



Catalog of Hakubaku products

~Barley & Mixed grains~



About Us

Hakubaku Co., Limited.

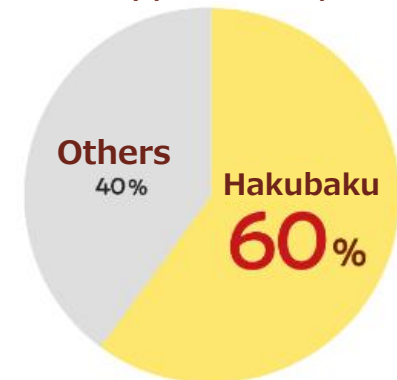
- Established in 1941 (Founder: Jyutaro Nagasawa)
- Barley, Grain, barley tea, wheat flour, and dried noodles are the main products of the company.

■ Company Profile

- Shigetoshi Nagasawa : President and Representative Director
- Head Office: 1351 Saishoji, Fujikawa-cho, Minamikoma-gun, Yamanashi, Japan
- Number of employees: 420
- Domestic Customers: Approximately 20,000 supermarkets, rice wholesalers, drugstores, baby shops, and retailers throughout Japan.
Domestic customers: Approximately 20,000 supermarkets, rice wholesalers, drugstores, baby stores, and retail stores nationwide



Market share of
Barley product in Japan



※売上金額ベース、原料は含まない

出典：INDEX:SRI 指標：マーケットサイズ(金額)

データ期間：2018年度4月-3月

> Company Profile

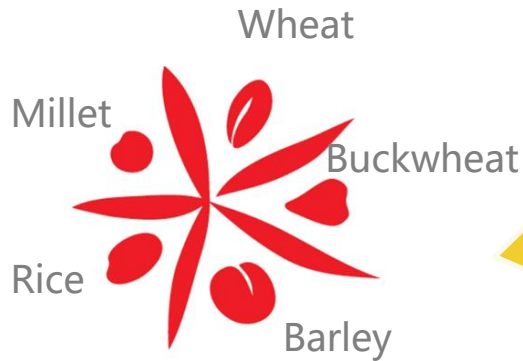
Meet our LOGO

“Cereals”

Japanese “Kokumotsu”



Focus “Grain value”



“はくばく”

Ha ku ba ku



Japanese
“White Barley”

Hakubaku

The Kokumotsu Company

Disseminate the essence of grains to the world!

Grain map: barley, rice, millet, wheat, buckwheat.

Since started our business, we focus on “Barley”!

Focus on refining the value of grains led by barley.

> Company Profile

Hakubaku Our philosophy

Choose one thing

For 80 years, Hakubaku has focused on grains, with the sincerity of ingenuity, mining and tempering the value of grains. Provide people with healthier and more delicious cereal foods. In order to realize the sense of mission as The Kokumotsu Company, we will continue to devote ourselves to researching and developing the unlimited possibilities of cereals.



穀物をおいしく、
みんなを健康に。

From the country of longevity-Japan Staple Foods Frontier

The hidden value and touching behind three meals a day!

穀物をおいしく、みんなを健康に。

Delicious grains and
make everyone healthy.

Company Profile

Our business distribution

Production plants:

7 factories

ISO 9001 & 14001

Overseas corporations:

3 countries

Australia, China, The US



株式会社はくばく (Hakubaku) Founded in 1941

Anniversary of 80years in 2021

There are 5 factories (中央、南湖、富士川、甲西) ISO 9001 & 14001



Our business distribution

Hakubaku China
in Shanghai
Founded in 2017

合康贝谷

上海合康贝谷食品有限公司
※中粮面业 (COFCO) 有限公司
挂面合作事业 (濮阳)

Hakubaku USA
in California
Founded in 2012

Hakubaku Australia
in Melbourne
Founded in 1998

1 production plant in Australia
(Ballarat)



> Company Profile

Quality management



"Origin" quality control

[Origin Farmland Inspection] Pursuing safety and taste quality at all costs, we have a strict quality control system.

[Producing area characteristic management] In order to fully excavate and refine the different characteristics of grains from different producing areas, strictly carry out production area characteristic management and reflect it in the production process design.



"Raw Material" Quality Control

[Pesticide/Radiation Energy Testing] More than 400 pesticide residue inspections are carried out on all raw materials.

