

Thai Union Training

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Our Mission

- **How to improve on production lines**
- **Idea how to get a new customer**
- **New products for Japanese young generation**

Our Mission

- **How to improve on production lines**
- Idea how to get a new customer
- New products for Japanese young generation

Outline

- Activities
- Objective
- Improvement



Activities

- Watching production lines
- Q.C & Q.A
- Process development



A large school of fish swimming in deep blue water with a bright light source in the center.

Objective

To improve production line



Improvement①

**Manual
to
Machine**

Manual processes

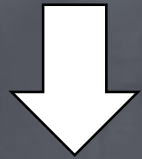
Machine processes → Best



Low cost



Slow speed



Worse Efficiency



High speed



Better Efficiency

No problem
in the future

Manual process



**Both efficiency and
cost**

Machine

P

one

on

rst

me

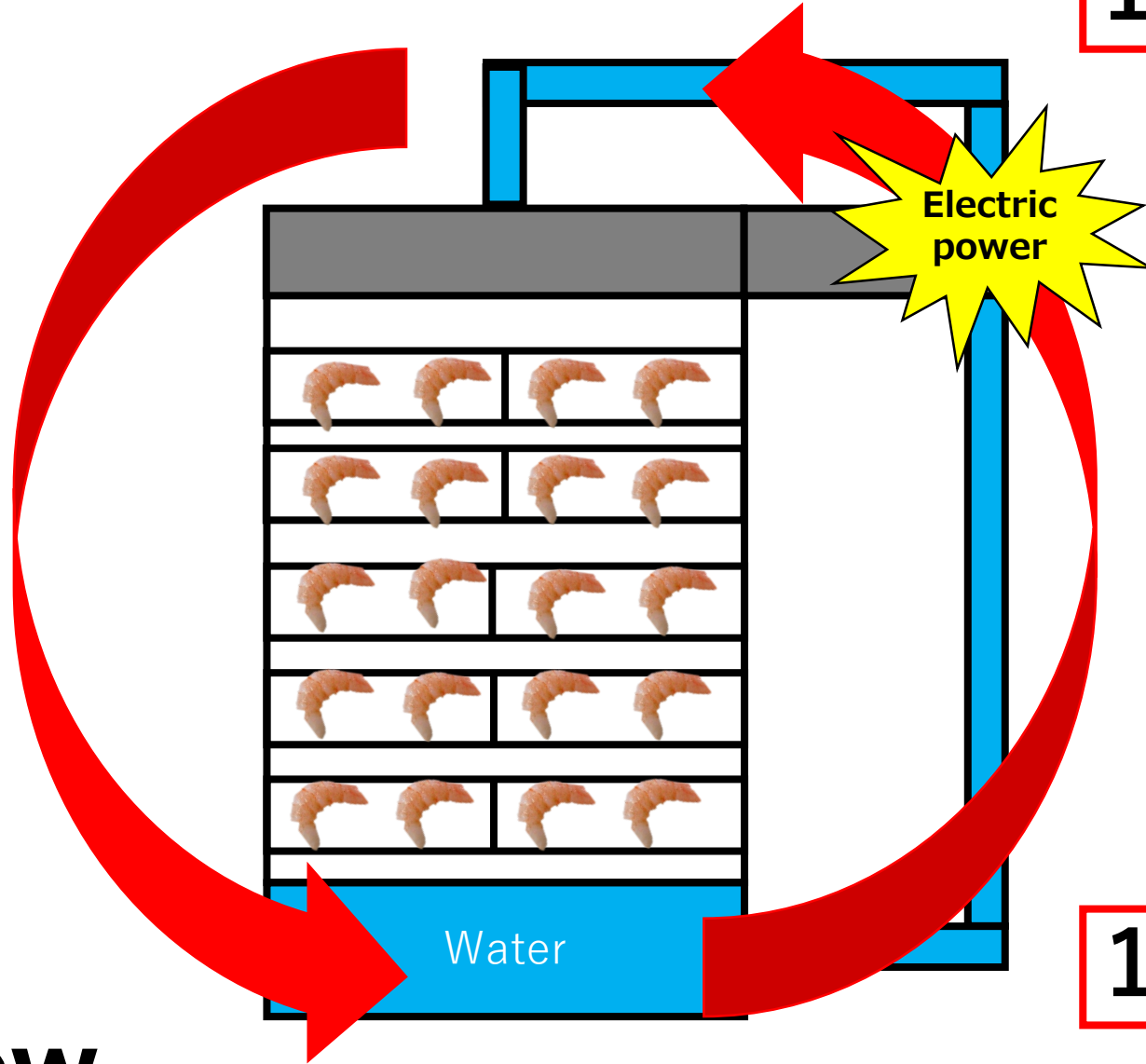
Improvement②

Thawing Process



Thawing machine Ex) Amaebi

15°C



Demerit

→ Raising the temperature of water

10°C

Now

Thawing machine Ex) Amaebi

15°C

Using air of freezer

← : Water



Boiling Process

Demerit

→ When boiler doesn't work

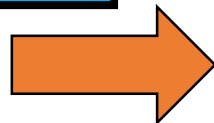
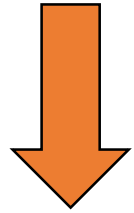
Merit

