



KANEFUKU(THAILAND) CO., LTD

What's Mentaiko ?

- Who is Kanefuku ?
- Why Kanefuku ?
- Potentiality for new product With Mentaiko.





WHAT IS MENTAIKO?

- Mentaiko : 明太子
- Spicy Pollack (Cod) Roe
- Applicable for various menu
- One of the popular gifts in Japan.
- Higher potentiality for new product development.

ABOUT KANEFUKU MENTAIKO ?



ABOUT KANEFUKU

- Mentaiko expertise with the largest production and sales amount.
- SQF Quality Code and Thai FDA certified
- Perfect traceability by own operation from material procurement, R&D to production in Japan.
- Stable price and supplying
- High awareness by various products, supply chain, unique branding.



KANEFUKU MENTAI PARK

1.



Mentai Park
Oarai, Ibaraki
(Mentaiko factory)
(Since Apr 1990)

2.



Mentai Park
Tokoname, Aichi
(Retail Products)
(Since Dec 2012)

3.



Mentai Park
Kobe Sanda, Hyogo
(Retail Products)
(Since Mar 2015)

KANEFUKU MENTAI PARK

4.



Mentai Park
Izu, Shizuoka
(Retail products)
(Since Dec 2018)

5.



Mentai Park
Biwago, Shika
(Retail Products)
(Since Dec 2021)

6.



Mentai Park
Gunma, Kanra
(Retail Products)
(Since May 2022)

KANEFUKU GROUP

Kanefuku Co., Ltd.

Foundation: January 1971

Capital: JPY 50 mil

Employees: 200

Products: Mentaiko, Tarako,
Processed food

Annual Sales Amount: JPY 6.8bil
FY'15(Mar'14-Feb'15)

Clients: Major supermarkets,
department store, CO-OP, Tsukiji
Market, Regional Wholesale Market
and others.

Tokyo Kanefuku Co., Ltd.

Foundation: September 1981

Capital: JPY 88 mil

Employees: 320

Products: Mentaiko, Tarako,
Processed food

Annual Sales Amount: JPY 8.9bil
FY'15(Apr'14-Mar'15)

Clients: Major supermarkets,
department store, CO-OP, Tsukiji
Market, Goshoku Co., Ltd. others

COMPANY PROFILE

Company Name: KANEFUKU (THAILAND) CO., LTD.

Incorporated: 01 November, 2016

CEO: Hideaki Takeuchi

Head Office: 689 Bhiraaj Tower at EmQuartier,
16th Fl, RM 1613,
Sukhumvit Rd, North Klongton,
Vadhana, Bangkok 10110

Main Business: Mentaiko Importing and Sales
Supplement Importing and Sales



MARKET SHARE OF KANEFUKU IN JAPAN

- There are more than 200 manufacturers in Japan.
- Sales amount of the top 13 companies in 2014 was JPY 78,406 mil (75% share of whole industry).
- In 2014, consumption amount in Japan was 30,000 tons while Kanefuku's sales amount was 4,700 tons (15% shared).
- Monopoly supply to one of major CVS's daily delivery products for past 10 years.



MENTAIKO INDUSTRY IN JAPAN

No.	Company	Fiscal Year	Sales (Mil Yen)
1	Kanefuku Group	2560	16,000
2	Fukutaro	2560	13,800
3	Yamaya	2560	11,700
4	Ichiyamamaru Hasegawa Suisan	2560	11,490
5	Kaneha	2560	8,100
6	Taiyo Sangyo	2560	7,700
7	Hokkai Shokuhin	2560	4,000
8	Maruichi Shokuhin	2560	3,100
9	Kyushu Maruichin Shokuhin	2560	2,874
10	Gourmet Shokuhin	2560	2,560
11	Kanesue	2560	2,100
12	Takemaru Shibuya Suisan	2560	1,500
13	Yoyoshino	2560	1,200
14	Marusui Foods	2560	720

- ❖ Kanefuku has the biggest production with the 1st sales amount in Japan.
- ❖ 75% of market share including 13 big companies from 200+ companies in Japan.

