



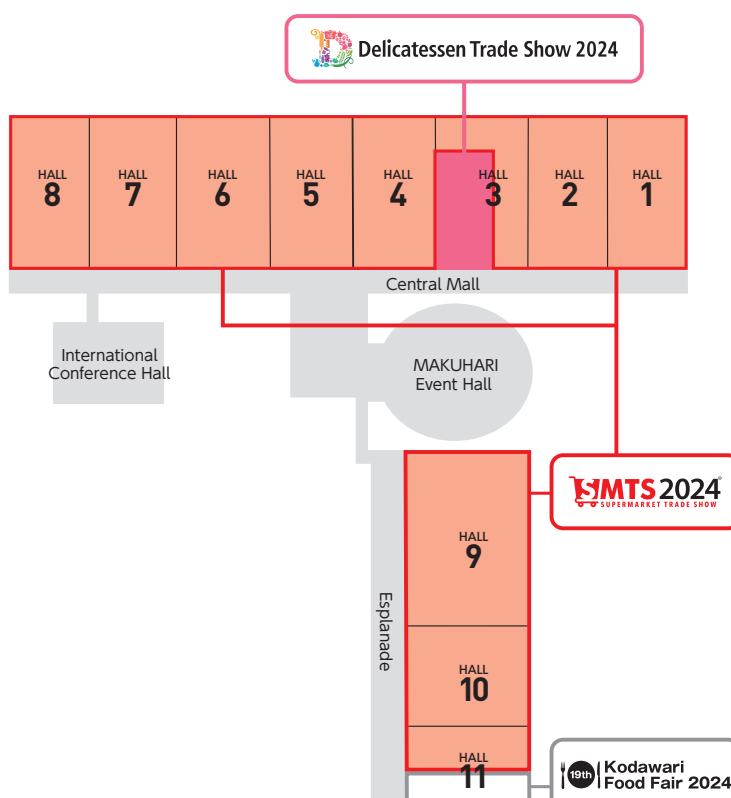
Delicatessen
Trade Show 2024

SHOW REPORT

Date Feb. 14 (Wed.) 15 (Thu.) 16 (Fri.), 2024

Venue Makuhari Messe

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Introduction

The 58th Supermarket Trade Show 2024 and 11th Delicatessen Trade Show 2024 were held as the trade shows that support new lifestyles. 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)

75,858

(Including 8,429 multi-day visitors)

Feb.14 (Wed.)	24,696
Feb.15 (Thu.)	27,592 (3,929)
Feb.16 (Fri.)	23,570 (4,500)

* () indicates the number of multi-day visits.

Figures



Exhibitors: 2,190 companies/organizations
Overseas Exhibitors: 93 companies, 126 booths from 13 countries and regions
Booths: 3,521 booths



Delicatessen Trade Show 2024

Exhibitors: 50 companies/organizations
Booths: 238 booths

As of January 15, 2024

Outline of the Show

■ Supermarket Trade Show

Title:	The 58th Supermarket Trade Show 2024
Abbreviation:	SMTS2024
Date:	February 14(Wed.), 15(Thu.), 16(Fri.), 2024 (for 3 days) 10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)
Venue:	Makuhari Messe (Japan)
Admission:	Pre-registration required
Events:	Lectures, Seminars and Reception Party
Organizer:	National Supermarket Association of Japan
Official Supporters:	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 Oriental Republic of Uruguay / Embassy of Canada / Economic and Commercial Office, Embassy of Spain / Office of Commercial Affairs, Royal Thai Embassy / Taiwan Trade Center / Embassy of Chile Commercial Office / Business France / Polish Investment & Trade Agency, Tokyo Office / Food Marketing Institute Japan



Trade Only



Under 18 not allowed to enter



No collecting samples



No Roller Bags



No sales to exhibitors

Concurrent Show: Delicatessen Trade Show 2024 / The 19th Kodawari Food Fair 2024

As of January 15, 2024

■ Delicatessen Trade Show

Title:	Delicatessen Trade Show 2024
Abbreviation:	DTS2024
Date:	February 14(Wed.), 15(Thu.), 16(Fri.), 2024 (for 3 days) 10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)
Venue:	Hall 3 at Makuhari Messe (Japan)
Admission:	Pre-registration required
Events:	"Bento and Prepared Meal Awards" -Award Ceremony and etc.
Organizer:	National Supermarket Association of Japan
Concurrent Show:	The 58th Supermarket Trade Show 2024 / The 19th Kodawari Food Fair 2024



Trade Only



Under 18 not allowed to enter



No collecting samples



No Roller Bags



No sales to exhibitors

Concurrent Show: The 58th Supermarket Trade Show 2024 / The 19th Kodawari Food Fair 2024

As of January 15, 2024

日本
NIPPON
お酒のふるくらし
Hand-Made NIPPON

Product		
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Delicatessen
Trade Show 2024

