



# Kikuno Healthy Coffee Proposal

Aroma can contribute to  
overall well-being



# Agenda

- 1 . About Kikuno and us
- 2 . Why drinks Kikuno Healthy Coffee ?
- 3 . Aroma is the key to health
- 4 . Bamboo Charcoal Roasting
- 5 . Green beans



## • About "Kikuno"

The mother of founder Takayoshi Hibi (1928-2017) ,Kikuno (1905-1967), supported the poor Hibi Family behind the scenes .  
She ended her life without being rewarded with anything .  
However ,the blessing of Kikuno and vision of Takayoshi creates a great foundation in today's Sujahta Meiraku Group .  
Founder Takayoshi started peddling just after World War II in 1946 with little investment. He faced many difficulties in business so he thought to run away many times .  
Somehow he wanted to make happy his mother and support in home.  
Takayoshi inspired to overcome any hardship finally he is success .

## • Connection between Kikuno and universe

Kikuno Healthy Coffee It's a new galaxy of coffee that never existed before, and the possibilities are endless.



## About US

- Established: 1946
- Our Business: Manufacture of food
- Philosophy: Gratitude, Service, Prosperity
- Sales: 161.9 billion yen
- Employees: 2,497
- Overseas bases: Brazil (Sao Paulo)  
China (Shanghai, Rizhao)
- Domestic bases: 70 locations nationwide
- Certification : FSSC22000
- HP: [www.sujahta.co.jp](http://www.sujahta.co.jp)



# Facts in US

- Nearly 1 in 3 adults (30.7%) are overweight. More than 2 in 5 adults (42.4%) have obesity. About 1 in 11 adults (9.2%) have severe obesity. (2017–2018 NHANES data)
- 37.3 million people of all ages had diabetes (11.3% of the population) in 2019. 37.1 million were adults ages 18 years or older. (CDC : National Diabetes Statistics Report)
- 1,603,844 new cancer cases were reported and 602,347 people died of cancer. For every 100,000 people, 403 new cancer cases were reported and 144 people died of cancer in 2020. (CDC)

## 2. Why Drinks Kikuno Healthy Coffee?

- *For Improvement of Lipid Metabolism.*
- *For Suppression of Uric Acid Rise.*
- *For Immune Activation Blood.*
- *For rise immunity substance in body*
- *For Activation Relaxing Effects*
- *Reduces the Risk of cancer*



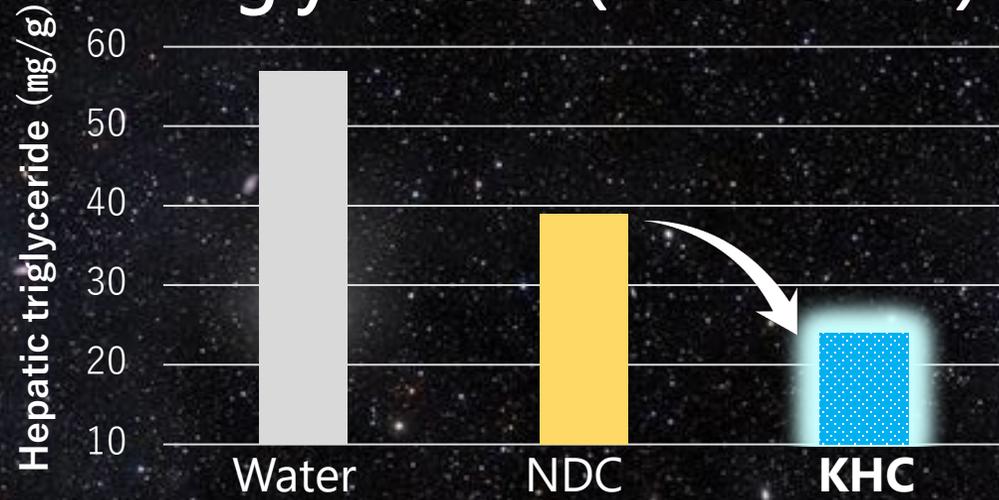
- *Add options in coffee for health of your precious guests*  
" *Sir/Madam, What would you like for coffee ?*  
*Specialty ? Decaffeinated ?, Kikuno Healthy Coffee ?"*

