



Produced by MOMOFUKU

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norimomo

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Brand Book



New Nori, Fun Nori

Unveiling Nori, Norimomo

Nori unfolds with its origin, each season, and distinctive flavors, offering a diverse array of delightful experiences. Our aim is to bring the world of nori to a broader audience, kindling a greater appreciation for its joys. We aspire to grow the community of nori enthusiasts and share the excitement that blossoms as one explores the bigger world of nori.

Norimomo unveils a fresh and delightful universe of nori. Enjoy a life enriched by nori.

MISSION

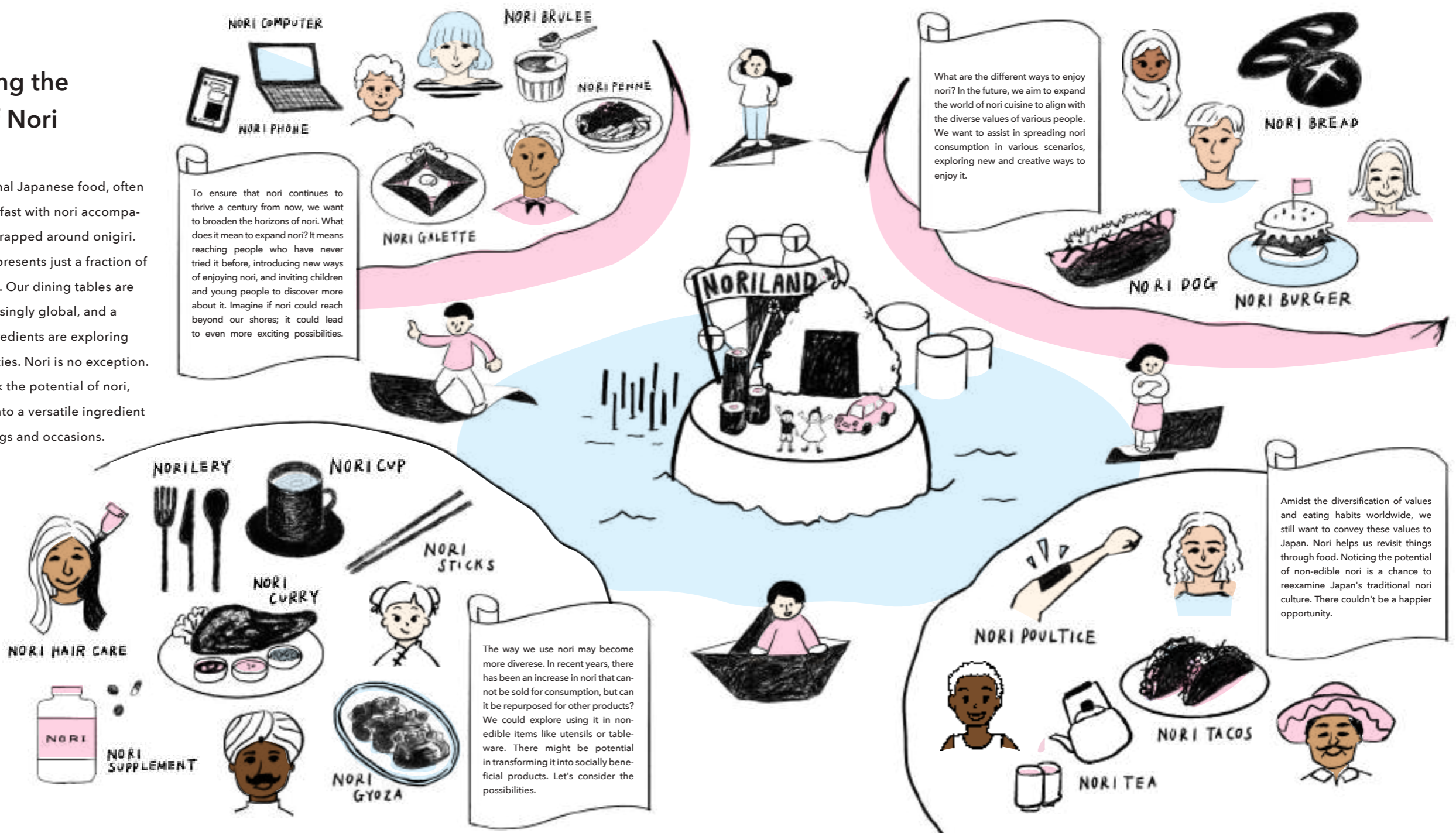
Passing on Nori to the Next 100 Years

Nori, a gift from the sea, a blessing of nature. Nori has become a staple on our dining tables and supermarket shelves, but there may come a time when this familiarity is no longer guaranteed. Producers are dwindling, and our marine ecosystems are evolving. Knowledge about nori among consumers is gradually fading. We felt compelled to spread the word about nori and teach more people how to savor its delights. A challenge awaits us, a century into the future. For the sake of that future, we will do all we can. Our mission at Norimomo is to ensure that nori continues to thrive.

VISION

Expanding the World of Nori

Nori is a traditional Japanese food, often enjoyed at breakfast with nori accompanying natto, or wrapped around onigiri. However, this represents just a fraction of the world of nori. Our dining tables are becoming increasingly global, and a multitude of ingredients are exploring diverse possibilities. Nori is no exception. We aim to unlock the potential of nori, transforming it into a versatile ingredient for various settings and occasions.



1. A Hundred Tastes, A Hundred Selections - Crafting Enjoyment

To enable diverse ways of savoring and enjoying nori in any setting, with any pairing.

We believe that, as dietary habits diversify, so should the ways we enjoy nori. Beyond traditional flavors, we are exploring how to incorporate nori into new dietary habits, such as with bread, pasta, soups, and risottos. We seek to discover the full potential of nori, from its rich umami to its satisfying crunch. Adapting to diverse lifestyles, we aim to present various ways to relish nori.



