



# おやつ カンパニー



COMPANY PROFILE



株式会社 **おやつカンパニー**

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In 1993, we changed our company name to the current “Oyatsu Company” to reflect our commitment as a company that continues to innovate the “snack culture” with “snacks” as our business domain.

Forever and always.

We, Oyatsu Company, will continue to create “snacks”, filled with joy and fun, with playful ideas beyond the ordinary, and create a “snack culture” that will bring excitement and dreams to everyone.



TOP MESSAGE

Unite as one.  
All employees move forward together as **ONE TEAM** with the baton passed down from our seniors.

President & CEO Tadashi Yokoyama



"Baby-Star Ramen" was born in 1959 when the founder thought the pieces of noodles left over from the sun-drying process of instant noodles were wasteful.

"Baby-Star", a ramen snack that can be eaten anytime, anywhere, has grown into a brand that has been loved for more than 65 years since its launch by not being limited to conventional ideas, but by listening to customers' opinions and by relentlessly challenging and evolving the product.

With "Plentiful and Happy, Innovation of "Snacks" and "Dreams"" as the business philosophy, Oyatsu Company has been building a snack culture through innovation based on unique ideas filled with fun, with the longtime seller product "Baby-Star" as its core.

We believe that this is due to our corporate culture to continuously challenge without fear of failure, based on the spirit of "Management by All" that has been passed down through the generations in our company.

Hence, we have a mission to carry on the baton from our seniors, to further enhance this corporate culture, and continue to take on the challenges of becoming a global company.

With the five corporate core values at the heart of each of us, we will combine the strengths of our four pillars of marketing, R&D, manufacturing, and sales, as well as all the administrative divisions that support them, and as ONE TEAM, we will move forward on our journey to become the "world's leading snack manufacturer".

Always moving forward. One Team & One Dream.

OUR VALUE

Business Philosophy

Plentiful and Happy, Innovation of "Snacks" and "Dreams"

Baby-Star Ramen was created from the idea of "eating ramen as it is" inspired by the mottainai (don't be wasteful) spirit. It has been loved by many customers not only for its taste, but also for its innovative twist.

Oyatsu Company is always striving to create "plentiful and fun" snacks that are satisfying and filled with joy from the customer's point of view.

Mid-term Vision

We will become the world's leading snack manufacturer by promoting overseas expansion, strengthening our innovation capabilities, and revitalizing our brands to achieve continued growth and profitability.

Corporate Core Value

We will operate based on the following core values and code of conduct.

Integrity

Initiative

Improvement

Teamwork

Challenge for Win





**Head Office**

As the core division of Oyatsu Company, it is responsible for a wide variety of tasks that support the creation of snacks.



**[Business Administration Department, Human Resources & General Affairs Department, Audit Department]**

The Business Administration Department is responsible for formulating, promoting, and managing company-wide business strategies/financial accounting and collection of trade receivables/improving productivity, business continuity, and security with IT.

The Human Resources & General Affairs Department oversees hiring, capability development, optimal assignment, and compensation of employees, as well as salary payment and social insurance processing. It also formulates and maintains internal systems and rules, including personnel systems and employment regulations, and works to strengthen compliance and improve employee engagement. On the administrative side, it provides a variety of necessary support to workplaces across all divisions, improves the workplace environment, and promotes health and welfare. It also serves as a contact point for external stakeholders.

The Audit Department provides independent and objective assurance (assurance of management quality) and consulting activities to add value and improve the Company's operations. Through operational audits, it makes recommendations for improvement and follow-up on matters requiring improvement, etc., and works to improve the quality of the Company's internal control system through collaboration with corporate auditors and other relevant parties. In addition, it is also working on J-SOX compliance through the evaluation of the status of development and operation of internal controls.



