

おいしいって、生きること。

Q・B・B

Rokko Butter Co., Ltd.



We are QBB, the top brand for processed cheese.

Cheese is healthy source of the protein  
that is an essential building block for the human body.  
Cheese is also a great source of the calcium keeps our bones strong  
and the vitamin A that promotes healthy development.

Make cheese a part of your daily life.

For breakfast, with bread, or in a salad,  
eating cheese is the best way to lead a healthy, nutritious life.

Cheese is an essential part of life. And, it's also delicious.

That's the beauty of cheese.

おいしいって、生きること。

Q·B·B





**Hirokazu Miyake**  
Chairman of the Board



**Hiroyasu Tsukamoto**  
President & CEO

## Quality for our Customers

The history of Rokko Butter dates back more than 70 years, and over that period we have introduced consumers to so many delicious products. Beyond processed cheese, our products also include nuts, desserts, and chocolate.

Our product brand QBB stands for Quality's Best & Beautiful, and represents our promise to customers: To provide the highest quality and most delicious-tasting products.

We value teamwork as the way to ensure our ability to offer customers the best quality and beautifully delicious products.

We apply our years of experience and knowhow towards creating new and wonderful products for our customers. We continuously pursue better quality and taste to contribute to the health and happiness of our consumers.

This is our mission and our never-ending pursuit, no matter the changing times.

As a development-oriented company committed to proposing new food culture, we will continue challenging ourselves to create new value.

We proactively adopt new workstyles and new approaches to develop and launch new products that look beyond the changing times.

We take a global perspective to promoting delicious food culture to people around the world. We engage with local communities to create a global environment that we can leave for future generations.

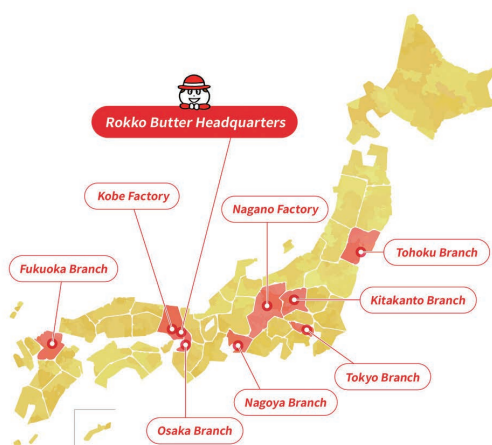
Creating a healthy and happy society for all.

More than ever, Rokko Butter is committed to creating a delicious future.



## ■ Company Overview

<b>Company name</b>	Rokko Butter Co., Ltd.
<b>Established</b>	December 13, 1948
<b>President</b>	Hiroyasu Tsukamoto
<b>Capital</b>	2,843.2 million yen (listed on Tokyo Stock Exchange, Prime Market)
<b>Annual sales</b>	42,924 million yen (2024)
<b>Employees</b>	474 (as of December 2024)
<b>Headquarters</b>	1-3-13 Sakaguchi-dori, Chuo-ku, Kobe, Hyogo, Japan 651-0062 TEL: +81-78-231-4681 FAX: +81-78-231-4678





## History

1948	December	Established as Heiwa Oil & Fat Industries Co., Ltd.	
1954	July	Changed company name to Rokko Butter Co., Ltd.	
1958	November	Used cheese raw materials imported from Australia to produce processed cheese. Launched nationally in Japan under the QBB brand.	
			
1959	November	Reached agreement with Mitsubishi Corporation, significantly expanding sales network for cheese products.	
1960	October	Developed and launched sales of world's first stick cheese product.	
1961	April	Constructed new Akashi Factory to expand processed cheese production.	
1966	December	Constructed new Inami Factory in the Kako District of Hyogo Prefecture.	
1968	September	Completed expansion of Inami Factory.	
1971	December	First to develop and launch sales of individually wrapped sliced cheese in Japan.	
1972	March	Launched QBB nuts to engage in the nuts market.	
1976	October	Established Rokko Foods Co., Ltd. with 20 million yen in capital. Launched in-house production of nuts.	
1982	June	Developed and launched sales of QBB non-baked cheese cake.	
1984	March	Constructed new Kasai Factory for the production of chilled desserts.	
1985	March	Non-baked cheese cake, sliced cheese, and Pokotto Cheese awarded Gold Prize at the 24th Monde Selection held in Madrid.	
1988	March	Developed and launched sales of baked cheese cake.	
1989	December	Reached import and distribution agreement with Lindt & Sprüngli in Switzerland to sell their chocolate products in Japan. (Agreement ended in 2023)	
1994	December	Acquired and began operations at Nagano Factory to expand cheese production structure.	
2001	August	Acquired ISO14001 certification.	
2008	March	Constructed new No. 5 plant on Inami Factory grounds to expand cheese production structure.	
2010	April	Partnered on renovations to the Kobe Municipal Rokko Pasture Cheese House and reopened as the Rokko QBB Cheese House.	
2019	February	Constructed new Kobe Factory to expand cheese production structure.	
2019	May	Acquired FSSC22000 certification for the Nagano Factory.	
2020	September	Acquired FSSC22000 certification for the Kobe Factory.	

