

# P&B Japan

PÂTISSERIE & BAKERY JAPAN

## Patisserie & Bakery Japan 2016

5<sup>th</sup> Bakery ingredients EXPO

4<sup>th</sup> Confectionary ingredients EXPO

3<sup>rd</sup> Retail shop kitchen system EXPO

# Show Report



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# 1.Show profile

- Show name :** Patisserie & Bakery Japan 2016  
5th Bakery ingredients EXPO  
4th Confectionary ingredients EXPO  
3rd Retail shop kitchen system EXPO
- Date :** Aug, 1<sup>st</sup> – 3<sup>rd</sup>, 2016
- Venue :** Tokyo Big Sight, West Hall 2
- Organizer :** Patisserie & Bakery Japan Organizing committee
- Endorsed by :** Embassy of Canada/Italian Chamber of Commerce in Japan/Japan Ambassadeurs Association/New Supermarket Association of Japan (NSAJ)/Japan Ready-made Meal Association/Japan Direct Marketing Association/ASSOCIAZIONE PIZZAIUOLI NAPOLETANI in GIAPPONE/Japan Margarine Shortening & Lard Industries Association
- Supported by :** The Federation of Japan Confectionery Associations  
All Japan Federation of Bakers Associations

## <Number of Exhibitors/Booths>

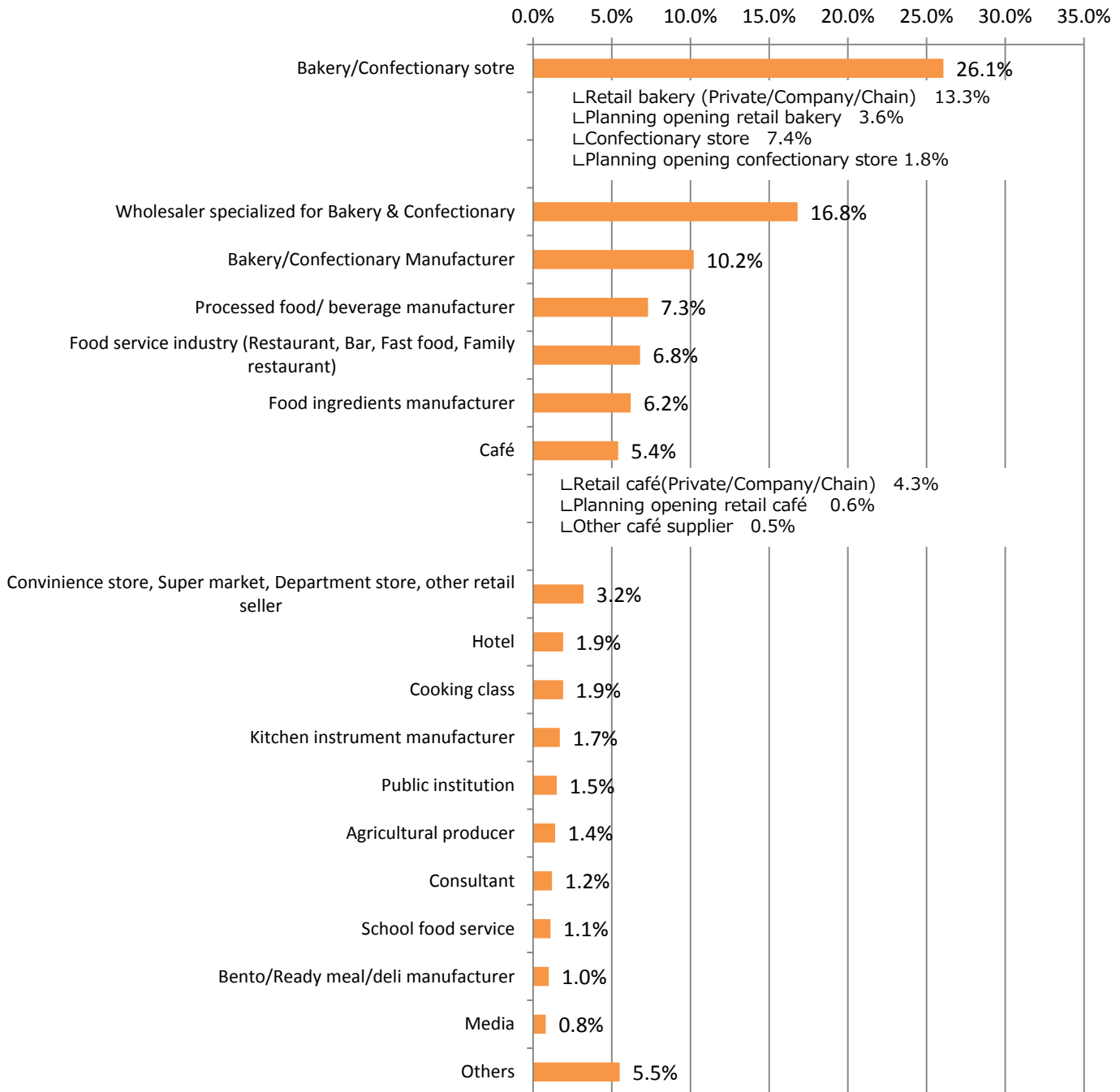
<b>Exhibitors :</b>	207
<b>Booths :</b>	257.8 booths/2,320m <sup>2</sup>

