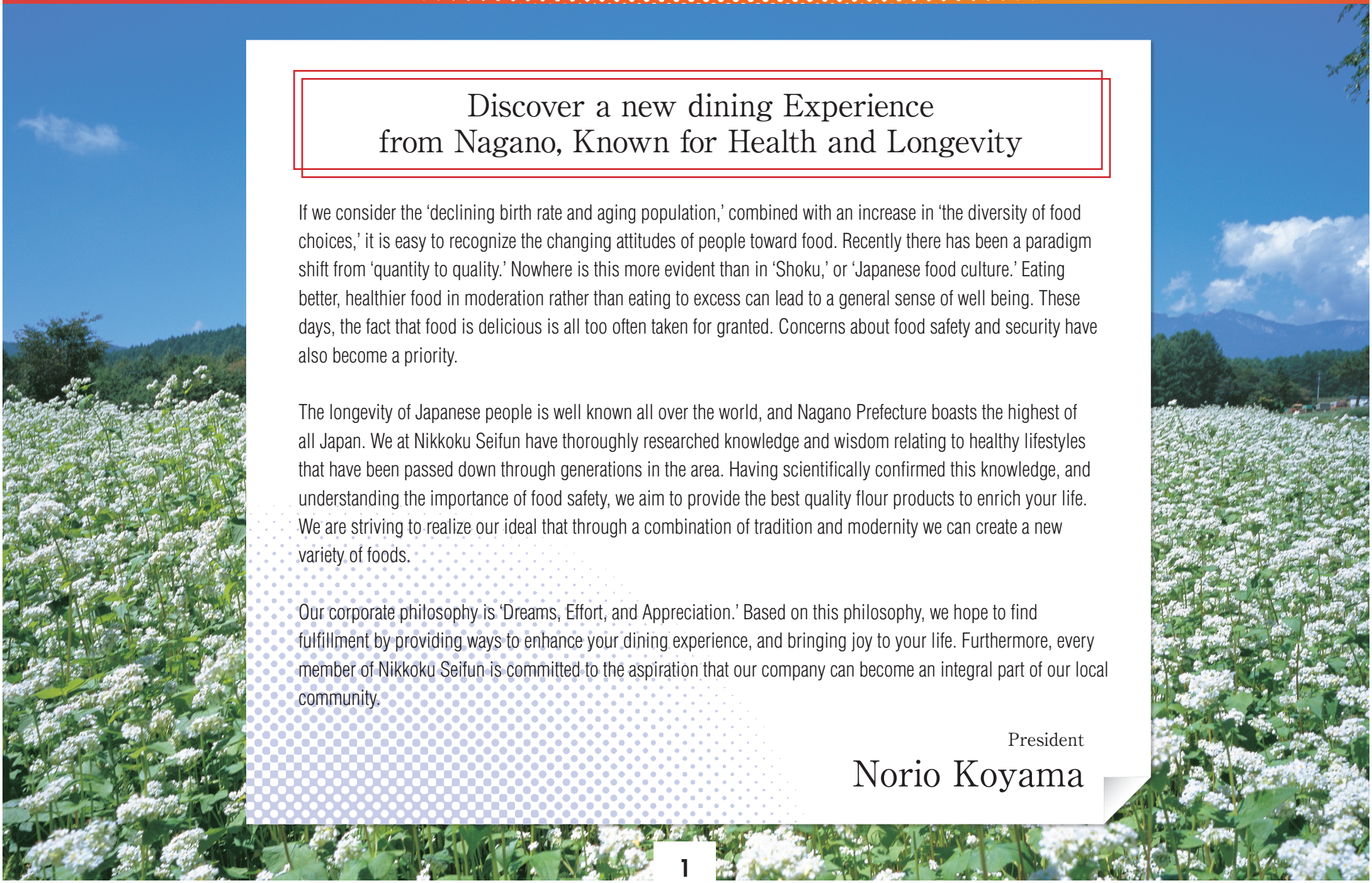
Discover a new dining Experience



Nikkoku Seifun Co. Ltd.

Company Brochure 2017



Discover a new dining Experience from Nagano, Known for Health and Longevity

If we consider the 'declining birth rate and aging population,' combined with an increase in 'the diversity of food choices,' it is easy to recognize the changing attitudes of people toward food. Recently there has been a paradigm shift from 'quantity to quality.' Nowhere is this more evident than in 'Shoku,' or 'Japanese food culture.' Eating better, healthier food in moderation rather than eating to excess can lead to a general sense of well being. These days, the fact that food is delicious is all too often taken for granted. Concerns about food safety and security have also become a priority.