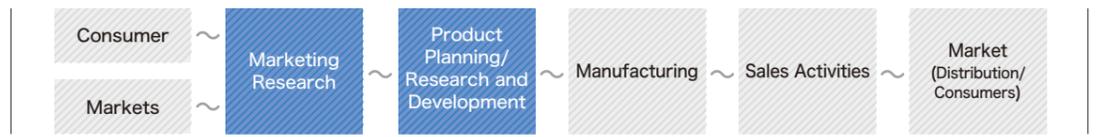
**Marketing Division**

Commit to our customers to nurture brands that bring excitement and joy into our customers' "snack life"

**[Marketing Department]**

The Marketing Division uses a variety of methods to gain a comprehensive understanding of customer behavior and preferences, and formulates strategies and tactics to grow customers' interest in our brands. It then implements tactics such as the rollout of new products and promotional activities, measure the results, and based on the results, refine them into better tactics and plans, revise and re-formulate strategies and tactics, and repeat the PDCA cycle on an ongoing basis to strive to meet our customers' needs.

The 1st Marketing Strategy Department oversees the established long-selling brands, such as "Baby-Star" and "Butamen," while the 2nd Marketing Strategy Department oversees the developing and nurturing brands that apply bread and puffed ingredients, as well as new brands based on customers' health consciousness.





Research & Development Department

Always from the children's perspective.  
We continue to explore the "perfect snack" that brings smiles to the faces of our customers.

[Development and Quality Assurance Division]

The R&D Department has developed numerous products based on the development concept of "turning food into snacks," including Baby-Star, a ramen noodle snack, Butamen, a mini-sized cup ramen noodle, and snacks made from bread. Recently, it has also been focusing on the development of snacks that are tasty and provide nutritional ingredients of concern. In order to transform ideas into products, the prototypes and research are conducted with a focus on taste, texture, flavor, color, etc. In addition, to further enhance the value of our unique "snacks," we strive to create technologies that will become the core of Oyatsu Company, such as the development and research of new ingredients and new manufacturing methods from a medium- to long-term perspective.

The Quality Assurance Department listens to the various "voices" of our customers, from the verification of product standards to after-sales follow-up, and supports the "creation of snacks" to deliver safe and secure products through ISO9001 and FSSC22000.

The Development and Purchasing Department explores and procures high-quality raw materials that can be supplied stably in order to provide a variety of exciting product plans and to ensure that our customers can enjoy our delicious snacks with safety and assurance.



Manufacturing Department

We continue to create innovative and original "plentiful and fun snacks" on a manufacturing line that utilizes our unique technology.

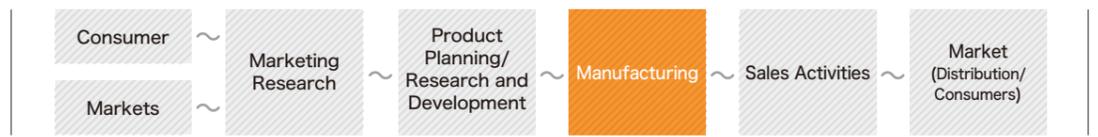


[Manufacturing Department]

Our appealing and tasty "snacks" are manufactured at three bases: Hisai Plant, Mori Plant, and Iseki Plant. In addition to the Baby-Star noodle-making technology born from the "mottainai (don't be wasteful) spirit," it designs and operates our manufacturing process by combining and evolving a variety of manufacturing technologies. Each plant's manufacturing process is designed with quality and safety in mind and continues to produce high-quality products daily.

The Production Management Department is responsible for procuring raw materials necessary for manufacturing, formulating manufacturing plans, and storing and shipping products to ensure the stable delivery of products to our customers.

The Engineering Department supports stable production at the plant by selecting and installing various equipment in collaboration with the manufacturing site and external suppliers to achieve our unique technology to create "snacks" full of creativity.





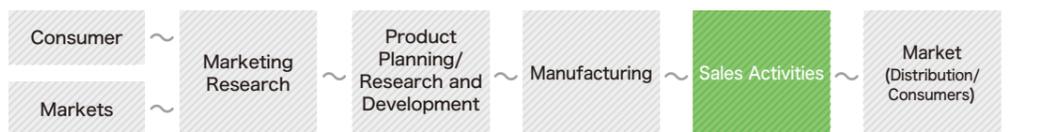
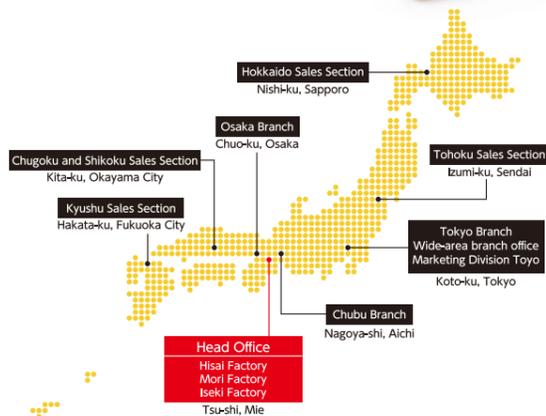
**Sales Department**

We deliver “snacks” and “dreams” to our customers through our nationwide network of wholesalers and retailers.

