



Shiino Foods Co., Ltd. (Japan)

SHOWCASING *Shuto* and other processed seafood products at Seafood Expo Asia.

Odawara, JAPAN, 1 August 2025 – [SHIINO FOODS](#) announces that they will be exhibiting for the first time at the seafood industry event, [Seafood Expo Asia](#). Organised by Diversified, the Expo will take place from 10 – 12 September 2025 at the Sands Expo and Convention Centre in Singapore.

Shiino Foods recently celebrated its 130-year anniversary. A recognised brand throughout Japan, Shiino Foods is a producer of distinctive processed seafood products. Through the application of unique technologies and expertise acquired over many decades, Shiino Foods strives to manufacture products that reflect the quality, innovations and traditions of Japanese cuisine.

At the Seafood Expo Asia, Shiino Foods will be showcasing its signature product [Shuto](#). Known all over Japan with a history dating back centuries, Shuto is often referred to as ‘Japanese anchovies’ due to its salt-curation comparisons. Shuto is made by aging rare parts of tuna and bonito over a long period of time to create a rich, *umami* flavour. It is actively used in the [culinary scene](#) either as a topping on various dishes or as a seasoning base. Shiino Foods has over 90% of the market share of [Shuto products](#).

“Since its founding 130 years ago, Shiino Foods has been committed to producing traditional Japanese foods. We are very pleased to have this opportunity to showcase the appeal of Shiino Foods products at this EXPO. Shuto, a fermented food, is very unique and versatile which makes it suitable for use in a wide range of Japanese and Western dishes. We hope you will take this opportunity to try the rich flavour of Shuto.”

[Shiino Foods CEO](#)

Masayuki Shiino

The Shiino Foods group of companies includes:

- **PFP** (Pet Food Project): premium quality, natural dog & cat treats and toppers
- **SFD** (Shiino Fishing Division): patented, long-life, natural bait products and fishing attractants
- **KSD** (Kanagawa Sake Distribution): representing seven sake breweries for overseas exports
- **Wappaya**: premium quality bento box meals (Japanese cuisine)
- **Ramen Morizumi**: Michelin star ramen restaurant
- **Torigin**: *kamameshi*, *yakitori* and *yakiniku* chain restaurants

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About Shiino Foods:

Founded in 1894, [Shiino Foods](#) is a Japanese company specialising in processed seafood products. Epitomising the quality and reputation of Japanese cuisine is Shuto, the signature category of the Shiino Foods range. Based in Odawara, Shiino Foods is a well-known brand that represents a tradition of excellence, distinctiveness, customer trust, and a commitment to sustainable practices.

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