[Moisture testing] Strictly manage the detailed quality control that affects taste, and detect the moisture content of each batch of raw materials. Not up to standard, do not use.

[Mixture detection] Detect whether other substances are mixed in the raw materials, and use multiple different screening and processing machines to thoroughly remove foreign objects.



"Process" quality control

[Allergen management] Raw materials that may become allergens should be strictly distinguished from special places and special props. After use, machinery and equipment should be strictly and thoroughly cleaned.

[Time-consuming and laborious crafts control] Refuse to make superficial skills, do not compromise, do not simplify the production steps, do not hesitate to spend more experience, achieve high quality, treat each step with the sincerity of the craftsman, and implement production history management. Quality inspection is carried out by X-ray and metal detector.

[Weight, Warranty Date] Repeated verification steps are specially set up to ensure the accuracy of information and ensure the traceability management of the entire chain.

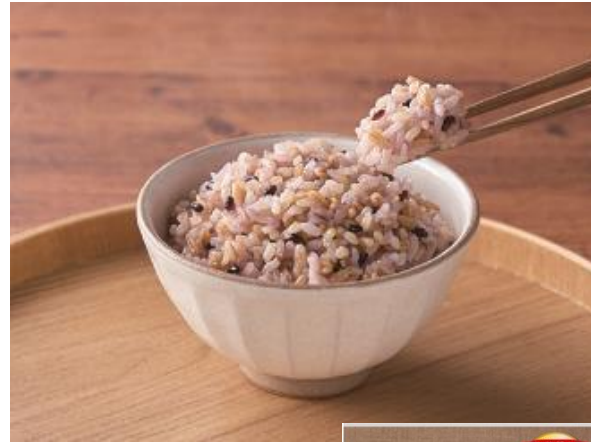
[Sample test for each batch] Create a sample for each batch and actually cook it to check the color, aroma, and taste. We strictly adhere to the principle of leaving the warehouse after passing the test.

Products and Services

Since our founding, we have been developing grain products that can support your health on a daily basis.



Healthy Barley Products



Mixed Grain Products



Barley Tea



Soba, Udon

Outline of Products and Services for Children

We want to deliver safe, long-lasting value made possible by grain ingredients.
Our Foods for children are popular not only in Japan but also in many countries.

