

# **Eneral food trading company dealing in specialty meat products ranging from Iberian pork**

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Company Brochure

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Taishi Plan Co.,Ltd.

# Sweet smile Make Contribution to the world peace by food



“I would like to give people high quality food like beef, pork, chicken and lamb,” with this passion I became independent since I was 19. I took the business card which said “Deliver at least 100g” and rode a bike to each house when I started my business. From the sound “I don’t know if there is no goods”, I always run my business with goods. The customer’s sound is irreplaceable property. I continued the pattern of “self procure, self sell” for 10 years and got many commendation from customers. After that, the separation of retailers and wholesalers made the price competition started. We expanded our business in various ways such as repeat menu development, cost management, proposal sales, in the meanwhile, we also do modal shops and antenna shops and so on.

To continue the founder Yamamoto Akio’s will, currently, we are still concentrating on Iberico/Duroc pig products. Our original destination is a “delicious” comment from our customer. our creations and proposals are widely praised by customers.

We will take over Taishi Plan and focus on product planning, manufacture management, business development, employee education and profit guarantee., make sure a happy and comfort purchasing environment for our customers and a quick response system to customers’ suggestion

Chairman Yamamoto Shinzo

## ■ Company Information ■

**Company Name :** Taishi plan corporation

**Address :** 〒557-0011 Osaka 2-13-3 **Tel :** 06-6653-1209 **Fax :** 06-6653-9614

**Establishment date :** 1996/4/1 **Founder :** Yamamoto Akio **Chairman :** Yamamoto Shinzo

**Share capital :** 62.5 million yen

### Business scope

- Product development business ⇔ Outdoor menu
- Outdoor dining business ⇔ Iberico shop, China KING Taishi
- Trading business ■ Side dish business
- Internet business ■ Spain Iberico pig
- Corporate factory, Direct farm Spain(Seville)

## ■ Company motto ■

**Keep Power**

**Keep original intention**

**Do my best**

# Treat with sincerity That pride is the witness for Taishi brand

Iberico pigs are one of pigs raised for food, They are Iberico 100% pure blood, or Iberico mate with Duroc breeding which certified by Spain government.

Although there is no rank like cattle for pigs, only Iberico pig is evaluated by strict ranking rate in the world. The rank from top is "Bellota" "Cebo".

The best rank "Bellota" is defined as "Over 50% Iberico blood, graze during acorn ripen and feed with acorn". Preciously, only 10% Iberico pigs exist. There is more top rank in Bellota. That is 100% pure blood Iberico pig, the age of acorn tree is over 200 years. The nutritive value is different from the age of the acorn tree. Iberico pig which feed with this acorn, contains oleic acid and linolenic acid. Only 2% Iberico pigs are satisficed with this condition, and win the title "Real Bellota®". To keep the 2%, there are only 1.5~2 Iberico pigs feed in 1 hectare averagely. In our farm, every 2 hectare feed 1 Iberico pig, it is such a wide area which can keep enough feed and high quality life for Iberico pigs. Taishi plan is to produce this previous

"Real Bellota®", we do line production from direct farm in Jabugo village in Spain, under quality control in all aspects, from feed to manufacture which contains no hormone, chemicals and gene.

