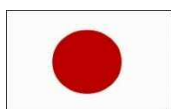


# Product Catalog

Gulfood 2019

# *Gulfood*



## サンエー21

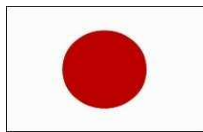
SAN A 21 Co., Ltd.

International Trading Department

# Product Category

Gulfood 2019

- Category1 - Original Product
- Category2 - SUSHI Product
- Category3 - Confectionery
- Category4 - Noodle
- Category5 - For Restaurant Product
- Category6 - Beverage



## サンエー21

SAN A 21 Co., Ltd.

International Trading Department

## "Dene foods" products

• Category1 - HALAL Japanese menu

Products name	Beef bowl	Preservation	Dry	Shelf life	1 years
Quantity	200g,1kg	Target	Restaurant,Food court		
How to cook	Boil and eat with rice				

Feature

### ***HALAL Beef Bowl***



***Collaboration of beef with  
traditional flavor based  
on soy sauce!!  
The Japanese popular fast food  
menu!!  
Simple menu!  
However, once you eat it ,  
you will want to eat  
many times!!***

Product image



Easy to cook just by boiling  
in a pot for 3-4 minutes



Gyudon is a very popular quick meal often enjoyed for lunch.  
There are many fast-food chain stores of beef bowl in Japan.

**This product is developed by Japanese company and manufactured in Malaysia.  
Applying to Malaysia Halal (JAKIM) certification at this point.**

We can change the size and quality upon your request.

★ Dene Foods

## "Dene foods" product

• Category1 - HALAL Japanese menu

Products name	Teriyaki Chicken	Preservation	Dry	Shelf life	1 years
Quantity	200g,1kg	Target	Restaurant,Food court		
How to cook	Boil and eat				

### Feature

## Teriyaki Chicken



Product image

*Teriyaki flavor is the most loved  
Japanese menu  
in the world!!*

*The best of Japanese  
chicken dishes!!*

*Goes well with rice and bread!!*



Easy cooking just by boiling  
in a pot for 3-4 minutes



Teriyaki sauce is based on soy sauce and seasoned with ginger etc.  
The word "Teriyaki" does not indicate the way of cooking methods,  
does 'the dishes that ingredients such as meat and fish are immersed in  
teriyaki sauce and grilled.  
It has plenty of way to use as ingredients such as sandwiches and rolled  
sushi.

**This product is developed by Japanese company and manufactured in Malaysia.  
Applying to Malaysia Halal (JAKIM) certification at this point.**

We can change the size and quality upon your request.

★ Dene Foods



## "Dene foods" product

• Category1 - HALAL Japanese menu

Products name	Japanese Beef Curry	Preservation	Dry	Shelf life	2 years
Quantity	200g,1kg	Target	Restaurant,Food court		
How to cook	Boil and eat with rice				

### Feature

## HALAL Japanese Beef Curry



Product image

*The standard of curry in the  
has changed from*

*It is best Japanese retort curry  
manufactured in Malaysia.*

*Let's enjoy the unexperienced  
Japanese curry!!*



Easy to cook just by boiling  
in a pot for 3-4 minutes



Japanese curry is loved by people all over the world. It has the combination of spice and the "UMAMI" (flavor) of ingredients. We can prepare two sizes of 200 g and 1 kg. You can easily enjoy Japanese curry.

**This product is developed by Japanese company and manufactured in Malaysia.  
Applying to Malaysia Halal (JAKIM) certification at this point.**

We can change the size and quality upon your request.

★ Dene Foods

# "Dene foods" product

## • Category1 - Gyoza

Product name	Healthy gyoza 16g×20pieces	Preservation	Frozen	Shelf life	365days
Quantity	15packs×2	Target	For restaurant		
How to cook	Grill or steam or microwave as it is				

### Feature

## Vegetable gyoza without meat

### • Our original manufacturing techonology

Althogh it is vegetable gyoza, it has the texture of meat.

