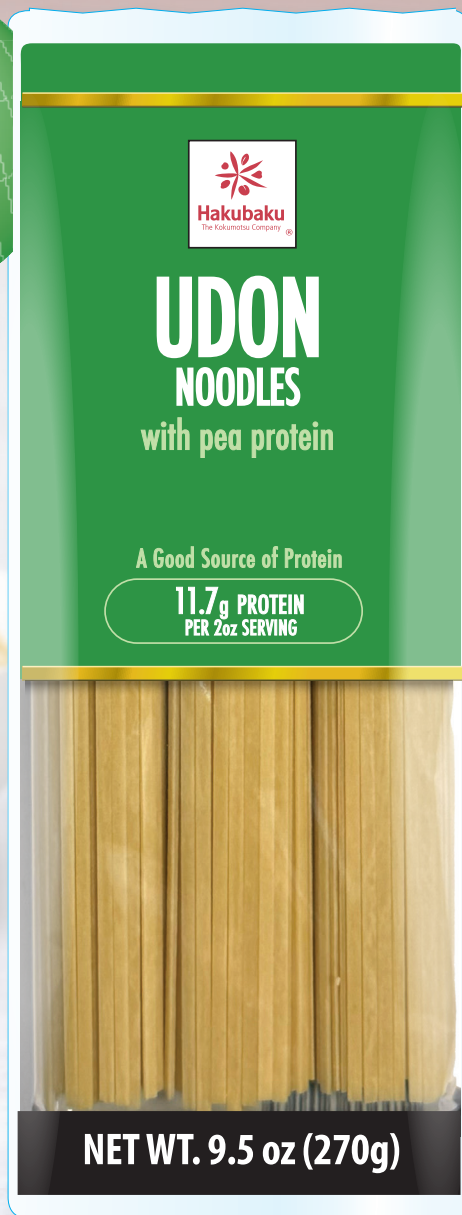


Authentic Japanese Soba & Udon Nutrition, the Japanese Way

Around the world, people are paying more attention to protein and dietary fiber. Hakubaku developed these noodles with a simple goal: to help people obtain essential nutrients naturally from everyday meals - without compromising taste or tradition.

11.7g
protein per 2oz
serving



3g
DIETARY FIBER
PER 2oz
serving

Nutrition designed for daily routines
Inspired by Japanese healthy balance and simplicity
Formulated with plant-derived nutrients

SEE THE WHOLE LINE



Hakubaku USA, Inc. • 555 Anton Blvd., Suite 150
Costa Mesa, CA 92626 • 714-369-8090
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Hakubaku
The Kokumotsu Company®

Authentic Japanese Soba & Udon

Two Japanese Noodles, Two Everyday Benefits



INGREDIENTS:
WHEAT FLOUR, BUCKWHEAT FLOUR,
BARLEY FLOUR (WAXY), WHEAT
GLUTEN, SALT

Soba with Barley

3g dietary fiber per 2oz serving

- Made with barley, a natural source of fiber
- Balanced texture and aroma
- **Vegan:** free from any animal derived ingredients

Buckwheat soba blended with barley for gentle, plant-based dietary fiber. Nutty, light, and satisfying - ideal served hot or chilled.

9.5oz (270g)
15pcs/carton

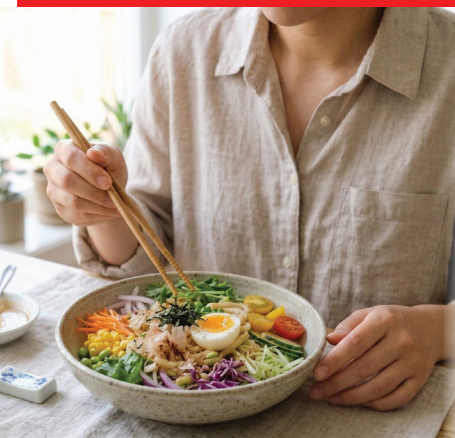


Nutrition Facts

about 5 servings per container
Serving size 2 oz (56g/about 2-1/2 inch circle)

Amount per serving	
Calories	190
% Daily Value*	
Total Fat 1g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 240mg	10%
Total Carbohydrate 39g	14%
Dietary Fiber 3g	11%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 7g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 1mg	6%
Potassium 160mg	4%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