# Health benefits of Kikuno Healthy Coffee research and publication (supporting health benefits)

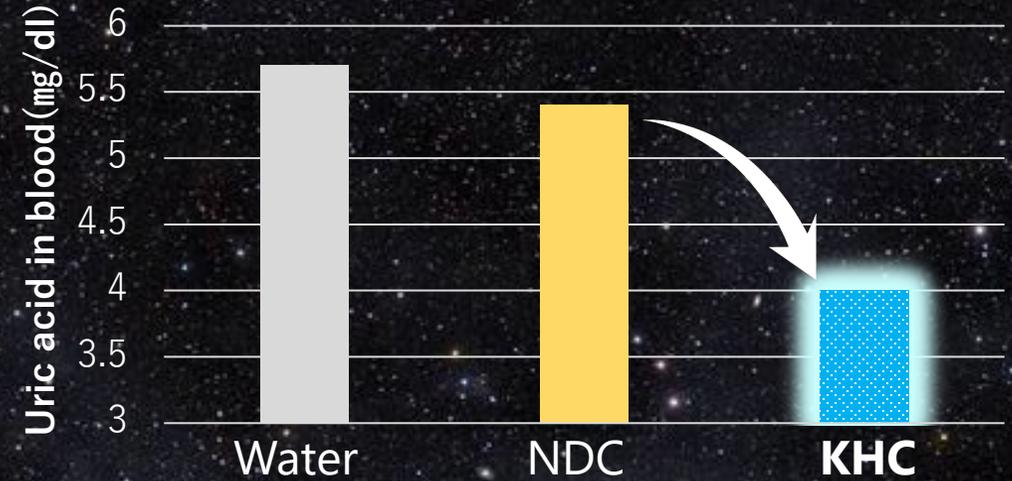
Year	Overview	Substance	Categories
2012	Patent Application	Intestinal immune activation of coffee without venting (Japanese patent application 2012-14108)	Intestinal immunity activation
2012	Conference Presentations	The 10 <sup>th</sup> Japan society of functional food machine (The Jikei university school of medicine ) Tittle: Effect of inducing secretory IgA production of coffee without venting	Intestinal immunity activation
2013	Publications	Enhancement of intestinal IgA Production by Non-degassed Roasted coffee Beans : Japan society for food science and technology	Intestinal immunity activation
2014	Publications	Enhancement of serum immunoglobulins G and A production By Non-degassed roasted coffee Bean Extract .(Japan Society for food science and Technology	Blood immunity activation
2015	Patent Registration	Enhancement of mouse serum cytokine production by non –degassed roasted coffee beans extracts (Japan society for food science and technology)	Intestinal immunity activation
2015	Publications	Effect of unaged coffee roasted bean extract on increasing the amount of cytokines in mouse blood (Japan society for food science and technology)	Immune activation
2016	Publications	Anxiolytic Effect of Non- degassed Roasted coffee bean extracts in mouse (Japan society for Food Science and Technology)	Relax effect
2016	Publications	Suppressive effects of non –degassed roasted coffee bean extracts on plasma and hepatic triglyceride elevation in mice fed a high fat diet (Japan Journal of Food Science and Technology)	Lipid Metabolism improvement
2018	Publications	Identification of a hyperuricemia inhibitor in coffee bean extract decreased by the degassing process and its mechanism (Japan Society for Food Science and Technology)	Uric acid elevation suppression

