

NEWS RELEASE

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MIRACORE™: a New Technology Brand, Makes Plant-Based Food More Delicious

Fuji Oil Group Holdings, Inc. (President and CEO: Hiroshi Shimizu) has established "MIRACORE"™, a technology brand that elevates the deliciousness of Plant-Based Food (PBF), which is currently attracting worldwide attention. As we are in the midst of the COVID-19 global epidemic, PBF are gaining more attention as foods that are safe, reliable, and considerate of the global environment. We have developed a technology that emulates the deliciousness and satisfaction obtained by eating animal meat through the power of plants. We call this technology "MIRACORE"™ and will develop solutions that enhance the deliciousness of PBF beyond what is possible today.

- The taste satisfaction enjoyed by consuming animal foods is due to the exquisite harmony of fats, oils and proteins. For example, the balance of lard (fat) in pork bone soup together with collagen (protein), or the harmony in *Wagyu*-Beef due to the combination of highly marbled and tender fat and lean meat (protein).
- This technology is a collaboration between fats and protein components and is realized only by Fuji Oil as a result of our 60 years of research experience with vegetable fats, oils and plant proteins.
- Our MIRACORE™ technology concept is a "core food technology" delivering taste benefits to PBF that makes it much delicious and enjoyable. We aim to provide the essence of deliciousness to all food genres, including Japanese food, Western-style food, Chinese food, and other ethnic foods. Please look forward to the future evolution of MIRACORE™ technology.

[Reference] We are pleased to inform you that products incorporating MIRACORE™ technology have been launched.

https://www.ippudo.com/news/210201_plantbased_akamaru/

* The products used in the above item is jointly developed with Chikaranomoto Holdings Co., Ltd.

Fuji Oil Group's business solutions

PBFS (Plant-Based Food Solutions : Providing solutions for plant-based foods)

We will contribute to realizing a world where the health of people and the planet can be achieved by maximizing the power of PBF materials and delivering them as delicious solutions. We will use our PBF technology to provide solutions that contribute to solving issues facing society, such as global population growth, health consciousness, and the aging population. It is our determination to stay one step ahead of the times and create value with each solution.

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