INGREDIENTS:
WHEAT FLOUR, WHEAT GLUTEN, PEA
PROTEIN POWDER, FOOD
STARCH-MODIFIED, SALT

Udon with Pea Protein

11.7g plant-based protein per 2oz serving

- Soy-free protein source (contains wheat)
- **Vegan:** free from any animal derived ingredients

Smooth, chewy udon noodles enhanced with easy-to-eat pea protein. Thinner than traditional udon, they work beautifully in soups, salads, and stir-fries

9.5oz (270g)
15pcs/carton



Nutrition Facts

about 5 servings per container
Serving size 2 oz (56g/about 2-1/2 inch circle)

Amount per serving	
Calories	200
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 430mg	19%
Total Carbohydrate 34g	12%
Dietary Fiber 1g	4%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 12g	19%
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 2mg	10%
Potassium 70mg	2%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

SEE THE WHOLE LINE



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Hakubaku
The Kokumotsu Company

Delicious soba noodles with sobayu

Black

White

Enjoy the rich taste of traditional soba noodles and soba-yu just like at a classic soba shop!



Salt-free noodles – so you can even enjoy the nutritious *soba-yu* cooking water!

Yabu-style soba: A strong, chewy bite crafted with three distinct noodle thicknesses for full texture.

Sarashina-style soba: Thin noodles with a firm yet delicate texture and smooth finish.



Item Name	Soba-yu Made Oishii Soba Kuro
Product Name	Dried Noodle
NET/Pack(g)	270g
Qty /cs	10 piece
Case weight (kg)	3.0kg
Best-before period	360days
Item Size	H225mm×W75mm×D25mm
Case Size	H60mm×W343mm×D208mm
JAN CODE	4938892290871
CASE JAN CODE	4938892790876
ITF CODE	14938892290878
Retail Price/pack (JPY)	455JPY

Item Name	Soba-yu Made Oishii Soba Shiro
Product Name	Dried Noodle
NET/Pack(g)	270g
Qty /cs	10 piece
Case weight (kg)	3.0kg
Best-before period	360days
Item Size	H225mm×W75mm×D25mm
Case Size	H60mm×W343mm×D208mm
JAN CODE	4938892290888
CASE JAN CODE	4938892790883
ITF CODE	14938892290885
Retail Price/pack (JPY)	455JPY



Kaku Love



Baby Noodles Series



No Added Salt

Simple ingredients



Short-Cut Noodles

Perfect for Baby Food
(Pre-cut to 2.5cm)

Easy to Cook

Just one pot,
no need to drain



Item Name	Baby Spaghetti	Baby Udon	Baby Somen
Product Name	Spaghetti	Udon	Somen
NET/Pack(g)	100g	100g	100g
Qty /cs	10pacs	10pacs	10pacs
Case weight (kg)	1.3kg	1.3kg	1.3kg
Best-before period	540days	1080days	1080days
Item Size	205mm×130mm×40mm	205mm×130mm×35mm	205mm×130mm×60mm
Case Size	75mm×357mm×211mm	75mm×357mm×211mm	105mm×357mm×211mm
JAN CODE	4902571203957	4902571203902	4902571203704
ITF CODE	14902571203954	14902571203909	14902571203701
Retail Price/pack (JPY)	255JPY	255JPY	255JPY

Item Name	Baby Somen 5 Mixed Vegetables	Baby Somen 5 Mixed Grain	Baby Somen Sweet Potato	Baby Somen Tomato
Product Name	Somen	Somen	Somen	Somen
NET/Pack(g)	100g	100g	100g	100g
Qty /cs	10pacs	10pacs	10pacs	10pacs
Case weight (kg)	1.3kg	1.3kg	1.3kg	1.3kg
Best-before period	540days	540days	540days	360days
Item Size	205mm×130mm×60mm	205mm×130mm×60mm	205mm×130mm×60mm	205mm×130mm×60mm
Case Size	105mm×357mm×211mm	105mm×357mm×211mm	105mm×357mm×211mm	105mm×357mm×211mm
JAN CODE	4902571203889	4902571203896	4902571203872	4902571203865
CASE JAN CODE	4902571706878	4902571706885	4902571706892	-
ITF CODE	14902571206870	14902571206887	14902571206894	14902571203862
Retail Price/pack (JPY)	280JPY	280JPY	280JPY	280JPY



Hakubaku
The Kokumotsu Company

<https://www.hakubaku.com/>

Please contact us.

✉ contact@hakubaku.com



**For
Export
Only**

BREW NATUR

JAPANESE BARLEY TEA



A fragrant blend of roasted barley grains and herbs.
Ideal for a calming break or a light, refreshing drink.

