

Company Profile



NATURAL FUSION INC.

Philosophy



Passing safety and security down to future generations

Natural Fusion is an end-to-end produce company that distributes fruits and vegetables. The core business is import and export of fruits and vegetables from around the world, but also includes domestic sales of fresh produce as well as sales promotion of fruits and vegetables that you see at stores every day.

We import high-quality fruits and vegetables from overseas while always keeping food safety, security, freshness, and flavor in mind. We also coordinate their distribution, and offer them for reasonable prices.

Furthermore, to be the bridge connecting farmers to consumers, we are always searching for the best products in order to meet the needs of our customers.

We hope you will enjoy our fruits and vegetables.

All staff at NATURAL FUSION INC.

Profile



- Business Name
NATURAL FUSION INC.

- Date of Establishment
June 27, 2011

- Capital
8 million yen

- Location
Headquarters
4-19-13 Kitashinjuku, Shinjuku-ku, Tokyo 169-0074
Tel: 03-3589-6226

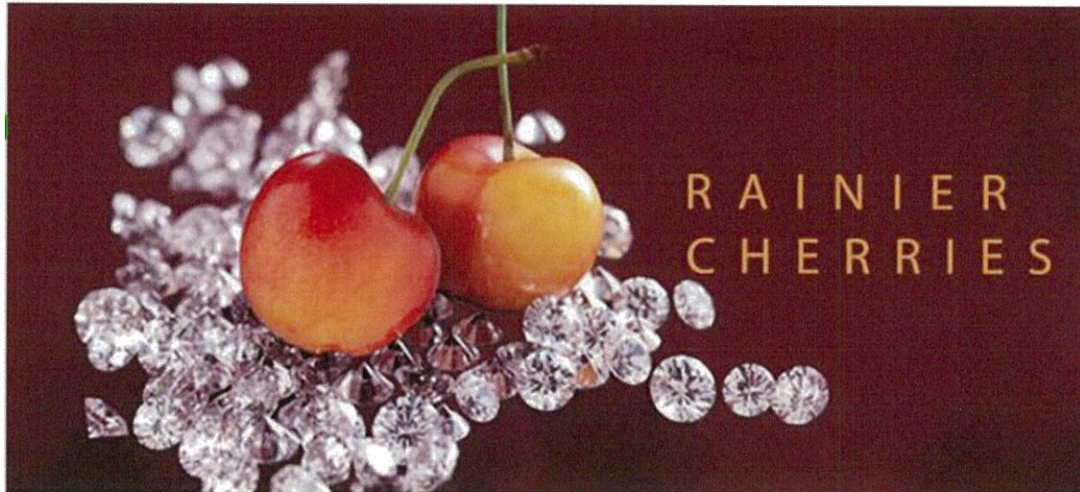
Tokyo Business Office
3-4-1 Rinkaicho, Edogawa-ku, Tokyo 134-0086
Tel: 03-3804-6389

Chubu Branch Office
1007-22 Azemichi , Kawaradacho, Yokkaichi, Mie
510-0874
Tel: 059-348-3332

- Banking Relationship
MUFG Bank

- Major Customers
Shinjuku Vegefru Co., Ltd. Yamagon Seika Co., Ltd.
Maru-yu Co., Ltd.

BrandList



The “diamond of fruits,” less tart and with greater sweetness

Rainier cherries are cultivated in Washington State in the US. Different than the dark red cherries you often see in Japan, Rainier cherries are a colorful mix of yellow and red, rather large, and juicy with greater sweetness than other cherries. They are similar in sweetness and flavor to Satonishiki cherries from Yamagata. Rainier cherries are also called “American Satonishiki.” As the harvest period is just a month from June to July, Rainier cherries are rare and not widely available, giving them the nickname the “diamond of fruits.”



Rainier cherries grow in abundant sunlight.

Our quality assurance measures ensure that they maintain their flavor.



The process is done by floating the cherries in the water to minimize damage.

Rainier cherries are carefully picked by hand and are sent directly to a packing facility. Specialized staff carefully selects and packs them, and then the Rainier cherries are sent to our customers.



Hand-picked cherries are carried with care.

○ Company Summary

Business Name	NATURAL FUSION INC.	
Establishment	June, 2011	
Capital	8 million yen	
Financial Closing	May 31 (once a year)	
Amount of Sales	672 million yen (as of May 2019)	
Description of Business Specialties	1. Import and sales of food 2. Domestic sales of fresh produce (fruits and vegetables) 3. Export of fresh produce	
Representative	President	Masato Nakabayashi
Members of the Board	Executive Director	Wei Fu
	Executive Director	Masayuki Wada
	Executive Director	Shiro Nakajima
	Executive Director	Junji Sakakibara
Number of Employees	3	
Headquarters	4-19-3 Kitashinjuku, Shinjuku-ku, Tokyo 169-0074 Tel: 03-5389-6226 Fax: 03-5338-8733	
	Personnel in charge of Tokyo: Kazuo Hocchi, Shuji Otsuka	
	Personnel in charge of Chubu: Koki Mano	
Major Banking Relationship	MUFG Bank (Higashinakano Branch)	
Major Customers	Shinjuku Vegefru Co., Ltd.	(Yodobashi Market at the Metropolitan Central Wholesale Market)
	Tokyo City Seika Co., Ltd.	(Tsukiji Market at the Metropolitan Central Wholesale Market)
	Tokyo Ebara Seika Co., Ltd.	(Ota Market at the Metropolitan Central Wholesale Market)
	Yamagon Seika Co., Ltd.	
	Maru-yu Co., Ltd.	
Major Suppliers	Rainier Fruit Co. (USA)	
	Anqiu Chengxing Food Co., Ltd. (China)	
Products	Imports from Rainier Fruit Co. (USA)	
	Import and export of fruits and vegetables (China, Hong Kong, Singapore, Thailand)	