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「あわせ」の  
そばに

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**KAMEDA SEIKA GROUP**





USA

CHINA

JAPAN

VIETNAM

おいしさは  
海を越えて

# BEYOND THE SEA

Rice crackers are a traditional Japanese snack that come in a variety of shapes and sizes. Kameda Seika has a large variety of products which are loved by people all across Japan. They are a staple in Japanese pantries up and down the country, and are enjoyed by the whole family, from young children to grandparents. Rice crackers from Kameda Seika also have a growing international fanbase! Let's dive in and see how people across the globe are enjoying our snacks through a magical tour from our Kabuki guide!



# 米 国

USA

Special treats to enjoy with loved ones. The crackers can be eaten plain to enjoy the crispy texture, or spruced up with cheese or other accompaniments to create delicious hors d'oeuvres, guaranteed to impress guests and pair nicely with a drink!

Mary's  
Gone Crackers



# 越 南

VIETNAM

Ichi



'ICHI' has become a national treasure in Vietnam, capturing the hearts of households across the country. Through these delicious rice crackers, we're spreading smiles across the faces of many families.



# 中国 CHINA

Kakinotane



Easily digested and an excellent source of energy, rice crackers are an ideal snack during work. Not only are they tasty, they are easily consumed. "Kakinotane" is beloved by people all across China.



# 日本 JAPAN

Haihain



Did you know the first snack that babies in Japan consume are rice crackers? This is because of the properties of rice, as a healthy, nonallergenic ingredient. Of course, it's not just a treat for the kids! The whole family can enjoy our great range of products.







## Choosing gluten-free

In the Kameda Group, the main raw material used by all our companies is rice. Rice has recently been in the limelight due to the rise of consumers choosing to eat gluten-free products. Gluten is a family of proteins which is found in grains, most commonly in wheat and can cause wheat sensitivities, including celiac disease. Lately there has been an increase in interest of gluten-free diets, starting in Europe and the US where wheat is the staple food. This has been driven both by the increase in gluten sensitivities and by new diet methods.

## A healthy diet with rice and rice crackers

Rice doesn't cause a rapid rise in blood sugar levels after consumption. The grains must be chewed more slowly than bread and noodles, and since rice is often consumed with side dishes, it is absorbed slowly by the body.

Rice crackers are made from cooked rice, which is then baked. Due to this process, the starch becomes easily

digested, which makes the crackers gentle on the stomach. There are also oral health benefits, as hard rice crackers increase the production of saliva through chewing, and through this there are also benefits to the absorption. As a small amount of the products can relieve hunger, rice crackers are also good for those on diets or worried about eating too much.



## Allergen-free

The number of people who suffer from allergies is increasing year on year all around the world, bringing an increased need for allergen-free foods. Kameda Seika and our group companies are working on creating new allergy-friendly foods such as our rice crackers for infants "Hai-Hain", alpha rice from Onisi Foods, and allergen-free rice cookies. We are expanding our allergen-free product lineup and touching new industries through recent acquisitions. In 2019, Maisen, a company which creates plant

based meats and brown rice bread joined our group, followed by Tainai, a company creating breads free of the 28 major allergens. Our US group company, Mary's Gone Crackers, is proud to sell organic, gluten free products. Through creating synergy and alliances between our companies, we continue to grow and be further able to cater to international consumers where the need for gluten-free foods is increasing.



# Well-balanced grains

The human body is made up on 20 types of amino acids (proteins). Nine of these types cannot be produced by the body and are called "essential amino acids" and must be gained through consumption of foods. The "amino acid score" evaluates the balance of essential amino acids. Rice holds a score of 93, which is very high in comparison to other staple foods such as wheat, which scored 56. Meat and eggs score 100 in this scale.

Regular Soy Sauce Rice Cracker			
		About 30g crackers	
Calories	110kcl	Protein	2.2g
Total Fat	0.3g	Vitamin B	33mcg
Sodium	39mg	Calcium	2.4mg
Total Carbohydrate	25.8g	Iron	0.2mg
Dietary Fiber	0.2g	Potassium	39mg

Regular Potato Chips			
		About 30g potato chips	
Calories	162kcl	Protein	1.4g
Total Fat	10.6g	Vitamin B	80mcg
Sodium	120mg	Calcium	5mg
Total Carbohydrate	16.4g	Iron	0.5mg
Dietary Fiber	1.3g	Potassium	360mg

Regular Cracker			
		About 30g crackers	
Calories	126kcl	Protein	3.1g
Total Fat	2.9g	Vitamin B	20mcg
Sodium	0.6mg	Calcium	17mg
Total Carbohydrate	22.3g	Iron	0.2mg
Dietary Fiber	0.6g	Potassium	42mg



# Rice experts

KAMEDA SEIKA's Rice Research Institute covers many topics including deliciousness, functionality, new materials, and production technology. Our studies of rice began in the late 1950s. We mechanized the production of rice crackers, something that had previously been done manually, so that we could mass produce and reliably supply delicious rice crackers to more people. Our first healthcare product in an area outside rice crackers, "Yume Gohan", is our low-protein cooked rice product for people with chronic kidney disease. During our research into rice lactobacillus beverages, we discovered that these lactic acid-producing bacteria reduced the amount of protein in rice to

around a half. As a result, "Yume Gohan" was created in 1994. We also found that the plant-derived lactobacillus K-1 obtained from rice that we originally developed can regulate intestinal action and has a skin moisturizing effect. Japanese sake lees-derived plant lactobacillus K-2 has an anti-allergy property that reduces atopic dermatitis and hay fever. We hope that we can find other applications as well. We plan to apply the technologies and know-how that we have built up over the years through our studies, and to push ahead in the research and development of new functional rice-based foods related to health.





