

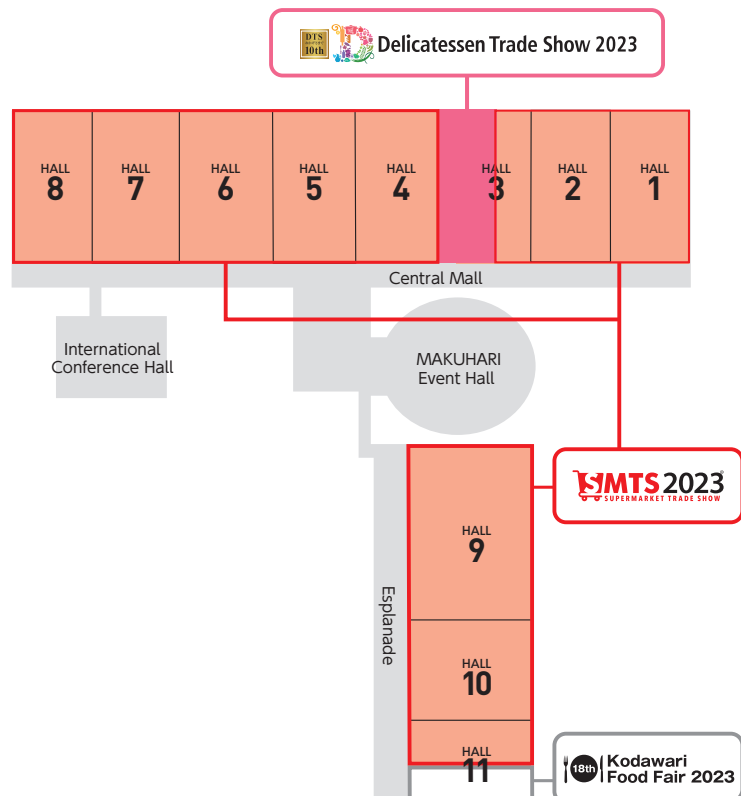


Delicatessen  
Trade Show 2023

# SHOW REPORT

**Date** Feb. 15 (Wed.) 16 (Thu.) 17 (Fri.), 2023

**Venue** Makuhari Messe



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# Introduction

The 57th Supermarket Trade Show 2023 and 10th Delicatessen Trade Show 2023 were held as the trade shows that support new lifestyles. We, the organizer, exhibitors and visitors, worked together to take safety measures and strived to provide a safe business negotiation environment. The tradeshow contributed to the building of abundant regional communities in Japan through the efforts of the visitors from throughout the country.

## Registered Visitors (for all 3 shows)

# 62,525

Feb.15 (Wed.)	22,874	Cloudy then sunny
Feb.16 (Thu.)	21,430	Sunny
Feb.17 (Fri.)	18,221	Sunny

## Figures

# SMTS 2023<sup>®</sup>

SUPERMARKET TRADE SHOW

**Exhibitors:** **2,046** companies/organizations  
 Overseas Exhibitors: 95 companies, 104 booths from 16 countries and regions  
**Booths:** **3,271** booths

# DTS 10th

Delicatessen Trade Show 2023

**Exhibitors:** **40** companies/organizations  
**Booths:** **218** booths

## Outline of the Show

### Supermarket Trade Show

<b>Title:</b>	The 57th Supermarket Trade Show 2023
<b>Abbreviation:</b>	SMTS2023
<b>Date:</b>	February 15(Wed.), 16(Thu.), 17(Fri.), 2023 (for 3 days) 10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)
<b>Venue:</b>	Makuhari Messe (Japan)
<b>Admission:</b>	Pre-registration required
<b>Events:</b>	Online Seminars and Reception Party
<b>Organizer:</b>	National Supermarket Association of Japan
<b>Official Supporters:</b>	Ministry of Economy, Trade and Industry / Ministry of Agriculture, Forestry and Fisheries / Ministry of Health, Labour and Welfare / Consumer Affairs Agency / The Tokyo Chamber of Commerce and Industry / Japan External Trade Organization (JETRO) / Agricultural Trade Office, The Embassy of the United States of America / Embassy of the Republic of Armenia to Japan / Embassy of the Oriental Republic of Uruguay / Economic and Commercial Office, Embassy of Spain / Office of Commercial Affairs, Royal Thai Embassy / Taiwan Trade Center / New Zealand Trade & Enterprise / Business France / Food Marketing Institute Japan
<b>Concurrent Show:</b>	Delicatessen Trade Show 2023 / The 18th Kodawari Food Fair 2023 <span style="float: right;">As of January 15, 2023</span>



### Delicatessen Trade Show

<b>Title:</b>	Delicatessen Trade Show 2023
<b>Abbreviation:</b>	DTS2023
<b>Date:</b>	February 15(Wed.), 16(Thu.), 17(Fri.), 2023 (for 3 days) 10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)
<b>Venue:</b>	Hall 3 at Makuhari Messe (Japan)
<b>Admission:</b>	Pre-registration required
<b>Events:</b>	"Bento and Prepared Meal Awards" -Award Ceremony and Reception Party
<b>Organizer:</b>	National Supermarket Association of Japan
<b>Concurrent Show:</b>	The 57th Supermarket Trade Show 2023 / The 18th Kodawari Food Fair 2023 <span style="float: right;">As of January 15, 2023</span>



