



● Vietnam ● Japan

Sapporo



SUGI Confectionery Co., Ltd.

Fukuoka

Kyoto
Osaka

Nagoya

Tokyo

Gifu Pre.

Mie Pre.



Nagoya city

Aichi Pre.

Ise Bay

Hekinan city



Mikawa Bay

Shizuoka Pre.



Corporate Philosophy

CREATING ENJOYMENT

Aiming to be a company that continues to provide deliciousness and fun for employees who enjoy working and for homes across the country.

1. We strive to create a cheerful and enjoyable workplace, and through cleaning, create a vibrant and smiling work environment.

1. We aim to be employees with a heart of "emotional, gratitude, and compassion" and with a rich sense of humanity.

200 YEARS
SUSTAINABLE
COMPANY

1. We aim to grow and develop our company by providing "safe and secure" products to our customers and earning their trust, with "deliciousness" as our first priority.

1. We will make our company business prosper forever and create a happy life together with our colleagues around the company and the local community.

Partners Around Sugi Seika
HAPPY LIFE

MARKETS

CUSTOMERS

Strong management foundation

PRODUCT SERVICE

Research, Planning and Development

FULL OF SMILES

ABLE TO DREAM

CARING FOR OTHERS

BE ABLE TO HAVE ASPIRATIONS

FULL OF GRATEFUL

RESPONSIBLE BEHAVIOR (CSR)

Organizational culture that nurtures people

MESSAGE FROM THE PRESIDENT

Our corporate philosophy is "Creating Enjoyment" and we aim to be a company that lasts for 200 years. The roots of the "cedar tree" illustration, which symbolizes Sugi Seika, symbolize employees who share our corporate philosophy. I hope that the company can grow as much as the management and other employees grow.

I believe that "a company exists for the happiness of people. A company's existence is worthwhile only certain everyone involved is happy. We hope to create existence value for all of our employees (family members), partner companies, customers, and the community through our corporate activities.

While cherishing the founding spirit that we must protect and the corporate culture that our predecessors have built, we will humbly, honestly, and tree ring management with the flexibility and ability to execute to changing times. (take the long view and grow business surely).

President and CEO TOSHIO SUGIURA



COMMITMENT TO PRODUCTS

COMMITMENT TO TASTE AND DELICIOUSNESS

- Carefully selected raw materials are used.
- Using carefully selected original seasonings of Sugi Seika

COMMITMENT TO QUALITY

- Control of quality standards (size, taste, etc.)
- Thorough hygiene management

PRODUCTION FLOW

LARGE SENBEI



SHAPED BAKING SENBEI



TYPES OF SENBEI

THINLY BAKED

The flavor of the ingredients is utilized, and the crispy texture is achieved by baking thinly.

CHOCOLATE IMPREGMATED CONFECTIONERY

Chocolate-impregnated freeze-dried fruit

LARGE SIZE

Firm texture, each piece is carefully crafted to provide a satisfying bite.

SHAPED BAKING

Each seafood cracker is carefully baked on an iron plate.

PRINTED DESIGN

Text or images can be printed on the seafood cracker, or an original design can be created.

BITE-SIZED

The entire seafood cracker can be seasoned with sauce or seasoning.

PRODUCT LINEUP



COMPANY OVERVIEW



COMPANY NAME: Sugi Seika Co., Ltd.
LOCATION: 3-85-1 Ohama Kami-cho, Hekinan City, Aichi Prefecture, Japan
PHONE NUMBER: 0566-45-2020
ESTABLISHMENT: September, 1982
CAPITAL: 20 million yen
NUMBER OF EMPLOYEES: 228 (Male: 66, Female: 162)
(Including 152 part-time employees and trainees as of October, 2024)
FOUNDER: Miyoshi Sugiura (Current Chairman)
REPRESENTATIVE: Toshio Sugiura
BUSINESS ACTIVITIES: Production and sales of confectioneries (Seafood crackers, chocolate confections, etc.)
● Wholesale of original seafood crackers to souvenir stores and specialty stores nationwide
● Sugi Seika brands are wholesale to mass merchandisers and overseas
● Community-based direct sales store "EBISEN KAZOKU"
● Mail order business of "EBISEN KAZOKU"

AFFILIATED COMPANIES



COMPANY NAME: Kaisen Senbei Shioigama Co., Ltd.
LOCATION: 30-30, Shinhama-cho 3-chome, Shioigama City, Miyagi Prefecture
PHONE NUMBER: 022-363-5030
ESTABLISHED: April, 2015
CAPITAL: 3 million yen
NUMBER OF EMPLOYEES: 17 (Male: 4, Female: 13, including 14 partner employees, As of October.2024)
REPRESENTATIVE: Toshio Sugiura
BUSINESS ACTIVITIES: Sales of Kaisen Senbei (seafood crackers) using mainly marine products from Sanriku
● Kaisen Senbei Shioigama, a tourist souvenir store
● Wholesale of "Kaisen Senbei Shioigama" brand products
● Charcoal-grilled authentic barbecue
Developing "Kaisen BBQ KAMADO"

STORE AND FACTORY OVERVIEW



HISTORY

- 1970 Founded
- 1982 Establishment of Sugi Seika Co.
- 1990 Fushimi Plant (currently Nakae Plant) completed
- 1993 OEM business started
- 2000 Opened the main store of "EBISEN KAZOKU"
- 2004 Head office and factory completed,
- 2005 Certified as an Aichi brand
- 2013 Miyoshi Sugiura appointed as chairman, Toshio Sugiura appointed as president
- 2015 Kaisen Senbei Shioigama established
- 2018 SGV TRADING established
- 2022 Kaisen BBQ-KAMADO- started

VIETNAM BUSINESS (SGV)

COMPANY OVERVIEW

COMPANY NAME: Joint Venture "SGV TRADING"
REPRESENTATIVE: Toshio Sugiura
ADDRESS: 89 Nguyen Phong Sac, DaNang, Vietnam
ESTABLISHED: 2018
CAPITAL: 3 million yen
BUSINESS DESCRIPTION: Manufacturing and export sales of shaped baking senbei (semi-finished products)

HISTORY

- Around 2013** Started procurement of raw materials (shrimp)
- 2016** Started procurement of raw materials (conger eels, octopus) (direct import)
- July 2016** Introduced senbei baking equipment at a seafood processing company (central Vietnam), began test baking
- 2018** Established the joint venture "SGV TRADING"
Started employing Vietnamese technical trainees
Began exporting semi-finished "Shaped baking Senbei" made from Vietnamese raw materials and starch
- 2020** Began selling Sugi Seika products at "Table Produce" in Da Nang, Vietnam
- April 2024** Constructed an additional building for the SGV factory at a seafood processing company (central Vietnam)
- July 2024** Installed machinery in the factory and started production



MANUFACTURED PRODUCTS

Shaped baking Senbei (Semi-finished products made from a mixture of seafood such as octopus, squid, conger eels, shrimp, and tapioca starch)