

&mog Report ~20240729_"Tokyo Food Meetup@+NARU NIHONBASHI" Edition~

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Tokyo Food Meetup Vol.7 | **Overview of the event, which was used as a place to obtain feedback from the consumer/business perspective, a place to create opportunities for co-creation, and a place to create use cases for ingredients**

Theme
Future Food Showcase

Participants
The participants will be divided into exhibitors who will exhibit and present their products, and participants who will move around the exhibitors. Exhibitors:
ASTRA FOOD PLAN, Algal Bio, Aim

Services, Tastable, Deats Participants: Kokubu, Mitsukoshi Isetan, Marubeni, Unitech Foods, TOPPAN, Seven & i Holdings, Chikaba Kitchen, Shokunokai, Meat Fresh Wholesaler Sasaki, Tenshige, Shigeno Sushi, Chef Mishima Sensei, Umezootable, Matilda, COLDRAW, Earth hacks, and two Gen Z consumers

- Agenda •
- 1st round exhibition : For consumers/restaurants/chefs • 2nd round exhibition : For ingredient manufacturers, packaging manufacturers, wholesalers, retailers, etc. •
 - About Mog's activities •
 - Networking Time w/Startup ingredients x Nonpi-san catering [Participation fee required]



Value Provided

- Three values provided to exhibitors
 - Feedback can be obtained from consumers and businesses (ingredients manufacturers, packaging manufacturers, food service manufacturers, restaurants/chefs, retailers, etc.) on the taste of ingredients and the form of serving, etc.
 - Creating an opportunity for co-creation (there are actually several cases where dialogue toward introduction and co-creation has begun)
 - Acquire new use cases for ingredients by providing them to catering companies
- It also became a forum for creating opportunities for co-creation among the participating companies.

Tokyo Food Meetup Vol.7 Overview of the Exhibition Club

Tastable



Established as a subsidiary of ingredient manufacturer Unitech Foods.
Develops the plant-based meat brand "NIKUVEGE" that does not use animal ingredients. Received the Food Industry Technology Achievement Award in 2022.

Purchase ¥



Dietz Food Planning



A startup company that develops and sells a material that combines konjac and soy pulp, a food waste material, using proprietary technology acquired through over 20 years of research. It is an upcycled food that combines traditional Japanese ingredients with technology, and can be used in menus with the same texture as meat and fish.

Astra Food Plan



Food drying and sterilization equipment "Superheated steaming machine"
Purchase ¥ A venture that aims to build a circular food cycle by quickly and deliciously powdering "hidden food waste" and turning it into "Gururiko®". "Onion Gururiko®" manufactured with Yoshinoya HD has started to be sold for commercial and general use.



Algal Bio



A biotech venture from the University of Tokyo has established an algae biofoundry. From a library of over 100 species and 1,260 strains, the company is developing new algae-based services. It is also developing an algae seasoning called "algaly."
Selected for the Foodtech Business Demonstration Support Project, part of the Emergency Measures for Promoting Exports of Agricultural, Forestry, and Fishery Products and Food in FY2022; exhibiting at CES2024

Aim Service



A school lunch manufacturer with the second largest sales in the industry. It offers plant-based menus in employee cafeterias across the country. It is the first in the industry to win a corporate award at the JAPAN VEGAN AWARDS 2023.

A message from &mog: For players involved in food innovation

This is the seventh time the event has been held, and for the first time, five food ingredient/food and beverage companies will be exhibiting, allowing participants to freely browse the exhibits.

The event was held in a 10-minute ceremony. In addition to players from all walks of life, from food production to sales, chefs from long-established restaurants in Nihonbashi and consumers also participated.

As a result, opinions on the taste and shape of the product were exchanged from various perspectives, and it was a lively meeting where a dialogue toward co-creation took place.

The catering provided by the exhibiting companies was also well received.

The exhibitors commented, "We were able to hear frank opinions from people in various positions," "We were able to have a dialogue about introducing the system in restaurants," and "It was a great opportunity to see the system in restaurants."

We have received comments such as, "Through this project, we were able to discover use cases that we would never have thought of ourselves but that showcase the unique features of our product."

Tokyo Food Meetup will continue to be a place for networking, and will also be a place where you can take home some extra value in various formats.

If you have any requests, such as "I would like to participate" or "I would like the event to be held on this theme," please feel free to contact us!

(&mog Partner Sigmaxys Fukumoto)

