

January 4, 2021  
ADEKA Corporation

**ADEKA's professional use margarine "Marvelous"  
won the *Nikkei Marketing Journal Awards* of the  
2020 *Nikkei Superior Products and Services Awards***

The professional use margarine *Marvelous* sold by ADEKA Corporation (President and Chief Executive Officer : Hidetaka Shirozume) received the *Nikkei Marketing Journal Awards* of the 2020 *Nikkei Superior Products and Services Awards* sponsored by Nikkei Inc.

*Marvelous* is a professional use margarine that can maintain the "deliciousness" of freshly baked bread. Since it was launched in April, 2020, it has been highly evaluated by customers including bakeries. We were given the award for our new approach of contributing to the reduction of food waste as the social problem, which is the greatest feature of this product.

Our food business *RISU BRAND* will contribute to sustainable society by providing products that enable to solve customers' and social issues as "The Delicious Taste You can Rely On."

■ **As for the *Marvelous***

**Feature** Professional use margarine for kneading dough. Our unique "combination of enzymes" and "highly dispersed fats and oils" technology can maintain the moistness and texture peculiar to freshly baked bread, so the expiration date can be extended by about 1.5 times.

In addition, it does not require temperature control of fats and oils and is easily kneaded into bread dough, so it can be expected to stabilize and improve the efficiency of the bread making process.

**Use** It is used for bread sold at mass retailers, convenience stores and bakeries.



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## **Supplement : 2020 Nikkei Superior Products and Services Awards**

This award recognizes specially outstanding new products and services and reached the 39th year. In 2020, 36 items were selected by the examination committee from approximately 20,000 items published in various media such as the *Nihon Keizai Shimbun*, *Nikkei Business Daily*. This is our first award for us.

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