

# Nichirei's History

Nichirei was established to provide a safe and reliable supply of food products during the postwar era, when food shortages were a serious problem. It has steadily grown while developing a variety of businesses to support Japan's dietary habits.

We will continue to support good eating habits and health by leveraging our state-of-the-art manufacturing practices that optimize nature's bounty, along with our leading-edge logistics services.



## Group's history

**1942**  
Established Teikoku Marine Products Control Company



**1945**  
Established Nippon Reizo Inc. as a private company



**1985**  
Changed company name to Nichirei



**2000**  
Enhanced quality assurance system  
Enhanced management system and quality assurance in the wake of problems with agricultural chemicals residue in China-produced frozen vegetables and other issues

**2005**  
Converted to a holding company

**1943** Established marine products business and ice-making, cold storage and freezing business

**1946** Launched sales of Reika ice candy

**1952** Launched sales of frozen tempura set

**1954** Launched sales of frozen chawan-mushi (savory egg custard)

**1956** Launched meat and poultry business

**1959** Established Nichirei brand utilizing the Nichirei star symbol

**1960** Launched chicken farming business with establishment of a rotating poultry house in Kamagaya, Chiba Prefecture



**1964** Contributed to the Tokyo Olympic Games  
Provided large amounts of various frozen foods in the Olympic village



**1970** Created Terrace Nichirei cafeteria for the Japan World Exposition (Osaka)



**1963** Developed long-distance frozen cargo vehicles  
Created logistics network, contributing to "cold chain plan" spearheaded by the government



**1974** Launched Green Belt brand frozen family dinner series



**1987** Created acerola drink, currently sold by SUNTORY FOODS LIMITED



**1988** Launched logistics business in Europe

**1990** Established logistics business division, launched transit logistics center operations

**1994** Launched sales of Shin-Renji-Seikatsu, one of the first microwaveable frozen food products



**2001** Launched sales of frozen food Honkaku-Itame Cha-Han (fried rice) for home use



**2007** Established directly managed poultry farm  
Started raising Junwakei chickens in Hirono Town, Iwate Prefecture

**2008** Established fully integrated plant for processed chicken products in Thailand



**2011** Constructed high-performance large refrigerated warehouses  
Introduced a seismic isolation system and other industry-leading technologies



**2013** Launched logistics business in Thailand

**2019** Established bioscience business base for research, development and production



## Trends in Net Sales

Net Sales

