

&mog Report ~20240520_"Tokyo Food Meetup@+NARU NIHONBASHI" Edition~

- This report was compiled with the cooperation of Sigmaxyz on the contents of the discussions at the Tokyo Food Meetup held on Tuesday, May 20, 2024. We do not guarantee the accuracy or reliability of this report, so please use this material at your own discretion and, if necessary, consult with a lawyer, accountant, tax attorney, etc.
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Tokyo Food Meetup Vol.6 | As a place for community building, it provides value in terms of both new encounters and fostering existing relationships. In addition, it provides information on the latest global trends and has been well received .

[Theme]

Technology to solve problems in restaurants and retail stores

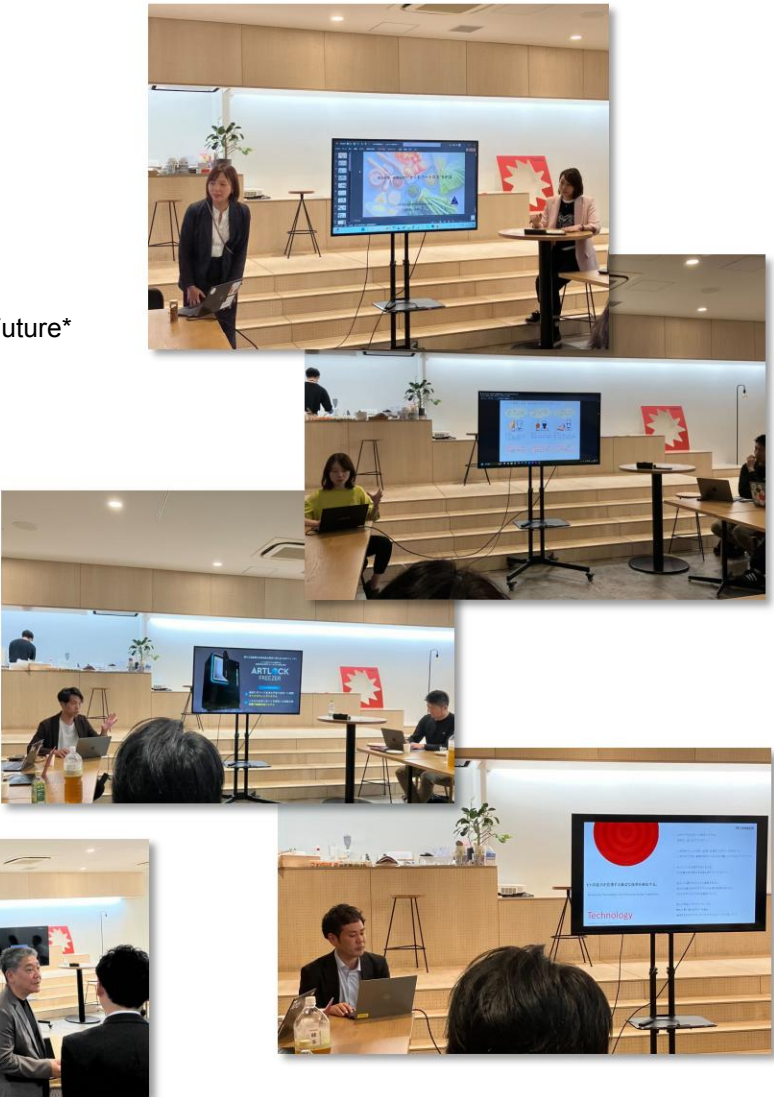
[Participants] 20 people in total from the following companies

ASTRA FOOD PLAN, CANEAT, Daybreak, TechMagic, MUFG, Mitsukoshi Isetan, Yoshinoya Holdings, Aim Services, kemuri ventures, Marubeni, Chikaba Kitchen, Shokudo no Kai, Fireplace **[Agenda]** • Intro~Food 4 Future*

Inspection Report

by Sigmaxyz's Kawamoto (*Food conference held in Spain in April 2024) • Startup

Presentation 1: ASTRA FOOD PLAN's Kano • Startup Presentation 2: CANEAT's Takahara • Networking Time (Short Break) • Startup Presentation 3: Daybreak's Toyama • Startup Presentation 4: TechMagic's Uchida • Networking Time



Results

It is not only a place for new encounters, but also a place where players who were once connected can talk again. Depending on the business stage of startups and changes in the initiatives of major companies, the relationships between companies can change.

Meetup provided a place for ongoing dialogue and relationship building, and a place to update initiatives.

As information provided by &mog, We reported on our visit to Food 4 Future and gained an understanding of part of the innovation ecosystem in Europe . We were able to provide a valuable forum not only for community building but also for acquiring the latest global trends in food.

Tokyo Food Meetup Vol.6 ~ Food 4 Future inspection report | &mog partner Sigmaxyz reports on the results of its inspection of the European market

What is Food 4 Future?

