

A woman and a young girl are sitting at a wooden table, smiling and eating rice-flour noodles. The table is set with plates of food, including noodles, vegetables, and fruit. There are also some condiments and a glass of water on the table. The background shows a kitchen area with various items on a counter.

**SLURP RICE.
LOVE YOUR BODY.**

In Pursuit of Japan's Most Delicious Rice-Flour Noodles

A Cross-Industry Challenge

9 March 2026

Alpha Electronic Co., Ltd.

Chikako Tarukawa
President & Representative Director

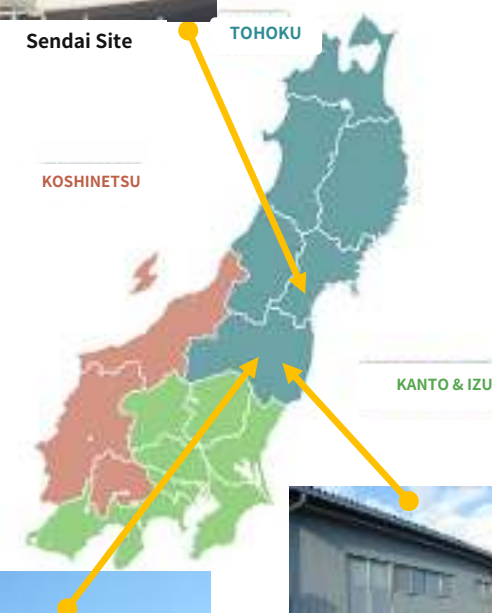
Company Profile



Company	Alpha Electronic Co., Ltd.
Established	1 April 1969 - 57 years in operation
Leadership	Hisao Tarukawa - Chairman & Representative Director Chikako Tarukawa - President & Representative Director
Capital	JPY 12 million
Employees	140 employees as of 1 January 2026 (including 20 agency staff)



Sendai Site



Sukagawa Plant



Head Office & Plant - Tenei, Fukushima

CERTIFICATIONS & REGISTRATION

ISO 9001 / ISO 14001 - Integrated Quality & Environmental Management

ISO 13485 - Medical Device Quality Management

ISO 22000 - Food Safety Management

Registered Medical Device Manufacturer



Business Operations

HEAD OFFICE

60-2 Mukaihara, Iitoyo, Tenei Village, Fukushima 962-0512, Japan

- End-to-end production of medical devices, electronic equipment and energy-related components
- Assembly of finished electrical equipment



SENDAI SITE

- On-site contract manufacturing of button-cell batteries

FOOD BUSINESS DIVISION

128 Hinata, Okuwabara, Sukagawa, Fukushima 962-0056, Japan

- Rice-flour noodles and rice-flour products - UMAIMEN
- Mushroom cultivation - wood ear and oyster mushrooms



What Led Us into the Food Business

11 March 2011 - The Great East Japan Earthquake



FACTORY PARTIALLY DESTROYED



Business suffered reputational damage following the Fukushima Daiichi nuclear accident