# FLOOR MAP (HALL 1-3)

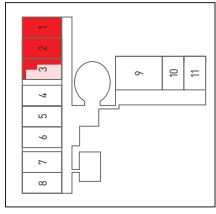


**Fresh Product**  
**Confectionery and Sweets**

**Soft and Alcoholic Beverage**  
**Store Development and Sales Promotion**

**Equipment and Material**

**Organizer's Project**  
**Coffee Lounge**  
**Lounge**



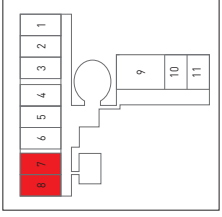


# FLOOR MAP (HALL 7-8)

**ISIMTS 2023**  
SUPERMARKET TRADE SHOW

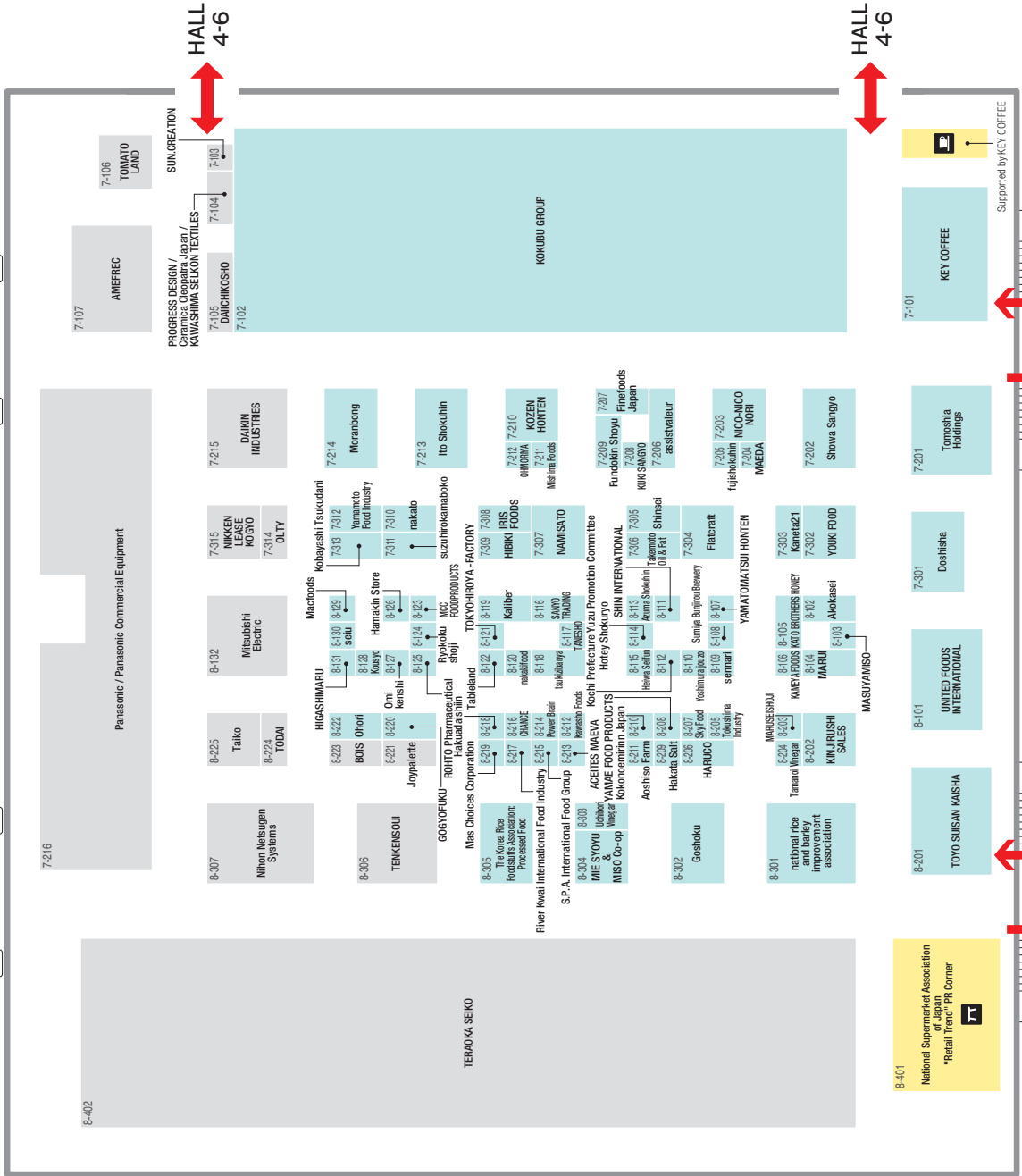
- Processed Food
- Equipment and Material

