

# **【TOYO SEIKAN GROUP】 Enters into Capital and Business Alliance with Oishi Kenko Inc.**

## **-Food & Health Data Platform for Barrier-free Food Environment-**

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Toyo Seikan Group Holdings Co., Ltd., world's leading packaging container manufacturer with history of over a century, announces today that it has signed a capital and business alliance agreement with Oishi Kenko Inc. to implement digital transformation in the nutrition management of the general public and patients/medical professionals.

The group, which Nippon Closures belongs to, has been utilizing its technology and know-how for the innovative **OPEN UP! PROJECT** to fill the unmet gap in various spaces.

This year, the Group focuses on investing in startups to jointly address social issues, and this is the memorable first domestic startup investment the group has made.



Left: **Registered dietitians developing recipes for Oishi Kenko**

Right: **Personalized Diet Support app, supervised by Oishi Kenko's registered dietitians**

### **About Oishi Kenko**

Oishi Kenko provides a personalized diet support app, **Oishi Kenko** (meaning "delicious and healthy"). Supervised by registered dietitians, the app will support everyone to eat well for good. Oishi Kenko is a Food x Healthcare Tech company with consumers and households at the very core of its service. With its technology and big data, it supports preventive healthcare from the dietary perspective and eventually contributes to our wellbeing. The company aspires a society where all of us can have a happy family, all members eating well and healthy.

### **Purpose of the capital and business alliance (1): to build food and health data platform**

The capital and business alliance between Toyo Seikan and Oishi Kenko will redefine the term "**package**" from "something to wrap the food with" to "**an important interface through which everyone has access to food**".

We will promote the IoP (Internet of Packaging), build a data platform for food and health by leveraging the big data Oishi Kenko owns to create a social value.

### **Purpose of the capital and business alliance (2): to realize a barrier-free food environment**

Our vision is to create a world where food plays a role as important as medicine in illness prevention. We will offer solutions with appropriate packages and data through our strategic collaboration and build a barrier-free food environment where everyone, from children to the elderly, regardless of disability or illness, is being healthy while enjoy eating.

## **Salt Off Cup, a pre-alliance joint-project**

Prior to the capital and business alliance, the two companies jointly developed a low-salt tofu container **Salt Off Cup**. This product was based on the knowledge of Oishi Kenko that in some cooking classes for kidney disease patients, they use tofu containers as disposable measuring cups. This case is a good example of the fusion between the packing and molding technology of the Toyo Seikan Group and Oishi Kenko's resources, such as doctors, registered dietitians, medical institutions, and nursing home staff, who are at the actual food spots. We will continue to develop various products and services in the future.

Reference URL : <https://jp.open-up.tskg-hd.com/ideas/saltoffcup/>