### • SQF "Safe Quality Food" certified factory

#### • High quality

Certified the world highest standards HACCP and ISO9001

#### • Low price

Completely automatize and make its price cheaper



### • Easy to cook

Since it is already cooked, it is easy to cook by pan or microwave.

### • Applying for Halal

Extract of meat, seafood • alcohol

→ **All free**

【Grilled gyoza】



【Steamed gyoza】



We can change the size and quality upon your request.

★ Dene Foods



# Japanese food product

## • Category2 - INARI

Product name	HALAL INARI ,HALAL KITSUNE	Preservation	Frozen	Shelf life	365 days
Quantity	900gx10	Target	For food court and restaurant		
How to cook	Put vinegared rice in it and ingredients				

### Feature



### HALAL Inari(Seasoned fried bean curd)



**Inari Sushi(Sushi pocket) has been a popular menu for picnics and school events in all over Japan for more than 200 years.**

- Inari Sushi is one of the sushi menu and you can create various taste by selecting ingredients as you like.
- It is manufactured without any animal ingredients, therefore, it can be served as a vegan food.



### For business use

They manufacture products with reliance in FSSC22000 (Food Safety System Certification 22000) certified factories.

Abura-age, Inari-age, and Kitsune-age

These products are certified by JMA (Japan Muslim Association)

# "Dene foods" products

• Category2 - soy sauce

Product name	Non-Alcohol Soy sauce	Preservation	Dry	Shelf life	12 Months
Quantity	10cc	Target	For retail,food court,restaurant		
How to cook	Dip to sushi and sashimi				

Feature

## Non-Alcohol Soy sauce



**Non-Alcohol!!**

**Non-Pork!!**

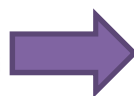
**Gluten free!!**

**It's innovative soy sauce!**



They were established in 1919.

They preserve tradition and keep challenging to manufacture innovative products.



It can be changed into small bags."5ml,10ml,15ml etc"upon your request.

Would you level up your sushi?

We can change the size and flavor upon your request.

★ Dene Foods



# "Dene foods" products

## • Category2 - Sushi ingredient products

Product name	Sushi ingredient products	Preservation	Frozen	Shelf life	365 days
Quantity	300g	Target	For retail and restaurant		
How to cook	Topping on rice				

### Feature

## Japanese Quality "Sushi ingredient products"



Japanese processing technology is used for these products.

Easy to complete sushi just by putting on rice.

**Japan's major conveyor belt sushi chain also uses these items.**



Salmon



Tuna



Mantaiko(seasoned cod roe)

We have various product lineups.



Corn salad

We can change the size and quality upon your request.

★ Dene Foods

# Japanese food products

## • Category2 - OTAFUKU SAUCE

Product name	OTAFUKU sauce	Preservation	Dry	Shelf life	12 Months
Quantity	2.3kg	Target	For food court and restaurant		
How to cook	Eat with okonomiyaki, yakisoba				

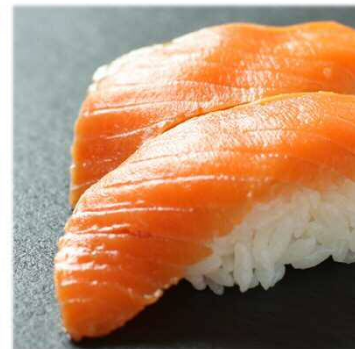
### Feature

**OTAFUKU** *The Pioneers of Okonomiyaki*



**They spread Japanese savory pancake called "Okonomiyaki" all over the world.**

- "Okonomiyaki" and "Takoyaki" have already gained popularity in EU, Southeast Asia.
- They can produce your requested seasonings not only sauce and vinegar. Teriyaki sauce, Yuzu sauce etc.



