Corporate Profile

SHIINO

Aiming to create products loved by customers as a proud and trusted brand that can pass on its flavours to the present day.

Since its establishment in the 27th Meiji year (1894) as a wholesaler of mandarin oranges in Odawara City, to Kanagawa prefecture, we have been devoted to passionately producing a particular taste. Through my long journey, I have been keenly reminded of the importance and value of foods as a blessing of nature. That is why we are committed to manufacture products that are environmentally friendly by choosing very carefully limited and valuable resources. In order to bring smiles to our customers, we will continue our path of creating products that exceed their expectations. Our desire is to continually create food products that will carry on forever.

代表取締役 椎野雅之

Masayuki Shiino, President & CEO

【Group Organisation Chart】

- Shiino Foods Corporation
  - Management Headquarters
    - Logistics Division
    - System Division
    - General Affairs Division
      - Human Resource Section
      - General Affairs Section
    - Loss Control & Accounting Dept.
      - Accounting Section
      - Data Section
  - Sales Division
    - Fishing Division
    - Resort Division
    - Direct Sales Division
    - Distribution Division
    - Global Division
  - Production Headquarters
    - Quality Assurance Department
    - Production Department
      - Wappa Production Section
      - Engineering Section
      - Produciton Management Section
      - Filling Section
      - Quality Control Section
      - Processing Section
  - Planning and Development Department
    - Product Development Section
    - Electric Commerce Section
    - Design Section

Company Profile (Shiino Group Food Department)

Company Name	:	Shiino Foods Co.
Representative	:	Masayuki Shiino
Established	:	November 1947
Capital Stock	:	46.2million yen
Business Activities	:	Manufacturing, processing, and sales of agricultural and marine products/ Production and sales of bento boxed lunches/Management of restaurants
Number of employees	:	190
Offices	:	Head office and factory 939 Naruda, Odawara-City, Kanagawa 250-0862 JAPAN TEL: +81(465)36-5511 FAX:+81(36)1611
		Sales and Distribution Centre 177 Izumi, Odawara-City, Kanagawa 250-0863 JAPAN TEL: +81(465)47-4141 FAX:+81(47)4145
		Freezer Warehouse 4-10-6 Sakawa, Odawara-City, Kanagawa 250-0816 JAPAN
Banks	:	The Sagami Shinyo Bank / The Bank of Yokohama / The Shizuoka Bank
Group Companies	:	[Company Name] ShoEi Co. / Shiino Enterprises Ltd.

History

1894	Matsugoro Shiino I Establishes Marumatsu Nakamuraya and Matsugoro Shiino Shoten as a wholesaler of pickles, mandarin oranges, and sugar. Shigeru Shiino II succeeded the name of Matsugoro Shiino.
August, 1939	Incorporated as a joint-stock company.
November, 1947	Established as Shiino Shokuhin Kogyo Co.
October, 1949	Began selling "Katsuo (bonito) Shuto".
August, 1958	Began marketing "Maguro (tuna) Shuto".
September, 1961	New head office and factory established in Sakawa, Odawara City.
October, 1963	Sales of "Sanroku Zuke" begin.
March, 1964	Koume Plant was established in Obara-higashi, Yamanashi City.
August, 1967	Eiichi Shiino became the third president.
October, 1971	Koume Plant was relocated to Icchotanaka, Yamanashi City.
March, 1972	Company name changed to Shiino Shokuhin Co. Head office and plant built in Iizumi, Odawara City.
April, 1973	Directly-managed Shiino store opened at Yumoto Fujiya Hotel.
July, 1979	Sales Centre opened in Sakawa, Odawara City.
October, 1980	Opened directly managed Shiino store in Hakone Garden.
May, 1985	Jardin Building completed in Sakae-cho, Odawara City. An annex was established on the 6th floor.
January, 1993	Designated as an `Excellent Factory' by Kanagawa Prefecture in 1992.
April, 1995	New head office and factory were built in Technoland Odawara Industrial Park.
July, 1995	Sales Centre moved to Iizumi, Odawara City.
June, 2000	Began selling products via the Internet.
September, 2000	Opened Wappaya at Robinson's Odawara.
April, 2003	ISO 9001 certification acquired.
August, 2003	Bar 7th NEST opens on the 7th floor of the Jardin Building.
February, 2004	Masayuki Shiino became the fourth president.
April, 2005	Opened Wappaya at Fuji Speedway.
June, 2005	Opened Wappaya in Odawara Lusca.
March, 2007	General meeting of employees held to commemorate the 60th anniversary of the company's founding.
April, 2007	Opened Shiino Osaka Office.
April, 2010	Opened Shiino Wappaya store on the Tomei Highway EXPASA Ashigara Inbound route.
August, 2010	Sano Minoru produced restaurant, Sosai Menka Nonomi, opened on the Tomei Highway EXPASA Ashigara inbound route.
August, 2010	Wappaya restaurant opened on the Tomei Highway EXPASA Ashigara outboud route.
September, 2011	Steak Jardin Seafood & Monja opens on the 6th floor of the Jardin Building.
November, 2011	Opened Sano Minoru Produce Shonan Nonomi and Shiino Marche at Terrace Mall Shonan.
March, 2013	Wappaya Robinson's Odawara store is renamed Wappaya Seibu Odawara store.
April, 2014	Celebrated the 120th anniversary of the company's founding.
June, 2014	Opened Wappaya in Lusca Hiratsuka.
November, 2014	Spanish restaurant La Maza opens at HaRuNe Odawara.
January, 2016	Opened directly managed Shiino store at Chaya Honjin Hotoriya.
March, 2018	"Ramen Morizumi" opened on the Tomei Highway EXPASA Ashigara inbound route.
March, 2018	Odawara Wappaya" opened at AEON MALL Zama City.
June, 2020	Construction of freezer warehouse in Sakawa, Odawara City.