Two major customers suspended business with us

Using Our Manufacturing Strengths to Create Our Own Products

High barriers to developing proprietary hardware

**A decision to pursue something new beyond
electronic components and medical devices**

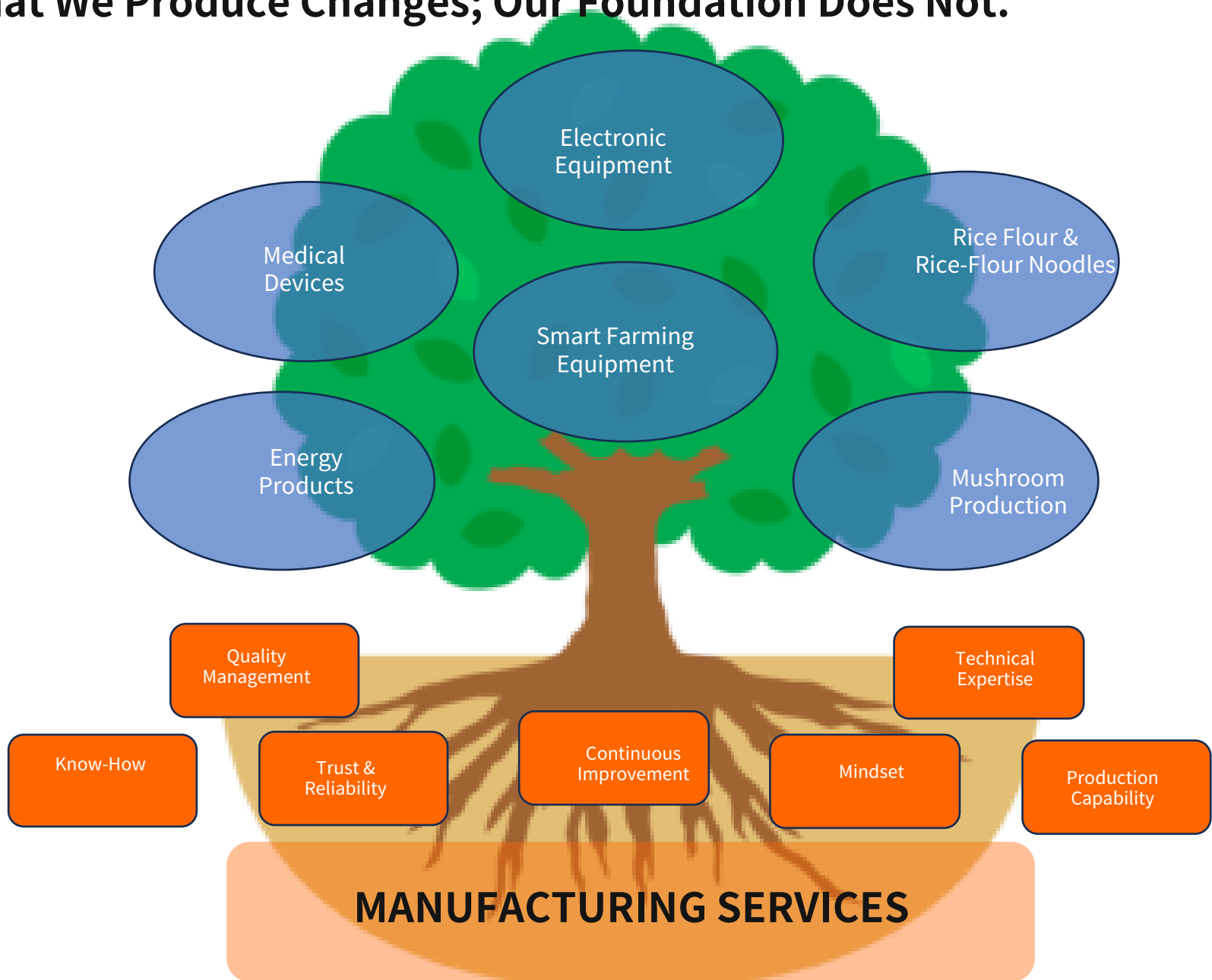


**Experience in elder care, my daughter's allergies,
and my own illness and surgery
A renewed understanding of the vital importance of food**



**A New Focus on Food and Agricultural Value-Chain
Integration**

What We Produce Changes; Our Foundation Does Not.



Connections Forged During Evacuation



- 2011** Evacuated to Niigata Prefecture with my daughter
- 2014** Returned to Fukushima
- 2015** Joined Alpha Electronic, determined to carry on the family business
- 2018** Decided to launch a new business to secure the company's future
- 2019** Introduced to a rice-flour producer on Sado Island through connections made during the Niigata evacuation



Challenges Facing Japan

- Declining rice consumption
- Lower food self-sufficiency
- Growth in abandoned farmland
- Rising prevalence of allergies

Our initiatives may help address these social challenges.