The longevity of Japanese people is well known all over the world, and Nagano Prefecture boasts the highest of all Japan. We at Nikkoku Seifun have thoroughly researched knowledge and wisdom relating to healthy lifestyles that have been passed down through generations in the area. Having scientifically confirmed this knowledge, and understanding the importance of food safety, we aim to provide the best quality flour products to enrich your life. We are striving to realize our ideal that through a combination of tradition and modernity we can create a new variety of foods.

Our corporate philosophy is 'Dreams, Effort, and Appreciation.' Based on this philosophy, we hope to find fulfillment by providing ways to enhance your dining experience, and bringing joy to your life. Furthermore, every member of Nikkoku Seifun is committed to the aspiration that our company can become an integral part of our local community.

President
Norio Koyama

Group Philosophy

Dreams, Effort, and Appreciation!

We encourage every member of the Nikkoku Seifun Group to follow their own ‘dreams’ in order to find fulfillment, and make every ‘effort’ to realize them, while showing ‘appreciation’ to the people who have given us the reason to strive to be the company we are today. Here in Nagano, Nikkoku Seifun is contributing to the development of the local community through co-operation with its people. Based on our philosophy ‘Dreams, Effort, and Appreciation!’ we are developing as a business that makes every one of our team happy.

What Nikkoku Aims for

Creating Values

Nikkoku aims to ‘create values’. We are committed to ‘creating and developing new products,’ and ‘ proposing new dining trends’ in order to identify and meet true customer needs for foods.

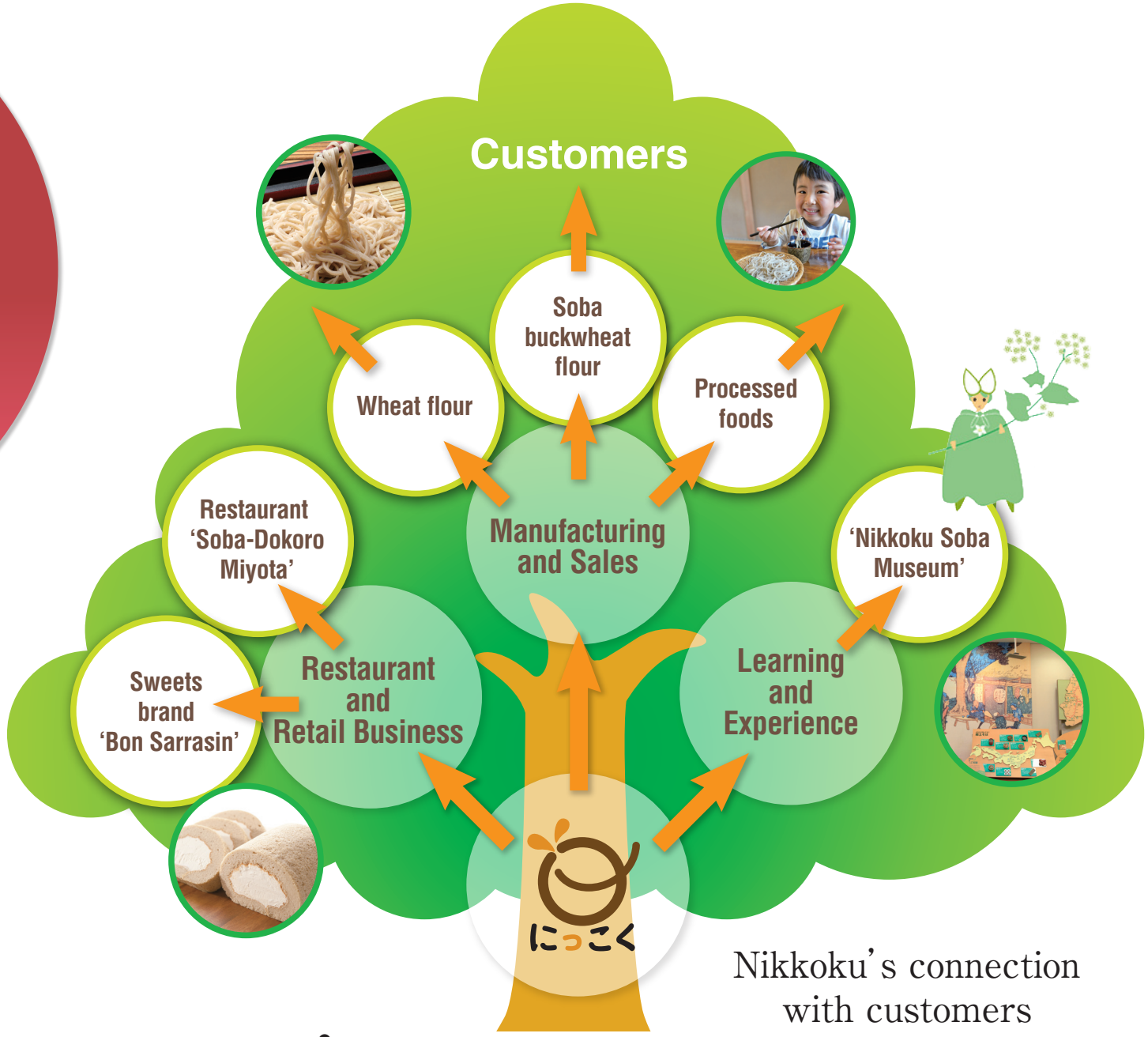
In response to a range of customer requests, we are determined to develop products that are new and innovative, while still drawing on the benefits of traditional food. We shall also work on ways to meet food challenges brought about by a declining birth rate and an aging population, to make people’s dining experience more enjoyable.

