



Dear Customers and Loyal Consumers,

My great, great grandparents (fact check) founded Hikari Miso based on their love of traditional miso made exceptionally well. This meant locating Hikari Miso in a naturally beautiful and pristine setting where the clean and pure environment are as important to miso making as the traditional practices.

And we are still here today in Shinshu region of Nagano, Japan. I can see the Central Japanese Alps looming tall from my office window. This is a place where natural resources are revered and preserved.

Our mission is to deliver a healthier lifestyle through delicious flavor by providing the highest quality miso possible. Now, we get to bring this mission to you. For the past 15 years, I have seen attitudes toward miso steadily change. Once referred to as “fermented soybean paste,” it now has an established identity as just ‘miso’ and greater recognition worldwide. While I like to think our company took part in the progress, I believe the rise in health consciousness has had a large impact on the rising popularity of miso.

Hikari Miso takes the organic approach seriously. We began working with organic farms in the 1980s and moved forward to be certified by internationally acclaimed organic standards. I’m also proud to say that the company played a pioneering role by introducing a genuinely natural miso line. As a company heavily relying on natural resources, we are committed to keeping the environment sustainable and reducing our ecological footprint through our initiatives and programs. With all the efforts, we aspire to be a responsible member of the global community.

I would like to invite you on this exciting journey with Hikari Miso as we grow and expand our reach. We look forward to hearing from you about any ideas or suggestions you have for miso. With your involvement and our expertise, I’m positive that miso will become a staple that can be served at any dining table around the globe.

Sincerely,

Yoshihiro "Joshu" Hayashi
President & CEO