## <Number of visitors>

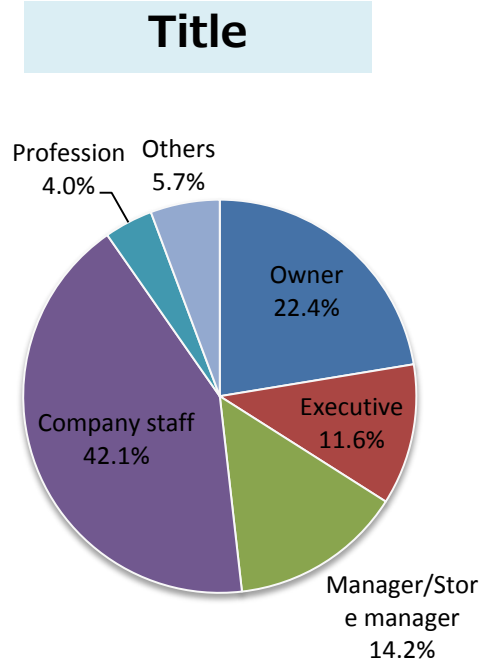
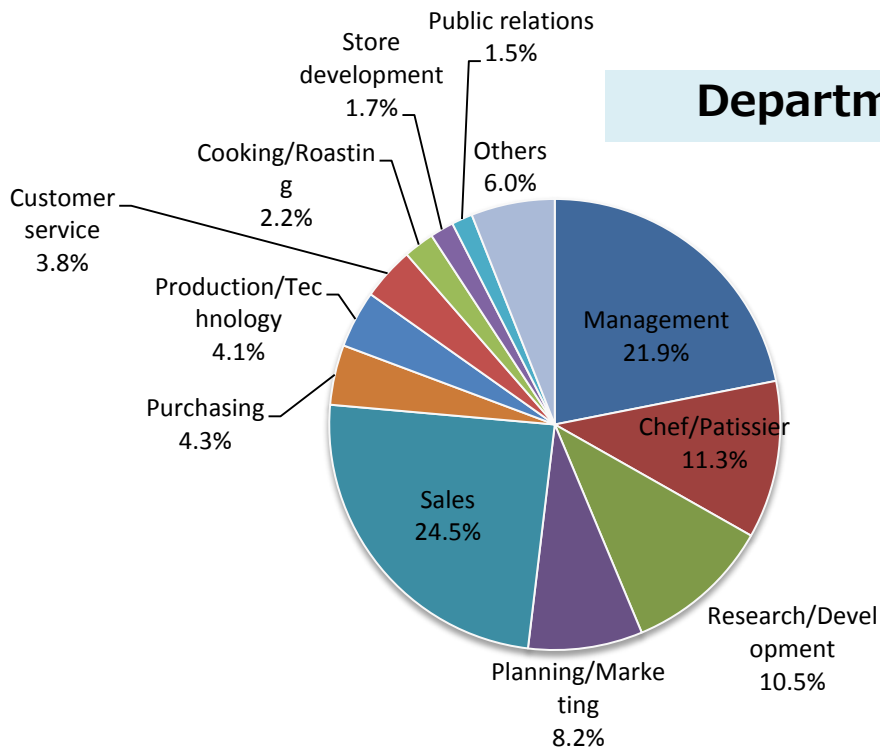
<b>8/1</b>	7,287 (2015: 9,593)
<b>8/2</b>	9,495 (2015: 10,575)
<b>8/3</b>	10,534 (2015: 10,696)
<b>Total</b>	27,316 (2015: 30,864)

# 2.Visitors Analysis

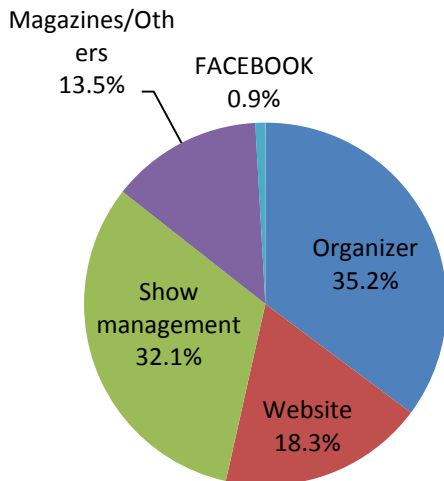
## Breakdown of industry



# 2.Visitors Analysis



## How did you get your admission ticket?



# 3. Leading Visitors

\*Partial list of major companies from visitors database.