We will continue to provide you with a range of safe and secure processed food made from soba buckwheat and wheat.

We would also like to express our gratitude to all the people we have gotten to know through our business endeavors thus far. We hope to share our dreams with you.

Essential Opportunities

Nikkoku aims to pursue the potential of soba buckwheat flour foods, develop new and reliable foods, raise people's interest in soba through new facilities, and provide high quality, delicious foods in our stores.



Nikkoku's connection with customers



Discover a new dining Experience

Concept

In Nagano we harness the power of nature, the clean air, the clear water and the fresh wind, to produce delicious foods which bring satisfaction to your dining experience. Our logo symbolizes a factory sprouting from the earth and the energetic power of Mother Nature. It also shows our strong commitment to bringing enjoyment and satisfaction to your dining table. We believe that our goals are not only to create and develop new products and set new dining trends, but also to establish the best production procedures according to our quality management system, in order to manufacture products with safety and security guaranteed to our customers.

Ensuring complete food safety through our quality management system.



Quality Control ISO9001 certificate

Nikkoku Seifun and our group companies (Yamabiko and Tsubasa Unyu) have obtained the ISO9001 certificate, the international standard of quality management systems, in order to provide our customers with safety and security.

【Certification organization】SGS
【Certification number】JP11/062241

Quality Control FSSC22000 certificate

Shinano Menkobo Co. Ltd. (Head office and Second Mamejima Factory), a subsidiary of the Nikkoku Seifun Group, has obtained the FSSC22000 food safety system certificate, in order to guarantee our customers and secure products.

【Certified items】Production and packaging of dried noodles, pasta, fresh noodles, chilled noodles, suiton dumplings, and shiratama dumplings

【Certification organization】JIA-QA Center

【Certification number】[Head office] JS0037A(1)
[Second Mamejima Factory] JS0037A(2)

Quality Control Consistent quality management system

Nikkoku Seifun has established our own quality management system to comply with management standards, by designating a point of control for each process or procedure, from the selection of ingredients to manufacturing and logistics..

【Analysis test/Test items】Physics and chemistry tests, bacteriological tests, allergenic tests, color tests and others
*Analysis tests and test items vary according to products.

Quality Control Activities on 'positive list system for agricultural chemical residues in foods.'

According to the Positive List System for Agricultural Chemical Residues in Foods, we have our products tested for agricultural chemical residues at Quarantine Stations run by the Ministry of Health, Labour and Welfare. In addition, we also voluntarily carry out our own pesticide residue test on soba wheat, as well as giving instructions directly to farmers to avoid the use of agricultural chemicals, while also confirming food safety by carrying out inspections of farms.

* The results of the voluntary tests can be found on our web site.

Quality Control Traceability system

Nikkoku Seifun has secured the traceability of our products by thoroughly controlling records of each procedure, including receiving ingredients, manufacturing and delivering products. Our traceability system is so well-established that we can deal with any problem that may arise, by indentifying and isolating problems as they occur.

We aspire to always be an environmentally friendly company.

The Nikkoku Seifun Group fully understands the impact of our business activities on the natural environment. We have been promoting the efficient usage of energy and natural resources, and environmental conservation.

1

We make every effort in the areas of environmental preservation and improvement, while observing all laws and regulations.



2

We promote the proper control and decrease of industrial waste and recycling of resources.



3

We promote energy and resource-saving by using a solar energy generation system and gas boilers.





We bring out the best in ingredients, and propose totally new flavors.

From raw materials for ingredients to processed foods, we have been making every effort to create totally new and delicate flavors, working on the research and development of grains such as soba buckwheat and wheat. We also suggest a variety of ideas of how to enjoy new and modern dining experiences.

Pursuing further product development to meet our customers' demands.

Utilizing our knowledge and technology, we are able to put our customers' requests into shape. According to the type of product requested, and the customer's production environment, appropriate proposals will be put forward to meet specific requirements.





Presentation room



NEWS: Development Example

Fermented and roasted Dattan soba tea

We have developed a different kind of soba tea bag, with a view to create a totally new flavor profile. It utilizes fermentation technologies with rice malt. We focused our attention on improving flavor and color by creating an innovative manufacturing process. Please enjoy the rich and unique flavor of fermented and roasted Dattan soba tea.