■ Water ■ Normal Degassed Coffee-NDC ■ Kikuno Healthy Coffee-KHC

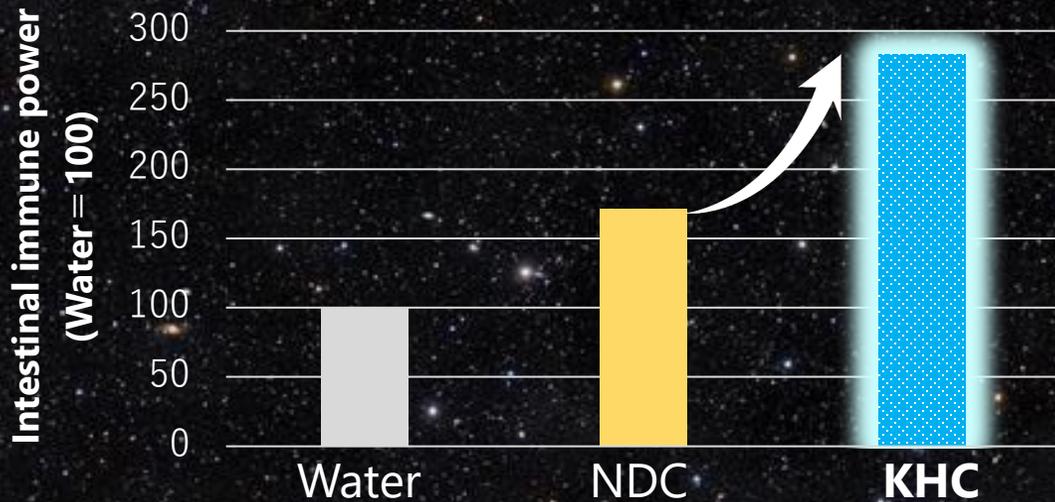
### Triglycerides (Neutral fat)



