

Feature Value Creation by the ADEKA Group

Food Products

Processed Fat and Oil Products, Processed Foods

Brand Slogan: Taste You Can Rely On

RISU BRAND—Opening Up Possibilities for Breads and Confectionaries



ADEKA entered the food products business in 1929, and in 2006 the Company introduced the RISU BRAND emphasizing safe and secure products with delicious taste. Under the RISU BRAND, ADEKA supplies processed fat and oil products and processed foods that meet the needs of markets in and outside of Japan, while responding to regional preferences and social trends.

Processed Fat and Oil Products	Processed Food Products
<ul style="list-style-type: none"> Fats and oils for breads and confectionaries Fats and oils for frying Fats and oils for pies and pastries Fats and oils for buttercream Fats and oils for fillings Fats and oils for chocolate 	<ul style="list-style-type: none"> Whipping creams Creams for mixing Fillings Sheet fillings Mayonnaise dressing Frozen pie crusts

New Products in FY2019

▶ Marché Clair compound margarine with natural butter flavor



Delicious Products That Meet the Diverse Needs of Customers

ADEKA has chosen “Deliciousness Plus” as its development theme for new products launched in fiscal 2019. The new RISU BRAND products are both delicious and easy to use, to diversely support customers who face changing market conditions. These changes include increasing polarization of the market between high-added-value products and low-priced products, labor shortages driven by low birth rates and aging demographics in Japan, rising ingredient prices, and increasing awareness of product waste.

For example, ADEKA developed a product that is added to whipping cream and can be frozen without losing quality. The end product retains a moist and silky texture and fresh dairy flavor after defrosting, to facilitate scheduled production and save labor.

ADEKA also introduced a margarine that can be easily kneaded into doughs taken straight out of the fridge. The margarine helps to reduce production losses from misshapen baked products as well as reduce the production lead times for baked goods, to improve efficiency and reduce labor.

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Developing Low Trans-Fat Products to Offer More Choices for Customers

Trans-fatty acids (TFAs) are known to increase undesirable LDL cholesterol, which is a risk factor for heart disease. Meat and dairy products contain TFAs, and while there is some research indicating that TFAs have no impact when consumed in limited quantities, the ADEKA Group is leading the industry by actively developing low TFA products.

In 2018, Sociel bakery margarine, which is free of coloring and flavoring agents, received a 48th Food Industry Technology Award of Merit in the category of food products and technology. The awards are organized by Shokuhin Sangyo Shimbunsha.

The commemorative shield of the Food Industry Technology Award of Merit



Motoya Nomura
Manager of Suzuka Branch, Pan De Koko Stone Oven Bakery

Voice of the Customer

“Our bakery aims to be a one-of-a-kind, best in the area bakery. We want to create a space that excites customers, where they can smell freshly baked bread the moment they walk in the door.

“Marche Bretagne Naturel is a good product that has the natural taste of butter. It is a low-TFA product with minimal additives that is safe and worry-free. When customers ask me about it, I can honestly and confidently say that we use margarine. I strive every day to bake delicious, handmade bread that is safe for people to enjoy.”

Bread made from Marche Bretagne Naturel, a compound margarine with a natural butter taste that contains Breton cultured butter and ADEKA's proprietary flavoring ingredients



▲ Nice One NEO custard filling with a rich taste and silky texture



▼ Blend Whip FC whipping cream for blending with natural cream, ideal for frozen and chilled desserts

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ADEKA Acquires RSPO Supply Chain Certification in April 2018

As a member of the Roundtable on Sustainable Palm Oil (RSPO), ADEKA acquired supply chain certification to ensure the growth and use of sustainable palm oil through cooperation in the supply chain and open dialogue with stakeholders. Under the certification, ADEKA procures ingredients from producers and processors that meet the requirements of the RSPO standard for sustainable palm oil production.



Visiting a plantation with a trading company representative

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Responding to Regional and Cultural Preferences by Supplying Halal and Kosher Certified Products

ADEKA Foods (Asia) Sdn. Bhd. manufactures foods in Malaysia, a nation that is pursuing a strategy of becoming the world's leading halal hub. The company gained halal certification in November 2014, just two years after it was established, and gained kosher certification in August 2017. The company has managed to establish a production framework for the rapid supply of products that meet religious restrictions and cultural preferences.



Participating in a roundtable meeting to promote the halal industry