

Make Wōw Wow! Wow Moments.

Make **Wōw** Moments.

つくろう、ワオ!と楽しくなる瞬間。

 **SANKOSEIKA**

<https://www.sanko-seika.co.jp/>

※The contents of this pamphlet are current as of December 2025.



COMPANY GUIDE



Make
Wōw^{!Wow!}
 Moments.

Make "Wow" Moments.

A "Wow" signifies excitement, surprise, and bursting happiness.
 We, Sanko Seika, hope to be able to deliver such "Wow" to everyone.
 Sanko Seika's snacks are kind of exciting!
 That initiative gets us riled up!
 Sanko Seika's ideas always surprise us!
 Sanko Seika always, no matter when, delivers "Wow" to everyone's daily lives.
 We will continue to be a presence that creates happy moments.

We aim to be a company that can deliver "Make Wow Moments."

Message from the President



President
Gocho Eiichi

We extend our heartfelt gratitude to our customers, business partners, local communities, and all other stakeholders for their continued support. Since our founding in 1962, we have manufactured and sold rice crackers guided by our corporate philosophy of the "Three Happinesses," which is how we chose our name. Our brand slogan, "Make Wow Moments," expresses our deep commitment to delighting and inspiring customers through the products and initiatives we create.

To deliver surprise and delight, we foster a culture in which the safety and security of our employees comes first, and everyone can freely exchange ideas, and is empowered to take on challenges without fear of failure. By combining each employee's individual strengths to create "Wow" moments, and by deepening collaboration with our business partners and local communities, we will continue to pursue initiatives that win more people over as fans of our company and our products.

We also aim to contribute to solving social issues through our business activities. We pursue product development that not only tastes great but also brings joy to customers, fulfills our social responsibilities, and advances sustainable growth together with sustainability-driven management. Our goal is to be a company loved not only in Japan but by customers around the world.

We appreciate your continued support and guidance for Sanko Seika Co., Ltd.

Management Philosophy

Taking "safety and security" as our foundation, and "good quality and low price" as the next step

Better products... Delicious, easy to eat, easy to buy, enjoyable, mindful of health, the environment and society
Reaching more people... Affordable and fairly priced, multiple channels, multiple target audiences, multiple product categories

Based on "safety and security," we must be a leading company before being a flagship company

ES (Employee Satisfaction)... Compensation, work environment, sense of fulfillment
CS (Customer Satisfaction)... Product value, items flagged for improvement, stock management
Brand... Popularity, trust, favorability, and social contribution

Safety comes first

Value people
Do the right thing
Don't get caught up in the immediate future
(medium- to long-term perspective, overall optimization)



Origin of the company name



Bringing Happy Moments to as Many People as Possible

The name Sanko Seika embodies our wish for three kinds of happiness: the happiness of our customers, the happiness of our business partners, and the happiness of our employees.

This aspiration for the "threefold happiness" has been passed down unchanged since our founding.

Company Profile

Company name: Sanko Seika Co., Ltd.
Founded: August 20, 1962
Paid-in capital: ¥90 million
Representative: President Gocho Eiichi

Net sales: ¥56.2 billion (fiscal year ended September 2025)
Number of employees: 1,160
Business: Manufacturing and sale of confectionery products



Headquarters

〒950-3134
1-13-34 Niizaki, Kita-ku,
Niigata City, Niigata Prefecture
TEL 025-259-2139
FAX 025-255-7711



For Home Page ▶



V Station

〒950-3195
2-6-1 Niizaki, Kita-ku,
Niigata City, Niigata Prefecture

This is our research and development hub.



Arakawa Plant

〒959-3111
63-1 Nagamasa, Murakami City,
Niigata Prefecture

Major products: Yuki-no-Yado,
Cheese Almond,
Marudaizu Senbei,
Tsubu-yori-Komochi



Shibata Plant

〒957-0082
2401-2 Sasaki, Shibata City,
Niigata Prefecture

Major products: Niigata Jikomi,
Parinko, Wagaya-no-Teppan,
Mixed Karinto



*Factory with FSSC22000 certification as of December 2025



Parinpia

〒957-0082
2401-2 Sasaki, Shibata City,
Niigata Prefecture

This is a factory for elementary schools' social studies tours. It offers to see the production line of Parinko.