‘Food Safety’ is our paramount concern, which emphasizes a clean manufacturing environment.



Karuizawa Factory



Matsumoto Factory

Nikkoku Seifun has made ‘Food Safety’ its highest priority, and is committed to hygienic management and quality control. In our factories, carefully planned measures are taken throughout the whole manufacturing process. The utmost care is taken when receiving raw materials and delivering final products. Automated production lines are used to ensure a clean production environment. We comply fully with hygiene regulations and hygienic zoning, and there are strict control systems in place to avoid product tampering. The establishment of our unique production system is based on years of acquired know-how, and means we can quickly and flexibly fulfill a range of customer requests.



Group Companies



Producing the best dried noodles, and authentic pasta made of soba

Shinano Menkobo Co. Ltd.



Frozen noodles and chilled noodles made from special flour

Shinano Menkobo Co. Ltd. (Second Mamejima Factory)



Stone-milling soba flour for hand-made soba noodles

Yamabiko Co. Ltd.

Products [For business use]

Soba Flour

Soba flour

Soba flour


Toku Shinanoji


Shinanoji


Toku Manju


(A) Manju


Manju (Yuki)


Senju (Yuki/ Tsuki)


Toku Kinju


Kinju (Yuki/Tsuki/B)


Kameju (Yuki/Tsuki/B)


Hanako


Hokubei Toku Kinju


Hokubei (Yuki/Tsuki)

Sterilized soba flour


Seiro (Hana/Yuki/Tsuki/ Hoshi)


Waza-gokoro (Yuki/Tsuki), Stone-ground soba flour

Coarsely ground soba flour


Soba-no-hana

Soba flour for hand-made soba noodles


Shirane aoi (Yuki/Tsuki)


Shirane aoi


Shirane-aoi (Hoshi) 2kg


Yukizasa


Yukizasa 1go


Gozen Tachibana


Iwakagami 2kg


Etanbetsu Stone-ground


Etanbetsu Stone-ground coarsely


Etanbetsu Roll-ground

Specialized soba flour


Kuroto


Juwarisoba-senyouko


Toku Hakuju


Fuki, Dattan soba flour


Seisho (Yuki/ Tsuki)

Soba flour mix

Soba flour mix


Soba flour mix Shinanoji

Wheat Flour

Wheat flour

Wheat flour (Ash percentage/ Crude protein)

Flour for bread


Pennant 0.33/11.5


Toku Tsubasa 0.37/11.8


Minaret 0.40/12.7


Spring 0.41/12.2


Fuji 0.52/13.0


Shinano-daichi 0.55/10.0


Hana-azusa 0.45/10.5

Flour for cakes


Ehigasa 0.36/7.1


Hoshi-hime 0.35/8.4


Ayu 0.38/9.0


(B) Ski 0.51/10.0


Kinubue 0.36/8.4

Flour for noodles (Chinese noodles)


Tenzan 0.35/11.8


Kusabue 0.33/11.6


Ushiwaka 0.34/11.2

Flour for noodles (boiled noodles & dried noodles)


(chu)Tampopo 0.34/11.3


Hanatenryu 0.35/10.0


Mengonomi 0.36/9.0


Menkui 0.35/7.5


Men-doraku 0.34/9.3


Kinchikara 0.42/11.1


Home run 0.41/9.9

Flour for noodles (binding agents for soba noodles)


Murasaki-chikara 0.70/13.5


Suisya-no-uta 0.52/12.5


Benkei 0.66/13.7


Hana-azumi 0.55/11.0

Processed Products

Soba tea

Soba tea


soba tea made of domestically produced soba


soba tea


Soba tea served at soba restaurants: tea bags


soba tea: tea bags


Roasted soba tea

Dattan soba tea


Domestic Dattan soba tea


Dattan soba tea


Dattan soba tea: tea bags


Roasted dattan soba tea


Flavorful dattan soba tea

Galette flour mix

Galette flour mix


Galette flour mix


Galette flour mix made of grains grown in Hakuba, Nagano

Noodles for business use

Soba pasta


Osoba-no-Pasta, Tagliatelle

Soba rice

Soba rice


Soba rice

Frozen soba galette

Frozen soba galette


Frozen soba galette

Products [For home use]

Soba tea

Domestic soba tea


Soba tea made of soba grown in Nagano


Roasted soba tea


Soba tea with black tea

Soba tea


Soba tea (1kg)


Soba tea (500g)


Soba tea (300g)


Soba tea (1 can)


Soba tea (tea bags)


