

Organizer's Project

SMTS Hall 4&5

This zone features four food trend themes to introduce the latest information and products. This year, "Time efficiency x Food" and "Protein x Food" as the hottest topic will be added newly, setting up seminars and PR corner.

new+ "Time efficiency x Food" - Food, information technology and services related to time efficiency

The time efficiency mindset, in which people want to use their time efficiently, is spreading, especially among young people. In addition, the demand for simplicity and shortened cooking times, while taking into consideration the nutritional value and health of food, is expected to increase for today's busy people. The "Time efficiency x Food" zone will offer products, information, technologies, and services to realize a "time efficiency" in terms of food and cooking, while enjoying a full meal, and will make proposals that lead to a rich dining experience.

Exhibitor Cosmos foods company / DAISHO / dreams farm / Dry Food Association of Japan GAIA PROMOTION / Hachi Foods / JALLUX / KOSKO International / Kunitaro / Marumasa food / MULTIVAC JAPAN / Tableland / towashokusai / Way Sauce Japan (Alphabetical Order)

new+ "Protein x Food" - Food, information technology and services related to protein

Protein is an essential nutrient for the body, and in recent years, there has been a growing awareness of the need for its intake for purposes such as training, dieting, and beauty. Additionally, protein intake is considered important for preventing frailty in older adults, and this market is expanding further. In the "Protein x Food" zone, we will provide new products, information, technologies, and services related to protein, as well as disseminate information on health proposals and health support in supermarkets.

Exhibitor ICHIMASA KAMABOKO / Maruha Nichiro (Alphabetical Order)

"Inbound x Food" - Food, information and services related to inbound -

The number of foreigners visiting Japan is recovering at a rapid pace. We contribute to the expansion of inbound consumption and increase profits by providing products, information, and services related to inbound demand in the "food" field, such as meals and souvenir purchases during foreign tourists' stay.

Exhibitor Daiso Industries / Earth / SHIN INTERNATIONAL / Tsukizibanya / University of Marketing and Distribution Sciences / World Health Frontier Institute / Slow Calorie Research for Health / YOMEISHU SEIZO (Alphabetical Order)

"Frozen x Food" - Foods, equipment, technology and services related to frozen-

This is a zone that gathers the latest food, information, technology, and services related to frozen foods, as demand and shelf space in supermarkets continue to expand due to changes in lifestyle and technological innovations.

Exhibitor Akitahinaiya / Aomori Prefectural Government / ASC / B. Foods Product International / biogusto / BRIDOR / Busco Foods / EAT&FOODS / Gourmet Selection / HANMANDOO FOOD / Hotdog / ISTANBUL FISHERY AND ANIMAL PRODUCTS EXPORTERS' ASSOCIATION / LANNA AGRO INDUSTRY / M&N Corporation / Marino / MUJI Frozen Sweets / Nichinou / Potatoes USA, SIMPLOT JAPAN, Lamb Weston Japan / S.ISHIMITSU / SAMBAZON / sannryu trading / SANYU FOODS / SEIYUFOODS / Sinei Foods / SL Creations / sunfressai / Sung Gyeongsun Mandu / TAESUNG / technican / TOHZAI SANGYO BOEKI / VSP / Will / yamashou foods (Alphabetical Order)

SMTS Hall 2

Future Research by Retailers & Solution Companies
- Retail Growth Amid Environmental and Shopping Behavior Changes -

The Council will hold regular meetings to discuss issues and countermeasures in the retail industry, as well as subcommittees to further explore and verify the content of discussions, and present the content and results of each meeting.

DTS Hall 3

Bento and Prepared Meal Awards
お弁当・お惣菜大賞2025

Bento (Lunchbox) and Prepared Meal Awards

Outstanding lunchboxes that are sold in supermarkets, convenience stores, specialty stores are awarded.

"Bento and Prepared Meal Awards" is aimed at raising the level of the Delicatessen section by praising excellent products and increasing employee's motivation.

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.

This stand is to taste "Fish (Mackerel)" with a demonstration, using the steamer oven installed in the back yard.

3 types of Mackerel

- Soy Sauce Moromi-Grilled Mackerel
- Grilled Mackerel with Tomato Garlic Sauce
- Grilled Mackerel with Honey Mustard Onion

Contact Overseas Secretariat (Congrès Inc.) ***super@congre.co.jp***

As of January 15, 2025

SUPERMARKET TRADE SHOW 2025

- Food Trends Zone**
- | | |
|------------------------|----------------|
| Protein × Food | Inbound × Food |
| Time efficiency × Food | Frozen × Food |

■ **Delicatessen Trade Show 2025**

- Organizer's Project
 Lounge
 Drink Lounge

List of Exhibitors

¥: Co

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