

Title	Dried food revolution : Dry & Peace
Sub Title	乾物平和な世界
Author	食の探偵団(Shokunotanteidan) 高野, 研一(Takano, Kenichi)
Publisher	慶應義塾大学大学院システムデザイン・マネジメント研究科
Publication year	2011
Jtitle	Active learning project sequence report Vol.2011, (2011. ) ,p.533- 575
JaLC DOI	
Abstract	<p>We designed the life with dried foods as a theme to achieve ALPS. In this chapter, we will explain a process of the examination in turn. We brainstorm on the theme of "dried foods" with proposer. We decided to take up three next characteristics.</p> <p>1 Delicious 2 Characteristics and portability 3 Easy to cook</p> <p>Then, we established target people who spread. First requirement of proposer "We want to spread dried foods to people of the world". We returned to basics of the marketing and narrowed down an object and decided to assume an object a youth (From 20 generations to 30 generations). Probably we will ask their parents dish methods if they re interested in dried foods when they are going to learn all of dishes. And they should succeed to dish methods to children when they do children's care. We thought that dried foods spread in all generations. As a result of having performed discussion of several degrees eagerly in the H group to achieve an aim to spread dried foods while utilizing ALPS tool, we suggested two solution to young people.</p> <ul style="list-style-type: none"> <li>・ Product k-series</li> <li>・ Prototyping k-pod.</li> </ul> <p>We specified the stakeholders with CVCA and WCA.</p> <p>As a result, we understood that our stakeholders is "customer" "Shoku-no-tanteidan" and "dried foods retail stores" and "association of Japanese dried foods". We visualized relation of these stakeholders. Based on it, we analyzed the problem of dried food with "interview" and "to by using". A problem for immediate solution is eat less in the home. In order to get customers through publicity. We put new idea that change dried food package. The decision to change dried food package is aimed at renewing image. We made an original product. We named it "k-BOX". Our strategy the customer who uses it has interest in dried food. Our customer said the following to interviewers. We carried out surveys about this box. An unexpected result, this box has little effect spread dried food. This is our oops. So far opinion and oops are foundations. And "use case" and "value graph" are used. Apparatus for exclusive use brings about a synergistic effect by offering the synthetic solution in all the scenes of using a dried food. Systematizing the whole promotes spread. This is our "eureka." Next, a stakeholder's opinion was adopted. And requirements analysis was conducted. It has improved by creating a prototype several times based on the result. "k-pod" was produced from there. A package and usage are new prototypes. Furthermore, some apparatus for exclusive use of this series were devised. The whole tool for using a dried food was systematized. And the systematization strategy of "k-series" was produced. It is for using a dried food frequently in everyday life. "Exhibition in a contest", "market research", and "preparations towards sale in the company where a member works" are made in the future.</p>
Notes	Student final reports Group H
Genre	Research Paper
URL	<a href="https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=KO40002003-00002011-0533">https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=KO40002003-00002011-0533</a>

慶應義塾大学学術情報リポジトリ(KOARA)に掲載されているコンテンツの著作権は、それぞれの著作者、学会または出版社/発行者に帰属し、その権利は著作権法によって保護されています。引用にあたっては、著作権法を遵守してご利用ください。

The copyrights of content available on the Keio Associated Repository of Academic resources (KOARA) belong to the respective authors, academic societies, or publishers/issuers, and these rights are protected by the Japanese Copyright Act. When quoting the content, please follow the Japanese copyright act.

# Group H



Group H's Theme Proposed by  
Shukunotantaidan

Shokunotanteidan



is old-fashioned?

takes long time for cooking?

is difficult to cook?

doesn't fit for modern taste?

is nutritious

needs no refrigeration

is very light and convenient for transportation

minimizes food loss

**Dry & Peace** Sharing & spreading ideas and techniques of drying food might make the world closer to **'PEACE'**.

**In this world**

- 1) a billion people are starving
- 2) many people are trying to lose weight
- 3) food is wasted
- 4) energy resources are limited
- 5) more people live in cities, less in local areas

**By making and eating more dried food.**

**We might be able to**

- 1) bring excess food to starving people
- 2) be healthier by losing weight
- 3) reduce food loss
- 4) create new job opportunities in local area
- 5) enjoy meals with new taste and texture of dried food

**Dry & Peace**      Sharing & spreading ideas and techniques of drying food might make the world closer to **'PEACE'**.

We would like you to help us:

- 1) the way to effectively spread the ideas and techniques of dried food and share with as many people as possible.
- 2) the way to make this project as a business so that we can continue and proceed it.

**Dry & Peace**

# ALPS Final Report 2011

Group H

Project Title:  
Dried Food Revolution

Theme:  
Dry & Peace

Proposer Organization: Shukunotantaidan

Proposer Organization's Supporter: Yukako SAKAI & Emi TABIRA

Keio Mentor: Kenichi TAKANO

Members:

Satoshi SUZUKI

Ryosuke NAKAYAMA

Kaoru ONOGAWA

Yuuki MASUDA

Ken IKUMA

Graduate School of System Design and Management  
Keio University

# Dried Food Revolution

## Final Report

### Group H

- Satoshi SUZUKI (Project Leader)

- Ryosuke NAKAYAMA

- Kaoru ONOGAWA

- Yuuki MASUDA

- Ken IKUMA



kPod + SDM

## 1,EXECUTIVE SUMMARY

We designed the life with dried foods as a theme to achieve ALPS. In this chapter, we will explain a process of the examination in turn. We brainstorm on the theme of "dried foods" with proposer. We decided to take up three next characteristics.

- ① Delicious
- ② Characteristics and portability
- ③ Easy to cook

Then, we established target people who spread. First requirement of proposer " We want to spread dried foods to people of the world". We returned to basics of the marketing and narrowed down an object and decided to assume an object a youth (From 20 generations to 30 generations). Probably we will ask their parents dish methods if they are interested in dried foods when they are going to learn all of dishes. And they should succeed to dish methods to children when they do children's care. We thought that dried foods spread in all generations.As a result of having performed discussion of several degrees eagerly in the H group to achieve an aim to spread dried foods while utilizing ALPS tool, we suggested two solution to young people.

- Product k-series
- Prototyping k-pod.

We specified the stakeholders with CVCA and WCA.

As a result, we understood that our stakeholders is "customer" "Shoku-no-tanteidan" and "dried foods retail stores" and "association of Japanese dried foods".We visualized relation of these stakeholders.Based on it,we analyzed the problem of dried food with "interview" and "to

by using".A problem for immediate solution is eat less in the home.In order to get customers through publicity.We put new idea that change dried food package.The decision to change dried food package is aimed at renewing image.We made an original product.We named it "k-BOX".Our strategy the customer who uses it has interest in dried food.Our customer said the following to interviewers.We carried out surveys about this box.An unexpected result,this box has little effect spread dried food.This is our oops.So far opinion and oops are foundations. And "use case" and "value graph" are used. Apparatus for exclusive use brings about a synergistic effect by offering the synthetic solution in all the scenes of using a dried food. Systematizing the whole promotes spread. This is our "eureka."Next, a stakeholder's opinion was adopted. And requirements analysis was conducted. It has improved by creating a prototype several times based on the result. "k-pod" was produced from there. A package and usage are new prototypes. Furthermore, some apparatus for exclusive use of this series were devised. The whole tool for using a dried food was systematized. And the systematization strategy of "k-series" was produced. It is for using a dried food frequently in everyday life."Exhibition in a contest", "market research", and "preparations towards sale in the company where a member works" are made in the future.