2. A Hundred Charms, A Hundred Narratives - Conveying Attractiveness

To globally communicate the charm of nori through abundant information, including production methods, culinary traditions, and insights about regions and producers.

How well do we truly know nori? Once, it was common to exchange nori as gifts for occasions like Ochugen and Oseibo. People used to savor young, tender nori during its seasonal peak, visiting producers and savoring the flavors of the land. The charm of nori is gradually fading, but genuine nori retains enduring allure. We want people to discover this charm by experiencing authentic nori, a gift from the sea and the land.



3. A Hundred Masses, A Hundred Gatherings - Building Alliances

To share the enchantment of nori, initiate fresh endeavors, and cultivate partnerships to secure the legacy of nori for the next century.

The current landscape surrounding nori is challenging. Dietary diversity is increasing, price-driven markets are expanding, and the environment for nori cultivation is changing. To ensure the continuation of nori for the next hundred years, we must collaborate with professionals from various domains. Producers, supporters of producers, distributors, communicators - uniting our diverse strengths, we contemplate what can be done now to preserve nori as a part of Japanese food culture for a hundred years.

4. A Hundred Traditions, A Hundred Innovations - Preserving the Old and Creating the New

To pioneer new possibilities, building upon the foundation of tradition, culture, and historical context.

Nori has been part of Japanese cuisine over 1,300 years. It was once a precious commodity exchanged among aristocrats. Through this rich history, something precious has become accessible to the masses, resulting in changes in how it's eaten, made, sold, and shared. We aim to respect this cultural context, but also evolving it according to the times and creating new value. Not only to protect the tradition, but also to embrace the change.

