

ISETAN MITSUKOSHI

PRODUCES



NAYUTA

CHOCOLATASIA

A HIGH QUALITY
CHOCOLATE BRAND,
BY ASIANS,
FOR ASIANS.

OPENING: OCTOBER 20TH 2017



FOR IMMEDIATE RELEASE

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THE FIRST BOUTIQUE & CAFÉ

WILL OPEN ON OCTOBER 20TH 2017,
AT ISETAN THE JAPAN STORE, KUALA LUMPUR

Kuala Lumpur, Malaysia September 26, 2017 -

A high quality chocolate brand, by Asians, for Asians, “NAYUTA CHOCOLATASIA” (now known as NAYUTA), will be opening its first boutique and café in Malaysia on the ground floor at ISETAN The Japan Store Kuala Lumpur in conjunction with the store’s 1st Anniversary in October.

From bean-to-bar to bonbon chocolate*, Nayuta is a new chocolate brand using mainly Asia’s high quality cacao from

selected manufacturing and production sources.

The chocolates are made in Malaysia and produced to the highest Japanese standards by means of strict quality control.

NAYUTA is soon to be launched in Japan, 2018.

**Bean-to-bar to Bonbon chocolate: All processes take place in-house, from cacao to chocolate bar, furthermore to bonbon chocolate*

“THE BRAND NAME NAYUTA MEANS INFINITE(A VERY LARGE NUMBER) IN SANSKRIT, AND CHOCOLATASIA IS BUILT USING THE WORDS “CHOCOLATE” AND “ASIA”.

With this concept, we aim to cater more towards the Asian palate with milky chocolates and other tastes, and to offer the genuine taste of chocolate at affordable prices.” said Nao Ueno, the Isetan Mitsukoshi confectionery buyer.



HIGH QUALITY CACAO EMBRYONIC STAGE IN ASEAN

Cacao beans are said to grow most successfully in a narrow band called the Cacao Belt. While many Asian countries are located there, but large-scale cacao production hasn't been discovered nor brought up. In recent years, various companies and organizations have started high-quality cacao production from small scale in those regions.

THE GLOBAL CHOCOLATE STANDARD HAS ALWAYS BEEN BROUGHT UP TO PAR WITH EUROPEANS' TASTE

Global chocolate brands are basically adjusted to the preference of Europeans (especially the French). They enjoy tastes such as bitterness, richness and complexity, and those characteristics have become the standard among world chocolate brands. On the other hand, brands that cater to fit more to the Asians' taste, including Japanese, prefer chocolates that are milky, caramel infused and soft textured, are few and far between.

TEAM NAYUTA CHOCOLATASIA

PRODUCT DEVELOPMENT / TECHNICAL GUIDANCE –

Shunsuke Saegusa (PALET D'OR)

Grand chef, PALET D'OR (Tokyo Marunouchi, Aoyama, Ginza and Osaka Umeda). Being an expert in the field of chocolates and confectioneries, Chef Saegusa set up a fully- fledged bean-to-bar studio in Kiyosato, where he carefully and wisely selects a great variety of cacao beans for his creations from bonbon chocolates to chocolate confectionery. He will be responsible to oversee the production environment, recipe development, human resource development, and also manufacturing.

PRODUCTION - Nayuta Chocolatasia Sdn Bhd

A time-honored chocolate maker in Malaysia that owns a bean-to-bar chocolate factory studio.

Nayuta Chocolatasia Sdn Bhd inherits Japanese techniques in manufacturing high quality chocolate.

DESIGNER — Lisette Scheers, L.Inc

Dutch by heritage, born in Singapore and having lived in Malaysia for most of her life, Lisette is highly adept at mixing design elements from Asia to Europe. Her renowned brand - nala designs, has been gaining more and more popularity not only in Malaysia but also in Paris.

CACAO BEAN SUPPLIER - Tachibana & Co.,Ltd.

Tachibana & Co.,Ltd. is a specialized trading company where its staff travel between countries, handling all kinds of cacao beans from rare varieties to generally consumed beans. For NAYUTA, the company found producers who carefully work on cacao production in the Philippines, Vietnam and Indonesia.