## 2. TABLE OF CONTENTS

## 10. Reference

1. Executive summary
2. Table of contents
3. Problem statement
4. Analysis and discussion of ALPS methods
  - 4.1 Scenario Graph
  - 4.2 CVCA
  - 4.3 WCA
  - 4.4 VOCs
  - 4.5 QFD
  - 4.6 Prototyping①
  - 4.7 Prototype①
  - 4.8 Prototyping②
  - 4.9 Prototype②
  - 4.10 Prototyping③
  - 4.11 Prototype③
5. Design recommendation
6. Competitive analysis
7. ALPS road map and reflections
8. Conclusion and future work
9. Acknowledgments

### 3. PROBLEM STATEMENT

"MODOSU" to eat dried foods basically. We think that people do not eat dried foods for the reason.

**Problem : There are few consumptions among families.**

This problem became clear by interview investigations dried foods retail stores and association of Japanese dried foods (Nihon kanbutsu kyokai).

Unexpectedly the dried foods have already spread. The Japanese food industry grows up in Japan. That is why dried foods are used there. There will be surely many people who have not cooked dried foods. However, there will not be the person who has not eaten and not to know in Japan.

Actually, the consumptions of dried foods by the business of B to B seem to increase year by year.

Therefore, it is thought that people who have not cooked dried foods are problems until now. There are a lot of people to eat if taken out dried foods as a meal. However, there are few people who say to eat cooking by oneself. We think about the reason in the next chapter.

Reason: Bad image. / Nerdy packages. / There are no places to place dried foods in storage. / Don't know how to use. /Take effort. /Appearance is bad.

The concrete reasons are as follows.

#### **Troublesome image**

We regard the biggest reason why dried foods are not used at home as troublesome image. Instant and frozen food spread in the modern society. Therefore the people did not take much trouble for a meal. It is necessary

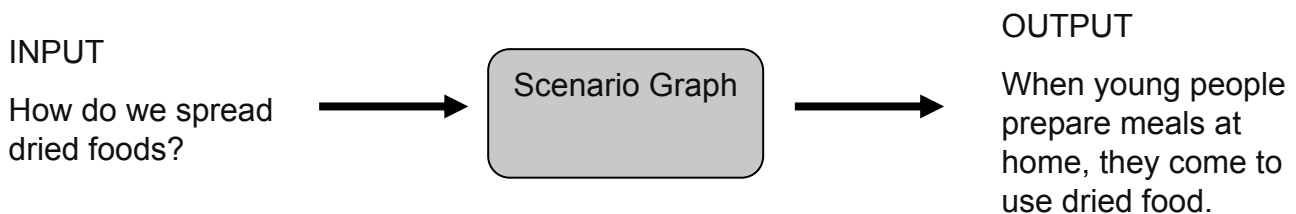
## 4. ANALYSIS AND DISCUSSION

### OF ALPS METHODS

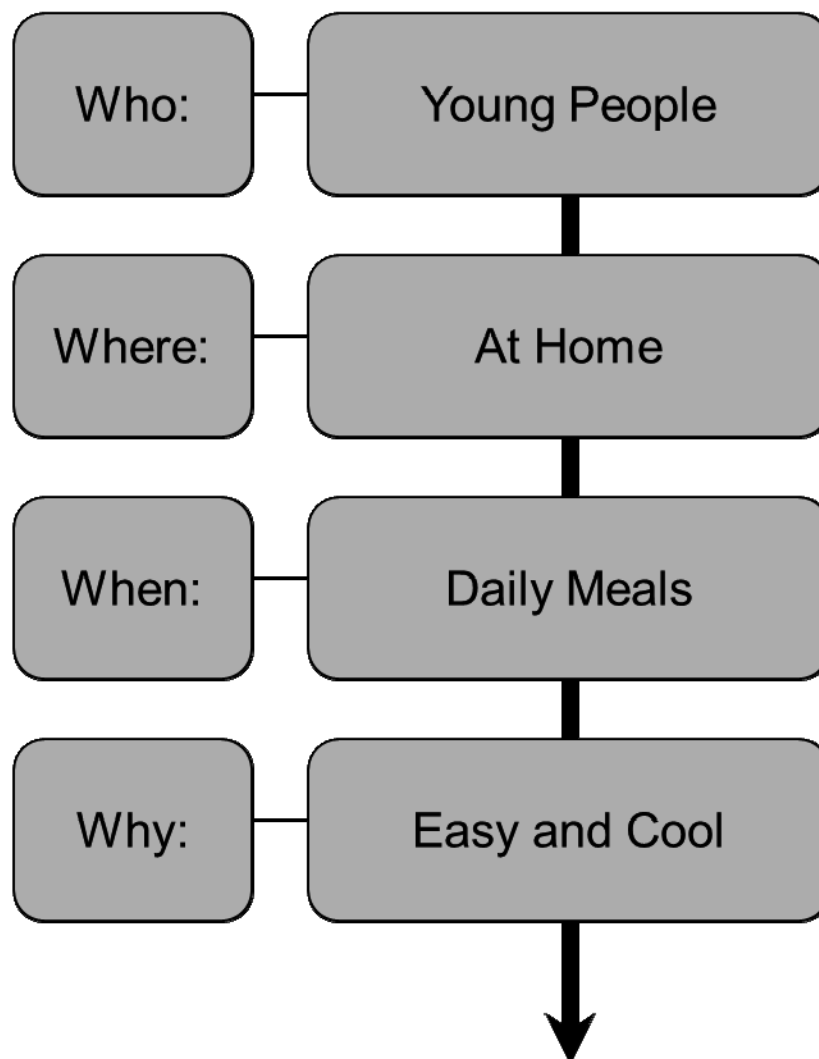
# 4.1 Scenario Graph

With an input of a theme “How to make dried food popular”, we brain stormed in an open environment what kind of scenario is possible, placing emphasis on Who-Where-When-Why. We arranged greatly large amounts of ideas, collected from project members, into certain categories. Viewing the entire picture, elements were connected to create various scenarios. Comparing the scenarios, we have come to a realization that youths are important players, and as a result, a scenario of “Youths neatly using dried food, easily and conveniently” was obtained as an OUTPUT.

To use this tool, one needs to brain storm in an open environment without restrictions of any possibilities, as much as enjoying the process of making the scenarios. Possibilities lie in surprising combinations, giving birth to a groundbreaking scenario.