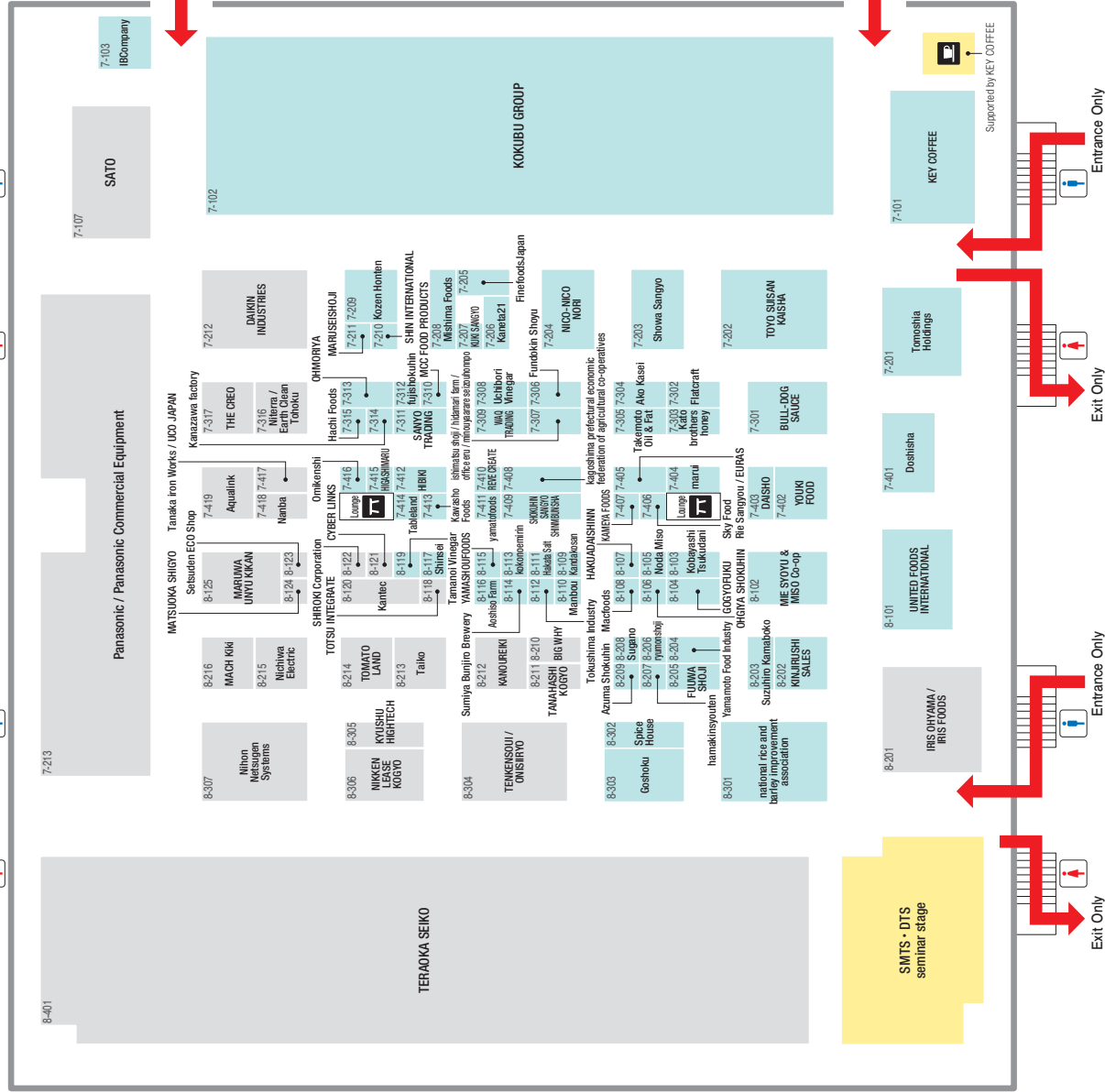
 Bento and Prepared Meals
お弁当・惣菜

HALL
4-6



HALL 8

HALL 7

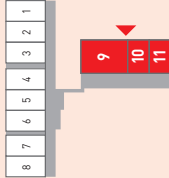


Zone category

Japanese Regional Product

The 19th Kodawari Food Fair 2024

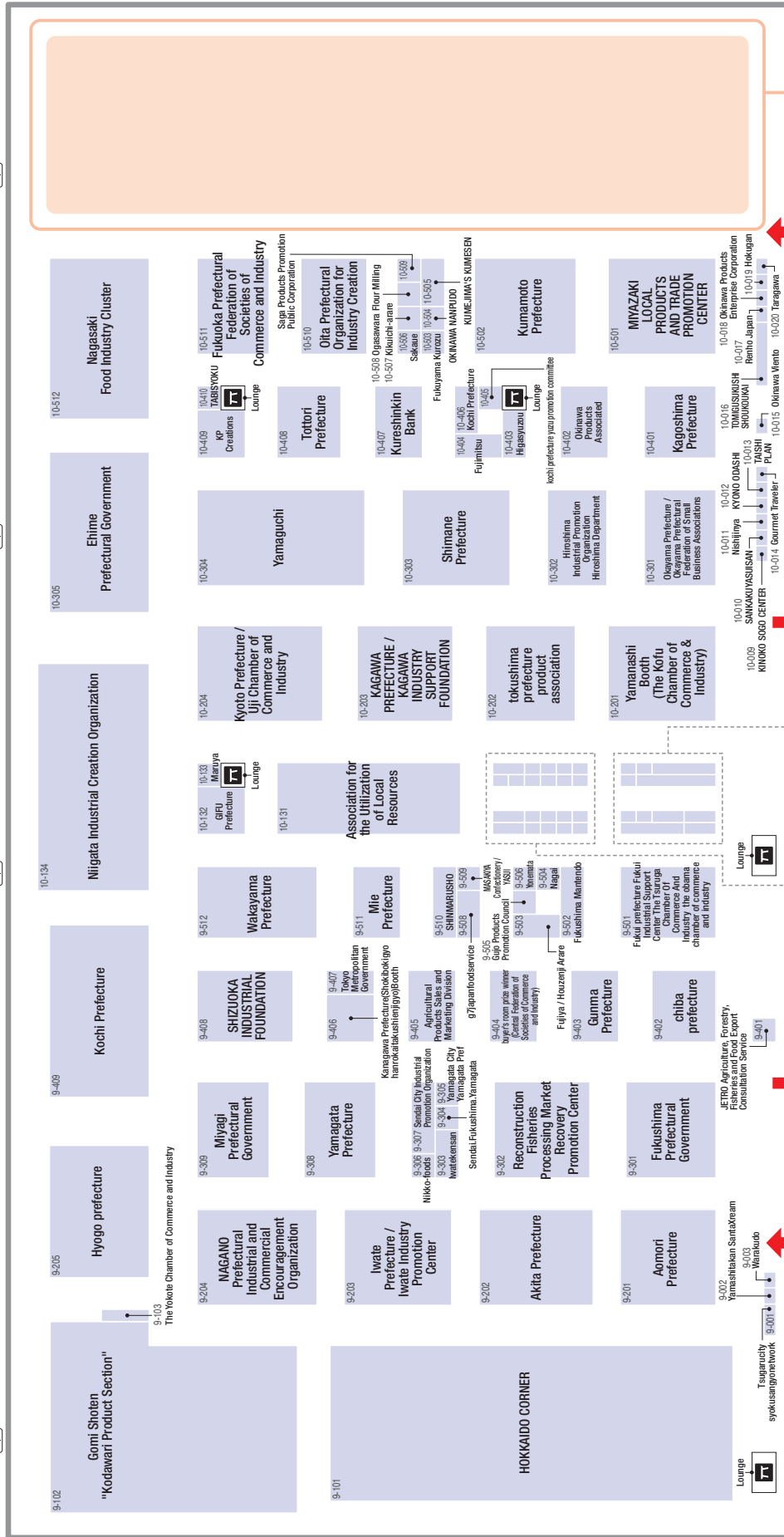
Lounge



HALL 9

HALL 10

HALL 11



Entrance Only

Exit Only

Exit Only

Entrance Only

19th Kodawari Food Fair 2024

List of Exhibitors



As of January 15, 2024

*:Co-exhibitor

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ACEITES MAEVA	6-115*
Agricultural Corp. Humanwell	1-421*
Agricultural Trade Office, U.S. Embassy / Dairy Farmers of Wisconsin	2-204
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AISS	1-304
AJIGEN	2-217
ajinochinuya	5-107
Akitahinaiya	5-120
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Amatake	2-602
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Amlat	2-205*
AN ENTERPRISE	2-120
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ANZCO Foods Japan	2-601
Aomori Prefectural Government	4-404
Aoshiso Farm	8-116
AquaChile	3-103
Aqualink	7-419
ARAI SHOJI	6-205
Aratama Seika	1-518
arcane	5-123
ARTISAN	5-117
ASAHI AND	5-217
ASAHI BUSSAN	2-212
Asahi Shoji	5-406
asahi soft drinks	1-205
ASC	5-102
Aska Foods	3-107
ASSISTVALEUR	6-212
ATOM	2-201
Atomgiken	4-408
Australia Avocado Promotion Secretariat	2-104
AXAS	1-111
AXIS	5-507
Azuma Shokuhin	8-209
B Baekje Corporation	4-517*
BAX	2-514

Beau & Bon	5-602
Beef Marek	4-304*
Belle GreenWise	1-506
Beruf	2-611
BIG WHY	8-210
BIPROGY	2-405
BLUE OCEAN FOOD AND DRINKS	1-104
Blue River Products	1-509
BLUECHIP	5-310
BLUEOCEAN	1-417
BOMPEX JAPAN	5-302
BOURBON	1-317
BRIDOR	4-511
BULL-DOG SAUCE	7-301
Busco Foods	4-403
byme	1-103
C C.F.C JAPAN	1-420
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Calneco	2-615
Canada Beef International Institute	2-503
