

## About Us

**Nippon Sight Corporation** was founded in 2004 by Shinichi Saito, who brings with him more than two decades of experience in the Japanese baking industry. In addition to being involved in the marketing of Japanese and imported frozen bread products, Saito was involved in managing production of sandwich products and played an instrumental role in the first full-scale venture to market imported bagels in Japan. These high quality frozen bagels, which are manufactured in St. Louis, Missouri, have rapidly become a favorite among consumers throughout Japan, with strong sales continuing to this day.

Saito was quick to recognize the possibilities of blueberries based on the popularity of blueberry bagels, while also recognizing the superior nutritional benefits of the fruit. However, one of the challenges of working with blueberries in baked products is that the fruit loses its attractive vibrant color, which is otherwise retained in products like blueberry beverages and jams. Bakers that wish to add a blueberry color to their products have until now been faced with the choice of using artificial colorings, or producing blueberry-containing goods that feature an unattractive greenish tint when baked.



### Wild Blue

Case: 1 kg x 10 packs, frozen

Best Before Date: 2 years from manufacture

Adds a vibrant, natural blueberry color to breads

Ingredients: Wild blueberries, sugar, blueberry concentrate, flavorings

No artificial preservatives or colorings

The first signature product developed by **Nippon Sight Corporation** is **Wild Blue**, which lends the vibrant natural color of blueberries when added to wheat-based products. **Wild Blue** is also high in fiber and helps to retain moisture in bread products. **Wild Blue** can be used in fresh-baked breads as well as frozen doughs.

**Nippon Sight Corporation** has since developed a second signature product—**Fruit Chips**—for use in baked goods.

**Fruit Chips** come in a unique tablet shape, but are a natural product that is completely free of artificial preservatives and colors. **Fruit Chips** can be added to bread products at the later stages of mixing before proofing and baking, just as you would add raisins or chocolate chips.

When dough containing **Fruit Chips** is baked, it matches the conditions of cooking jam, resulting in a baked product that is dotted with tasty nuggets of jam-like fruit. In comparison, **Wild Blue** is added to doughs in order to lend an appealing and vibrant blueberry color that is evenly distributed throughout the dough.

Both **Wild Blue** and **Fruit Chips** are natural products that are completely free of artificial preservatives and colorings.



Offered in different chip sizes and flavors



Folds into dough



Before steam up dough



Changes to jam-like consistency when baked



Steamed cakes

**Fruit Chips** are now available in a wider variety of flavors and three different chip sizes to accommodate your baking needs. See our **Fruit Chips** Product List for more information.

**Nippon Sight Corporation**—dedicated to developing “Unique Ingredients for Bakeries” using the highest quality ingredients—better for your health and the environment.

**NIPPON SIGHT CORPORATION** All Products Made in Japan  
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Thank you for your interest in our products.

Nippon Sight Corporation was established in 2004 to bring original products to producers of baked goods, with a focus on processed products containing blueberries. Our first product was Wild Blue, a blueberry puree that lends the vibrant natural color of blueberries to baked goods when mixed into dough, setting it apart from other blueberry products in the market.

We then developed our next signature product, Chip Jams, which are made from processed wild blueberries. Simply add Chip Jams at the later stages of mixing to produce a baked product that is appealingly dotted with juicy nuggets of jam-like fruit. This excellent ingredient is used by all kinds of bakeries, from small to medium- and large-scale bakery operations, as well as being used by consumers in their home-baked goods. Our users have come to depend on Chip Jams.

In addition to Blueberry, we now offer Chip Jams in the following flavors: Strawberry, Coffee, Mango, Honey, Caramel, Kokuto (Brown Sugar), Cinnamon, Sweetened Condensed Milk, Banana, Apple and Maple Syrup. Our Maple Syrup flavor is particularly popular and contains generous amounts of No. 1 Medium Grade maple syrup from Quebec, Canada.

Our newest signature product is Nuggets, which we started developing in 2012. Although they look like Chip Jams, Nuggets are a completely different ingredient. Chip Jams taste best when freshly baked, and have a life of up to one week or so. Nuggets have a long life of one to two months (or more) and taste best starting from the day after the finished product is made.

Nuggets hold their shape well in baked goods and add a pleasing texture. Furthermore, Nuggets are available in savory flavors in addition to sweet, with popular flavors like Curry, Pizza, Cheese and Yogurt that are also great used in sandwich-type breads.

Another advantage of Nuggets is that they can be used in all kinds of processed foods as well as baked goods. Flavors such as Mustard, Chili Sauce, Miso, Shoyu, and Wasabi can be added to frozen foods, sausages and processed fish products, or used as a subtle flavoring in cooking.

Our original products are made using natural ingredients that are good for you and environmentally friendly, with no preservatives or artificial coloring. You can use our products in diverse processed foods, provided that the manufacturing process involves heating and release of steam. We also offer product development services upon request.

In addition to the Japanese market, our products are currently sold in numerous countries including Hong Kong, Taiwan, South Korea, China and Myanmar. Please sample our products for yourselves and consider using them in your own goods.

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