- Organizer's Project
- Coffee Lounge
- Lounge



HALL 8

HALL 7





# List of Exhibitors



\*\*Co-exhibitor

Hall 1-8			
A	abbio	5-112	
	ACEITES MAEVA	8-213	
	ACEITES YBARRA	6-405*	
	ACEITUNAS TORRENT	6-405*	
	ACS	6-207	
	ADAPTGEN PHARMACEUTICAL	6-106	
	Agraimpex	2-204*	
	Agricultural Corporation Modernmeal	2-205*	
	Agricultural Trade Office, U.S. Embassy	2-105	
	Agrosuper	2-404	
	Aifarm	1-303	
	AISS	1-518	
	AJIGEN	2-210	
	AJIS	2-309	
	AKIRATSCH	4-512	
	Akitahinaiya	4-509	
	Akokasei	8-102	
	Alaska Seafood Marketing Institute	2-108	
	ALCALÁ OLIVA	6-405*	
	Allied Corporation	4-415	
	ALTEX ASIA	1-306	
	AM PRODUCTS	3-112	
	amatake	2-501	
	AMEFREC	7-107	
	AN ENTERPRISE	1-312	
	ANA Cargo	4-519	
	ANFORA	6-405*	
	Aomori Prefectural Government Aomori Prefectural Government(Frozen Food)	4-405	
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	AquaChile	3-101	
	Aqualink	4-417	
	AQUA-TECH	2-511	
	Asahi	5-120	
	ASAHI SHOJI	5-306	
	ASAHI SOFT DRINKS	1-211	
	ASC	5-117	
	ASHE	6-105	
	Aska Foods	3-104	
	assistvaleur	7-206	
	Atomgiken	4-411	
	Australia Avocado Promotion Secretariat	1-512	
	AXAS Rokkusan Distillery	1-208	
	Azuma Shokuhin	8-113	
B	BANGKOK FLAVOUR	6-208	
	Beer the First	5-506	
	BEHER	6-405*	
	BIPROGY	2-412	
	Blue Chip	5-122	
	Blue River Trading Company	1-515*	
	BLUEOCEAN	2-113	
	BOIS	8-223	
	BOURBON	2-121	
	BREEDERS & PACKERS URUGUAY	2-401*	
	Brewmatic Japan	3-113	
	BRIDOR	5-113	
	BULK FIXTURES JAPAN	1-310	
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	Canada Beef International Institute	2-402	
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	Centralfoods	2-103	
	CERDO OCHO	2-403	
	CHANCE	8-216	
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	Chuo Kagaku	2-415	
	Chuo Kagaku	5-106	
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	Confex	2-212	
	CONSORZIO DI TUTELA DEL PROSECCO DOC	1-104	
	CORTIJO ESPIRITU SANTO	6-405*	
	Crown Package	3-218	
D	Daiharu	5-503	
	DAIICHIKOSHO	7-105	
	DAIKIN INDUSTRIES	7-215	
	DAISHO	1-307	
	DCOOP GROUP	6-405*	
	delica	1-503	
	DELSOLE	4-516	
	DELTA International	6-202	
	Diamond Retail Media	2-514	
	Doshisha	7-301	
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	Eat, Fun, Health Association	5-302	
	E-SEMS / ENDO LIGHTING	4-204	
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	European Beef on Asian Markets / Union of Producers and Employers of the Meat Industry	2-204	
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	FIAB THE SPANISH FOOD & DRINK INDUSTRY FEDERATION	6-405	
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	foodcreativefactory	2-516	
	Foods Tec	4-410	
	FRIGORIFICO CARRASCO - MINERVA FOODS	2-401*	
	FRIGORIFICO COPAYAN	2-401*	
	FRIGORIFICO LAS MORAS - CHIADEL	2-401*	
	FRIGORIFICO LAS PIEDRAS	2-401*	
	FRIGORIFICO LORSINAL	2-401*	
	FRIGORIFICO PANDO - ONTILCOR	2-401*	
	FRIGORIFICO PUL - MINERVA FOODS	2-401*	
	FRIGORIFICO SAN JACINTO - NIREA	2-401*	
	FRIGORIFICO SCHNECK	2-401*	
	FRIGORIFICO SIRIL	2-401*	
	FRIGORIFICO TACUREMBO - MARFRIG	2-401*	
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	FRONTIER INGREDIENT DIVISION	4-507	
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	FUJI TRADING	5-411	
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	FUKUSHIMA GALILEI	6-404	
	FUKUTOME MEAT PACKERS	1-502	
	Fundokin Shoyu	7-209	
	Fusuiproject	5-304	
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	ginbis	1-429	
	GMJ	2-408	
	GOGYOFUKU	8-220	
	Goshoku	8-302	
	Great Giant Foods Japan	1-405	
	Gwell	1-428	
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	HAITAI PACIFIC	6-305	
	Hakata Salt	8-209	
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	Hamakin Store	8-126	
	hanei	1-513	
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	Hershey Japan	1-314	
	HIBIKI	7-309	
	HIGASHIMARU	8-131	
	Hinodeya-seikasangyo	1-528	
	Hiramatsu syokuhin	3-205	
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	hosai	1-408	
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I	i GRID SOLUTIONS	2-305	
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SKLADOWSCY	2-204*	TOMATO LAND	7-106	Association for utilization of local resources	9-501
SKW East Asia	1-423	Tominaga Shoji	1-514	C-CUBE Sakahogi farm	10-123
Sky Food	8-207	Tomoshia Holdings	7-201	Central Federation of Societies of Commerce and Industry	9-112
SL Creations	4-508	TOROS	1-112	CHIBA Prefectural Government, Japan	10-111
SL JAPAN	6-309	Toshiba Tec	4-105	Choumishouji	10-114
SMILE	1-205	TOYO PRINTING	2-518	clover foods	9-414
SNATS FOODS	5-114	TOYO SUISAN KAISHA	8-201	Ehime Prefectural Government	9-312
Sojitz Foods / ROYAL	4-303	Traiteur de Paris	5-111	Ehime Umairmono Hanbai	9-415
sokan	2-117	Trex	2-203*	Food Valley TOCHIGI Promotion Council	10-112
SOLIS MEAT URUGUAY - ERSINAL	2-401*	T-REX	5-407	Fujimitsu	9-405
Soul-food	1-404	tsukizibanya	8-118		
Splash Beverage Group	1-111				
SSB	1-420				

# List of Exhibitors

Fukui Industrial Support Center / The Tsuruga Chamber Of Commerce And Industry	9-419	kyoto prefecture	9-420	Shocacu	10-104
Fukuoka Prefecture	9-410	M Market Plus	9-306	Shoku-no sanjumaru	9-503
Fukushima Mantendo	10-410	MASAKIYA Confectionery / YASUI	9-406	SUPER MARKET TRADE SHOW2023 HOKKAIDO CORNER	10-317
Fukushima Prefectural Government	10-411	Matsubara Foods	9-411	T Tabisyoku	10-118
Fukushima Prefecture Tourism & Local Products Association	10-401	MATSUKIKUFOODS	10-122	Taiji Town	9-512
Fukuyama Kurozu	9-206	Matsuo	10-117	Taiyo Foods	9-506
G G7 JAPAN FOOD SERVICE	9-409	Meiwa town Societies of Commerce and Industry	10-126	Taragawa	9-108
General Incorporated Association Miyazaki Agricultural Corporation Managers Association	9-209	Mie Prefecture	10-124	TECMOA	10-303
Gifu Prefecture	10-125	Misaki	10-105	The Hiroshima Brand(the City of Hiroshima)	9-404
Gomi Shoten "Kodawari Product Section"	9-113	Miyagi Prefectural Government	10-405	The Isehara City Society of commerce and Industry	10-128
H hagiri	10-110	MIYAZAKI LOCAL PRODUCTS AND TRADE PROMOTION CENTER	9-211	The Tokyo Chamber of Commerce and Industry	10-201
HANANOMAI BREWING	10-102	N Nagai	10-309	THE TOTTORI BANK	9-302
HIGA TEA PROCESSING	9-106	NAGANO Prefecture Nagano Industrial and Commercial Encouragement Organization	10-204	The Yokote Chamber of Commerce and Industry	10-316
Higasyuzou	9-204	Nagasaki Food Industry Cluster	9-110	Tobo Rice	9-207
Hokkaido government Shiribeshi general subprefectural bureau	10-404	Niigata Industrial Creation Organization	10-318	tokushima prefecture product association	9-310
Hyogo prefecture	10-205	Nikaho City Society of Commerce and Industry	10-307	Tokyo Metropolitan Government	10-116
I Ishikawa	9-416	Nikko-Foods	10-409	TokyoTeaTrading	10-121
Iwate Prefecture / Iwate Industry Promotion Center	10-306	Nissho Marketing solution	10-115	Tomigusuku society of commerce and industry	9-109
iwatekensan	10-406	Nomura Sangyo Kaisha	10-302	Tsuboichi Tea Manufacturing	10-106
K Kagawa Prefecture / Kagawa Industry Support Foundation	9-311	O Ogata Village Akitakomachi Rice Producers	10-313	Uji Chamber of Commerce and Industry	9-505
KAGOSHIMA 6th Sector Industrialization	9-304	Oita Prefectural Organization for Industry Creation	9-201	Ujitawara Town Society of Commerce and Industry	9-502
Kagoshima Prefecture	9-203	okakura Japan	10-103	W Wakayama Prefecture	9-509
KAISOU NAGA BLOCK SCI	9-510	Okayama Prefectural Federation of Small Business Associations	9-403	Y Yamagata City Yamagata Pref	10-408
kanaeya	10-312	Okinawa Products Associated	9-105	Yamagata Prefecture	10-412
Kanagawa Prefecture(Shokibo-Kigyō hanrokaikakusienjigyo)Booth	10-113	Okinawa Products Enterprise Corporation	9-103	Yamaguchi	9-421
kawaminami town	9-114	omagari Chamber of Commerce and Industry	10-314	Yamamoto Foods	10-403
KawanishiOganikkuVillagesuishinkyogikai	10-315	Onomichi Kaisan	9-418	Yamanashi Booth(The Kofu Chamber of Commerce & Industry)	10-203
kikurage shop	10-101	Orandaya	10-305	Yokote City Society of Commerce and Industry	10-310
KIYORA Kikuchi	9-308	P PLANTz	10-108	Yonemata	9-408
Kochi Prefecture	9-111	R Reconstruction Fisheries Processing Market Recovery Promotion Center	10-414	Z Zushi City Society of Commerce and Industry	10-127
Kochi Prefecture Specialty of the forest	9-208	Renho Japan	9-104		
komoro chamber of commerce	10-120	Repriority	9-412		
Kubotaseika	10-107	S Sakuragawa City, Ibaraki	10-301		
Kumamoto Flour Milling	9-309	SANKAKUYAISUISAN	10-311		
Kumamoto Prefecture	9-202	SANKO INDUSTRY	9-417		
Kumamoto-ken Kaisui Youshoku Gyogyo Kyoudo Kumiai	9-307	Sendai.Fukushima.Yamagata	10-407		
KURIHARA FARMERS LABO	10-402	SHIKI Group "HABANEBROS"	9-507		
KURUMETOUBUSHOKOKAI	9-210	Shimane prefecture	9-301		
Kyotanabe City commerce and industry association	9-504	SHINMARUSHO	10-119		
Kyoto Brewing	9-303	Shizuoka City Shimizu Society of Commerce and Industry	9-511		
		Shizuoka Industrial Foundation	10-202		