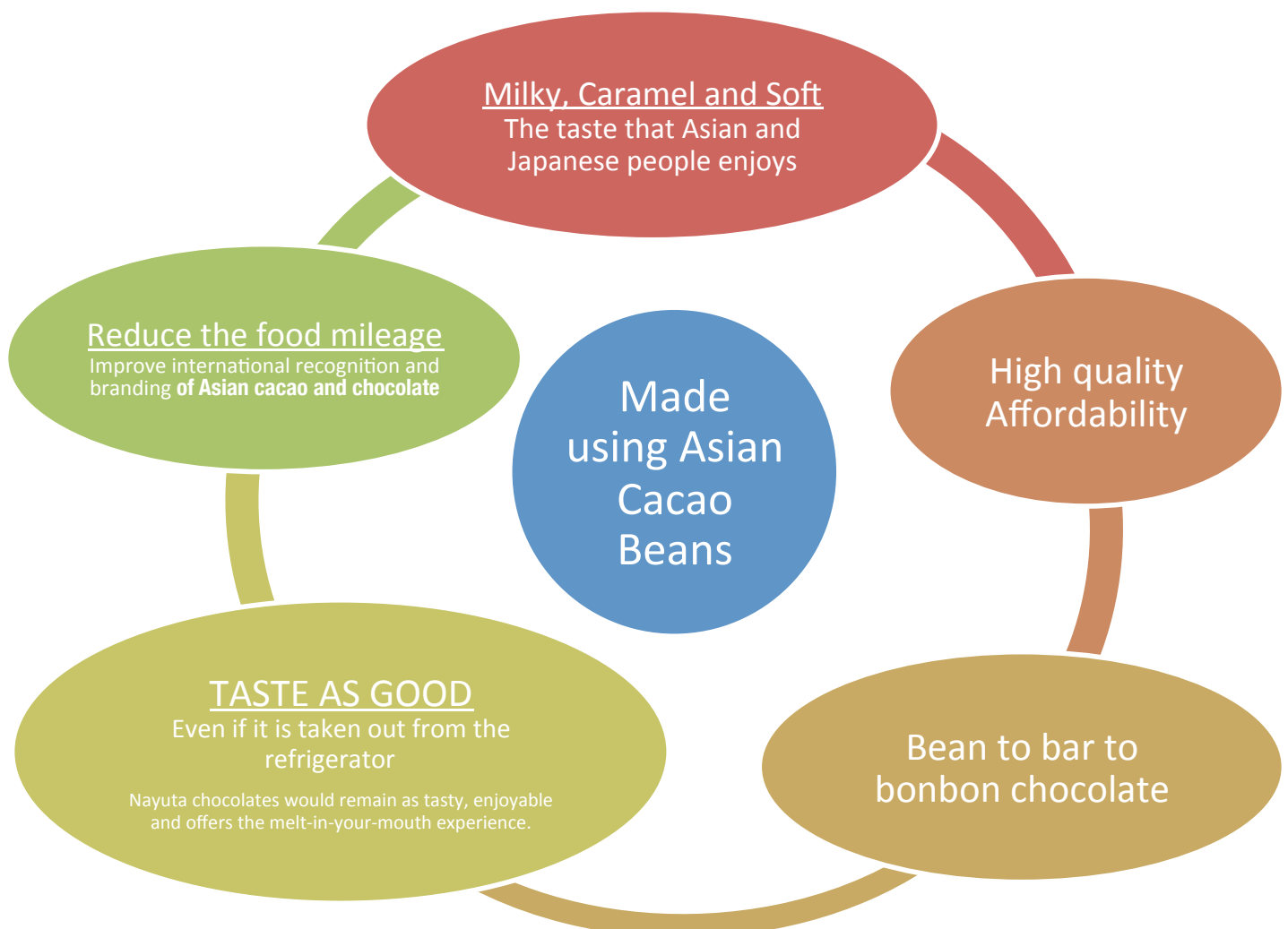
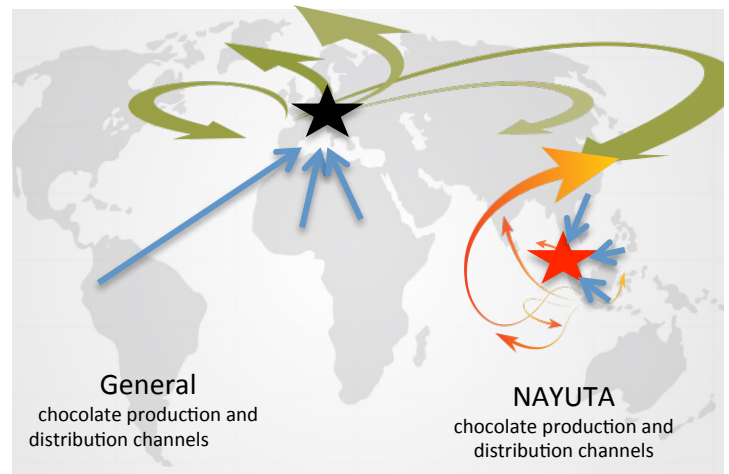
PRODUCER — Isetan Mitsukoshi Ltd.

It has been 15 years since Isetan held its first “SALON DU CHOCOLAT” in Japan, which was back in 2003. The event triggered a chocolate boom in Japan. Isetan Mitsukoshi takes charge of NAYUTA's branding with its specialist marketing techniques and knowledge, creating a strong business plan.



HOW TO OVERCOME “THE FOOD MILEAGE PROBLEM” IN CHOCOLATE

Generally speaking, the distances involved from plantations where cacao or raw materials are produced, to the places where the product is manufactured, and then to the regions or countries where it is finally consumed, are very far. Hence, the food mileage for chocolate production is very large. If the entire process, from production to consumption, is accessible and completed within Asia, it will drastically reduce the energy consumption needed. NAYUTA aims to build up a regional production for regional consumption for the further growth of great quality chocolate production in the Asian region.