## ◆ WELL-KNOWN BAKERY SHOP

ANDERSEN  
DAISY  
MAISON KAYSER  
SAINT-GERMAIN  
VIRON  
POMPADOUR  
VIE DE FRANCE  
ZOPF

## ◆ BAKERY MANUFACTURE

FIRST BAKING  
ITO BAKING  
KOBeya BAKING  
PASCO  
TAKAKI BAKERY  
YAMAZAKI BAKING  
FUJI BAKING  
Nichiryō Baking

## ◆ TRADING COMPANY

ITOCHU  
KATAOKA  
MARUBENI  
MITSUI  
MITSUBISHI SHOKUJIN  
SOJITZ  
SUMITOMO  
TOYOTA TSUSHO

## ◆ RESTAURANT

DUSKIN  
SKYLARK  
WDI JAPAN  
ROYAL HOLDINGS  
YOSHINOYA HOLDINGS  
JR EAST FOOD BUSINESS

## ◆ HOTEL

HYATT REGENCY  
SHANGRI-LA HOTEL  
THE WESTIN TOKYO  
TOKYO MARRIOTT HOTEL  
ROYAL PARK HOTEL  
HILTON

## ◆ CONFECTIONARY CHAIN

COZY CORNER  
MOROZOFF  
ROYCE  
TOKYO FUJETSUDO  
YOKUMOKU  
GINZA SEMBIKIYA  
FUJIYA  
Qu'il fait bon  
SHISEIDO PARLOUR

## ◆ CONFECTION COMPANY

BOURBON  
CALBEE  
EZAKI GLICO  
FUJIYA  
GRAPESTONE  
MORINAGA  
LOTTE  
Furuta Confectionery

## ◆ FAST FOOD

BECKER'S  
DOMINO'S PIZZA  
KENTUCKY FRIED CHICKEN  
MOS FOOD SERVICES  
SUBWAY  
BURGER KING JAPAN  
LOTTERIA

## ◆ CONVENIENCE STORE

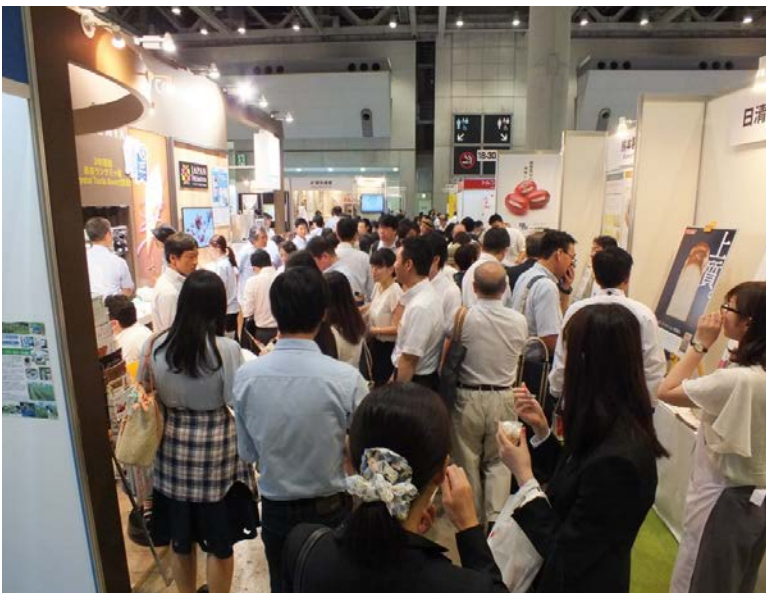
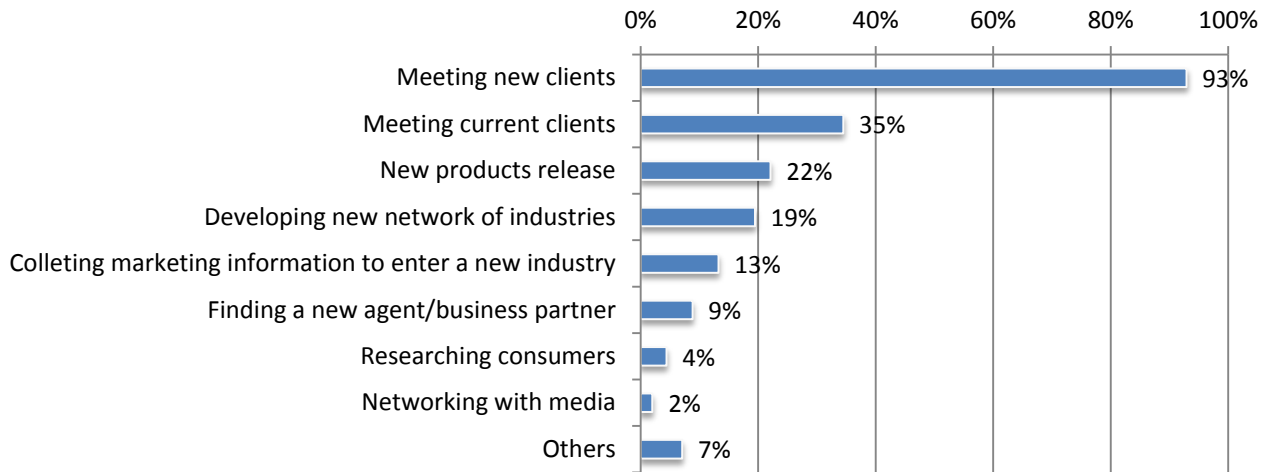
7-ELEVEN  
FAMILY MART  
LAWSON  
MINISTOP  
Three F  
Circle K Sunkus