## || Manufacturing

### Committed to the highest quality while ensuring safety and peace of mind

Using only select natural cheese as raw materials, we engage in manufacturing processes that incorporate advanced technology and are subject to strict inspections. These processes ensure we provide our customers safe, high quality processed cheese that our customers can depend on. In 2019, we launched operations at our Kobe Factory. This factory is equipped with advanced manufacturing facilities and boasts a production structure capable of responding to rapidly growing market while achieving an even higher level of quality.



### Kobe Factory

Launching operations in April 2019, the Kobe Factory sits on a 51,540.94m<sup>2</sup> lot. The factory has a total floor area of 47,394m<sup>2</sup> and boasts a production capacity of 40,000t/year. The Kobe Factory represents a dramatic increase in production capacity, quality control, and efficiency thanks to an optimal production line layout, advanced manufacturing equipment, centralized information management, an advanced quality control structure, and the adoption of automation for factory logistics.





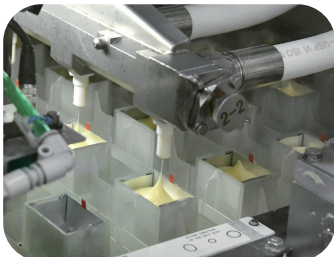
1 The natural cheese we use for raw materials is limited to products that clear our internal inspection standards.



## Manufacturing Process

2

During the melting sterilization process, natural cheese is heated to cause emulsification, after which the latest equipment is used to fill and wrap the product in a clean room.



3

We use advanced equipment to conduct filling and packaging in a clean environment.

4

We install image recognition cameras, detection sensors, and X-ray sensors to check the cheese.



### Central Control Room

All factory operations, including production progress, machinery operating status, and energy consumption are monitored continuously.

5

## Quality Control

### Strict Quality Control

To ensure product quality and safety, in addition to standard hygiene management at our factories, including manufacturing facility and equipment inspections, worker education, and various manufacturing process, raw material, and product inspections, we also conduct hygiene management conforming to HACCP standards. As part of additional safety and security measures, we employ a quality assurance system based on FSSC22000, the international certification standard for food safety management systems, to improve our product quality and services, and provide customers with satisfying products.



At the factory, we dismantle processing kettles and filler machinery daily for cleaning and sterilization to maintain constant cleanliness. Our factories also feature airflow design so that external air is taken in through filters and existing air is ventilated outside. This prevents entry by dust or insects. Prior to entering the worksite, employees are required to change into designated work clothing and wear work boots, a hat, and a mask. Employees also use lint rollers for full-body dust removal and are required to wash their hands (disinfecting). Furthermore, workers are also prohibited from bringing in metallic objects and accessories as part of measures to prevent foreign object contamination due to human error. Reinforcing these systems enable us to provide our customers with safe and reliable products.







Kobe Factory



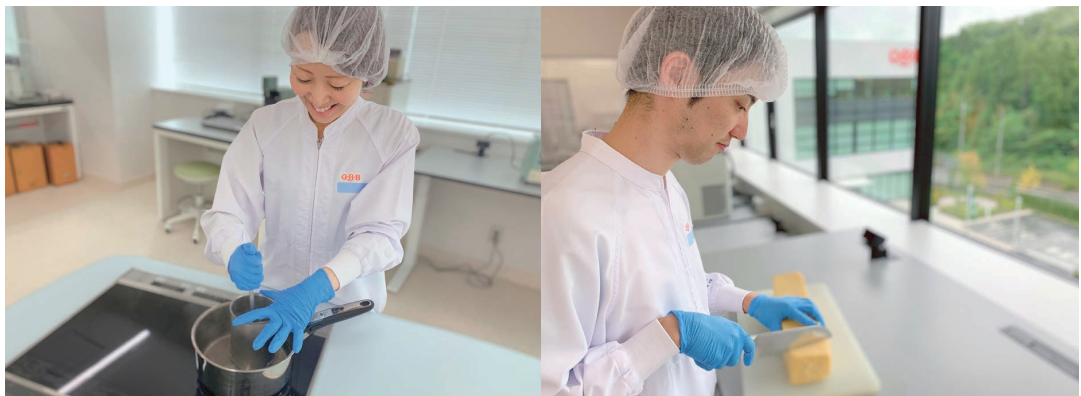
Nagano Factory

	FSSC22000	
Certified factory	Kobe Factory	Nagano Factory
Certification number	JQA-FC0218	JQA-FC0166
Scope of certified activities	Design, development, and manufacturing of processed cheese, cheese food, dairy food products, natural cheese and processed oil and fat product	Design, development, and manufacturing of processed cheese and dairy food products

