

Creating Value to Provide True Satisfaction

We have provided true satisfaction by identifying the needs of individuals and society, enabling us to create the products and services required in each era.

The Nichirei Group will continue to support eating habits through business activities covering a wide range of foods.

1940s to 1950s

Launch of the Nichirei Group to rebuild the postwar food supply system and respond to rising consumption



Antarctic expedition

Nippon Reizo was established to take over the marine products, refrigeration, and ice-making businesses. With a mission to provide a stable food supply after World War II, we diversified our businesses as consumption rose rapidly in the 1950s.

- 1942 Established Teikoku Marine Products Control Company
- 1945 Reorganized as Nippon Reizo Inc., a private company
- 1946 Launched Reika fruit juice popsicle
- 1952 Launched frozen prepackaged tempura set
- 1955 Started offshore exporting of marine products
- 1956 Launched meat and poultry products business
Provided frozen food to Antarctic expedition
- 1959 Developed Hayabusa, a long-distance frozen cargo vehicle

1960s to 1970s

The spread of electric refrigerators changes eating habits. Expanding into the broiler and processed marine products businesses



Rotating poultry house at the Kamagaya Laboratory

Terrace Nichirei cafeteria at the Japan World Exposition in Osaka

Green Belt brand

With brisk economic growth, electric refrigerators became common household appliances and household-use frozen foods began to be accepted. We contributed to the government-led creation of a cold chain logistics network to maintain food freshness during transport from producing areas to stores.

- 1960 Established Kamagaya Laboratory (establishment of a rotating poultry house)
Launched *Tender Tuna* (cooked canned tuna)
- 1964 Provided frozen foods to the athletes' village at the Tokyo Olympics
- 1968 Ranked No. 1 in share of African octopus and Central and South American shrimp handled
- 1970 Opened a cafeteria at the Japan World Exposition (Osaka)
- 1977 Established a subsidiary to handle transport
- 1979 Established a subsidiary to collect and sell agricultural, marine, meat and poultry products in the United States

1980s to 1990s

Increasing interest in frozen foods as more women began working outside the home. Actively developing new businesses



Initial Acerola Drink can

Newspaper announcement of the change in the company name

Initial Shin-Renji-Seikatsu

A management crisis led to Tomorrow's Nichirei, a bottom-up in-house campaign soliciting employee proposals for innovation and improvement, which led to a series of new businesses. In addition, rising numbers of women working outside the home spurred growth in demand for highly convenient frozen foods. From the latter half of the 1980s, we started full-scale overseas expansion in the fields of processed foods and temperature-controlled logistics.

- 1980 Started Tomorrow's Nichirei
- 1982 Expanded into the biotechnology field
- 1985 Changed company name to Nichirei Corporation
- 1987 Launched *Acerola Drink*
- 1988 Started European logistics business in the Netherlands
- 1993 Full-scale launch of cross-docking operations (XD)
- 1994 Launched *Shin-Renji-Seikatsu*, a pioneering series of microwavable frozen foods
- 1997 Established the Nichirei Technology Development Center

2000s

Addressing diversifying eating habits and consumer concerns about food safety. Accelerating business operations by converting to a holding company structure



Junwakei chickens

GFPT Nichirei (Thailand) Company Limited

We fundamentally revised the structure of our traceability system to enhance quality assurance so we could provide safer, more reliable products. We also converted to a holding company structure and started new initiatives in each business.

- 2001 Launched household-use frozen product *Honkaku-Itame-Chahan* (fried rice)
- 2004 Started a logistics business in China (Shanghai)
- 2005 Converted to a holding company structure
Established Jinzhu (Yantai) Food Research and Development Co., Ltd. in China for food analysis, inspection, and research and development
- 2006 Started the *Inochi-no-Mori-Project* in Indonesia (sustainable shrimp procurement using extensive aquaculture and mangrove tree planting)
- 2007 Started *Junwakei* chicken business
- 2008 Established GFPT Nichirei (Thailand) Company Limited, a Thai production subsidiary, for stable supply of processed poultry products

2010s

Conducting management with a medium- to long-term perspective that addresses simplifying food preparation, increasing health consciousness, Japan's labor shortage, and globalization



Global Innovation Center

By strengthening our earnings base and improving asset efficiency, we promoted profit growth and expansion of the scale of our overseas business. We also stepped up our ESG initiatives to increase corporate value.

- 2011 Established Higashi-ogishima DC (Kawasaki City) and added a second building in 2013 to meet strong demand for logistics
- 2012 Started sales of Asian food in the United States
- 2013 Launched Southeast Asian logistics business, starting in Thailand
- 2014 Established Nichirei Foods Funabashi No. 2 Plant
- 2017 CSR Basic Policy revised as The Nichirei Pledge
- 2018 Opened the *MIRAterrace* company day-care center
- 2019 Established the Global Innovation Center as a bioscience business base for research, development and production
Established the Nichirei Group Human Rights Policy

2020 onward

Becoming a company that creates new customer value and helps resolve social issues to achieve a sustainable society



Nagoya Minato DC

We are forging a strong link between sustainable corporate growth and the achievement of a sustainable society, dealing openly with the public as we continue to support eating habits.

- 2020 Established Nagoya Minato DC, a model center for business innovation
Junwakei chicken became the first poultry product in Japan to acquire Specific Japanese Agricultural Standards (JAS) certification for sustainability for eggs and chicken meat
- 2021 Joined the United Nations Global Compact
Launched *Immunofine SARS-CoV-2* antigen test kit for the SARS coronavirus
- 2022 Established Sustainability Policy: The Nichirei Pledge
Launched *Inochi-no-Umi-Project* to regenerate *Zostera* (eelgrass) beds
- 2023 Established a new eco-friendly factory for processed rice at Kyurei Inc.

Net Sales



Note: Consolidated net sales from FY2005