C-CUBE Sakahogi farm	1-411
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Ceylon Family	1-416
Checker Support	2-306
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COCONO Natural	5-608
Confex	1-318
Coplac	5-504
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Daiso Industries	5-303
Dan On Foods Corporation	6-209
DCOOP GROUP	6-115*
De Agave	1-108
delica	1-507
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Doshisha	7-401
DOUTOR COFFEE	6-107
Drobimex	4-303*
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E Earth and Water	5-513
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FRIGORIFICO LAS PIEDRAS	2-504*
FRIGORIFICO PANDO	2-504*
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FRIGORIFICO TACUAREMBO - MARFRIG	2-504*
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GREEN FARM	4-507
Grupo Ybarra	6-115*
Gwell	1-310

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THE CREO	7-317	Yamaya Communications	5-111	K KAGAWA PREFECTURE / KAGAWA INDUSTRY SUPPORT FOUNDATION	10-203
THE DAIWA	2-603	YANAGAWA FROZEN FOODS	5-119	kagawa ranch	10-123
The Korea Rice Foodstuffs Association : Processed Food	4-517	Yaokin	1-422	Kagoshima Prefecture	10-401
The Korea Rice Foodstuffs Association : Sweets	1-421	YOMEISHU SEIZO	5-301	KAISOU NAGA BLOCK SCI	10-102
The PlantEat	5-304	YONEYAMA	3-318	Kanagawa Prefecture(Shokibokigyo hanrokaitakushienjigyo)Booth	9-406
The Syokuryou Shinbun	2-614	YOUKI FOOD	7-402	KAWAMINAMI	10-108
ThreeBond Trading / Kimura	1-206	Young Poong	4-517*	Kawanishi Organic Village Promotion Council	10-120
tohzaishangyoboeki	5-202	YUKIGUNI AGURI	1-513		
tokio industry	1-121	YUTAKA TRADING	6-215		
TOKO TRADING	1-222	Z Zakład Drobiarski w Stasinie	4-303*		
Tokunaga Seika	2-213	Zakłady Mięsne Józan	4-304*		
Tokushima Industry	8-112				
Tokyo Tea Trading	6-106				

