

YAOKO Marketplace, President of dream believer, Mr. KAWANO

2001, when Mr. KAWANO came to Paris for the market research of hyper and super market, I guided him to Carrefour, Auchan and Picard in which he was the most interested. As I loved the frozen food of Picard and lived with from 1990 when I began to work in Paris, I explained him everything I knew about Picard. He said "I would like to develop the frozen food as like Picard."

When I returned to Japan, Mr.KAWANO gave me the chance to design the packaging of the first PB commodity of YAOKO, CI on the 50th anniversary, and the packaging of the second generation of PB but, I never heard about the R&D of frozen food... I thought that it was too hard to challenge, because I presented already the concept of Picard to some big Japanese companies but, any company has not challenged...



YAOKO Co., Ltd
CEO
Mr. Kiyomi KAWANO

2008, Mr. KAWANO invited me to lunch and he talked about R&D of YAOKO frozen food. He did not forget it and confirmed me that he decided to organize a new young team with his nephew who will be future CEO of YAOKO.

His nephew, Mr.Sumito KAWANO came to see me and I proposed him to stay at least one week in Paris to taste the maximum frozen foods of Picard with the R&D team . The new R&D team of frozen food executed that.

On 29th April 2011, YAOKO Marketplace of Omiya-Bonsaicho was opened. I went to the opening of this new YAOKO Marketplace by curiosity and Mr. KAWANO showed me about 30 frozen foods of YAOKO as beef curry, beef stew, some pasta sauce, gratin, doria, soup and dessert !!!

The first contact with Picard in Paris in 2001, the young team of R&D of frozen food realised the dream of Mr.KAWANO in 2010. Mr. KAWANO's dream of ten years was achieved.

YAOKO is the only SM who continues to increase his income and profit from 1989 and there are 113 stores in Kanto area, 70 in Saitama, 12 in Gunma, 5 in Tochigi, 8 in Ibaragi, 14 in Chiba, 3 in Tokyo and 1 in Kanagawa. I hope that YAOKO continue to develop the frozen foods more and more...

The following photos
from web site YAOKO





The frozen food of Yaoko is exhibited in a special freezer. They are not discounted like other frozen foods.



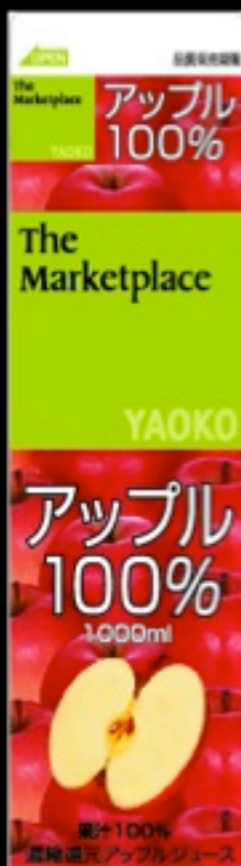
Pasta sauce, doria, beef stew, sell well. I tasted every pasta sauce, very good quality and

good taste. Frozen food is ideal for not only saving of time and money but also preserving.

Live it up with frozen food for your better life !



1st PB packaging



CI project for 50th anniversary



2nd PB packaging

