

# *Always Fresh!*

Enjoy the true, authentic taste of rice crackers anytime, anywhere around the world.



[beikamochi.eu](http://beikamochi.eu)

**PRODUCT OF JAPAN**

*Explore Variety &  
Authenticity with “BEIKA”*

Dive into the variety of flavors and textures of Japan’s traditional “rice crackers” through our extensive lineup!



# Nature's Finest, Perfected by Craftsmanship.

(Founders' comment)



The finest product comes from the finest ingredients.  
Nothing compares to the pure taste of nature's best harvests.  
With unwavering craftsmanship,  
we refine every step to enhance bring out their very best.



# This is the IWATSUKA Story...



## HARSH WINTER

Niigata is famous for its quality rice as well as its beautiful coastal and mountainous scenery. Niigata winters can be harsh with significant snowfall as deep as 10 feet. In old days, before the first snowfall, most of the men had to go to the big cities to work in order to support families. They would leave their families in Nagaoka and worked at dangerous physical labor in the big cities. There were many sad stories of people who were injured or fell sick due to dangerous work and some were not able to see their families again.



## TWO YOUNG MEN STAND UP

It was then when two young men from Nagaoka had the idea of developing specific job tasks for workers during winter months, which would allow them to stay home and be with their families. "Let's build a rice products factory in the middle of the rice fields so that grandfathers, fathers, and brothers can stay in this village in winter!" This was the beginning of story how IWATSUKA had started back in 1947 and has established itself as a leader in the industry for generations to come. The two young men became Grandpa and saw the village prosper.



Keisaku Maki  
Founder



Kinjiro Hiraishi  
Founder

## LASTING LEGACY

BEIKA, which is made only with 100% Japanese rice, has not changed. We're thrilled with being able to bring wonderful traditional rice cracker of BEIKA to families all around the world in super fresh packages, just like the way Japanese people enjoy every day BEIKA!



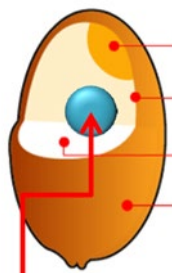


# BEIKA Brand Concept 1 "Always Fresh!"



The quality of BEIKA(rice crackers) depends on the freshness of the ingredients !

## RICE



Embryo bud

Seed coat

Endosperm

Rice husk(serve as a barrier)

Rice imported from overseas  
loses its freshness...  
(Rice polishing(NO barrier))  
(It takes a long time)



The center is the tastiest.

It deteriorates when exposed to light and oxygen.

## What's up with "IWATSUKA"?



IWATSUKA's BEIKA is  
made with  
100% Japanese rice  
and is extremely fresh!



And even more...

BEIKA's package has  
a high barrier structure!!

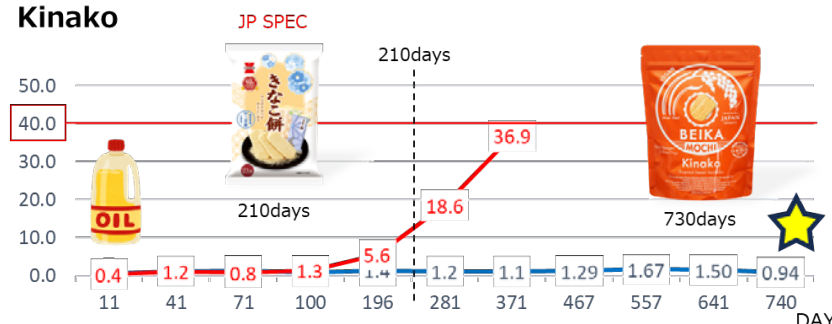
Light

Oxygen



Moisture

## Kinako



--Quality standards--

Hazard(1) acidification POV(Peroxide Value)  
standard : JAPAN <50 IWATSUKA <40

"BEIKA" stays fresh forever !







# **[BEIKA] VS [Japan SPEC]** comparison

--Quality standards--

**Hazard(1) acidification** POV(Peroxide Value)  
standard : JAPAN <50 IWATSUKA <40

**Hazard(2) be damp** Moisture value  
[Teriyaki] standard : IWATSUKA <4.0 & Sensory survey  
[Sea Salt] standard : IWATSUKA <2.0 & Sensory survey

*Always Fresh!*

Enjoy the true, authentic taste of rice crackers anytime, anywhere around the world,