Kikuichi-arare	10-507	OKAKURA	10-115	Tokyo Metropolitan Government	9-407
KINOKO SOGO CENTER	10-009	Okayama Chamber of Commerce and Industry	10-104	TOMIGUSUKUSHISHOUKOUKAI	10-016
Kochi Prefecture	9-409,10-406	Okayama Prefecture / Okayama Prefectural Federation of Small Business Associations	10-301	Tottori Prefecture	10-408
kochi prefecture yuzu promotion committee	10-405	OKINAWA NANPUDO	10-504	Tsuchida product(Tsumugiya)	10-112
KP Creations	10-409	Okinawa Products Associated	10-402	Tsugarucity syokusangyonetwork	9-001
Kubotaseika	10-117	Okinawa Products Enterprise Corporation	10-018	tsukizibanya	10-122
Kumamoto Prefecture	10-502	Okinawa Viento	10-015	Wakayama Prefecture	9-512
KUMEJIMA'S KUMESSEN	10-505	Quicks	10-130	Warakudo	9-003
Kureshinkin Bank	10-407	Reconstruction Fisheries Processing Market Recovery Promotion Center	9-302	Yamagata City Yamagata Pref	9-305
KYONO ODASHI	10-012	Renho Japan	10-017	Yamagata Prefecture	9-308
Kyoto Prefecture / Uji Chamber of Commerce and Industry	10-204	Saga City	10-129	Yamaguchi	10-304
Maruya	10-133	Saga Products Promotion Public Corporation	10-509	Yamanashi Booth(The Kofu Chamber of Commerce & Industry)	10-201
MASAKIYA Confectionery / YASUI	9-509	Sakaue	10-506	Yamashitakan SantaXream	9-002
matsubara	10-110	Samukawa Town Society of Commerce and Industry	10-101	Yanagiya Honten	10-119
Matsukikufoods	10-113	SANKAKUYASUISAN	10-010	Yonemata	9-506
Mie Prefecture	9-511	Seifu	10-114	ZENTA ONION FARM	10-126
misaki	10-105	Sendai City Industrial Promotion Organization	9-307	Zushi City Society of Commerce and Industry	10-103
Miyagi Prefectural Government	9-309	Sendai.Fukushima.Yamagata	9-304		
MIYAZAKI LOCAL PRODUCTS AND TRADE PROMOTION CENTER	10-501	Shimane Prefecture	10-303		
MOMIKI	10-111	SHINMARUSHO	9-510		
Nagai	9-504	SHIZUOKA INDUSTRIAL FOUNDATION	9-408		
NAGANO Prefectural Industrial and Commercial Encouragement Organization	9-204	TABISYOKU	10-410		
Nagasaki Food Industry Cluster	10-512	TAISHI PLAN	10-013		
Niigata Industrial Creation Organization	10-134	Taragawa	10-020		
Nikko-foods	9-306	The Isehara City Society of commerce and Industry	10-121		
Nishijinya	10-011	The Yokote Chamber of Commerce and Industry	9-103		
Nomurasangyo	10-118	Tobo Rice	10-109		
Ogasawara Flour Milling	10-508	tokushima prefecture product association	10-202		
Oita Prefectural Organization for Industry Creation	10-510				



Delicatessen Trade Show 2024

ACT CHUSHOKU	3-317	Japan Ready-made Meal Association	3-412	San-Ei Gen F.F.I.	3-414
ACTA / AC system service	3-407	KAGOME	3-411	Sankyohikari	3-215
AHIKAN	3-402	Kaminashi	3-316	SANKYU FOOD	3-308
Cosmofoods	3-315	Kanebunseika / International Green Service	3-305	Saraya	3-312
CP CHEMICAL	3-403	KANEYOSHI	3-210	SHINOBU FOODS PRODUCTS	3-301
FMI	3-314	kewpie	3-202	SHIRAKO	3-410
Fujicco	3-310	KIS	3-404	Showa Sangyo	3-408
FUJISEIKI	3-401	KOKUBU GROUP	3-201	Soramitu	3-212
Hagafoods	3-416	maruhachi	3-418	TAG JAPAN	3-203
Hanei	3-415	MYCOOK INDUSTRY	3-204	takasago	3-205
Harmony	3-217	Nakano Mode Enterprise	3-304	The Mitsuhashi	3-309
Ina Food Industry	3-417	okishouten	3-311	The Nisshin Oillio Group / WAKOU SHOKUJIN	3-303
Itochu Pulp and Paper	3-409	PESCARICH	3-302	Tokita Seed	3-306
itsujisyokusan	3-207	Rheon Automatic Machinery	3-101	Torizenfoods	3-313
Iwatani	3-214	Sanchu	3-208	Universe	3-406
				YAMADAI FOOD	3-307
				YAMASA	3-405

SMTS•DTS Seminar Stage (Hall 8)

Excerpts from the main seminars:

February 14 (Wed.)

10:50 a.m. ~ 11:40 a.m.

SMTS Speaks "The 100-year era of supermarkets"

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

February 16 (Fri.)

10:30 a.m. ~ 12:00 p.m.

Supermarket White Paper 2024 Part I

... and more

SMTS Organizer's Project

Hall 4,5

Food Trends Zone



Three food trend themes were set up to introduce the latest information and products. In the newly established "Inbound x Food" zone, Organizer's Project Display was also set up.

new+ "Inbound x Food" Food, information and services related to inbound

The number of foreigners visiting Japan is recovering at a rapid pace. We contributed 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 BOMPEX JAPAN / Daiso Industries / JALUX / Japan Shopping Tourism Organization / Net Stars / The PlantEat / YOMEISHU SEIZO
(Alphabetical Order)

"Sustainability x Food" - Sustainable products -

Exhibitor AXIS / Beau & Bon / COCONO Natural / Coplac / Daiharu / DGSALES / Dry Food Association of Japan / Earth and Water / EcoInno Japan / First Step Japan / GUTEN / MAPLE3 / Flower Food / GREAT GIANT FOODS JAPAN / Iwasaki / Japan Farm Products / Jinmon / Katsuragi City Chamber of Commerce and Industry / Kunitaro / Kyodokumiai Kumamotomeisankai / Marumasa Food / MUSO / SakuraiFoods / SANKO / Souseiaguri / Spread / University of Marketing and Distribution Sciences / Water-based Flexographic Printing Advancement Council / YAMAKI JOZO / Yamauchihonten
(Alphabetical Order)