## ◆ CAFE

Starbucks Coffee Japan  
TULLY'S COFFEE JAPAN  
Doutor Coffee  
Ginza Renoir  
UCC Foodservice Systems

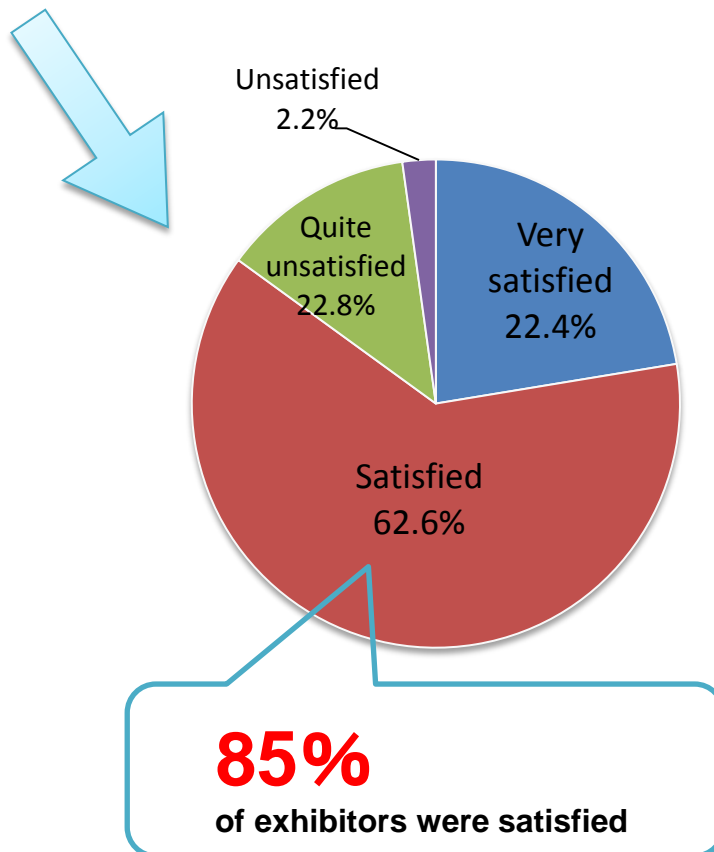
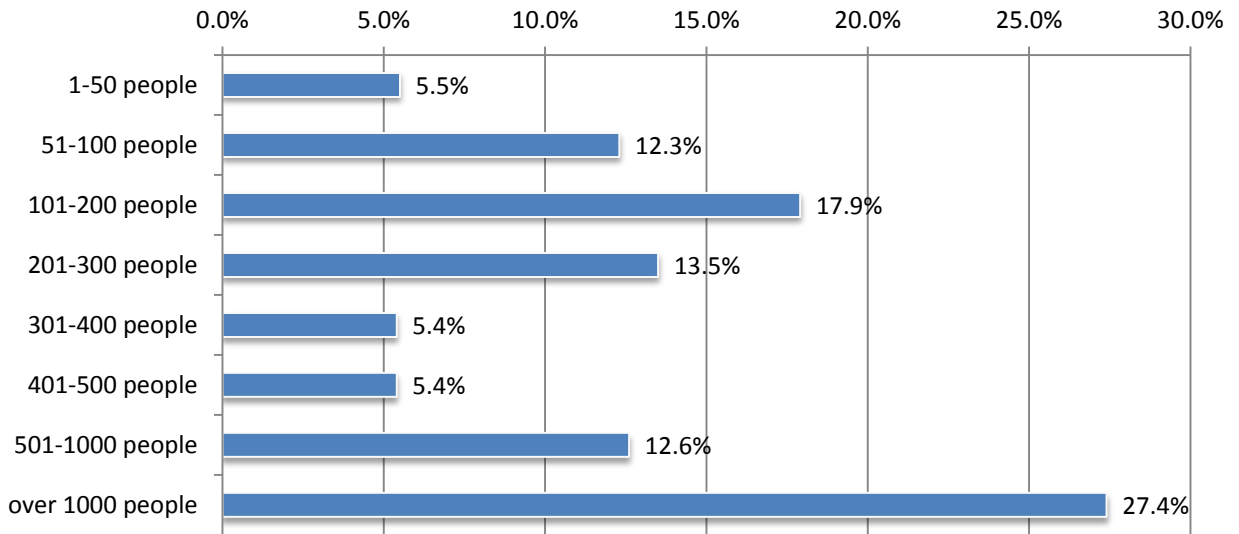
# 4. Exhibitors survey

