

HI-COOK

NEWS LETTER FROM ASAHI SOSETSU co.,ltd. | vol. 001

Café



Message from Management

Since our foundation in 1953, we, Asahi Sosetsu, as a deliciousness-oriented food processing machine manufacturer, have visited many food processing plants and have pursued technologies to create deliciousness that meets the needs of the times. Remembering that our ultimate goal is to remain as your value-adding GOOD-1partner and that mutual communication is essential to achieving that goal, we are opening "HI-COOK Café" here today. This magazine is going to play an important contact point between you and us. We hope it will facilitate communication so your valuable input could realize better products, better services, and a better life accordingly. We also hope you will have a relaxed and enjoyable time reading this magazine.

August 2020

President
Asahi Sosetsu Co., Ltd.
Kota Yamamoto

TOPICS

Trend

Lime Electric Scooter

HI-COOK Tech

HI-COOK Superheated Steam Oven

Exhibition in HI-COOK Café
The Man with Enthusiasm

HI-COOK Café, a new version reborn from HI-COOK NEWS!

Imagine that we have a calming time and talking about a passion for food together in a cozy cafe. Our desire to provide such a wonderful and calming time led to the publication of HI-COOK Café, a communication magazine, which has been redesigned. Please enjoy this magazine and have a good time.

Trend

Lime Electric Scooter

Dusseldorf, Germany

In recent years, various shared transport services such as ride-sharing, car-sharing, and bicycle-sharing have emerged. In Kanazawa, too, the center of Ishikawa prefecture where our company is located, a bike sharing service, called Machinori, is popular among both tourists and local people. I, myself, do not own a bicycle and hire one at a nearby bike station, too. By the way, I had a chance to try a Lime electric scooter in Dusseldorf, Germany last fall when such a product had not been introduced to Japan yet.

Easy to Ride and Convenient

The service has a relatively high price: 1euro to unlock the vehicle and 0.2 euro per minute as you ride. You install the app on your iPhone and register your credit card to start using it. You unlock the scooter and push off the ground to accelerate it. The brakes are on the handlebar just like a bicycle's. It's very easy to operate and is equipped with a low-to-the-ground deck, which gives you a sense of security. The manufacturer charge the batteries: they collect and charge them at midnight, by the way.

Unexpectedly Powerful and Stress-free

You can ride the scooter very pleasurably because it drives at a faster-than-expected speed of about 20km/h. While it is dangerous to ride it on bumpy roads because of its small tires, you can ride it easily in cycle lanes: many good lanes have been built outside Japan already. It goes uphill without difficulties: you will not get tired from going far away unlike you do when riding a bicycle. You should carry a backpack because you do not have a free hand and the scooter does not have a basket.

Can Take You Further Away

I had never gone further than Dusseldorf Central Station before: this time, riding the scooter, I was able to cross the Rhine river and go



The Sharing Service
Which Has Made Our Lifestyles Smarter



5km-further away from the station in a short time. Because the scooter goes much faster than you walk, the extra time can be spent to enjoy the scenery and sightseeing: I enjoyed talking with local people at a sweet shop in a residential area and at a restaurant along the river, which I had never had time to do.

Tips for Creating the world after "With COVID-19"

Though some people hesitate to use the sharing services fearing the spread of the coronavirus, I think they are still very effective as long as countermeasures are taken. In particular, the increased travel distance will eliminate the need for public transportation and can separate shops and other buildings to make the town less crowded. Though there remain some safety and moral issues to address, the services will surely help create an eco-friendly, safe, and decentralized society. You really should try them when you have a chance to go abroad after the pandemic calms down. I am sure you, too, will enjoy new scenery and have wonderful experiences there.



The photo is for illustrative purposes only.

HI-COOK Tech

HI-COOK Super-heated Steam Oven

- Flexible and Effective Process Control
to Maximize Deliciousness -



Let's cut unnecessary details. Superheated steam is, in a simple term, "above-boiling-point-steam." Though some cooking systems use higher-than-1000°C steam, temperature itself is not that important: the steam gets cooled immediately once emitted into the air. Rather, effective control of the following three elements is important, which are "the heat energy released upon steam condensation," "condensate" and "oxygen amount."

"Oxygen Amount" and Deliciousness

Superheated steam, being fed into the oven, pushes out oxygen from the oven gradually to prevent oxidation of the foods while they are being cooked. Consequently, the foods, especially cooking oil, can keep their original savor and maximize their flavor. Less oxygen produces less appetite-increasing browned-food-smell, the product of Maillard-reaction, however.