## Delicatessen Trade Show 2023

A ahjikan	3-501	KIS	3-403	SEA MATE	3-209
C Cosmofoods	3-307	KOKUBU GROUP	3-201	SHINOBU FOODS PRODUCTS	3-301
CP CHEMICAL	3-402	M Mitsuhashi	3-313	SHIRAKO	3-311
F Foodynet	3-312	N Nakano Mode Enterprise	3-304	SHOKUKAI	3-407
Fujicco	3-317	Nishihara Enterprise	3-203	Showa Sangyo	3-309
FUJISEIKI	3-401	O Oki shouten	3-210	soramitu	3-410
I i-EGG PLUS	3-310	P PESCARICH	3-316	T Takara Shoyu	3-204
J Japan Ready-made Meal Association	3-405	R RHEON AUTOMATIC MACHINERY	3-212	takasago	3-213
K KAGOME	3-315	S San-Ei Gen F. F. I.	3-408	The Nisshin OilIio Group / WAKOU SHOKUJIN	3-202
Kanebunseika	3-305	Sankyohikari	3-215	Tokita Seed	3-306
KANEYOSHI	3-216	SANKYU FOOD	3-206	Torizenfoods	3-308
Kewpie	3-303	Saraya	3-406	U Universe	3-404
				Y YAMADAI FOOD	3-302
				YAMASA	3-409

# SMTS Organizer's Project

Hall 4,5,6



Three food trend themes were set up to introduce the latest information and products.

new+

## “Freezing × Food”

- Foods, equipment, technology and services related to freezing -

- Frozen prepared meals / Cooked frozen foods / Frozen meal kits
- Frozen noodles / Frozen snacks / Frozen rice / Frozen bread
- Ice cream / Frozen desserts / Frozen sweets / Ice
- Frozen ingredients (fruits & vegetables, stock farm, fisheries, mixed products)
- Private Brand (PB) frozen foods

- Frozen foods prepared under the supervision of famous chefs and restaurants
- Frozen meals of local and regional products
- Refrigeration-related equipment and technology (Freezers (home-use and business-use), frozen showcases, frozen vending machines, microwave ovens, ovens, freezing machines, thawing equipment, etc.)
- Information, services, and others related to freezing

### Exhibitor

abbio / AKIRATSCH / Akitahinaiya / Aomori Prefectural Government (Frozen Food) / Atomgiken / BRIDOR / Busco Foods / Chuo Kagaku / EAT&FOODS / Foods Tec / FRONTIER INGREDIENT DIVISION / Hot Dog / ICELINE / IM Food Style Frozen food / JALUX / Jellybeans / Karaminofoods / Kikuoka Partners / KOKUBU GROUP Food Trend Zone / Mandrill / Maruha Nichiro / MASAKI FARM / Mitsubishi shokuhin / NICHINO, SEKI / NIPPON ACCESS Frozen Foods / NISSIN HEALTHCARE FOOD SERVICE / Oisix ra Daichi / ORYZA / OSMIC / PIZZAREVO / Potatoes USA, Simplot Japan, Lamb Weston Japan / Rakuten Group / REI-TECH (Event floor) / SEIJO ISHII Cold food / Seiyufoods / SENGAYA / SHIMA NO GOCHISO / Sinei Foods / SL Creations / SNATS FOODS / Sojitz Foods, ROYAL / Sun Fressai / TAISHI PLAN / Talley's / Technican / Traiteur de Paris / U STYLE / Warakudo / Yanagawa Frozen Foods / Yasutake / YTK

(Alphabetical Order)  
\*Excluded co-exhibitors

## “Freezing × Food” Organizer's Project Display (Booth No. 4-103)

### Tasting Experience of Frozen PB Products from Supermarkets across Japan

This was a corner for introducing and tasting frozen PB products developed by supermarkets that are members of National Supermarket Association of Japan.

### Pickup Exhibit of “Freezing × New Products”

About 100 new products related to refrigeration solicited from SMTS2023 exhibitors were intensively displayed. A corner was set up where buyers can efficiently search for the latest information and trends in refrigeration.