# Scenario Graph



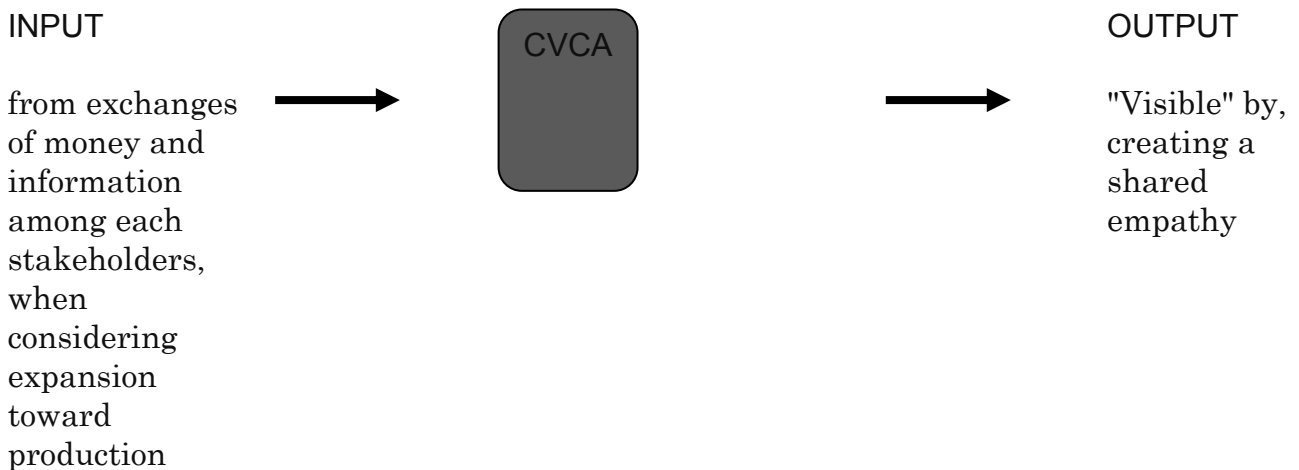
When young people prepare meals at home, they come to use dried food.

**若者が家庭で食事を作るとき乾物を使うようになる仕組みづくり**

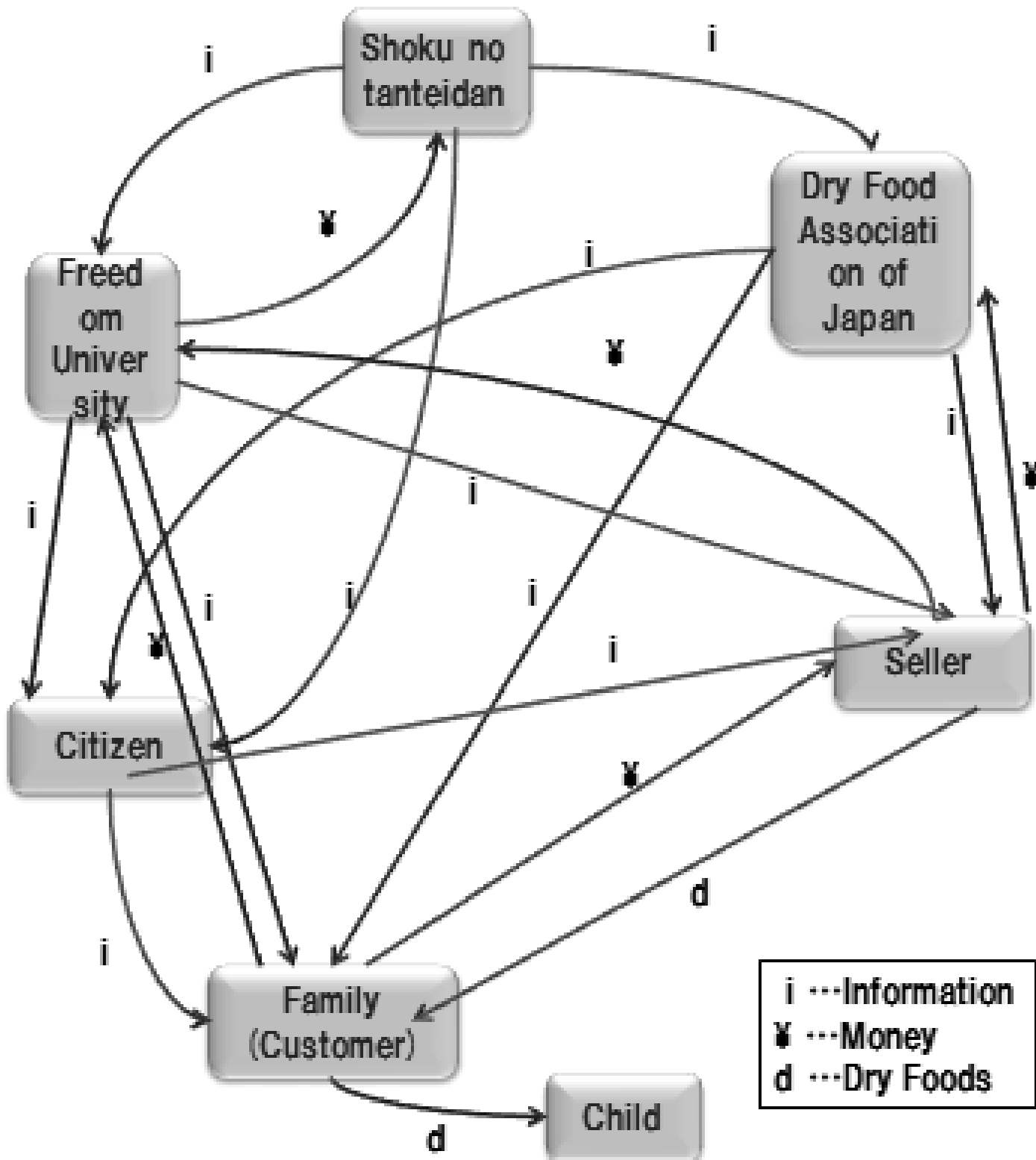
## 4.2 CVCA

We focused on 'visualizing' what kind of value is provided to whom and where, from exchanges of money and information among each stakeholders, when considering expansion toward production, with the aim of making dried food popular. In order to do so, every individual of the project member volunteered their opinions, freely, and we ran back our discussions, analyzed the adequacy, and summarized it on a map.

The use of CVCA enabled us to understand the current picture of the market as a certain structure, in a planning stage of the project, and made the following process smooth, becoming a necessary tool for our project.