**[Sales Department (Domestic)]**

Each sales office offers solutions to customers' issues with our products by proposing innovative displays and sales methods based on market analysis of the area and distribution channel characteristics. Through close communication with the wholesalers and retailers such as supermarkets, convenience stores, and drugstores, it proposes retail displays and in-store promotions that leverage our brands. It continues to seek the “perfect snack” that brings smiles to our customers' by collaborating with the R&D and marketing departments.

The Sales Promotion & SCM Department formulates optimal production plans based on information from trade meetings gathered from each sales office, and utilizes a logistics infrastructure that optimizes the delivery network to ensure stable and speedy delivery of products to our customers through our business partners throughout Japan.



**Overseas Business Development Department**

Transform BABY STAR into a global brand. We will spread the snack culture around the world and become “the world's leading snack manufacturer”.

For over 40 years since 1983, we have been developing Baby-Star Ramen for the Asian market, including Hong Kong and Taiwan. Oyatsu Company's first overseas production base was established in Taiwan in 2017, and have expanded its sales network to various countries and regions such as Asia, North America, Oceania, and Europe. In 2024, a new office will open in Los Angeles, U.S., and fully enter the U.S. market. With strategies tailored to each country and region, we will further grow Baby-Star Ramen as a global brand. We will continue to take on the challenges of the future as the world's leading snack manufacturer.



[Taiwan] Taoyuan Plant



**EC and Health Business Development Department**

Anytime, anywhere. Deliver a healthy and rich “snack life” to customers around the world.

We have created a system that allows customers to purchase Oyatsu Company's products whenever they want, from anywhere in Japan and around the world.

We will expand the opportunities of snacks, from a “snack” to treat yourself, nutritional supplement for health, to a communication gift to be enjoyed with friends and family.



# ベビースター

In 1959, "Baby Ramen" was created when we added seasoning flavor to the bits of noodles that were left over from making instant noodles and distributed them to employees as a snack. Later, the product name was changed to "Baby-Star Ramen" in the hope that it would become the "number one star" among children. Today, Baby-Star Ramen has grown into a long-selling brand loved across three generations, with an awareness rate of more than 95% and consumption rate of more than 90%.

## #キブンちょい上げ!

### Profile

Pick up your favorite Baby-Star and you'll be happy! His catchphrase is "Kibun choi age" (a little bit of a pick me up). He is a cheerful boy who likes to wear star-patterned clothes, a little bit cheeky, and lovable. He expresses his love for his favorite Baby-Star to everyone through singing and dancing!

Hoshio-kun



### Other Snacks

ポテト丸  
ポテモ

Potato Snack

A potato snack with a unique design and texture, created by using potato ingredients - which hold the largest share in the snack food category - and utilizing our long-cultivated manufacturing expertise in the Baby-Star series.

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Puffed Snack

Kuchidoke Koji Sakumaro, as the name suggests, is a puffed snack with a crispy texture and mildly smooth taste. The character "Sakumaro-kun" is a new addition to the Oyatsu Company family.



Sakumaro-kun



Bread Snack

A unique bread snack born from the idea of "turning food into snacks". Each rusk is made from bread that has been carefully baked in our own factory.

# ブタメン

The king of mini cup ramen has been loved by children and adults of all ages since its launch in 1993.

A delicious treat that you will want to eat over and over when you are hungry.