Naturally caffeine-free,
so you can enjoy it any time of day.



SERVE HOT
OR COLD

0 CAFFEINE
0 CALORIES

100%
ROASTED
BARLEY



ORIGINAL



CALMING CHAMOMILE



PEACEFUL PEPPERMINT

Item Name	BREW NATUR (ORIGINAL)	BREW NATUR (CALMING CHAMOMILE)	BREW NATUR (PEACEFUL PEPPERMINT)
Product Name	Barley Tea ORIGINAL	Barley Tea CHAMOMILE	Barley Tea PEPPERMINT
NET/Pack(g)	100g (5g×20P)	60g (3g×20P)	60g(3g×20P)
Qty /cs	8pacs	8pacs	8pacs
Case weight (kg)	1.2kg	0.89kg	0.89kg
Best-before period	720days	720days	720days
Item Size	220mm×140mm×70mm	220mm×140mm×60mm	220mm×140mm×60mm
Case Size	102mm×341mm×256mm	102mm×341mm×256mm	102mm×341mm×256mm
JAN Code	850044320196	850044320202	850044320219
Retail Price/pack (JPY)	1200JPY	1200JPY	1200JPY



【Mochi-Mugi Pearled Waxy Barley, Gohan Style】



【Ingredient】
Waxy Barley

【Spec】
Net Weight : 600g (50g x 12)
Case Pack : 600g x 6pack
Case Size : 6.5" x 14.2" x 6.1"
Case Weight : 8.6 lb

● Now Trending in Japan!

Loved for its great taste, health benefits, and weight management support. Featured on popular TV programs and currently one of the top-selling barley products in Japan for 3 consecutive years. ※Intage SRI Data

● What does it taste like?

- Richer flavor than regular barley.
- Enjoy a unique *pleasantly chewy* (“*popping*”) texture

● Why is Mochimugi healthy?

- Contains **4x more dietary fiber than brown rice**
- Rich in **beta-glucan (soluble fiber)**
- Supports:
 - Digestive health
 - Cholesterol reduction
 - Blood sugar control (low GI)

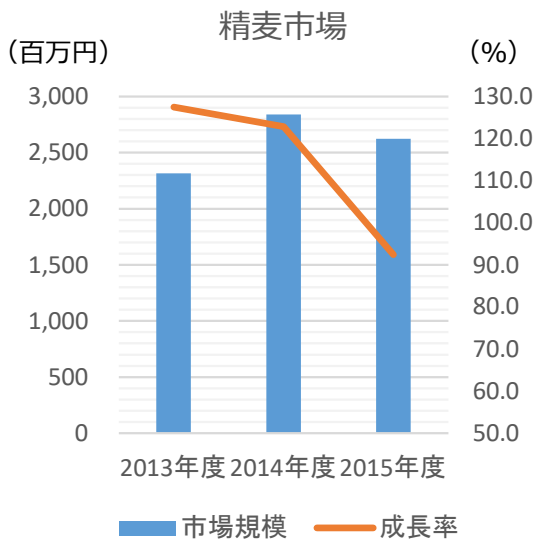
● Easy to Use – 2 Ways

1) Rice Cooker Method (Recommended) – Prepare White Rice and water. Add the barley and add double amount of the water of the barley (ex barley 50g + water 100ml)

2) Boil Like Pasta - Cook in boiling water for 15 minutes

Great for Rice Mixes, Salads and Soups

【Barley Market (Japan)】



Ranking

Rank	Item	Specs
1	はくばく 胚芽押麦	45G x 12
2	Hakubaku Mochimugi	60G x 12
3	Hakubaku Mochimugi	50G x 12
4	はくばく 押麦	800G
5	はくばく ビタバアレー	45G x 12

【2015 Outline】

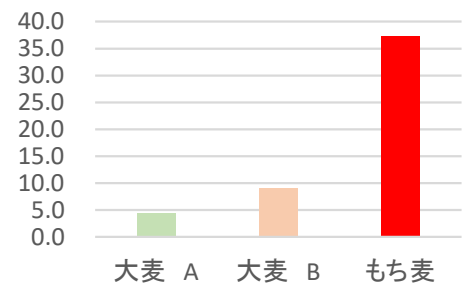
- MKT Size : 2.6B JPY
 - G/R : 92.4%
- After the surge following NHK TV exposure in 2014, growth slowed; however, compared to 2013, the market still grew by ¥300 million (+13%).
- Mochimugi Share 20% (No.1)