**They acquired Malaysia Halal certification "JAKIM" on their products.**



**Their products are developed in Japan and manufactured in Malaysia.**

**OTAFUKU**



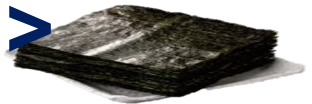
# "Dene foods" products

• Category2 - SEAWEED

Product name	Japanese Seaweed	Preservation	Dry	Shelf life	9 months
Quantity	50g,1kg,5kg	Target	For food court and restaurant		
How to cook	Used for sushi				

## Feature

### < Japanese seaweed >



★≡ "Japanese seaweed" contains a lot of nutrition.

★≡ "Japanese seaweed" is very crispy and fragrant.

★≡ "Japanese seaweed" is delicious to eat as it is

with sweet taste. Color is also beautiful.

"Japanese seaweed"

< Producing place of this seaweed is "Ariake Sea"

which is the most representative of seaweed in Japan >



"Ariake Sea"



★≡ "Ariake Sea" is the best environment to grow laver

★≡ Seaweed in "Ariake Sea" is really high quality

### < Cooking examples >

★≡ It is sweet and goes well with various dishes.



"Rice ball"



"Rolled Sushi"



"Soup"



"Pasta"



"Salad"



"Ramen"

We can change the size and quality upon your request.

★ Dene Foods



## "Dene foods" products

### • Category2 - WASABI

Product name	Wasabi mini pack	Preservation	Frozen	Shelf life	18 months
Quantity	2.5g	Target	For retail, food court, restaurant		
How to cook	Used for sushi and sashimi				

#### Feature

### < Wasabi Mini Pack >

★≡ *Wasabi mini pack is more convenient than powder wasabi. It can be used as it is!!*

★≡ *This wasabi mini pack contains Japanese real wasabi.*



★≡ *The mini pack can be attached to various menus*



### ~ Menu ~



"Sushi"



"Roast beef"



"Udon"

We can change the size and quality upon your request.

★ Dene Foods

## "Dene foods" products

### • Category2 - Sushi rice

Product name	Sushi rice	Preservation	Dry	Shelf life	180 days
Quantity	200g x 24pcs in a carton	Target	Retail, Food service		
How to cook	500W 80 seconds by microwave	EXW price	40.00 USD per pcs		

### Feature

## Ready to Eat Sushi Rice

- **Very long shelf life even though it can be preserved in normal temperature.**
- **No skill is required to make sushi.**
- **You can save costs by reducing loss of rice.**
- **Quality is stable because of the sterilized package.**
- **Unique product with highest quality.**



**6 months  
shelf life !!!  
in normal  
temperature**



We can change the size and quality upon your request.

★ Dene Foods



# "Dene foods" products

## • Category2 - Seasoning

Product name	Sushi topping frikake	Preservation	Dry	Shelf life	365 days
Quantity	300g/20	Target	For retail, food court, restaurant		
How to cook	Sprinkle on rolled sushi				

### Feature

## Revolutionary Product of SUSHI !!

- Beautiful appearance, add a crunchy taste, No MSG
- Although exports of this product to EU have been expanded, this product has not been exported in UAE yet.



Our three selected flavors are perfectly compatible with a wide variety of sushi ingredients.

### 3 flavors and recommended ingredients

#### YUZU KOSHO

A traditional Japanese seasoning made from yuzu (Japanese citron) peel and chili peppers.

- Shrimps & Paprika
- Chickpeas & Carrot

#### SALMON

One of the favorite sushi toppings in Japan is transformed into furikake without sacrificing quality.

- Salmon & Avocado
- Cream Cheese & Carrot

#### CURRY

The world's popular taste of India is also excellent as a sushi flavoring.

- Chicken & Carrot
- Ham & Egg



## 鮭

Sushi Toppings, Furikake provide an ideal solution for professionals that will make sushi rolls tastier and visually beautiful.