Butamen-kun



Butamen (Shoyu Ramen)

Butamen (Salted Beef Tongue flavored Ramen)

Butamen (Tonkotsu Ramen)

Butamen (Curry Ramen)

### Wellness Series

素材市場

Sardine snacks, mackerel snacks

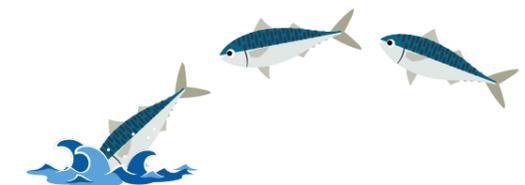
Convenient and tasty seafood nutrients! Seafood snacks with healthy benefits that allow you to enjoy the umami of the ingredients and nutrients at the same time.

おやつサブリ

A supplement-like snack that is a tasty and easy way to add certain nutrients to your regular diet as a "snack," and can be continued without effort.

BODY STAR  
Protein Snack

A new alternative to consuming protein as a snack. This brand supports customers who want to maintain their bodies in their own way with minimal effort.

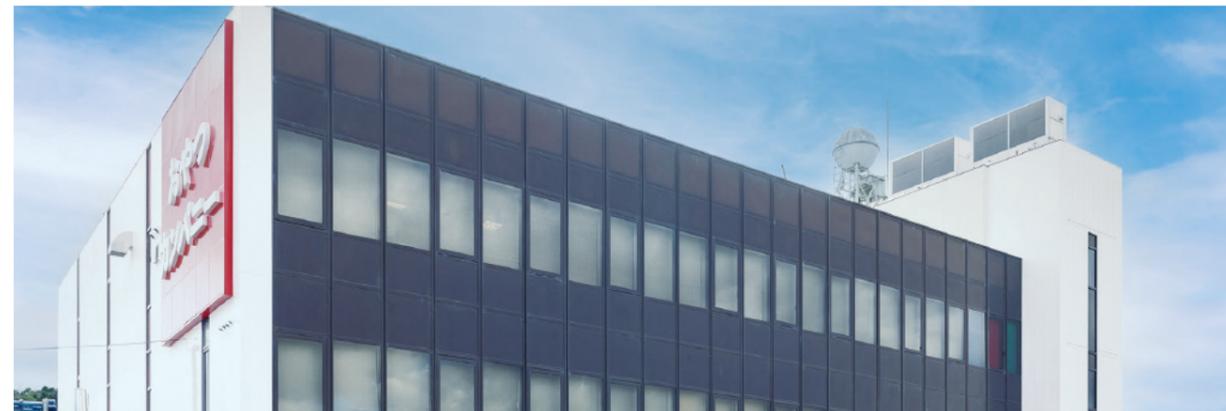


**COMPANY PROFILE**

Oyatsu Company is committed to creating an enriched world filled with fun and dreams through “snacks” based on the business philosophy of Plentiful and Happy, Innovation of “Snacks” and “Dreams”.

**[Company Profile]**

Company Name	Oyatsu Company, Ltd.
Head Office Location	428-1 Tajiri, Isshi-cho, Tsu, Mie 515-2592 Japan
Established	September 3, 1948
President & CEO	Tadashi Yokoyama
Share capital	100 million yen
Fiscal year	ends July 31
Business description	Manufacture and sale of confectionery and food products
Main Products	Snack foods, cup ramen
Main Banks	San ju san Bank, Mitsubishi UFJ Bank



**[SDGs Initiatives]**

**●Social (Regional) Contribution Activities**

We contribute to society and local communities through support activities in a variety of domains in Japan as well as support to the United Nations World Food Program (WFP), whose mission is to end hunger and poverty.

**●Environment Preservation Activities**

We contribute to solving social issues by promoting proactive initiatives related to sustainable consumption and production, climate change, and minimizing negative impacts on human health and the environment through various environment preservation activities in our domestic and overseas operations.

**●Promotion of Decent Work**

We promote decent work by achieving capability reinforcement regardless of age, nationality, and other circumstances, with the aim of gender equality.

**●Health and Welfare**

With the launch of the “BODY STAR” brand, we respond to the growing need to not only maintain and promote health, but also smartness in a society of declining birthrates, aging population, and declining domestic population.

These have been renewed annually for business certification by the Japan SDGs Association, with 16 icons certified as applicable to the 17 icons of the SDGs. (as of 2024)



**[History]**

