

Bakery Products, Noodle & Pasta

September 5, 2011

IMPORT VOLUME DURING THE FIRST HALF OF 2011 FOR "MACARONI & SPAGHETTI" INCREASED DOUBLE DIGIT / INTRODUCING THE WELL SELLING TYPES OF BREAD AT RAKUTEN

Import Volume During the First Half of 2011 for "Macaroni & Spaghetti" Increased Double Digit

Looking at the customs statistics, pasta import has been in good condition during the first half of this year.

Italy kept its dominant position, and their imports of pasta are 65% in volume and 71% in value. With macaroni, it is 50% in volume and 57% in value.

Within 20 years, Japanese people's interest towards Italian restaurants has continued to increase. As a result, there are over 4000 restaurants that serve Italian dishes or name their restaurants that way. Over 70% of the value for imported Italian food products is for restaurant industry. There is a virtuous cycle of consumers who eat pasta, olive oil, and wine at Italian restaurants later buy those products at the grocery store to enjoy at home.



Pasta from Turkey and Tunisia are increasing their volume. There are many housewives who say, "The standard size of spaghetti sold in Japan is about 26 cm long. The Turkish spaghetti that I always buy is 22 cm. It is easy to wind around the fork and it is easy to eat."



We checked the top sellers at department stores and food specialty store in Tokyo. In Nihonbashi Mitsukoshi Department Store, there is an Italian food specialty store named EATALY. The most popular product there is 500g spaghetti called "Il Pastaio Di Gragnano" and 500g penne called "Penne Rigate". Spaghetti is made of 100% Durum

wheat flour and it matches with any kind of sauce. Also penne has an indent on the surface that makes it easy to stick with the sauce and matches very well with rich sauce such as tomato and cheese. Since many of the customers in Mitsukoshi are middle aged, it is more likely that these two types that are easy to cook sell very well, according to a

store clerk. Nihonbashi Takashimaya Department Store's top seller is spaghetti DE CECCO (500g) and penne rigate (250g). Similarly, spaghetti DE CECCO (500g) and penne (500g) is the top seller at a nearby food specialty store.

Domestic pasta production volume and import volume (2011 January-June)

Month	Domestic Production Volume (t)				Import Volume (t)				
	Spaghetti	Macaroni	Total	YY(%)	With egg	Spaghetti	Macaroni	Total	YY(%)
January	10,778	2,381	13,159	109.8	23	9,344	963	10,307	105.2
February	10,341	2,230	12,571	115.4	36	8,055	744	8,800	105.7
March	11,358	2,652	14,010	101.5	35	8,731	739	9,470	112.4
April	14,223	2,915	17,138	124.3	25	8,734	882	9,616	94.5
May	12,358	2,409	14,767	115.2	22	15,566	1,184	16,750	147.6
June	13,343	2,616	15,959	119.6	14	13,998	996	14,994	123.9
Year before same month	11,114	2,229	13,343	-	25	11,399	692	12,091	-
January-June total	72,401	15,203	87,604	114.3	155	64,428	5,508	70,000	116.2
Year before period total	63,851	12,778	76,629	-	135	54,971	5,217	60,223	-

Source: Ministry of Finance "Trade Statistics"

※ Imports do not include processed products such as ravioli.

Country-based import volume and value of spaghetti and macaroni (2011 January-June)

Units: kg, 1,000 yen

Spaghetti

	Quantity	Amount
Italy	42,037,531	4,760,596
USA	9,220,586	1,031,317
Turkey	8,196,774	572,882
Greece	1,926,108	158,752
UAE	1,923,364	138,798
Tunisia	1,124,642	71,362
Total	64,429,005	6,733,727

Macaroni

	Quantity	Amount
Italy	2,738,502	387,173
USA	1,825,741	221,230
Turkey	728,074	51,666
Tunisia	153,919	10,959
Greece	54,430	5,525
Germany	4,732	1,380
Australia	3,500	1,640
Total	5,508,898	679,573

Source: Ministry of Finance "Trade Statistics"

Introducing the Well Selling Types of Bread at Rakuten

Rakuten is the biggest internet shopping mall with 68 million users in Japan. Rakuten handles 72 million products and there are 35,000 different online stores. Although it is only a part of the many types of organic bread out in the market, we will introduce some of the popular products here.

California's Alvarado St. Bakery has been slowly expanding their business as they started out baking bread for natural food restaurants in San Francisco. It is popular for its organic bread made of grounded sprouted wheat that is full of vitamin after being sprouted. No oil is added and it tastes good even if it is frozen. Sprouted Burger Bands (frozen) is 6 pieces for 798 yen (567 g). "Sprout Cinnamon Bagel (frozen)" is 6 pieces for 976 yen (567 g). Other than that there are hot dog buns and many other types imported.

It is not bread, but there is a popular cracker by the Australian Valley Produce Company. They produce handmade organic crackers.

"Bagel toast garlic & herb" is 650 yen for 120g. It is a cracker, similar to rusk made of toasted crunchy bagel. It could be eaten as a snack, with alcohol, or for an appetizer at parties along with cream cheese or dips.

Currently, there is a cracker fair and the basic crisp flavored coin shaped cracker, "Crackerthins Natural" is 650 yen for 150g. "Crackerthins Pepper" with an accent of black pepper flavor (650 yen for 150g) contains grain of black pepper that is visible. There are many other lineups such as "Seedcrisp" (880 yen for 150g) that contains almond, cranberry, poppy, and linum seeds.