

# Company Profile

1990 - 2020



Azuma Foods International Inc., U.S.A.

# About Us

**“Creating something new by combining East and West.”**

Azuma Foods International Inc., U.S.A. (AFI) strives to convey an “Assimilation of Food Culture to the World”.



## Manufacturing

AFI strives to create a unique food culture by introducing innovative products that appeal to the tastes of all consumers.



## New Product Development

AFI continues to evolve by providing a “new food culture” in response to our Consumer’s food needs.



## Import / Export

Utilizing our expertise in global shipping, AFI has been importing and exporting quality frozen seafood products all around the world.



## Private Label

We offer the ability to label products with your brand according to your requirements and specifications.

# Philosophy & Mission

## Global Standards from a Small Company

A blue circle with a 3D effect and a reflection below it.

### Development

As a manufacturer, Azuma Foods will continue to provide consumers with new and innovative products to meet market demands.

A green circle with a 3D effect and a reflection below it.

### Technology

Azuma Foods uses the latest technology to create safe, consistent products through increased productivity, all while being considerate of environmental issues.

An orange circle with a 3D effect and a reflection below it.

### Marketing

Responding to market direction, Azuma Foods provides products targeted to specific geographic and demographic markets, staying current with the latest trends to best serve the consumer's needs.

# History

**1966**

Toshinobu Azuma founded Azuma Shoten in Yokkaichi-city, Mie Japan

**1990**

Azuma Foods International., U.S.A. (AFI) is established.

**1994**

AFI is relocated to a newly built manufacturing plant in Oakland, California.

**1999**

AFI relocates to its new home in Hayward, California.

**2003**

Azuma Foods (Canada) Co., Ltd. is established in Richmond, B.C., Canada.

**2003**

AFI opens the New York Branch in East Rutherford, New Jersey.

**2005**

Azuma Foods (China) Co., Ltd. opens for business in Shanghai, China.

**2009**

AFI relocates to its current new facility in Hayward.

**2010**

Azuma Foods (Suzhou) Co., Ltd. constructs a new manufacturing plant in Suzhou, China.

**2011**

AFI opens the Tokyo Branch in Tokyo, Japan.

**2012**

Azuma Trading Co., Ltd. is established in Tokyo, Japan.

**2014**

Azuma Foods UK Ltd. is established in London, UK.

1966

2019



**Azuma Shoten  
(The Origin)**



**Azuma Foods  
(Japan) Co., Ltd**



**Azuma Foods  
International., U.S.A.**



**Azuma Foods  
New York Branch**



**Azuma Foods  
Tokyo Branch**



**Azuma Foods  
(Canada) Co., Ltd**



**Azuma Foods  
(Suzhou) Co., Ltd.**



**Azuma Foods  
UK Ltd.**

## General Description of the Facility



<b>Location</b>	: 20201 Mack Street, Hayward, California
<b>Total Site Area</b>	: 6.45 acre (281,000 SQF / 26,100 m <sup>2</sup> )
<b>Building Floor Area</b>	: Approx. 72,000 SQF (6,690 m <sup>2</sup> )
<b>Monthly Production Volume</b>	: 200 - 250 tons / month
<b>Freezer, Refrigeration Capacity</b>	: Up to 800 pallets

## Facility Accreditations

- Kosher Certification
- HACCP Compliant
- GMP Certification
- FDA Certification
- US Department of Agriculture License
- CA Shellfish Handling and Marketing Certification
- US Fish and Wildlife Import, Export License
- EU Export Certification



# Manufacturing Process

## All products meet or exceed FDA standards

We mainly produce processed raw fish products, for example Masago, Tobikko, and Caviar.

We also produce salad products which are marinated mainly with seafood.

### Clean and Prep



### Seasoning



### Cooking and Processing



### Packing



### Blast Freezing



### Boxing



# Quality Assurance

## Our In-House Laboratory

we have a suitably equipped laboratory to perform pathogenic and other microbial and chemical analyses. Our technicians are fully trained to operate our PCR thermal cyclers, in conducting ELISA testing, and in preparing and analyzing culture method testing, just to name a few examples.



- U.S. Federal Food & Drug Act (21 CFR)
- Hazard Analysis Critical Control Point (HACCP)
- Department of Commerce NOAA
- 3rd Party Costco GMP regulatory
- Independent Vendors audits
- Various Kosher Rabbinical Consult's
- In-House audits all our Quality department

# New Product Development (NPD)

## Always Innovating and Providing the “New Food Culture”

NPD team first develops new product ideas based on extensive market research.

Prototype products are then made to improve quality. Lastly, the new product process is put into place.

Seize "Tacit Knowledge" for all customers in the world



Market research from various customer



Making recipe



Making sample and presentation



Feedback



Production





## Food Service

AFI offers a variety of Asian-style items that are ready-to-eat or ready-to-cook. Unique blends of healthy and traditional ingredients are mixed in a fusion of innovative, robust marinades to create the perfect dish.