A mission we chose to embrace

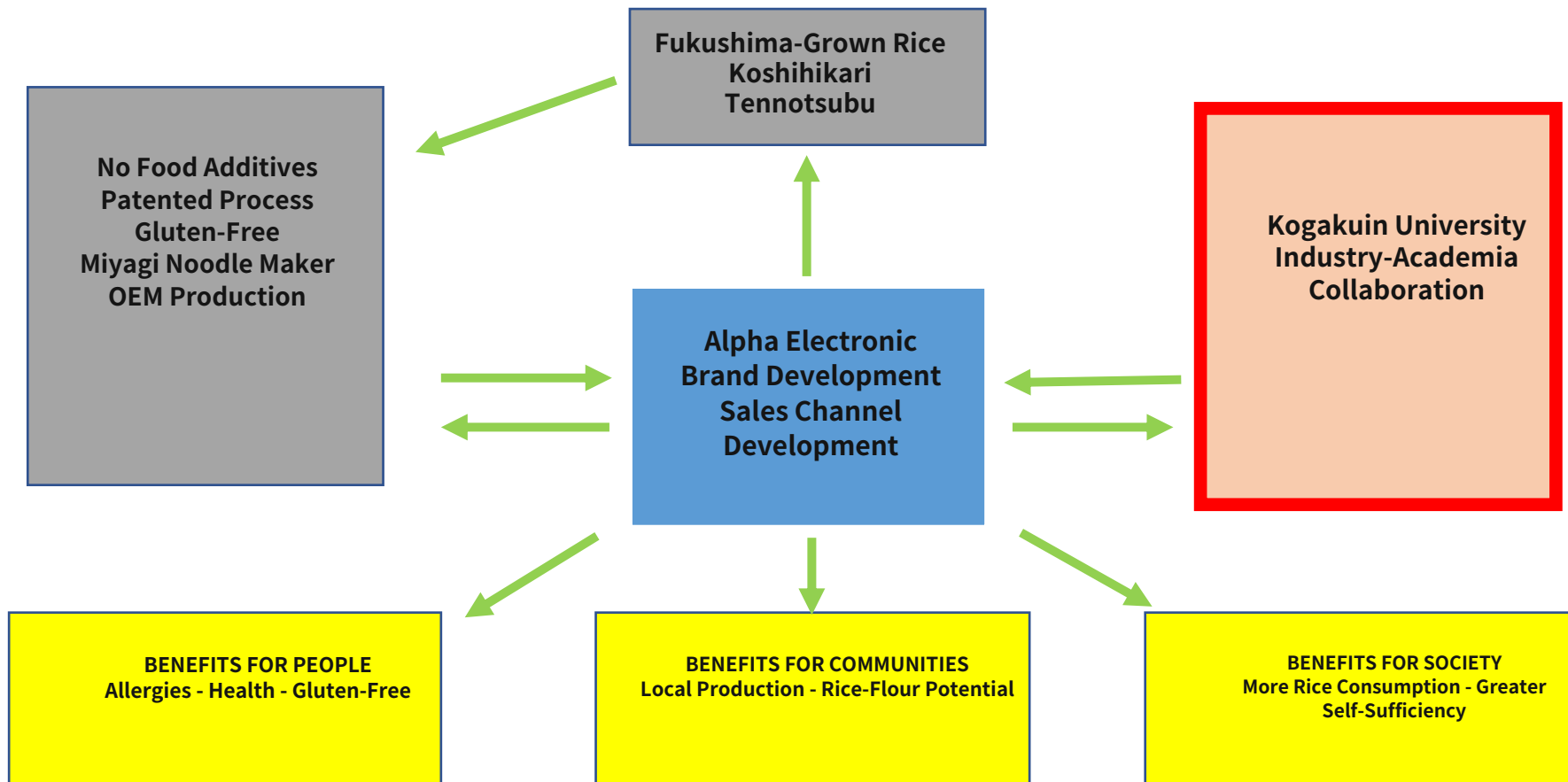
Why we chose to make noodles:

"By taking on a difficult challenge, we could create a product that only we could make."

