

February 5, 2015

SONTON HOLDINGS CO., LTD.

SONTON FOOD INDUSTRY CO., LTD.

Regarding the enhancement of the sales department of SONTON FOOD INDUSTRY CO., LTD.
Information regarding the establishment of the SONTON CO., LTD.

In corresponding to the filling business that is on the increasing trend of diversification, SONTON FOOD INDUSTRY CO., LTD. (CEO, representative director, operating officer: Shinichiro Ishikawa) will establish SONTON CO., LTD. in April 1, 2015, through the process of dividing/splitting-up the sales department for the sake of providing further added value products/services.

In order to correspond to the ever diversifying market ranging anywhere from conventional bread/confectionary, restaurants (café, etc.) and ready-made-meals (side dish, etc.), the filling business which serve as the core business of SONTON FOOD INDUSTRY CO., LTD. must meet such demand through providing of products and services that possess greater added value. For the sake of developing products that can grasp the future generation and providing more scrupulous service to the customers, along with enhancing the speedy production/sales structure that can correspond to the market need, we have decided to divide/split-up the production department and sales department of SONTON FOOD INDUSTRY CO., LTD.

In addition, as a part of our recent sales enhancement strategy, we are going to unify the brand mark displayed on the product package by incorporating the logo being used for our overseas operation as the official logo for all of our products, to strengthen the global oriented sales structure of the entire SONTON group.

Please be noted in advance that in regard to the product package, for an extended period of time, there are going to be a mixture of products with some displaying the old logo and some displaying the new logo.

<Brand mark>



Unified brand mark



Unified brand mark
Package design