

Comprehensive centers providing one-stop services to Japanese and foreign companies wishing to start businesses in Hyogo-Kobe

Hyogo-Kobe Investment Support Center Hyogo Economic Development Center
Kobe Commerce, Industry and Trade Center Bldg 4F
5-1-14, Hamabe-dori, Chuo-ku, Kobe, 651-0083
TEL: +81-78-271-8401 FAX: +81-78-271-8403 hkisc@staff.hyogo-iic.ne.jp

Hyogo-Kobe Business Support Center in Tokyo
Todofuken Kaikan Building 13F
2-6-3 Hirakawa-chou, Chiyoda-ku, Tokyo 102-0093
TEL: +81-3-3230-2721 FAX: +81-3-3230-2722

Enhancing the Business Base and Promoting BCPs

B-R 31 Ice Cream Co., Ltd.

B-R 31 Ice Cream Co., Ltd. is a franchise chain that manufactures and distributes ice cream products. With a network of 1,180 stores (as of the end of August 2015), the company built Kobe Miki Plant in Hyogo Media Garden City (Miki City, Hyogo Prefecture) in December 2014 as their new production base. The factory launched full-scale operations this March.



Responding to the Increased Number of Stores

The initials in the company name, B-R 31 Ice Cream, stands for Baskin-Robbins, the world's largest chain of ice cream specialty stores. In Japan, B-R 31 Ice Cream Co., Ltd. used to manufacture products solely at its Fuji Oyama Plant (Oyama-cho, Sunto-gun, Shizuoka Prefecture), which started operations 36 years ago in 1979. However, the company was urged to reinforce its production base to keep up with the increasing number of stores, and it was also imperative to establish a new plant from the perspective of BCPs.

Decisive Factors: Securement of Quality Water and Solid Ground

In 2010, the company started a project to construct a new plant. The screening of construction sites was proceeded with in accordance with three criteria: 1. good access to and from highways, 2. firm ground, and 3. a location with a supply of quality water.

With cooperation from Hyogo-Kobe Investment Support Center, the company obtained 35 potential location proposals. Of these, they conducted on-site inspections of 28 candidate sites and finally chose Hyogo Media Garden City as its new plant location. Mr. Yoshito Takagi, Managing Executive Officer of B-R 31 Ice Cream Co., Ltd., recalls that they

received a good impression of the place when they visited it as their second candidate site.

Hyogo Media Garden City has good traffic accessibility and is able to secure good quality water. This has been proven by a beverage manufacturer's decision to also launch operations there. The site's solid ground was also confirmed by the fact that the Miki Disaster Management Park is located adjacent to it. On top of that, it has an excellent cityscape because power transmission cables are installed underground. All these conditions fulfilled the company's requirements for a new plant setting.

Careful Consideration of "Environments"

The main purpose of building a new plant was to keep up with the supply needs of stores. However, the company also directed attention to ensuring an environment in which employees can work safely while maintaining a high level of motivation. This is because, as Mr. Takagi said, a pleasant workplace is directly



connected to improvement of product quality. The company's attention is not only focused on a comfortable working environment, but on the natural environment as well. They take measures to protect the environment by treating wastewater through jet stream type ozone treatment and saving electricity through the installment of motion sensors in the factory.

From Kobe Miki Plant to Store Shelves

The Kobe Miki Plant of B-R 31 Ice Cream has a tub production line and a product decoration line. Ice cream is poured into cylindrical containers, i.e. tubs, to be displayed for sale at stores. While the tub production line is automated, on the product decoration line, workers skilled in decoration work manually. Products made through this process at Kobe Miki Plant are currently for stores mainly in the central and west Japan districts.

B-R 31 Ice Cream Co., Ltd.

Locations:

(Headquarters)
Meguro Center Building, 3-2-1 Kamiosaki,
Shinagawa-ku, Tokyo
(Kobe Miki Plant)
Hyogo Media Garden City, Shijimi-cho,
Miki City, Hyogo Prefecture

President and Representative Director:
Hiroaki Watanabe

Business:

Production and sales of ice cream products

URL : <http://www.31ice.co.jp/>

