



## ASC CO.,LTD.

### Company Description

#### [Business Description]

Import and sale of frozen fruits and vegetables from overseas, mainly from Central and South America.

#### [Main Products]

- Frozen foods for commercial use
- Frozen foods for home use
- Company-processed products
- Company-brand frozen fruits
- Company-brand frozen vegetables

#### [Main Clients]

Major GMS, supermarkets, convenience stores, drug stores, restaurants, catering and food service industries, fast food chains.

#### [Competitors]

Major frozen food manufacturers

#### 1. Business Characteristics (Market Size/Growth Potential, Industry Position, Product Development/Sales Capabilities, New Business Development, etc.)

Import and sale of frozen fruits and vegetables from overseas, primarily from Central and South America

- We import products from 17 countries, focusing on Central and South America, and are expanding our business by directly collaborating with high-quality farms and food processing companies worldwide.
- For over 30 years, we have maintained business relationships with suppliers in South America, Asia, Europe, Africa, and North America.
- Our products are used by major convenience store chains and major hamburger chains.
- In TV shopping, our brands Tropical Maria and Veggie Maria enjoy high brand recognition.
- Currently, our products are sold in all prefectures across Japan.

#### 2. Unique Features of the Company Organization (Corporate Philosophy, Company Culture, Organizational Management, Communication, Systems, etc.)

- CEO Eduardo Cárdenas is from Colombia and leverages strong ties with Central and South America. We have affiliated companies/partner factories in Colombia, Peru, and Chile, enabling us to offer a wide range of products and ensure stable supply.

#### 3. Other Unique Features (Attractive Aspects of the Company)

In recent years, smoothies and acai have gained attention, and the company has diverse distribution channels, with the following key strengths:

- Business-use products for hotels and restaurants

The company supplies frozen avocados, which are popular among women, to chains like Doutor, with the highest volume in the country.

- Retail and TV shopping for convenience stores and major retailers

The company operates in major convenience stores, retailers like Costco, and QVC, significantly expanding its performance.

### Company Details

#### Head Office

Japan

#### Main Business

食品の輸入、卸及び小売

#### President

エドワルド・カルデナス

#### Established

1994年6月6日

#### Capital

3000万円

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**Number of Employees**

11 - 50

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**URL**

<https://www.asc.co.jp/>

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**Offices**

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**Main Office**

Kanda 91 Building 5th Floor

1-8-3 Kaji-cho, Chiyoda-ku

Tokyo, Japan, 1010044

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