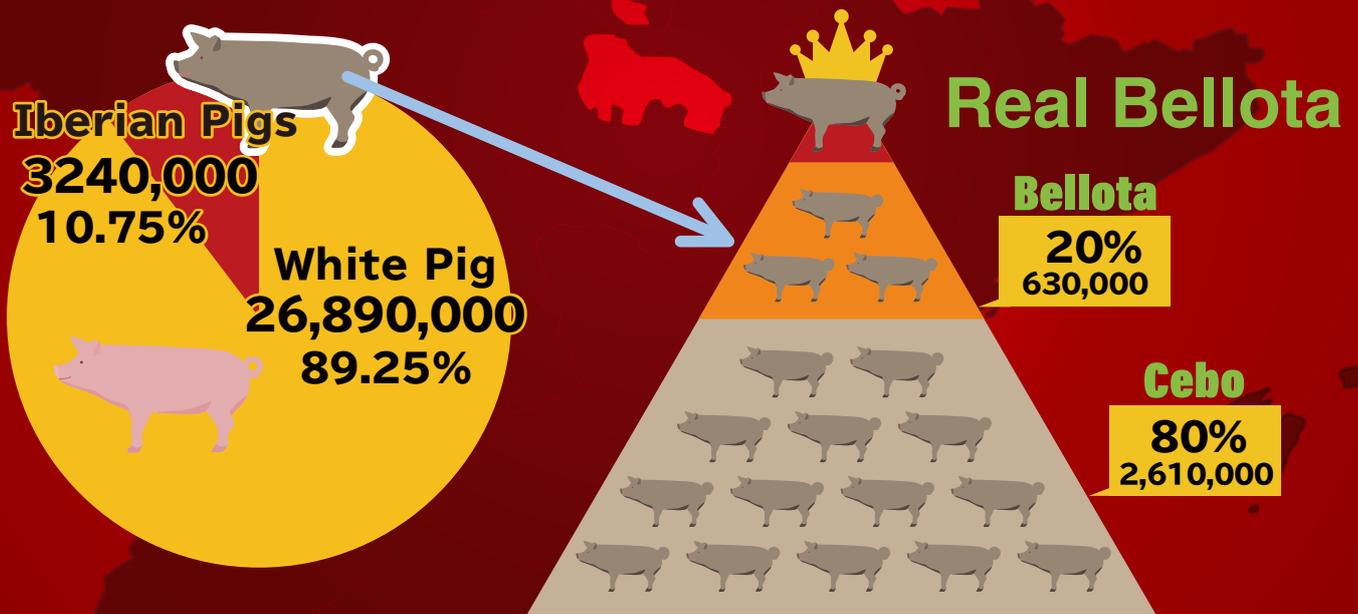
Jabugo

We are proud of "treat sincerity", providing safe, ease Taishi plan brand with highest quality.

Japan



# The Iberian pork whitch we sell has 2% of rarity value in the world



Total Slaughter of Pigs in Spain is  
**30,130,000**

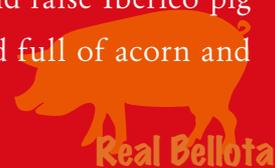
# When Japan quality meets Spain culture

## The world gourmets waked

The founder Yamamoto Akio met Iberico pig is in spring in 1999. It was the first time when Yamamoto taste it in Jabugo village in Spain Sevilla and got a strong shock in taste. 300 years ago, the village who first produced this Iberico ham Jabugo keep the same variety, feed way and delicious taste by protecting same feed environment from generation to generation. for this reason, it is passed with the title” real producing place of Iberico pig” by Spain Kingdom and native gourmets.

once in Spain, Iberico pig is pointed as “combined with only arm and legs”. The founder who loved this taste and culture guided the processing method to make all other parts import to Japan. Because it is forbidden to import whole pigs in Japan, the founder made a standard and spend 5 years to discuss with Japan and Spain government. With his high passion, the founder made it successfulto import Iberico pig to Japan. To memory this success, the people in Jabugo village created a cemetery for the founder in the beautiful forests where raise the Iberico pig.

The import of Iberico pig is from 2004, we run the Spain farm together from 2017 and raise Iberico pig locally. Iberico pig can get enough sport in this stress less environment in nature and full of acorn and grass. by 18 months’ raise with our efforts and love, we are confident in our quality. it is our destiny to spread our high quality in this area from our founder.



# REAL BELLOTA

*Iberico Pork Meat*

## A wide variety of deliciousness



1 COLLAR



2 ロース / LOIN



3 CHEEK MEAT



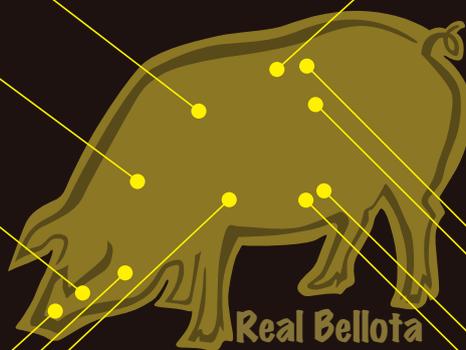
4 SECRETO



5 BACK LOIN MEAT



6 TONGUE



7 TENDERLOIN



8 TONGUE ROOT



9 JOWL



10 FAT



11 BELLY TRIMMUNG



12 BONE IN LOIN



13 DIAPHRAGM



14 BELLY



15 BONELESS SPARE RIB



16 SPARE RIB