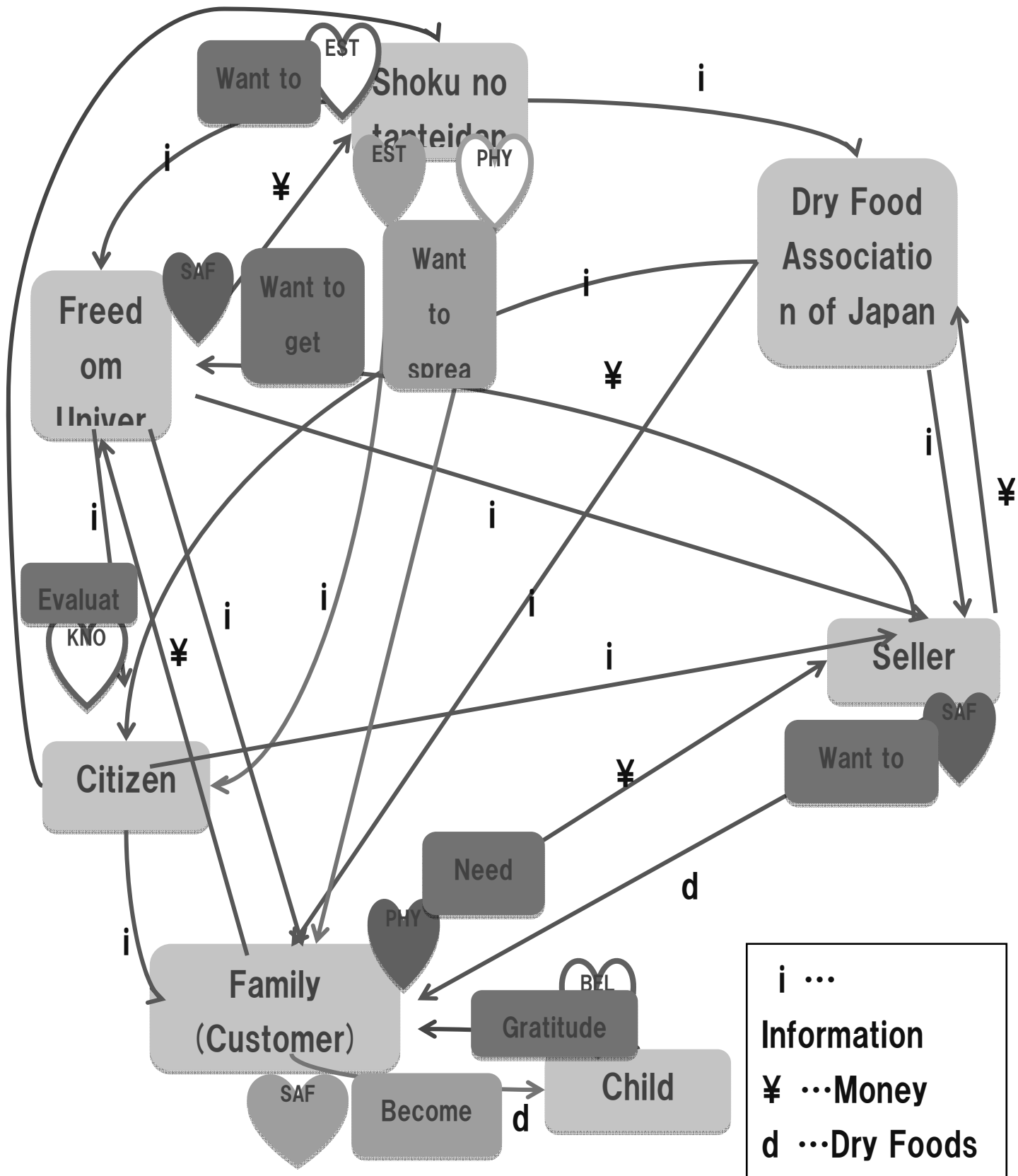
# CVCA



## 4.3 WCA

- Since the scenario we set up, when creating the Scenario Graph and CVCA, was ‘youths using dried food, easily and conveniently’, our WCA was made to set the Customer mainly to a family, and so that it shows what kind of desire will be satisfied when, at the end, the child/children receives it.
- Here the desires being satisfied would be ‘wanting the children to be healthy’, for the parent, and ‘wanting to express one’s thanks for bring one up’, for the child.

# WCA





## 4.4 VOCs

We estimated using VOCs to make dried food popular among youths.

### - Interview to the Seller -

We interviewed the dried food store manager in Ameyoko, Ueno about the popular goods, type of guests, age-group, average customer spend, lineup, and price.

The results revealed that laver, katsuobushi, and dry fruits were the strong sellers, because of the low price, but all products were sold evenly throughout the year.

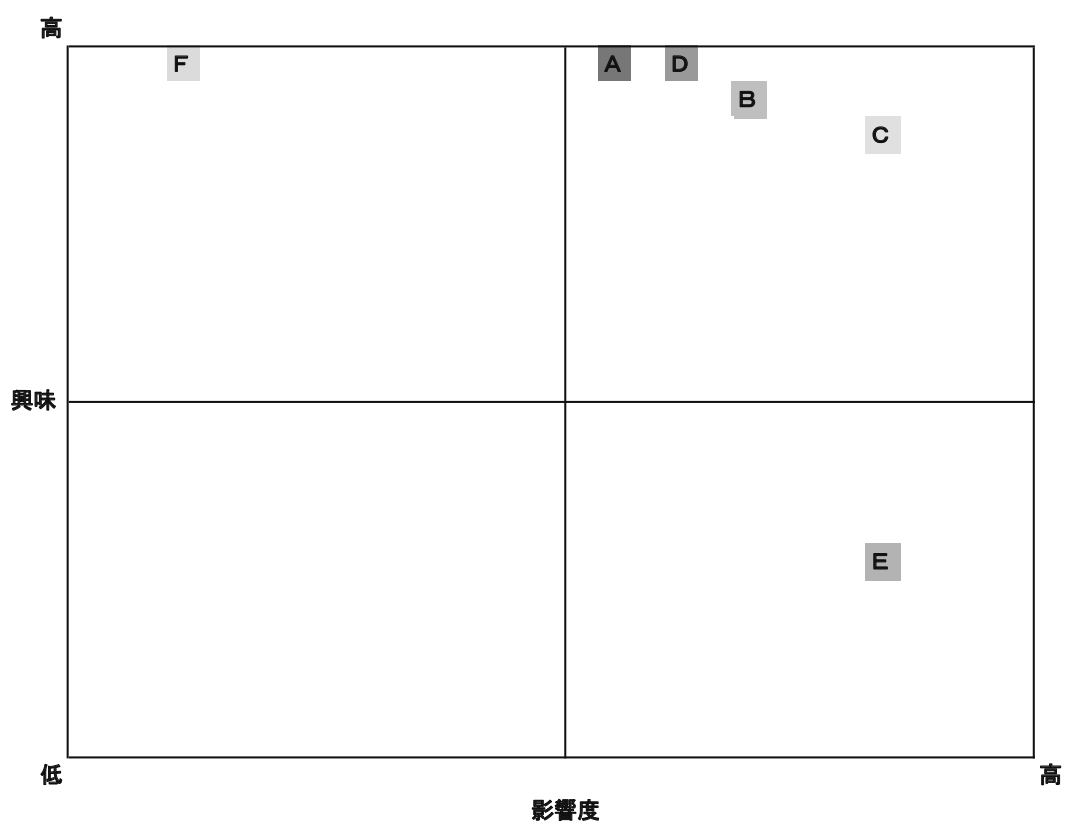
As for the type of guests, females were relatively high. It seemed like the age-group was pretty broad from 20's to elderly. We heard that because of the global health (diet) boom, there are increasing customers of foreigners these days. The average customer spend is around ¥1,000 - ¥3,000. The product lineups are laver, wakame seaweed, katsuobushi, dry fruits etc. The prices varies from ¥200 to a much higher cost.