Soba tea for cold water

Dattan soba tea

Domestic Dattan soba tea


Dattan soba tea made of soba grown in Nagano


Dattan soba tea made of domestically produced soba

Dattan soba tea


Dattan soba tea


Roasted Dattan soba tea


Irojiro Bijin, Bitter soba tea


Irojiro Bijin, eco-pack


Dattan soba tea for cold water

Soba rice

Soba rice


Soba rice (1kg)


Soba rice (300g)

Soba coated peanuts

Soba coated peanuts


Sobako-mame sugary flavor


Sobako-mame salty flavor


Sobako-mame assorted

Flour for home use

Wheat flour


Home run


Oishii hard flour


Oishii soft flour


Wheat flour made of wheat grown in Nagano


Nikkoku Zigona (semi-hard flour)

Flour mixes for suiton


Oishii suiton (900g)


Oishii suiton (400g)


Oishii soba-suiton

Flour mixes for tempura


Hana-koromo


Hana-koromo, Light

Flour mixes for okonomi-yaki and tako-yaki


Okonomi-yaki mix


Tako-yaki mix

Soba flour


Domestic soba flour (with soba locally grown in Nagano Prefecture)

Dried noodles

Dried soba noodles


Nikkoku Tororo soba


Senju Shinshu soba


Hizo nanawari soba


Hizo soba

Dried snoodles


Miyabi, Manju udon noodles


Miyabi, Manju hiyamugi noodles


Miyabi, Manju soumen noodles


Miyabi, Manju kishimen noodles

Soba pasta & Galette flour mix

Soba pasta


Osoba-no-pasta, Tagliatelle


Osoba-no-pasta, Penne

Galette flour mix


'Bon Sarrasin' galette flour mix

Fresh soba noodles

Fresh soba noodles


Fresh Shinshu soba noodles with noodle soup


Shinshu soba in a tray


Set of Shinshu hachiwari fresh soba (NS-4)


Set of Shinshu hachiwari fresh soba (NS-N)


Set of Shinshu fresh soba (SSW-1)

We have a variety of selected soba flour.

Nikkoku Seifun provides you with only selected flour from the Nagano area, the center of soba production. The latest facilities and technologies, along with our thorough management system, allow us to meet a wide variety of customer needs. Our safe and secure soba flour products are ready for your dining experience.



Selected soba flour products



‘Shinanoji’ soba flour

With excellent tone and delicate flavor, made from only selected ingredients.



‘Fuki’ Dattan soba flour

With unique flavor and tone. Rutin, a nutritional element rich in Dattan soba, can be more effectively delivered to the body through our patented production process.



‘Seiro’ sterilized soba flour

Sterilized by our special technology, Seiro has excellent flavor and tone, and a high resistance to discoloration, which improves the shelf life of soba made from this flour.



‘Shirane Aoi’ soba flour for hand-made soba noodles

The selected raw materials provide an excellent taste and flavor. It allows you to make soba noodles in an easy and fun way. We have also stone-milled flour.



‘Shinanoji’ soba flour mix

According to customer requests, flour can be mixed depending on usage, such as for fresh soba or dried soba. Optimum flour combinations reduce the burden on customers making soba noodles.



Our selected wheat flour increases the range of delicious flavors.

Nikkoku Seifun provide you with safe, secure, and selected wheat flour as an ingredient for bread, cakes, sweets, noodles, battered tempura and other foods. Due to our thorough management system, the flour can satisfy a variety of demands our customers have.



Selected flour products



‘Toku Tsubasa’ flour for bread

Selected flour, rich in gluten, excellent for bread making.



‘Kinubue’ soft flour for cakes

Soft flour made from domestic wheat. Suitable for not only cakes, but also battered tempra and dumpling wrappers.



‘Ushiwaka’ wheat flour for Chinese noodles

Selected flour for Chinese noodles, one of our selected products. It has a rich hue and texture.



‘Menkui’ wheat flour for noodles

Flour for noodles, rich in color, luster, and elastic texture. It maintains its firmness after being boiled.



‘Hana-azumi’ binding flour for soba noodles

This is binding flour for soba noodles, made of 100% locally sourced wheat from Nagano prefecture.



Our selected wheat flour increases the range of delicious flavors.

We provide our customers with a variety of wheat products made from carefully selected ingredients produced and grown in Nagano Prefecture. These products clearly reflect local characteristics.





Selected wheat flour food products



Wheat flour grown in Nagano Prefecture (Medium wheat flour)



Wheat flour grown in Nagano Prefecture (Medium wheat flour)
This is selected wheat only grown in fertile soil of Nagano Prefecture. You will fully enjoy the genuine good taste of flour made of locally grown wheat.

'Oishii Series' Oishii suiton



Suiton is a nutritionally balanced dish, containing suiton dumplings, to which you can add a variety of flavors and ingredients. Our Oishii Suiton is a new type of suiton flour mix which gives dumplings a simple taste along with a smooth and chewy texture. Also good for making udon noodles.