→ Not to use another electric power, reusing water

Water

Water
treatment

Improvement

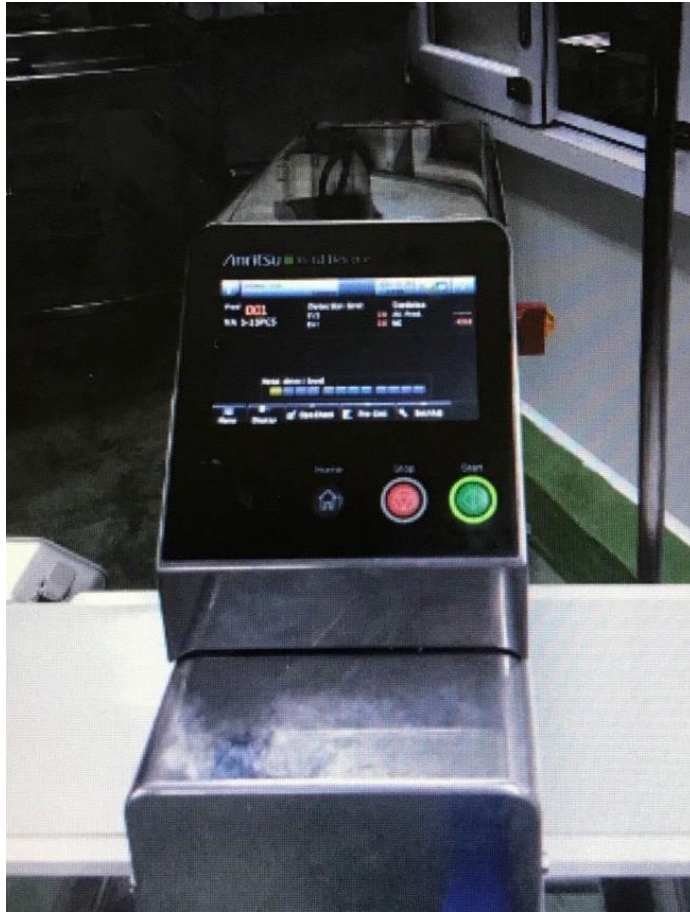


Improvement③

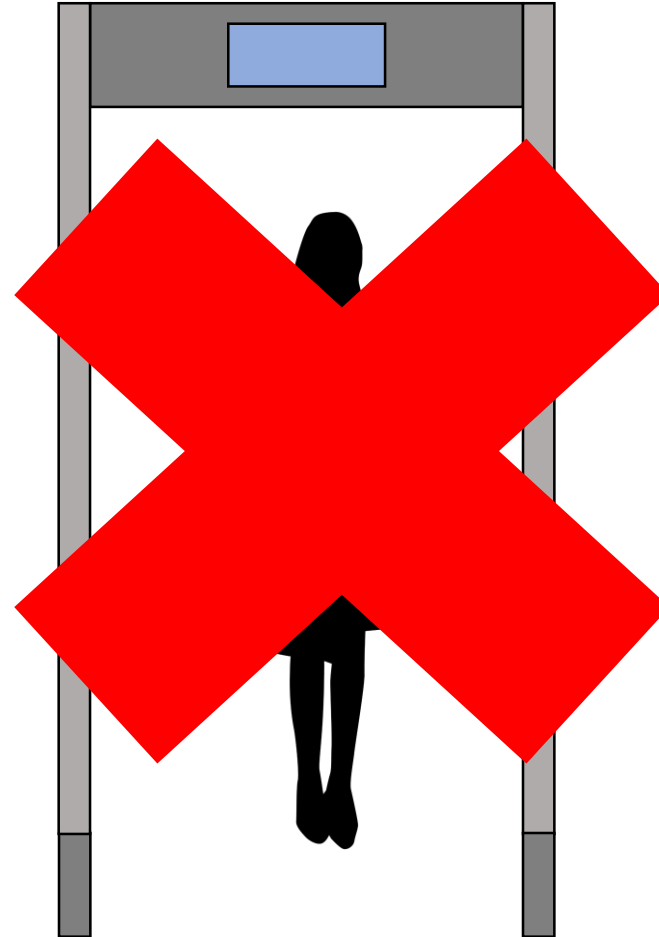
Metal Detecting



Metal detector