Group Companies

Miyukido Honpo Co., Ltd.

〒950-3134
1-13-33 Niizaki, Kita-ku, Niigata City,
Niigata Prefecture

Business Contents: Manufacture and sales/
E-commerce of confectionery for souvenirs
and gifts, etc.

HAPPYCUBE Co., Ltd.

〒950-3134
1-13-34 Niizaki, Kita-ku, Niigata City,
Niigata Prefecture

Business Contents: Operation of fitness clubs,
management of restaurants, etc.

Rune LLC

〒372-0812
3016-1 Tsunatorimachi, Iseaki City,
Gunma Prefecture

Business Contents: Manufacture
and sales of fresh cream Daifuku-mochi/
operation of the Japanese sweets shop
"Myochikurin"

TAIXING MASTER WORK FOODSTUFF Co., Ltd.

Location: Jiangsu, China
Business Contents: Manufacture and sales of rice crackers

Sanko North America Foods Inc.

Location: California, USA
Business Contents: Confectionery sales

Business Bases

Sanko Seika has two manufacturing bases in Niigata Prefecture.

Our sales offices are located nationwide.

Through a community-based network,
we deliver delicious confectionery to customers all over the country
with all our hearts.



- 1 Sapporo Office (Sapporo City)
- 2 Tohoku Office (Sendai City)
- 3 Niigata Office (Niigata City)
- 4 Koshin Office (Nagano City)
- 5 Utsunomiya Office (Utsunomiya City)
- 6 Chiba Office (Chiba City)
- 7 Kanto-Nishi Office (Yokohama City)
- 8 Tokyo Office (Itabashi-ku)
- 9 Nagoya Office (Nagoya City)
- 10 Hokuriku Office (Kanazawa City)
- 11 Osaka Office (Osaka City)
- 12 Chugoku Office (Hiroshima City)
- 13 Shikoku Office (Takamatsu City)
- 14 Kyushu Office (Fukuoka City)

Challenges and Creative Journeys

Sanko Seika entered the rice cracker industry as a latecomer. However, we have continually embraced new challenges and steadily advanced our craft.

Our Representative Brands



Yuki-no-Yado

"Yuki-no-Yado (Snow Inn)" has a soft texture with sweet and salty flavor. In addition to our standard brands such as salt and brown sugar and milk flavors, we also offer Karinto-shaped versions and limited-time flavors.



Cheese Almond

Crisp rice crackers topped with mellow cheese and unsalted almonds. The three flavors are perfectly balanced, making this a popular choice for snacking or as an accompaniment to drinks.



Parinko

Light, crisp rice crackers that break with a satisfying "parin!" sound. Their small size and soft crunch are distinctive. We developed the classic Parinko and a Nori-Shio (seaweed & salt) flavor that was made in collaboration with fans, which are enjoyed by people of all ages.



Marudaizu Senbei

Hard-baked rice crackers packed with the umami of black soybeans. The satisfying, crunchy bite and the harmonious blend of the flavors of the beans and rice make them an excellent companion to tea. Available in two varieties: "rich soy sauce" and "edamame-salt".



Niigata Jikomi

Thin, baked senbei that emphasize the natural grainy texture of the rice. With a crisp, light bite, they're perfect for snacking, enjoying with tea, or pairing with drinks. Available in two flavors: "soy sauce" and "sea salt."



Tsubu-yori-Komochi

A mixed assortment of arare (rice crackers), popular as a tea-time treat or a savory snack with drinks. Beloved by children and adults alike, this selection features four distinct types of arare, each seasoned in a variety of ways and topped off with one more that's indulgently wrapped in nori for an extra touch of luxury.

History of Sanko Seika

Sales trends

New opportunities Beyond the Framework of Tea and Snacks

When it debuted in 1985, "Cheese Almond" challenged the notion that rice crackers are only for tea. As a Western-style rice snack that pairs cheese with almonds, it helped create demand for rice crackers as an accompaniment to alcoholic beverages and became an immediate hit. It was Sanko Seika's first product that customers sought out by name, and it marked a major turning point for the company.