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

Exhibitor ajinochinuya / Akitahinaiya / Aomori Prefectural Government / arcane / ARTISAN / ASC / Atomgiken / Beef Marek / BRIDOR / Busco Foods / Caleta Bay / Chuo Kagaku / Drobimex / EAT & FOODS / European Beef on Asian Markets / gold star / Gonohe Suisan / Gourmet Selection / GREEN FARM / Higa Industries / hongkongjapan / Hot Dog / IM Food Style Frozen food / Jelly Beans / Karaminofoods / Katsu Mi Japan / Kawamitsu Shouji / KINJIRUSHI SALES (FROZEN) / Kyodo Printing / KYOGEN / M&N Corporation / Mandrillus / Marino / MaruhaNichiro / Maruni Foods / MARUOO / Promotion Hokkaido of Food Development and Distribution / Matsuo / MISUZU LIFE / Moscibrody / Nakasato Seika / NATIONAL POULTRY COUNCIL - CHAMBER OF COMMERCE / NERO / Nichinou / Seki / Nikkan Keizai Tsushinsha / Noridane / Norlake International / P.D.Drobex / PETOKOTO / PIZZAREVO / Poultry with a European passport / Rakuten Farm / SAONGWONWON / ELSS BRIDGE / SEIYUFOODS / Senko Farm / Sevens / sisenshokuhin / SKYTEN / sunfressai / SUPERDROB CPF, POLAND / TAISEI / technicanild / tohzaishangyoboeki / TSUKIJI KANISHO / Will / Yamaya Communications / YANAGAWA FROZEN FOODS / Zakład Drobiarski w Stasinie / Zakłady Miesne Józan
(Alphabetical Order)

SMTS Organizer's Project

“Inbound × Food” Organizer's Project Display (Booth No. 5-305)

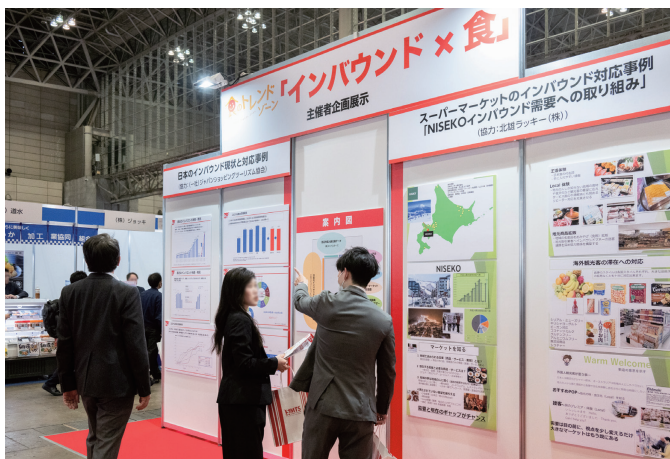
This display provided a variety of inbound-related information and proposed solutions, including the current inbound situation as seen through data and case studies of inbound responses in supermarkets.

Support Companies

EXTECH / Hokuyu Lucky / Japan Ready-made Meal Association / Japan Shopping Tourism Organization / NETSTARS / YAMABOSHIYA (Alphabetical Order)

Major Proposal Examples

- Current status of inbound and case studies (provided by Japan Shopping Tourism Organization)
- Case study of a supermarket's inbound “NISEKO inbound demand initiatives” (provided by Hokuyu Lucky)
- Japanese-English dictionary of prepared food menus (provided by Japan Ready-made Meal Association)
- Inbound young adult consumption trends for confectionery (provided by YAMABOSHIYA)



“Inbound × Food” Special Seminar (SMTS・DTS Seminar Stage in Hall 8)

In addition to providing an understanding of the current status of inbound tourism, this seminar also introduced examples of efforts by the NSAJ member supermarkets and success stories from the department store industry.

Title Supermarket's efforts to accommodate guests visiting Japan



SMTS Organizer's Project

Hall 1

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 was to showcase the "skills" and "passion" of sake brewers who were particular about the regions and quality of their sake.



Hall 2

Future Store "NOW"



Future Store "NOW"

継続的近未来スーパーマーケット研究

<https://fs-n.info/>

The Council would 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 presented the content and results of each meeting.



Business Matching @ SMTS・DTS2024

Business matching meetings between domestic buyers, mainly retailers, and SMTS exhibitors were held. We conducted approximately 200 business matching meetings for 3 days.



JETRO Food Export Business Meeting at SMTS

Business meeting hosted by Japan External Trade Organization (JETRO). Overseas buyers visited SMTS for the first time in four years, and we conducted 108 business matching meetings for 2 days.

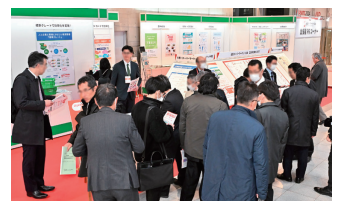


In front of Hall 5

Organizer's PR Corner

This corner was set up to introduce the activities of NSAJ, the organizer of Supermarket Trade Show and Delicatessen Trade Show, and to provide information on related ministries, agencies, and organizations.

In addition to the free distribution of the Supermarket White Paper, we introduced the S-Ken (Supermarket Certification Test), Cornell University Retail Management Program of Japan, and the Quality Improvement Committee, and a consultation desk for becoming a regular and supporting members was also set up.



Questionnaire Result SMTS



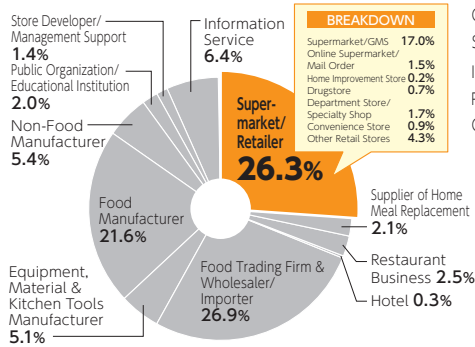
Visitor

Questionnaire Outline

Examination Method	Questionnaire was made by the organizer. Visitors scanned a QR code at the counter and completed the questionnaire on the spot.
Examination Period	February 14(Wed.)-16(Fri.), 2024
Examination Object	Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
Collection	1,527 sheets
Examination Place	In the venue of Supermarket Trade Show

Q1 Industry 1 choice

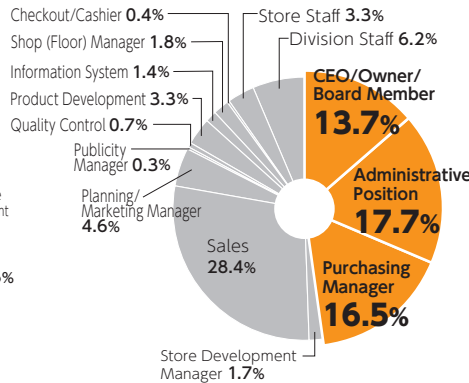
Please tell us your business category.