Industry-Academia Collaboration with Kogakuin University

2020

Work-Style Reform Support Grant
Creating Japan's Most Delicious Rice-Flour Noodles



The Science Behind UMAIMEN's Deliciousness

1. Selecting Rice Varieties for Noodle Making through RVA Measurements

Table 5. RVA Results for Reground Rice Samples

Sample	Peak Viscosity	Breakdown	Final Viscosity	Setback
Current Test: Yukiguni	5106	3223	3302	1409
Current Test: Tennotsubu	4816	2822	3425	1431
Reference: Niigata / Koshinokaori	6181	3777	5553	3149
Previous Test: Yukiguni	5917	3997	3577	1657
Previous Test: Tennotsubu	5470	3255	3959	1744

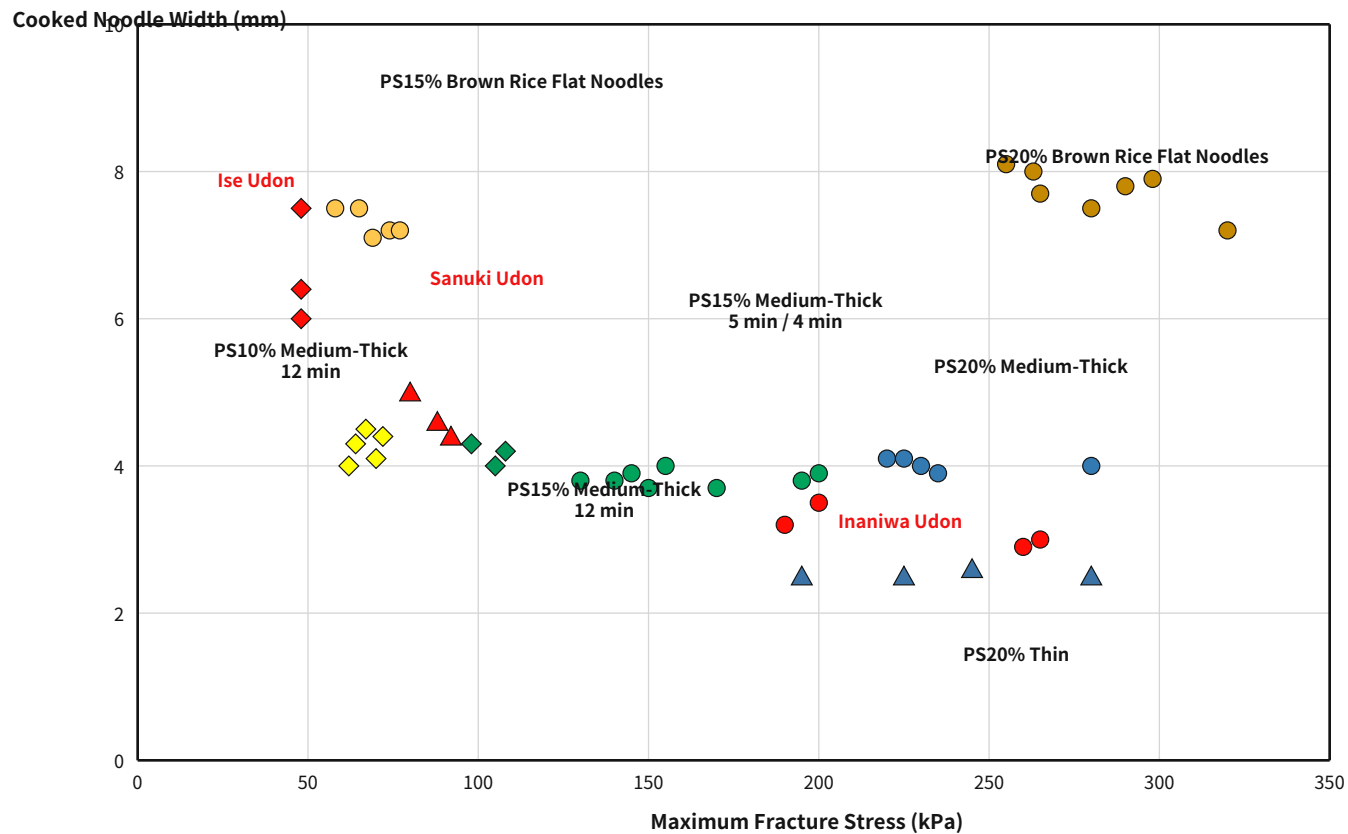
Excerpt from "Development of Rice-Flour Noodles" by Prof. Shoji Yamada,
Department of Applied Chemistry, Kogakuin University

RVA testing confirmed Tennotsubu's suitability for noodle making.