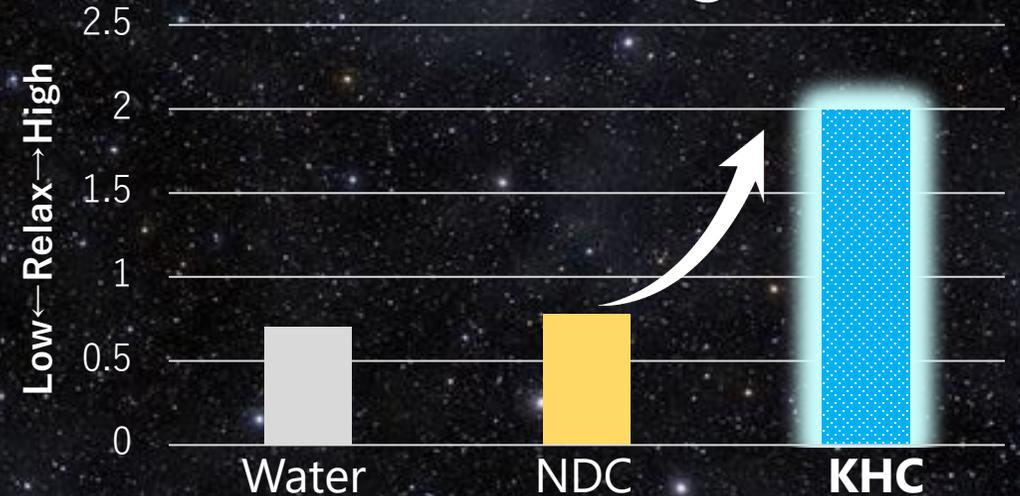
### Uric Acid



### Intestinal Immune

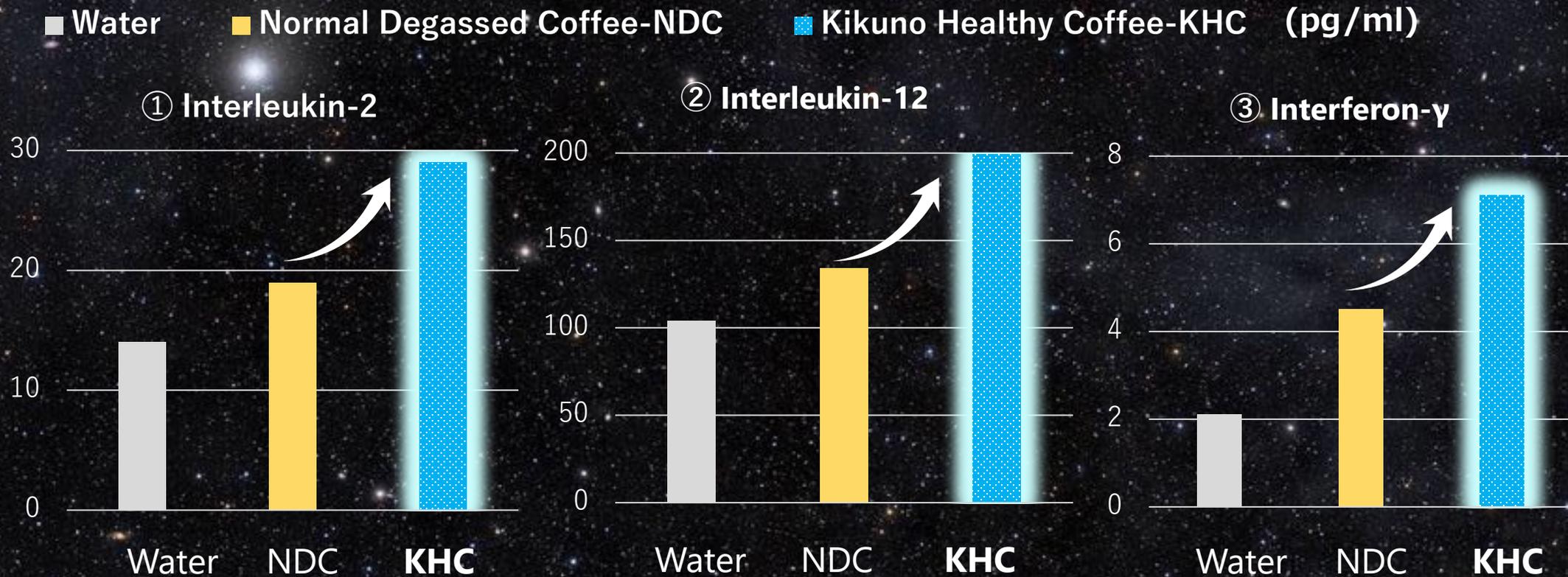


### Relaxing



# Immune Activation blood and Cancer

Kikuno Healthy Coffee increases immunity substances in blood.



### 3. Aroma is the key to health

After Roasting, Rapid cooling , frozen storage.

Coffee with aroma trapped in roasted beans.

The only coffee without degas (de-aroma) process is Kikuno Heathy Coffee.