Food 4 Futureとは：開催期間2024年4月16-18日 @ スペイン ビルバオ
FOODTECH 6.0が今年のテーマであった



- 2021年に立ち上がったスペイン・バスク地方で開催される、欧州最大クラスのグローバル・フードテックカンファレンス
- 今年は4回目の開催となる。毎年ゲスト国が選ばれ昨年は日本が選出された(1回目はオランダ、2回目はイスラエル)
- 展示企業は200強。EUとスペインを代表するフードテッククラスターが多数出展し、EUの最先端のフードテックを知る事が出来る
- 登壇者は世界中から集まり、企業、スタートアップ、投資家、行政、アカデミア・研究者さらに世界中からエコシステムビルダーが参加する

来場者数	総セッション数	登壇者数
9,037人	169	約465人
日本参加者	展示企業	スタートアップ
約100人	232社/12社(日本)	xx社/9社(日本)

Source: Food 4 Future
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フードテッククラスターやエコシステムも展示スペースを設け、“群化”した活動を打ち出しているプレイヤーも目立つ



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Content of report

Japan's position in Food 4 Future: Spain's high expectations for Japan revealed – Ajinomoto, MUFG,

UnlocX, and WIRED take to the stage (Japan session)

– Special award to UnlocX (building and promoting the ecosystem) –

Special exhibition booth by 11 Japanese companies

(JAPAN FOODTECH PAVILION)

Key Findings: – Key

to food innovation: Food innovation is important to prevent food commoditization and increase its value, and ultimately should target all consumers. Also, once consumers feel that something is “not tasty,” they will never come back. The keys are 1) taste/deliciousness, 2) distribution rate/ **face**, and 3) **novelty**. In addition, it should be kept in mind that it takes a long time.

– Discussions on alternative foods should move to the next stage: Efforts should be made to increase "options"

- The importance of a co-creation hub to promote and accelerate food innovation: The Basque Country **has 14 research and development centers with specialized themes, and there is also an alliance that brings them together**. Each center has the ability to earn money from the EU and companies. Among them, AZTI established a startup with R&D contract funding and resources from companies , **and is tackling issues that cannot be tackled alone or on the timescale of a company's business cycle**.

– **Healthy aging is a common issue for both Spain and Japan: Changing food-related behavior** in the right direction from the perspectives of motivation, ability, and environment will lead to an extension of healthy life expectancy. However, issues such as "data privacy" and "opacity of algorithms" may be an issue when providing products and services.

*If you would like the full presentation, please contact Sigmaxyz.

https://cloud.swcms.net/sigmaxyz-clumpPublic/form/sx/ja/agree_03/inquiry_03.html



Tokyo Food Meetup Vol.6 ~ Startup Presentation | Each company spoke about the issues they are solving, the technologies they are using to achieve this, and their future prospects, and received some sharp questions and comments.



Presenter:
Representative Mr. Kano



Introducing a business that solves hidden food waste by **making "Gururiko" (a flour that builds a recycling model) from food scraps by drying them** in a patented superheated steamer while preserving their flavor and color.

We are building a recycling model where we provide restaurants and food manufacturers with superheated steaming machines to create "Gururiko" products, which are then **purchased and commercialized by ASTRA FOOD PLAN.**

A participant from a company that is currently collaborating with the company commented that "the equipment rental model made the introduction smooth."



Presenter:
Representative Mr. Takehara



Introducing an allergy management system and hearing system for restaurants that solves the problem **that** most allergy accidents are actually caused by human error

In the future, the company plans to **use** the personal data collected from the above services to create a platform that can personalize not only people with allergies but also the health of individuals.

In response to the question , **"Is it possible to cater for vegans and halal as well as allergies?"** , they answered that it is possible to do so within this service, and that this is an area they will continue to focus on in the future.



Presenter:
ARTLOCK Lab Leader
Toyama



This site introduces the following businesses, centered on "special freezing" technology **that can freeze foods such as fruit sandwiches and eel on rice to a high quality:** 1) Sales of freezing machines, 2) Consulting on product design including pre- and post-freezing processing and recipes , and 3) Food distribution (in addition to selling food, we also support matching factories that install equipment with restaurants that want to use the equipment).

A participant from a company that had considered collaborating several years ago but then abandoned the idea commented, "Support has become so thorough, even with regard to thawing methods, that I feel I could consider collaborating again." Toyama responded that they are now **able** to provide support in many areas, including thawing machines and containers for the process.



Presenter: Mr. Uchida,
Business Robot
Department, Business
Promotion Headquarters



Introducing the cooking robots "P Robo (fully automatic pasta robot; introduced in Pronto, etc.)" and "I Robo (semi-automatic stir-fry robot; introduced in Osaka Ohsho, etc.)" that are being developed with the aim of expanding human capabilities

In one case where the system was introduced in a brick-and-mortar store, it was said that it reduced labor costs by 8.5% and cost rates by 3.5% (due to increased sales).

In a demonstration experiment of self-cooking for use in company cafeterias/dormitories , **the entertainment value of the system was also verified.**

During the Q & A session, it was mentioned that **the introductory model will be 128,000 yen per month, with outright purchase options also** available, and that the company is currently working on introducing meal kits for self-cooking.

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

Tokyo Food Meetup, which began about a year ago, marked its sixth event.

Through Tokyo Food Meetup, &mog is working to create a community among players involved in food innovation.

Not only will this be a great opportunity to start a dialogue that will lead to new encounters and co-creation, but it will also be a great opportunity to discuss the seeds of future co-creation and problems you may be facing in your daily business.

We aim to create a space where you can build casual relationships, such as connecting with like-minded people.

At this Tokyo Food Meetup, a participant said, "We had a discussion about co-creation a few years ago, but we gave up. This time, we have been working on an updated initiative.

After listening to the presentation, I felt like there might be something new to discuss."

Going forward, we will continue to hold events on a variety of themes with a diverse range of players at a pace of approximately once every two months.

Please let us know your requests, such as "I would like to participate in a Meetup with this theme" or "I would like to connect with these players"!

(&mog Partner Sigmaxys Fukumoto)