MANUFACTURING PROCESS



1. Searching for ingredients



2. Thawing



3. Cleaning



4. Seasoning



5. Sourcing



6. Sauce Adding



7. Weighing and packing



8. Quality Checking



How to keep and cautions

How to storage frozen Mentaiko and Barako

- Please keep at -18°C.
- Can be kept for 17 months from production date.
- Please consume within 7 days after opened.

How to thaw frozen Mentaiko and Barako

- Leave at room temperature for 5 – 10 minutes or leave overnight in the chiller
- Not suggest to thaw by the microwave.



How to cook Mentaiko

- In Japan Mentaiko is eaten in fresh with cooked rice, Sometimes it is mixed with other ingredients as Mayonnaise, Cheese etc., which can be the topping on Sushi, Salad, Bread, Pizza, Dessert.

How to grill Mentaiko

You can use a kitchen torch instead of grill grates since Mentaiko's skin will be easily broken. Or using baking paper/ Parchment paper is recommended to prevent Mentaiko from sticking to the pan.

****You can eat it either raw or cooked.**

Certifications

Certificate JP16/81840750

Certificate Of Registration TOKYO KANEFUKU CO.,LTD MENTAI PARK

8255-3 Isohamachou, Orai-machi, Higashiibaraki-gun, Ibaraki, Japan, 311-1301

is registered as meeting the requirements of the
SQF Food Safety Code: Animal Product Manufacturing Edition 9
SQF Quality Code Edition 9

Certified HACCP Based Food Safety Plans
Comprehensive Quality Management System
Scope of Registration: Food Sector Categories
09. Seafood Processing

Products:
09. Spicy & Seasoned Pollack Roe

Certificate Details

Date of Decision:	21 April 2024	Date of Expiry:	12 May 2025
Date of Audit:	20 February 2024	Date of Next Recertification Audit:	26 February 2025
Certificate Number:	9050	Certificate Type:	Unannounced

Authorised by
Sham McAulley
Authorised Officer

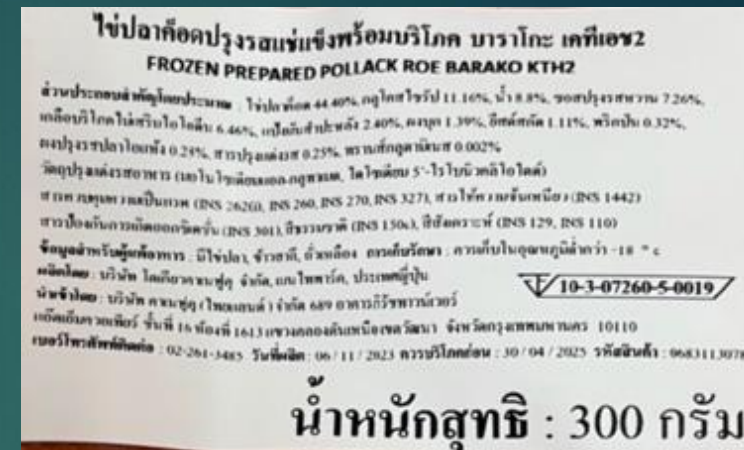
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Product labels are tags that give consumers essential details such as:

1. Ingredients (INS No. – Food Additive)
2. Allergen information
3. Produced by
4. Imported by
5. Storage condition
6. MFG / EXP
7. FDA Number
8. Net weight

► Mentaiko

► (Full Piece)



Size	g. / pc
XL Dai	151 - 189
XL Chuu	126 - 150
XL Sho	106 - 125
3L	86 - 105
2L	66 - 85
L	41 - 65
M	31 - 40
S	21 - 30

OUR PRODUCTS: Frozen

★ #3074

Mentaiko Kuro Tray 80 g.

- 2 – 3 pieces / pack
- 27 – 40 g. / piece



★ #3075

Mentaiko 100 g.

- 1 pieces / pack
- 100g. / piece



★ #3076 Barako Hogushi stick

300g. (30g. X 10 Pcs.)

Original taste, Easy to use for home cooking.



★ #3090 Mentai Mayo

300g. (30g. X 10 Pcs.)

Easy to use for home cooking.