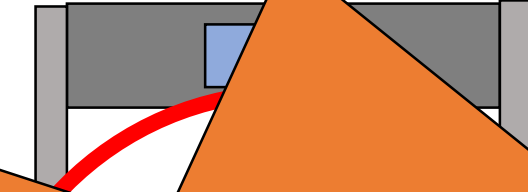
→Products



→People

Now

Metal detector



Not only products
but also people

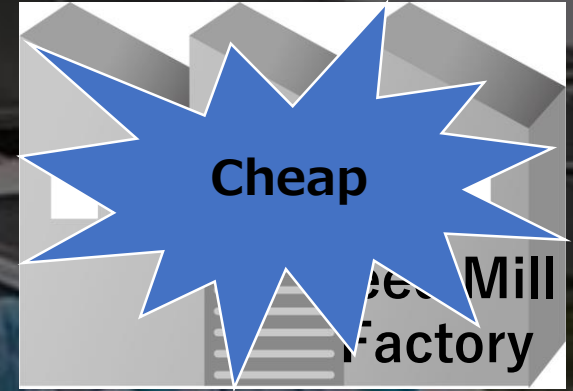
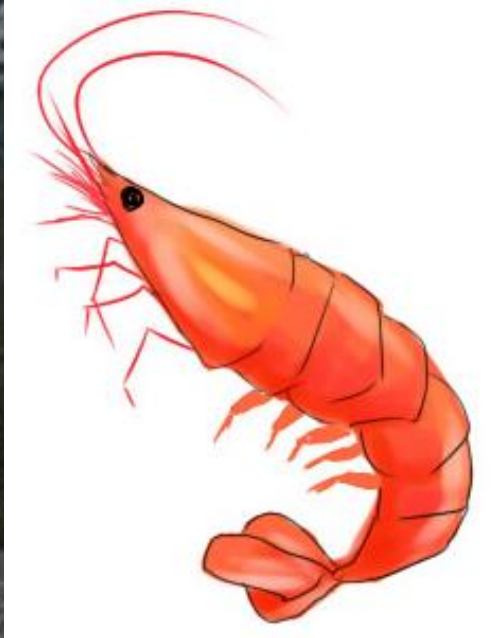
Improvement ➡ Much more safety

