

# Our proposal for “ONAKA NAMA KOUSO”



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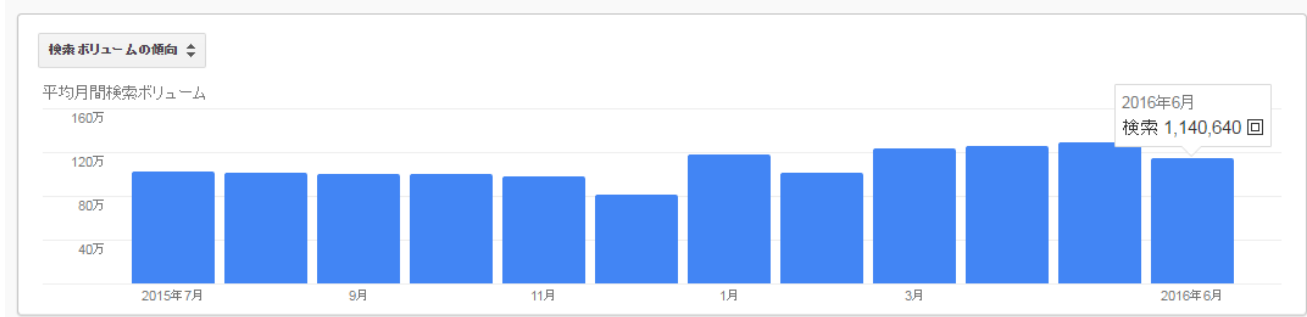
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# 【Enzyme Juice】 is recent trend !



【Enzyme Juice】 is stably searching at Google Engine over 1,000,000 times/month!!  
It won't be lose in popularity!

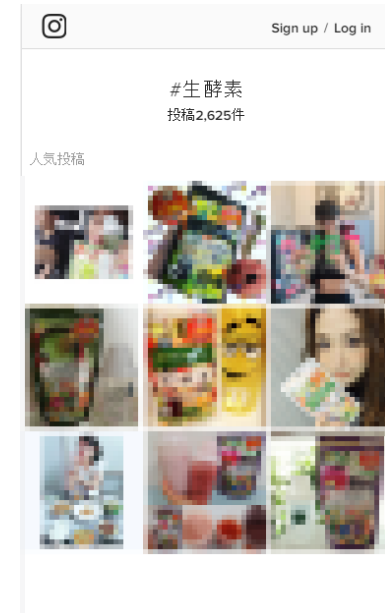
【Google trends】 can see the latest trends, data and visualizations from Google.

【Enzyme Juice】 is trend in 2015!!



It is also huge trending at online stores!

Enzyme Juice rank 1st on a list of web shops like Rakuten Ichiba, Yahoo! shopping and so on.



# 生酵素 (It means enzyme juice in Japanese) hashtag use 2,625 on Instagram!

# What is ONAKA NAMA KOUSO ?

～It is good to improve your health condition.～

- It is an all-natural enzyme drink extracted from 75 kinds of vegetables and fruits.
- We harvests seasonal materials and fermented to mature each season.
- It is good for drinking instead of breakfast. Besides it will be support our fasting.

“ONAKA NAMA KOUSO”  
is activating our enzyme  
and  
assist our good intestinal  
condition.



Good intestinal condition at first !  
Then, we become stay healthy!



# 4 strength of ONAKA NAMA KOUSO

## Point1 : Made from seasonal vegetables and fruits.

These are preparing each season to increase nutritional value effectively.



Most of competitor's product prepares to make all materials at once regardless of season.

## Point3 : White sugar-free

Using brown sugar instead of white sugar.

Most of competitor's product are using white sugar.



2017/1/30



## Point2 : Using stictly select the tastiest materials for this product.

Most of materials made in Okayama-prefecture. And we maintain the quality control syytem.

## Point4 : Fermented to mature in natural way for 3 years

Using Mongolia 's lactic acid bacterium to mature in a natural way for 1st Fermented process.

Generally, most of competitor's product fermented to mature in low temperature.



# 4 strength of ONAKA NAMA KOUSO – Point 1 -

## Point1 : Seasonal vegetables and fruits fermented to mature each season.



We harvest these material each good season to make this products.