### How to use

1 Prepare rolled sushi



2 Just sprinkle it on



3 Serve it on a plate!



## 味

YUZU KOSHO	SALMON	CURRY
INGREDIENTS	INGREDIENTS	INGREDIENTS
LACTOSE (MILK), SESAME RICE FLOUR, YUZU PEEL, POTATO STARCH, SALT, DEFATTED SOYBEAN POWDER, YUZUKOSHO (GREEN CHILI PEPPER, RED PEPPER, YUZU PEEL, SALT, SUGAR), SUGAR, MALTODEXTRIN, VEGETABLE OIL (SOYBEAN, RAPESEED), FLAVOR, CHLORELLA, COLOR: CURCUMIN, SORBITOL, PEPPER, ANTIOXIDANT: TOCOPHEROLS.	SESAME RICE FLOUR, LACTOSE (MILK), SALMON FLAKE, GALANON (FISH), SALT, PALM OIL, LACTOSE (MILK), SUGAR, YEAST EXTRACT (WHEAT), POTATO STARCH, DEFATTED SOYBEAN POWDER, SUGAR, SALT, SALMON POWDER (FISH), VEGETABLE OIL (SOYBEAN, RAPESEED), MALTODEXTRIN, COLOR: CAROTENES—CURCUMIN—ALLURA RED AC, YEAST EXTRACT, CHLORELLA, SORBITOL, ANTIOXIDANT: TOCOPHEROLS.	LACTOSE (MILK), SESAME RICE FLOUR, POTATO STARCH, DEFATTED SOYBEAN POWDER, SALT, SUGAR, CURRY POWDER (CELERY), CUMIN, VEGETABLE OIL (SOYBEAN, RAPESEED), TOMATO POWDER, COLOR: CAROTENES—CARAMEL, MALTODEXTRIN, ONION POWDER, YEAST EXTRACT, FLAVOR, CHLORELLA, RED PEPPER, ANTIOXIDANT: TOCOPHEROLS.
NUTRITION INFORMATION PER 100g	NUTRITION INFORMATION PER 100g	NUTRITION INFORMATION PER 100g
Energy 1836kJ / 437kcal	Energy 1881kJ / 450kcal	Energy 1836kJ / 436kcal
Protein 9.3g	Protein 17.8g	Protein 16.6g
Carbohydrates 61.5g	Carbohydrates 42.6g	Carbohydrates 57.4g
of which sugars 42.4g	of which sugars 17.8g	of which sugars 34.3g
Fat 16.3g	Fat 21.9g	Fat 17.1g
of which Saturates 2.7g	of which Saturates 2.7g	of which Saturates 2.2g
Salt 4.7g	Salt 7.3g	Salt 5.3g

We can change the size and quality upon your request.

★ Dene Foods



# "Dene foods" products

• Category2 - MAMENORI SAN

Product name	MAMENORI SAN soybean sheet	Preservation	Dry	Shelf life	365 days
Quantity	7 Sheets x20	Target	For retail, food court, restaurant		
How to cook	Winding on rolled sushi rolls, Winding in				

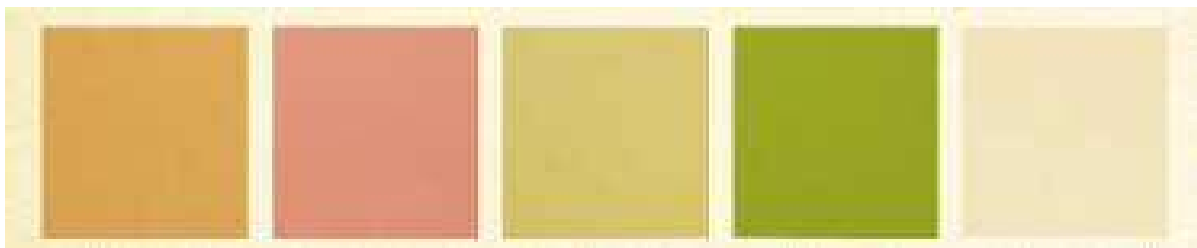
## Feature

### Healthy sushi product made with soybean "MAMENORI SAN"



- The main ingredient is **bean**.
- Because it is thin and soft, it can be used as a substitute for seaweed.
- Various cooking such as rolling, frying, simmering, steaming, baking etc. is possible.

