

## Functional Foods / Health-oriented Foods

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EXPANSION OF SOYBEAN FUNCTIONAL FOODS AND SOYMILK  
PRODUCTION CONTINUES

There is a growing interest in functionality of soybeans for many reasons including health, beauty and cooking, and the production of soymilk continues to expand. On the other hand, high functional ingredients based on soybean powder and soybean protein that aim to solve issues of users are also very active. Overall, the soybean functional foods market is getting greater attention than ever before.

In Korea, a country next to Japan, "Tofu Chips" sold at a donut chain store is popular. In Taiwan, China, in addition to "Grain Soymilk," there are flavored soymilk such as strawberry, melon, and honey which is targeted for the beauty market. In China, demand for meat substitution products, snacks, and power bars using Soybean protein, which is a lot cheaper than meat protein is expected to grow. In Europe and Latin America, fruit based soybean beverages are increasing its sales due to its high evaluation in healthiness and abundant fiber. In Central America and Mexico, they are adding soybean powder to tortillas in order to increase the amount of protein. In Whole Foods Market in the US, there are shelves for processed soybean foods that sell tofu, processed tofu products, soymilk, veggie burger, and sausage. Functional foods and beverages using soybean and processed soybean products are the current global trend, and it will start spreading on a full scale in the Japanese market in the near future.

EDEN's Vanilla Soymilk from the US is a popular imported soy product at organic stores and Rakuten (the biggest online shopping mall in Japan). Made from organic soybeans, it has been approved as overseas organic product. It does not contain any cholesterol or fat and it has high protein, beta-carotene, vitamin, and calcium. Many children and their parents enjoy the vanilla flavor.

Let's take a look at national trends.



Photo from Rakuten's website

• Otsuka Pharmaceutical Co., Ltd. is developing and pursuing added values for soybean related products under the idea of "Soylution" which focuses on the health functions and nutritional value. Soylution is a coined word of Soy and Solution. A popular product from

Otsuka, "Soyjoy", currently has 12 different flavors including the new flavor "Fruity Tomato" that started selling this April. It is a new type of nutritional food, where it is made from powdered soybeans instead of flour, and contains a lot of fruits. Nutrition such as soybean protein and isoflavone from the soybean could be taken easily by eating the delicious bar. Also, from this March, the selling of "SOYSH", a soybean carbonated beverage started in Japan. It has been developed as a beverage to take in nutrition from soybeans easily.



Photos from Otsuka Pharmaceutical's website

- Kikkoman was the first in Japan to use the Tetra Gemina Aseptic (TGA) container for their product "Kibun Adjusted Soymilk 500ml" that started selling in August. They are putting their power to spread this product. This type of container is easy to open and pour. It has a cap that could be put back on, and before it is opened, it could be stored at room temperature. It answers the needs of "200ml is too small, but 1L is too much" or "1L is too heavy to bring home." It is compact, easy to carry, and fits in the refrigerator easily. It could be used for cooking or be poured directly in coffee. This product has already received high evaluations from consumers, and it is popular among all generations despite their age.



Photo from Kikkoman's website

- Yakult is mainly engaged in door-to-door sales and home delivering by so-called "Yakult Ladies". With the major product of the company, "Yakult" at the base, they place soymilk and other beverages as additional products, but this August, the sales volume of soybean products rose 9%, and "Adjusted Soymilk," food for specified health uses, jumped 19%. From October, they renewed the packages of "Luckme" series. In order to give the consumers an image of "deliciousness," they printed a picture of soymilk poured inside a glass and has a catch copy of "refined, delicious soymilk flavor."



Photo from Yakult Honsha's website

・ Nisshin Oilio group's soybean products department is focusing more energy on creating functional products and proposals for new use in addition to soybean products using granulated soybean protein under the slogan of "power of soybeans." One of the products is granulated soybean protein "New Comitex A-400 (10kg paper bag)." In addition to creating better texture of dumplings, shao-mai, and hamburger stakes, it could absorb drips of meat juice, and it is able to preserve the rich flavor. Also, a powered soybean product, "Alpha Plus HS-600 (20kg)," has been processed to take away the peculiar smell of soybeans. The texture is quite smooth and since it matches with other products, it could be used widely in beverages, breads, powder mixes, and healthy foods.