



Innovation of texture engineering technology  
with fiber for the future of food



# About myself

Masahiro “Masa” Yoritama

A researcher about food culture in graduate school.

Coming from a family that is prone to **diabetes**.

**Only 20** people have the last name “Yoritama” in Japan  
But I don’t know whether we were a clan of ninjas or not.

Food binder market size

**7.4** b USD (2021)

4.65% CAGR (from 2021 to 2030)

starch syrup, gelatin, Agar ...

Dietary fiber market size

**8.0** b USD (2023)

9.5% CAGR (from 2024 to 2030)



A close-up, slightly blurred photograph of a woman with long, wavy blonde hair, looking down and eating a sandwich. The image is darkened to serve as a background for the text.

180 + % sugar

114 + % fat

120 + % calorie

Percentage of actual intaking / recommended

Too much “Hidden nutrition”  
is included in binder materials



Our technology utilizes  
**FIBERS** as a binder

extracted from konjac, a plant's root

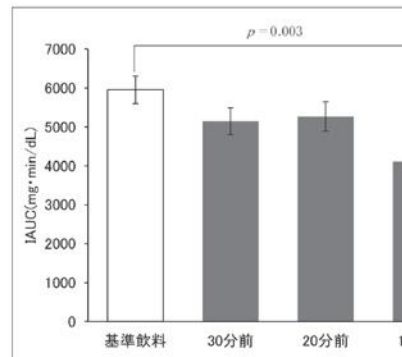
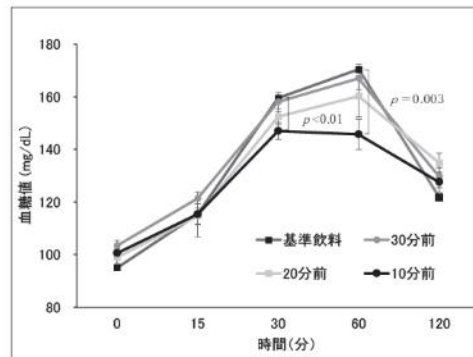
# Reason why NINZIA 1 “Healthy binder!”

A function of **Reducing blood sugar spikes**  
has been disclosed  
by co-research project  
with Ryukoku Univ.

**Make Snacking time  
Healthier!**

## ゾル状水溶性グルコマンナンの血糖上昇抑制効果の検討

Study of the suppressive effect of water-soluble sol-type glucomannan on blood glucose elevation



New  
Diet Therapy

vol.40  
No.1

202



Reason why NINZIA 2 “**Protein-like behavior !**”

The solidified behavior is similar to the protein.

- Gelling on high temperature & Irreversible  
>>> Available to heat after cutting and packing products

**Make Alternative seafood/meat Safer!**

Reason why NINZIA 3 **“Robust to retort!”**

**Good for Emergency rations!!**

- Bringing richer textures for  
canned foods and ready-to-meal

**Make Emergency rations more delicious!**







# SHAPES

we've  
engineered

no sugar  
no starch  
no oil  
no animal  
no gluten

# What we provide

## Final products (to C)

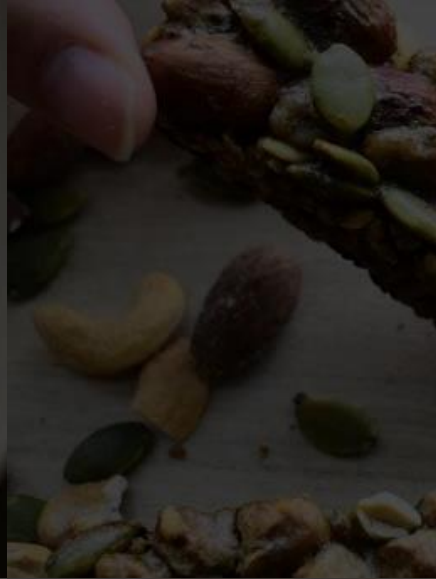
- Showcasing how to use our technology
- Development protocols for applications
- Earning profits amount

## Bulk food supplies (to B)

- Taking economies of scale
- Licenses

## Material & Technology (to B)

- Supply chains and customers relationships





# ZERO sugar granola

No sugar,  
starch syrup,  
& chocolate



confidential

# Gluten free TOFU waffle

No gluten, oil, butter, sugar and eggs.







