

# Mizkan Vision Statement





**mizkan**<sup>TM</sup>  
Bringing Flavor to Life<sup>TM</sup>

## **Vision Statement Preamble**

Imagine what our world will be like in a decade from now.

Imagine shaping that future, one step at a time.

We want our stakeholders to understand that our work matters.

We want to make it known that our environment, social, and governance activities will inspire everyone sharing this planet.

We will preserve our taste experience, evolve our taste experience, and bring to life new taste experiences.

We will devote ourselves to unifying taste experience and healthy choices, and communicate with consumers deeper than ever.

Our sustained growth will provide us with the scale to give birth to new values.

So we will take our first step, toward the future of unified taste experience and healthy choices.



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## < Mizkan Vision Statement >

We live with nature.

“Offer the Customers Only the Finest Products.”

“Continuously Challenge the Status Quo.”

Under these principles, we have drawn out taste experience and the power of nature for the sake of “Bringing flavor to life” to society, mankind, and to this planet.

Sustainable growth through Mizkan-style management will continue for centuries to come.

But some difficult days may lie ahead, such as rapidly growing populations creating food shortages on one hand, and aging society with a decline in birthrate on another.

People’s mindset will be different.

Food as a part of preventative medicine will become crucial to our health, but shortage of food and malnutrition will linger as issues in many parts of the world.

Industrial revolutions will continue to change our world.

In a world of such social changes, we will further globalize, remain environmentally conscious, and deliver products that unify taste experience and healthy choices.

Bold yet detailed efforts to communicate our endeavors will catapult our growth to become a trillion-yen company.

Which path shall we take to realize our vision?

How can we stay true to our aspiration?

Now is the time to journey into our future

Slowly, yet surely.



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## Mizkan Vision Statement

As a company that has challenged to innovate for more than two centuries, we hereby declare three visions:

1. Act for the well-being of the earth, society and all that dwell on it (Environ-ment)

“Respect nature, learn from it, and nurture all life it fosters.”

We will live in harmony with our land, and act not only for the health of people but also for the well-being of society and the earth.

That’s why we established “Mizkan Center for Water Culture” and Mizkan Muse-um (MIM), and tend to forests and biotope to protect and care for our water and our trees. What started in Japan is spreading across the United Kingdom, United States, and beyond.

2. Evoke social changes through new taste experiences (Social)

“Orchestrate communication with the world through unified taste experience and healthy choices.”

We will continue to deliver our heritage products to preserve traditional taste experience.

But the world has more to offer.

Our core fermentation technology will assist us in discovering new flavor by extracting the full goodness from vegetables, beans, grains and fruits. These will come to satisfy the specific needs of local communities.

Taste experience should not take away from health.  
Health should not mean sacrificing taste experience.

Taste experience and healthy choices will be unified to their maximum potential, and digital technology will allow us to communicate these new values.

As we evolve, we will re-invent all aspects of culinary experience, starting within a kitchen and reaching all food moments.

Our products will transform the fundamentals of social life.

### 3. Establish the governance of the future (Governance)

“Build Mizkan Corporate Governance (MCG) to bring the world together, implement with local style, and make the world taste delicious.”

We will establish a corporate governance structure that will ensure sustainable growth through Mizkan-style management.

Mizkan-style management regards employees’ growth as an asset. We aim to grow both our people and the company by investing in the growth of our people.

With this in mind, we will understand our goal, be creative, look around us, and communicate to make ourselves better.

Globalization for us means bonding all group companies beyond territorial borders. For that, transparency and standardization to consolidate the functions are crucial, and this will be reviewed and improved continuously.



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## **Mizkan Vision**

1. Act for the well-being of the earth and all that dwell on it (Environment)

“Respect nature, learn from it, and nurture all life it fosters.”

2. Evoke social changes through new taste experiences (Social)

“Orchestrate communication with the world through unified taste experience and healthy choices.”

3. Establish the governance of the future (Governance)

“Build Mizkan Corporate Governance (MCG) to bring the world together, implement with local style, and make the world taste delicious.”

There’s nothing difficult about Mizkan’s vision.  
It’s not about someone else, nor is it a wish list.  
It’s something anyone can start at any time.

Our simple action credo will empower us to act as one Mizkan and realize our vision:

“Share what you do and grow our improvement community to achieve personal growth.”

We will raise our voice  
And keep our eyes ahead  
And take a step each day  
Together, we’ll make our way  
As a company that challenges to innovate.

The Mizkan Group