"Condensate Water" and Deliciousness

Food surface is cold at the early cooking stage: the superheated steam touches the surface, gets cooled, condensed into water and attached to the surface. In these stages, the steam's heat transfers to the food through the condensate water, and it heats inside the food more quickly than air does. The steam can also keep the food surface moist. It prevents excessive moisture evaporation and cells from being damaged, and, as a result, produces more juicy food products. Again, on the other hand, too much condensate water keeps the food wet and, therefore, makes it difficult to brown the food and to produce appetite-increasing fragrant smell. The water receives excessive salt from the food based on the principle of osmotic pressure and removes it when it drops. It removes oil from the food to make it healthier as well. However, it sometimes spoils the quality of the food by washing away, for example, the unique flavor and color of fishes.

Atmosphere Control

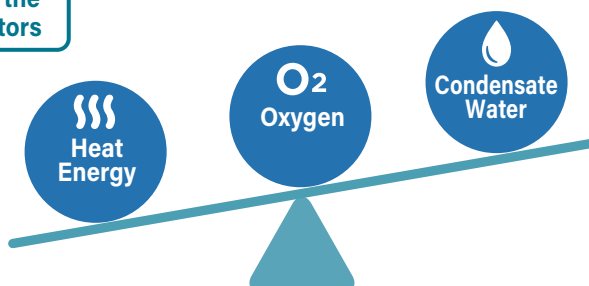
In superheated steam cooking, various factors such as the steam's temperature, volume, and contact with foods; the atmosphere temperature and humidity; and food material characteristics are all closely related to each other. Just like an excellent cook, who examines the day's temperature, humidity and food condition carefully before cooking, you must control the heat energy, condensate water, and oxygen amount carefully and properly to produce delicious food products.

Dew Point Control

Asahi's Diplo ovens, which used to be controlled according to its product-specific settings for atmosphere temperature, air-jet speed, cooking time, and steam amount, now also have a measure-and-regulate constant dew point control to cope with the atmosphere change caused by food's moisture evaporation inside the oven. It provides stable product quality as well as successful dryness detection. We strongly believe that the new fine tune control enables our ovens to process a rich variety of foods and make them taste special.

In this VUCA era embodied by the spread of COVID-19 virus, we are, not fixated on the image of "superheated steam," committed to effectively respond to changes and to supply food processing technology which helps customers produce palatable food products.

Control of the Three Factors



We can help you create optimal working environment tailored to your needs with our full range of equipment for forming, coating, frying, grilling, etc.



Fryer



Upgrade from Type A - Coming This Autumn -

High-efficiency Fryer **DOBC-B**

Comes with a freely mobile suspended touch screen which realizes easy screen operation and enhanced work efficiency in the infeed area. Facilitates the cooking process by means of 3-spot temperature control and further enhanced heating chamber structure. Ensures easier maintenance and cleaning work by oil-piping-less structure.



Oven



Achieves Better Hygiene Still Demonstrating Optimal Food Processing Technique

Super-Heated Steam Oven

BSCE with CIP system

Can do both steaming and roasting superbly utilizing superheated steam and heated air. Achieves better hygiene, equipped with the built-in CIP system, and enhanced work efficiency owing to CIP pre-wash. One CIP system can clean max. 3 heating units at one time.
Note: The 3-unit-CIP-system is bigger than 1-unit-system.



Pre-Processing



Unique Feed-in and Dual Hydraulic Drive Systems Allow for Gentle Forming

Plate Former

ProForm

Continuously forms various food products such as meat patties, nuggets, and fish paste products. Employs low-stress spiral screw transport system to realize gentle forming. Enjoys increasing popularity as easy-to-operate essential pre-cooking equipment.

The Man with Enthusiasm Vol. 1

Development Department Director Makoto Toyoda

Having devoted his energy to his developer career, Mr. Toyoda is trusted and admired by many staff members for his unrivaled experience and extensive expertise. I said, "What types of car do you like?" He said, "I am not very interested in cars. I have never seen a single fully satisfactory car before, either." He then, however, began talking about cars endlessly: "A car with a powerful engine cannot easily make sharp turns, and one with a small engine is powerless. No car is perfect. So, I spend time trying to fix it in

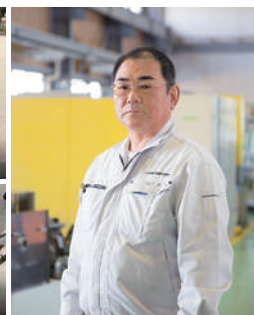
one way or another. I have ever opened a lid, taken out all rotary engine parts and modified them just as I wanted...." He now owns a red Skyline and a Suzuki Cappuccino. He maintains them on a creeper in his garage every weekend. He has done it for years. He takes interest in new things, learns them quickly and enjoys them thoroughly. His motto is "Give it a try yourself." He has been applying the motto successfully to "Monozukuri (manufacturing)" not only cars but machines in general.



Skyline Model R32 (Made in 1993)



Cappuccino (Head made in 1993)



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