Improvement④

Useless



Ex) Amaebi production line





➔ **Our New Products**

Our Mission

- How to improve on production lines
- **Idea how to get a new customer**
- New products for Japanese young generation

Outline

- Current product
- Suggestion
 - 2 Channels
 - "Washoku" food service
 - International in-flight meals

Ex.) MONORI

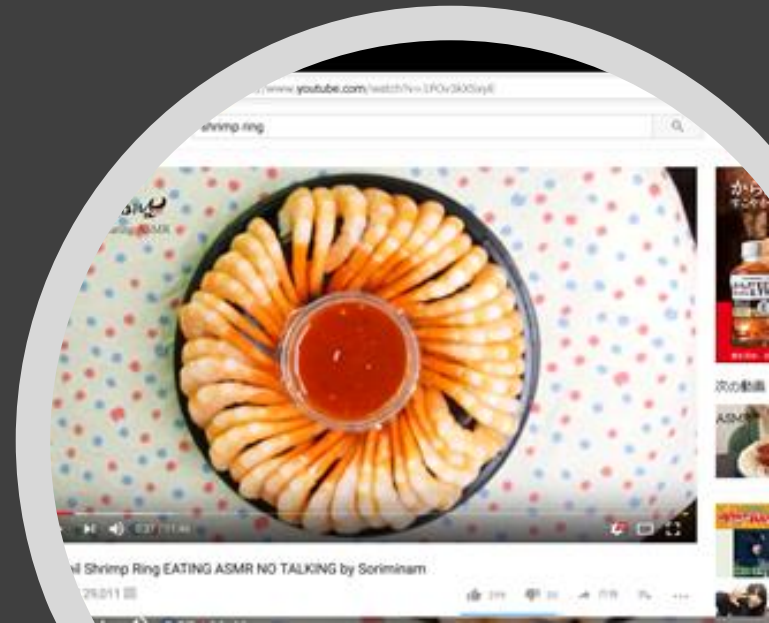
- Sold in domestic, Korea, Hong Kong, China, etc...
 - NET 25g(China:40g)
 - Shrimp cheek fry→Snack
 - Flavor: Original, Spicy
-
- ✓ Efficiency to transport for Japan(50% air)
 - ✓ High price(30THB ÷ 100JPY/25g)
If sell in Japan→More higher



Ex.) Shrimp Ring

- Sold in Korea, EU, Canada, and U.S.
- Youtubers post eating sound movie

✓ Not suit in Japanese market
Why!? → Higher price than Chicken...