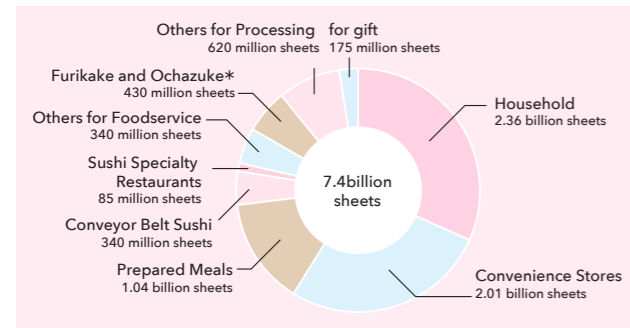
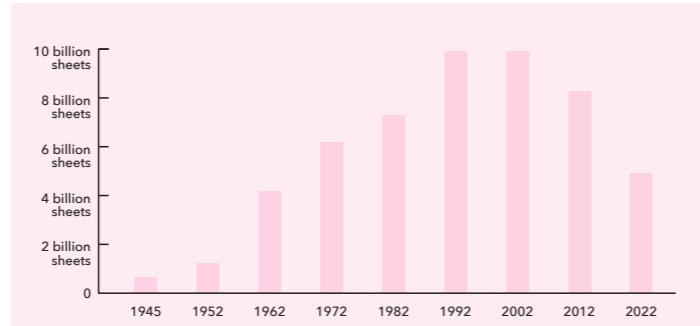


The Present State of Nori

Nori Shipment Sheet Trends in Japan

The number of shipments increased from 600 million pieces in 1945 to nearly 3.6 billion due to the widespread adoption of artificial seedling techniques and increased demand from convenience stores. However, from 1983 to 2001, it remained at around 10 billion, but has since gradually decreased. In 2022, it dropped below 5 billion.

Reference : National Federation of Fisheries Cooperatives Promotion Council, Current Status of the Nori Industry, National Federation of Seaweed and Shellfish Fisheries Cooperatives Union



*Ochazuke is a Japanese dish where boiled rice is soaked with tea commonly eaten in Japan.