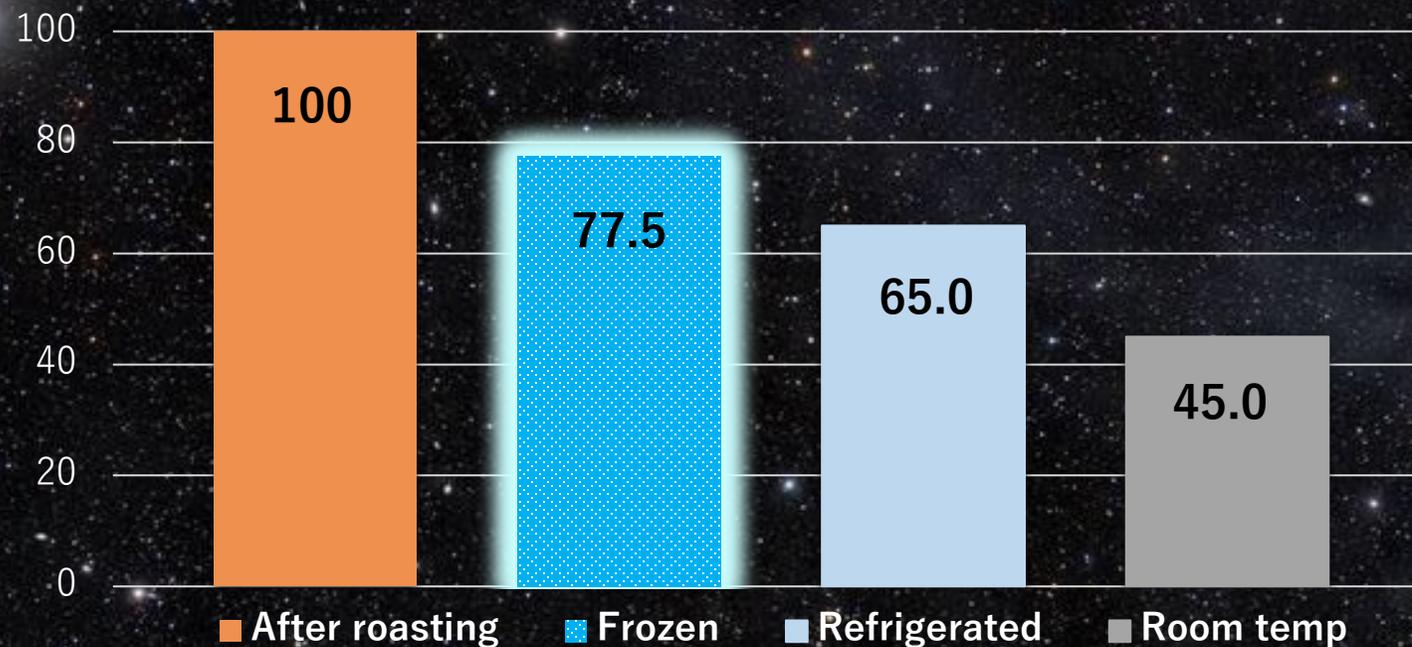
Trapping aromas in roasted beans.

# Why Kikuno Healthy Coffee is frozen ?

The main reason of frozen is trapped the Aroma in beans .