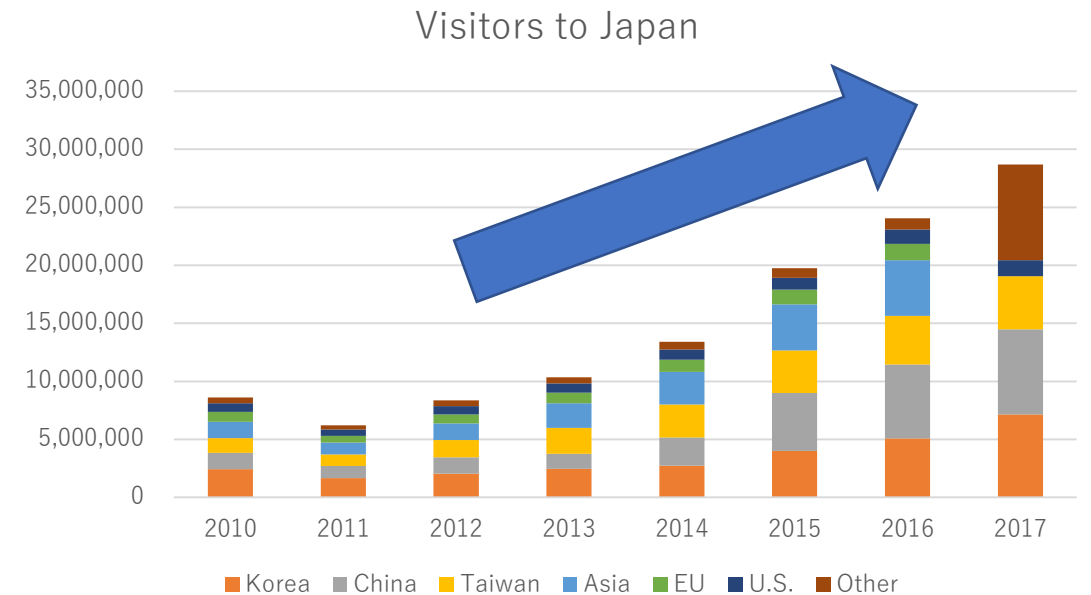


Focus on “Inbound”

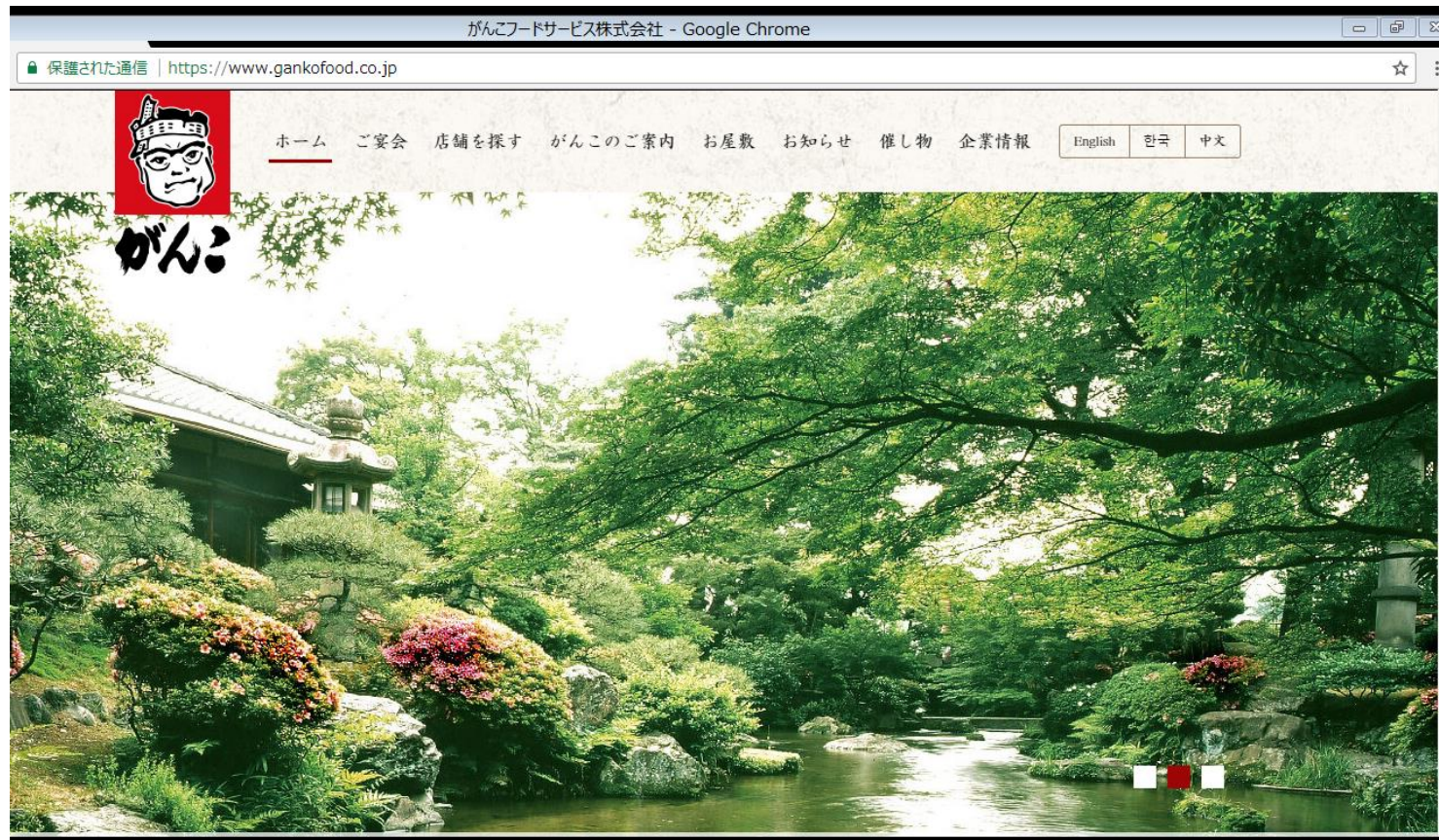
- **Japanese population start to decrease**

