

Premium Japanese Food & Beverage Portfolio

ACTON OVERVIEW



Value Proposition: Why Source via Our Network?

ACTON INFO



Producer Spotlight

(Changes per Company)

Slide 3: Producer Spotlight

Company Name: Kairen Co., Ltd. (株式会社海連)

Location: Satumasendai City & Akune City, Kagoshima Prefecture, Japan.

- **Background & Heritage:** Founded in 1999, Kairen initially started as a cold storage business. Driven by the mid-2000s sweet potato shochu boom, they expanded into sweet potato processing and have grown into a professional collective mastering every aspect of Satsumaimo (Japanese sweet potato) production.
- **Core Philosophy:** Driven by the mission to make Kagoshima the undisputed number one in sweet potato processing, they utilize 100% of the potato to promote health, beauty, and vitality.
- **Commitment to Quality:** They strictly offer natural, additive-free, uncolored natural sweets with zero added sugars, relying purely on the inherent power of the ingredients.



Product Line up 1

(Changes per Company)

Slide 4: Product Line up 1 (Consumer Sweets)

- **100-Day Aged "Beniharuka" Roasted Sweet Potato (100日熟成 蔵出焼芋):** Sweet potatoes harvested from contract farmers and aged in a low-temperature facility for over 100 days. This "hibernation" process dramatically boosts brix level and sweetness before they are roasted to golden perfection.
- **Haruka Stick (海連はるかスティック):** Skin-on, sweet potato sticks processed via a unique steam method and instantly flash-frozen. They can be eaten semi-frozen as a refreshing "ice stick" or toasted to release an intense, aromatic sweetness.
- **Aged Dried Sweet Potato (海連 干芋):** Completely natural dried sweet potato strips made from 100-day aged Beniharuka, delivering a chewy texture and intense natural sweetness.



Product Line up 2

(Changes per Company)

Slide 5: Product Line up 2 (B2B & Agricultural Products)

- **Frozen Sweet Potatoes for Shochu (焼酎用冷凍甘藷):** Raw material processed under a rigorous 10-step cleaning and safety protocol. This high-quality supply line directly anchors the traditional sweet potato shochu culture of Kagoshima's elite breweries.
- **Sweet Potato Flakes & Powders:** Premium baking and confectionery ingredients processed from *Beniharuka* or *Ayamurasaki* (purple sweet potato), providing vibrant color and uniform texture for commercial food manufacturers.
- **Premium Kairen Asparagus:** Cultivated at the Kairen Agri Center using proprietary organic compost recycled from sweet potato scraps, yielding incredibly sweet, thick, and mineral-dense asparagus.



Market Advantage & Certifications

(Changes per Company)

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Slide 6: Market Advantage & Certifications

- **Proprietary 100-Day Aging Process:** Unlike processors that use immediate yields, Kairen's specialized low-temperature cellars optimize starch-to-sugar conversion, ensuring an unmatched base flavor profile.
- **The JOKA Project (Japan's First Eco-Processing Standard):**
 - *Water Conservation:* Implements multi-stage recycled wash-water loops to minimize environmental impact.
 - *Innovative Drainage:* Features "Kairen Arago"—a Japan-first wastewater treatment system utilizing Kagoshima fossilized aragonite shells to rapidly regenerate clean, well-draining soil.
 - *Circular Economy:* 100% of production waste (sludge and sweet potato trimmings) is upcycled into agricultural compost.
- **Global Market Appeal:** Proven track record in highly demanding global markets, including partnerships with high-end restaurants in Los Angeles, USA, and recurring presence at major international expos like FOODEX JAPAN.



Logistics, Supply Chain, and Distribution Capabilities

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Call to Action & Next Steps

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