

# Dried Sweet Potato “BENI-HARUKA”

“HOSHI-IMO” is a traditional dried sweet potato from Japan

It is made in Japan and is characterized by its natural sweetness and texture

● by NihonDaichi



# Company Profile

Company name Nihondaichi CO.,LTD

Head office 2-1-8 Japan Bridge Ningyocho, Chuo-ku, Tokyo 11F

Representative Director Wang Lin

Director Futoshi Nagaizumi

Director Masami Matsuzaki

Establishment H26.3.4

Capital 5,100,000 yen

Main Banks Bank of Yokohama Kosan Shinkin Bank

Details Sales of fresh and processed foods and their import and export Management of production and sales of agricultural products  
Advertising agency business, travel agency business, freight forwarding handling business, operation of food factories  
Mail order sales using the Internet and other telecommunications Operation and management of websites

1994 Started experimental cultivation of Japan Nagayam using Japan technology in Yantai, Jinan

1996 Agricultural production and export corporation (Japan wholly-owned) established and started trial cultivation of various organic vegetables

1997 Started production of vegetables exported to Japan and established our own organic compost factory

2001 Opened a private farm in Panfang City, Shandong Province. Full-scale organic vegetable cultivation begins

2005 Qingdao Sales Headquarters established

2011 Started opening tenant stores at mass retailers in China

2011 Started vegetable production in Japan

2012 Strengthening trade routes between three Asian countries Japan ⇄ China

2012 Started accepting designated vegetable farms for restaurants, mass retailers, and manufacturers in Japan

2012 Expansion of sales network to Shandong Province and other provinces where logistics are possible

2014 Established Qingdao Seven Colors International Trade Co., Ltd.

2014 Established Japan Daichi Co., Ltd. (Tokyo and Japan Bridge Ningyocho, Chuo-ku)

2015 Guidance and investment in Shanghai Cut Vegetable Factory and Shanghai Pesticide Reduction Case Crop

To the present day





# Using products grown in Japan

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## “BENI-HARUKA”

### High quality Japan made

We use an excellent variety of sweet potatoes called Beni Haruka from Ibaraki Prefecture

### Natural sweetness

Compared to other sweet potato varieties, it has a stronger natural sweetness  
This sweetness is utilized in this product, and you can enjoy a simple and elegant taste

### Exquisite Texture

A unique drying process maintains a balance between moderate crunch and softness. It has a crispy texture and a melt-in-your-mouth texture

# Commitment ①

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## Careful manufacturing

We pay close attention to manufacturing

From the selection of raw materials to the drying process,

We are thoroughly committed to quality control, right down to the packaging

## Pursuit of safety

The health and safety of our consumers is our top priority, and we have established strict quality control standards. **No additives are used, enabling long-term storage**

## Halal Certified

In addition to being able to store for a long time, it is halal certified. It is also an ideal product for inbound demand and overseas sales.



# Commitment ②

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## Domestic raw materials

Using Ibaraki Prefecture  
BENI-HARUKA, high-  
quality domestic potatoes



## Natural sweetness

The natural sweetness  
of Haruka Beni and  
Rustic taste



## Good texture

The balance of  
softness and crunch  
is attractive



## Safety

A product that does  
not use any additives



# Features of the product

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## Natural sweetness

It is characterized by the elegant  
sweetness of Beni Haruka

No additives

You can enjoy the rustic taste

1

2

3

## Safety

Under strict quality control

No additives

## Good texture

The balance of moderate crunch and  
softness is attractive, with a crispy texture



Good For: 1 Year  
賞味期限1年

国産紅はるか  
干し芋

# DRIED SWEET POTATO HALAL CERTIFIED PRODUCT Made in Japan

日本産  
長期保存可能  
無添加  
無着色  
食物繊維豊富  
低GI商品  
美肌効果

FOR VEGAN  
GLUTEN FREE  
SUGAR FREE  
Additive FREE  
MSG FREE  
GMO FREE

美味しいお芋



# About Halal Certified Dried Sweet Potatoes

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As inbound tourism in 2024 reaches 35 million foreign tourists beyond pre-pandemic levels, accommodation facilities and restaurants are significantly lagging behind in responding to food diversity due to a shortage of human resources

Especially in the city centers of Tokyo, Osaka, and Kyoto, there are many restaurants that support food diversity, but Mt. Fuji, ski resorts, theme parks, food in the resort area is serious problem because there are no options

We have developed this product as an emergency food or snack at such times, and of course as a souvenir

## **Point:**

**Made in Japan**

**English display**

**Halal Certification (Muslim)**

**Sweet potato additive-free = vegan, gluten-free**

**Proposal for disposal loss with a best-before date of 1 year, food loss**

**In the future, we will consider exporting.**



# At the Mt. Fuji 5th Station shop

Halal food (vegan compatible) provided  
(from July 2024)