Breakdown of Nori Demand in Japan

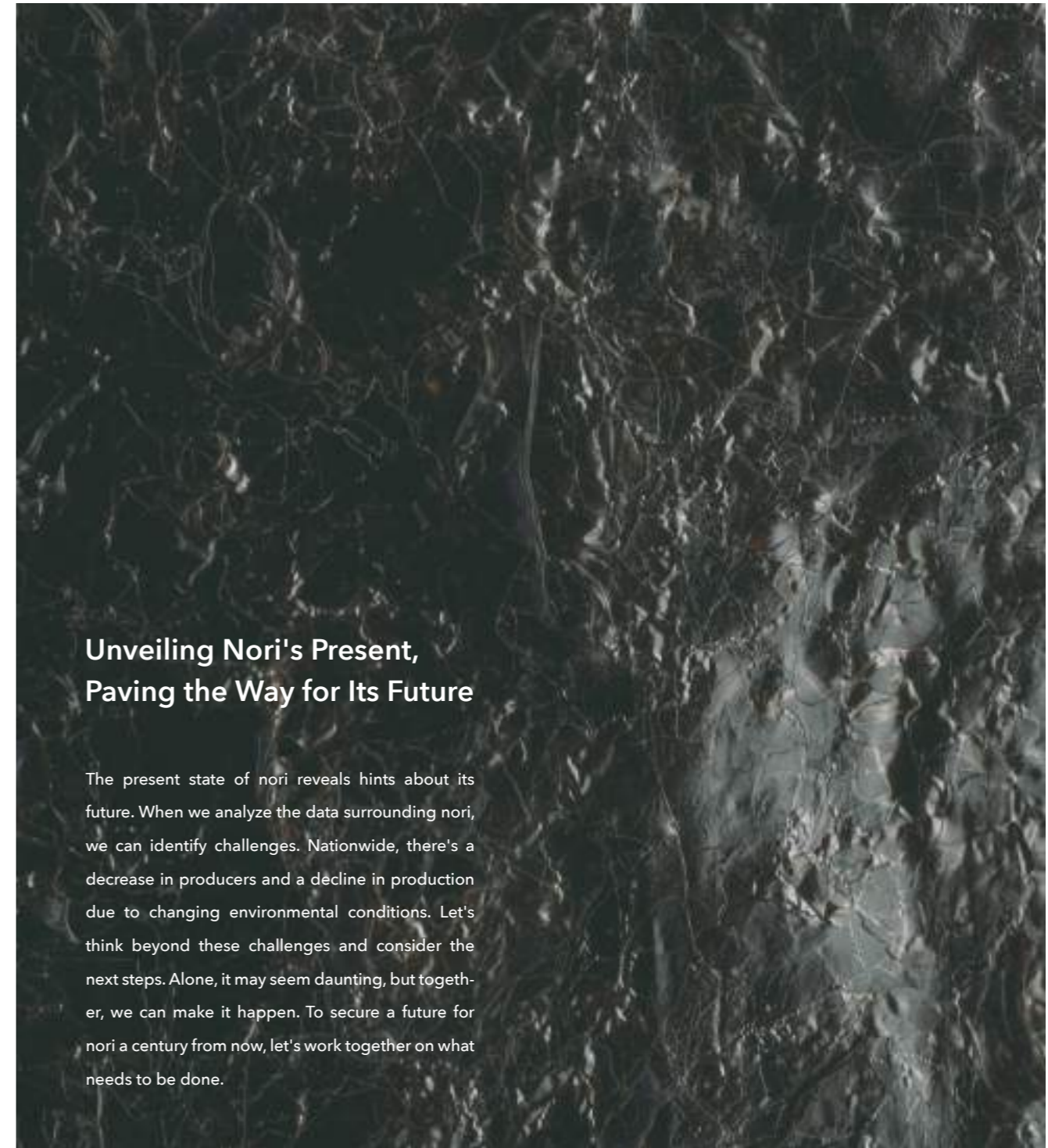
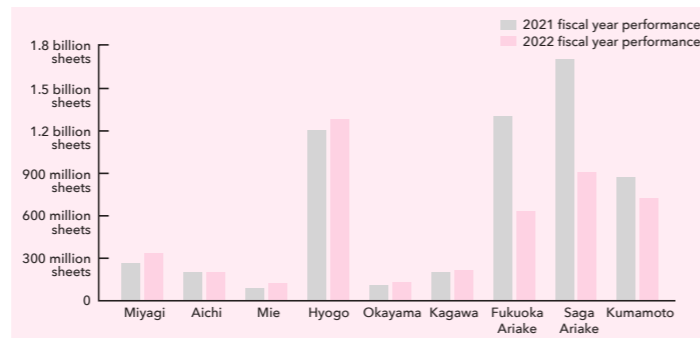
Consumption breakdown: About 60% is split between households and convenience stores, with convenience stores being a significant demand driver, particularly for onigiri. Among commercial uses, convenience stores make up 40%, bento and prepared dishes 20%, and sushi restaurants less than 10%, totaling nearly 80% of consumption. Recently, household consumption has seen a slight increase, while commercial usage is declining. Gifts account for around 2% of total consumption.

Reference : Nori Distribution Inventory and Demand Survey Results - Factory Market Research Institute Co., Ltd.

Major Resional Shipment Volume in Japan

Nori production spans 19 regions, but the graph focuses on prefectures with over 100 million sheets in annual shipments (approximately 5% are not listed). Some areas increased production, but overall, there's a downward trend, especially in Kyushu. Hyogo and Kyushu dominate production, contributing to nearly 80% of the total.

Reference : National Federation of Fisheries Cooperatives Nori Business Promotion Council



Unveiling Nori's Present, Paving the Way for Its Future

The present state of nori reveals hints about its future. When we analyze the data surrounding nori, we can identify challenges. Nationwide, there's a decrease in producers and a decline in production due to changing environmental conditions. Let's think beyond these challenges and consider the next steps. Alone, it may seem daunting, but together, we can make it happen. To secure a future for nori a century from now, let's work together on what needs to be done.



What Norimomo Must Do Changing the Role of Nori

We thought about this. We want people to build a new relationship with nori, one that goes beyond traditional Japanese and Western styles. We want you to think about how to use nori not just in the traditional way with warm rice but also in bread, pasta, and other new lifestyles. To achieve this, we need to change the role of nori. How can we create new value for nori? We believe that is the most important task.