## || Research & Development

### Pursuing the potential of cheese to create healthy, happy food experiences.

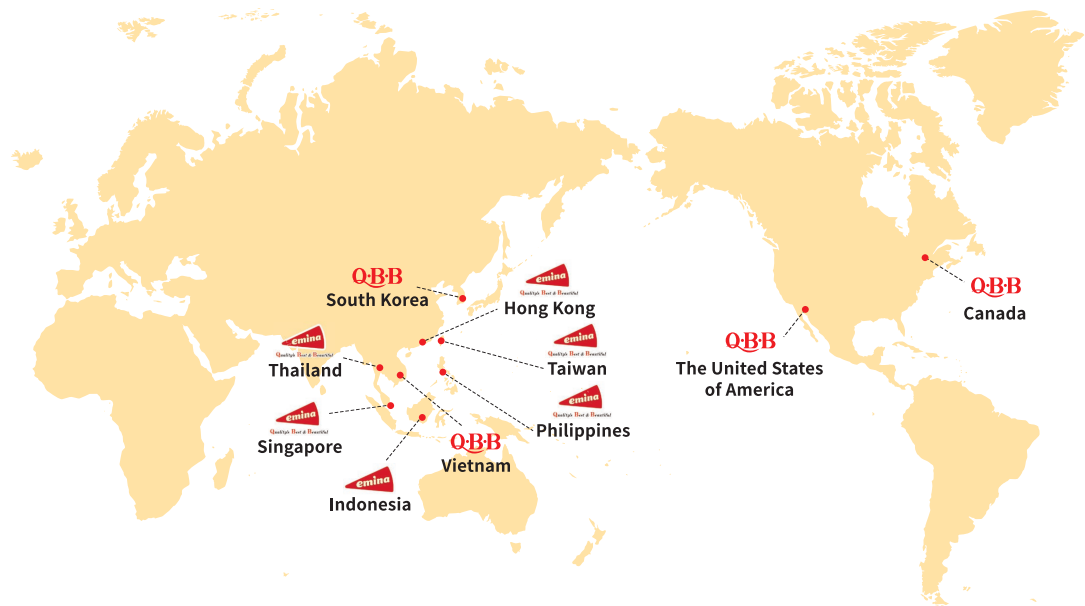
Since our founding, we have worked to bring cheese to more and more Japanese consumers. Through this continuous effort, we have achieved numerous firsts on both the global stage and the Japanese market. As a development-oriented company that embraces the spirit of taking on new challenges, we continuously work towards creating and offering products that exceed customer expectations. We strive to maintain the delicious taste and quality we have cultivated over the years. At the same time, we work continuously to develop new products that further expand on the vast potential of processed cheese.



## || Overseas market

We began major export activities in 2017 and today continue to expand sales with a focus on Southeast Asia.

Our goal is to create a healthy and happy for all through our products and business activities.



QBB is the abbreviation for Quality's Best & Beautiful, which expresses our desire to provide the highest quality and delicious-tasting products.

# Q·B·B



Quality's **B**est & **B**eautiful

EMINA represents our desire to make everyone smile with cheese (in Japanese, "E"=gao = smile and "MINA"= everyone).

## || Our business in Indonesia

We established PT EMINA CHEESE INDONESIA as a joint venture with Mitsubishi Corporation in Indonesia. This factory is compliant with the hygiene and quality control structure standards we apply in Japan. The population of Indonesia is the fourth largest in the world and is approximately 90% Muslim. Because of this, we have obtained Halal certification, which certifies that our production process is compatible with Muslim teachings.



## Our business in Vietnam

We established QBB VIETNAM COMPANY LIMITED as a subsidiary company of Rokko Butter Co., Ltd. in May 2023 in Vietnam. QBB VIETNAM COMPANY LIMITED has started its business as an import and sales company to expand our products. Our most popular product in Vietnam is "Cheese Dessert" which is a great combination with cream cheese and some flavor such as fruits, vanilla and nuts. We aim to support the Vietnamese health and bring happiness with QBB cheese products.



