



YANMAR

News Release

Yanmar to Exhibit Rice gelée, a New Rice-based Food at "SIAL Paris 2018", the World's Largest Food Trade Fair



< Rice gelée logo >

OSAKA, Japan (September 27, 2018)—Yanmar Agri Innovation Co., Ltd., a group company of Yanmar Co., Ltd. will exhibit its new rice-based food ingredient, Rice gelée at SIAL Paris 2018, the world's largest food trade fair. The food trade fair will take place in Paris, France from October 21 to 25.

Rice gelée is a new, innovative food made purely from rice and water. Rice gelée is superb for water retention, emulsification and for use as a thickener, stabilizer and gelling agent. This makes it ideal for improving the texture of bakery products and confectionery, as a binder for hamburgers and noodles and as a thickener for soups and sauces, in addition to a wide range of other uses. Because Rice gelée consists of just rice and water, it is perfect for gluten-free foods such as bakery products and confectionery. Until now this was difficult to achieve with rice flour alone, as it lacks the springy texture that Rice gelée has.

"We are very excited to bring rice gelée to European consumers," said Koji Hashimoto, President, Yanmar Agri Innovation Co., Ltd. "We believe that our product suits the European market's growing awareness and interest in a healthy lifestyle."

Held every 2 years, "SIAL Paris" is the largest food trade fair in the world. In 2016, SIAL featured roughly 7,000 exhibitors and drew around 155,000 visitors. In addition to demonstrations using Rice gelée, the Yanmar booth will be offering samples of food made with the ingredient, such as gluten-free Financier, a French pastry. With interest in gluten-free and healthy food running high in Europe, Yanmar will showcase the appeal of Rice gelée to an international audience and demonstrate the ingredient's distinctive features and the different ways it can be used that suit the European cuisine. With a view to further expanding potential markets for rice, Yanmar Agri Innovation will examine the Europe's response to Rice gelée, and explore new opportunities that arise in this exciting market.

■ Overview of the Trade Fair

Name of Trade Fair : SIAL Paris 2018
Exhibition Dates : October 21 to 25, 2018
Location : Parc des Expositions de Paris-Nord Villepinte
(Paris-Nord Villepinte Exhibition Centre)
Organizer : COMEXPOSIUM
Website : <https://www.sialparis.com/>

■ Yanmar's booth

Exhibition Hall: Hall 7 / Diet / 7D341
Booth Size : 25 m²

<About Yanmar>

With beginnings in Osaka, Japan in 1912, Yanmar was the first ever to succeed in making a compact diesel engine of a practical size in 1933. Moving on, with industrial diesel engines as the cornerstone of the enterprise, Yanmar has continued to expand its product range, services, and expertise to deliver total solutions as an industrial equipment manufacturer. As a provider of small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, machine tools, and components, Yanmar's global business operations span seven domains.

On land, at sea, and in the city, Yanmar's Mission of "providing sustainable solutions focused on the challenges customers face, in food production and harnessing power, thereby enriching people's lives for all our tomorrows," stands testament to Yanmar's determination to providing us with "A Sustainable Future." For more information, visit Yanmar Co., Ltd. at its global website at <https://www.yanmar.com/global/about/>.

<NOTE>

The contents of this news release reflect what was mentioned in the press announcement. Please be aware that the contents of this release may differ with new information and developments.