The Arrangement of Norimomo

The Meaning of "百" (Hundred)

"Passing on Nori to the next 100 years." Just selling products won't ensure the continuation of nori for a hundred years. We need to create a market that appreciates the value of nori and establish a system that can supply it for a hundred years. We've inscribed the "百" (hundred) of "百年先ののりをつなげる" (Passing on Nori to the next 100 years) into our logo with this determination. We will turn our thoughts into actions and address what needs to be done.



The Significance of brand color

Changing the role of nori required us to change the image associated with it. We decided on a different brand color instead of black or green. After much discussion, we arrived at "momoiro" (peach-colored). When you read "百" (hundred) of our brand identity, it can also be pronounced as "momo" (peach) in Japanese. We thought that the light and elegant "momoiro" (peach-colored) might change the perception of nori. That's why we chose momoiro color.

Designing the Enjoyment

How can we ensure that our vision of nori is conveyed to others? The answer, we believe, lies in creating three distinct lines: "Specialty" to savor the origin and season, "Basic" for versatility in various applications, and "Casual" to widen the entryway. We hope you will open new doors to the world of nori.



Nori to More People To the World's Dining Tables

PROFILE

Momofuku Co., Ltd. CEO
Yoshinori Fukui

Born in 1959 in Mie, Japan. Holds a Ph.D. from Kyoto University. Apprenticed with Sahara Desert nomads, worked in West African international cooperation. Living in Japan since 2001. Manages four seafood companies today.



Nori for Generations to Come

You may have heard about the challenges facing the world of nori, the seaweed used in sushi and other dishes, in recent news. The situation surrounding our "nori industry" is getting tougher every year, with shifts in ocean conditions, an aging generation of nori producers, and changing culinary preferences. But we, who understand the deliciousness, joy, and fascination that nori brings, are committed to sharing its true essence.

When we embarked on creating our brand, we engaged in deep discussions about our purpose and goals. Our conclusion was straightforward yet profound: we want to ensure the nori industry thrives for a century. We recognize that there are hurdles to overcome, including ventures that may not yield immediate profits. To secure the future of nori, every aspect of its supply chain must embrace sustainability.

Our pledge is to be agents of change, ensuring that everyone involved in the nori industry receives fair compensation and works in safe conditions. We are

ready to do whatever it takes because we wholeheartedly believe in our mission.

At its core, we must convey the deliciousness, fun, and excitement of nori. In a world where traditions sometimes fade away, we are determined to preserve and share nori's essence, an integral part of Japan's culinary heritage. There's much work ahead, but we are up for the challenge.

New Nori, Fun Nori Unveiling Nori, Norimomo

In addition to our efforts on the supply side, we must engage with consumers. Older generations are well-versed in nori's intricacies, but their knowledge isn't always passed down. Nori, once a versatile ingredient in Japanese households, deserves a revival. We want to introduce the world to the diverse flavors of nori, where taste varies by origin and usage changes with the seasons. Nori has untapped potential that we are eager to share, even introducing new ways to enjoy it that who are familiar with nori might not have been aware of.

We envision chefs, food processors, and individuals from various backgrounds contributing innovative ways to use nori. We aim to foster an environment where such creativity thrives, and where nori transcends its traditional boundaries. Nori isn't just Japanese; it's a source of enjoyment for people worldwide.

Nori to the global stage Norimomo's Challenge

Until now, nori has primarily been associated with Asian cuisines, particularly Japanese. However, not all nori is created equal. We want the world to discover the deliciousness, fun, and excitement of high-quality Japanese nori. We aim to introduce a new nori culture that goes beyond what people traditionally know about it.

Our plan is to spread the joy of nori globally, enriching the culinary cultures of different nations along the way. We believe that by taking deliberate steps, we can bring nori into the hearts of people around the world. Nori to the world's dining tables - that's our mission, and we're excited about the journey ahead.





INFORMATION



Norimomo Online Store

<https://norimomo-store.com>



Norimomo Brand Website

<https://www.norimomo.com/en/>



Norimomo Instagram



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