

1 April, 2015

To whom it may concern

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**Launch of new line Japanese style sweets Noto Kaido produced under selected manufacturing process with our thankful thought to the farmer**

**News release from our subsidiary Nihonbashi-honcho Kashidokoro**

Asuka Foods Co., Ltd, our subsidiary has launched new line of Japanese style sweets Noto Kaido under the new brand Nihonbashi-honcho Kashidokoro from 1<sup>st</sup> April 2015. Also, from 1<sup>st</sup> April 2015, the new line products are going to be introduced and available for sale at all supermarkets in the whole country.

We would like to announce more information based on the news release from Nihonbashi-honcho Kashidokoro.

Asuka Foods Co., Ltd is one of leading company in manufacturing and selling Japanese style sweets. Asuka Foods products are distributed in nine out of Top 10 biggest revenues supermarkets in all over Japan.

"Nihonbashi-honcho Kashidokoro" is a new brand that was created by Asuka Foods Co., Ltd to express Japanese style sweets and the Japanese tradition in the way of highest technology and still being persistent to the tradition. Nihonbashi-honcho Kashidokoro was established as a new company to continue researching and development of products from two year ago.

In the Noto Peninsula of Ishikawa Prefecture, traditional agriculture of Japan has been remained unchanged and it has been recognized as World Agricultural Heritage. By joining our hands with farmers in Noto we produce the new line as a fusion of the tradition of Japanese style sweets and Japanese traditional agriculture. In addition to that, the Noto Kaido line was introduced on the occasion of opening Hokuriku Shinkansen and the broadcasting of NHK morning TV drama inspired from the novel named Mare

Today, again we would like to give you update on our new line of Japanese style sweets. If you have a chance to see our products at nearby supermarkets, please give them a try. We appreciate your patronage and continuous support.

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From 1st April 2015, Nihonbashi-honcho Kashidokoro Co., Ltd starts to introduce to nationwide market its new line up Noto Kaido include four new products Noto Daifuku, Noto Ohagi, Noto Mitarashi-Dango and Noto Yomogi-Dango.



## ☆Product Line Concept☆

The glutinous rice grown in climate of Noto savored with the taste of slowly matured soy sauce. The farmers of Noto carefully produce ingredients, food with their passion. There is very little amount of foods production and they are used only in the prefecture. These foods are considered to be ingredients of hallucination. Our products are produced using using ingredients of Noto filled with our thoughts for this.

## ☆Website for information about Noto ☆

In Noto, the person who keeps plugging away in this local Noto is called "the person of Earth", and the person who conveys the good things about Noto is called "the person of Wind". Nihonbashi-honcho Kashidokoro deliver its products to customers and introduce more about new line up products on their website. We provide information about our farmers and Noto as part of our effort to make sure of food safety, customer reassurance and satisfaction.

Website URL : <http://nh-kashidokoro.jp/index.html>

Facebook Account : <https://www.facebook.com/kashidokoro>

Twitter Account : @nihonba\_wagashi



## ☆Product Introduction☆

「**Noto Daifuku**」 (Suggested retail price 270 JPY (before tax))

Made with 100% glutinous rice of Noto pounded (Noto Mochi kome) by hand until achieving the texture.

「**Noto Ohagi**」 (Suggested retail price 270 JPY (before tax))

Made with glutinous rice of Noto and wrapped in domestic adzuki beans of the elegant sweetness

「**Noto Mitarashi-Dango**」 Suggested retail price 230 JPY (before tax))

Dumpling made with rice flour which is powdered from well-known rice brand "Yume Mizuho" by a traditional body pounding crush process. Sauce made from soy sauce which is carefully made with soybeans of Noto.



「**Noto Yomogi-Dango**」 (Suggested retail price 230 JPY (before tax))

Made with glutinous rice (mocha) mixed with mugwort (ground yomogi) and produced to have countryside flavor of ground yomogi

Product inquiries  
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