**Confidential**

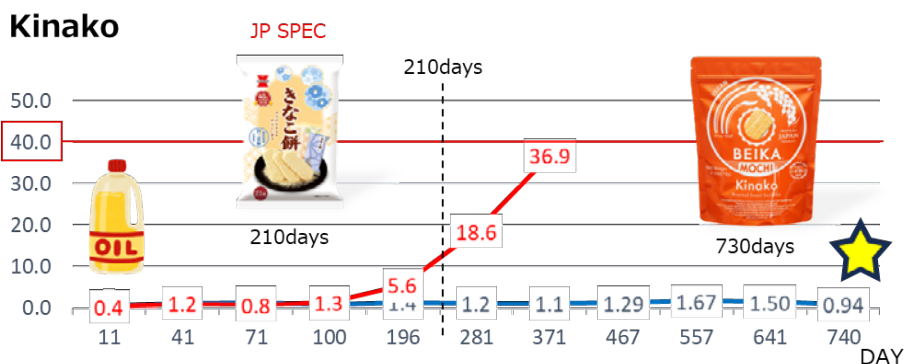
*Explore Variety & Authenticity with "BEIKA"*

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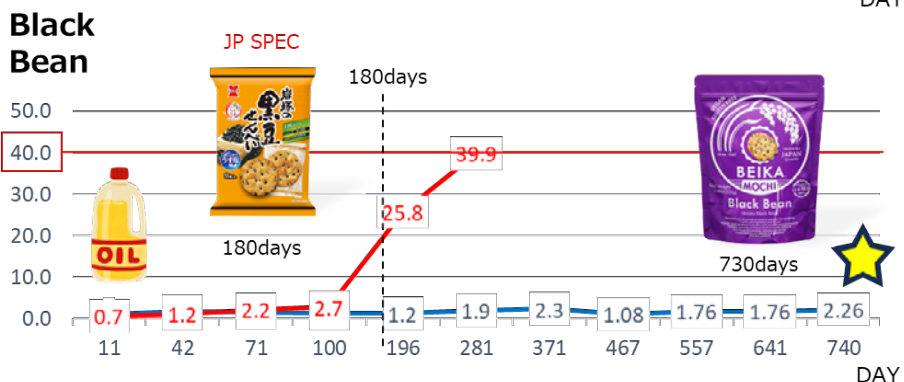
Butter



