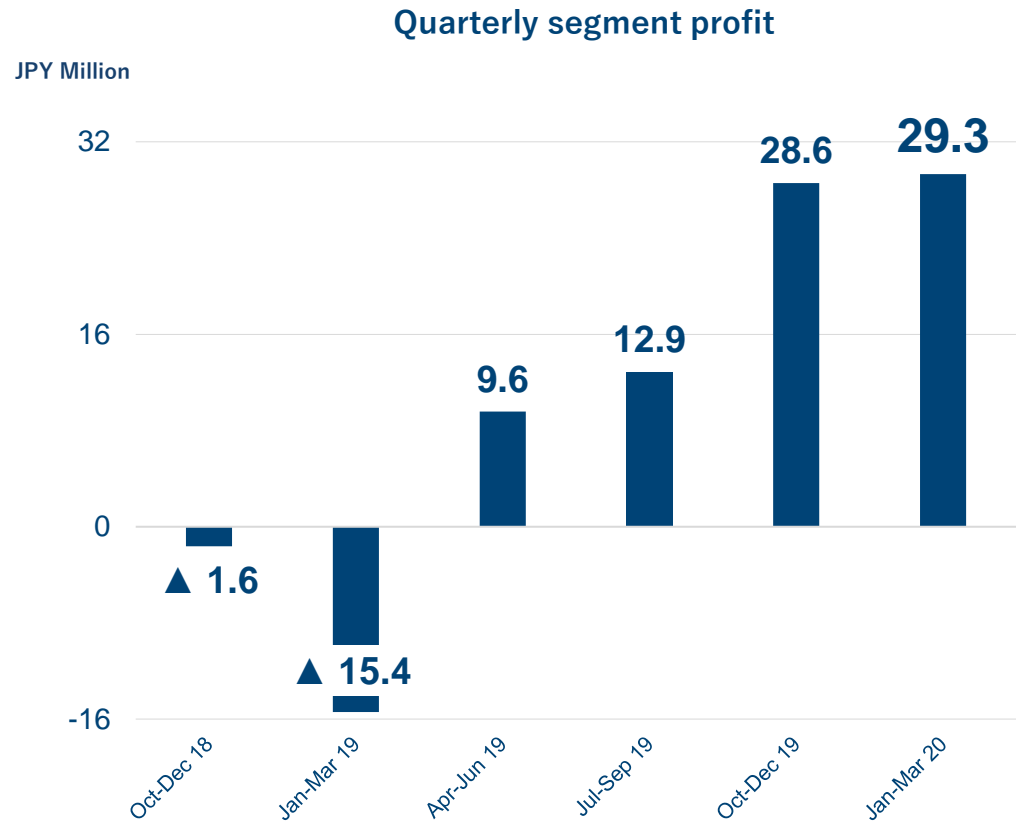
# Segment Profit (Food Business)



Successful business transformation undertaken after consolidation in 2019, with significant improvement in profitability.



※Food consolidation from 1 October 2018





# Progress of branding through social media



Branding thorough social media has progressed, increasing awareness of the company's products is expected to make a significant contribution to earnings growth over the medium to long term.



Highest record in May



3.30million view

[https://twitter.com/tw\\_asukafoods](https://twitter.com/tw_asukafoods)

YAHOO! JAPAN ニュース

キーワードを入力



トップ 速報 ライブ 個人 特集 みんなの意見 ランキング

主要 国内 国際 経済 エンタメ スポーツ IT 科学 ライフ

スーパーのわらび餅が100倍おいしく!? 話題の食べ方、理由をメーカーに聞いた...目からウロコのアレンジも

5/14(木) 18:00 配信

まいどニュース



水で洗ったわらび餅。べったり感が消えて「トゥルットゥルの食感」になるという「明日香食品」(本社:大阪府八尾市)に聞きました。

【写真】 えっ、わらび餅がタピオカミルクティーに!?

話題の食べ方は、今月7日にTwitterユーザーの、くのしん (@kuno4n) さんがつぶやいたもの。これまでに3万リツイート、11.3万いいねを集め、「初めて知り



YAHOO! JAPAN Covered

in the Yahoo news Japan!

# Twitter followers of Asuka Foods



(Followers)



# Nihonbashi-honcho Kashidokoro Health Food



日本橋本町菓子処



More delightful  
More delicious  
More healthy Wagashi



このみの木



# Twitter followers of Nihonbashi-honcho Kashidokoro



日本橋本町菓子処

(Followers)



# Food Business

To improve profitability and increase revenue



- Expecting maintained high profits with continuous improvement of productivity.
- Sales in current quarter is increasing due to improved recognition in the market.
- **The current policy is expected to continue, with the aim of further increasing profits through increased sales.**