# Plantbased karaage

Really juicy!!!

# Tackling to health issues Cheese cake

Cut 50%  
of fat and calorie!





# Detox Jelly in Cleanse Juice







# Building Regenerative fields in Indonesia



# 海外展開

1月 NYC, Portland(OR), San Francisco, Singapore

2月 Putrajaya & KL (Malaysia)

4月 Bilbao (Spain), Florence→Naples (Italy)

6月 Molmo (Sweden), Lausanne (Switzerland)

8月 Singapore

10月 San Francisco

11月 Singapore

12月 San Francisco



1月 NYC

# Sampling in vegan restaurants



1月 NYC

# Sampling in vegan restaurants





1月 NYC

# Sampling in vegan restaurants





1月 Portland, OR

# Food Innovation Center

- Kobe x Portland
- sensory tests



1月 Portland, OR

## Food Innovation Center

- Kobe x Portland
- sensory tests





1月 Portland, OR

Food  
Innovation  
Center

- Kobe x Portland
- sensory tests





1月 Singapore  
INNOVATE360  
NUS



1月 Singapore  
INNOVATE360  
NUS



1月 Singapore  
INNOVATE360  
NUS





2月  
Putrajaya  
Malaysia

Sustainable  
Food Camp



2月  
Putrajaya  
Malaysia

Sustainable  
Food Camp





2月  
Putrajaya  
Malaysia

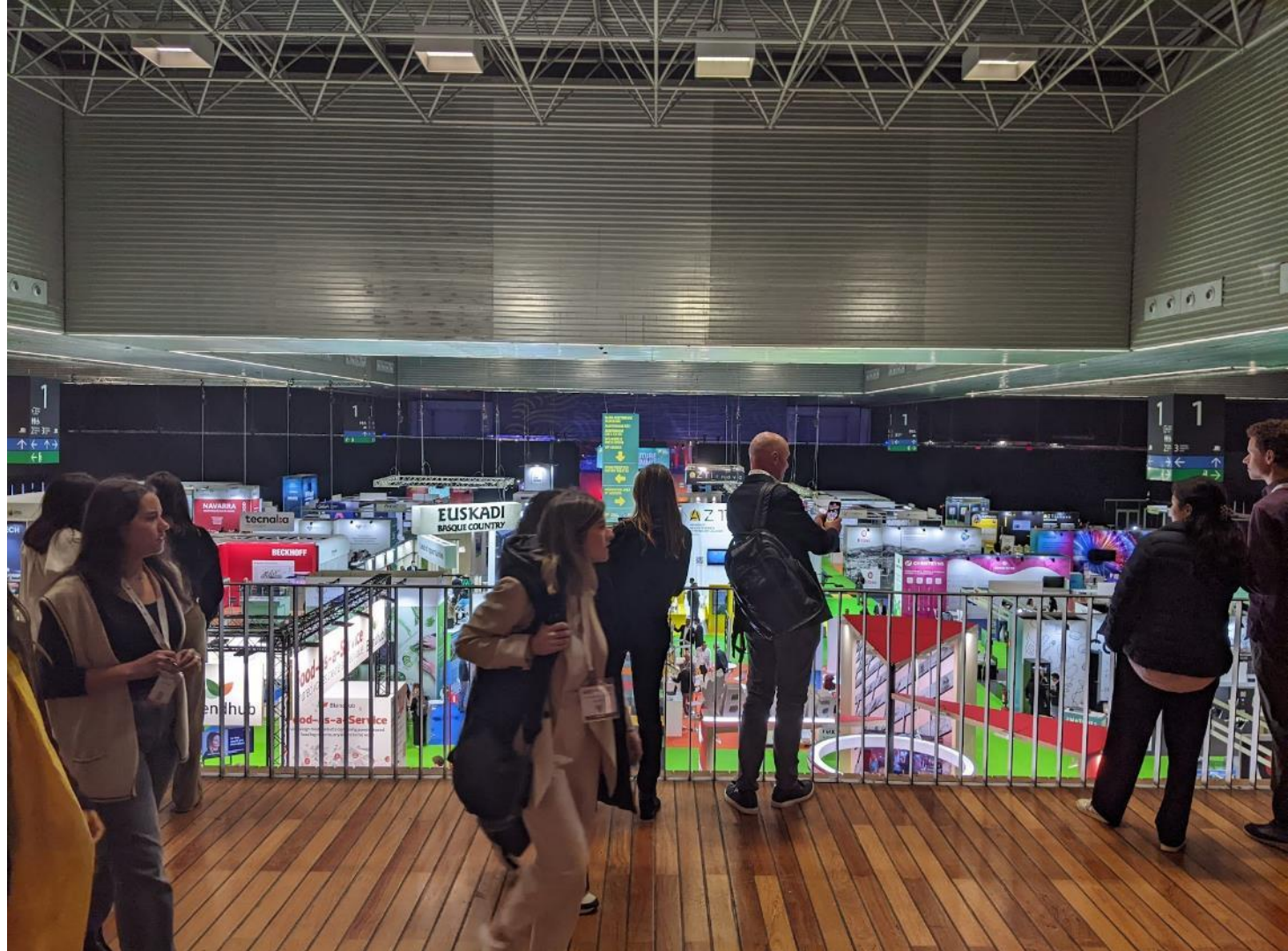
Sustainable  
Food Camp





4月  
Bilbao  
Spain

Food  
4  
Future



4月  
Bilbao  
Spain

Food  
4  
Future





4月  
Bilbao  
Spain

Food  
4  
Future





4月  
Bilbao  
Spain

Food  
4  
Future



4月  
Florence  
→ Naples  
Italy

Regeneration  
tour 2024





4月  
Florence  
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6月  
Molmo  
Sweden  
Kobe city's  
program





6月  
Molmo  
Sweden  
Kobe city's  
program

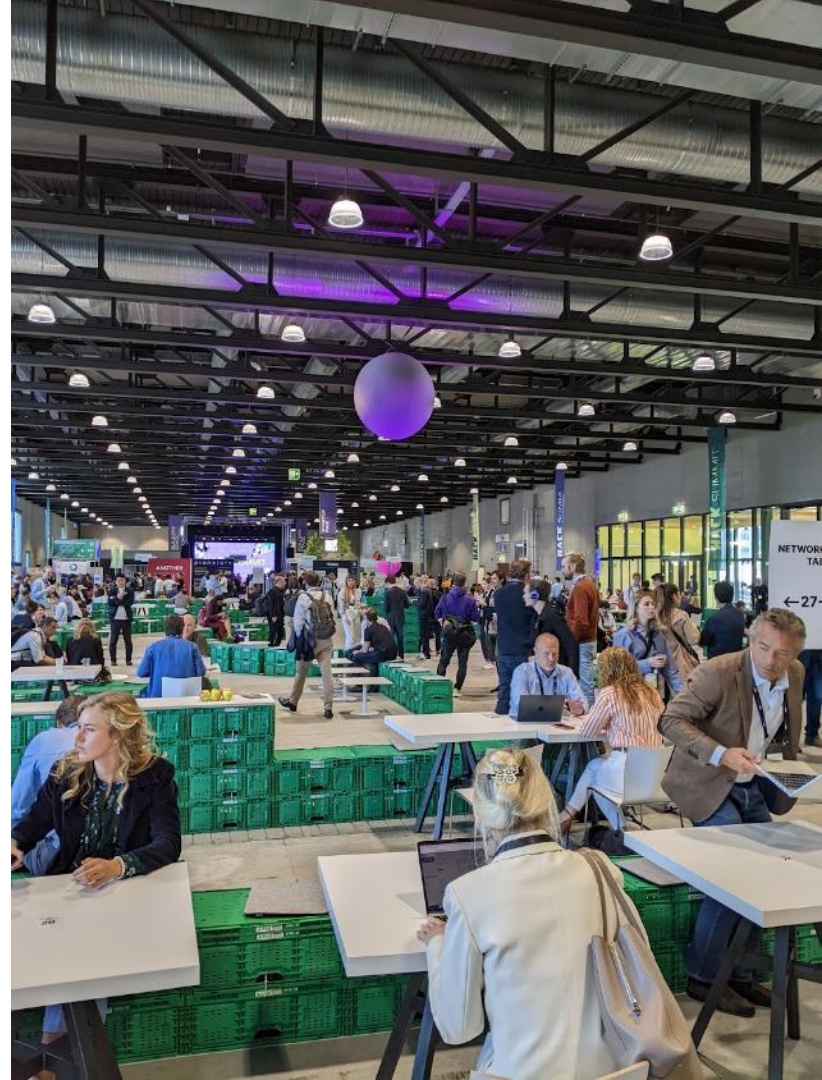


6月  
Molmo  
Sweden  
Kobe city's  
program





6月  
Lausanne  
Switzerland  
HackSummit





6月  
Lausanne  
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Lausanne  
Switzerland  
HackSummit