'Hanakoromo' and 'Hanakoromo Light' : Tempura batter mix



'Hanakoromo' and 'Hanakoromo Light' tempura batter mixes
Flour exclusively for tempura, made of selected ingredients. This flour allows anyone to easily create light and crispy tempura.

'Okonomi-yaki Mix' and 'Tako-yaki Mix'



These special flour mixes are made of selected ingredients with as few additives as possible. The wheat flour used is 100% locally produced. Specially selected yams, which are grown in Japan, are also added to it to ensure a softer texture.

'Manju-Miyabi Series' dried noodles



To make special dried noodles with the best flavor, texture, and smoothness, high quality wheat flour is used for this product. There is a wide range of dried noodles available, from udon, to hiyamugi, somen, and kishimen.

We provide you with a variety of styles from our ‘soba culture’.

Soba has a high nutritional value, including vitamins (vitamin B1 and B2), minerals, and amino-acid, which are vital to our health. Also included is rutin, which is said to help prevent high blood pressure and arteriosclerosis. We bring you, in various preparations, the best aspects of soba, rich in nutrition and flavor.



Products for business use

- Soba tea
- Dattan soba tea
- Flavorful dattan soba tea
- Soba pasta
- Galette mix
- Soba rice
- Frozen soba galette

Products for home use

- Soba tea
- Dattan soba tea
- Soba coated peanuts
- Soba rice
- Soba pasta
- Galette flour mix
- Dried soba noodles
- Fresh soba noodles

Selected soba food products



‘Soba tea’



Soba tea is a natural food product made of roasted soba seeds, with a mild flavor and a pleasing aroma. Being caffeine and calorie free, this tea is suitable for everyone from little kids to the elderly.

‘Dattan soba tea’



Dattan soba tea is made of roasted Dattan soba grains. It includes approximately 120 times more rutin than regular soba tea. Rutin is said to be very beneficial for your health.

‘Dried soba noodles’ and ‘Fresh soba noodles’



We produce ‘Shinshu Soba’ noodles both in dry and fresh forms to make your dining experience richer. They are carefully made here in Shinshu, especially known for its rich nature and soba making.

‘Galette flour mix’



We have developed a new type of galette flour mix to solve the problems of making quality galette dough. Without proofing, you can make delicious galette, crispy on the outside and moist on the inside.

‘Soba rice’



Soba rice is characteristically rich in rutin, which is a type of polyphenol, quality proteins, and Vitamin B1. Its grainy texture is also unique. Also good for making kasha. It’s one of the oldest known dishes in central and eastern European cuisine.



Related Businesses

Nikkoku Seifun is committed to actively promoting soba to customers.

Nikkoku Seifun Co. Ltd.

The arts of 'Soba' Meets the World.

Bon Sarrasin

Bon Sarrasin

There is a taste only soba has.
There is a flavor only soba has.
Combining Soba, an ingredient from Japan,
And techniques from the World,
Has made it possible to perfect Bon Sarrasin.

Only through Nikkoku Seifun can you experience a new style of 'Soba Sweets'. The sweets are created in a unique way, providing passionate delights for our customers.

Every one of our hand-made cakes can give you a totally new soba experience.



Shinshu soba-tea ice cream, made with highland milk

The milk we use isn't just any; we only use the Kiso-Kaida Highland's Milk and combine it with our original Shinshu/Nagano Buckwheat Soba tea.
We are passionate to reach our stringent quality requirements for our products to require only the best soba-tea ice cream for you which will velvety melt in your mouth.



Bon Sarrasin Roll

The ultimate roll cake full of nothing but soba; lashings of soba-tea flavored cream is rolled inside a sponge cake made of 100% buckwheat flour.

Soba Cheese Cake

A rich cheese cake made with soba flour and soba-flavored cream. The cheesecake base is also made of 100% soba flour. Cheese is carefully selected only from Nagano manufacturers.

Sarah's Soba Sablé

This shortbread made of 100% soba flour grown in Nagano Prefecture lets you experience the unique flavor of soba, along with a crispy texture. Sarah the fairy brings you this special tea time treat.

The soba restaurant, rich in flavor, elegance and atmosphere.

Neither blindly following the trends, nor fettered by tradition, we have created a restaurant which is tranquil, relaxed and comfortable. In this atmosphere, your mind is free to wonder, as you enjoy the feast of soba we have prepared for you. We warmly welcome you to our restaurant.



Address: MIDORI Nagano 3F, 1-22-6,
Minami-chitose, Nagano City, Nagano Prefecture
Business hours: 11:00 ~ 22:00 (Last orders - 21:30)
*Lunch time: 11:00 ~ 15:00
Closed: January 1st
Website:http://www.nikkoku.co.jp/miyota/

Moved to the 3rd floor of MIDORI Nagano



A leading center of foods and culture, where your interest in soba will grow and grow.

