

# Tasting and Eating event \_ Inspiring Taste Street

Special feature event in ifia/HFE JAPAN2025

## [Issue]

Food ingredient manufacturers have many interesting products that are not yet in the spotlight

- ✓ Plant Based
- ✓ Alternative Ingredients
- ✓ Texture improvement
- ✓ SDGs
- ✓ Underutilized resources
- ✓ Appearance enhancement
- ✓ Masking materials
- ✓ Benefits of traditional foods
- ✓ Less salt, sugar, fat, etc.

Unimaginable, interesting stuff!

Tasting and eating will give visitors a deeper understanding of the product's appeal!



Visitors want to experience the benefits of novel materials!

Tastings give visitors a deeper understanding of the product's appeal



Can you convey the true appeal of the product from the catalog alone?



## <Exhibitors in 2024> AHJIKAN Co.,Ltd. GOVOCE

Despite the simplicity of the booth, the tasting of a chocolate-like food ingredient made mainly from burdock root received a great response!  
ifia/HFE JAPAN 2024 Awards  
Winner of the Best PR Award

Would you like to spotlight your company's food products in the new "Agisto" program?  
Please see the reverse side for details.



Exhibition fee:

Package booth 583,000 yen  
(9m<sup>2</sup> per booth/with basic decorations)

Space booth 438,900 yen  
(9m<sup>2</sup> per booth/separate decoration required)



### Area benefits Simple kitchen (free of charge)

Exhibitors with 1 booth (9m<sup>2</sup>) or more can use the simple kitchen (free of charge)

- Community hand washing area
- Workbench
- IH stove
- Trash can for tasting



\*Mini booth exhibition (4m<sup>2</sup>) is 308,000 yen.  
(including simple kitchen charge)

### Area option

There will be an opportunity to explain the product in detail at the adjacent seminar venue.

Presentation fee: 41,800 yen

- Time: 15 minutes
- Bonus: Audience data will be given to you after the event ends.

\*Attendance fee is free



### Area image

Let's develop a tasting event that assumes the development of products and menus for convenience stores, family restaurants, and other ready-made meals and restaurants.



Tast ing



Semin ar

We will develop a planning area focusing on tastings. Furthermore, by giving an exhibitor presentation, your products will be spotlighted!



ifia/HFE JAPAN, where Ajist is being developed, is an exhibition sponsored by the media.

We will actively advertise in our newspapers and magazines to attract visitors to the area!



OO-style material made without using animal raw materials?

It might be easier to cook and process if you use OO!

It will taste like this!

A seasoning made from fermented OO!?

Adding this ingredient might add flavor to our products!



Date: May 21<sup>st</sup> to 23<sup>rd</sup>, 2025  
Venue: Tokyo Big Sight South Hall and Conference Hall  
Organizer: Food Chemical Newspaper inc.



Endorsed by (TBC): Ministry of Health, Labour and Welfare / Consumer Affairs Agency, Government of Japan / Food Safety Commission / Tokyo Metropolitan Government / Japan External Trade Organization (JETRO) / EMBASSY OF THE UNITED STATE / Delegation of the European Union to Japan / KFIA (KOREA FOOD INDUSTRY ASSOCIATION)

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