### - Dried food cuisine tasting & questionnaire investigation toward SDM students -

In November, we held a food tasting of soup with dried food and a questionnaire investigation among 25 SDM students. For the soup, most of the participants said it was delicious, while there were some who said that it doesn't taste good or that it is bland. Meanwhile, questionnaire on the prototype we designed revealed the demands of smart, fashionable, practical, portable, light in weight, and eco-friendly.

## 各ステークホルダーの乾物への興味と普及するにあたっての影響度調査

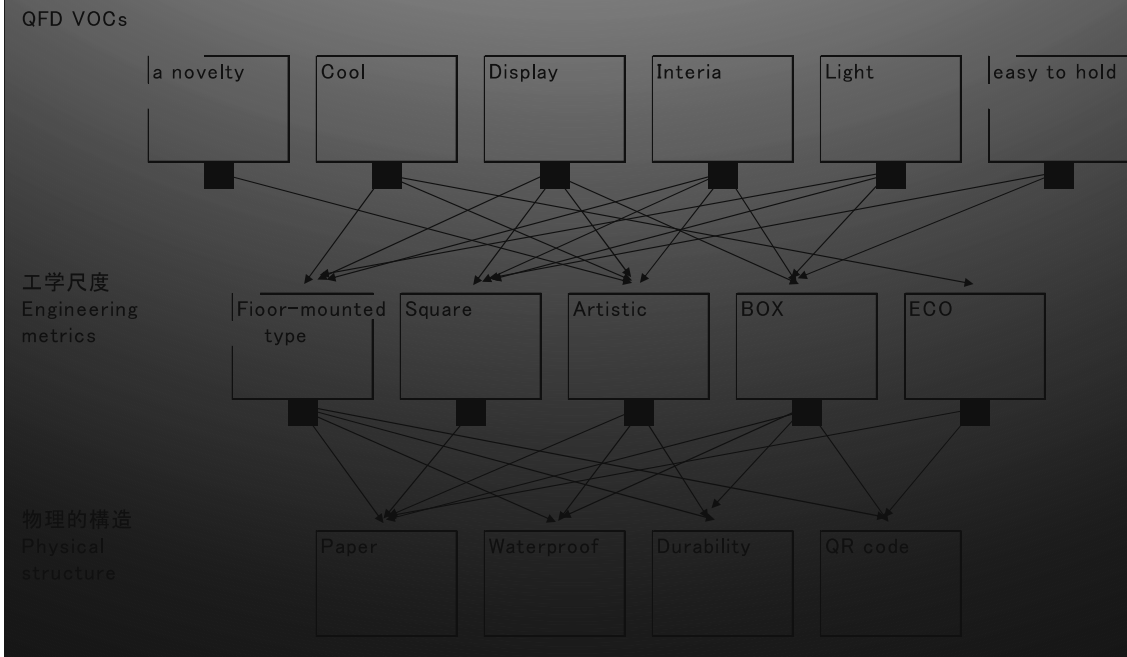
- A : 食の探偵団
- B : 日本乾物協会
- C : 販売会社
- D : 生産者
- E : 消費者
- F : メンター



各ステークホルダーに対する VOC の結果分析

	関心事項	支援・障害
食の探偵	乾物の普及 食育 継承 ビジネス	情報の共有 { レシピ・打ち合わせ 人材交流(自由大学、ひとのま)
日本乾物協会	乾物の普及 ビジネス 検定	情報の共有
販売者	ビジネス 販売	情報の共有
消費者	健康、価格 安全安心 (消費期限) 味、生産(原産地)	成果物の提供
生産者	儲け、生産量 消費量、利益 コスト、期間 納期 機械の調子 雇用	情報 } 成果物 } 提供

# VOCs from Observations, Value Graph, Use-cases and KJ Diagram



As a conclusion, as a result of conducting VOC to achieve the project goal, we decided to propound the K-pod project.

# 4.5 QFD

(constituent), and created a link with the consumer. The elements necessary for dry & peace, which affects the consumer's demands, were picked out, and weighted.

QFD ☒ Phase 2

## 1. Extraction of customer demands

Firstly, we derived the voices of customers (consumers), and conducted QFD (quality function deployment). Phase 1 shows the analyzed result of what kind of element (engineering scale) should be used to evaluate the degree of satisfaction of the customer's demand, and what element is important. As a consequence, artistic quality was found to be an extremely important element.

## 2. Weighting of customer demands

We conducted a hearing among domestic consumers of the age of 20 – 30, and weighted. The details of the subjects, being single and married, are shown below.

- ① Man A age 23 student dine in
- ② Woman B age 22 student dine in a week four
- ③ Man C age 28 bachelorhood dine in a week two
- ④ Woman D age 29 spinsterhood dine in a week three
- ⑤ Man E age 38 married dine in every day
- ⑥ Woman F age 31 married dine in every day

Six people in total

QFD ☒ Phase 1

## Conclusion

Like it was shown in the QFD, the key elements composing the goods needed to spread dried food are artistic quality and durability. These two were realized to be the important elements in making creations good or bad.

3. As Phase 2, we reflected the analysis result of Phase 1 on the provider's (dry & peace) features

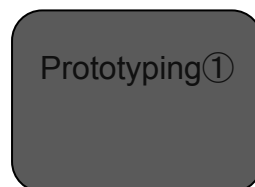
## 4.6 Prototyping①

With an INPUT of 'To change the image of dried food being outdated' as the theme, we discussed possible scenarios, considering Who-Where-When-Why, in an open environment of brainstorming. We arranged ideas gathered from the project members, and categorized them. Viewing the big picture, we freely jointed elements, and created various scenarios. Through comparison, we realized that a showcase might make a change to the image of dried food, and we obtained an OUTPUT scenario of 'synergy of an artistic box and dried food'. This OUTPUT was used for To By Using and as an INPUT for interviewing.

In order to use this tool, it is significant to brainstorm in an open environment with no restrictions of any possibilities, and at the same time, enjoying making the scenario. A groundbreaking scenario may arise from unexpected combinations.

### INPUT

To change the image  
of dried food being  
outdated



### OUTPUT

synergy of an  
artistic box and  
dried food

## 4.7 Prototype① K-box



‘synergy of an artistic box and dried food’

## 4.8 Prototyping②

Subsequently, we evaluated prototype① by asking stakeholders' opinions, and sought the problem point to understand what is lacking. We set the INPUT of 'how can dried food be more familiar and facile', and brainstormed in an open environment, considering what sort of scenario fits, with Who-Where-When-Why in mind. We categorized the various ideas the project members have come up with, and viewing the entire picture, we created various scenarios by freely combining elements. Through comparisons, we realized that by making it portable and making the package neatly designed, dried food can change its image to a facile and familiar thing. So the scenario of 'portability and artistic package' was OUTPUT. This OUTPUT was used for To By Using and as an INPUT for interviewing.

To use this tool, it is necessary to brainstorm in a free environment without restricting any possibilities, as much as enjoying creating the scenarios. A groundbreaking scenario may arise from unexpected combinations.