Challenges in a new category: the Karinto Business

In the 2010s, Sanko Seika expanded beyond its core lineup of rice crackers and accelerated development in new product categories. We introduced a diverse range of items, including rice snacks, soft semi-moist wagashi, and karinto. In the karinto business specifically, we pursued distinctive flavors, grew the market through focused R&D and specialized sales efforts, and completed a dedicated karinto factory in 2014.



Expansion into New Categories

Under the vision of becoming a "comprehensive food and health company," the Sanko Seika Group is exploring new ways to expand the possibilities of rice. The rice-flour gummy Mochicure features distinctive flavors and a unique "toromunya" texture—soft, slightly viscous, and delightfully chewy—and has been well received by both gummy enthusiasts and fans of wagashi. We are also developing energy candy "UPROCK" that contains rice-derived protein.



Product Development with New Ideas

Sanko Seika began as a latecomer among more than 2,000 rice-cracker makers nationwide. In 1977, amid fierce competition, we launched Yuki-no-Yado inspired by the innovative idea of pairing senbei with fresh cream. Its distinctive flavor won wide acclaim, and it has become one of Sanko Seika's signature products.



1962 "Sanko Seika Co., Ltd." was established
1963 Started operation of the Niizaki Plant

1974 Released "Echigo taruyaki"

1975 Released "Parinko"

1977 Released "Yuki-no-Yado"

1982 Started operation of the Arakawa Plant

1985 Released "Cheese Almond"

1987 Established Sanko Seika's V.I. mark

1988 Established a group company "Miyukido Honpo Co., Ltd."

1996 Released "Marudaizu Senbei"

1999 Established a group company in China, "TAIXING MASTER WORK FOODSTUFF Co., Ltd"

2002 Released "Niigata Jikomi" and "Tsubu-yori-Komochi"

2005 Completed the R&D base "V Station"

2009 Started operation of the Shibata Plant

2011 Began full-scale manufacturing and sales of Karinto

2013 Shibata Plant became the first Sanko Seika plant receiving FSSC22000 certification

2013 Established a group company "HAPPYCUBE Co., Ltd."

2014 Completed the new head office building "Palette"

2018 A new automated distribution center was built on the premises of the Shibata Plant

2025 Established a group company in the U.S., "Sanko North America Foods Inc."

2021 Completed construction of the "Parinpia" Factory Tour Facilities

2025 Released Energy candy "UPROCK"

2025 Received ISO45001 certification

2024 Released "Mochicure" gummies made with rice flour
February 11, 2022 Fire at Arakawa Plant (Studio F); All plants suspended operations July: After establishing enhanced safety measures, resumed operations at the Niizaki and Shibata Plants September: Resumption of operations at the Arakawa Plant

Wow!
Wow

Toward the Creation of New Value

We work together as one to create new value that will "Wow" our customers.

Marketing

We manage product planning, marketing, advertising and PR, and product/technology development. We create compelling products and grow brands by understanding market needs and shaping ideas.



Episode

We are exploring new ways to showcase the potential and appeal of rice by developing products beyond traditional rice crackers, such as gummies. We also actively leverage our brands outside the snacks category, creating a variety of "Wow"-inducing and delightful offerings, for example, Yuki-no-Yado brand products such as sake, bath salts, capsule toys, and character merchandise.



Procurement

We support to create products that are attractive and friendly to our customers by optimizing the balance between the qualities and price of our products. In addition to procuring raw materials and materials without excess or shortage, we are also working to build relationships of trust with domestic and foreign suppliers, develop new procurement routes, and select sustainable materials.



Episode

Based on the Business Continuity Plan, we are promoting the purchase of major raw materials by multiple companies. For newly developed suppliers, we work with the General Safety and Quality Assurance Office to conduct factory audits. From a sustainability perspective, we are also advancing plastic recycling initiatives, including the adoption of recycled pallets.



Manufacturing

We plan and execute efficient production plans to balance supply and demand and deliver safe and secure products to our customers. Beyond tracking plan progress, we drive process improvements by analyzing manufacturing data and solving operational issues. By improving quality and establishing a stable supply system, we play a central role in manufacturing.



Episode

We are implementing production data visualization to ensure a stable supply of high-quality products and to build a system that can tackle issues from multiple perspectives. At our plants, we also reuse wasted heat from the manufacturing processes as part of energy-saving efforts and promote initiatives that contribute to a decarbonized society. By combining quality improvement with environmental measures, we support sustainable manufacturing.



