

COMPANY PROFILE



Zeroichi Zero Co., Ltd.





ABOUT COMPANY

Zeroichi Zero is a company that manufactures and sells rapid freezers.

We, Zeroichi Zero Co., Ltd., are written in numbers as "010". In Japanese, reitou means freezing. Established in 2023 as a manufacturer specializing in quick freezers.

With the mission of "bringing rapid freezing closer to you," In order to create a world where anyone can easily use quick freezers, we would like to go beyond just selling machines and provide a variety of services using quick freezers.

■ Company overview

| | |
|-------------------------|--|
| Company name | Zeroichi Zero Co., Ltd. |
| Address | 300 Nezuminocho, Chuo-ku, Hamamatsu City, Shizuoka Prefecture |
| Telephone | +81 53 426 1913 |
| Representative director | Tsuyoshi Kawaharasaki |
| Date of establishment | March 2023 |
| Business details | Manufacturing and sales of rapid freezers, renovation work 010 STATION FISH Ajiro store operation |

2024
Around
April



※The photograph is an image

A test kitchen where you can try various freezing methods is now open!

We are fully equipped with our air-blast type deep freezer, the Paradigm Shift Freezer, as well as liquid freezers and commercial freezers. This is a test kitchen where you can bring in your products and try out various freezing methods.

OUR SERVICES

If you would like a brochure for the Paradigm Shift Freezer, please contact us.

● **Quick Freezer Sales Business** We sell various quick freezers and related equipment, including our own product “Paradigm Shift Freezer”.

(※)

(*According to our research)

First in Japan! “Paradigm Shift Freezer” is a rapid freezer that uses natural refrigerants.

Free from CFCs, which is one of the causes of global warming and ozone layer destruction! We will be selling the “Paradigm Shift Freezer”, an air-blast type quick freezer that eliminates CFCs, both domestically and internationally.

The cold air at -35°C envelops the food and freezes it quickly. Cell damage that occurs during freezing can be minimized, preventing drips from flowing out.

This is the latest rapid freezer that can also contribute to solving social issues such as reducing food loss, the 2024 logistics problem, and labor shortages.

RECRUITING DEALERS FOR “PARADIGM SHIFT FREEZER”



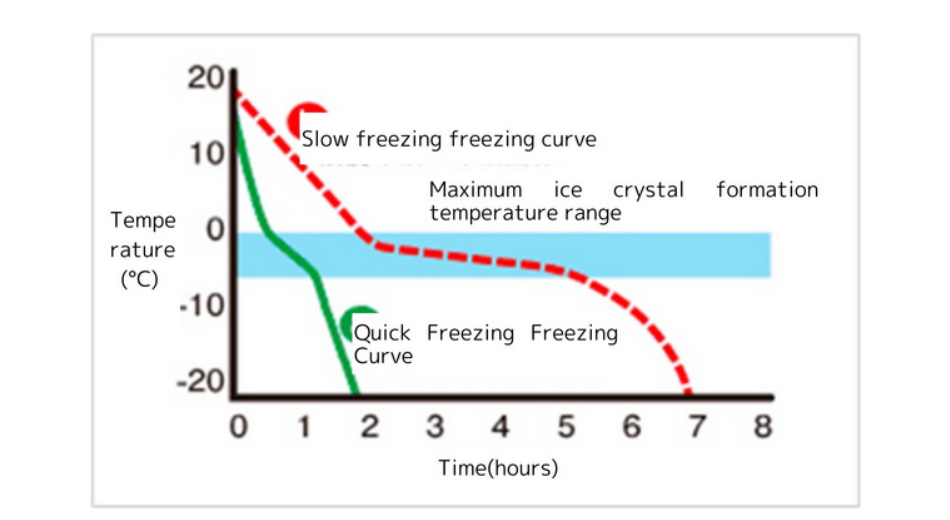
▲Our own product “Paradigm Shift Freezer”

OUR SERVICES



What is quick freezing?

Unlike regular freezers (slow freezing), food is frozen rapidly, allowing food to be preserved without destroying the cells inside it. By freezing food with cold air of -30°C or lower (varies depending on manufacturer and machine), cell destruction is suppressed and drips are kept to a minimum. This makes it possible to store food for long periods of time while maintaining its freshness and taste before freezing.



As shown in the graph above, it quickly passes through the temperature range of -1 to -5°C , which is the temperature range for maximum ice crystal formation. This makes it possible to freeze food cells while minimizing damage to them.

| | | |
|-------------------------|---|--|
| ① Cells before freezing | ② Quickly frozen cells | ③ Slowly frozen cells |
| | | |
| normal tissue | When frozen, small ice crystals are generated within the tissue, causing less damage to the tissue. | The tissue is damaged due to large ice crystals. |

Comparing illustrations ② and ③, you can see that ice crystals are larger and cells are damaged in the normal freezer (slow freezing) shown in ③. When thawed, the water from the broken cells drips out, and along with the water, flavor components and nutrients are also lost.

●FISH business “010 STATION FISH” quick freezing service for fishing customers

OUR SERVICES



010 STATION FISH provides fishing customers with a service that cuts and quickly freezes the fish they catch. We package necessary equipment, services, and systems such as liquid freezing machines and vacuum packaging machines. We will sell it to fishing ponds and fishing ports nationwide. Attracting tourists by expanding after-sales services for fishing. We will create a lively atmosphere in the fishing village. It is also possible to hire senior people, such as former fishermen, to handle the work. We will promote the marine industry recommended by the Fisheries Agency.

Starting in late August 2023, a demonstration experiment will be conducted for approximately 5 months at Ajiro Port, Atami City, Shizuoka Prefecture. It was well received not only by users but also by nearby fishing ponds and fishing boats. In addition to being a convenient service, it has also led to educational activities for "upcycling" through children's "dietary education" and a tasting service of soup made from leftover rice.

▲“010 STATION FISH Ajiro store” is currently closed.
Scheduled to reopen in late March 2024

OUR SERVICES

●MISENOWA business Wholesale sales site for restaurants “MISENOWA”

Operation of "MISENOWA", a wholesale sales site for restaurants that connects shops all over Japan (scheduled to launch in late March 2024). We will create a new sales channel for restaurants and food retailers, such as B2B sales to restaurants. Restaurants that purchase this product will be able to easily offer new or limited menu items, reduce preparation time, and prepare for labor shortages.

<https://misenowa.net>



●Sharing business Rental frozen kitchen “Freezing Place”

PREPARING

Our facility is fully equipped with the necessary equipment for freezing, such as "rapid freezing machines" and "vacuum packaging machines." This is a sharing facility where stores that are unable to install deep freezers in their own stores due to initial investment or space issues can use high-quality refrigeration technology at low prices on an hourly basis.

MEDIA

We were featured in various media, mainly in our hometown of Shizuoka.

www.010-inc.com

●Shizuoka Asahi TV “Tobikikiri! Shizuoka Saturday Edition”

We had the pleasure of interviewing our representative, Kawarazaki, about “010 STATION FISH Ajiro Store” and our company's “Paradigm Shift Freezer.”



●Atami Keizai Newspaper

●YAHOO! News