↓ **But...**

- **Visitors increasing year by year**
- **Plan to 40 million foreign visitors on 2020 (Olympic games in Tokyo)**



Data: Japan National Tourism Organization(JNTO)



Ex.) GANKO

- Food service company origin in Osaka
- Sushi restaurant, Japanese traditional building restaurant(Oyashiki), etc...
- Over 1 million foreign visitors coming

A collection of Japanese dishes is displayed. In the foreground, a red plate holds several pieces of nigiri sushi, including salmon, tuna, and white fish, along with a small pile of colorful fish roe. To the right, a white rectangular plate features a piece of tempura, possibly shrimp or fish, garnished with a small amount of sauce. In the background, several small bowls and a wooden tray containing various side dishes, such as pickled vegetables and small portions of meat or seafood, are visible. The entire scene is overlaid with a semi-transparent dark layer containing text.

“**Washoku**”

- Added UNESCO Intangible Cultural Heritage on Dec. 2013
- Not only “Japanese food”
- Respecting nature, healthy, Omotenashi:hospitality of Japanese etc...



がんこ

Collaboration

한국

中文

Experience
Japanese
culture

Shrimp on
“Washoku”

In Japan...



New channel

In-flight meal

In-flight meal

- International flight required to provide in-flight meal by IATA
- Large amount of consume(200-300 meals/flight)
- Thai Union not have channels abroad yet





Develop menu together

Our Mission

- How to improve on production lines
- Idea how to get a new customer
- **New products for Japanese young generation**

New products for Japanese young generation



Purchase Behavior of Japanese

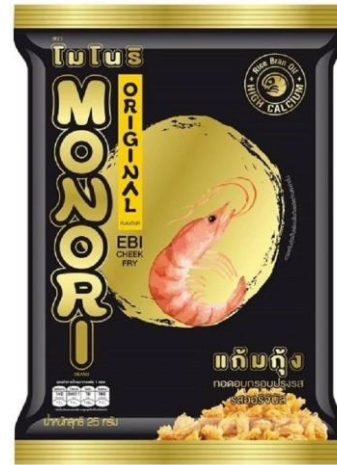


- ✓ High quality
- ✓ Cheap price

Shrimp food product



Garlic shrimp



Fried cheek of shrimp



Shrimp tempura black pepper snack



Ebi yose Fried



Ebi Shumai



Gratin

New products

- ❖ Shrimp tatsuta
- ❖ Ebiyaki
- ❖ Ebi Fry with shrimp powder
- ❖ Takoyacruk
- ❖ Fried Shrimp-paste ball



Shrimp tatsuta



Shrimp tatsuta

Feature of Product

- ❖ Naturally shrimp taste and feel satisfied
- ❖ Season limited produce (when promoting)



Shrimp tatsuta

How to make new product

Raw materials and ingredients

- ✓ Predust
- ✓ Sesame
- ✓ Shrimp (remain head and tail)
- ✓ Starch
- ✓ Butter

Processing

Prepare all
raw materials

Cutting tip and peeling
shell of shrimp
(remain head and tail)