POP

It is an emergency food for  
foreign tourists who have  
contraindications to eat



Halal Certification  
Kosher Certification  
Vegan  
Gluten-free  
Zero trans fats



Halal Certification



# Mt. Fuji World Heritage Centre

Halal Vegan  
Souvenir corner set up



Domestic Halal Certified Products

Halal Kosher Certified Products in China  
Vegan  
MSG FREE Trans Zero Gluten Free



# Lake Kawaguchi Herb Museum



Made in China  
Processed products  
in Japan  
Dried sweet potatoes  
JPY 540

国内加工で安心安全  
（原料のほとんどが、愛知県産の  
あまのいもと、100%砂糖を使用し  
ただけです。）  
焼き干しいもスティック  
¥540





Made in Japan  
Halal Certification  
Shelf life: 1 year  
Dried sweet potatoes  
JPY 918  
Even though it's  
expensive it's selling!

日本産さつまいも  
Made in Japan  
For: Vegan  
816 ¥ 918



商品規格書		適用日	2024年3月1日	Rev.01														
商品名		日本大地株式会社																
国産紅はるか干し芋		〒103-0013 東京都中央区日本橋人形町2-1-8 1101 TEL : 03-5695-2270 FAX : 03-4400-3699																
商品の画像		商品情報 1																
		<table border="1"> <tr><td>名称</td><td>干し芋</td></tr> <tr><td>賞味・消費区分</td><td>賞味期限対象</td></tr> <tr><td>賞味期限</td><td>D+365</td></tr> <tr><td>保存時温度帯区分</td><td>常温</td></tr> <tr><td>保存方法</td><td>高温多湿を避け、常温で保存</td></tr> <tr><td>内容量</td><td>100g/袋</td></tr> <tr><td>供給期間</td><td>通年</td></tr> </table>			名称	干し芋	賞味・消費区分	賞味期限対象	賞味期限	D+365	保存時温度帯区分	常温	保存方法	高温多湿を避け、常温で保存	内容量	100g/袋	供給期間	通年
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商品情報 2		原産地																
原材料	さつまいも	原産地	国産															
商品説明		<p>茨城県は生産量が全国1位であり、国内シェア率は9割にも達しています。その中でも紅はるかは「蜜芋」と呼ばれ、上品な甘さとしっとりした食感が特徴です。加熱後の糖度は40度以上にもなります。</p> <p>また、「準完全栄養食」に分類され、脂質が低く、栄養素が豊富です。血糖値の上昇を穏やかにし、良質なタンパク質、食物繊維、カリウムなどの多くの栄養素を含んでいます。腹持ちが良くダイエット効果や美容、マタニティフードとしても期待できます。</p>																
アレルギー物質	含まれておりません																	
JANコード	4595989665006	P B / N B 分類	PB															
包装資材の材質	アルミ4層三方シール袋 : PET # 12/P//AL # 7//ONY # 15//LLD # 40																	
荷姿規格	20個/CS																	
栄養成分に関する情報 (100gあたり)																		
エネルギー	310 Kcal	たんぱく質	2.3 g															
脂質	0.4 g	炭水化物	74.4 g															
食塩相当量	0.1 g																	
微生物規格		食品安全にかかわる特性																
一般細菌	300cfu 以下	生物的	なし															
大腸菌群	陰性 であること	科学的	なし															
水分活性値	0.80aw以下	物理的	なし															
荷姿の画像		ラベル表記に関する情報																
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Product Specifications		Date	3/1/2024	Rev.01														
Name of Product		NIHON DAICHI CO.,LTD.																
Dried Sweet Potato 'Beni-Haruka'		13012-1-8 Nhoribashi Ningyochou Chuo-ku Tokyo 103-0013 JAPAN TEL : 03-5695-2270 FAX : 03-4400-3699																
Picture of product		Product information 1																
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Net weight	100g per bag																	
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Product information 2		Ingredients information																
Ingredients information		Sweet potato		Country of origin of ingredients														
Product information		Made in Japan																
Allergens		Not included																
JAN-CODE		4595989665006		P B / N B Classification														
Packaging information		PB																
Packaging information		Aluminum 4-layer three-side seal bag: PET#12/P//AL#7//ONY#15//LLD#40																
Packaging specifications		20 bags/ cs																
Nutritional information per 100g																		
Calories	310 Kcal	Proteins	2.3 g															
Fat	0.4 g	Carbohydrates	74.4 g															
Sodium chloride amount	0.1 g																	
Microbiological specifications		Food safety properties																
General viable bacterial count	Not more than 300 cfu/g	Biological	None															
Coliform bacteria	To be Negative	Chemical	None															
Water activity	0.80aw or less	Physical	None															
Package appearance		Labeling information																
		Ingredients declaration																
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		Consumption information																
		Ready to eat																
		Net weight																
		100 g																
		Expiration date declaration																
		On the back/outside bottom edge																
		Allergens																
		None																