Selected the Rice Variety Best Suited to Noodle Production

The Science Behind UMAIMEN's Deliciousness

2. Cooking-Time Analysis Using Fracture Testing



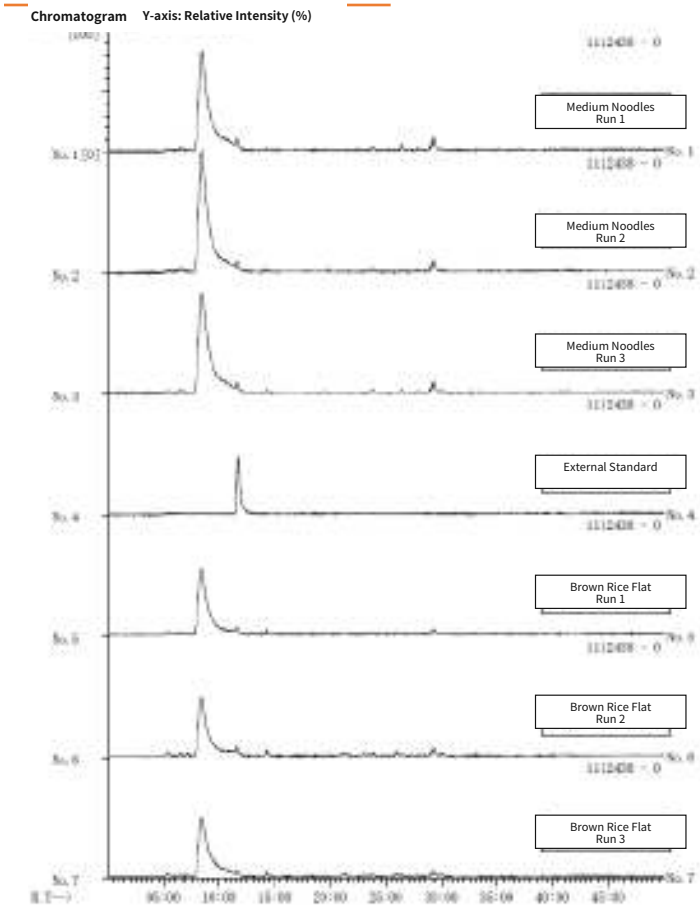
Eating Quality Comparable to Japan's Renowned Regional Udon Styles

The Science Behind UMAIMEN's Deliciousness

3. Characterizing Flavor Profiles through Aroma Analysis

Table 8. Aroma Analysis Data

Compound	Med 1	Med 2	Med 3	Brown 1	Brown 2	Brown 3
Ethyl Acetate	7.045E-02	6.215E-02	6.504E-02	4.402E-02	4.433E-02	3.915E-02
Ethanol	1.277E+01	1.451E+01	1.306E+01	7.811E+00	6.655E+00	7.722E+00
Chloroform	2.447E-01	2.136E-01	2.200E-01	1.413E-01	1.628E-01	1.247E-01
Hexanal	1.538E-02	1.600E-02	1.771E-02	3.582E-02	4.236E-02	3.784E-02
1-Pentanol	1.531E-03	2.039E-03	1.926E-03	1.030E-02	1.330E-02	1.139E-02
Tridecane	1.352E-03	1.342E-03	1.236E-03	2.071E-02	3.198E-02	2.671E-02
1-Hexanol	3.145E-02	2.353E-02	2.129E-02	7.452E-03	9.735E-03	8.235E-03
Nonanal	0.000E+00	0.000E+00	0.000E+00	1.091E-02	1.278E-02	1.463E-02
Acetic Acid	3.036E-03	0.000E+00	0.000E+00	0.000E+00	0.000E+00	0.000E+00
Furfural	0.000E+00	0.000E+00	0.000E+00	5.094E-02	6.977E-02	5.824E-02
2-Ethyl-1-hexanol	1.427E-02	1.520E-02	6.160E-03	1.101E-02	1.367E-02	1.454E-02
Benzaldehyde	0.000E+00	0.000E+00	0.000E+00	1.171E-02	1.544E-02	1.281E-02
1-Octanol	2.346E-02	1.820E-02	1.648E-02	7.495E-03	9.318E-03	7.989E-03
Acetophenone	2.203E-02	2.194E-02	2.627E-02	2.701E-02	3.759E-02	3.062E-02



