

Ajinomoto begins sales of frozen Japanese food in France

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The market in France for Japanese cuisine for home use and restaurant use, including seasonings, is growing. At approximately 47 million euros (approximately JPY 5.6 billion) in 2016, the market grew about 15 per cent from the previous year, due to an increase in Japanese restaurants that mainly serve sushi.

Given this market environment, Ajinomoto Co has been conducting trial sales of Ajinomoto frozen foods through Ajinomoto Foods Europe S A S, its consolidated subsidiary in France, at selected stores of the major retailer in the Paris area.

Positive feedback from the retailer indicating that the products have contributed to increased frozen food sales led to this full-scale launch.

This is the first nationwide rollout in France of Ajinomoto frozen foods for consumers through a key European channel, and Ajinomoto Co is aiming to gain recognition and market penetration for the Ajinomoto with a total of eight varieties of frozen foods, including Gyoza and Karaage, that allow the deliciousness of a Japanese restaurant to be easily enjoyed at home.