### <Product line-up>



【ORENGE】

【PINK】

【YELLOW】

【GREEN】

【BEIGE】

### <Cooking example>



**Fried shrimp and  
cabbage sushi roll**



**Hot Chili "TACO"  
sushi roll**

We can change the size and quality upon your request.

★ Dene Foods

# "Dene foods" products

• Category3 - Confectionery

Product name	Plenty kind of Daifuku	Preservation	Frozen	Shelf life	365 days
Quantity		Target	For retail and restaurant		
How to cook	Defreeze at normal temreture				

## Feature

### Japanese confectionery "Daifuku" and "Warabi mochi"



#### <What is Daifuku?>

Traditional confectionery that is wrapped "an" by "mochi".

#### <What is Warabi mochi?>

Traditional very soft confectionery that is using warabi powder.

**These products use fertile and vast "Hokkaido" materials.**



Original



KINAKO



MATCHA



In the confectionery division,  
it is a product that  
acquired Japan's first  
JAKIM mark.



We can change the size and quality upon your request.

★ Dene Foods

# "Dene foods" products

## • Category3 - Confectionery

Product name	Castella (original, matcha, yuzu)	Preservation	Frozen	Shelf life	365days
Quantity	40g	Target	For retail and restaurant		
How to cook	Defreeze at normal temperature				

### Feature



Original uncutted

- It is traditional confectionery which has the 400-years history in Japan
- It has fluffy texture. This texture is unlike any other food.
- Additive-free



Matcha



Yuzu

- It has 1-year shelf life by high technology of freezing
- Since we have wide network with manufacturer, we can procure the ingredients which can be exported to all the countries of the world.



Baked castella



Gift package

We can change the size and flavor upon your request.

★ Dene Foods



# "Dene foods" products

• Category3 - Confectionery

Product name	Matcha cheese cake	Preservation	Frozen	Shelf life	365days
Quantity	50g	Target	For restaurant		
How to cook	Defreeze in the refregerater.				

## Feature

**Japanese style and westrn style Matcha cheese cake**

**Use the original matcha which does not discolor by light · heat · acid,  
and can keep the macha color without any change under fluorescent light**

**Since we have wide network with manufacturer, we can procure the  
ingredieents**

Using soy milk instead of milk  
Keep the rich flavor and low



By blending cream cheese made in Australia and  
egg made in America, it has somooth texture and  
rich flavor.

By original techonology of quick-freezing  
at  
-30℃, can keep the flavor of matcha and

We can change the size and flavor upon your request.

★ Dene Foods

# "Dene foods" products

## • Category4 - Konjac Noodle

Product name	Konjac Noodle (Mannan meal)	Preservation	Dry	Shelf life	6 months
Quantity	1kg	Target	For food court and restaurant		
How to cook	As it is or boil				

### Feature

## Very low calorie noodle "Konjac Noodle"

### < What is Konjac >



- Gelled product made from konjac potato.
- Solidified mannan which contains in konjac potato by alkali(especially sodium hydroxide).
- So far the case of food poisoning has not happened, it means this is one of the safest foods.

### < 3 features of "Mannan meal" >

- Doesn't have the smell peculiar to konjac
- Can color by natural dye
- Can express the flavor and sweetness



Kcal/100g

Item	Konjac noodle	Cup noodle (fried)	Cup noodle (non-fried)	Ramen (only noodle)	Udon (only noodle)	Rice vermicelli (only noodle)
kcal	31	450	340	280	274	260
Comparison	-	+ 1,451%	+ 1,096%	+ 903%	+ 883%	+ 839%

From this result,  
mannan meal is  
outstandingly low  
calorie!