## What was your purpose of participate?



# 4. Exhibitors survey

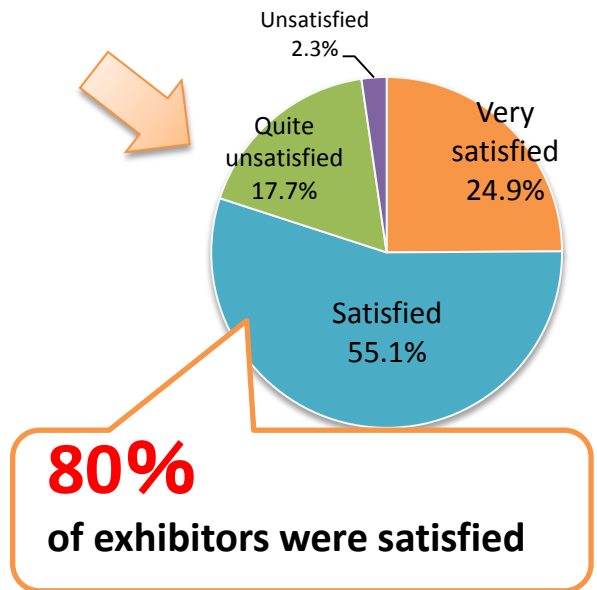
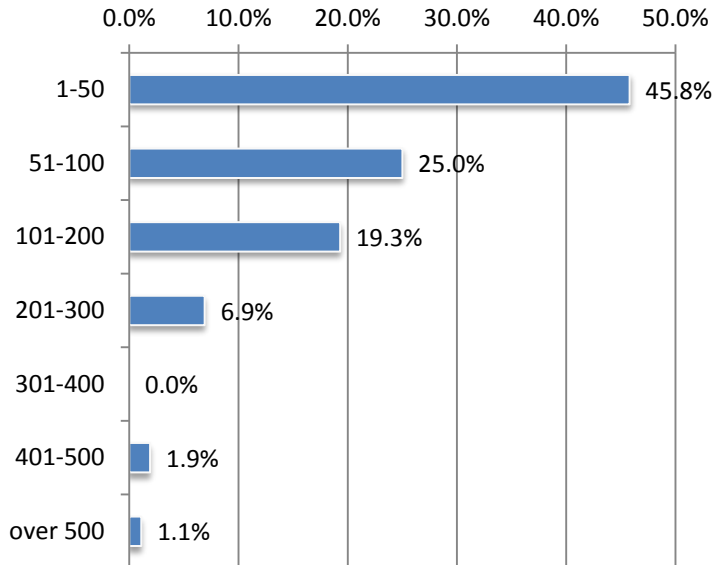
## How many people visited your booth over the 3 days?



