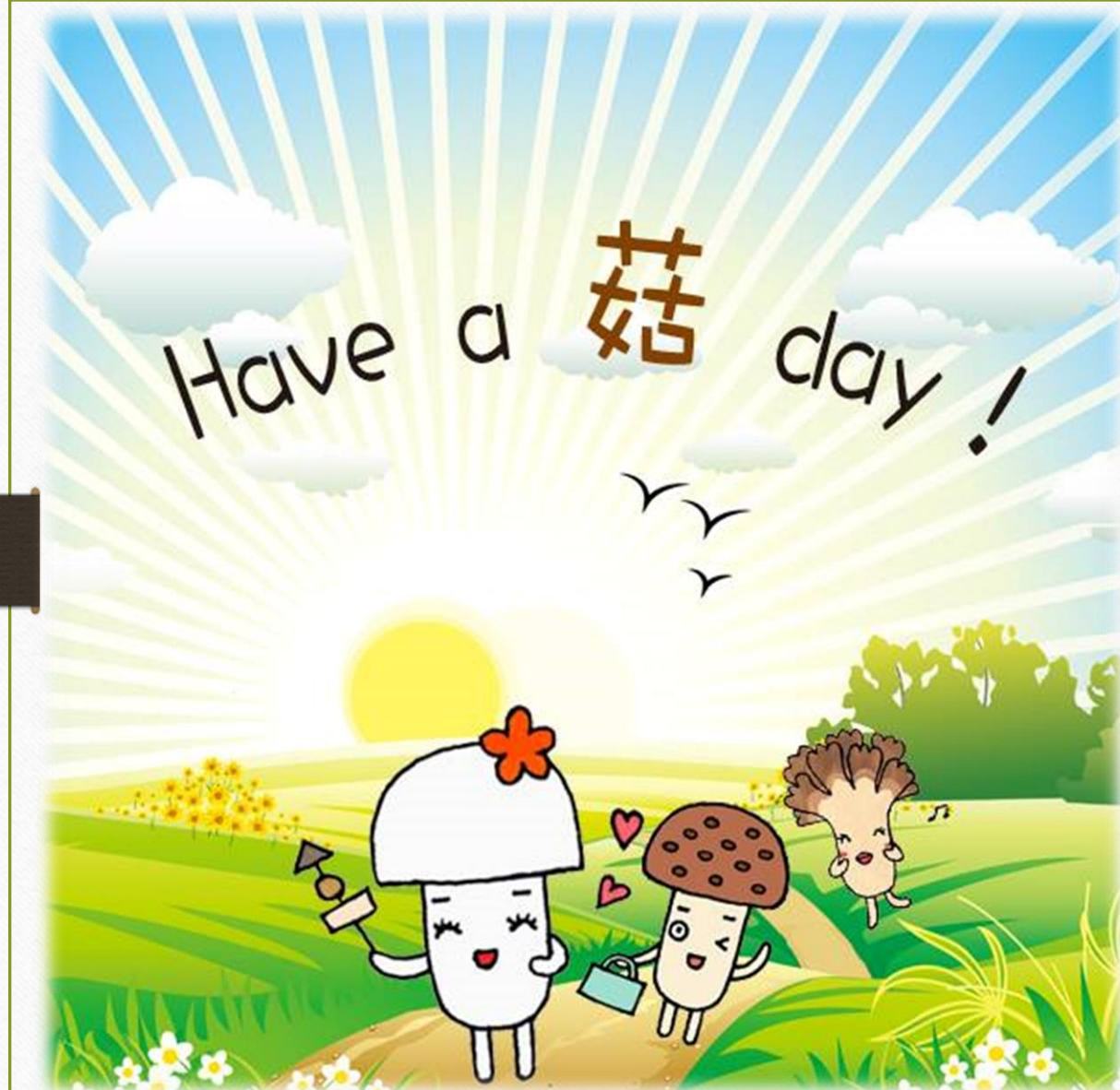


Internship in Hokto

8月6日~17日



- 1. Hokto
- 2. Working at Factory
- 3. Marketing Research

台灣北斗生技股份有限公司
第二工廠

神
英
林

HOKO
好菇道

WATCH
THINGS
FALL
APART



hǎo

gū

dào

好菇道

The Mushrooms specialist



H
好菇



你的“菇”Choice???

