

Sustained advancement of the coffee economy



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Sustained advancement of the coffee economy

1. History of the coffee industry in Japan

2. Current status of coffee consumption in the Japanese market

3. Toward sustained advancement of the coffee economy
- Approaches at UCC ~

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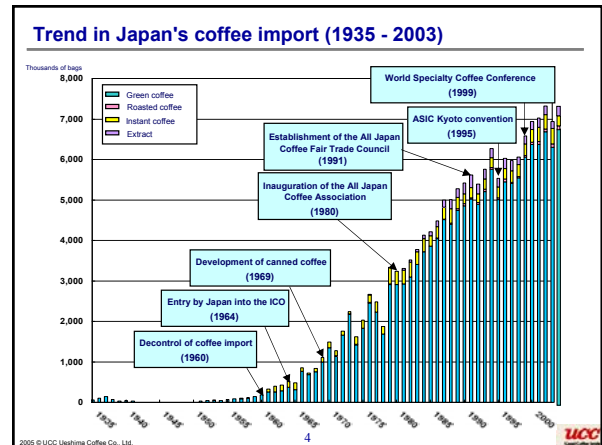
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History of the development of the coffee industry in Japan

Factors supporting the industry's development in Japan thus far :-

- 1) Emergence of a distinctively Japanese coffee culture
- 2) Competition under fair rules and promotion of publicity campaigns

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1) Emergence of a distinctively Japanese coffee culture

- Formation of a coffee-drinking culture unique to Japan
- Sales of origin coffees
- Iced coffee
- Regular coffee products for brewing a single cup
- Canned coffee



Iced coffee



Canned coffee



Store selling freshly-ground coffee



Regular coffee products for brewing a single cup

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Iced coffee

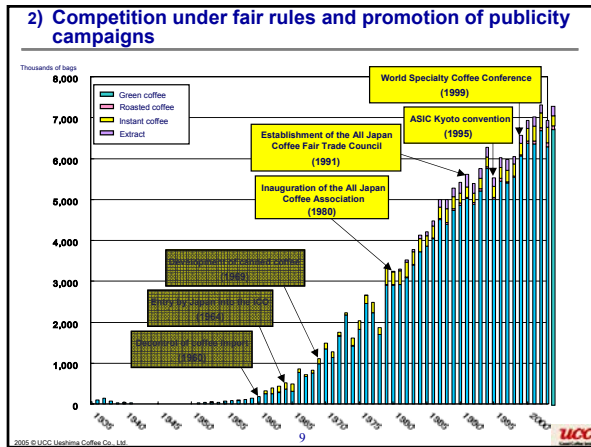
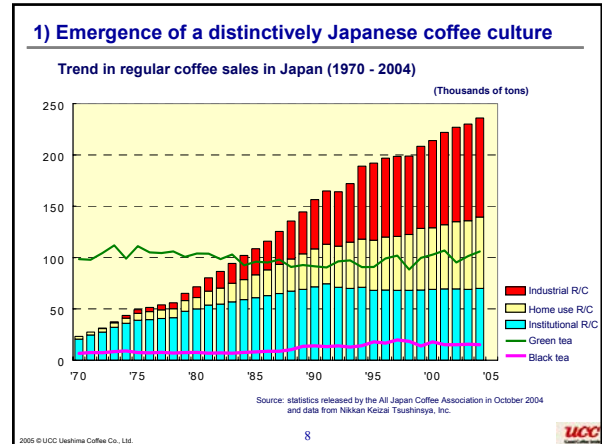


Canned coffee



Regular coffee products for brewing a single cup

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2) Competition under fair rules and promotion of publicity campaigns

Fair competition agreement related to coffee


Regular coffee and instant coffee

- ★Indication of the country of bean production
Listing in descending order in terms of the blending rate
- ★Indication of blend in the name
Use of at least 30 percent of the brand in question

Coffee beverages

- ★Indication of type

- Coffee:**
use of at least 5 grams of beans in 100 grams of beverage
- Coffee beverage:**
use of from 2.5 to less than 5 grams of beans in 100 grams of beverage
- Soft drinks with coffee:**
use of from 1 to less than 2.5 grams of beans in 100 grams of beverage



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Current status of coffee consumption in the Japanese market

- Rising consumer awareness of security, safety, health, and quality
- Understanding of the need for protection of the natural environment, and improvement of the production and labor environment