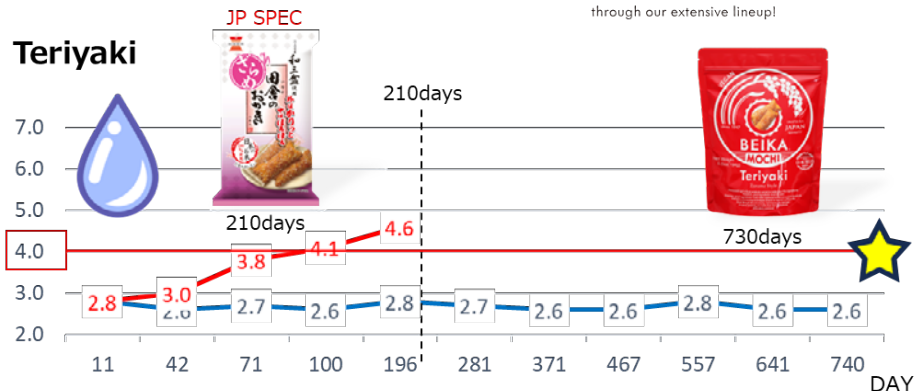
Kinako



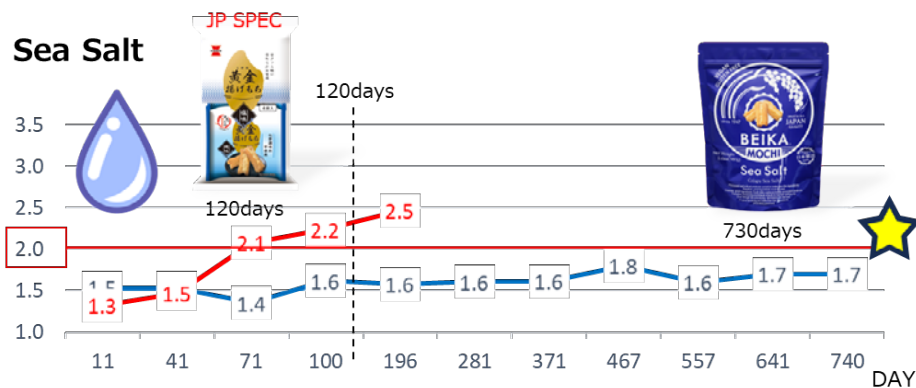
Black Bean



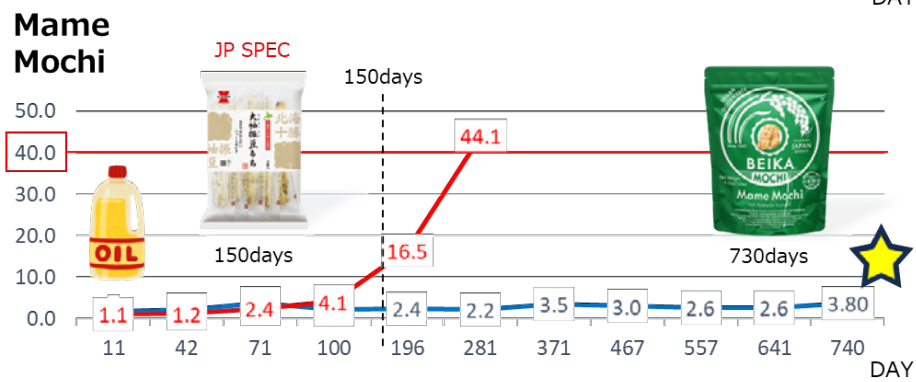
Teriyaki



Sea Salt



Mame Mochi



# BEIKA Brand Concept 2 "Explore Variety with "BEIKA" "



BEIKA (rice crackers) has a wide variety of flavors and textures and is fun !

Uruchi Rice = Sushi Rice



SENBEI

Mochi Rice  
(more soft chewy texture)



OKAKI  
or ARARE

*Salty, Sweet,  
Savory...*

*Bake, Fry, Grill...*

*Soft,  
Semi-hard,  
Hard...*



*Mixing various  
ingredients...  
(Hokkaido soybean etc)*

Wide variety !

That's why...



If you know "BEIKA",  
you can know the joy of  
Japanese rice crackers !

Only "IWATSUKA" can realize  
these two concepts.







Kettle cooked  
Known as Sushi Rice



Cristal clear Rice



## BEIKA : Kinako (Soybean flour)

Edamame  
matures becomes  
Soy bean



### Description

IWATSUKA's "Kinako" BEIKA is an ode to the simplicity and elegance of Japanese gastronomy. This vegan snack encapsulates the soul of Japan with its rich dusting of Kinako, the roasted soybean flour that brings a toasty warmth and a comforting sweetness to every bite. Each cracker is an artisanal creation, blending the gentle sweetness of Wasanbon sugar, a traditional Japanese sugar derived from the unique "Chikuto" sugarcane of Tokushima. This sugar, treasured for its high brix, fine texture, and the mildness of its sweetness, is crafted using methods passed down through generations, ensuring that each granule carries within it the whispers of its artisanal past.

LIGHT  
SWEET  
NUTTY

Kinako  
Roasted soybean  
powder



### Ingredients:

Rice, Rice Oil,  
Roasted Soybean  
Flour, Glucose,  
Sugar, Potato Starch,  
Salt, Powdered Soy  
Sauce (Defatted Soy  
bean, Wheat, Salt, etc.),  
Flavour Enhancer,  
Caramel Colouring,  
Soy Lecithin,  
Cinamon Powder.

### Contains:

Wheat, Soy.



Steam cooked  
Known as MOCHI



Pearl White Rice



# BEIKA : Teriyaki

Zarami Crystal Sugar  
coated Coarse sugar  
Richen the flavor



Japanese Shoyu  
Known as  
Soy Sauce



## Description

IWATSUKA's "Teriyaki" BEIKA is a sensory odyssey, a snack that has captivated a nation renowned for its discerning tastes. It is here that the savory depth of Tamari soy sauce meets the unique sweetness of zarami sugar, in a confluence of flavors that define the essence of teriyaki. Each cracker, crafted for those with an appreciation for the intricate dance of sweet and savory, embodies the boldness of innovation and the soul of traditional Japanese cuisine. The snack is an architectural marvel in taste and texture, featuring a delightfully crispy exterior that conceals a tender, almost fragile interior—a contrast that is as provocative as it is pleasing.

## Ingredients:

Sticky Rice, Sugar, Rice Oil, Soy Sauce (Defatted Soybean, Salt, Wheat, Ethanol, etc.), Water, Thickener(Modified Starch (Potato,Corn, etc.)), Edible Processed Fats and Oils, Yeast Extract, Flavour Enhancer, Potato Starch, Caramel Colouring, Soy Lecithin.

## Contains:

Wheat, Soy.