Strawberry

Harvest season  
from April to June



Japanese radish

Harvest season  
from December to February



Kumquat

Harvest season  
In February

Most of competitor's product ...  
All materials mix at one time.

But we prepare to make seasonal  
materials each season.



# 4 strength of ONAKA NAMA KOUSO – Point 2-1 - **Point 2 -1 : Using stickly selected all materials to make this product.**

Main material made in Okayama. And we secure traceability management system for them.



We purchase vegetables and fruits from local contracted farmers.



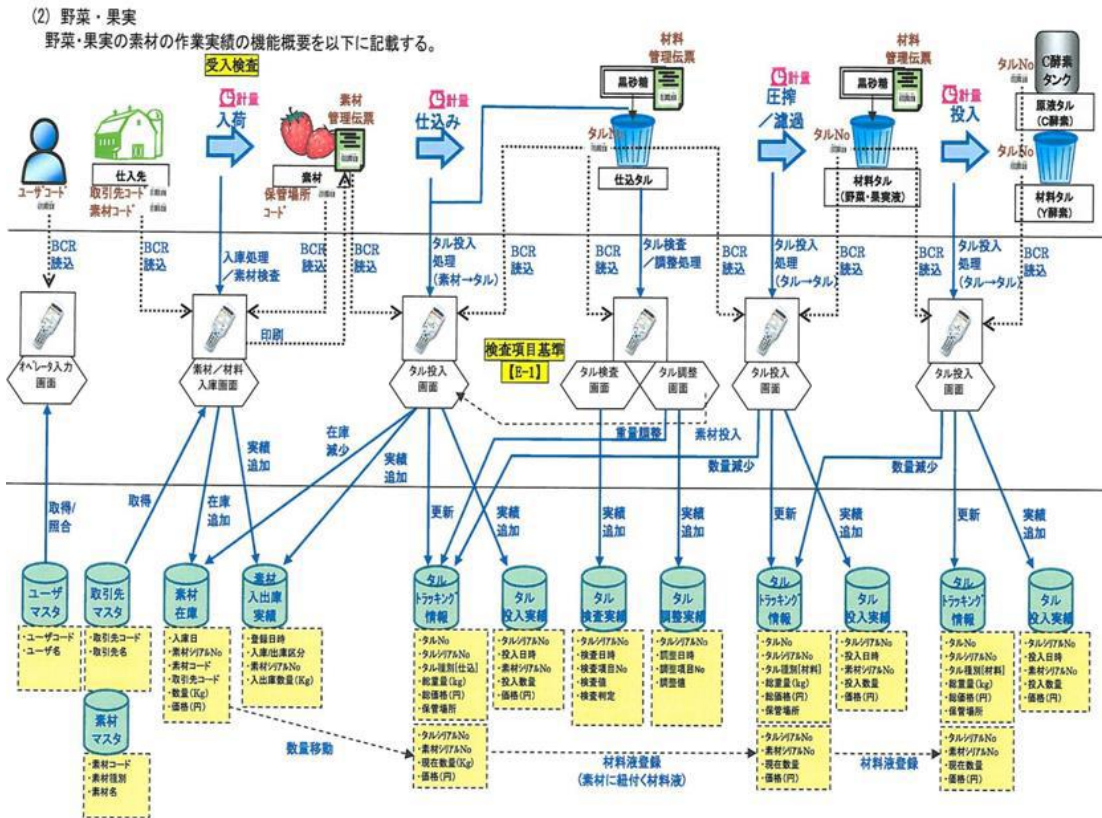
2017/1/30 We management all materials in barrell properly .

# 4 strength of ONAKA NAMA KOUSO – Point2-2 -

## Point2-2 : Safety and high quality traceability system.

We controlled manufacturing process from first to last to maintain our product's quality.

At first, we put the number of barrel to check information like time to start brew, the progress of brewing, next process and so on.



We introduced the management system to secure materials of this products.

This system can obtain information of supplier,deliberable date and so on.



# 4 strength of ONAKA NAMA KOUSO - Point 3 -

**Point3 : Using brown sugar(made in Okinawa) insted of refined white sugar to extract materials.**



**Using ONLY brown sugar made in Okinawa !**

About brown sugar...