Sales

We design and propose attractive merchandising and sales approaches to our retail partners to deliver products to as many customers as possible. Using market analysis to shape strategy, we build trust, enhance brand value, and drive growth. We also feed front-line insights back to development teams to help create products that better delight customers.



Episode

To help a retail partner struggling with customer traffic, we planned and executed an in-store event. By proposing and implementing the idea ahead of other manufacturers, the event became established at the store and helped solve the partner's issue. Through proactive proposals like this, we deepen trust with partners and support sales promotion.



Logistics

We coordinate closely with internal departments to manage efficient logistics flows and ensure on-time delivery of products to order. By optimizing delivery plans and inventory management, we secure a stable supply and reliably deliver products to customers, serving as a key pillar that keeps corporate operations running smoothly.



Episode

We established an environmentally friendly transportation method called "Truck & Sea" to reduce CO₂ emissions across our transport network. Through repeated pilot trials, we stabilized transport quality, shortened processing times, and implemented cost-conscious measures, enabling regular operations. This initiative balances reduced environmental impact with improved logistics efficiency and contributes to building a sustainable logistics system.



Sanko Seika's Sustainability Management that Connects to the Future

The Sanko Seika Group is rooted in food and health. Through activities that deliver better products to more people, we implement initiatives aimed at realizing a sustainable society.

Safety and Security Initiatives

Food Safety System Received FSSC22000 Certification

Under the leadership of the General Safety and Quality Assurance Office, we pursue comprehensive safety across seven areas: occupational accidents, fire prevention, food safety, occupational health, environmental conservation, traffic safety, and crime prevention. As part of these efforts, the Arakawa No. 5 Plant and the Shibata Plant have obtained the FSSC22000 (Food Safety System Certification). We will continue to strengthen and expand the systems that maintain food safety at all our factories, ensuring we deliver safe, high-quality products to everyone.



CCP (Critical Control Point): Metal detector

Thorough Quality Control

To ensure a stable supply of consistently high-quality products, we have established an integrated process-control system that covers everything from raw-material intake to final product manufacturing. By converting artisanal intuition into measurable process parameters, we are preserving formerly tacit skills and advancing a smart-factory approach where people and machines complement each other.



Implementation of an Occupational Health and Safety Management System Received ISO45001 Certification

Based on the organization's common value of "safety takes precedence over everything," we collaborate with business partners through regular safety councils to build a robust safety promotion framework. As a result of these efforts, we obtained ISO45001 certification for our occupational health and safety management system in 2025. We will continue strengthening our occupational health and safety systems to ensure a workplace where all employees can work with peace of mind.



Environmental Considerations, Stable Supply, and Local Communities

Reduction of Greenhouse gas emissions

We continuously improve energy efficiency across our manufacturing processes and implement equipment energy-saving measures. We are also reducing greenhouse gas (GHG) emissions by introducing solar power and gas-turbine cogeneration systems. Across the entire supply chain—from raw-material sourcing to logistics and waste reduction—we work to lower our environmental impact and pursue sustainable business operations.



Shibata Plant Solar Panels

Contribution to the community Cooperation with the local community

We value our ties with local communities and work to revitalize them by supporting local sports teams, sponsoring events, and donating to community children's cafeterias. We also support children's learning and promote understanding of local industries by hosting social-studies visits at Parinpia and offering on-site classes at elementary schools.



Parinpia tours

Human Resources and Corporate Structure

Strengthening Corporate Governance

We are strengthening corporate governance to ensure sound, sustainable management. We have established control mechanisms that enable fair decision-making and proper operations across the organization. Through the Board of Directors and our audit framework, we pursue highly transparent decision-making, and by reinforcing internal controls and compliance training, we work to prevent fraud and misconduct. We will continue to enhance corporate governance so that we remain a company trusted and chosen by society.



Activities for Human Resource Development

To help employees build careers proactively, we provide career development interviews and an internal recruitment program. We also operate a Reborn System that supports employees who temporarily leave Sanko Seika to gain experience elsewhere and later return, broadening career pathways. In addition, we actively recruit and engage diverse talent; including foreign nationals (under specified skilled worker and technical intern programs) and people with disabilities, promoting an inclusive environment where everyone can thrive.