Soaking into predust,
butter, and starch
with sesame

Freezing

Shrimp tatsuta

Problem

- ❖ High price compared to other hot snacks in convenience store



Sell as limited edition first

Ebiyaki



Ebiyaki

Feature of Product

- ❖ Increasing yield
- ❖ Easy to eat and satisfied
- ❖ Naturally taste of shrimp



Ebiyaki

How to make new product

Raw materials and ingredients

- ✓ Egg
- ✓ Flour
- ✓ Water
- ✓ Cooked shrimp
- ✓ Soup
- ✓ Seasoning

Processing

Prepare all
raw materials

Mixing flour, egg, water,
amaebi head soup
and seasoning

Cook in a
takoyaki maker

Freezing

Ebiyaki

Problem

When you want up scale. You should use high technology to cook

- ✓ Need to install new machine
- ✓ Easy to burn due to sugar inside the soup



Ebi Fry with shrimp powder



Ebi Fry with shrimp powder

Feature of Product

- Using shrimp powder
 - To decrease useless part of shrimp

Ex) 1. 100% → 60%

2. 100% → 90%

→ Flavor is better than normal



Ebi Fry with shrimp powder

Feature of Product

- Using shrimp powder
→ To get some nutrients

Chitin

Calcium

Astaxanthin

Dietary fiber



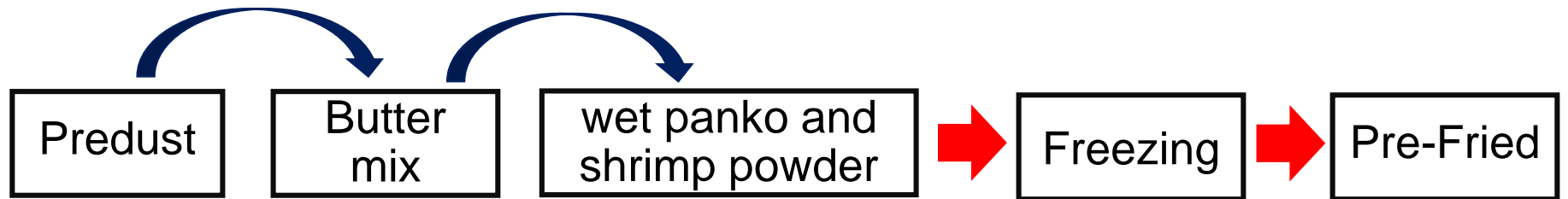
Ebi Fry with shrimp powder

How to make new product

Raw materials and ingredients

- ✓ Shrimp
- ✓ Shrimp powder
- ✓ Batter Mix
- ✓ Pre-dust
- ✓ Bread crum BCE-GFR (Wet panko)