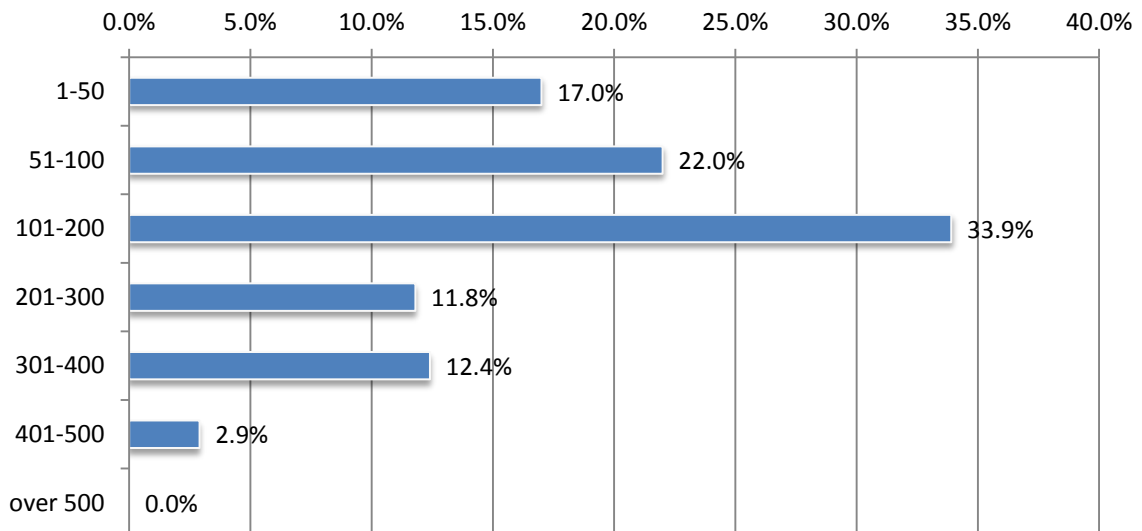


# 4. Exhibitors survey

## How many business meeting or sales have you done over the 3 days?



## Number of business card obtained during the show



# 5.Exhibitors list

Abeshin CO.,LTD.  
ABUKUMA FOODS Co.,Ltd.  
ADEKA CORPORATION  
Aicohsha Manufacturing Co.,Ltd.  
AKO TENNEN KOUBO LTD  
All Round Tea Company Co.,Ltd  
Ambrosia K.K.  
AOBA TRADING CO.,LTD.  
Aquamer  
ARAM CORPORATION  
Arla Foods (Japan)  
ARYZTA Food Solutions Japan  
ASADAAME CO.,LTD.  
ASAHIYA PUBLISHING CO.,LTD.  
Azett Co., Ltd.  
Bakery China Autumn 2016  
Bakery Japan Cup  
Beauty&Health  
Beijing Zhonglian International Exhibition Co.,Ltd  
blayn inc.  
BRAIN Co.,Ltd.  
Brewmatic Japan Ltd.  
Communication Development Inc.  
COSMO SOUND  
DAITO CACAO CO.,LTD.  
Daiyu Co.,Ltd.  
DELTA International  
Eat & Fun Health Association  
EDM CORPORATION  
Embassy of Canada  
enbaku seikatsu, CO., LTD.  
ENDO TAKASHI SHOTEN CO.,LTD.  
EntreX inc.  
EPIC CORPORATION  
Epson Sales Japan Corp.  
EURO INTERNATIONAL CO.,LTD.  
Everearth Co., Ltd.  
Everich Enterprise Company  
FUJI OIL CO., LTD.  
fujimak  
Fukusuke Kogyo Co.,Ltd  
Grow Up INC.  
Guittard Chocolate Company  
Hakata salt Co.,Ltd.  
HAKUBAKU Co., Ltd.  
Halal Japan Business Association  
HARADA CORPORATION  
Hayashibara CO.,Ltd.  
HAYASHIKANE SANGYO CO.,LTD.  
Hazelnut Promotion Group  
HENGEL JAPON CO.,LTD  
HIDA TAKAYAMA FACTORY  
HIKARIGAOKA CORPORATION  
HINOMOTO CEREALS FLOUR MILLING Co., Ltd.  
HIRANO WORKS CO.,LTD  
Hoshino Bussan  
IBE - Hong Kong International Bakery Expo  
ISS Corporation  
ITALIAN CHAMBER OF COMMERCE IN JAPAN  
ITOKEI Co., LTD.  
Japan Ambassadeurs Association  
Japan Blueberry Association  
JAPAN INSTITUTE of BAKING  
KANEKA CORPORATION  
KATAOKA SEISAKUSHO Co.,Ltd.  
KAWA CO.,LTD  
Kawahara Osamu Tax Accounting Office  
KAZETOHKARI CO., LTD.  
Keizai Ryutsu Service  
KENKO CORPORATION  
Kida Flour mills Co., Ltd.  
Kikuchi Strawberry Farm  
KINKI FLOUR MILLING CO.,LTD.  
KINOSHITA Co.,Ltd.  
Kotobuki Baking Machine Co.,Ltd  
KUMAMOTO FOUR MILLING CO.,LTD.  
Kyoei Kasei CO., Ltd.  
KYOURITSU PLANT INDUSTRY CO., LTD.  
KYUHAN CORPORATION  
La Vent  
Liberty house  
Little Belize  
Marinfood, Co., Ltd  
MARUSHO CO., LTD.  
MARUWA OIL & FAT CO., LTD.  
MARUZEN CO., LTD.  
MASAKI MACHINERY CO.LTD  
Mastermind Co., Ltd  
matoba Corporation  
MATSUMURA KOGEI Co.,Ltd.  
MATSUTANI CHEMICAL INDUSTRY CO.,LTD  
MAX Co.,Ltd.  
MC food Specialties Inc  
Mitake Food Manufacturing,co,ltd  
Mitsubishi-Kagaku Foods Corporation  
MIYOSHI OIL & FAT CO.,LTD.  
MOLINO ORO GRANO LTD .  
Monte Bussann K.K.  
Morecc Co., Ltd.  
Nagase ChemteX Corporation  
NAKANO BC  
Nakano Industry Corporation  
NAKAZAWA NYUGYO CO.,LTD.  
National Agriculture and Food Research Organization