## 4.9 Prototype② K-pod



‘portability and  
artistic package’

## 4.10 Prototyping③

Lastly, we asked stakeholders some opinions about prototype②, and sought the problems to clear out what is in lack. Verifying the problems over and over, we came to a conclusion to return to the starting point with the theme being 'how to make dried food popular'. Considering possible scenarios, with Who-Where-When-Why in mind, we brainstormed in an open atmosphere. The emerging ideas were categorized, and with a wide perspective, we freely combined elements and created various scenarios.

Through the process of comparing these scenarios, by looking into the cycle of Display → Learn → Cook → Eat → Purchase, we recognized the necessity of designing the life itself, with dried food, and a scenario of 'designing a life with dried food' was OUTPUT. This OUTPUT was used for To By Using and as an INPUT for interviewing.

It is important to brainstorm in a free environment restricting no possibilities, as much as enjoying the process of designing the scenario, when using this tool. One might come up with a great scenario by unexpected combinations.



# 4.11 Prototype③

## The new world with the dried food



‘designing a life with  
dried food’

## Package

Then, we paid attention to a package. When consumers buy some products, it must be that the contents are very important. However, it is a fact that products of an attractive package sell well. Most of packages of dried foods are wrapped by the vinyl which is mineral matter. There are neither design characteristics nor preservation characteristics and the functionality. Therefore It promotes the image "It's hard to use dried foods" for.

## Place

As previously described, it is difficult for the current dried foods package to just keep it.

Recently, people tend to pursue fashion and design characteristics in life space. The dried foods wrapped by mineral matter choose the space to keep it

## Demand

### 5, DESIGN RECOMMENDATION

#### ①How to use "K-pod"

The "K-pod" is the prototype of "K-series" we create.

#### About design

At first, we sought the way to let young people buy dried foods. To start with, they cannot know the taste of dried foods without buying them. Then we came up with the case to store dried foods with eye-catching design. It is the same size with CD case. All CD cases have same size and easy to see, so it seems stylish when they were displayed. We thought that trend-conscious costumers will be interested in that and buy dried foods. In fact, we had

- Need to increase consumptions among families.

- Improve the popularity of dried foods

### Why did you understand such a demand and problem?

- Interview to association of dried foods spread

- Interview result at retail stores of dried foods

- questionnaire result

interviews with the costumers about the design of "K-pod." As a result, we got the answer from a 29 years old Office lady, "Design of "K-pod" is awesome. You should consider the retail store. It is better that selling it in fancy household goods stores than in supermarket and 100-yen shop."

#### About contents

We selected some of dried foods that are easy to cook for contents of "K-pod." For example, wolfberry, bean-starch vermicelli, chrysanthemums and so on. At first, we aim to let customer to add dried foods in daily meals. We found the demand, "they want the box set including all ingredients of certain dish", after the

interviews to “Shoku no Tanteidan” as a proposer, Dry Food Association of Japan and customers. We created “K-pod dried food set” and “K-pod Nabe set” from that request.

#### About QR code

The proposer hopes that customers get more information about dried foods. So we fit QR code on “K-pod.” They can get any information of dried food easily accessing QR code. We had an interview about this system to Dry Food Association of Japan. As a result, they hope us to add a new twist, because they think that customers hard to access the website only by QR code. This is the question we have to solve.

We are going to introduce 12 strategies to realize the life with the dried food.

NO.1

It's not very popular. Therefore we would like to propose a system named 'K series'. This system is used for it only.

NO.2

We intend to place recipes on the website, in order to make them. Easy to cook and easy to understand.

NO.3

It's not popular among young people. Therefore we will develop a campaign named Simple Delicious and Modern (It's SDM!), and we would like to create an image that dried foods eater and lovers are cool.

NO.4

We will offer many attractive (desirable, fabulous) products such as K mil and K dry. Young people purchase our products, they will want to buy more and more K series products.

NO.5

Young people fall in love with it and their unique flavor as well as balanced nutrition. They no longer want to eat instant or retort foods anymore.

NO.6

Systematic K series products have been created to preserve Japanese traditional culture. We expect they will attract a lot of attention from various media.

NO.7 Offer to the educational institution

We offer dried foods to the educational institution. We think that students feel it if dried foods are delicious and are healthy and are good by having you use dried foods in the supply of food of the school. We believe you

feel the image of dried foods as a good thing by doing so.

NO.8 I offer a plain product

We perform a research and a design minutely to think about what consumers integrally demand carefully and make an effort in bringing about high customer satisfaction.

NO.9 The not clear part is equivalent on a homepage.

We accept any questions on a homepage. Furthermore, We disclose information on a homepage.

NO.10 Consistency

The K series is unified all with certain consistency. Therefore there is it if used to the operability of the product of one one to be able to manage it immediately. It fits our new product and is the structure which it becomes easy to purchase repeatedly.

NO.11 I suggest innovative how to use.

We keep just dried foods and do not use the K series, and a container is designed smartly, In the exhibition, I pursue pleasure. In this way, product in itself raises customer satisfaction by always suggesting epoch-making how to use even if I am not very epoch-making.