Maintains flavor for a long time after brewing

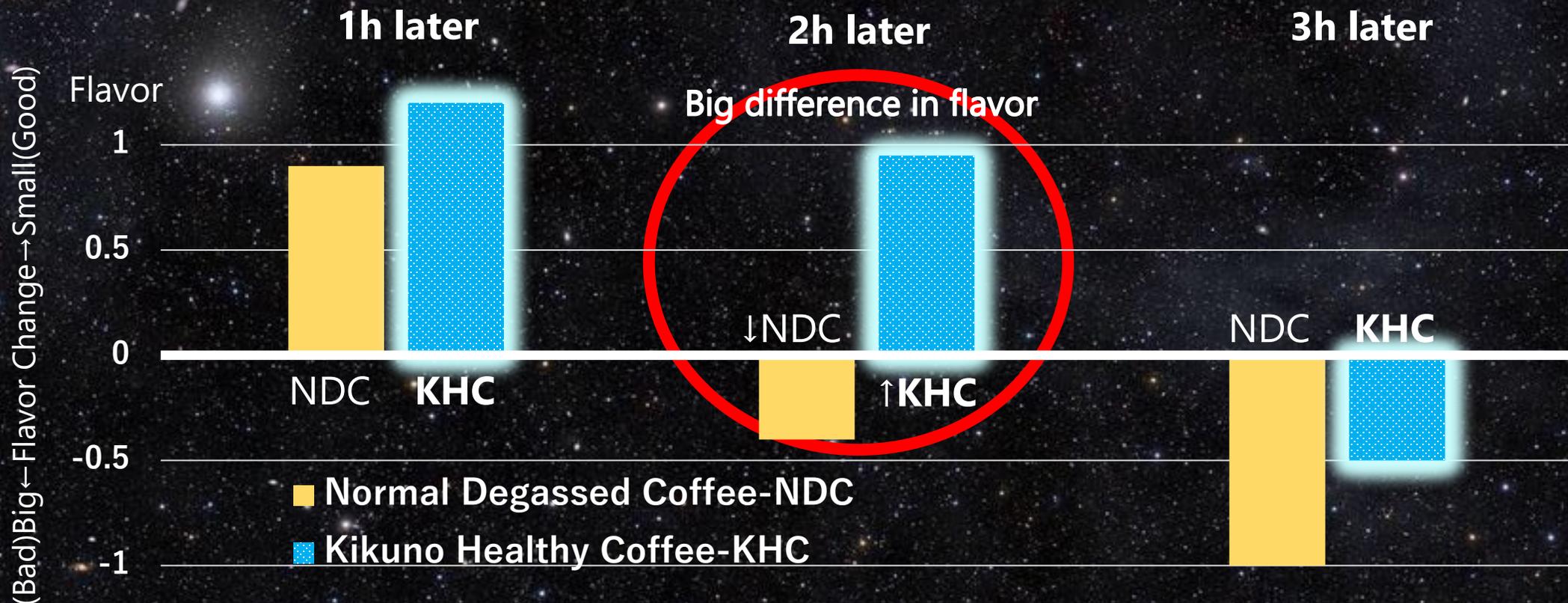
Comparision of Aloma Value a year. after roasting



Trapped Aroma can be Maintained by freezing

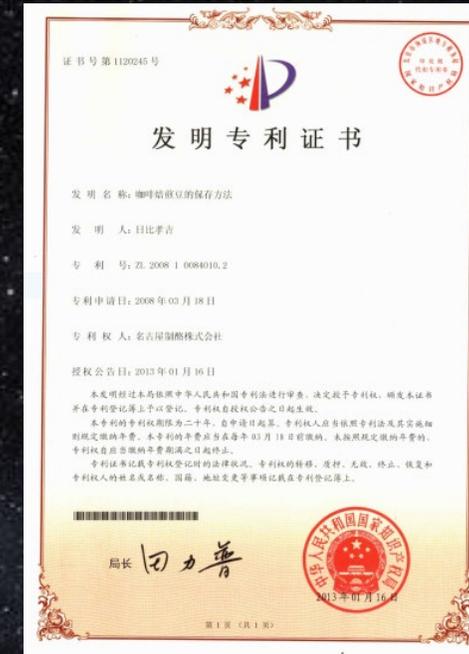
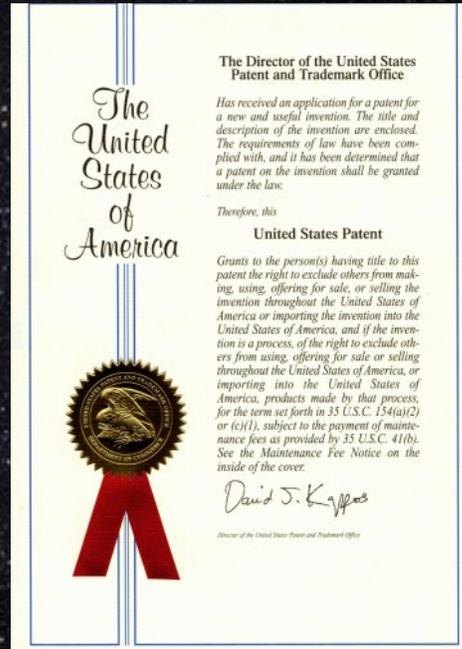
# Maintains Flavor for a long time after Brewing

