

S&B Foods Exhibits Japanese Curry at World's Largest Fair for Purchasing Japan's Food



TOKYO, November 20, 2019 –S&B FOODS INC. (“S&B Foods”) will participate in the world’s largest fair for purchasing Japan’s Food, “JAPAN’S FOOD” EXPORT FAIR, which is to be held from November 27th to 29th at Makuhari Messe, Japan. S&B Foods will promote premium Japanese curry under the theme of “All about Japanese Curry” at Hall 2 10-2, where the guests can enjoy tasting Japanese Curry made with S&B curry products.

■ Exhibits of Japanese Curry

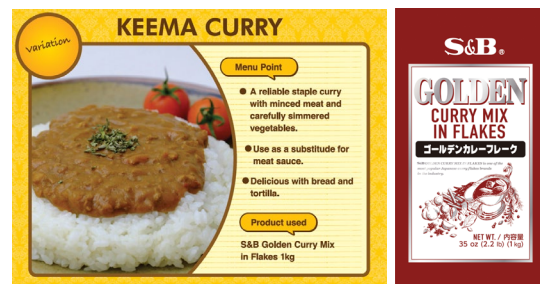
“Washoku” or traditional Japanese cuisine was added to the UNESCO Intangible Cultural Heritage list in 2013 and the demand of Japanese restaurants around the world has been considerably increasing.

In response to this worldwide trend, S&B Foods will offer a chance to taste premium Japanese curry made with S&B curry items for business use which are not available at retail stores. As part of food diversity, it will also offer vegetable curry which contains no meat and salad with curry flavored dressing.

Visitors can enjoy the following tastings at S&B Foods’ booth.



BEEF CURRY made with
DINNER CURRY FLAKES 1kg
(Product for export)



KEEMA CURRY made with
GOLDEN CURRY FLAKES 1kg
(Product for export)



VEGETABLE CURRY made with
TASTY CURRY FLAKES MILD 1kg
(Product for export)

CURRY SALAD DRESSING made with
CURRY POWDER 400g
(Product for export)

The panels at the booth will showcase S&B Foods' history and its corporate activities such as efforts for SDGs. The history panel will show its representative products and promotional contents featuring curry items from its founding.

<Panel images>



■About “JAPAN'S FOOD” EXPORT FAIR

It is an exclusive trade show to promote purchasing Japanese food and beverage products to importers and international buyers, supported by the Ministry of Agriculture, Forestry and Fisheries (MAFF). Also, the leaders of exporting Japanese products overseas, Japan External Trade Organization (JETRO), is the co-organizer to support on-site business between foreign visitors and Japanese exhibitors. About 700 buyers/ importers from 80 countries visited the show last year and about 22,000 visitors are expected to attend this year.

■About S&B Foods

Since founded in 1923, S&B Foods has been producing and distributing a dazzling variety of spices, condiments and cooking ingredients, including Japanese curry mix, pasta sauce and Chinese food products. Besides being the first company to successfully manufacture curry powder in Japan, S&B Foods invented tube wasabi, which allowed it to break into the global market, and continue to develop original products that drive the food industry. Now, more than ever, S&B Foods wants the world to taste its success by offering flavorful products such as wasabi, curry mix, nanami chili pepper and yuzu. It continues to expand its many business activities on the world stage. S&B Foods had net sales of JPY 125,431 million in fiscal 2018. For more about S&B FOODS INC. (TYO: 2805),

please visit <https://www.sbfoods-worldwide.com/>.

For further information, please contact us.

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