

The story of the birth of 95% salt-reduced Koya tofu is featured in the Ministry of Health, Labour and Welfare's "Low-salt awareness-raising material".

"Shin Asahi Tofu", the salt-reduced Koya tofu produced by Asahimatsu Co., Ltd. (Head Office: Osaka city and Iida city, CEO: Hirotaka Kinoshita) using a patented (JP6556438) manufacturing method, has been included in the Ministry of Health, Labour and Welfare and Food Environment Strategy Initiative's low-salt promotion and awareness materials, which released on 31 March 2025.

We are committed to bringing Koya tofu, which can reduce salt consumption while maintaining its delicious taste, to more children, improving their eating habits and contributing to a reduction in salt intake.

Ministry of Health, Labour and Welfare's public awareness material on salt reduction for children.



Source: Ministry of Health, Labour and Welfare.
Strategic Initiative for a Healthy and Sustainable Food Environment
(<https://sustainable-nutrition.mhlw.go.jp/en>)



In 2014, we developed a new process for the first time in almost 40 years at the time and launched Koya Tofu, which is 95% salt reduced than previous products. This awareness-raising material is easy to read for children and summarizes the story of the product's creation and the company's efforts. "Shin Asahi Tofu" is also recommended in the school meal for its high nutritional value and ease of use. Not only it is rich in vegetable protein, iron and calcium, but its inclusion in the diet also contributes to reducing salt intake.

Contact us 