HOKTO



WORKING at Factory



The HOKTO's factory



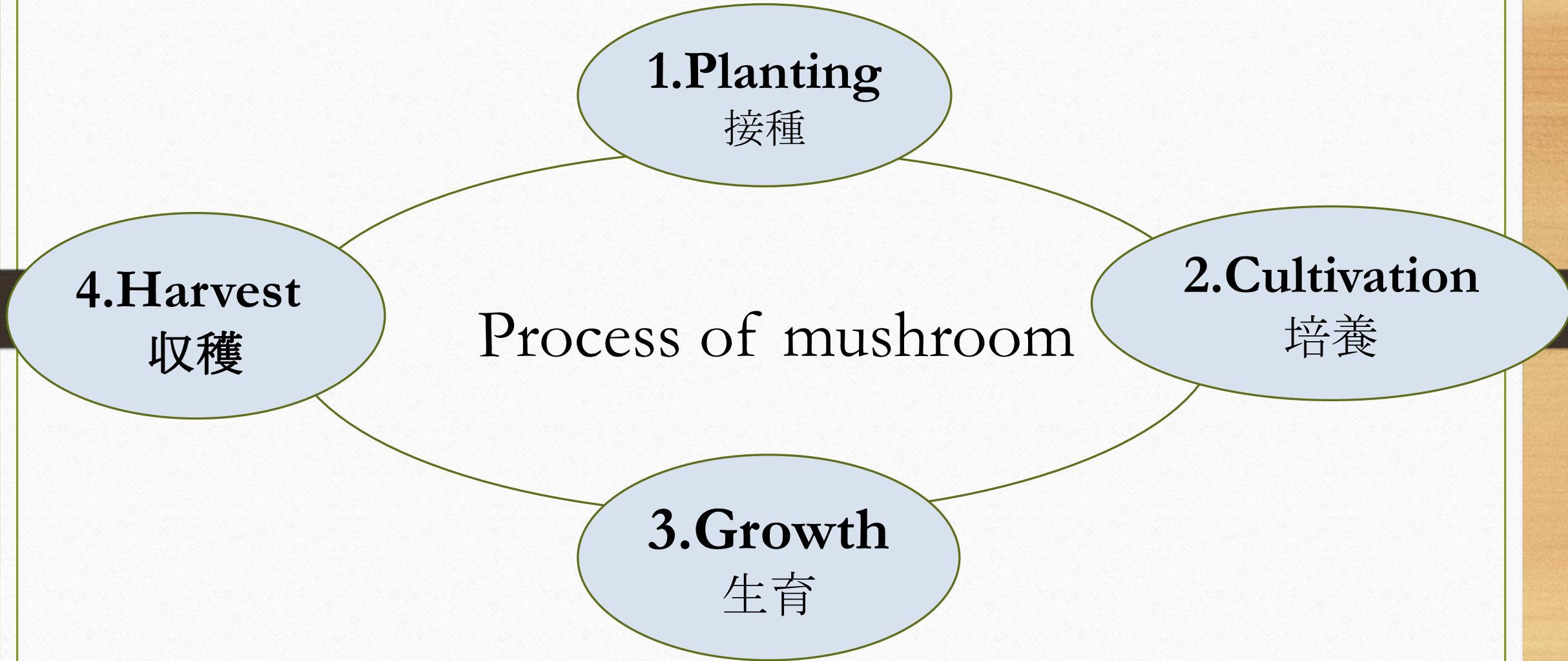
Process of mushroom

1.Planting
接種

2.Cultivation
培養

3.Growth
生育

4.Harvest
收穫



Planting room 接種室

limited person can enter this room

planting the fungus to the field

* fungus → 菌



After
Planting



Cultivation room 培養室

Enrichment culture
增菌培養

For **70** days

Light is **orange**
not white



Cultivation room 培養室



The color of field become white

→the fungus is spread to field

Become strong



Growth room 生育室

- for **21** days

- Computer Control

温度
湿度
光量

Harvest and Packing room 收穫・包装室

almost done by machine

check and the re-pack is done by human



harvest



weight checking

Harvest and Packing room 收穫・包装室

almost done by machine

check and the re-pack is done by human

Check Packing and size

30袋／箱





Clean and safety



MARKET RESEARCH

Section 1 : HOKTO Cooking School

Section 2 : Market Research



MARKET RESEARCH Section 1

HOKTO Cooking School

Where : 7-ELEVEN
convenience store

Who : Anyone

Purpose: promote how to cook
mushrooms



The schedule of the Event

1. Explaining about HOKTO



Easy Speedy



The sales points

Do not need to wash

- You can directly eat HOKTO mushrooms

Various recipes

- Mushrooms match many kinds of recipe



材料：
去骨雞腿 4支
洋蔥 1顆
嫩薑 200g
青蔥 3支
紅、黃甜椒
(各1/2顆)
檸檬 2顆
鴻喜菇半包
雪白菇半包

醬料：
紹興酒 1/2杯
豆油伯金豆醬油 1/4杯
太白粉 4湯匙
砂糖 3湯匙
豆油伯老梅膏 1/2杯

作法：
1. 去骨雞腿用太白粉+少許鹽抓一抓，醃幾分鐘。
2. 再把雞腿切塊不需加油，皮面朝下煎至焦，撈起來備用。
3. 利用原鍋爆香嫩薑，再把洋蔥切塊爆香之後加入煎過的雞腿及豆油伯金豆醬油、豆油伯老梅膏、水。
4. 先讓所有材料煮一下，把梅子味道煮出來。
5. 再把炒過的雞塊下鍋拌炒一炒加些紹興酒提味，放入甜椒、菇類再度拌炒提味。
6. 最後，加點鹽、糖或酸味，調出自己喜愛的味道，收乾後撒入蔥花就可上桌囉！

