



Tasting and Eating event, Inspiring Taste Street

Special feature event in ifia/HFE JAPAN2026

[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!



We will create a booklet introducing the features of the samples, recipes, etc., and distribute it at the venue. We will also work with our media to actively promote the booklet and attract visitors to the area!



Visitors want to experience the benefits of novel materials!



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 605,000 yen

(9m² per booth/with basic decorations)

Space booth 462,000 yen

(9m² per booth/not included basic decorations)



Area benefits

Simple kitchen (free of charge)

Exhibitors with 1 booth (9m²) or more can use the simple kitchen (free of charge)

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



*Mini booth exhibition (4m²) is 264,000 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



Semi nar

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 27th to 29th, 2026

Venue: Tokyo Big Sight West 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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