

Dairy, Egg & Egg Products

April 2, 2012

TREND OF POPULAR IMPORTED DAIRY PRODUCTS

We will be introducing the trend of whipped cream, powdered milk, soymilk, and imported products related to those top sellers and popular products. We want you to know about Japanese consumption trends by introducing products handled at shops, online, and by individual imports.

Whipped cream (spray can type)

Spray can type whipped cream is popular because it can be easily used anywhere at any time. Using the whipped cream as a topping on coffee, fruits, or deserts add new flavor and accent to the dish very easily.

These whipped cream are sold in two types: frozen and room temperature. They are not good for cake since additives such as nitrous oxide are included inside the spray can during the process of manufacturing, making the cream very weak and soft.

For the domestic makers, Nagoya Seiraku's spray can type whipped cream is popular. As it is printed on the can ("Gran Dessert") it is produced in Italy and sold from Nagoya Seiraku. It is a low fat, dairy free whipped cream made of soymilk (150g/144ml). It makes whipped cream of 3 to 4 times the amount in the container.



Next is a popular whipped cream called PRESIDENT from Belgium. Similar to the product from Nagoya Seiraku, it could be used as a topping for coffee, fruits, or cake. It is popular and it goes well with chocolate, almond, and berry puree. It is sold at food specialty stores, but many people purchase it online as well. On one online store, 2 cans were sold for 1890 yen.

Hochwald Sahne Wunder spray whipped cream is more wide spread and are handled at Seijoishii and other food specialty stores. It softly melts inside your mouth with its light sweetness made from natural vanilla and milk. It could be used as a topping for fruits, ice cream, pancakes, crepe, and muffins. It also goes well with coffee and hot chocolate, adding flavor to different dishes. 250ml can, fat 26%, produced in Germany.



Soya Whipping Cream

Organic soy whipped cream from Germany called SOYATOO! is made 100% from vegetable oil (organic soy bean oil). It is popular among cake shops for its creamy texture.

Since it does not contain any dairy or animal fat, it is accepted by vegetarians or people with allergies.



Powdered milk for babies

Aptamil is a Swiss baby milk maker with a history of over 50 years. It is from Danon group that handles Volvic and Evian. The 900g x 6 package set is getting attention at the online store ever since the 3.11 nuclear power plant accident. On December 6th, 2011, 30.8 Becquerel of radioactive cesium was found in 1 kg of powdered milk product called "Meiji Step" from one of the largest food manufacturer, Meiji. Ever since this news, Aptamil started to attract attention. Meiji is saying that this is due to the nuclear power plant accident. Meiji announced to make replacement of 400,000 cans for free. The amount of cesium found in the milk went below the standard level that the country has determined (200 Becquerel/ kg), but from the idea that the parent must take care of their own child's health, there were many parents who started to use imported products. The selling point of Aptamil's Toddler is that it contains plenty of iron, zinc, and vitamin D, which tend to lack for infants under 1 year of age. Iron: 1.2mg, zinc: 0.89mg, vitamin D: 1.7µg (100g).



Soymilk

A Belgium maker's Provamel produces organic soymilk. The flavors are chocolate, banana, strawberry, and some includes calcium. Similar to Japanese soymilk, there are flavors such as vanilla and strawberry for foreign products as well. It is popular for its delicious flavored made from organic, unadjusted soybeans and because it is cholesterol



Costco brand has become quite familiar in Japan. Here are some of their products. Kirkland's original signature, original organic soymilk (946ml x 12 packs) with the catch phrase "healthy life with organic soybeans!" is getting attention. This soymilk uses organic materials made without any pesticides or chemical fertilizers. It is not too sweet so it is easy to drink. It received America USDA certification.