材料：
火鍋牛肉片 / 大蕃茄 / 洋蔥片 / 鴻喜菇、雪白菇 / 白飯
調味料：
全蛋 / 牛奶 / 鹽 / 起司

作法：
1. 蕃茄切塊後，和鴻喜菇、雪白菇以及醬汁，加入火鍋牛肉片、洋蔥片和白飯，拌勻後裝到烤皿。
2. 表面鋪上起司以上火250°C/下火150°C烘烤約5分鐘，至表面呈金黃色即可。

MENU
梅汁燒雞

MARKET RESEARCH Section 2

Market Research

Where : Mega stores
Supermarkets
Traditional market



Do you know the price of these mushrooms?



1袋 25~30元

Our research~ Mega stores& Supermarket

- COSTCO
- Carrefour(家樂福)
- 全聯福利中心
- RT mart(大潤發)
- 愛買
- 松青



Quality check!



How much...?

Sampling corner

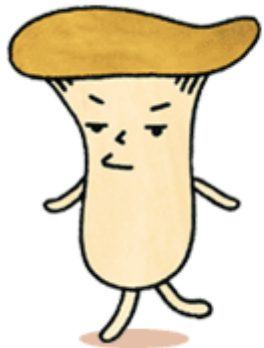
Collaboration with other food companies



Traditional Market



Study meeting



Study meeting

Q. How can we promote HOKTO mushrooms ?

- ✓ A factory tour
- ✓ Build factories at some other place
- ✓ Collaboration other Japanese company
- ✓ Deploy directly-managed stores
- ✓ Cooking school for kids & their parents

Study meeting

Q. What kind of recipes do you suggest ?

- ✓ yakiniku
- ✓ Chan-Chan-yaki
- ✓ Boiled and dipped

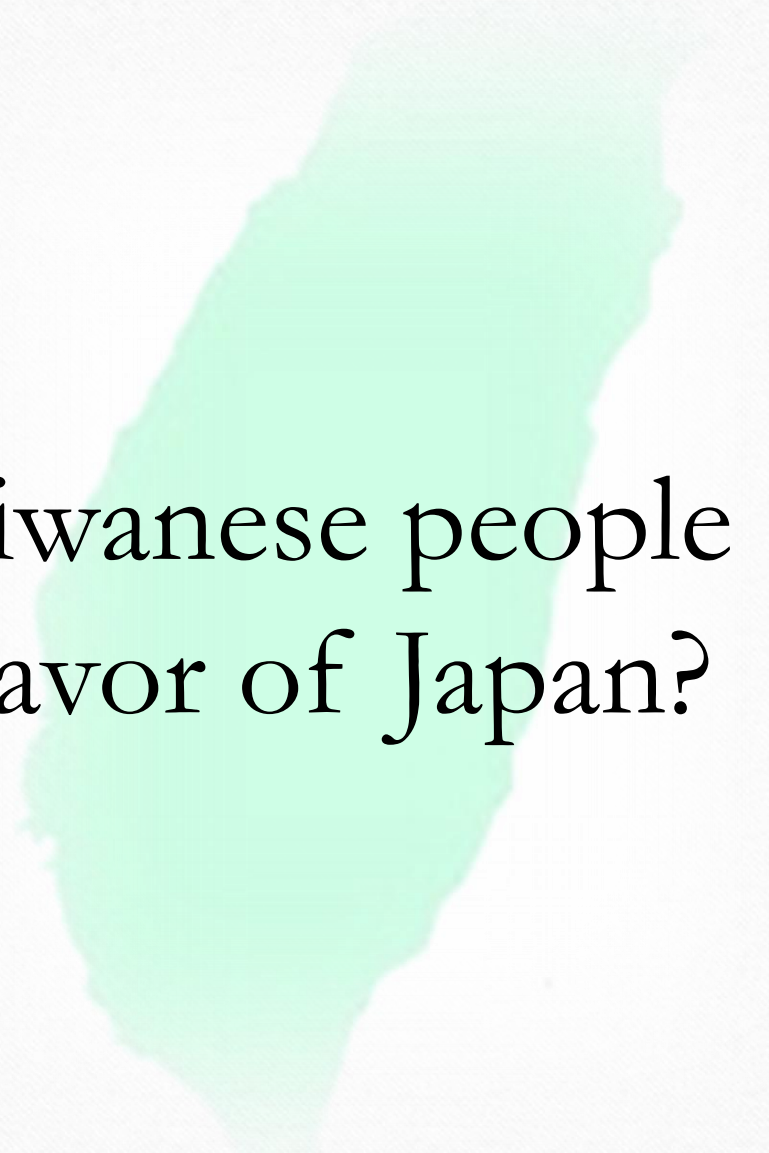


Message From Julie





THANK YOU!!!!!!



Why Taiwanese people are
in favor of Japan?



- Trust relationship among Taiwanese



Thank You!!!

We Love
Taiwan♡

非常感謝