▶ Barako (Mentaiko in Tube)



- ★ #3078 Barako KTH 300 g.
Rich taste for cooking use
(Exclusive for Thailand).



- ★ #3079 Barako KTH 500 g.
Rich taste for cooking use
(Exclusive for Thailand)



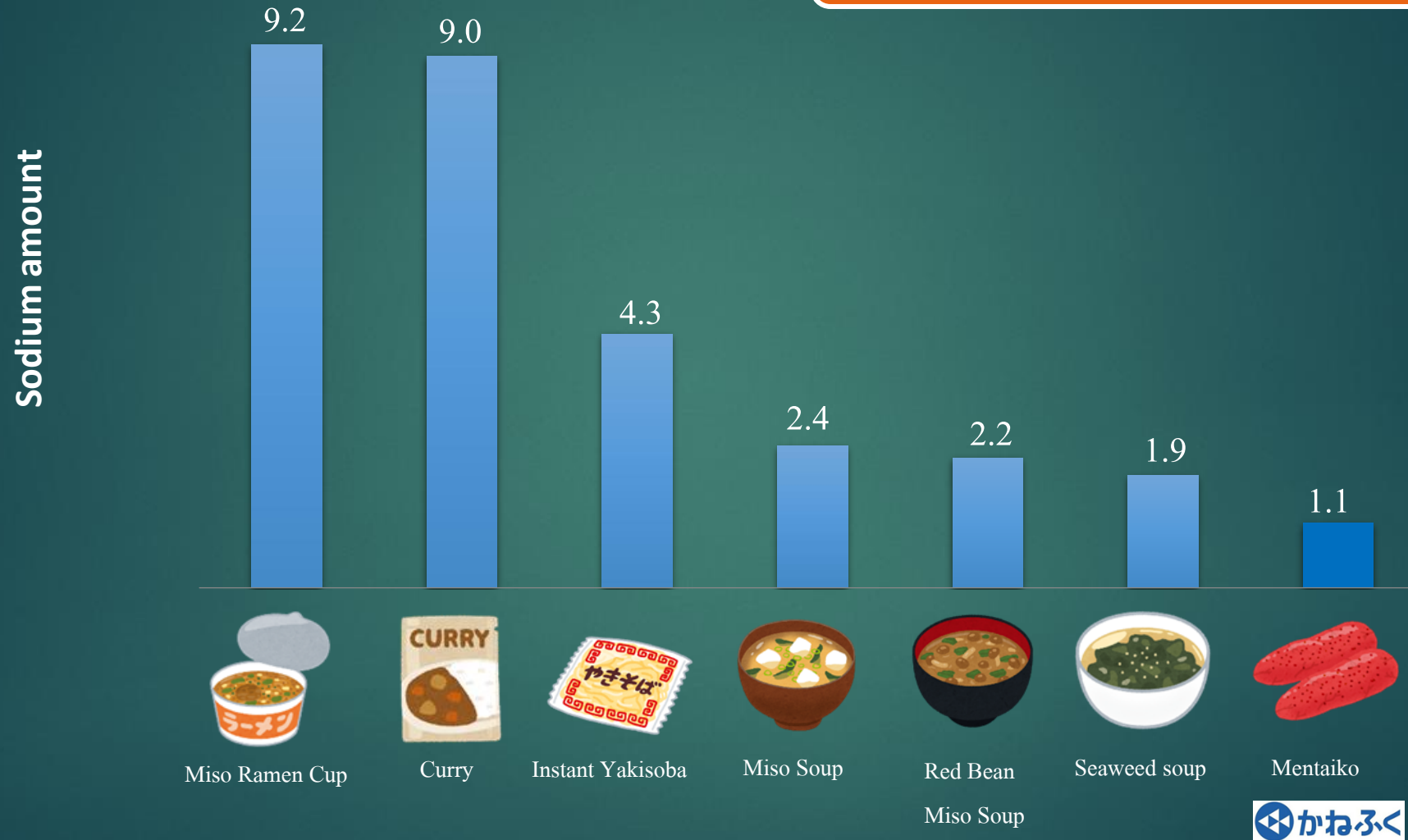
- ★ #3073 Barako Hogushi 300 g.
Original taste, best selling in
Japan for eatery use



- ★ Customized Product
OEM based on customer's
requirement.