Q2 Job Category 1 choice

Please tell us your job category.

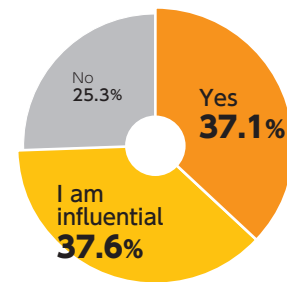
*Tallied the number of visitors from supermarket, retailer, wholesaler and trading firm



Q3 Decision Maker 1 choice

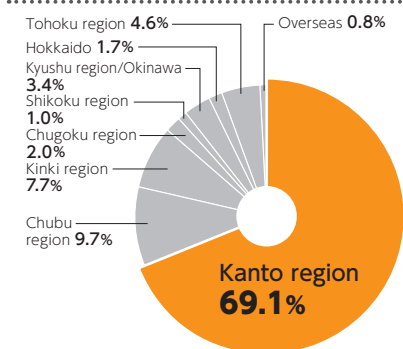
Do you own an authority to make a decision about product purchasing?

*Tallied the number of visitors from supermarket, retailer, wholesaler and trading firm



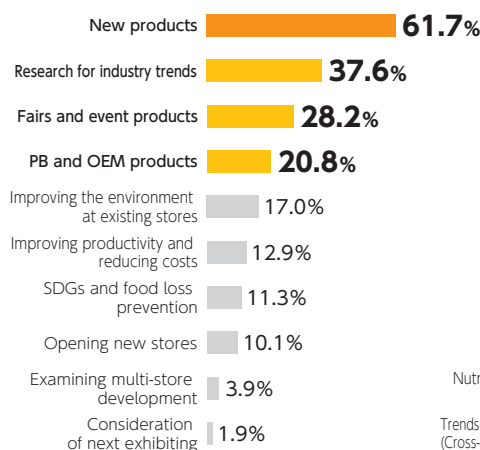
Q4 Place of Work 1 choice

Where is your office located?



Q5 Purpose Multiple answers

What is the purpose of your visit?



Q6 Theme for Business meeting Multiple answers

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



Q7 Demand Free answer

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

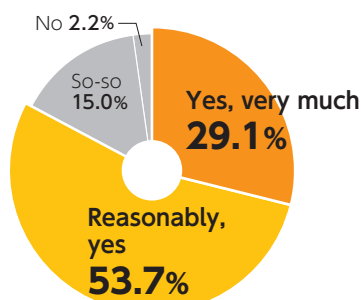
- Latest trends, new products and technologies
- Logistics
- OEM products
- Organic foods
- SDGs
- Food education, menu suggestions
- Emergency food supplies, natural disaster preparedness & response
- Products and trends for young people
- Measures for an aging population, senior market
- 6th industrialization
- Traceability
- Mood food
- Utilizing AI, improvement in productivity
- Alternative food, plant-based food
- Automation, mechanization, DX
- Measures for labor shortages
- Products for inbound tourism
- Workforce development

Questionnaire Outline

Examination Method Questionnaire sheets were collected after the show by March 31 (Sun.), 2024 from each exhibitor.

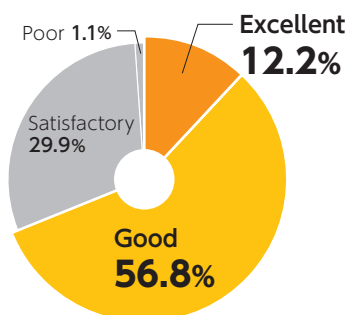
Q1 Satisfaction 1 choice

Are you satisfied with the results of the show?



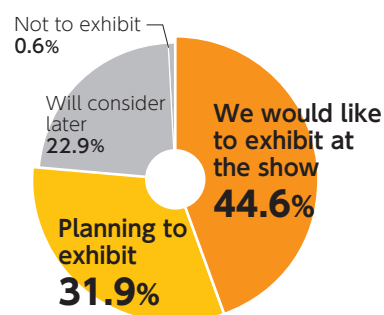
Q2 Quality of Visitors 1 choice

How were the quality of the visitors?



Q3 Plan to Exhibit Next Year 1 choice

Please indicate your current plan for next Supermarket Trade Show.



Q4 Business Meetings during the Show

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

1	2	3	4	5
Business cards	Business meeting	New meeting	Appointment acquiring rate	Order intake rate
How many business cards did you get from the visitors?	Out of ①, how many had a clear intention in having business meeting at your booth?	Out of ②, how many NEW business meetings did you have?	How many appointments did you get? *Appointment total ÷ Concrete business meeting total	How many orders did you get? *Order total ÷ Concrete business meeting total
Average 552.3	Average 185.5	Average 92.5	Average 50.3	Average 12.3

Q5 Outcome Free answer

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

- There are also opportunities for exchange with other manufacturers, where information can be exchanged about sales strategies and other matters.
- I was able to meet with representatives from manufacturing outsourcing partners and suppliers from outside the prefecture.
- This provides an opportunity to directly receive feedback from buyers and other relevant parties when launching new products.
- I was able to simultaneously obtain information about competing companies.
- Our company gained recognition. Some companies even mentioned, "Actually, we've been looking for a company like yours," regarding aspects other than the exhibited products.
- Promotional activities for brand awareness and store DX promotion.
- We were able to establish connections with manufacturers for raw materials and potential collaborations.
- We were able to draw inspiration from other companies' marketing approaches. Additionally, internally, the best aspect was the cooperation and unity among employees from multiple departments working together towards the success of the exhibition.

