

Otama Ham Kobayashi Shokai Co., Ltd.

Fussa, Tokyo

Productivity Enhancement

Demand Increase

HR Acquisition

Manufacturing

Service

Productivity Enhancement

Demand Increase

HR Acquisition

Point

The only one ham maker that expands its operation into the utilization of the local resources and organic products that utilize the German ham-making process that is used since the inception of the company.

- By using 3D technology, the company obtained a patent for the production of shaping meat products that were difficult until now.
- Productized the brand name pork "TOKYO-X" that was made with the German ham-making process and is recognized as one of Tokyo's major local products.
- Creates a product with added value by condensing the flavor of the meat using the German ham-making process that does not add extra water.

Company Profile

Location	785 Fussa, Fussa-Shi, Tokyo
TEL/FAX	+81-42-551-1321/+81-42-551-9409
Website	http://otama.co.jp/
Representative	Representative Director and the President Kazuto Kobayashi
Establishment	1932
Capital	30 million yen
Employees	70 employees



Company Overview

A company that processes, distributes, and sells meat products such as ham and sausage. Since the inception of the company, the company uses the open fire smoking technique that is traditional in the German process. The meats are 100% domestic. The German process minimizes the additives, and also does not use add extra protein derived product and water to the meats in order to increase the volume of the product. Also, the company is the sole recipient of the Tokyo's local specialty product certification for its ham, bacon, and sausage using the brand name pork "TOKYO-X" that is recognized as one of Tokyo's major local products.



Company overview

Efforts for innovative product development and creative services

»» **By implementing IT, the company successfully productized shaped meat products that were difficult until now.**

There are many uniquely shaped products in the snacks industry such as Ningyoyaki and Taiyaki, but they are very limited number of uniquely shaped products in meat products. The reasons are because protein is easy to stick to metal, and meat also had poor detachability. The company successfully produced 3D shaped sausage using dual molding system with metal and silicon. The silicon part is interchangeable so that shaping meat into different shapes is possible by making 3D moldings. The company productized the 3D sausage, "Rose Pastete" that is made from TOKYO-X, and looking into international expansion plan through the sales at department stores as well.



The 3D sausage is aired on NHK and other TV stations.

»» **Productized "TOKYO-X," one of Tokyo's major local products that maximize the flavor by using the German process.**

Productized the brand name pork "TOKYO-X" that is recognized as Tokyo one of the major local products, as roasted ham and other products by using the German ham-making process. Flavor of Tokyo-X intensified by smoking meat with open fire smoking technique for a long time that is traditional in the German process. It received "Tokyo's locally specialized product certification in 2003. Also, the company is proving to have high potential as a locally specialized product by receiving certifications for "TOKYO&AROUND TOKYO brand" from the Ministry of Land, Infrastructure, Transport and Tourism, Kanto Transportation Department in 2016 Also, the company is the sole recipient of the Tokyo's local specialty product certification as a ham maker.



The company hosted a tasting convention in Hong Kong.

»» **By using a German process, a specialized product was created.**

One of the unique features of the German processes that the company incorporates is not to produce more than 1 kg of the processed products from 1 kg of meat. In low priced processing factories, 2 Kg of processed meat product is made by adding extra water into 1 kg of meat, but the German processes do not use incorporate this method. In addition, many large food makers do not incorporate German processing methods because it requires a very demanding process during the smoking and aging process.



Bacon also smokes on direct fire over 2 days as seen in German process.