

The Kikkoman Group's Shokuiku Activities

The Kikkoman Group considers Shokuiku (food education) to be the special responsibility of companies involved with food and food products. Since announcing the Shokuiku Commitment in May 2005, we have developed a program rooted in our business and based on our Shokuiku Framework, which derives from a three-part philosophy.

Key Shokuiku Activities

Visiting Lectures to Increase Interest in Food and Eating

●Kikkoman Soy Sauce Academy

Kikkoman employee volunteers visit elementary and middle schools to talk about how soy sauce is made. During fiscal 2009, 193 presentations were given to about 6,100 students at 87 schools.

●Kikkoman Academy

People from schools and other organizations visit Kikkoman and experienced Kikkoman employees talk about various food-related topics. During fiscal 2009, 52 sessions were held with some 3,400 participants.

Factory Tours to Experience the Soy Sauce Brewing Process

Kikkoman offers tours of domestic soy sauce factories and Manns Wine's wineries. The Company offered hands-on soy sauce-making programs for elementary schools and other organizations a total of 183 times during fiscal 2009.

Cooking Classes to Stimulate Interest in Cooking

Kikkoman works with supermarkets nationwide to offer a selection of cooking lessons and seminars, including cooking classes for parents and children.

Website Featuring Food- and Health-related Information

Kikkoman's website features an extensive range of food- and health-related information, including the most recent news about the Company's Shokuiku activities, seasonal recipes, and educational content for children. For more information about Kikkoman's Shokuiku initiatives, visit our website at:

URL <http://www.kikkoman.co.jp/corporate/life/shokuiku/index.html>

Topics

Kikkoman Receives Corporate 2009 Himawari Medal

In April 2009, Kikkoman received the 2009 Himawari Medal in the corporate category from Himawarinokai, a not-for-profit organization dedicated to supporting children and pregnant women, in recognition of its contributions to child-raising through its Shokuiku programs.



Kikkoman's Shokuiku Framework



The philosophy referred to as "Kikkoman's Three Wishes"

Eating well nourishes the mind. We wish to nourish the mind with good food.
Good food makes good health. We wish good health to all, through good eating.
A smile shared over a meal endures forever. We wish to share and exchange the joy of food worldwide.

Shokuiku Promotion Policies Shokuiku (Food Education)

1. For families and children it means:

well-balanced, nutritious homemade food; healthy growth, based on regular family meals where food itself is part of the family conversation; sharing good dietary rules via product labels, advertising and other means; and encouraging Kikkoman group employees and families to have food-centered lives making the best use of their family meals for better communication.

2. In Japanese dietary culture it means:

studying and developing our traditional food culture based on our experience of international food culture exchange; reasserting the positive aspects of the rice-centered diet in preventing lifestyle-related diseases and adapting to lifestyle changes; and enriching people's lives through communal meals.

Shokuiku Activities

Kikkoman's Shokuiku Commitment Expression of Corporate Attitude

This year's report profiles the Soy Sauce Museum as an example of the Company's Shokuiku activities.

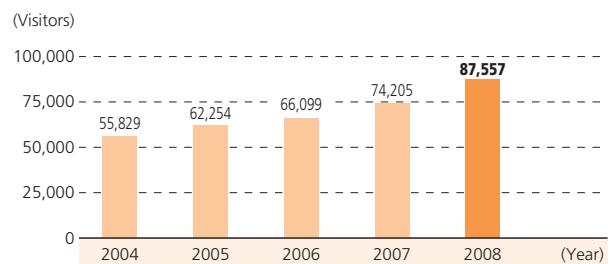


Soy Sauce Museum

The Soy Sauce Museum offers tours designed to give participants an opportunity to experience the color, flavor, and aroma of soy sauce.

The Soy Sauce Museum at Kikkoman's Noda Factory introduces the soy sauce manufacturing process and the history of soy sauce with easy-to-understand video and graphical exhibits. The facility gives visitors a more immediate understanding of soy sauce by allowing them to observe operations in a factory that actually produces the product as they tour various manufacturing processes and visit exhibit rooms where they can observe changes in the fermentation and aging of Moromi Mash. The experience provides an understanding of how soy sauce is made from soybeans and wheat.

Annual museum visitors



The number of visitors to the Soy Sauce Museum has been increasing annually and exceeded 80,000 people in fiscal 2009.

A small taste of what's available at the Soy Sauce Museum

Viewing Koji Culture

Visitors can view Koji culture at up to 1,000 times magnification under a microscope.



Experiencing differences in the color and aroma of soy sauce

Visitors learn how the color and aroma of soy sauce change after being allowed to sit at room temperature.



Observing changes as Moromi mash ages

The product's typical color, flavor, and aroma develop as Moromi mash of Koji culture and brine is allowed to age.



Soy Sauce World

Visitors have fun learning more about soy sauce through quizzes and information about various dishes prepared using soy sauce.



Take a break at Mame Cafe

Visitors to the Soy Sauce Museum can sample soy sauce at Mame Cafe. Learn about the color, flavor, and aroma of soy sauce and its mysterious ability to bring out the flavor of other ingredients as you enjoy soy sauce-flavored soft-serve ice cream, try your hand at making rice crackers, and sample a special pork miso soup made with Moromi mash.



- Location: Inside Kikkoman's Noda Factory, 110 Noda, Noda-shi, Chiba Prefecture
- Directions: By train, take the Tobu Noda Line and get off at Nodashi Station. Noda Factory is a 3-minute walk. By car, take the Joban Expressway and get off at Kashiwa Interchange. Drive toward Kasukabe and Iwatsuki on National Route 16 for about 8 kilometers. Alternately, get off at Nagareyama Interchange and drive toward Noda for about 9 kilometers.
- Hours: 9:00 am to 4:00 pm
- Closed: Golden Week, Obon, and New Year's
- Inquiries and reservations: Call +81-4-7123-5136 between the hours of 9:00 am and 4:00 pm (except when the Museum is closed).