

Feature New Food Ideas for Changing Times



Mitsubishi Shokuhin

New Items Added to “Taberu o kaeru Karada Shift” Healthy Food Brand

Mitsubishi Shokuhin (MS), conscious of its responsibility to contribute to society through its food products, established the Taberu o kaeru Karada Shift master brand of healthy foods in September 2017. With the government urging the Japanese people to stay healthier for longer through improvements to their diet, we are moving to an age in which, shifting the emphasis from cure to prevention in terms of lifestyle-related illnesses, individuals will manage their health by themselves. On the premise of “Tasty = Sustainable,” the company offers a richly varied lineup of 61 food products that embrace the themes of Carbohydrate Control and Protein. This year the company has added 13 new items, both frozen and non-refrigerated, to its Carbohydrate Control series.



The widely available Karada Shift brand of healthy food products, comprising the Carbohydrate Control and the Protein series, has 61 items in its lineup.

For more information about the Mitsubishi companies, see “mitsubishi.com”

■ <https://www.mitsubishi.com/en/>



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Lawson

Dedicated Small-Portion Ready-Made Food Counters for Post-COVID-19

Since the spread of COVID-19, there has been a growing need for ready-to-eat meals, as people tire of cooking at home and the government urges people to stay home. A recent survey by **Lawson** reveals that as food tastes become more personalized, even within families and especially for women, there is a growing preference for favorite foods sold in small portions. Responding to this, Lawson has launched the “Local Specialty Deli” series of 11 new small-portion meals, most featuring colorful salads. The company has also added five new small-portion items to its fried food series. Colorfully bedecked counters selling only these small-portion foods have been installed in stores, making for an easy-choice and fun shopping experience.



Matching the store to its locality. Thought has also gone into fittings and how the foods are displayed.



A touch of cheese sauce adds richness to this shrimp and calamari with mentaiko salad. Part of the small-portion “Local Specialty Deli” series.



Pesto risotto croquette bites that are fried in-store. Hassle-free and tasty convenience.

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Mitsubishi Paper Mills

Made-in-Japan barricote® & barrisherpa® Food Packaging Paper Goes on Sale

Mitsubishi Paper Mills (MPM) started sales of alternative paper materials that help reduce plastic waste in May 2020. The barricote® brand of coated packaging paper (Forest Stewardship Council® certified; FSC® C021528) has excellent green credentials, having paper's natural biodegradability and recyclability, and does away with the need for plastic film lamination. Mitsubishi HiTec Paper Europe GmbH, a MPM group company, commercialized the barricote® brand, and major European food manufacturers started using it in early 2019. The new barrisherpa® brand, meanwhile, is a coated packaging paper/plastic film laminate which retains the strength and heat sealability of current plastic packaging film products while reducing the amount of plastic used. It can also be blended with plant-based biodegradable plastic film.



Responding to the diversification in packaging needs in Japan and Asia, the company offers a wide variety of products including high oxygen and water vapor barrier film.

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