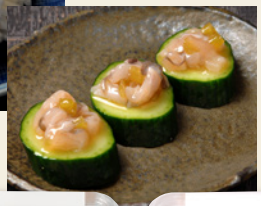
Products

Our signature product, Shiino Shuto, boasts the largest market share in Japan.

Shuto 酒盗

Since ancient times, Japan has had a culture of foods made from seafood rare parts. One of these foods, "Shuto," is made by aging rare parts of mainly bonito and tuna. It is said to have been eaten as far back as 300 years ago. Known as a "Japanese anchovy" in cooking, from the main ingredient to a secret ingredient, Shuto takes advantage of the deep flavour of the long-term maturation of fermented foods.

Traditional taste that has been passed down from generation to generation



Shiokara 塩辛

In Japan, surrounded by the sea on all sides, marine products have been at the centre of the diet. From the enjoyment of raw fish itself, processed foods that make use of the local flavours have become popular all over the country. Odawara is no exception. It has made a name for itself by taking advantage of its excellent port for local fisheries. Odawara Port has been open since the Nara period. In the midst of it all, the one we cross over to is “Shiokara”. Based on fresh ingredients and lightly salted processing, we continue to pursue deliciousness every day.

Pickled gourds deeply flavoured in Tamari Sauce and pickled daikon radish

Tsukemono 漬物

We produce and sell a variety of pickles, including our long-selling Stamina pickles. Our Hyotan pickles were first developed by our company and made into a delicious edible food product.

Taste of homemade high quality domestic ingredients

Tsukudani 佃煮

A dinner side dish, made from the sea and the mountains, using traditional methods (roasted and simmered). We offer a rich lineup.

Born from delicacies (seafood side dish)

Souzai 惣菜

From side dishes to delicacies that go well with rice and sake, we offer food products that meet today's needs.

Sending a gift to a special someone…. Travel Souvenirs

Miyage 土産

Focusing mainly in Izu and the Hakone region, we offer our customers souvenirs that make the most of local specialties as well as a variety of special confections.

Hygiene & Quality Control

Thorough quality control is implemented from receipt of raw materials to shipment.
We believe that strict quality control at all stages ensures safe and secure food production.

JFS-B Certificate of Conformity

The company has been recognised with a certification of compliance through the JFS-B standard as of November 7, 2024.
JFS is a food safety management standard developed by the Japan Food Safety Management (JFSM) association, an international standard for food safety management that combines the following three components:

- Food Safety Management Systems (FSM);
- Hazard Control (HACCP); and
- Good Manufacturing Practices (GMP).

We are committed to further strengthening our quality assurance system and improving overall quality so that we can deliver safe and secure products to our customers.

JFSM registration number
JFS-B24003032-00

Compliance certification scope
Head office plant

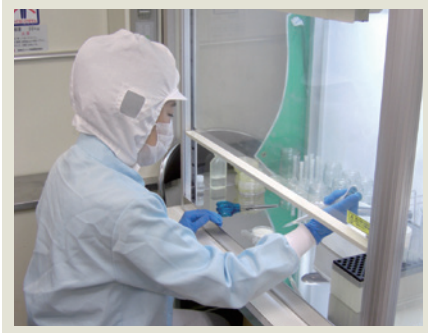
Product lines
Processed seafood products

Foreign Object Sorting

In addition to checking for foreign objects in raw materials, we also use metal detectors and X-ray inspection machines to detect and remove foreign objects after filling. Each inspection device is used effectively in accordance with the shape of the product and is thoroughly controlled.
In addition to taking measures to prevent contamination, we have also introduced a system that enables us to quickly identify any foreign objects in the unlikely case that they may have been mixed in with the raw materials.

Product Physico-chemical and Microbiological Testing

We conduct physico-chemical and microbiological testing on every product lot and only ship products that pass our company's standards. We strictly monitor our products to ensure the flavour is always consistent, they are produced in accordance with the specifications, and they conform to the standards that we have set.
We also conduct bacterial (microbiological) inspections in our factories to ensure that our products are produced safely.



Production schedule

Production planning•Instructions

Raw material ordering

Receiving raw materials

Quality

Raw material acceptance inspection

Product Processing

Seasoning Weighing

Ingredient Preparation

Seasoning Mixing

Ingredient and Seasoning Mixing

Quality

All product storage samples (lot control and monthly checks)

Physical Sensory and Microbiological Testing

Filling

Packaging

Shipment

Stores

Wappaya

Wooden scented bento boxes made from curved wood.

EXPASA Ashigara Inbound shop
1801-1 Fukasawa, Gotemba-city, Shizuoka
412-0023 JAPAN
TEL. +81(550)70-1552 FAX. +81(550)70-1553

EXPASA Ashigara Outbound shop
599 Kuwagi, Oyama-town, Sunto-district, Shizuoka
410-1315 JAPAN
TEL. +81(550)81-0556 FAX. +81(550)81-0557

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Direct souvenir shops

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らぁ麺MORIZUMI

Supervised by Yasuji Morizumi
(Michelin star chef)

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1801-1 Fukazawa, Gotemba-city, Shizuoka
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