Healthy soy sauce ramen  
which is popular among  
women.



You can eat it without  
cooking because don't  
need to heat for  
seasoning.

We can change the size and quality upon your request.

★ Dene Foods

# "Dene foods" products

## • Category4 - Noodles

Product name	Dried noodle (Udon, Soba, Somen)	Preservation	Dry	Shelf life	550~1095days
Quantity	320g or industrial use	Targets	Retail or restaurant		
How to cook	Boil for 3~10minutes				

### Feature

**Dried noodle series which is taken advantage of our network.**



#### <Product feature>

They have **780-years history** of manufacturing noodles and protect traditional manufacturing method.  
It is manufactured in Kanzaki city Saga prefecture, Kyushu.  
Noodle that is made of spring water from fertile soil.  
You'll feel noodles go down and it has chewy texture.

All products are additive-free and scent-free!

#### <Product line up>



#### <Package for retail>



By our network, we control from the ingredients. Therefore PB can be manufactured at low price.

#### <Package for business use>



We can change the size and quality upon your request.

★ Dene Foods



# "Dene foods" products

## • Category4 - Noodles

Product name	Noodle	Preservation	Dry	Shelf life	as below
Quantity	320g x 30pcs in a carton	Target	Retail		
How to cook	Boil for 3~10minutes	EXW price	0.80 USD per pcs <i>*Except PB costs</i>		

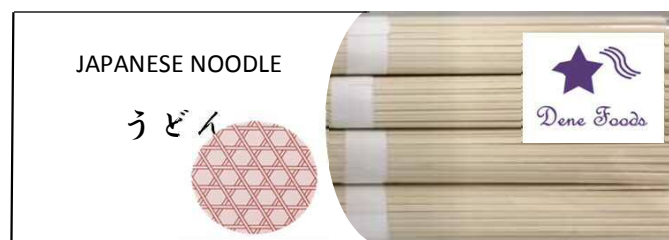
### Feature

- Very long shelf life
- The design and size (320g ~ 1kg) can be changed to meet your request.
- The price is lower than other noodles in Japan.
- Highest quality and using spring water.

*\*OEM MOQ is 1,000 Cartons for each products.*

*\*Estimated costs of PB is 3,000 USD only for the first order.*

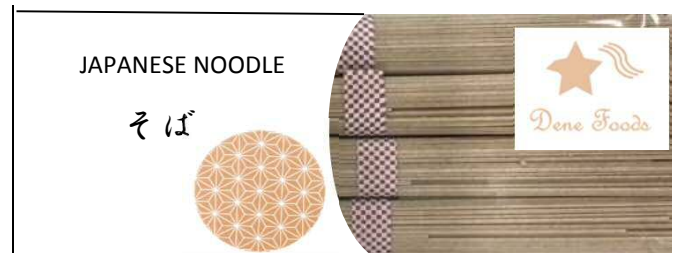
Shelf life : 18 months



Shelf life : 36 months



Self life : 18months



We can change the size and quality upon your request.

★ Dene Foods

## "Dene foods" products

### • Category

Product name	Long Life Noodle (ready to eat)	Preservation	Dry	Shelf life	1 year
Quantity	200g per pcs	Target	Retail, Food service		
How to cook	Heat it up by frying pan or microwave				

### Feature

### **Ready to Eat Noodle with 12 montsh shelf life**

This product has longest shelf life as ready-to-eat noodle in Japan.

You can cook it by microwave and frying pan.

Once you add topping and heat it up, it is ready to eat.

We use high quality flour produced by Nissin, so the texture and taste are very nice.



powder sauce



**We could attach powder sauce together if you need.**



We can change the size and quality upon your request.