The Soba Museum gives you the opportunity to experience soba first-hand, making soba noodles or galettes. Our experienced staff is happy to show you how, meaning that anyone, from grownups to a family with small children, can learn the joy of cooking and creating.





Making galettes

So easy that you can make them at home!
Experience how to make galettes, which are a local speciality made with soba flour in Brittany, France.

Come to our Soba Museum once you are ready to try making soba-noodles! Even beginners can do it.







Making Soba Noodles

You are taught how to make soba noodles, in particular ‘Teuchi Soba’, or handmade soba, a traditional food in Japan. Take home what you make as a souvenir of your visit.

Making Takoyaki

The wheat flour used here is produced in Nagano Prefecture, and dedicated to making takoyaki balls. Enjoy them crispy on the outside and soft on the inside.



Soba Museum

Address: 2-6-52 Minami-Matsumoto, Matsumoto City, Nagano
(Inside Nikkoku Seifun’s Matsumoto Factory)



Company Profile

- Company Profile
- Offices & Group Companies
- History

Nikkoku Seifun Co. Ltd.

Company Profile

Company name:	Nikkoku Seifun Co. Ltd.
Established:	October 6, 1945
Capital:	480 million yen
President:	Norio Koyama
Head office:	1-16-2 Minami-Chitose, Nagano City, Nagano Prefecture
Business:	・Producing and selling soba (buckwheat) flour, soba flour mix, wheat flour and rice flour ・Producing and selling food products made from soba or wheat ・Inspection of agricultural products ・Warehousing (Commercial warehouses, silos) ・Restaurant business (Soba restaurant)

The Meaning of Our Logo

Our logo depicts a five-petal soba flower.
'Five' also implies 'Go-koku', or five grains, which is a generic term for grains or crops.
Five petals revolve around a central point to form a circle, which symbolizes the flour milling business Nikkoku Seifun has been promoting.
The space on the upper-right side indicates dynamism and spaciousness, suggesting further development of Nikkoku Seifun.

Corporate Color

The color blue conjures images of water and the sky, which represents the Earth.
It is in essence the vital force of life.
In addition, the color of blue expresses not only cleanliness, freshness, and vigorousness, but also calmness and relaxation.

Offices & Group Companies

Offices



Head office

1-16-2 Minami-Chitose, Nagano City,
Nagano 380-0823



Matsumoto Factory/ Purchasing Department/ Sales Supervisory Department

2-6-52 Minami-Matsumoto, Matsumoto City,
Nagano 390-0832



Karuizawa Factory

1411-17 Maseguchi, Miyota Machi,
Kita-Saku Gun, Nagano 389-0207

Centralized order-receiving system for customer's convenience



Call Center

3803 Mamejima, Nagano City,
Nagano 381-0022

Nagano Office/ Mamejima Factory

3803 Mamejima, Nagano City,
Nagano 381-0022



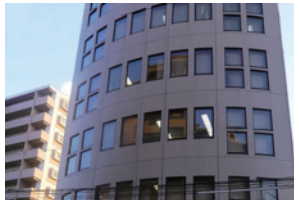
Tokyo Office

4-3-15 Nishi-Ochiai, Shinjuku Ward,
Tokyo 161-0031



Osaka Office

5F Daini-esaka-sansho Building, 3-27-27
Tarumi Cho, Suita City, Osaka 564-0062



Group Companies



Shinano Menkobo Co. Ltd. Head office

Address: 2034 Kazama, Nagano City,
Nagano 381-0023
Business: Producing dried noodles



Second Mamejima Factory

Address: 3893-27 Mamejima, Nagano City, Nagano
381-0022
Business: Producing fresh and frozen soba noodles



Tsubasa Carrier Co. Ltd.

Address: 2-6-52 Minami-Matsumoto,
Matsumoto City, Nagano 390-0832
Business: Transportation



Yamabiko Co. Ltd.

Address: 4-63-5 Ichiban-cho, Tachikawa
City, Tokyo 190-0033
Business: Producing and selling soba flour



Etanbetsu Soba Kako Co. Ltd.