- After several years, we were able to significantly expand our tasting opportunities, and we received introductions and feedback on the spot. Having tastings allowed us to promote our products more effectively.
- It provided an opportunity to greet individuals whom I hadn't had the chance to greet before.
- It's good to see how the industry is focusing and what it's emphasizing by visiting other booths. Even within the same industry, there are various approaches, so it's a good opportunity to think about how we should move forward in the future.
- Listening to various opinions from different people was helpful for product planning and development.
- Our employees gained a deeper understanding of our own products and were able to have meaningful exchanges with our clients. Through such opportunities, we were able to strengthen the relationship of trust between both parties.

Q6 Future Improvement Free answer

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

- We prepared more samples than last year's exhibition, but it turned out to be more than anticipated, requiring a considerable addition.
- I felt once again the need for a booth design that is eye-catching and makes people want to stop.
- Having exhibited for three consecutive years, we have gained some recognition and established connections with major buyers and wholesalers. However, acquiring new clients has become challenging, and there is also a sense of stagnation. Therefore, we would like to reconsider our exhibition strategy for the next year.
- We recognize the need to check the situation of surrounding exhibitors regarding how they conduct demonstrations, and to carry out demonstrations accordingly.
- We realized the necessity of developing new products.

- The challenge is how to maintain ongoing communication and information sharing with the individuals from whom we received business cards.
- Review of product selection and display.
- There was a shortage of staff, which caused delays in providing samples for tasting.
- We did not delve deeply enough into space utilization, staffing, and the content of the guidance provided.



Bento and Prepared Meal Awards

お弁当・お惣菜大賞2024

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.

Hall 8

Awards Ceremony

Bento and Prepared Meal Awards 2024 Ceremony

February 14(Wed.) 2024 2:50p.m.-3:50p.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

食べくらべ体験STAND

Food Comparison STAND

At this stand, visitors could taste and experience delicatessen-related menu proposals to in-store cooking and sales. Utilizing a steam convection oven installed in the backyard, we introduced the increasingly popular "Gratin rice" with demonstrations and offered tastings of three types of Gratin rice.



Proposed menu

Number of tastings provided 1,332 in total for three days

Questionnaire collection 1,190 sheets in total for three days

3 types of Gratin rice
using the steamer oven

- Chicken Gratin rice with Tomato Sauce
- Porcini-scented Gratin rice
- Omelette curry Gratin rice

Free distribution
at the venue!

惣菜デリ最前線2024

Souzai (daily dish) Deli Forefront 2024

This is a booklet about bento and delicatessen to introduce products that have won the Bento and Prepared Meal Awards 2024, information on advanced case studies from the sales front, industry trends and developments, and information on the DTS2024 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 2024**

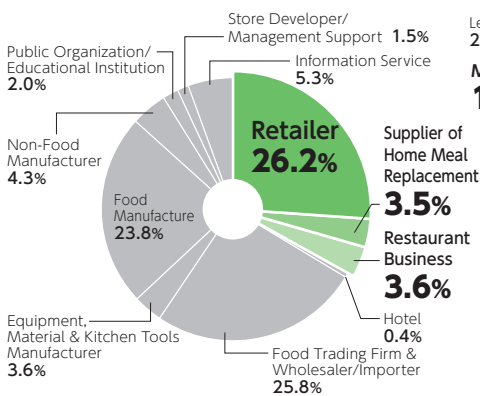
Visitor

Questionnaire Outline

Examination Method	Questionnaire was made by the organizer. Visitors scanned a QR code at the counter and completed the questionnaire on the spot.
Examination Period	February 14(Wed.)-16(Fri.), 2024
Examination Object	Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
Collection	472sheets
Examination Place	In the venue of Delicatessen Trade Show Exhibition Area

Q1 Industry 1 choice

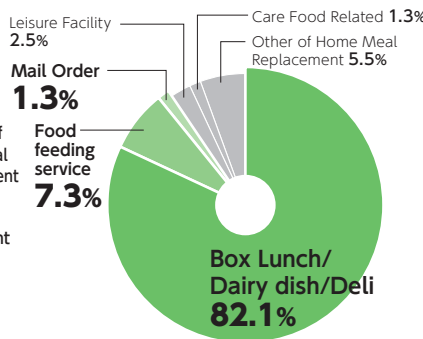
Please tell us your business category.



Q2 Industry Type of Home Meal Replacement 1 choice

Please tell us your business category.

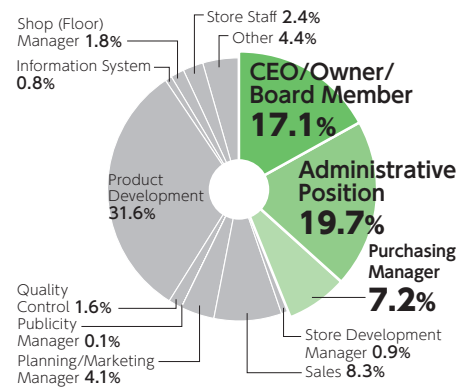
*For those who answered "Supplier of Home Meal Replacement" on Q1



Q3 Job Category of Home Meal Replacement 1 choice

Please tell us your job category.

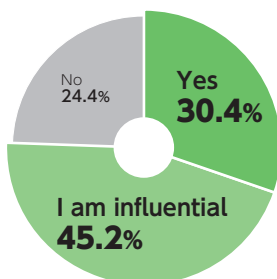
*For those who answered "Supplier of Home Meal Replacement" on Q1



Q4 Decision Maker of Home Meal Replacement 1 choice

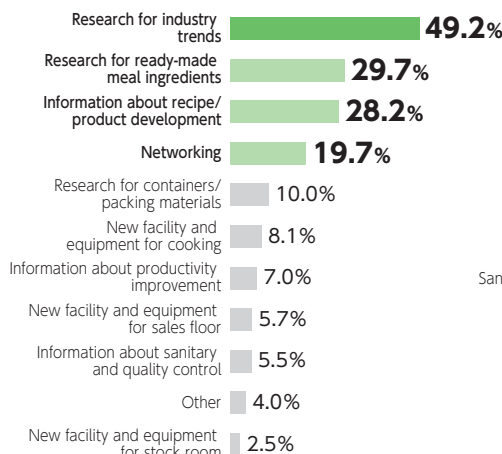
Do you own an authority to make a decision about product purchasing?

