

Easy way to taste No.1 selling product New "Instant cup Shin-Asahi Tofu" "Ready-To-Eat" Kori-Tofu #2

Asahimatsu Foods Co., Ltd. (Headquarters: Osaka and Iida City, : Hirotaka Kinoshita) will launch nationwide sales (JAPAN) of instant noodle-type "Cup Shin-Asahi Tofu" on March 1, 2023. The taste of the No. 1 selling* Kori-Tofu product can be easily enjoyed.

Easy way to consume plenty of protein



【 Product Features 】

- ▶ **8.8 grams of vegetable protein , 3.0 grams of resistant protein per serving! (Calculated value)**
- ▶ **Easy way to taste a popular Japanese Kori-Tofu side dish in 1 minute, by simply pour boiling water, add liquid seasoning and stir.**
- ▶ **Noodle like Kori-Tofu, easy to eat with chopsticks.**
- ▶ **All soybeans are from contracted farmers who have acquired GLOBALG.A.P. certification, which takes environmental conservation into consideration.**

*Intage SCI Kori-Tofu Market April 2021-December 2022 Cumulative Purchases

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1. Concept

Cup Shin-Asahi Tofu is a product developed to make it easier to enjoy the popular Japanese side dish of Kori-tofu (dried tofu) simmered in bonito soup stock (fukume-ni). The noodle-type cut makes it easy to eat, and one serving (16.5 g) of Kori-Tofu can be enjoyed in 1 minute of boiling water.

2. New method makes the traditional Kori-Tofu even easier to use.

Kori-tofu, which contains about 9 times* more protein than tofu by condensing the nutrients of tofu, has been eaten as a valuable source of protein for 1,200 years in a variety of dishes such as fukume-ni and miso soup. Although it used to be time-consuming to heat and cook, a new manufacturing process has made it possible to easily eat by simply pouring boiling water over it. Its sister product is "TOPURO," which allows consumers to easily intake protein from Kori-Tofu in soup. We support our customers' healthy eating habits with ready-to-eat Kori-Tofu, making it easier and more accessible to enjoy soy-based vegetable protein, which is rooted in the Japanese food culture.



※Comparison of "silken tofu" and "frozen tofu" in the 2020 edition of the Standard Tables of Food Composition in Japan (8th revision)

3. Resistant Protein

Resistant protein, which is abundant in kori-tofu, is a protein that is resistant to digestion and has properties similar to those of fiber. Various functionalities have been revealed, such as cholesterol reduction, glucose spike suppression, and lipid adsorption effects.

4. GLOBALG.A.P.

It is an international standard for agricultural production process management that certifies excellent businesses that give consideration to food safety, labor environment, and environmental conservation in their production activities in more than 120 countries around the world. It has also attracted attention as a procurement standard for agricultural products for the Tokyo 2020 Olympic and Paralympic Games. By using soybeans grown by contracted farmers who have acquired GLOBALG.A.P. certification, we hope to contribute to the realization of a sustainable society.

5. Product Overview



Product Name	Cup Shin-Asahi Tofu
Weight	36.5 g
Shelf life	8 months
Release Date	3/1/2023
Price	Open
Sales Area	Nation wide (JAPAN)