## “Beauty & Health × Food”

- Products that help create a beautiful and healthy mind and body -

- Diet (Low-carb, Low-calorie)
- Body building (High-protein, High-nutrition, Low-fat)
- Beauty (Beauty, Anti-aging, Super food)
- Health oriented foods (Low-salt, Low-glycemic foods, Allergy-free)
- Mental health care (Relax, Stress-free, Guilt-free)
- Functional foods and beverages (Food for specified health use, Foods with functional claims, Food with nutrient function claims)
- Health-care foods (Supplements, Health foods, Foods for elders who need nursing care, Quasi-drug)

### Exhibitor

ADAPTGEN PHARMACEUTICAL./ DELTA International / Fine Kibun Foods / Kunitaro / SC Foods / TEIJIN / YOMEISHU SEIZO

(Alphabetical Order)  
\*Excluded co-exhibitors

## “Sustainability × Food”

- Products that take sustainability into consideration -

- Plant-based foods
- Vegetarian, Vegan, Halal
- Organic foods, Natural foods
- Sustainability
- Environmental label, Certificated label
- SDGs
- Food loss, Recycle, Upcycle

### Exhibitor

ASHE.INC / Beer the First / CHUBO ICHIBA / Daiharu / Dry Food Association of Japan / Eat, Fun, Health Association / First Step Japan / Fusuiproject / Iwasaki / kaneka foods / Marubeni Plax / Marumasa Foods / MUSO / Otsuka Foods / SAGGEZZA E CORAGGIO & TENUITE PICCINI / Sakurai Foods / SANKO / Sendai City Industrial Promotion Organization / Sustainability Consortium for Agriculture, Forestry, Fisheries and Food (SCAFF2030 Secretariat) / Tervis / T-REX / University of Marketing and Distribution Sciences

(Alphabetical Order)  
\*Excluded co-exhibitors

# SMTS Organizer's Project

Hall 1

Exhibition

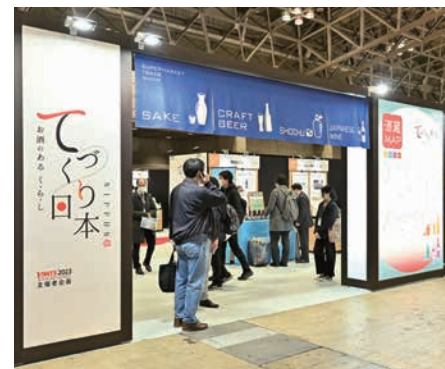


## Hand-Made NIPPON

- Theme zone displaying alcoholic beverages made in Japan -

Sake breweries selected from all over Japan were introduced in pursuit of Japan Quality based on the concept of "Life with Sake", which is to showcase the "skills" and "passion" of sake brewers who are particular about the regions and quality of their sake.

This project also introduced examples of sustainable sake brewing efforts by sake breweries, including the active use of local resources and the effective utilization of idle and derelict land, and appeared the attractiveness of sake brewers through a business meeting corner and video materials.



## Business Matching @ SMTS2023

Business matching meetings between domestic buyers, mainly retailers, and SMTS exhibitors were held. We conducted approximately 300 business matching meetings while introducing some online business matching meetings.



## JETRO Food Export Online Meeting (SMTS)

Online business meeting hosted by Japan External Trade Organization (JETRO). JETRO staff with tablets visited exhibitor booths, and conducted online business meetings between overseas buyers and exhibitors through tablets.



# SMTS•DTS Seminar

## SMTS•DTS Seminar 2023

February 15 (Wed.) 9:30 a.m.~  
SMTS2023•Kodawari Food Fair 2023•  
DTS2023 Joint Opening Ceremony



SMTS Speaks  
From Behavior Change to Value Change  
-The Future of the Essential Worker-  
Kiyoshi Yokoyama

SMTS

Chairman, National Supermarket Association of Japan /  
CEO, ARCS COMPANY, LIMITED