**Age Tofu**



**Tobikko**



**Seaweed Salad**



**Steamed Oyster**



**Calamari Salad**



**Tuna Patty**

# Products

## Retail

The thoughtfully developed and highly anticipated retail products are available at a supermarket near you.

The Asian-inspired products were created specifically for retailers to meet customers' dietary needs and demands.



# Masago



## Masago

Masago means "very tiny sand" in Japanese.

Our Masago® brand of capelin roe is named for the Japanese meaning that Masago is tiny, fine and a beautiful ingredient.



Masago



Masago 'Jalapeno'



Masago 'Black'



Masago 'Delight'



Masago 'Habanero'



Masago 'Red'

Various colors and flavors,  
a delicate texture and an exciting sparkle which makes it a great for addition to any dish.



# Masago



**Sushi**



**Poke Bowl**



**Smoked Salmon Bites**



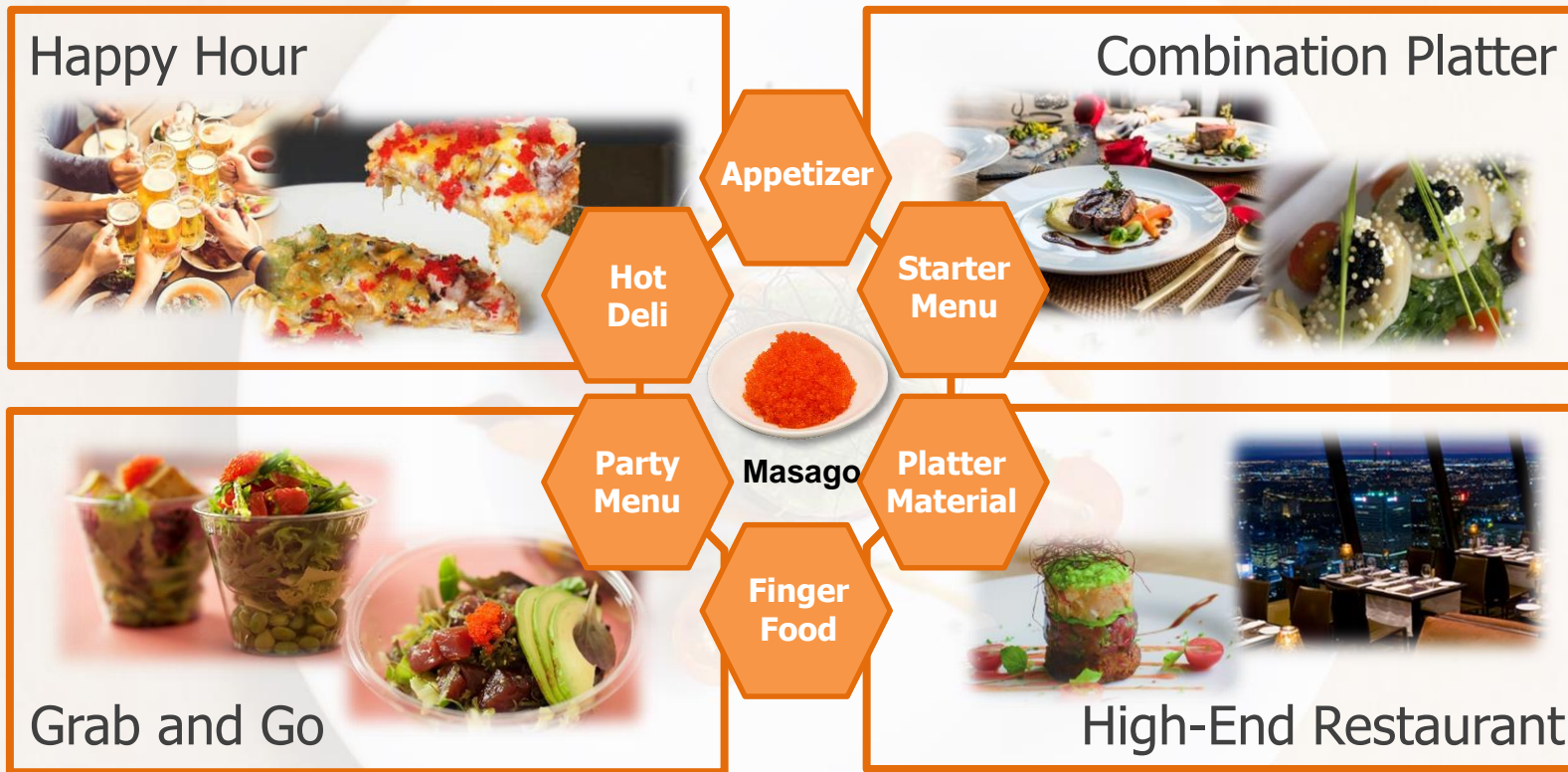
**Seafood Bruschetta**

## Not only Sushi,

Masago is commonly used in sushi rolls, nigiri, and gunkan due to its stickier and softer texture.

It can also be used as a topping and supplementary ingredient in many dishes without creating an overwhelming flavor.

## Not only Japanese Restaurant,





# Masago

# No.1 Market Share in the World



**azuma  
foods**