



Note: This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

October 9, 2025

For immediate release

Company name: HOKUTO Corporation

Representative: President, Masayoshi Mizuno

(Stock code: 1379, Tokyo Stock Exchange Prime Market)

Inquiries: Public & Investor Relations: Satoshi Maeda

(TEL: +81-026-259-5955)

(URL: <https://www.hokto-kinoko.co.jp/lang/en/>)

New Product Launch: Toretate No. 1♪ Flash Frozen Mushrooms Freshly picked flavor! Grown in Japan for peace of mind! Ready to use whenever you need!

HOKUTO Corporation (Head Office: Nagano City, Nagano Prefecture; President: Masayoshi Mizuno; hereinafter, “Hokuto”) announces the launch of our new product Toretate No. 1♪ Flash Frozen Mushrooms, featuring cut bunashimeji from Toyama Prefecture and cut eryngii from Nagano Prefecture.



◇ Key Features

(1) Freshly picked mushrooms quickly flash frozen

- By flash freezing shortly after harvest, we preserve the delicious flavor, aroma, and texture of just-picked fresh mushrooms.

(2) Pre-cut mushrooms frozen for convenience

- Ready to cook straight out of the bag, with no further preparation needed.
- Keep a bag ready in the freezer and use just the amount you need.

(3) Pesticide-free mushrooms grown in Japan

- Uses safe and reliable Hokuto mushrooms.

◇ Product Line Up

• Cut bunashimeji grown in Toyama Prefecture

Freezing the bunashimeji enhances their umami flavor. Try these mushrooms for their savory richness in *takikomi gohan* (Japanese mixed rice) or miso soup.

• Cut eryngii grown in Nagano Prefecture

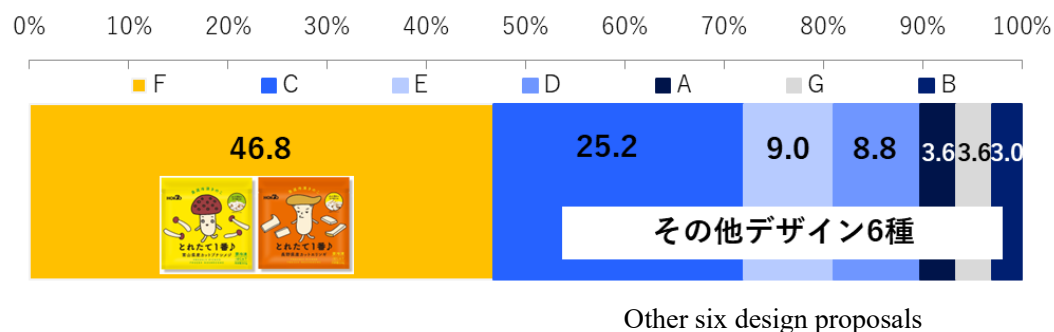
Crunchy texture! The aroma and flavor of eryngii is enhanced by freezing. Their crunchy texture makes them perfect for use in stir-fries or pasta dishes.

Product webpage (in Japanese only): <https://www.hokto-kinoko.co.jp/frozen-mushrooms/>

◇ Package Design

The package design was decided after conducting questionnaire-based research with 500 respondents.

Q1. Choose the package design that stands out the most (select one of the seven design proposals).



→ 46.8% of respondents thought this package design would stand out in the frozen vegetable aisle

Q2. Please provide any further comments on your impressions of the product features or design.

→ 275 of 500 respondents (55%) commented that “the design is charming”

We are launching the new product in a charming package design that will appeal to the target audience and stand out in the frozen vegetable aisle.