★ Dene Foods

## "Dene foods" products

### • Category4 - SeaWeed Salad

Product name	Seaweed Salad	Preservation	DRY	Shelf life	365 days
Quantity	10g	Target	For retail and restaurant		
How to cook	Soak in water for about 10 minutes				

#### Feature

### Japanese low calorie product "Seaweed Salad"



Six kinds of seaweed blended

It contained many seaweeds cut for industrial use, easy to eat, easy to use.



Just by soaking in water for a short time,  
It can be used for various dishes.



We can change the size and quality upon your request.

★ Dene Foods



# "Dene foods" products

## • Category4 - Ramen soup

Product name	HALAL Ramen soup	Preservation	Dry	Shelf life	9 months
Quantity		Target	Restaurant,Food court		
How to cook	Make it a soup to be dissolved in hot				

### Feature

## HALAL Ramen soup



Cooking Image

***Ramen is a noodle dish that was born in Japan and is popular in the world!!***

***Provide the good taste with simple cook!!***

***Since the change of size is possible, cost can be reduced***



Easy to cook just by mixing with hot water.



Ramen has been spreaded to the world.



1kg Pouch



1kg Bottle



ISO 22000



ISO 9001



HACCP



HALAL



**This product is developed by Japanese company and manufactured in Malaysia. Appkying to Malaysia Halal (JAKIM) certification at present.**

We can change the size and quality upon your request.

★ Dene Foods

## "Dene foods" products

• Category5 - YUZU KOSHO

Product name	Yuzu Kosho	Preservation	Dry	Shelf life	10 months
Quantity	50g,1kg,20kg	Target	For food court and restaurant		
How to cook	As it is,				

### Feature

## < What's Yuzu Kosho? >

★≡ Yuzu Kosho is the most popular seasoning in the **"Kyushu"** region of Japan

★≡ It is made by chopped small amount of Yuzu peel , chili and salt.



**"Yuzu"**

+



**"Chili"**

=



**"Yuzu Kosho"**

★≡ Used only raw materials made in **"Kyushu"**.

★≡ You can eat it without any worry because we don't use any additives and artificial color.

★≡ The balance between the aroma of yuzu and hot pepper is the best.



We can change the size and flavor upon your request.

★ Dene Foods

## "Dene foods" products

### • Category5 - Wagyu

Product name	Wagyu Beef	Preservation	Frozen	Shelf life	Chilled 2 years
Quantity	around 350 kg per cattle	Target	Food service, Retail		
How to cook	N/A	EXW price	6,000 JPY / KG		

#### Feature

## HALAL WAGYU BEEF

This beef is qualified Halal certificate from Japan Halal Association and is ready to get permission to export to UAE. The beef have been exported to Malaysia and Taiwan. The beef cattle is grown in vast land without stress. Grade ratio better than A4 is around 80% and A3 is 20%.



We can change the size and quality upon your request.

★ Dene Foods



## "Dene foods" products

• Category6-energy drink

Product name	Energy Drink	Preservation	Dry	Shelf life	1 year ~ 1.5 year
Quantity	Can : 185ml, 30 pcs per carton	Target	Retail		
How to cook	N/A				

### Feature

## OEM energy drinks

- The design can be changed depends on your need.
- The price is lower than other energy drinks in Japan.
- Easy to drink and rich nutrition to revitalise you.

**\*OEM MOQ for can product is 8,000 Cartons**

**\*OEM MOQ for grass bottle product is 6000 Cartons**



We can change the size and quality upon your request.

★ Dene Foods

## "Dene foods" products

### • Category

Product	Peach NECTAR	preservation	Normal tempretur	Shelf Life	365days
Quantity	200ml/pack , 350g/can , 900ml/PET	Target	For retail		
How to use	Cool, shake and drink				

### Product Features



This product which was born in 1964 is a long-selling brand that has lasted more than 50 years in Japan.

The reason why people have loved for a long time is the rich and mellow taste by grated whole peach.

Ingredient : Peach30%, Sugar, Acidulant, Foodflavor, V.C



**NECTAR**  
— Since 1964 —

# memorandum