Simple Cook



For babies
Tiny cut noodles



Taste Good



Barley tea for
children



Natural and high quality



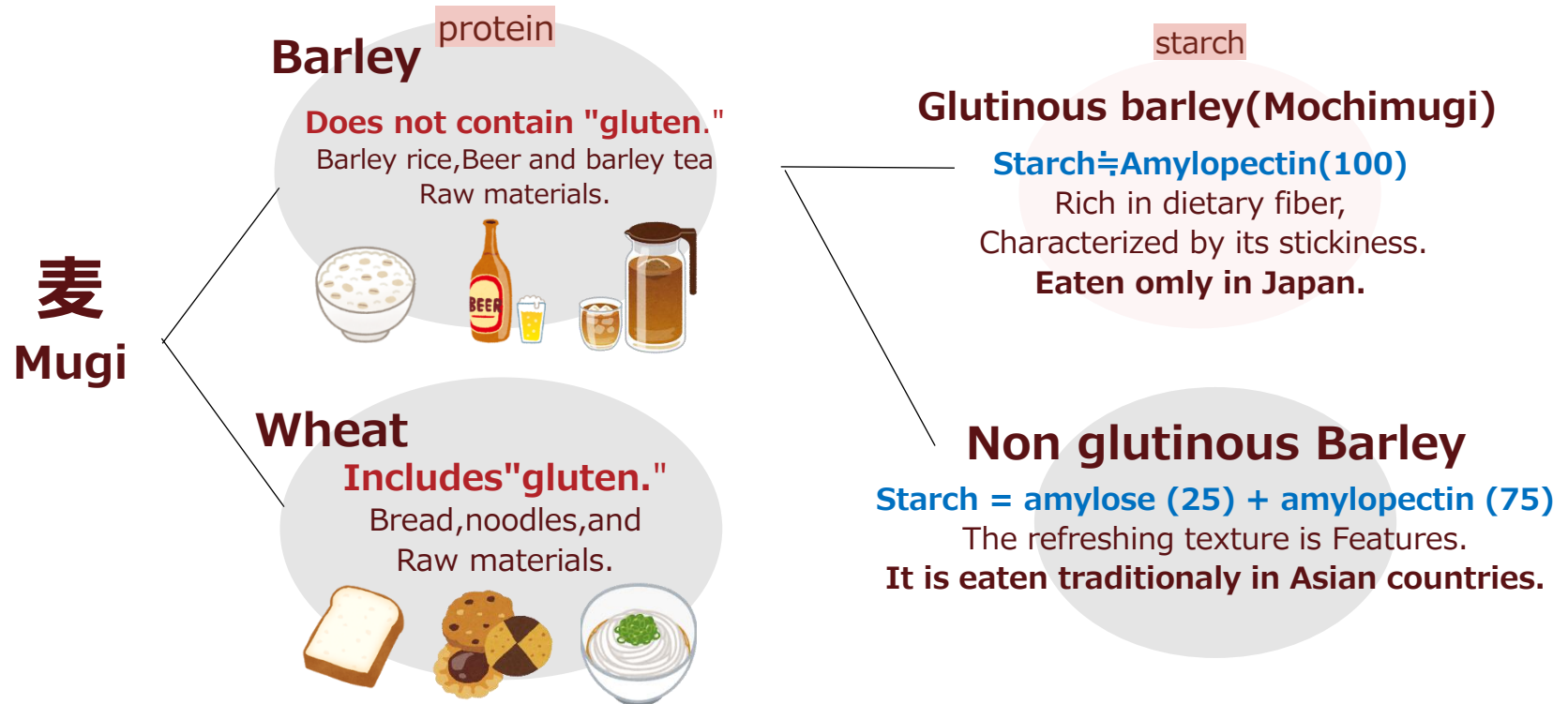
Barley for
children



1. Barley

What is Barley?

● Differences between barley and wheat



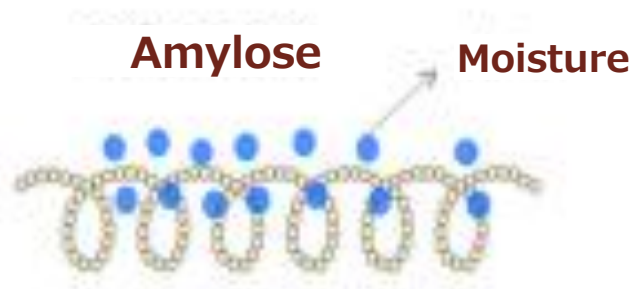
Barley and wheat are both grains of the grass family, and classified primarily by **protein differences**.
Barley is further classified into "glutinous" and "non-glutinous" varieties **based on differences in starch**.

What is the difference?

- Difference between glutinous and non-glutinous barley

Glutinous barley has a structure high in amylopectin,
Its mesh structure keeps moisture in place = moisture retention.

(Image)



① Glutinous Barley



Glutinous barley has been established as a healthy food since its boom in 2019, and it continues to enjoy high popularity and recognition. It is rich in dietary fiber and very easy to eat, and its distinctive, chewy texture has attracted many people.

We offer multiple standards, so choose the one that is easiest for you

Product Code	13036
Net Weight	600g(50 × 12)
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	490

Product Code	11265
Net Weight	800g
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	590

Product Code	16110
Net Weight	100g(50 × 2)
Quantity Per Case	10
Best Before	360days
MSRP(JPY)	160

①Glutinous Barley(Made in Japan)



We can also suggest using Japanese-grown glutinous barley.

Compared to foreign-grown barley, it is whiter in color and

has less of an odor, making it easier to eat.

There is also not much difference in the amount of dietary fiber

compared to foreign-grown barley.

We offer multiple standards, so choose the one that is easiest for you

Product Code	13138
Net Weight	300g(50 × 6)
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	380

Product Code	11265
Net Weight	500g
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	590

Product Code	13031
Net Weight	800g
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	1020

① Glutinous Barley for rice lovers

Glutinous Barley for rice lovers



We cut the barley along the black line down the middle and shaved the edges to make it look like a grain of rice.
It tastes almost natural, even beginners can easily eat it, and we are confident that it will satisfy even rice lovers.
We offer multiple standards, so choose the one that is easiest for you

Normal barley **This product**



Product Code	13040
Net Weight	300g(50×6)
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	450

Product Code	13041
Net Weight	500g
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	690

② Non-Glutinous Barley

Pressed barley



It is easy to eat because it is pressed thinly, and is characterized by a black stripe in the middle of the grain. It is the standard barley most commonly used in restaurants in Japan.

