

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Japan

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**Report Highlights:**

This month's issue explores some of Japan's most recent changes in the food industry as we begin the Fall season.

Japan Food Trends (JFT) communicates Japanese food and lifestyle trends that may help U.S. exporters to generate product and marketing ideas.

## **General Information:**

In 2011, there have been a variety of new foods appearing in Japan. The trends discussed in this issue focus on both current developments and differences between Japanese and American food culture that may help you when exporting or looking to export to Japan.

### **The Japanese Food Market**

#### **“Burger King Bites.”**

*Consumerist.com*, (<http://consumerist.com/2011/06/bk-attacks-japan-with-mini-spam-burgers.html>)



With fast food trends still going strong in Japan, Burger King is introducing its own trend into the fray. Enter Burger King’s “BK Bites”, slider-style burgers that come in a variety of patties, especially designed for women. The bite-sized burgers can come in beef, chicken or delicious spam patties, as well as BLT. Moreover with the tagline, “What Women Want, What Women Get” and its smaller size (and lower calorie count than a regular burger), women might be attracted to this sandwich.

#### **From the Editor:**

With recent trends in the food and beverage market, it seems that women are becoming the main target for consumption. This looks healthier than the previous “meat monster” burger from BK too!

### **The Japanese Like “Strange” Flavors**

#### **“Fru-Che Created its Canned Drink Type Version”**

*Gigazine.net*, March 27, 2011

([http://gigazine.net/news/20110327\\_drink\\_type/](http://gigazine.net/news/20110327_drink_type/))



The House Food Corporation released their new version of their popular product “Fru-Che” which is a dairy gelatin. The product is named “Nomeru Fru-Che”, which means “Drinkable Fru-Che”. Packaged in a compact size 180 ml can with an eye catching color of pink packaging, it is only available in strawberry flavor. Fru-che was created in 1976 and was popular because it was easy to make. Children loved to make it, simply mix milk to the contents of the product and you can enjoy a gelatin dessert. The new version makes it even easier. It requires a mere 10 shakes of the can.

#### **From the Editor:**

Personally, I loved this product ever since I was a kid and I’m so happy to hear that it has become a ready-to-go drink! I hope they will release their other flavors too! This is an interesting way of remodeling an old product.

#### **Concept Stores**

##### **“Everything is Made With Vegetables”**

*Gaijinpot.com*

(<http://www.cnn.go.com/tokyo/eat/vegetables-desserts-and-sushi-only-tokyos-potager-870388>)



As fast food trends keep rising, health trends are also making an effort to keep up. With this in mind, Chef Aya Kakisawa opened Potager, a purely vegetarian sushi restaurant in Roppongi Hills. The theme behind this restaurant is that everything available on the menu, ranging from sushi to cake desserts, is made out of vegetables. Not only healthy and delicious, the price range is also reasonable and will certainly make the statement that “healthy foods taste good” loud and clear.

**From the Editor:**

This is really a new concept to promote vegetables, especially in Japanese the sushi market.

**Summary:**

For this month’s issue, we reported new trends in the Japanese fast food market, concept stores and beverage market. In the Japanese fast food market, it seems that they are trying to reach out to women. Health trends are also making an appearance as a concept for new stores. In the beverage market, Japan proved that they are not only capable of creating and selling unique tasting drinks, but can also remodel old drinks successfully.