【THE SUPERFOOD: MOCHIMUGI】

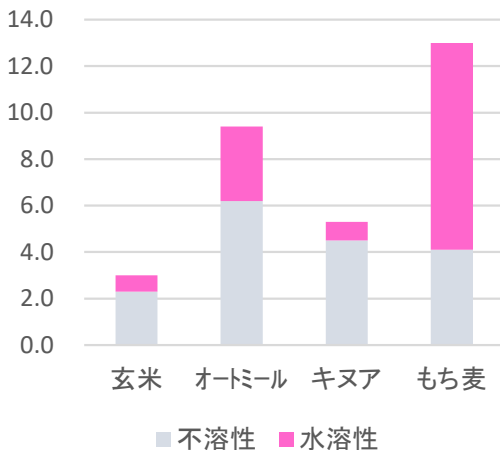
① Superior Taste

- Naturally higher in **umami (glutamic acid)** than regular barley
- Rich flavor + satisfying chewy texture

① glutamic acid (mg/100g)



② Amount of Fiber (g/100g)



② Double Fiber Power

- **4x more fiber than brown rice**
- Balanced **soluble & insoluble fiber**

👉 Benefits:

- Improved digestion
- Helps reduce cholesterol & blood sugar spikes

Supports heart health

✓ FDA-recognized benefits of beta-glucan (21 CFR 101.81)

③ Low GI = Weight Management Friendly

- GI value: **28 (very low)**

- Compared to:

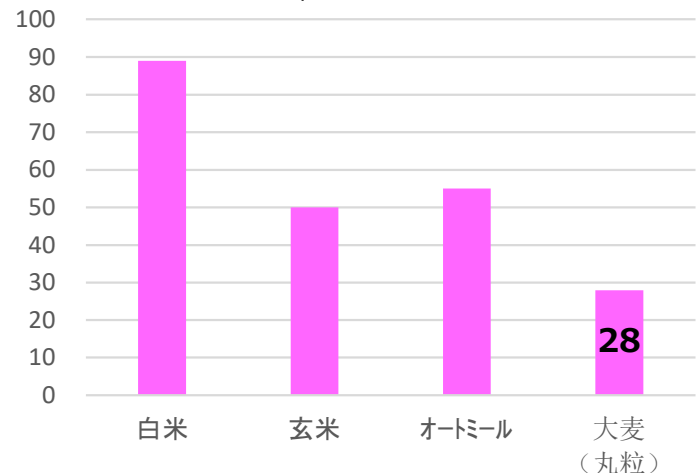
Oatmeal: ~50-60

Brown rice: ~50+

👉 Helps control insulin spikes

👉 Supports fat management & sustained energy

③ GI Value Comparison (Glucose = 100)



【16 Multi Grain】

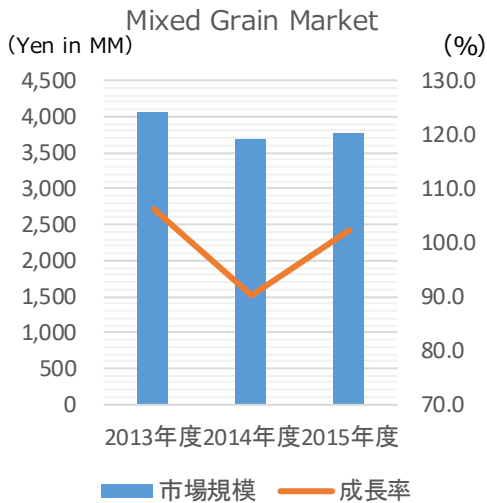


【Ingredients】

Amaranth, Sorghum, Quinoa, Red Rice,
Brown Rice, Adzuki Bean, Barley, Barnyard Millet,
Foxtail Millet, Black Rice, Black Soybean, Proso Millet,
Adlay Millet, Corn, Black Sesame, White Sesame

- #1 Brand in Japan in Mixed Grain category
 - Hakubaku's 16 Multi Mixed Grain has topped for 3 straight years
※SRI Data April 2013 – March 2016
- Marked 10 years anniversary because of Golden proportion of the taste and nutrition
 - Aim to be the most delicious Mixed Grain product, Stick meticulously to best ingredients, and conduct more than 1,000 times of tasting and thorough Umami(Glutamic Acid) analysis
 - Realized golden proportion of the taste and balanced nutritions
- Easy to cook: Rice Cooker Method
 - 1) Measure rice and water as usual
 - 2) Add 1 packet(30g) per 300g – 450g of rice、 stir lightly
 - 3) Hit button to cook in rice cooker