## Sensory evaluation of coffee extract in thermos pot



Reduction of waste loss and improvement of store workability

# Patented United States, Japan, China



## Awards :

- Minister of Education, Culture, Sports, Science and Technology Award
- "Development of Coffee Quality Preservation Method Using Quick Freezing Method"
- Japan Food Journal wins the 14th New Technology and Food Development Award

# 4 . Bamboo charcoal roasting

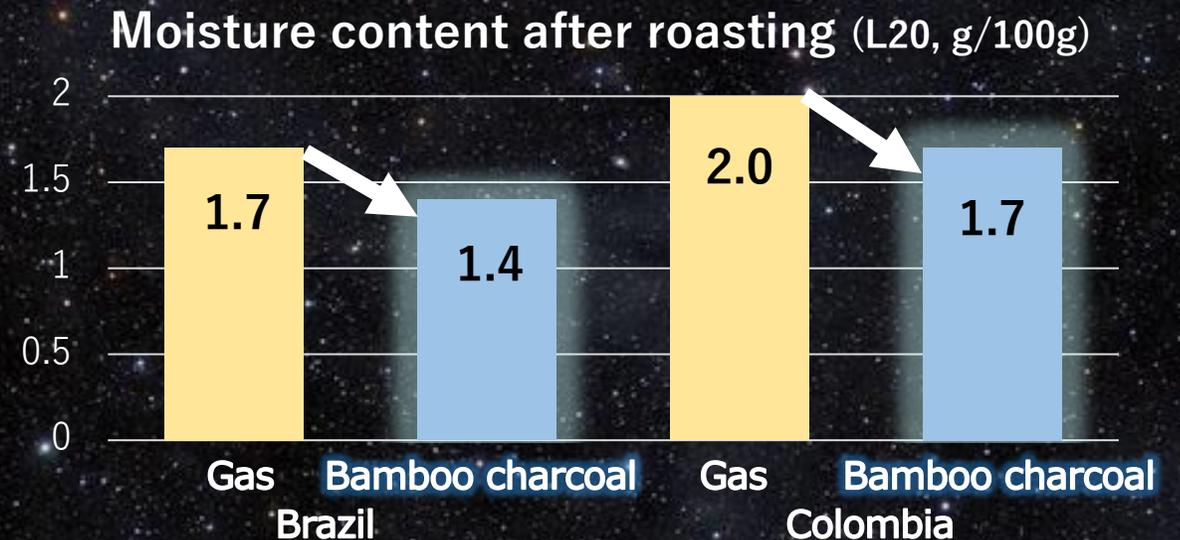
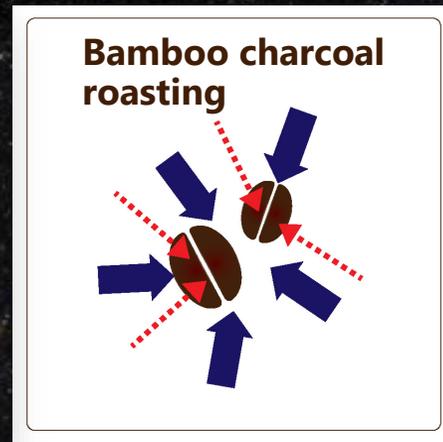
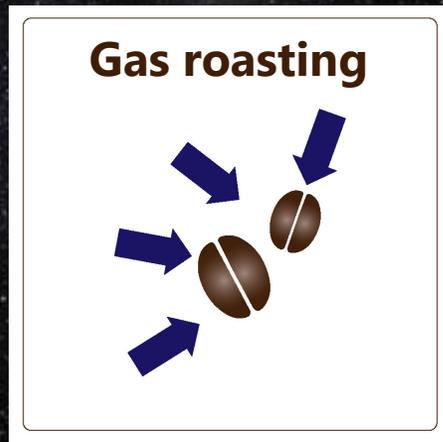
Pale flame and radiant heat peculiar to bamboo charcoal roasting



# Effects of bamboo charcoal roasting

The radiant heat effect of bamboo charcoal evenly passes heat to the center of the beans and improves the flavor.