Address: 176 Chuo, Etanbetsu-cho, Asahikawa
City, Hokkaido 071-1173
Business: Producing soba flour

1945

1945 Established as Nagano Seibakujo in Nagano City
1949 Company name changed to Nagano Seikoku Inc. and flour milling business started
1951 Company name changed to Nisshin Seikoku Inc., and warehousing business started
1960 A five-story reinforced concrete wheat flour milling factory built in Matsumoto, incorporating an air-compression system to provide a dust free environment.
The Tokyo office opened
1966 Company name changed to Nikkoku Seifun Co. Ltd.
1969 A soba flour milling factory built in Matsumoto
1970 A factory for making dried noodles built at the Matsumoto factory
1973 The Matsumoto office opened
1978 'Soba Tea' released (patented process);
A new office headquarters building set up in front of Nagano station

1980

1982 The wheat flour milling department in the Nagano factory integrated into the Matsumoto factory
1983 The Nagano factory moved to the Kazama area, and a factory for dried-noodle production built
1989 The Minister of Agriculture, Forestry and Fisheries Prize won by 'Togakushi-no-Sato' in the 32nd Shinshu soba competitive exhibition of Nagano Prefecture
1990 'Sterilized soba flour' developed (patented process)

1990

1992 Shinano Menkobo Co. Ltd. established (Nagano City and Kitakata City)
1993 The dried noodle department in the Matsumoto factory integrated into the Nagano factory;
Capital increased to 480 million yen;
Tsubasa Carrier Co. Ltd. established (Matsumoto City)
1994 The Minister of Agriculture, Forestry and Fisheries Prize won by 'Togakushi-no-Sato' in the 37th Shinshu soba competitive exhibition of Nagano Prefecture
1995 Yamabiko Co. Ltd. established (Tachikawa City, Tokyo);
The Minister of Agriculture, Forestry and Fisheries Prize won by 'Shinshu Soba (Tororo-iri)', or soba noodles with yam, in the 38th Shinshu soba competitive exhibition of Nagano Prefecture
1996 The Osaka office opened;
Sobakiri Miyota, the soba restaurant, opened in Nagano;
'Dattan soba tea' released (patented process)
1997 'Dattan soba flour' released (patented process)
1998 The Minister of Agriculture, Forestry and Fisheries Prize won by 'Tokusen Togakushi-no-Sato' in the 41st Shinshu soba competitive exhibition of Nagano Prefecture

2000

2001 The International Standard ISO9002 obtained for the soba flour milling factory with the Clean System in Matsumoto
2002 The Minister of Agriculture, Forestry and Fisheries Prize won for contributing to the promotion and development of the food industry
2003 The Soba Museum opened (at the Matsumoto factory)
2004 The International Standard ISO9001 obtained for the food production department in the Matsumoto factory

2005

2005 A new flour mix factory built in Matsumoto;
The International Standard ISO9001 obtained for the Nagano factory
2006 The International Standard ISO9001 obtained for the soba flour mix department in the Matsumoto factory
2007 The International Standard ISO9001 obtained for the development and wheat departments in the Matsumoto factory
2008 A soba-tea factory built in Karuizawa
2009 The International Standard ISO 9001 obtained for the Karuizawa factory
2011 The International Standard ISO 9001 obtained for the Headquarters;
Pasta factory built in Nagano

2010

2012 The Nagano factory integrated into Shinano Menkobo Co. Ltd.;
The Call Center opened;
The original logo for the Nikkoku brand established;
The Minister of Agriculture, Forestry and Fisheries Prize won by 'Shinshu Soba' of Shinano Menkobo in the 55th Shinshu soba competitive exhibition of Nagano Prefecture
2013 Production and sales of soba deserts started by Bon Sarrasin;
Shinshu Galette Promotional Orgaui zetion established;
The Minister of Agriculture, Forestry and Fisheries Prize won by 'Zenkoji Monzen Shinshu Soba' of Shinano Menkobo in the 56th Shinshu soba competitive exhibition of Nagano Prefecture
2014 The Food Safety Management Systems Certification FSSC22000 obtained by Shinano Menkobo
A new flour mill established in the Matsumoto Factory
The Food Industry Affairs Bureau Director Prize of the Ministry of Agriculture, Forestry and Fisheries Prize won by 'Nama Shinshu Soba' of Shinano Menkobo in the 57th Shinshu soba competitive exhibition of Nagano Prefecture
2015 Miyota moved and reopened in MIDORI Nagano
A new galette factory established in Shinano Menkobo
The Minister of Agriculture, Forestry and Fisheries Prize won by 'Zenkoji Monzen Shinshu Soba' of Shinano Menkobo in the 58th Shinshu soba competitive exhibition of Nagano Prefecture

2015

2016 'Aoi-no-kaze' stone-milled soba flour released, made completely from the newly developed soba variety 'AOI'
The new Mamejima factory completed: the pasta and galette department moved from Shinano Menkobo
The Matsumoto factory registered as an official inspection laboratory based upon the Agricultural Products Inspection Act (Product for inspection: Soba produced in Nagano Prefecture)
Hokkaido Soba Seifun Co. Ltd. established in Tomakomai City, Hokkaido.
Appointed as the first investment project of Dogin Agri Business Fund, Hokkaido Soba Seifun Co. Ltd. is a business entity for 'sixth' industrialization.



Discover a new dining Experience

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