Distinct Flavor Profiles Identified for White-Rice and Brown-Rice Noodles

Delicious Rice-Flour Noodles, Backed by Science



Brown Rice Noodles

White Rice Noodles

Brown Rice Pasta

Rice-Flour Udon

- Made without food additives
- No added salt
- Gluten-free
- 1-year shelf life at room temperature



Awards & Recognition

2021

6th Fukushima Industry Awards - Fukushima Minpo Encouragement Award
8th Tohoku Souvenir Contest - Special Award
Fukushima Venture Awards 2021 - Encouragement Award

2022

Japan Food Selection - Gold Award

2023

Tohoku New Business Awards - Encouragement Award

2024

9th Fukushima Industry Awards - Silver Award
EY Entrepreneur Of The Year - Tohoku Regional Grand Prix

2025

**EY Entrepreneur Of The Year Japan
Regional Vitalization Leader Category**

2022 - Completion of Our Factory in Sukagawa, Fukushima



Selected in the second round of the Business Restructuring Subsidy Program

ISO 22000:2018 Certified | Kosher Certified



Roaster



**Rice Polishing &
Flour Milling**



Mixer



**Noodle-Making
Machine**



Cutting Machine



Vacuum Packaging



**Sterilization
Equipment**



2023 - Dedicated Rice-Flour Noodle Factory Begins Full-Scale Operations



Suitable for
kosher diets

**ISO 22000:2018 Food Safety Management System
Kosher Certified**

A Wide Variety of Rice-Flour Noodles

Multiple widths and shapes are available.
Our versatile formats open up possibilities across a wide range of cuisines.



Thin Noodles



Medium Noodles



Thick Noodles



Rice Sheets



Wonton Wrappers



Pho Noodles



The Potential of Rice-Flour Lasagna Sheets

- Rice-flour lasagna specialty restaurant in Yamaguchi
- Restaurant in Tokyo
- The Centurion Lounge at Haneda Airport

Next goal: inclusion in airline meals



The Versatility of Rice Flour



For Karaage



For White Sauce



For Tempura

Beyond consumer products, we supply rice flour for commercial use by confectionery makers, soy-sauce producers and other food businesses.

Sales Channels & Production Mix



HEALTH & WELLNESS - 20%

- Gluten-free and wheat-allergy markets
- Exports to Israel, Germany and France
- School-lunch programs in Tokyo and nine prefectures

OEM - 40%

We help partners across Japan build their own brands using rice supplied by them.

OWN BRAND - 40%

- Roadside stations and direct-sales outlets
- Amazon, Rakuten, Japan Post and CO-OP
- Hometown-tax gift programs
- Restaurants and ryokan

FY2025 ANNUAL PRODUCTION: 500,000 SERVINGS

Served in School Lunches Across Japan

EVERY ELEMENTARY AND JUNIOR HIGH SCHOOL

in Sukagawa City serves our rice-flour
wontons and noodles.

ADOPTED IN

Fukushima, Tokyo, Saitama

Tochigi, Gunma, Niigata

Toyama, Shizuoka, Fukuoka, and more



All elementary and junior high schools in Sukagawa City serve our rice-flour wontons and noodles.

