



**Shiino Foods Shuto selected as a Finalist in the 2025 Seafood Excellence Asia Awards**



**Odawara, Japan, 26 August 2025** – [SHIINO FOODS](#) SHUTO has been selected as a finalist for the 2025 Seafood Excellence Asia Awards. Winners of the competition will be selected and announced on 10 September 2025 at 16:00 during the 2025 edition of [Seafood Expo Asia](#) which takes place 10-12 September at the Sands Expo and Convention Centre.

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](#).

The Seafood Excellence Asia awards recognise the Best New Products in the Asian seafood market and the products selected as finalists will be evaluated by seafood industry experts based on the products' uniqueness and appropriateness to the market, taste profile, packaging, market potential, convenience, nutritional value and originality.

**SHUTO from SHIINO FOODS will be on display in the Product Showcase (Stand #D19) during the three-day event. For more information about the product, please visit [Shiino Foods | Shuto](#).**

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.

\* \* \* \* \*

**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.

**Media Contact:**

Scott Maltby, Global Division Manager  
Shiino Foods Co., Ltd.  
[scott.maltby@shiino.co.jp](mailto:scott.maltby@shiino.co.jp)  
+81 90 9287 9946