

| Proprietary

# Plant-based egg producer Umami United Japan looks to raise JPY 1bn or more in Series A — co-founder

14 Sep 2023 | 16:46 G

Umami United Japan, the privately held, Tokyo, Japan-based developer of plant-based egg *Umami Egg*, is looking to raise JPY 1bn (USD 6.7m) or more in Series A funding in the second half of 2024 to accelerate business growth, CEO and co-founder Hiroto Yamazaki.

The company, majority owned by Yamazaki and CTO and co-founder Kunihiro Oba, will welcome approaches from both venture capital investors and strategics that can help Umami United expand distribution channels for its products, according to him.

The proceeds will be used to shore up its overseas business and to build a production plant in Japan, he noted.

The company is looking to expand sales of its products in the West Coast of the US, Germany, and London which are considered as advanced markets for organic and ethical products, he said. The US, where the company just started exporting its products to, would be a particularly important market for its business and it will need to set up a subsidiary as soon as it can, he noted.

It is also mulling to deploy its products in Europe in the future, he added.

The company is currently producing its products via an original equipment manufacturer (OEM) and is looking to build a dedicated factory to start mass production, he said. It may consider establishing other production plants overseas to supply to local markets in the future, but the core part of its production will remain in Japan, he noted.

Umami United is targeting an initial public offering around 2030, and it intends to carry out a funding round after the Series A round, but the details of further rounds have not been determined at this stage, according to Yamazaki. It may not exclude the trade sale option as well, if an excellent offer to work together is presented, he added.

Umami raised JPY 240m in pre-Series A funding from **Beyond Next Ventures** and **Genesis Ventures** in August, as announced.

With the proceeds, the company is looking to develop business in the US market and to develop a new product that is a plant-based egg white, according to him.

Umami United produces a powder-based ingredient that is developed into 'eggs' by mixing with soymilk and then heating, he said. It replicates the texture and functions—coagulant, bind, retain water, emulsify—that chicken eggs have, according to him.

The ingredient is made from konjac—a jelly-like Japanese food made from konjac taro—and bittern (nigari)—a Japanese food ingredient extracted from seawater, which is also known as coagulant to be used for 'tofu', he noted.

The company released the product in February 2022 and has been selling it to food makers seeking an alternative material for chicken eggs, according to him.

Devilled eggs for sandwiches as fillings, ingredients of confectionaries, bread and pancakes are examples of applications for Umami Egg, he added.

The company is focusing on B2B business because the potential market size is quite big, he said.

Its alternative egg meets the needs of different parties such as vegans who want to enjoy various types of food that are made with egg, and people who have egg allergy, he said. It also helps food producers with stable supply in terms of volume and price on procurement, he noted.

Mixing with soymilk, it rehydrates one gram of powder into the same volume of one chicken egg and helps users reduce transportation and storage cost drastically, he added.

In terms of price, the Umami Egg is competitive enough compared with real chicken egg, according to him. Its price is close, or similar, to the lower end of the price range

of egg mixture (liquid egg) that are used by professionals, he added.

The company was established in December 2021.

It has a staff of 12, according to Yamazaki.

by Ryuya Shiga in Tokyo



## Relevant Intelligence

**Skymark Packaging International acquired by TOPPAN via US-based subsidiary**

15 minutes ago

**Big Mamma's majority stake to be acquired by McWin at EUR 270m company valuation**

26 minutes ago

**TEPCO targeting carbon neutrality via M&A, alliance partnerships – spokesperson**

an hour ago | Proprietary

**GBSapri up sale – report (translated)**

3 hours ago

**Tua Assicurazioni has Allianz as front runner – report (translated)**

3 hours ago

**Boart Longyear to acquire Minalyze for USD 29.3m**

3 hours ago

**Daylight Automation acquired by Quadient**

4 hours ago

**Rail Modal Group raises USD 50m from The Baupost Group**

4 hours ago

**Indorama to launch buyout offer for Avgol**

4 hours ago

**Bridgeport Machine Tool Company acquired by InCompass (TJM Capital Partners)**

4 hours ago

<b>Juniper Landscape acquired by Verde Equity Partners</b> 4 hours ago
<b>International Paper sells 50% stake in Ilim for USD 484m</b> 4 hours ago
<b>Pacific Current to acquire 24.9% stake in Avante Capital Partners for up to USD 40m</b> 4 hours ago
<b>Adriatic LNG attracts two binding offers - report (translated)</b> 4 hours ago
<b>Akorda acquired by LegalSifter (Carrick Capital)</b> 4 hours ago
<b>Asia ECM Espresso: Midea hires PwC for Hong Kong IPO, Dongwon Group considering listing 3 units to finance HMM acquisition, RR Kabel raises USD 236m from listing</b> 5 hours ago   Proprietary
<b>Magnalia to be acquired by EIM (idiCo) (translated)</b> 5 hours ago
<b>Disney is reviewing strategic options for India business, holds talks with Reliance Industries - report</b> 5 hours ago
<b>Edifecs could pursue niche buys to fill product gaps, CEO says</b> 5 hours ago   Proprietary
<b>Cisco Systems regularly pulls M&amp;A lever to drive innovation, CFO says</b> 6 hours ago   Proprietary

© 2023 ION

This document is protected by applicable copyright law and may not be shared, reproduced, distributed, transmitted, displayed, or published, in its entirety or in any part, to anyone that does not have access to the materials contained herein under the terms of your agreement with ION. You may not alter or remove any copyright or other notice from this content. Any unauthorized recipient or distributor of this document is liable for unauthorized use and copyright breach, and distribution by you constitutes breach of copyright and other obligations under the terms of your agreement with ION.