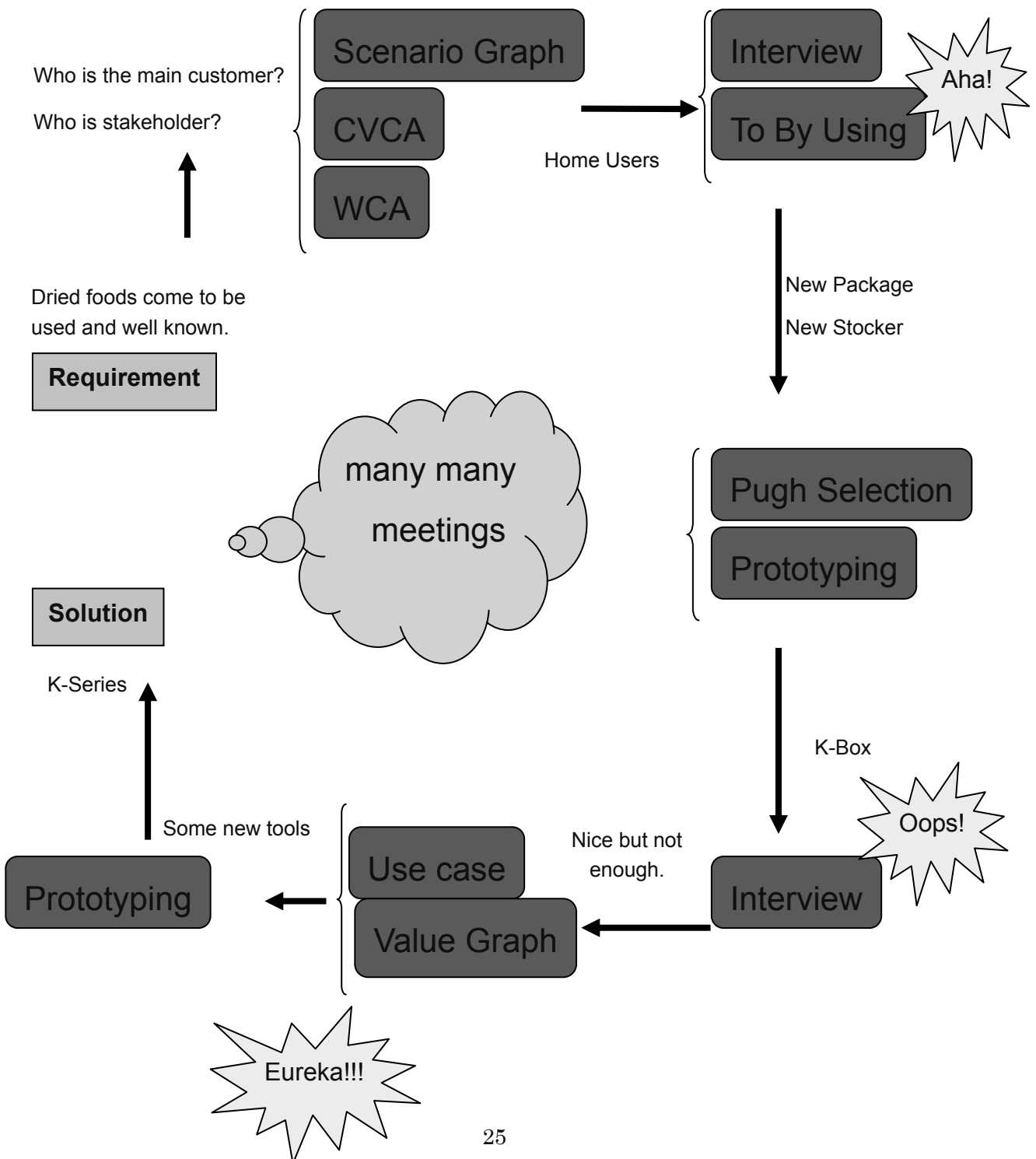
NO.12 Attractive thing

Finally each K series is designed elaborately by a package, and it leads to user interface. Whenever the vivid color or decoration use them and look, I attract a customer using the K series.

## 6. COMPETITIVE ANALYSIS

We did not consider competitive analysis.

# Project Roadmap



# Project Roadmap

Aha: There is the room for improvement in the package design and that function.

Oops: We should improve the package design and storage space, but it has only a small effect from that.

Eureka: We expect to promote the popularization of dried foods by providing the comprehensive solutions as the special instrument in the every situation using dried foods.

## **We will take same approach.**

As a reason for that, we could discover the policy for proposition, realize the problems and get the constructive solution from it. It would be more effective if we have more interviews.

We cannot find the characteristics, targets and effects of each tool without using them. However, we need to understand something of the tools in advance to make best use of them. We can understand them easily in the manufacturing projects, on the other hand, it might be hurdle to understanding in the applicative themes like social system.



## 8. CONCLUSION AND FUTURE WORK

We intend to carry out contents to list below to realize the new world with dried foods.

At first, we will do activity to have young people know the dried foods in June, 2012. We will place the recipe of dried foods in the website to have young people know about it. It will be easy to cook, and it will become in this way easy to be understood.

We will accept some questions about dried foods on a website to cope quickly. The knowledge of dried foods of the questioner will increase by doing so and come to feel dried foods closer.

Youths will feel the charm of dried foods at the first stage. Then, we will suggest 'K series' (the product series to do from dried foods making to preservation) of the attractive product which it produces dried foods and can cook (December, 2012 start).

Furthermore, we will offer dried foods to the educational institution (April, 2013 start). This is because it changes the image of conventional dried foods by having people touch the dried foods from early childhood. We think that this is necessary dried foods are delicious and to create the image to be good for health.

We will carry out these and realize "the New World with dried foods" which we designed.

## 9. ACKNOWLEDGMENTS

We would like to thank Sakai-san and Tabira-san from Shoku-no-tanteidan.

We enjoyed getting acquainted with them. They suggested us project of dried food.

We have learned from the project the importance of food.

During ALPS, our mentor—Prof. Takano gave us lots of ideas and comments. We really appreciate his great help.

Last but not the least important, we want to give our sincere thanks to Prof. Kim Sun and all the professors who taught us a lot on everything. We have really learned a lot.

Many thanks to who helped us during the project and forgive us not listed here one by one.

## 10. Reference

### Book

- [01] 乾物は健康食 星名桂治 長崎出版
- [02] もっと使える乾物の本 奥菌壽子 農文協
- [03] 自然流 乾物読本 津村喬 農文協

## Group H's Final Presentation Slides



DRY&PEACE!  
乾物レボリューション



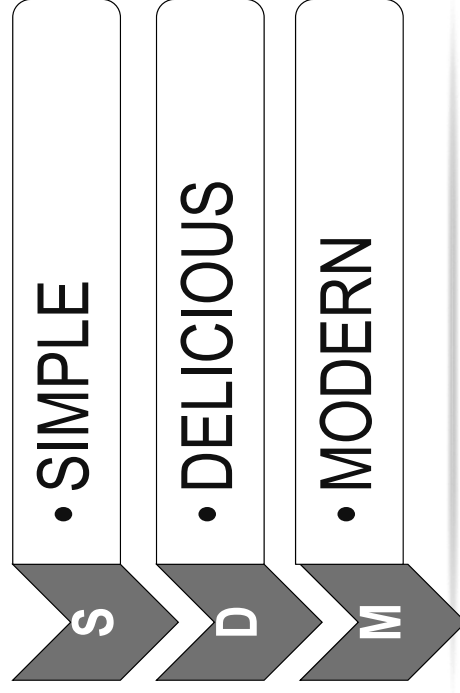
鈴木創史 Suzuki Satoshi  
中山亮介 Nakayama Ryosuke  
益田裕樹 Masuda Yuuki  
生熊頭 Ikuma Ken  
小野川薫 Onogawa kaoru

Hグループ!!!