MENTAIKO & NUTRITION





	Mentaiko (20 g.)	Boiled Egg (60 g.)
Calories	25 kcal	90.6 kcal
Protein	4.2 g	7.74 g
Fat	0.66 g	6 g
Sodium	1.1 g	0.18 g
Niacin / B3	3.98 mg	0.06 mg
Vitamin E	1.3 mg	0.6 mg
Cholesterol	56 mg	252 mg
Omega 3	202 mg	36.6 mg



MENTAIKO CREAT MENU WITH...



Grill Mentaiko



Mentai bread



Udon Mentai cream



Mentai Tamakoyaki

MENTAIKO CREAT MENU WITH...



Canadian Lobster
Mentaiko pasta



Pasta Mentaiko



Mentaiko soft cream



Salmon Volcano
with Mentaiko sauce

MENTAIKO CREAT MENU WITH...



Onigirazu Mentaiko



Pasta Jumbo Mentaiko



Mentai Shirayaki-jyu



Mentaiko Tongkatsu

KANEFUKU MENTAICO CREAT MENU WITH...



新鮮ないわしを明太子の熟成タシに漬け込み、お腹にたっぷりの明太子を詰めました。



品番 8176
いわし明太
4尾(2尾×2)

1,080円(税込)

Iwashi Mentai - sardine



脂のったさばの半身をかねふく自慢の熟成タシに漬け込み、明太子をまぶしました。



品番 10375
さば明太
3枚

1,080円(税込)

Saba Mentai (Mackarel)



九州産鶏を明太子の熟成タシで味付けし、中に明太子をたっぷり詰めました。



品番 8800
焼き手羽めんたい
5本入

800円(税込)

Yaki teba (grilled chicken wing) Mentai



かねふく秘伝の明太タシに厚切りの身を漬け込んだご飯がすすむ逸品。



品番 10445
紅さけ明太
3切

1,480円(税込)

Benisake (red salmon) Mentai



いわし明太2尾、さば明太2枚、紅さけ明太2切が入った贅沢な一品! ひとつひとつが個包装だから保存に便利♪



品番 8751
味くらべ

2,700円(税込)

Aji kurabe (asort of Iwashi, Sabe, Benisake)

KANEFUKU MENTAICO CREAT MENU WITH...



Chili oil with Mentaiko



Authentic pasta Mentaiko sauce



Arabiki sausage with mentaiko



Mentai Mayo Sauce



Gyoza Mentai

SNACK MENTAIKO CREAT MENU WITH...