Excerpts from the main seminars

### Supermarket White Paper 2023 Part1

The environment surrounding supermarkets

Current state and outlook of domestic consumption

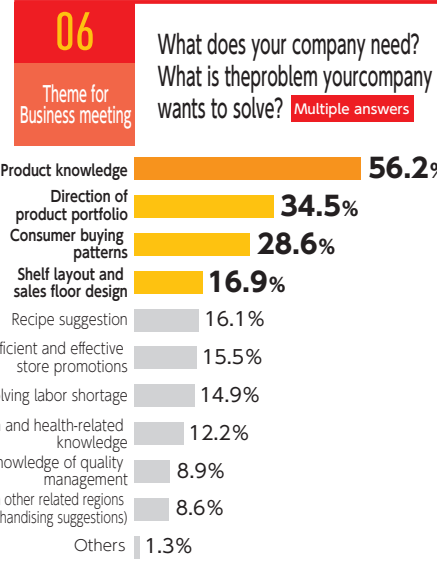
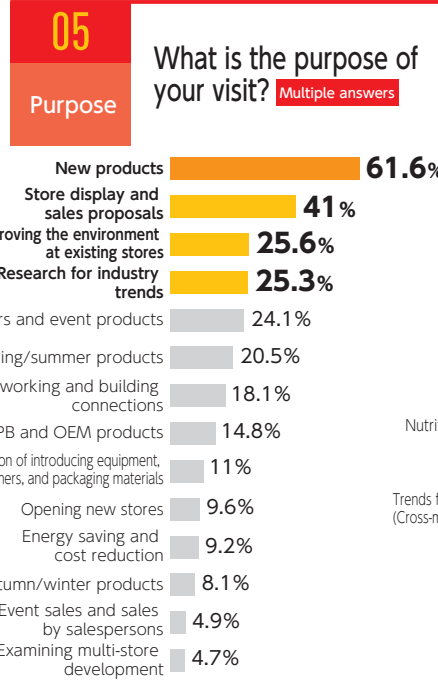
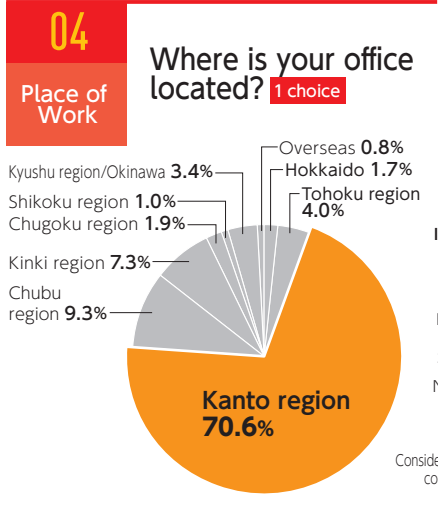
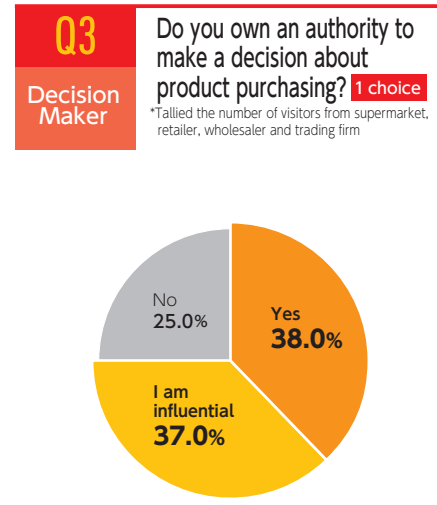
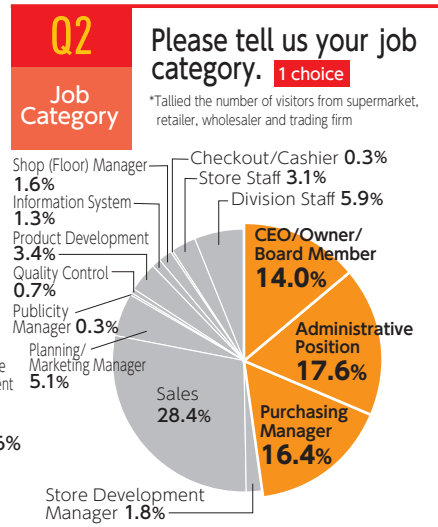
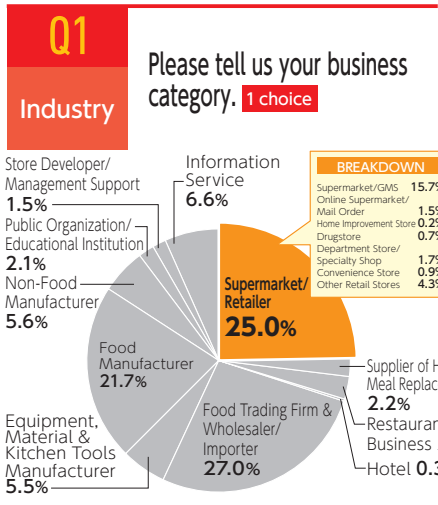
Distribution format reform required in the age of coexisting with COVID-19 in 2023

... and more



## Questionnaire Outline

- Examination Method** Questionnaire sheets were made by the organizer. Visitors filled it in at the counter and the response sheets were collected on the spot.
- Examination Period** February 15(Wed.)-17(Fri.), 2023
- Examination Object** Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
- Collection** 1,501 sheets
- Examination Place** In the venue of Supermarket Trade Show





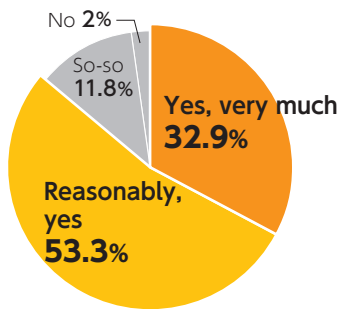
## Questionnaire Outline

**Examination Method** Questionnaire sheets were collected after the show by March 31 (Fri.), 2023 from each exhibitor.

**Q1**

Satisfaction

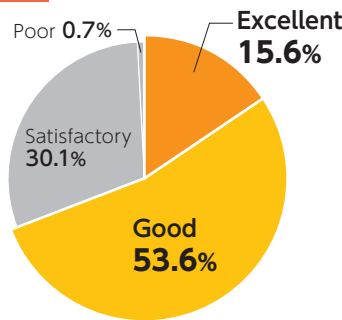
Are you satisfied with the results of the show? **1 choice**



**Q2**

Quality of Visitors

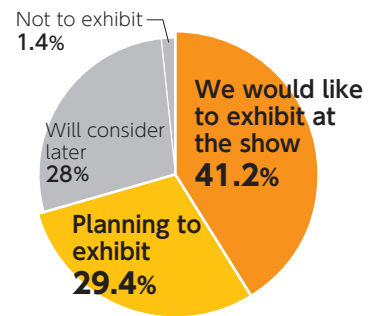
How were the quality of the visitors? **1 choice**



**Q3**

Plan to Exhibit Next Year

Please indicate your current plan for next Supermarket Trade Show. **1 choice**



**Q4**

Business Meetings during the Show

Specific number of new business appointments and order intake etc. during the exhibition period

**1**

**Business cards**

How many business cards did you get from the visitors?

Average  
**462.0**

**2**

**Business meeting**

Out of **1**, how many had a clear intention in having business meeting at your booth?

Average  
**211.2**

**3**

**New meeting**

Out of **2**, how many NEW business meetings did you have?

Average  
**103.2**

**4**

**Appointment acquiring rate**

How many appointments did you get?

\*Appointment total ÷ Concrete business meeting total

Average  
**53.2**

**5**

**Order intake rate**

How many orders did you get?

\*Order total ÷ Concrete business meeting total

Average  
**9.8**

**Q5**

Outcome

Please comment on the merit of exhibiting other than business meetings. **Free answer**

- I was able to see other companies' products and new products.
- It was meaningful to obtain opinions from buyers' viewpoints on new products that we had developed.
- We were able to meet with business partners and others we had not been able to meet in the Covid-19 pandemic for the first time in a long time, which contributed to the maintenance and development of relationships with them.
- We can learn the trend and new products that other companies recommend.
- We were able to meet not only with our existing customers but also with our existing suppliers.
- We were able to hear about the problems and demands of our customers.
- A chance to promote the company and its brand. In addition, the fact that distribution-related customers visit our booth is a major advantage because it allows us to make contacts with many customers for business negotiations.
- The exhibition was a good opportunity to share information within the company and to improve product knowledge outside of our own department.
- We toured the venue and found some references for our own product development.
- The exhibition was very useful as a place to collect information on a national scale, since most of the prefectures exhibited.
- It was an opportunity to let many distributors know that our company had entered the food industry.
- The exhibition was effective as a means of developing new business opportunities.
- It was a good opportunity for us to reanalyze the appeal points of our products.

