

**Experience authentic Japanese Curry and premium Wasabi
at the World's Largest Fair for Purchasing Japan's Food**

S&B FOODS to Exhibit at "JAPAN'S FOOD" EXPORT FAIR

Tokyo, October 3, 2018 – S&B FOODS INC.(S&B Foods) will exhibit the world's largest fair for purchasing Japan's Food, "JAPAN'S FOOD" EXPORT FAIR*held from **October 10th through 12th** at the Makuhari Messe in Chiba. S&B Foods will present its range of superior Japanese curry and Wasabi products at the stands **Hall 9 J2-1**, where you can have a chance to make your own curry powder by blending spices and to taste **Katsu Curry** (Thick curry sauce over a deep-fried chicken cutlet) made with S&B Golden Curry Sauce Mix and Wasabi steaks (Beef steaks served with Premium Wasabi Paste).



S&B Foods will present the following products at "JAPAN'S FOOD" EXPORT FAIR.

- Golden Curry Sauce Mix 220g / 92g
- Oriental Curry Powder 85g
- Premium Wasabi Paste in Tube 43g
- Prepared Wasabi in Tube 43g
- Wasabi Powder 300g



Visitors can make a curry powder and taste S&B products in the following dishes/snacks at the S&B Foods' booth.

- Katsu Curry made with Golden Curry Sauce Mix
- Wasabi steaks (Beef steaks served with Premium Wasabi Paste) and Wasabi Cheese (Processed Cheese served with Premium Wasabi Paste)
- Curry Chips (Potato chips sprinkled with Oriental Curry Powder)

***JAPAN'S FOOD" EXPORT FAIR** is an exclusive trade show for importers and international buyers to purchase Japanese food and beverage products, supported by the Ministry of Agriculture, Forestry and Fisheries (MAFF). Also, the expert of exporting Japanese products to overseas, Japan External Trade Organization (JETRO), is the co-organizer to support on-site business between foreign visitors and Japanese exhibitors. 2,860 buyers/ importers from 70 countries visited the show last year. The exhibition size expanded by double this year and they expect about 4,000 visitors.

2nd "JAPAN'S FOOD" EXPORT FAIR <http://www.jpfood.jp/>

Image of brochure:



About S&B Foods:

Since founding in 1923, S&B Foods has been producing and distributing a dazzling variety of spices, condiments and cooking ingredients, including curry sauce mix, pasta sauce and Chinese food products. Besides being the first company to successfully manufacture curry powder in Japan, we invented tube wasabi, which allowed us to break into the global market, and continue to develop original products that drive the food industry. Now, more than ever, we want the world to taste our success by offering flavorful products such as wasabi, curry mix, nanami chili pepper and yuzu. We continue to expand our many business activities on the world stage. S&B Foods had net sales of JPY 123,661 million in fiscal 2017. For more about S&B FOODS INC (TYO: 2805), please visit <https://www.sbfoods-worldwide.com/>

For further information, please contact
S&B FOODS INC.

Overseas Operation Division; kaigaibu@sbfoods.co.jp