# 5.Exhibitors list

Naturael ( Indepa,Inc. )  
Nestle Japan Limited  
Nestle Nespresso K.K.  
New Zealand Embassy  
NEWMIND CO., Ltd.  
NICHIFUTSU SHOJI CO.,LTD.  
Nippon Beet Sugar Manufacturing Co.,Ltd.  
Nippon Flour Mills Co., Ltd.  
Nishiyama Industry Co.,LTD.  
NISSEI Co.,L t d.  
NISSHIN KAKO CO.,LTD.  
Nisshin Seifun Group Inc.  
NPG-FOTEC Co., Ltd.  
NTS.inc  
Oceania.Japan.Trade  
OHGATA-VILLAGE AKITAKOMACHI PRODUCER'S  
ASSOCIATION CO.,LTD  
OHKUBO SHOKAI Co.,Ltd.  
OKAYASU SHOTEN CO.,LTD.  
Okinawa Powder Foods CO.,LTD.  
Olives de Luc ltd  
Oriental Yeast Co.,Ltd.  
ORYZA OIL & FAT CHEMICAL CO., LTD.  
OsakaPolyethyleneHanbai CORPORATION  
Oyama Farm.,Ltd.  
PACIFIC YOKO CO.,LTD  
Package Nakazawa Co.,Ltd.  
PANJAPAN TRADING COMPANY  
Pannews.CO.LTD  
"PAQUET DU SOLEIL ( Taiyopackage Inc ) "  
Par-Way Tryson Company  
PASCO SHIKISHIMA CORPORATION  
PATISSIENT  
PIEROTH JAPAN K.K.  
PORTACOOOL JAPAN  
P o t a t o e s USA  
Puratos Japan Co.,Ltd.  
Raisin Administrative Committee  
Rice Island Corporation  
RIKEN VITAMIN Co., Ltd.  
S.ISHIMITSU & CO.,LTD  
SAGAMIHAM Co., LTD  
SAN NENG JAPAN WARE CORPORATION  
SANKO MACHINERY CO., LTD.  
Sanko Shokuhin Co., LTD  
SANWA SANGYO  
Sato Foods Industries Co.,ltd.  
SAYU S.P.A  
SEGAWA PEANUT Co., Ltd.  
SEISHIN ENTERPRISE CO.,LTD.  
Seitoku University  
SHIBATA PUBLISHING CO.,LTD  
SHIMOJIMA Co.,Ltd.  
SO-KEN Co., Ltd.  
Sunny Maize Co.,Ltd.  
TABATA Inc.  
TAGA ELECTRIC CO.,LTD.  
Taimatsu Foods Corporarion  
TANAKA SEIAN Co,LTD  
TAO Inc.  
TERAOKA SEIKO CO., LTD.  
TOKYO KOTOBUKI INDUSTRY CO.,Ltd  
Tokyo Saraya Co.,Ltd.  
TSUJI KIKAI INC.  
TSUKISHIMA FOODS INDUSTRY CO.,LTD.  
TSUNO CO.,LTD.  
U.S. Agricultural Trade Office Japan  
Unifiller Japan K.K  
UNO CORPORATION  
US Grains Council  
US Highbush Blueberry Council  
USAPEEC  
Victorinox Japan Inc.  
Wakasa Kankou Kabushikigaisha  
WBANA (Wild Blueberry Association of North America)  
Weinhaus Gerhardt K.K.  
Witchcraft  
YAMACHU CO., LTD.  
YAMADAI FOOD CORPORATION  
YANAGIYA MACHINERY CO.,LTD.  
YOKOHAMA OILS & FATS INDUSTRY CO.LTD  
YOSHIYO KOBO Co.,Ltd.  
YUUKI CO.,LTD.

# 6.Event program

## DAISY WORLD –well known bakery store in JAPAN- Special branch store for the 2<sup>nd</sup> time in P&B JAPAN

“DAISY” is well known bakery store in Japan. They opened the temporary branch store of “DAISY” during P&B JAPAN again this year. This DAISY branch store for the second time enabled visitors to see the key points of the popular store, such as manufacturing process, selling & customer service, merchandise displays, and others. Visitors are able to learn how Charismatic chef Mr. Kurata owns his store from this event.