FY2025 - FY2026

School-Lunch Recipe: Chinese-Style Rice-Noodle Salad

Sukagawa City Public-Relations Feature



学校給食
人気 File.13
メニュー

副菜

県産米粉を使用した米粉めんのサラダです。米粉めんはゆでずびしにくいので、サラダでもおいしく食べられます。

米粉めんの中華サラダ



主な材料(4人分)

とりささみ	24g
にんじん	24g
アスパラギ	40g
キャベツ	120g
米粉めん	20g

- とりささみはゆでてほぐしておく。
- にんじん、干し椎茸、キャベツは1cm幅、ゆでた水に取り水気を切る。
- 米粉めんはバツバツにほぐして水気を切る。
- ②③を①であえ、しらすを加える。

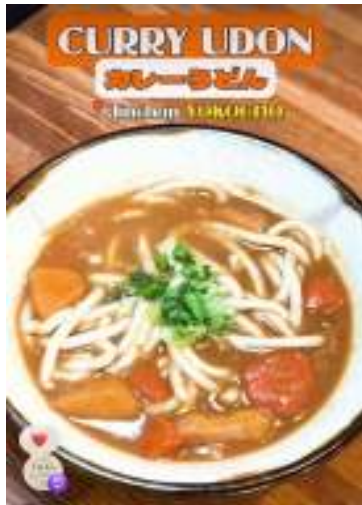
1人分の栄養素
エネルギー 61kcal たんぱく質 2.1g 脂質 3.2g
カルシウム 25mg 食塩相当量 0.4g



Overseas Exports

France / Germany / Israel / Australia
Annual export volume: 40 metric tons

UMAIMEN products in international markets



OEM Production Across Japan

700+ OEM projects completed
Factory utilization: 40% | Annual OEM output: 40 metric tons

Examples of custom products for OEM partners



CO-OP Brand: 100% Rice-Flour Noodles



※イラストはイメージです。

「福島県産天のつぶ」の米粉を使用した
グルテンフリーの米粉麺です。もちもち食感で
和洋中どんな味付けにも合う美味しい麺です。

福島県産天のつぶ使用
もちっと米粉パスタ

古今東北×宮城学院女子大学現代ビジネス学部 共同開発品



COCON TOHOKU

「古今東北」は、東北の震災復興と地域振興応援に
賛同する人々の熱い思いと、時を超えたおいしさを
伝えるブランドです。

※福島県産天のつぶ米粉95%、
国産米粉を5%使用しています。

古今東北 × 宮城学院女子大学現代ビジネス学部 共同開発品

メッセージ

学生たちからのメッセージ

私達は、小豆アレルギーの方にも食べてもらえる
ようにという思いを込めて商品を開発しました。
そして、広野郡から東北の産物を生かした美味
しい米粉の麺が出来上がりました。



この度は、福島県産天のつぶのお米で作った米粉麺をご購入いただき誠にありが
とうございます。

お米にはグルテンが含まれていないため、麺にするのは難しいと言われていま
すが、特別な製法で原料は**お米だけ**というとても身体に優しく美味しい米粉
麺ができました。

モチモチ食感で和・洋・中どんな味付けにも対応できる**万能麺**です。グルテン
フリーなので小豆アレルギーの方にも安心して食べていただけます。

「お米のチカラで、カタダも日本も元気になっていきたい。」
そんな想いで作りました。



Jointly developed by Cocon Tohoku and Miyagi Gakuin Women's University

Made with Rice Flour - and Nothing Else.



1 College students create new UMAIMEN recipes.
29 May 2023 | Fukushima Minpo

2 Shumei High School develops 'Shumen' from school-grown rice.
27 March 2023 | Fukushima Minyu

3 Students develop easy-to-eat kale rice-flour noodles.
30 April 2023 | Fukushima Minyu

GLUTEN-FREE

UMAIMEN

JAPANESE RICE NOODLES



**SLURP RICE.
SHOW YOUR BODY SOME LOVE.**