INTRODUCTION TO PRODUCTION AREAS

MALAYSIA

Raub Pahang
Koh Cocoa Farm

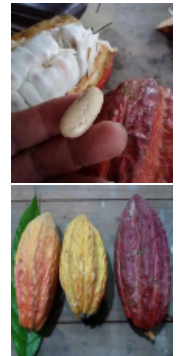
Producing cacao for 33 years.
Awarded Cocoa of Excellence
in 2010 and 2011.



THE PHILIPPINES

Davao
Plantacion de Sikwate Cacao
Producers Association, Inc.

Increase scarce white cacao seedlings
(originally from Mexico) through
careful and dedicated work.



VIETNAM

Ben Tre
Puratos Grand-place Vietnam

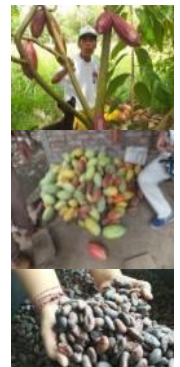
Research and development for
cacao fermentation and drying.
International cacao award
received.



INDONESIA

Bali
Kerta Semaya- Samaniya Cooperative

Certified by the EU and USDA as
organic, along with UTZ certification.
Maintain quality at farm level and
conduct fermentation management
guidance.



PACKAGE DESIGN CONCEPT

Packaging is designed by Lisette Sheers, who is now based in Kuala Lumpur. Like the Peranakan* culture, which incorporates various cultures to enrich their own, colourful and rich-textured designs have been created by adding colour to simple motifs, interweaving elements of Asia, including Japan, and a slight touch from the Europe. Similar thoughts brought onto the chocolate itself, which will brighten your day.

**Peranakan: A group of descendants of ethnic Chinese immigrants who has adapted to local culture and customs, and assimilated into local communities. □*



CHOCOLATE COLLECTIONS

TABLETS (16 VARIETIES)

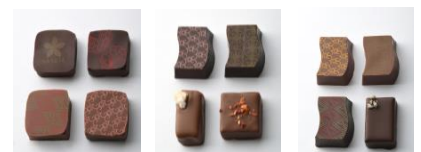


NAYUTA mainly uses cacao beans from four Asian countries (Malaysia, the Philippines, Vietnam and Indonesia). The chocolate tablet has a unique taste and strongly imbues each cacao beans' flavour. In addition to the 70% bitter and 60% milk, 40% milk+ tablets are produced for the Asian palate. Plain and oriental tablets such as mango, coconut and cashew nuts flavours are also available.



BONBON CHOCOLATES (20 VARIETIES)

Exotic tastes made from Asian tropical fruits such as passion fruit, lime and pineapple, as well as Japanese flavours that includes Matcha, Sakura and Yuzu, are richly expressed through the 8g chocolates. The chocolate melts with its fragrance in your mouth almost immediately, even if it's taken out seconds after from the refrigerator.



CASUAL CHOCOLATES (7 VARIETIES): Casual chocolates are like snacks such as almonds and cashew nuts, which are coated with chocolate, also fruity sweets like semi-dry mangoes and coconuts that are dipped in chocolate.

CAFE MENU (7 VARIETIES): Line-up starts from rich chocolate beverages, in which you can taste the deep cacao flavours, to special coffee menus from GINO coffee and more.

SHOP INFORMATION



OPENING DATE:	October 20, 2017
OFFICIAL NAME:	NAYUTA CHOCOLATASIA
OPERATING COMPANY:	Nayuta Chocolatasia Sdn Bhd
LOCATION:	ISETAN The Japan Store Kuala Lumpur
OPENING HOURS:	11:00 am - 9: 00 pm
NUMBER OF SEATS IN CAFÉ :	35 seats

ISETAN
The Japan Store



ABOUT ISETAN MITSUKOSHI HOLDINGS LTD.

The Isetan Mitsukoshi Group is the largest department store group in Japan. The history of Mitsukoshi dates back to 1673, whilst Isetan Department Store first opened its doors in 1886. Both companies were originally kimono drapers. In 2008, the two companies merged to found Isetan Mitsukoshi Holdings Ltd.

Our vision is to be the world's premier retail service chain. We aim to achieve this by maintaining high profitability and growth, by creating new and high quality lifestyles, and adding value to each of our customers by serving them at every stage of their life.

Isetan Mitsukoshi Group's main business focuses on department store retailing in both domestic and offshore markets. Our other areas of business include credit and banking, loyalty programs, retail sales in specialized stores, and real estate.

Internationally, we have 35 stores in eight countries: Singapore, Malaysia, Thailand, China, Taiwan, the United States, France and Italy. (www.imhds.co.jp/english)



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