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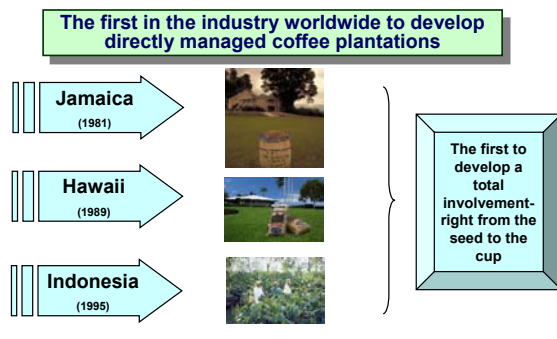
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Knowledge of growing districts

The first in the industry worldwide to develop directly managed coffee plantations

- Jamaica (1981)
- Hawaii (1989)
- Indonesia (1995)

The first to develop a total involvement-right from the seed to the cup



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Jamaica, Hawaii, Indonesia

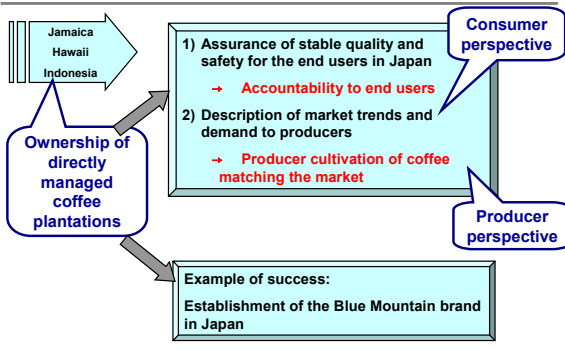
Ownership of directly managed coffee plantations

- 1) Assurance of stable quality and safety for the end users in Japan
→ Accountability to end users
- 2) Description of market trends and demand to producers
→ Producer cultivation of coffee matching the market

Consumer perspective

Producer perspective

Example of success: Establishment of the Blue Mountain brand in Japan



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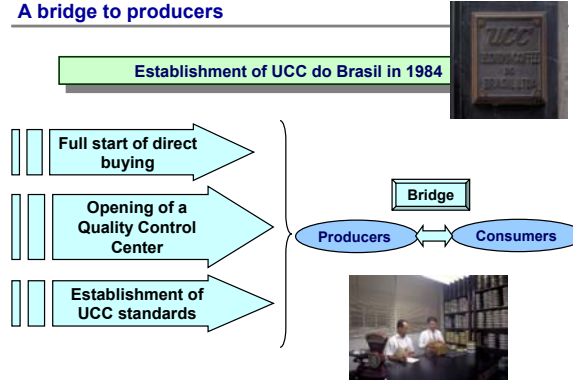
A bridge to producers

Establishment of UCC do Brasil in 1984

- Full start of direct buying
- Opening of a Quality Control Center
- Establishment of UCC standards

Bridge

Producers ↔ Consumers



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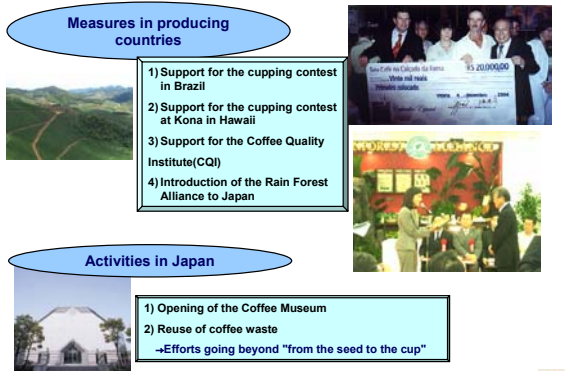
Other activities in producing countries and in Japan

Measures in producing countries

- 1) Support for the cupping contest in Brazil
- 2) Support for the cupping contest at Kona in Hawaii
- 3) Support for the Coffee Quality Institute (CQI)
- 4) Introduction of the Rain Forest Alliance to Japan

Activities in Japan

- 1) Opening of the Coffee Museum
- 2) Reuse of coffee waste
→ Efforts going beyond "from the seed to the cup"



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→Efforts going beyond "from the seed to the cup"




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Conclusion

- Provision of information on coffee and health to consumers, and assurance of traceability and transparency
- Improvement of the labor environment of producers and protection of the natural environment
- Cultivation of new markets through cooperation between producers and consumers

↓

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
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