

September 16, 2021

《News Release》

Hikari® Won Brand of the Year Award Animals Edition for the 2nd Consecutive Time in 2021 !



2019 : Our brand Hikari® is the first domestic ornamental fish manufacturer to receive the prestigious "Brand of the Year" award Animals Edition.

2021 : We won the award in the same category for the second time in a row.



【The award ceremony on September 9, 2021】

【Hikari® brand: 700 items in total】

From left : Mr. Keisuke Murakami (Executive Officer, General Manager of Sales Dept.) , Ms. Hiroko Kamihata (Representative Senior Managing Director), Ms. Michiko Kamihata (President and Representative Director), Mr. Keita Harada (Executive Officer, General Manager of International Business Division)

※In 2019, the award ceremony was held at the Royal Palace in Hofburg, Austria, but in 2021, it was held online due to COVID-19.

Hikari® is a line of scientifically formulated, specialty pet centric diets initially started with foods for Nishikigoi, the National Fish of Japan. We hold the leading share of the Japanese ornamental fish food market and offer Hikari® in more than 60 countries worldwide. Our extensive research and species specific product development helps us produce the highest quality diets possible, while helping to satisfy the needs of pet lovers and the nutritional requirements of the pets they keep.

"Hikari® brand" products are manufactured under our own quality control system based on HACCP, we are proud to announce that all 3 owned factories acquired ISO 22000 which is a food safety management system certification for the first time in Japan as an ornamental fish food manufacturing plant. These processes allow us to fulfill the unique and complicated requirements for markets like the EU, USA, Australia and China with ease.



【KYORIN FOOD IND. Fukusaki Factory】

What is the World Branding Awards?

The World Branding Awards recognize the achievements of the world's best brands, selected based on brand value, consumer market research, and public online voting. 2021 was the 3rd year for the pet category, and 151 brands won the "Brand of the Year" award out of more than 1,000 brands in 41 countries. About 115,000 consumers voted to nominate their favorite brand.

<https://awards.brandingforum.org/animalis-winners-2021-2022/>

Companies from around the world have been selected so far, including Cartier, BMW, Google, and in Japan, Isetan, All Nippon Airways (ANA), Uniqlo, and Yakult. For more information, please visit <https://awards.brandingforum.org/>