

Koya-Tofu of Asahimatsu “Shin-Asahi Tofu” brand website has launched!

Asahimatsu Foods Co., Ltd. . (Head Office: Osaka city and Iida city, CEO: Hirotaka Kinoshita) has launched the Shin-Asahi Tofu brand website on 23rd May 2025. The website explains not only the appeal of Koya-Tofu itself, but also its history, production methods and the ‘secret’ behind the delicious taste of the Shin-Asahi Tofu series, a brand with the top market share in the industry, and the reason why it has been loved for so many years.

Brand website: <https://www.asahimatsu.co.jp/koyatofu/>



What is Shin-Asahi tofu? Purpose of establishing the brand website

Koya-Tofu is known as a healthy food, but why is it healthy? How is it produced? What makes it different from tofu? How is it prepared? There is still much that is not known about it, such as In fact, the production methods and quality of today's Koya-Tofu have changed considerably since the past. The brand website has been launched to provide more people with the latest information and to contribute to improving the health of people living all over the world!

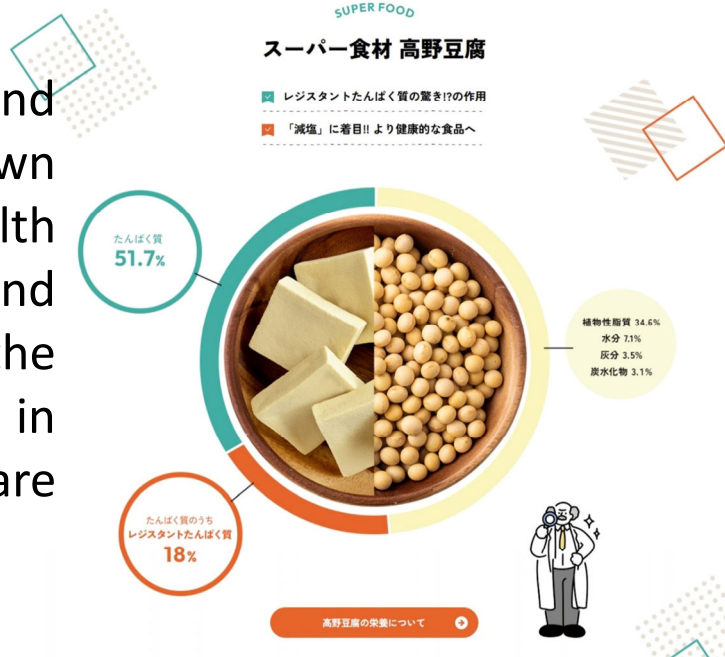


Source of good taste

Asahimatsu's Koya-Tofu, 'Shin-Asahi Tofu' is a long-selling product popular for its soft and smooth texture and its ability to contain tasty broth. The patented process cuts salt content by 95% compared to standard Koya-Tofu. Microwave recipes are also introduced to make it easier to incorporate into your daily diet.

Surprising health functionality!

Koya-Tofu, which is extracted and concentrated from soybean, known as the 'field meat', contains a wealth of nutrients such as protein, iron and calcium. The health benefits of the Resistant protein are explained in detail. The latest research results are also presented.



Soybeans for the Future

High-quality raw materials and production processes

Almost all soybean used to make Koya-Tofu are sourced from contract farms that have been awarded Global GAP certification. And the production plant is FSSC 22000 certified.

Contact us



40年ぶりの新製法で塩分を激減

塩分摂取量が多い日本人の食生活。2016年、初代高野豆腐の塩分を減らし、減塩高野豆腐を実現。さらに塩分の摂取を抑制するポリウムを一時的に高野豆腐に加へ、減塩に効果的であることを証明しました。

高野豆腐の製造について

減塩不要で、ふっくらやわらか
新あさひ豆腐!

一般的な高野豆腐と比べ、1/10の塩分がやわらかくふっくらで、パサつきません。おいしくと食感にこだわりました。減塩高野豆腐の味をお試しください。

新あさひ豆腐とは



FEATURE 02



SUSTAINABLE GOALS