**Q6**

Future Improvement

Please write about any improvement you would make in the future exhibit, such as your booth decoration and preparation in advance. **Free answer**

- Establishment of a production system to meet demand.
- Export support (mainly interpretation).
- The number of visitors was so large that the persons in charge of samples were so busy that they could not take a break. We are planning to increase the number of staff next time.
- Continuous communication with those who gave us their business cards. The issue is how to share the information.
- We have not established a method to organize the business cards exchanged during the exhibition and to promptly follow up and link them to business negotiations.
- As there were no new products, how to communicate brand value and brand image is an issue for the future.
- Individual business meeting time, preparation, and post-booth work should be streamlined.
- We would like to have a wide range of unspecified customers stop by our booth, while at the same time having in-depth business discussions with the appropriate customers.
- There were problems in narrowing down the products to be exhibited, prioritizing the products that appealed to visitors, and dividing the duties and responsibilities of each staff member in the exhibition hall.





## Bento and Prepared Meal Awards お弁当・お惣菜大賞2023

Outstanding lunchboxes that are sold in supermarkets, convenience stores, specialty stores were awarded. "Bento and Prepared Meal Awards" was aimed at raising the level of the Delicatessen section by praising excellent products and increasing employee's motivation.

International Conference Room  
International Conference Hall

## Awards Ceremony

Bento and Prepared Meal Awards 2023 Ceremony

February 15(Wed.) 2023 2:40 p.m.-3:25 p.m.

Hall 3

## Display of Award-winning Products / Food Court

In addition to showing the award-winning and selected products from 11 categories, some of the actual products and panels related to containers were displayed. Furthermore, to meet the demand of 'wanting to taste the award-winning products,' some of the products were sold at the food court.

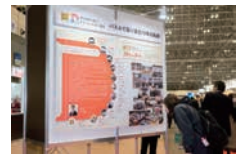
Hall 3

## A retrospective of 10 years' history through panels



Delicatessen  
Trade Show 2023

Delicatessen Trade Show (DTS) celebrated its 10th anniversary this year. At the organizer's booth, a retrospective of 10 years' history was displayed through panels, including the progress made, DTS scale, the organizer's project, images, and the prospects presented by the head Executive Committee.



Hall 3

## 食べくらべ体験STAND

### Food Comparison STAND

At this stand, visitors can taste and experience delicatessen-related menu proposals to in-store cooking and sales. Three different types of deli-style pizzas made in a convection oven were provided.



Proposed menu

Number of tastings provided

Tastings provided 1370 in total for three days  
(137 pieces x 3 different varieties, 411 pieces in total)

3 types of pizza  
using the steamer oven

- Smoke Fragrance! Steamed Chicken and Vegetable Pizza
- Porcini Cream Pizza with Lots of Mushrooms
- Plant Based Curry Pizza

Free distribution  
at the venue!

## 惣菜デリ最前線2023

### Souzai (daily dish) Delhi Forefront 2023

This is a booklet about bento and delicatessen to introduce products that have won the Bento and Prepared Meal Awards 2023, information on advanced case studies from the sales front, industry trends and developments, and information on the DTS2022 special sponsor's initiatives, solutions, and products. and distributed free of charge to visitors on the venue. An electronic version has been also published.

## Delicatessen Study

To meet the need to provide information on delicatessen, we held "Delicatessen Study", a study session on delicatessen, not only on the days of the Delicatessen Trade Show, but also throughout the year to propose menu items that sell and share issues.

# Questionnaire Result [DTS]



**Delicatessen Trade Show 2023**



# Visitor

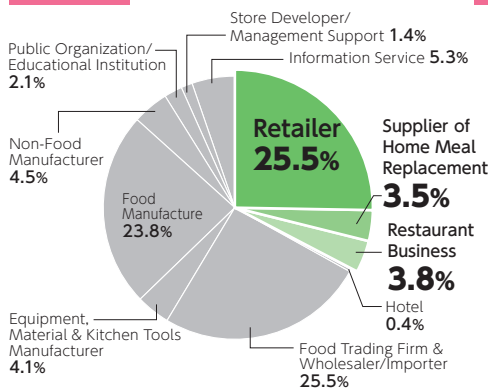
## Questionnaire Outline

<b>Examination Method</b>	Questionnaire sheets were made by the organizer. Visitors filled it in at the counter and the response sheets were collected on the spot.
<b>Examination Period</b>	February 15(Wed.)-17(Fri.), 2023
<b>Examination Object</b>	Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
<b>Collection</b>	451 sheets
<b>Examination Place</b>	In the venue of Delicatessen Trade Show Exhibition Area

### Q1

Industry

Please tell us your business category. **1 choice**

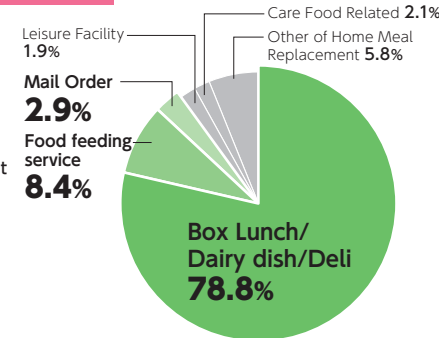


### Q2

Industry Type of Home Meal Replacement

Please tell us your business category. **1 choice**

\*For those who answered "Supplier of Home Meal Replacement" on Q1

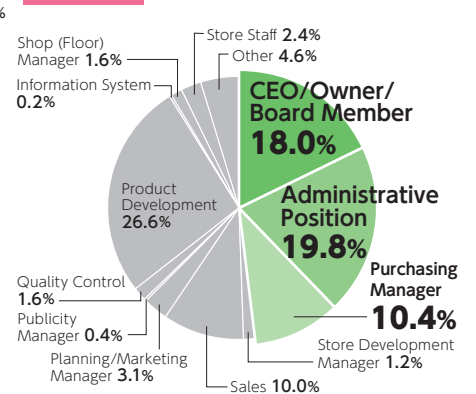


### Q3

Job Category of Home Meal Replacement

Please tell us your business category. **1 choice**

\*For those who answered "Supplier of Home Meal Replacement" on Q1

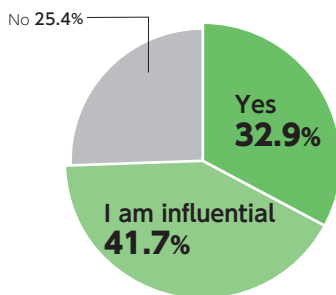


### Q4

Decision Maker of Home Meal Replacement

Do you own an authority to make a decision about product purchasing? **1 choice**