Processing



Takoyacruk



Takoyacruk

Feature of Product



Takoyaki



Kanomcruk



Takoyacruk

Takoyacruk

Feature of Product

- ❖ Original product in new style
- ❖ Get some Nutrients
- ❖ Easy to eat



Takoyacruk

How to make new product

Raw materials and ingredients

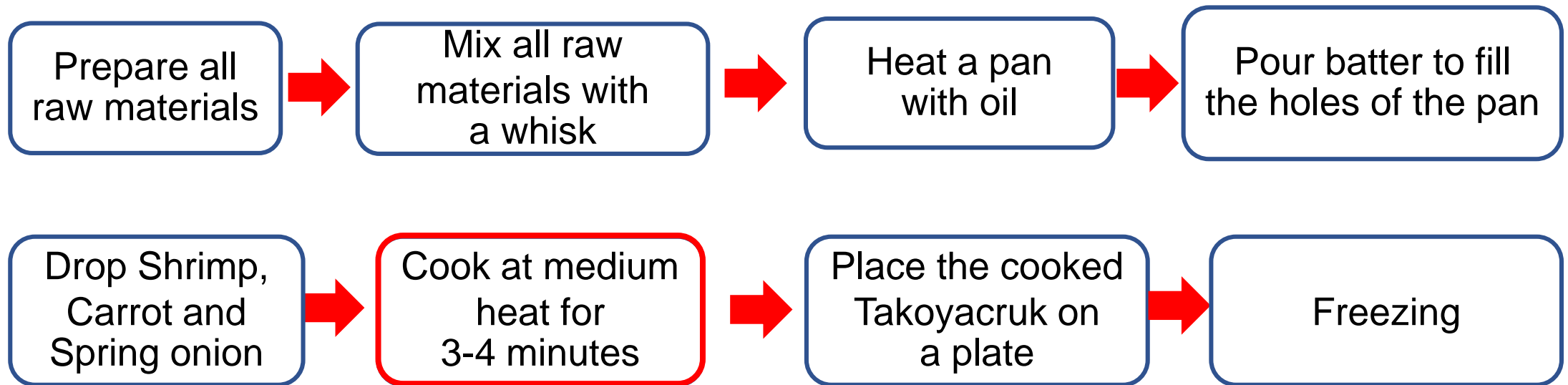
- ✓ Egg
- ✓ Wheat Flour
- ✓ Corn flour
- ✓ Sugar
- ✓ Shrimp powder
- ✓ Milk
- ✓ Dashi
- ✓ Salt
- ✓ Soy sauce
- ✓ water



Takoyacruk

How to make new product

Processing



Fried Shrimp-paste ball



Fried Shrimp-paste ball

Feature of Product

- ❖ Get some Nutrients
- ❖ Increasing yield
- ❖ Everyone can eat



Fried Shrimp-paste ball

How to make new product

Raw materials and ingredients

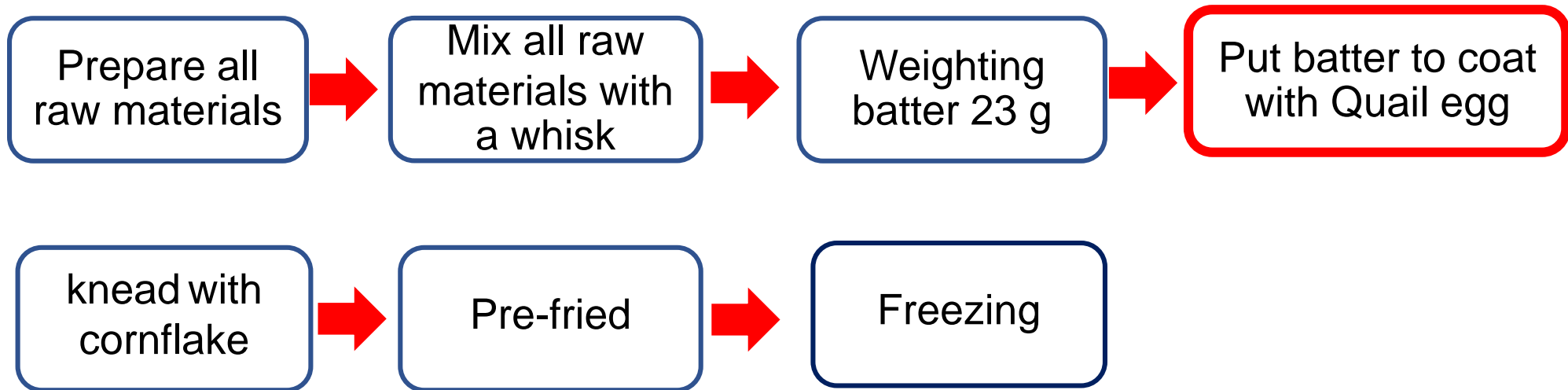
- ✓ T-8 flour
- ✓ Shrimp
- ✓ White Egg powder
- ✓ Spring onion
- ✓ Salt
- ✓ Carrot
- ✓ Oil
- ✓ Green curry seasoning



Fried Shrimp-paste ball

How to make new product

Processing





บริษัท ไทยยูเนียนกุ้ง จำกัด
Thai Union Group PCL

Thank you for listening!