In addition, moisture can be removed, preventing quality deterioration and maintaining freshly roasted flavor.



Miscellaneous taste and quality degradation



Richness and aroma



# 5. Green beans

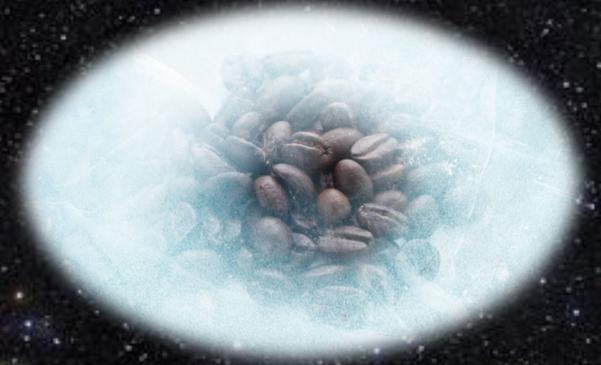
Green beans are imported directly while listening to the voices of local producers. In Brazil, quality checks by coffee appraisers stationed in Brazil.



# Summary

## ■ Kikuno Healthy Coffee

- ① Various health benefits (improvement of lipid metabolism, suppression of uric acid rise, immune activation, Blood immunity activation, intestinal immunity activation, relaxing effect)
- ② Coffee with aroma trapped
- ③ Maintain aroma by freezing
- ④ Delicious and long-lasting even after brewing
- ⑤ Patented in the U.S., Japan and China



## ■ Bamboo charcoal roasting

- ① Roast evenly to the center of the beans
- ② Can remove moisture from beans  
→ Suppresses unpleasant taste and quality deterioration, and improves richness and aroma



## ■ Green beans

Direct import of raw beans, consideration for producers

# Product description

trade name	Bamboo charcoal Ethiopian mocha (beans)	Bamboo Charcoal Full City Roast (Beans)	Bamboo charcoal French roast (beans)	Bamboo Charcoal Fine Blend (Beans)
image				
Product code	2928	2924	2999	2989
Contents/Quantity	200g/12 bags	450g/6 bags	450g/6 bags	450g/6 bags
How to store	frozen	frozen	frozen	frozen
Shelf life	12 months	12 months	12 months	12 months
Degree of roasting	Medium roasting	Medium deep roasting	Deep roasting	Medium deep roasting
Green Origin	Ethiopia	Brazil, Indonesia, etc.	Colombia, Indonesia, etc.	Honduras, Ethiopia, etc.
Bean characteristics	100% use of bamboo charcoal roasted beans	100% use of bamboo charcoal roasted beans	100% use of bamboo charcoal roasted beans	100% use of bamboo charcoal roasted beans
	Ethiopian Yirgacheffe G2 100%	100% Arabica coffee beans	100% Arabica coffee beans	Using Fine Robusta beans
Flavor characteristics	Bamboo charcoal roasting suppresses miscellaneous taste	Bamboo charcoal has a unique strong drinking feeling.	With the deep mellow bitterness unique to bamboo charcoal	With a balanced and refreshing taste
	It is a fruity mocha coffee.	Yes, coffee with deep richness and sweetness.	An aftertaste is felt.	It is a coffee with a gorgeous aroma.
Bitterness	weak ★☆☆☆☆☆☆ strong	weak ★★★★★☆☆ strong	weak ★★★★★★★ strong	weak ★★☆☆☆☆ strong
Sourness	weak ★★★★★★★ strong	weak ★★☆☆☆☆ strong	weak ★★☆☆☆☆ strong	weak ★★☆☆☆☆ strong
Full-bodied	light ★★★★★☆☆ deep	light ★★★★★☆☆ deep	light ★★★★★☆☆ deep	light ★★☆☆☆☆ deep