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MEMBERSHIP

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For Immediate Release

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### **New product launch “Mushroom Meat”**

Yukiguni Maitake Co., Ltd. (the “Company”) hereby announces that we will be launching new products, the “Mushroom Meat” series in Japan from February 18, 2025 which use “Yukiguni Maitake Kiwami” as main ingredient and express a meat-like texture. This is where a new mushroom eating habit begins.

In addition to “mushroom meat” that can be used as-is in dishes, there are three types of “Eating sauces” that can be served as-is. We have “Tomato Sauce” that goes well with soups and pasta, “Ajillo sauce” that goes well with vegetables, and “Sesame dandan sauce” that is Chinese style with a spicy accent. In addition, “Maitake Rice Mix with Mushroom Meat”, which makes it easy to cook rice mix, has been added to the lineup for a total of five varieties.



The “protein crisis” is said to be coming in the near future due to rapid population growth and environmental problems. Alternative ingredients have become a hot topic. In recent years, in addition to soy meat, mycoproteins and cultured meats have been produced, and insect diets are also a hot topic.

With the increasing demand for meat and food problems, our company began research to explore the possibilities of mushrooms to see what our materials and technology could do. We researched what are the issues with existing food products today and developed a new material, “Mushroom Meat”.

The dietary fiber of the mushrooms is utilized to create a meat-like texture. The texture is rated as “meat-like” by approximately 82% of the respondents<sup>\*1</sup>. It is low in fat and sugar, and full of dietary fiber, locking in the nutrients of mushrooms.

It can be eaten as a mushroom or as a substitute for meat, offering a new eating habit.

We have brought about many revolutions as Yukiguni Maitake, and we will embark on a new path as Yukigni Factory in April 2025. We will go beyond our existing mushroom production to create new value for mushrooms, create new demand, and take on the challenge of a new revolution in the mushroom industry.

\*1. In-house research

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