Also, this year, we had two more special guests, Mr. Ihara from ZOPF, and Mr. Kodama from Bon vivant. These two special guests also sold one of their popular menu in their store, and attracted visitors.

Mr. Kurata  
owner chef of  
Daisy



Mr. Ihara  
owner chef of  
ZOPF



Mr. Kodama  
owner chef of  
Bon vivant



Visitors can see the store  
through clear wall.

# 6.Event program

## Demonstration by World top class Chef / Patisier

8/1  
Mon

### Demonstration by winner of iba cup 2015

Japan team who won the first prize in iba cup 2015, the world's best contest in this field held in Munich, gave a live performance to the audience at the event stage on Aug, 1<sup>st</sup>. During the demonstration, team members talked their episode in the contest such as how they expressed the theme, "Circus".



Mr. Asai Kazuhiro



Mr. Shibuya  
Noritoshi



Mr. Inoue  
Katsuya



8/2  
Tue

### Cinquecento Cup by TSUJI KIKAI

ASSOCIAZIONE PIZZAIUOLI NAPOLETANI in GIAPPONE organized first PIZZA contest using Electric kiln. World Champion, Mr. Makishima also made a guest appearance and get the audience excited.



#### ◆The prize winner◆

First : Mr. Togo (Pizza Mercato)

Second : Mr. Miyamoto (La · Tvavolozza)

Third : Mr. Noguchi (Capricciosa)

8/3  
Wed

### Demonstration by second winner of the World championship for French Confectionery

Mr. Tokunaga and Mr. Nakayama who won the second prize at the World championship for French Confectionery had demonstration in P&B JAPAN on Aug, 3<sup>rd</sup>. First half, they showed baked confectionery showing a hint for reduction of working hours to audience, and introducing exhibitors products from P&B JAPAN. Last half, they gave a demonstration of piece.



Mr. Tokunaga Junji



Mr. Nakayama Kazuhiro



# 6.Event program

## Representative selection contest for “Mondial du Pain” , and “Sigep International Bakery Cup”

Over three days, from the 1st to the 3rd of August 2016 in P&B JAPAN, 9 competitors baked for winning to be the Japanese representative at Mondial du Pain 2017 in Nantes, France. Mr. Matsuda Takeshi won the first prize, and he will participate at Mondial du Pain 2017. Also, higher-ranking winners will compete against each other to be the Japanese representative at Sigep International Bakery Cup at Rimini, Italy, 2018.

### ◆The prize winner:

First : Mr. Matsuda Takeshi (VIRON)

Second: Mr. Nakanishi Tomohiko (Mariage de farine)

Third: Mr. Saito Yasunori (Hotel Granvia Kyoto)

Mr. Matsuda Takeshi's work



## Well known confectionery store has brought together in P&B JAPAN

Confectionery sales has held in the exhibition hall!  
Well known store's products has brought together from all over the JAPAN.

### ◆Participant stores and patissiers◆

Mr. Shimada Susumu (PATISSIER SHIMA)

Mr. Nagai Noriyuki (Patisserie Noliette)

Mr. Yoshinori Asami (Patisserie Yoshinori Asami)

Mr. Asada Shinpei (PATISSERIE APLANOS)

Mr. Kimura Shigekatsu (LA VIEILLE FRANCE)

Mr. Igarashi Hiroshi (La Rose des Japonais)

Mr. Yanagi Tadashi (Patisserie Tadashi Yanagi)

Mr. Kawamura Hideki (patisserie a tes souhaits)

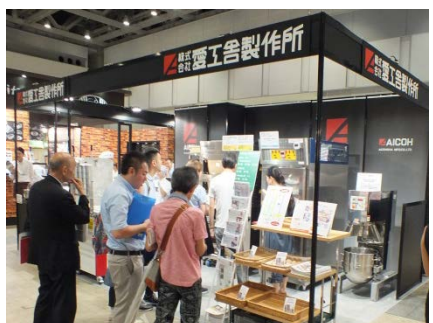
Mr. Terai Norihiko (AIGRE DOUCE)

Mr. Fujimoto Tomomi (Patisserie Etienne)



# 7.Photos

## Exhibitors booths



# 8.Next show date

## Patisserie & Bakery Japan 2017

**July. 31<sup>st</sup> to Aug. 2<sup>nd</sup>, 2017**  
**Tokyo Big Sight, West Hall 1**

### **Booth Reservation – No cancellation charge -**

Book a booth for first! We do not offer any booking fee or cancellation charge.

Please contact your local office for booth vacancy.

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