

# 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

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1952 Launched sales of frozen tempura set

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

1956 Launched meat and poultry business

1956 Launched at-sea exportation of marine products

1956 Provided frozen food to Antarctic expedition team

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



Global Innovation Center

## Trends in Net Sales

Net Sales

