

Cool Japan Fund Inc.

Tokyo, September 9, 2016

Investing in Food Processing Plants in Taiwan and China to Support Japanese Foodservice Companies Running Businesses Overseas

Cool Japan Fund (CJF) has decided to invest approximately 300 million yen to set up food processing plants in Taiwan and China together with ATOM CO., LTD (ATOM). ATOM has provided various Japanese foodservice companies with perishable and thermally processed foods such as meats, soups, and sauces in Japan and overseas.

With this investment, ATOM plans to establish new food processing facilities in Taiwan and China to support Japanese foodservice companies operating restaurants locally. From ingredient provision to ready-to-use food products, the new facilities will take care of a wide range of food processing procedures. Processed food products are to be provided to restaurants precisely in accordance with the quality, weight, size, and other standards requested by each foodservice company. CJF and ATOM aim to encourage Japanese foodservice companies to start overseas operation and expand local area coverage. While working towards a goal of supporting 200 restaurants over the next five years in Taiwan and China, global expansions of similar facilities and operations in Southeast Asia, the United States, Europe, and other regions will also be considered.

CJF will utilize the newly established plants as sources to provide Japanese-quality foods and ingredients to Japanese foodservice companies operating restaurants in Taiwan and China. This project will expedite international business expansions of Japanese foodservice companies that tend to face various challenges in procuring safe and stable supplies of foods and ingredients overseas.

For Japanese foodservice companies, cooperation with reliable local food suppliers is essential in maintaining desired levels of menu qualities in overseas operations. In reality, however, it is often difficult to procure quality ingredients locally as they do domestically. This issue is due to various factors including cultural differences, as well as varying levels of processing techniques or attention paid to complying with customer requirements, including those related to the quality, weight, and size of the ingredients.

ATOM is a food supplier that provides Japanese foodservice companies with perishable ingredients and thermally processed foods based on the specific requirements of each company. ATOM possesses food processing facilities in Fukuoka in Japan, and also overseas in Taiwan, the United States, and Thailand. ATOM supports various companies operating restaurants that serve food such as pork cutlets, barbequed foods, ramen noodles, or light-meals. With capabilities to undertake sequential food production procedures from ingredient provision to the provision of ready-to-use food products, ATOM can even fulfil small lot orders. The functions of ATOM are highly valued by many Japanese foodservice companies.

Cool Japan Fund has decided to invest approximately 300 million yen to expand the food processing capability of ATOM in Taiwan and China. CJF and ATOM will establish a joint venture to oversee all related overseas operations.

With this investment, ATOM will establish new food processing facilities in Taiwan and China, and supply Japanese foodservice companies operating restaurants locally with ingredients processed precisely according to their needs and demands. While working towards a goal of supporting 200 restaurants over the next five years, further expansion in Southeast Asia, the United States, Europe, and other regions will also be considered.

CJF will utilize the newly established facilities as sources to provide Japanese-quality foods and ingredients to Japanese foodservice companies that experience difficulties in procuring quality ingredients locally. The new facilities will support the international and chain expansion of Japanese foodservice companies, and CJF aims to increase the interest in high-quality Japanese restaurants of people around the world.

[About ATOM CO., LTD]

Date of Establishment	October 1985
Location	Fukuoka, Japan
CEO	Toshiki Hanada
Business Description	Food processing and wholesale, meat export and import, meat retail, deli production, confectionery production, restaurant management, food machinery production and distribution
Webpage	http://www.e-atm.co.jp/english/index.html