GLUTEN FREE



VEGAN



Kettle cooked  
Known as Sushi Rice



Cristal clear Rice



## BEIKA : Black Bean

Edamame matures  
becomes  
Black bean



Whole Black bean  
Steam cooked



### Description

The "Black Bean" BEIKA by IWATSUKA is a masterful expression of Japan's cherished culinary traditions. Here, the humble black bean is elevated to new heights, embraced by the crisp, golden embrace of hard-baked Senbei. This snack is a textural tapestry, interweaving the gentle firmness of whole, full-sized black beans—each one steamed in-house to draw out its natural, inherent sweetness—with the satisfying crunch of expertly baked rice crackers. The semi-hard texture of this vegan and gluten-free delicacy strikes an impeccable balance between robust crunch and delicate crumble, a balance that has earned it the accolade of IWATSUKA's No.1 Senbei item.

### Ingredients:

Rice, Black Bean,  
Rice Oil, Salt,  
Flavour Enhancer,  
Soy Lecithin.

### Contains:

Soy.



GLUTEN FREE



VEGAN



Steam cooked  
Known as MOCHI



Pearl White Rice



## BEIKA : Sea Salt



SEA SALT only  
UMAMI is  
nature-derived

### Description

IWATSUKA's "Sea Salt"

BEIKA is a crystalline example of what happens when the art of Japanese snack-making returns to its roots. Each cracker is a celebration of the foundational flavor of rice, elevated by a careful kiss of sea salt—a pairing as timeless as the ocean itself. The light, airy texture achieved is a feat of culinary engineering, born from a precise frying technique that has been refined to highlight the natural umami and sweetness inherent in the rice grain. Free from the clutter of artificial additives and seasonings, this snack is a testament to IWATSUKA's unwavering commitment to natural, unadulterated goodness.



NO chemical seasoning  
NO additives used

### Ingredients:

Sticky Rice, Oil,  
Salt.





GLUTEN FREE



VEGAN



Steam cooked  
Known as MOCHI



Pearl White Rice



# BEIKA : Mame Mochi

LIGHT  
SAVORY  
NUTTY

Whole Soy bean  
Steam cooked

Edamame  
matures becomes  
Soy bean



## Description

Savor the authentic charm of IWATSUKA's "Mame Mochi" BEIKA, where the delightful chewiness of mochi rice melds with the natural sweetness of "Ohsodefuridaizu" soybeans, a regional specialty from the fertile plains of Tokachi in Hokkaido. These soybeans, treasured for their higher isoflavone content and exceptional flavor, are cultivated with meticulous care by our contracted farmers, ensuring each bean is a nugget of nutrition and taste. The soybeans are then roasted in-house, a process that amplifies their crispiness, making them the perfect complement to the soft and inviting texture of Okaki.

## Ingredients:

Sticky Rice,  
Soybean(GLYCINE  
MAX), Rice Oil,  
Corn Starch, Salt,  
Flavour Enhancer,  
Soy Lecithin.

## Contains:

Soy.

# Achievements





# 【Achievements】



## 【TOPIC 1】 Costco Hawaii

As of now



### ・Costco Hawaii Roadshow (Demonstration)

#### Roadshow Performance Summary

Number of Events: Held across 4 sessions (全4回)

Highlight:

During the December 2024 Roadshow,

**we set a new record for roadshow sales in the snack category at Costco Hawaii !**

(2024年12月のロードショーにて、Costcoハワイの菓子部門における販売記録を更新！)

**Total Sales (4-day total): \$33,788.86**

#### Product Development Update

**Proposed a dedicated item: “BEIKA Teriyaki BIG”**

**Status1:** Product officially approved by Costco Hawaii!

(As of September 2025)

**Status2:** Received a roadshow offer from a buyer in the Northern CA Division of Costco US!

(Scheduling in progress)

**Status3:** Received offer from a buyer in the Costco UK! (Scheduling in progress)

**Retail Price**  
**\$8.99-9.99**



# 【Achievements】



## 【TOPIC 4】 Customer Event in EU

### As of now

#### **BE Belgium JAPAN FES 2025**

Duration: 2 days

Visitors: Approximately 20,000

BEIKA Retail Price: **€8.0 per bag**

**Total Sales: 880 bags sold out !**

(20–30% used for sampling)

(Sold out by the morning of the second day)



#### **DE Germany DOKOMI 2025**

Duration: 3 days

Visitors: Approximately 150,000

BEIKA Retail Price: **€8.0 per bag**

**Total Sales: 2,300 bags sold out !**

(20–30% used for sampling)

(Sold out over the course of 3 days)



#### **DE Germany ANUGA 2025**

Duration: 5 days

Post-event follow-up: 20 companies (as of October)





# New products



# 【New Brand】BEIKA "Air Fry"

Brand Concept : All Natural & Healthy



Maple Cinnamon

Sweet

Yuzu Pepper

SPICY

Furikake

Savory



ALL NATURAL



GLUTEN FREE



VEGAN



NO MSG

Airy & Crispy & Richly



# Thank You