We offer multiple standards, so choose the one that is easiest for you

Product Code	11036
Net Weight	540g(45×12)
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	335

Product Code	11034
Net Weight	800g
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	355

② Non-Glutinous Barley

Barley like rice grains



We cut the barley along the black line down the middle and shaved the edges to make it look like a grain of rice. It tastes almost natural, even beginners can easily eat it, and we are confident that it will satisfy even rice lovers. We offer multiple standards, so choose the one that is easiest for you



Product Code	12036
Net Weight	540g(45 × 12)
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	365

Product Code	12034
Net Weight	800g
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	390



② Other products of barley

Honebuto-Family



This is barley like rice grains coated with calcium from sugar cane, shells, and corn. This is our long-selling product.

Product Code	18511
Net Weight	100(10 × 10)
Quantity Per Case	12
Best Before	360
MSRP(JPY)	575

Glutinous Barley Flakes



These flakes are made from roasted barley. They are a healthy snack that contains no sugar or additives.

Product Code	45922
Net Weight	180
Quantity Per Case	6
Best Before	360
MSRP(JPY)	450

2. Mixed Grains

What is Mixed grains ?

There are so many grains in the world,
and we continue to research the deliciousness of each.



Barley



Wheat



Germinated
brown rice



Rice



Corn



Sorghum



Black bean



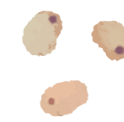
Red bean



Millet



Fox tail



Japanise
millet



Germ rolled
barley



Black rice



Red rice



Amaranth



Quinoa



White
Sorghum



Pearl be



Buckwheat



White
sesame



Black
sesame



Glutinous
barley



Oats



Barley like
Rice grains



What is Mixed grains ?



Mixed grains are a blend of grains such as millet, foxtail millet, black rice, and beans. All of these grains are highly nutritious, and are widely recognized as healthier than eating only white rice. Since their release in Japan in the early 2000s, they have come to be used in homes and many restaurants, and **are now used in a wide range of menus, not only in Japanese cuisine but also in stylish cafe lunches, curry rice, salad toppings, etc.**

Café lunch



Curry and rice



Salad



① 16 Grains Mix



Contains 16 different grains that offer a wide variety of aromas, textures, and flavors. This is the perfect dish for those who want to fully enjoy millet.

It's easy to make, just mix with rice and cook.

We offer multiple standards, so choose the one that is easiest for you

Product Code	16088
Net Weight	180g(30 × 6)
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	490

Product Code	47735
Net Weight	500g
Quantity Per Case	6
Best Before	360days
MSRP(JPY)	1150

Product Code	16051
Net Weight	100g(50 × 2)
Quantity Per Case	10
Best Before	360days
MSRP(JPY)	195

② Other Mixed Grains

Every days Grains



Easy to eat whole grain rice without beans, so you won't get tired of eating it every day.

Product Code	16066
Net Weight	150g(25gx6)
Quantity Per Case	6
Best Before	360
MSRP(JPY)	455

15 Grains Mix



The flavors of 15 different grains make this an easy-to-eat combination that you'll never tire of.

Product Code	47801
Net Weight	300g
Quantity Per Case	6
Best Before	360
MSRP(JPY)	430

Protein-rich grains and beans mix



A whole grain meal that is packed with beans and allows you to enjoy a meal while also getting some plant-based protein.

Product Code	47875
Net Weight	300g
Quantity Per Case	8
Best Before	360
MSRP(JPY)	450

③ Germinated brown rice with grains

Germinated brown rice



Germinated brown rice with Glutinous Barley



Germinated brown rice with 5 grains



Product Code	47866
Net Weight	1kg
Quantity Per Case	6
Best Before	360
MSRP(JPY)	985

Product Code	47867
Net Weight	1kg
Quantity Per Case	6
Best Before	360
MSRP(JPY)	985

Product Code	47868
Net Weight	1kg
Quantity Per Case	6
Best Before	360
MSRP(JPY)	985

Our unique manufacturing process makes this brown rice easy to eat and you can cook it without washing it. There are also blends of glutinous barley and five grains, which are recommended for those who want a lot of flavor at once.



Hakubaku

The Kokumotsu Company