【Mixed Grain Market (Japan)】



Ranking

Rank	Item	Size
1	Hakubaku 16 Grains (L)	30G x 15
2	Hakubaku 16 Grains (R)	30G x 6
3	House 15 Grains	30G x 6
4	Rice Island 16 Grains	25G x 8
5	HB Everyday Grains	25G x 6

【YR 2015】

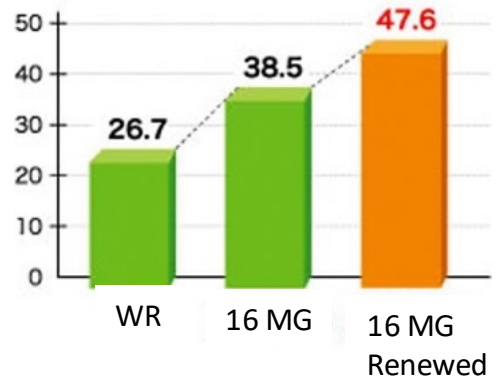
- Size : JPY 3.8 B
Largest sub-category next to rice
- GR : 102.2%
Steady Growth
- Hakubaku Share: 40%+ from 16 Mixed Grains

【Taste & Nutrition of 16 Mixed Grain】

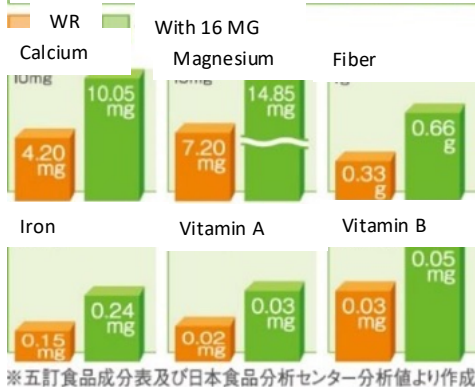
① Development with thorough tasting and Data Analysis

- Renewed the taste at 10 YR anniversary
- Repeated tasting to try all ingredients mix & balance
- Also analyzed glutamic acid to maximize taste

Glutamic Acid per bowl(150g)



Nutrition Comparison per bowl(150g)

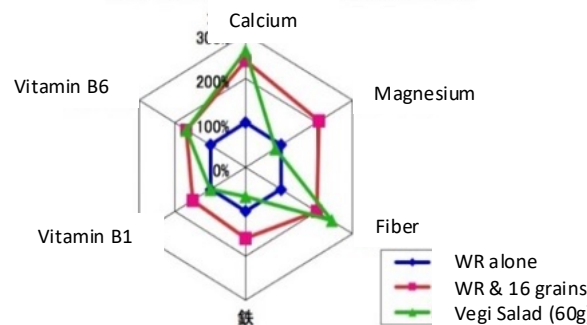


- ### ② More Variety of Nutrients compared to WR alone
- Amount of Minerals, Vitamin Bs and fibers to be doubled by mixing 16 multi grain mix to WR compared to WR alone
 - Balance up nutrients intake through everyday staple Rice bowl

③ Loads up 60g salad worth nutrients by adding 16 grains to rice bowl(150g)

- Easily intake nutrients worth 60g salad only by adding 16 grains to rice bowl
- Now you can balance up even meat-centralizing meals with rice bowl and solve vegi lacking diet

Nutrition comparison, WR alone, WR with 16 grains and Vegi Salad



【Aroma Rich Barley Tea】



- Traditional and Classic taste
- Roasted at low temperature for rich aroma
- Blended 2 varieties of barleys. Each variety roasted at different conditions to provide depth to the taste & clean finish
- Caffeine Free
- Best to relieve thirst, at hot season, after workout, when wake up etc.,

How to Make Barley Tea

Hot Barley Tea:

- Prepare 500cc of hot water in tea pod.
- Put 1 bag into the pod
- Wait 5 minutes, take out the bag and enjoy

Cold Barley Tea (1):

- Put 1 bag into 1 L of water
- Keep in refrigerator for 2 hours
- Take out a bag and enjoy

or

- Boil 1 bag for 3-5 minutes with 1.5L of water
- Stop boiling and leave 1 hour
- Cool in refrigerator
- Take out a bag and enjoy