

Press Release

June 9th, 2016

SAGA-GYU 3rd Year Anniversary

~Towards further sales of SAGA-GYU ~

The exquisite and exceptional meat quality of Saga-gyu is created not only from the natural environments of Saga Prefecture that is blessed with many mountains and rich rivers flowing between them, but also from the strong trinity between the producers, JA Saga and Saga Prefectural Government, as well as their efforts that were built and spanned over more than 30 years.

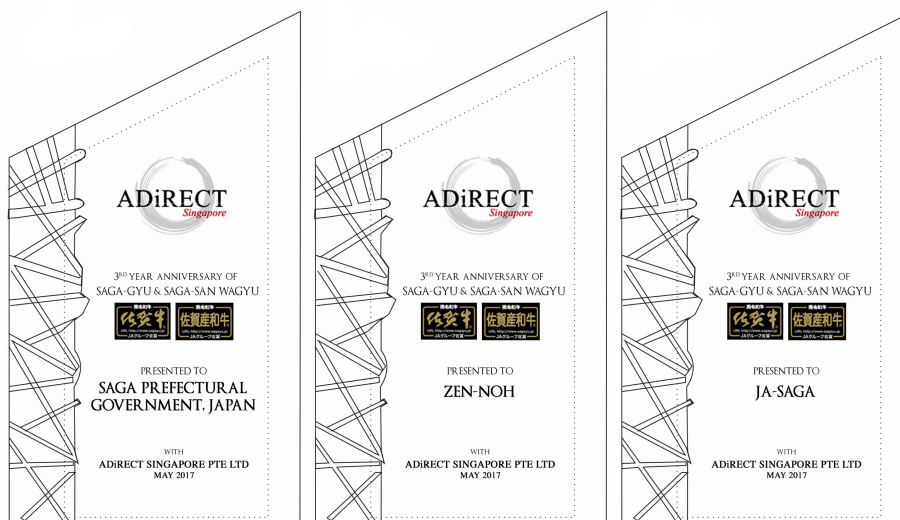
With a balanced harmony of delicate flavour and marbling comparable to art, Saga-gyu is not just the pride and representative of Japan and Japanese Wagyu brands, but also boasts of strong popularity outside of Japan in countries such as Singapore, which is well-acclaimed as a gastronomic hub.

Our company started the full-scale sales and marketing of Saga beef in FY2014 and is now welcoming our 3rd year.

In honor of their strong contribution to the widespread popularity of Saga-gyu in Singapore, we held a ceremony for JA Saga, JA Zennoh and Saga Prefectural Government to present them with the Crystal Plaques for SAGA 3rd Year Anniversary.

For FY2018, our company will set the business target of Saga-gyu 50% higher than that of FY2016, and aim to further strengthen both our wholesale business as well as our online and retail businesses.

So as to achieve our objective, we are planning various marketing and events this fiscal year to increase marketing activities that will further expand sales of Saga beef, among which we will be inviting Saga-gyu users and leading chefs to share their experiences of Saga-gyu in FHA2018, ASEAN's largest food show that will be held in April 2018.



Moulds of Crystal Plaques for SAGA 3rd Year Anniversary

◎Official Award Presentation :



Award Presentation to Mr.Yoshimi Nakano (Chairman, ZEN-NOH)



Award Presentation to Mr. Toshimune Tateno from JA Saga



Award Presentation to Mr. Motomura Naomi, Executive Director from
SAGA Products Promotion Public Corporation

◎FHA2018 :

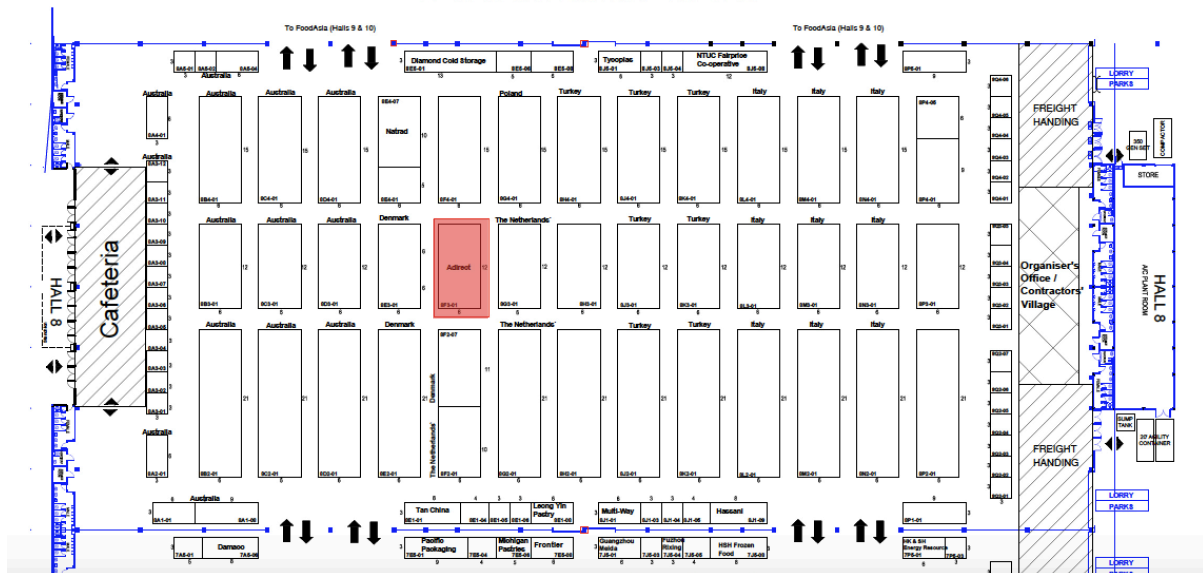
Date: 24-27 April 2018

Booth No.: BF3-01

SQM: 72sqm (12m x 6m)



24 - 27 April 2018 FoodAsia2018



ADiRECT

Singapore

ADiRECT Singapore Pte Ltd

8A Admiralty St.

#02-15 Food Xchange

@ Admiralty Singapore 757437

Tel: +65 6570 0627 | Fax: +65 6570 0629

Order e-mail: singapore@adirectholdings.com

Website: www.adirectholdings.com

◎SAGA-GYU 30th Anniversary Private Event :

Date: 28 JAN 2015

Detailed Press Releases can be found at the link below:

<http://meatlovers.com.sg/brands.html>



The banner features the SAGA-GYU logo in large, stylized yellow Chinese characters (佐賀牛) at the top, with the English text 'SAGA-GYU' and '30TH ANNIVERSARY PRIVATE EVENT' below it. A line of text states: 'This event, organized by The Saga Prefecture, is held with the support of ADiRECT Singapore.' Below this, a 'Supported By:' section lists logos for SAGA-GYU, SAGA-GYU (佐賀県), ZEN-NOH, JIN, ADiRECT, and MEATLOVERS. A silhouette of a cow is positioned on the right side of the banner, and a grassy field is at the bottom.