

U. S. SOY MARKET DEVELOPMENT IN JAPAN RESULTS IN NEW SOY PRODUCT LAUNCH

As a result of the successful organization of a U. S. Soy Ingredients Seminar last year in Tokyo and continuing collaboration with Japan's commercial bakery sector, ASA-IM Japan is happy to announce Fuji Pan (Japan's third largest commercial baker) launch of a new soy and collagen pastry product series. ASA-IM Japan has been partnering with Fuji Pan through the introduction of new concept applications to the R & D Department of Fuji which promotes utilization of U. S. Soy. Fuji Pan Co., Ltd., has sales of more than \$ 4.4 billion and the new "Bi-Style" soy product series targeted at young, female consumers including products called "Soy Cake" and White Soymilk Roll" will become available from March 1, 2010 in local supermarkets and convenience stores in the greater Kanto area of Japan. <http://www.bistyle.jp/>



SOY CAKE

コラーゲン2000mg配合

SOY CAKE

Collagen 2000 mg



白い豆乳ロール 3個入り

コラーゲン1000mg配合

White Soymilk Roll

Collagen 1000 mg