## Japan's leading manufacturer for processed cheese

### Baby Cheese is the No. 1 brand for bite-sized cheese

With over 200 million units sold annually, our Baby Cheese line of products boasts the No. 1 market share in Japan for bite-sized cheese. This equates to more than one packet (4 pieces) sold for each person in Japan. These figures represent the trust customers have in our products, and a source of pride for us at Rokko Butter. (Source: INTAGE SCI (ages 15 to 69, including Okinawa) Bite-Sized Cheese (4-piece) Market, Market Revenue Share for January to December 2021)



### A legacy of "world's first" and "Japan's first"

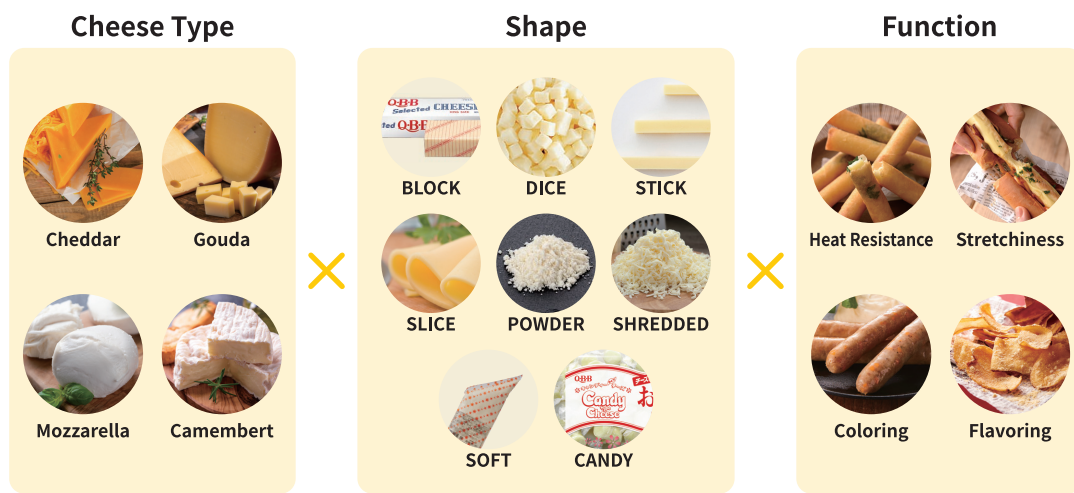


We developed the world's first Stick cheese in 1960. And in 1971, we were the first in Japan to develop individually wrapped sliced cheese. Since then, we have continued to develop numerous unique products. One of our greatest strengths is in our ability to predict market needs and engage in creative product planning and development. New tastes, new textures, new ingredients, new ways of eating, and new forms of packaging. Throughout our history and into the future, we have always and will continue to offer creative, new products as part of our continuous pursuit of originality and innovation.



## Our B2B business

Cheese products can provide a variety of flavors and physical properties by selecting and combining raw materials. Our strength is having many kinds of raw materials, shapes and functions. Especially, we offer great heat-resistance and we also have many unique products such as KATANUKI cheese which has been popular as a school lunch item for many years. We use the expertise and processing technology that we have cultivated through many years of our business with various business partners, such as bakeries, Ready-To-Eat, manufacturers, and HORECA to develop and consider products that meet the needs of our customers.



Meeting clients' needs with Japanese quality

## Overseas best-seller! About our popular cheese dessert!

### Product profile

A dessert-type cheese that combines fresh and creamy cream cheese with seasonal fruits and other ingredients. This new, high-quality cheese boasts the soft texture of cream cheese combined with the joy of delicious seasonal ingredients.



# MEMO

I'm Q-chan.

I am a prince from "QBB Cheese-land" which is the kingdom of cheese located somewhere in Rokko Mountain.

I always have lots of energy and I study hard about cheese every day for everyone to enjoy cheese.

I am striving to create a healthy and happy society for all with cheese made in the Cheese-land.

**From :** Q·B·B Cheese-land

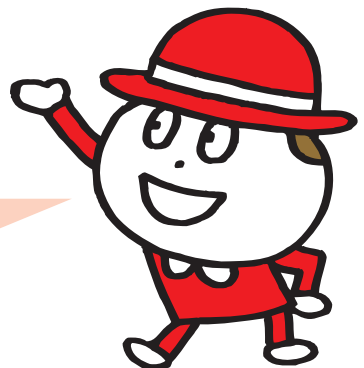
**Age :** 6 years old

**Sibling :** 3 siblings

**Favorite food :** Cheese, Nuts, Chocolate

**Talent :** Can communicate with animals such as sheep and cow

Q-chan,  
the Q·B·B mascot





Q-chan,  
the Q-B-B mascot

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