Endless possibilities from a small grain of rice

# Our Rice Crackers

## Shapes

Rice crackers can be made in a variety of different sizes, shapes and textures to compliment the different flavors and customers preferences. Here are a few that we create.

### Circular

front view  
side view



#### Teshioya

These hard crackers are circular. The surface shows how the air has puffed them up.

### Oblong

front view  
side view



#### Happy Turn

Coated with powder and with a bumpy surface, these crackers are oblong.

### Polygon

front view  
side view



#### Katabutsu

With a crunchy, hard texture, these crackers are shaped like blocks.

### Crescent

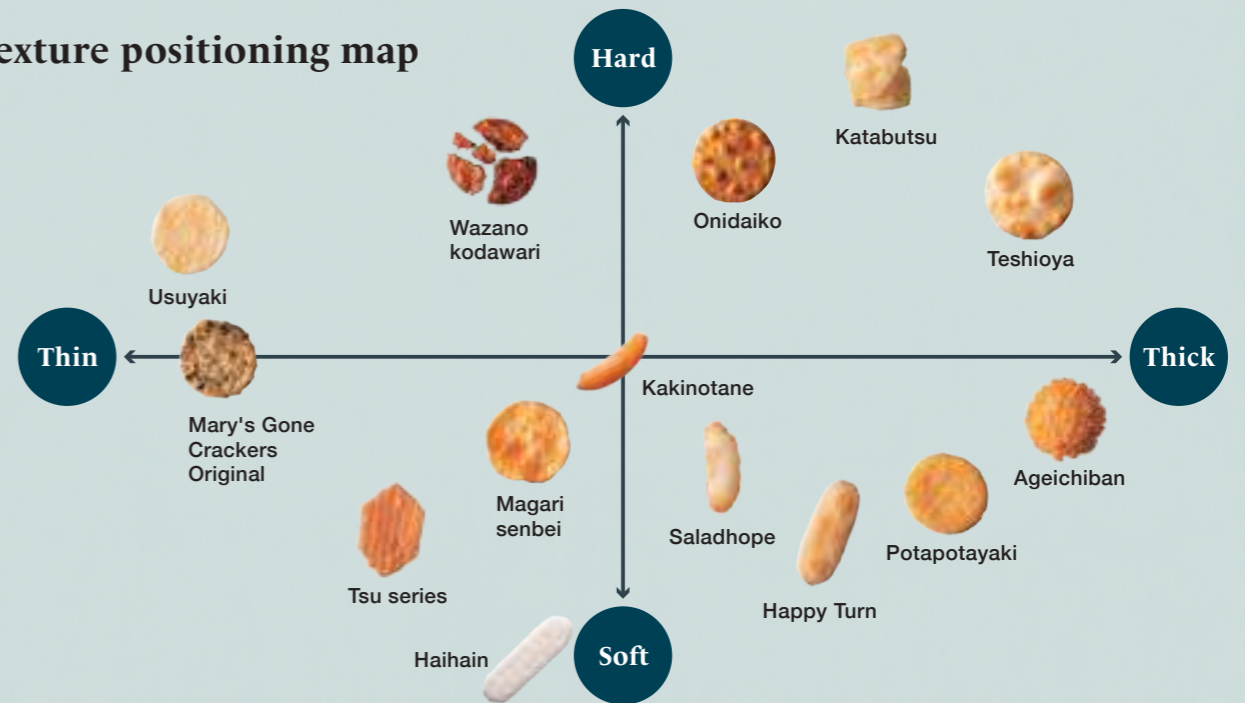
front view  
side view



#### Kakinotane

Small and shaped like a crescent moon, the crispy texture is made by being hollow inside.

### Texture positioning map





# Flavor

There are endless possibilities when it comes to the flavors of rice crackers. Depending on your mood, you can choose products which are sweet, spicy, salty or even sour.

1



## Curry

Characterized by the spiciness of curry.

2



## Wasabi

Distinctly Japanese spicy flavor.

3



## Seaweed

The addition of a crispy texture as well as flavors of the sea.

4



## Cheese

The taste and aroma of real cheese.



5



## Pickled plum

The sweet and sour flavor of Japanese pickled plum.

6



## Chocolate

A special combination of chocolate and rice crackers.

7



## Shrimp

The scent and taste of freshly cooked shrimp.

8



## Chili

A hot and spicy flavor.