Brown sugar is a sucrose sugar product with a distinctive brown color due to the presence of molasses. Also, it has amount of nutrition such as potassium and minerals. Sugar contents is low (about 80~86 degrees). However, it has a special sweetness and mild tastes.

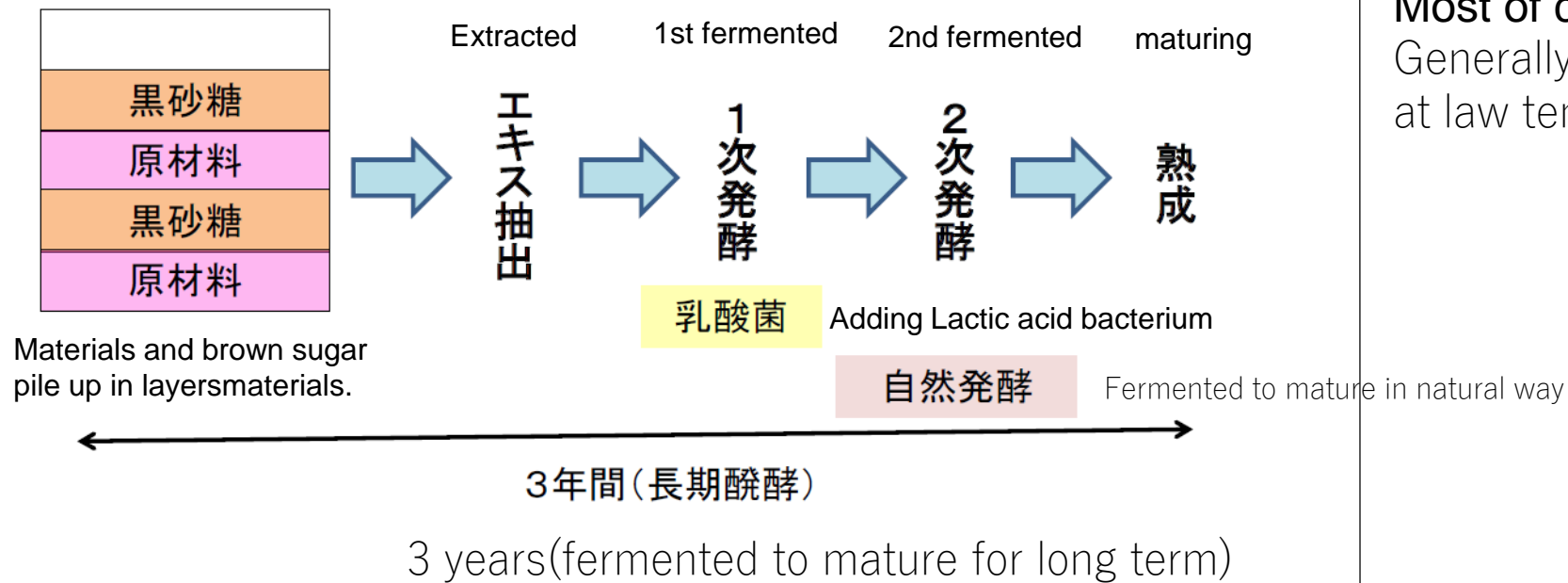
Most of competitor's products...  
Generally, using refined white sugar to make ptoducts.



# 4 strength of ONAKA NAMA KOUSO – Point 4 -

## Point4 : It is fermented in a natural way for 3 years.

We use Mongolia 's lactic acid bacterium to mature in a natural way for 3 years in 1st Fermented process.



Most of competitor's product ...  
Generally, these are fermented in pot at low temperature by using yeast.

# Our mind for ONAKA NAMAKO

I want to drink it habitually.

ONAKA NAMA KOUSO might be realized.

Improving our intestinal condition to stay healthy.

Do you have thought of something below checklist? \_\_\_\_\_

- Chronic constipation
- Your bowel doesn't feel right.
- Usually your stomach bloating got horrible.
- Sometimes you have loose or hard fec

It is important to take fermented food to keep your good instetinal condition!

But it is actually hard to keep it everyday...

So It's time to drink a cup of ONAKA NAMAKOUSO the morning instead of breakfast.

2017/1/30



### 3. ONAKA NAMA KOUSO at stores (sample image)



Attracted and simple package design are features for this products.  
Especially, the bright white package is attractive.