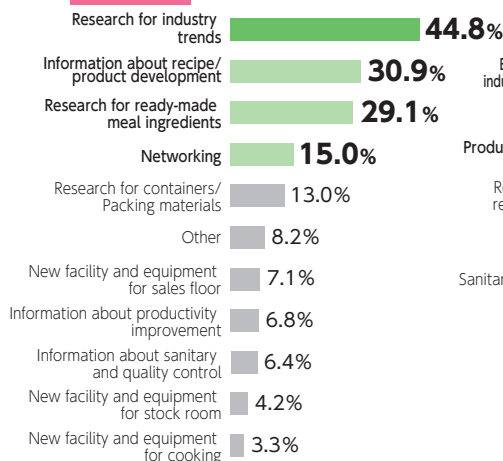
\*For those who answered "Supplier of Home Meal Replacement" on Q1



### Q5

Purpose

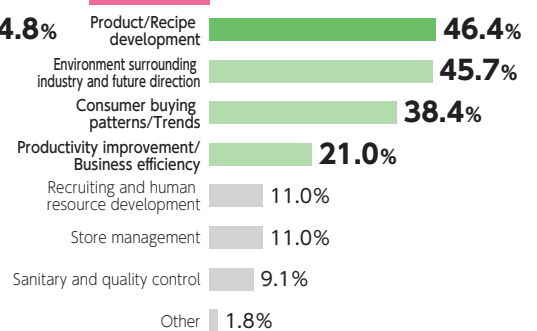
What is the purpose of your visit? **Multiple answers**



### Q6

Theme for the Future

What does your company need? What is the problem your company wants to solve? **Multiple answers**



### Q7

Demand

Please tell us about contents you would like to see and expect at the next show. **Free answer**

- Frozen foods and prepared frozen foods
- Frozen and chilled sweets, etc.
- Outdoor X home Meal Replacement, etc.
- Processed chicken products, etc.
- Environmentally friendly products
- Tempura and fried foods
- Further enhancement of sushi-related products
- Gluten-free products
- Retort pouch products
- Locally produced and locally consumed products
- Kitchen car products
- Beef and pork products
- Seafood products
- Food additives
- Use of RFID
- Proposals for butchery machinery and warehousing
- Food loss countermeasures and proposals
- Product services in line with food trends, etc.
- More packages
- Panel display of market trends and trends
- Supermarket store openings and store development

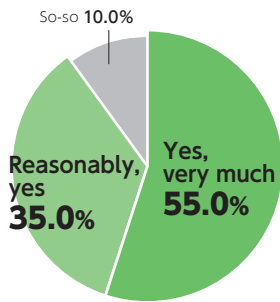


## Questionnaire Outline

**Examination Method** Questionnaire sheets were collected after the show by March 8 (Wed.), 2023 from each exhibitor.

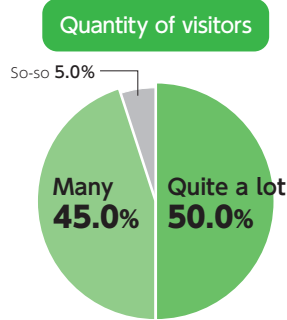
**Q1**  
Satisfaction

Are you satisfied with the results of the show? **1 choice**



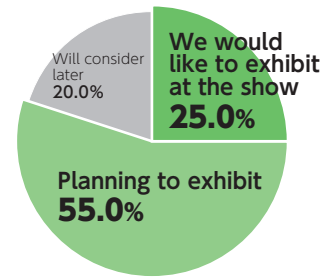
**Q2**  
Quantity and Quality of Visitors

How were the quantity and quality of the visitors? **1 choice**



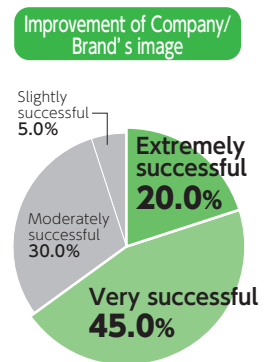
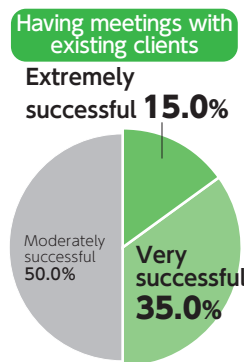
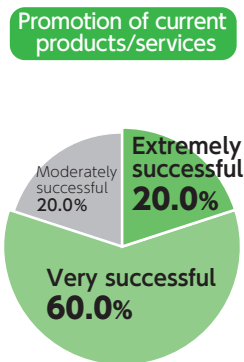
**Q3**  
Plan to Exhibit Next Year

Please indicate your current plan for next Delicatessen Trade Show. **1 choice**



**Q4** Achievement

Please let us know the level of achievement of your exhibit this time. **1 choice**



**Q5** Outcome

Please comment on the merit of exhibiting other than business meetings. **Free answer**

- We were able to gather information on industry issues and understand trends at other companies.
- The contents of other companies' exhibits were helpful, and manufacturers were able to exchange information with each other.
- Existing customers visited the exhibition and exchanged information with us.
- We offered tastings this year, and many people who were not there for business meetings were able to taste the deliciousness of the products.
- Many visitors visited our booth, and we were able to make contacts with them. The contents of other booths were also very interesting, and it was useful to understand the issues in the industry.
- We were able to talk with many visitors and collect information on new customers and suppliers.

**Q6** Future Improvement

Please write about any improvement you would make in the future exhibit, such as your booth decoration and preparation in advance. **Free answer**

- The number of visitors to the show was significantly higher than expected, resulting in a shortage of pamphlets and foodstuffs for tasting.
- Our company is not well known, so people didn't get what we were about just by looking at our booth, so we should have made our product proposals easier to understand.
- There were some cases where people were stuck in the booth and it was not possible to guide them smoothly.
- Smooth response to the quantity of tastings offered and emergency response to the limited supply of raw materials due to the bird flu were issues.

Introduction  
to the  
next edition

**SIMTS 2024**<sup>®</sup>  
SUPERMARKET TRADE SHOW

 **19th** | **Kodawari  
Food Fair 2024**



**Delicatessen  
Trade Show 2024**

**Date**

**Feb. 14 (Wed.) - 16 (Fri.), 2024**

10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)

**Venue**

**Makuhari Messe (Japan)**

To book your booth

Contact

Overseas Secretariat (Congrès Inc.)

***super@congre.co.jp***