# New categories

In addition to rice crackers, the Kameda Group has a growing lineup of products made from rice.

## Alpha rice

Alpha rice is rice which has been quick-dried and can be stored for long periods of time. When hot or cold water is added, the rice returns to the texture and taste of freshly cooked, delicious rice.



Alpha rice can be used in emergency food supplies as it can be safely stored for up to 5 years at room temperature.



Alpha rice is produced from 100% Japanese rice.



It can be arranged in a variety of ways and flavors.



Delicious fluffy rice is produced after soaking for 15 minutes in hot water or 60 minutes in cold water.



Allergen-free products are available in our range.



The bags have a handy spoon inside so there is no need for cutlery.

## Rice breads and Rice cookies

Bread is usually made with wheat and water, using the elastic properties of the gluten to help the bread rise and give the product its texture. Kameda group's rice flour bread and rice cookie are gluten-free and delicious and can be enjoyed by everyone, including those with gluten or wheat sensitivities.

### Breads



### Cookies





# Our efforts to achieve product quality & commitment to delicious taste

We have made a number of technical innovations in the past so that we can deliver consistent product quality and delicious taste to our customers. Four factories that KAMEDA SEIKA operates in Niigata Prefecture have obtained Food Safety System Certification FSSC 22000 for their food safety

management systems. By constantly improving our management systems, we are striving to achieve safe reliable, and high-quality rice cracker manufacturing that meets our customers' expectations.

## The process behind “KAMEDA Kakinotane”



Rice flour is steamed at a high temperature and then kneaded to make the dough. Around 300kg of dough can be made at one time!



Air is kneaded into the dough in order to create the crispy texture. The hot dough is shaped into small half-moons before being placed in the refrigerator.



A high speed cutter is used to cut the chilled dough to a half moon shape with the thickness of around 1.6mm. 1,500 Kakinotane are cut every second!



The dough is then dried and baked at 200-300 degrees until it becomes golden brown.



The crackers are then seasoned with our secret sauce. The crackers are rotated when seasoned so the taste is uniform and the crackers become glossy.



The crackers are placed in little bags with peanuts. A puff of nitrogen gas is used to protect the product and with that, the process is complete!

## The process behind “Happy Turn”



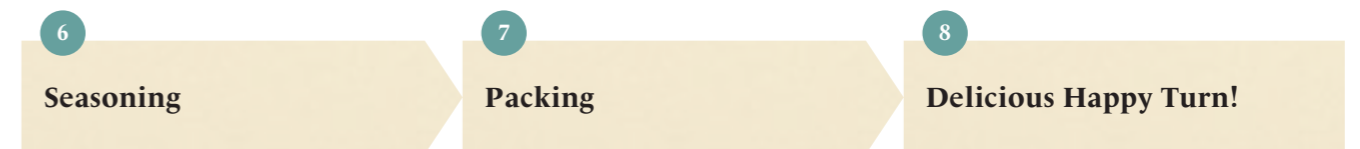
Rice flour is steamed at a high temperature to make soft, elastic dough. Two types of rice are used to create the crispy texture.



The dough is rolled out thinly and cut into an oval shape before being dried out so there is no excess moisture.



The dry dough is baked to perfection in the oven.



Our special secret magic flavor is sprinkled onto the freshly baked crackers.



The crackers are wrapped up like sweets at a high speed of 300 pieces per minute.



Once they are packaged in the outer bag, the process is complete!





## Our Vision

We aim to become a brand loved by people all over the world by promoting innovation in the traditional techniques we have developed in rice cracker production and harmonizing our products with regional food cultures.



## "BETTER FOR YOU"



A major goal of the KAMEDA SEIKA Group is to expand its business field and become a "Global Food Company". As we strive to achieve this goal, we will offer our customers the value of "contribution to a healthy lifestyle through the selection, eating and enjoyment of things that are delicious and good for the body". Our target for 2030 is to use the provision of this kind of customer value to evolve from a rice cracker and snack manufacturer into a "Better For You" food company.



### Main Office


 **KAMEDA SEIKA CO., LTD.**  
Niigata, Japan <https://www.kamedaseika.co.jp/cs/?p=en.enIndex> 

### Group Companies (Overseas Business)



 **Mary's Gone Crackers, Inc.**  
Nevada, USA <https://www.marysgonecrackers.com/> 


 **KAMEDA USA, INC.**  
Nevada, USA


 **TH FOODS, INC.**  
Illinois, USA <https://www.thfoods.com/> 

 **QINGDAO KAMEDA CO., LTD.**  
Shandong Province, China <http://www.kameda.cn/>

 **THIEN HA KAMEDA, JSC.**  
HUNG YEN, Vietnam <https://www.thienha-kamedafood.com/> 

 **Singha Kameda(Thailand) Co., Ltd.**  
Samut Prakan Province, Thailand <http://singhakameda.co.th/> 

 **LYLY KAMEDA CO., LTD.**  
Phnom Penh City, Cambodia

 **Daawat KAMEDA(India) Private Limited**  
Haryana State, India <https://www.karikari.co.in/> 