

Koya-Tofu's 'easy and simple' approach to supporting the health and time-saving needs of parents won the Japan Child Care Advocate Grand Prize!

Shin Asahi Powdered Tofu and Shin Asahi Sliced Tofu, part of the Shin Asahi Tofu series of Koya-Tofu products sold by Asahimatsu Foods Co., Ltd. (Head Office: Osaka city and Iida city, CEO: Hirotaka Kinoshita), have been awarded the 6th Japan Childcare Support Award 2025 by the Japan Child & Family-Support Association.



▶ Reasons for winning the grand prize

Koya-Tofu, which is rich in nutrients essential for children's growth, was evaluated as 'supporting families with children' because it can be easily incorporated into everyday life and because it has 95% less salt than regular Koya-Tofu, which is a 'health-promoting initiative.'

Shin Asahi Powdered Tofu is easy to incorporate into baby food and toddler meals.

Shin Asahi Sliced Tofu is ideal for time-saving cooking as it does not need to be rehydrated and can be cooked in the microwave.

We will continue to deliver a variety of products tailored to people's stages of growth and lifestyles so that they can be used more easily and conveniently.



Powdered

This is powdered Koya-Tofu. It is easy to incorporate into baby food and toddler meals. It can be used in a wide variety of dishes and sweets, such as simmering it with chopped vegetables and eggs, or using it as a substitute for breadcrumbs and flour.

Easy to use, it cooks in just one minute and comes out fluffy and soft. Quickly stir-fry with vegetables or add directly to miso soup or soup for a time-saving meal. It can also be cooked in the microwave, so it's safe to use when cooking with children.



Sliced

Shin Asahi Tofu Series



A brand of Koya-Tofu developed by Asahimatsu. Compared to regular Koya-Tofu, it has a soft and fluffy texture, making it easy to eat for children and the elderly. In response to customer demand for a healthier, easier, and more delicious way to eat Koya-Tofu, we changed to a patented potassium manufacturing method.

The raw soybeans and manufacturing plant meet international standards, ensuring safe and reliable quality.



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