## MISSION

- ① Spread dry foods
- ② a great revolution in the dry foods world

## WHY KANBUTSU?



## PLAN

Who



Young people's

Why



Succeed how to cook

How



K-series

REVOLUTION



6TH AUGUST



30TH SEPTEMBER

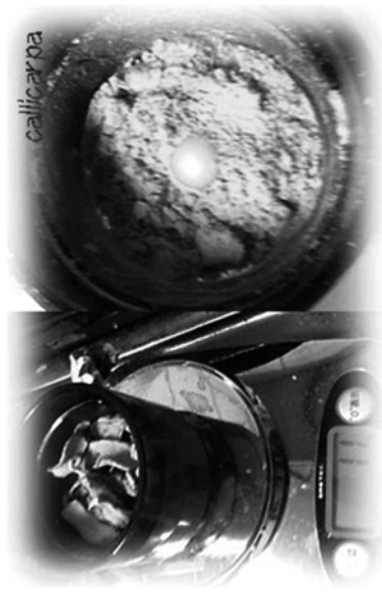


K-DRY



野菜や果物を簡単に楽しく乾燥にします！

KMIL



使いやすい形、保存しやすい形に加工します！

K-SOAK



乾物を簡単に戻して楽しく食べましょう！

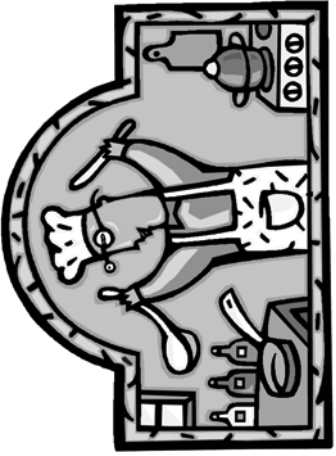
Stylishness



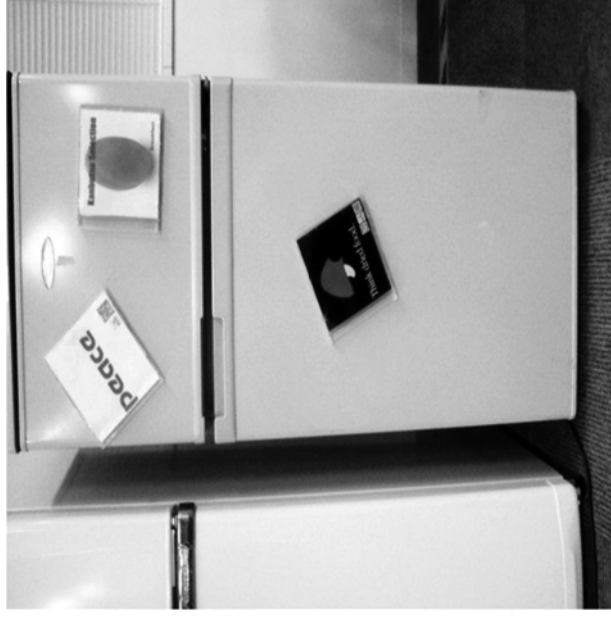
EASY TO SEARCH



EASY TO USE



K-POD MAG



DO YOU UNDERSTAND?



## A SPACE ONLY FOR A DRIED FOOD IS PROPOSED.

It is the same size as CD case.

It is very easy to treat and a design is also smart.

It is easy to store and light, and since there is also at-a-glance visibility, it is practical.

There is a place only for a dried food.

And the custom using a dried food is always made.



## WE WANT YOUNG PEOPLE TO KNOW THE CHARM OF DRIED FOODS.

We select Dried Foods which you can easily cook.

When you cook, you can easily use a powder of Dried Foods which we suggest.

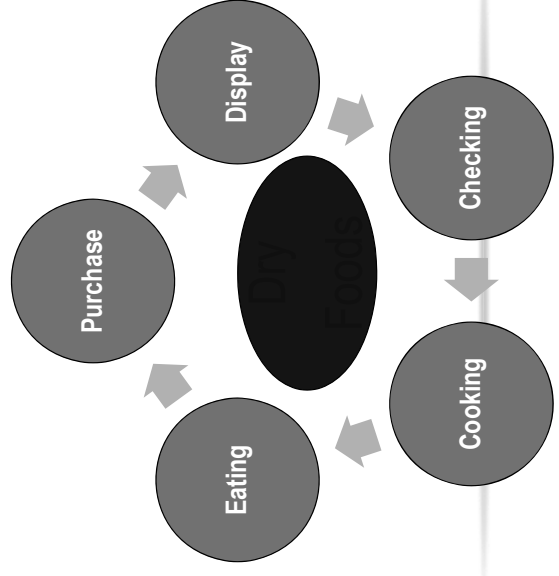


## TO KNOW THE DRIED FOODS.

- QR cord is printed on the CD.  
You can know the dried foods in detail.



## DESIGN A LIFE WITH DRY FOODS





# strategy



① MAKE A TOOL ONLY FOR DRIED FOODS



② OFFER SIMPLE RECIPES



③ DRIED FOODS ARE COOL



Simple Delicious Modern

④ DEVELOP VARIOUS TYPES OF K SERIES PRODUCTS



⑤ YOUNG PEOPLE NO LONGER WANT TO EAT INSTANT FOOD OR RETORT FOODS



⑥ K SERIES PRODUCTS BECOME TO MAKE GREAT NEWS FOR VARIOUS MEDIA



⑦ OFFER TO THE EDUCATIONAL INSTITUTION



# ⑨ SUPPORT ON WEBSITE FOR AN UNCLEAR POINT.



ホーム About Us お問い合わせ お問い合わせのFAQ お問い合わせのFAQ お問い合わせのFAQ お問い合わせのFAQ

お問い合わせ

ご質問、ご要望、お問い合わせの件をお知らせください。

お名前

Eメールアドレス \*

パスワード \*

パスワードを再入力してください。

送信

※ 注釈 \* のマークを付した項目は入力必須項目です。

お問い合わせ先

# ⑧ OFFER SIMPLE PRODUCTS.

乾燥調味料

01. 乾燥唐辛子

02. 乾燥ニンニク

03. 乾燥玉ねぎ

04. 乾燥しょうが

05. 乾燥唐揚げ

06. 乾燥唐揚げ

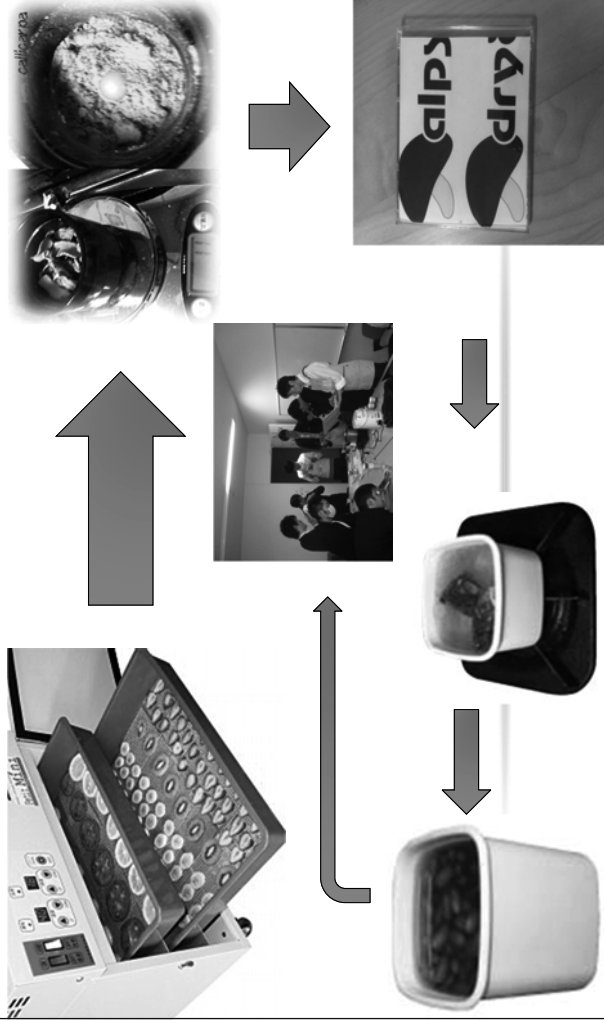
07. 乾燥唐揚げ

08. 乾燥唐揚げ

09. 乾燥唐揚げ

10. 乾燥唐揚げ

# ⑩ CONSISTENCY



# ⑪ SUGGEST INNOVATIVE WAYS TO USE.



# “SYMBIOSIS AND SYNERGY”



## ⑫ ATTRACTIVE