Potato french fries with Mentaiko flavored sauce



Mentaiko pretz



Hotate Mentaiko



Potato chips Mentaiko



Calbee Potato Stick Snacks - Mentaiko



OUR ACTIVITIES IN THAILAND



THAIFEX - Anuga Asia



THAIFEX - Anuga Asia



THAIFEX - Anuga Asia



Join with Supermarket retail store





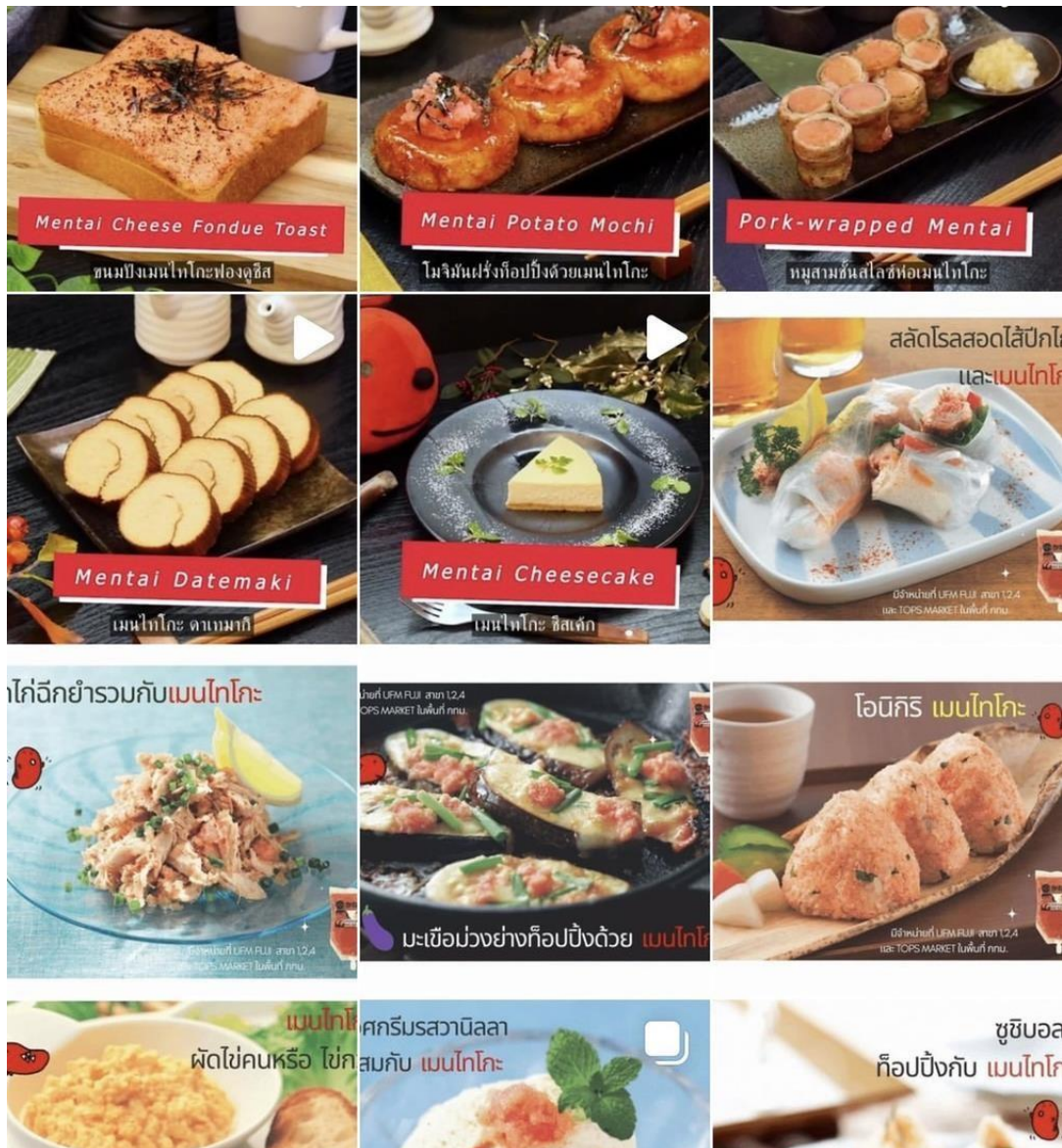
RECIPE WITH MENTAIKO

 Instagram (@Thailand): Kanefuku_mentaiko_th

 Instagram (@Japan): Kanefuku_mentaiko









MENTAI PARK





KANEFUKU Mentaiko Products



ジャンボおにぎり

- できたて明太子
- ソフトクリーム
- 明太

各390円

ソフトクリーム 明太 360円

明太フランス 1本 690円

3種のこだわり 明太パスタ 各790円



4周年感謝祭

第1弾 3/23(金)~4/1(日)

できたて明太子 ジャンボおにぎり 限定 80円もお得 (税込) 300円

通常価格 380円(税込) 感謝価格 300円(税込)

4月までの限定販売

北海道産生たろこ 衝撃のうまさ! 380円(税込)

北海道産生たろこ ジャンボおにぎり

第2弾 4/2(月)~4/15(日)

明太ソフトクリーム 50円もお得 (税込) 300円

通常価格 350円(税込) 感謝価格 300円(税込)

新発売

たっぷり明太パスタ 780円(税込)

めんたいパークとこなめ イベント 1 鉛筆プレゼント! (2本セット) 期間 3/23(金)~4/15(日) イベント 2 ケイズラリー 期間 3/23(金)~4/15(日)



Contact us:

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<https://www.youtube.com/channel/UCkEyf9CsKpirD7ZimE2lBIw>



<https://www.kanefuku.co.jp/eng/>