# 8月 Singapore AMMEIC's program vol.1

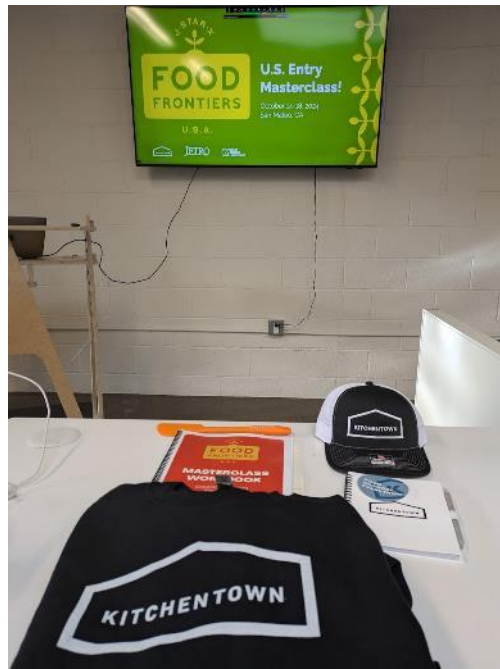




# 8月 Singapore AMMEIC's program vol.1



# 10月 San Francisco, CA J-StarX Food Frontier USA





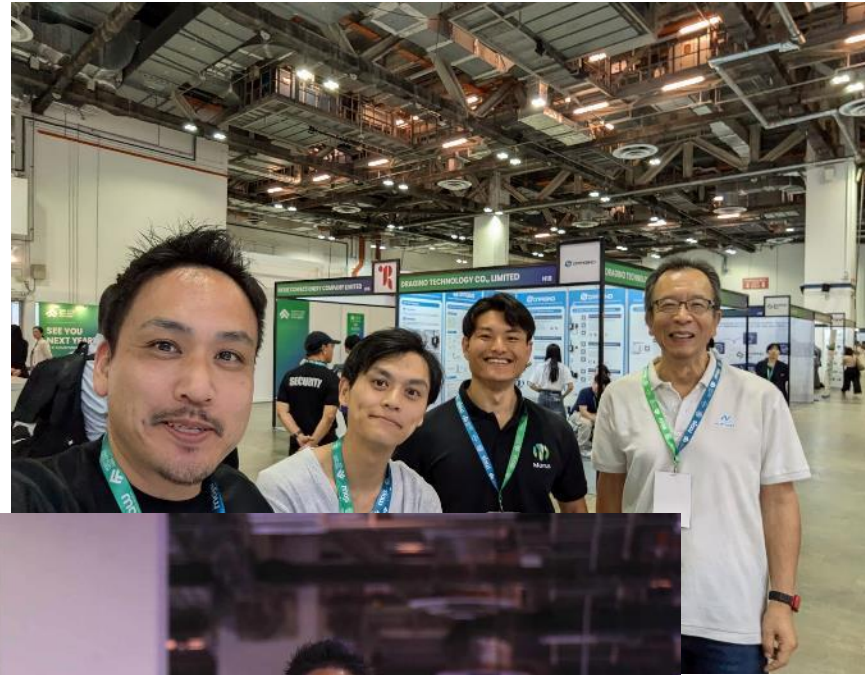
# 10月 San Francisco, CA J-StarX Food Frontier USA





# 11月 Singapore AMMEIC's program vol.2 & AFTEA2024

Agri-Food Tech Expo Asia 2024 championship,  
Semi-Finalist!



# 11月 Singapore AMMEIC's program vol.2 & AFTEA2024



12月

San Francisco, CA

EXTRA visit

J-StarX Food Frontier USA





12月  
San Francisco, CA  
EXTRA visit  
J-StarX Food Frontier USA



Give yourself  
more freedom  
in what you eat.