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



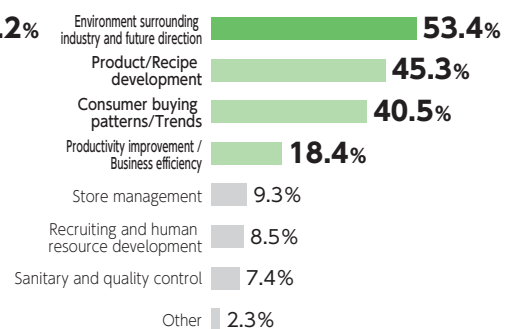
Q5 Purpose Multiple answers

What is the purpose of your visit?



Q6 Theme for the Future Multiple answers

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



Q7 Demand Free answer

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

- Future food
- Pickles
- Frozen food
- Boxed lunches / Bento boxes
- Seafood
- Meat (livestock products)
- Ramen ingredients / Ramen products
- Italian ingredients

- Health products
- New container
- Enhancement of materials
- "I'd like to see it being made in person."
- Methodology for product development associated with data analysis
- "I'd like to see innovative ideas for prepared foods."

- Exhibition related to fixtures
- Exhibition by foreign companies
- Industry trends
- Export relations
- Recycled or scrap material utilization products
- Environmental products
- Sustainable products

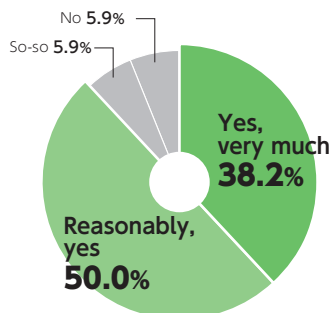


Questionnaire Outline

Examination Method Questionnaire sheets were collected after the show by March 8 (Fri.), 2024 from each exhibitor.

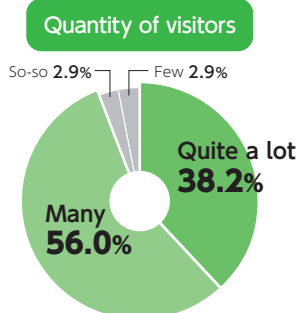
Q1 Satisfaction 1 choice

Are you satisfied with the results of the show?



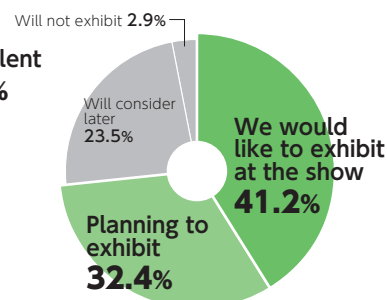
Q2 Quantity and Quality of Visitors 1 choice

How were the quantity and quality of the visitors?



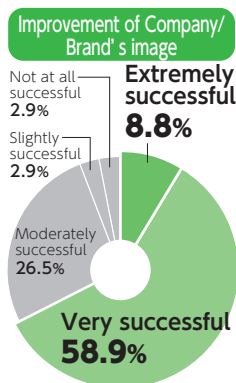
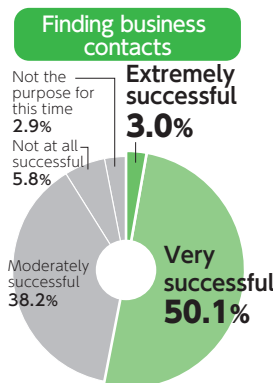
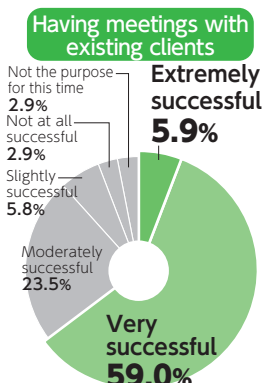
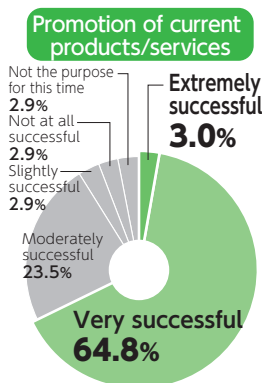
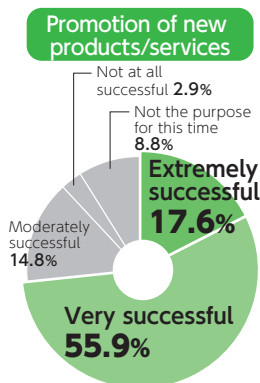
Q3 Plan to Exhibit Next Year 1 choice

Please indicate your current plan for next Delicatessen Trade Show.



Q4 Achievement 1 choice

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



Q5 Outcome Free answer

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

- We were able to learn about other manufacturers' sales promotion methods and acquire knowledge, as well as exchange information with other companies in the same industry.
- A key client who we have a good relationship with, but who is not a supermarket, visited us.

- We were able to disseminate messages to external stakeholders.
- Being featured on TV.
- Brand penetration.

Q6 Future Improvement Free answer

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

- The challenge is how to stop customers in their tracks and get them to listen to our message.
- The booth layout resulted in uneven traffic flow, with crowds congregating around certain corners.
- It was challenging to handle the influx of visitors. We will consider increasing staffing for the next time to manage operations more effectively.
- Due to the high number of existing customers attending, it is necessary not only to acquire new customers but also to introduce new products and new categories.

- Even if the booth location is not ideal, it is still important to have an engaging display and offer tastings to attract interest.
- Visitors came to our booths, but it is necessary to verify whether we were able to secure new business opportunities and convert them into negotiations.
- Limit the tastings offered. Consider methods to avoid congestion during move-out period.
- We are still not getting new clients.
- It was necessary to enhance promotional tools such as food samples and adoption cases.

Introduction
to the
next edition



Delicatessen
Trade Show 2025

Date

Feb.12(Wed.) -14(Fri.),2025

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