

More Mr. Bean: Singapore Iconic Brand opens its Second 'Soy-Based' Store in Japan

USSEC Japan Manager Masi Tateishi reported that USSEC Japan Soymilk Food Bean team members were invited to Yokohama for the opening of Japan's second "Mr. Bean," a soy-based food & beverage store.

"Mr. Bean," was founded in 1995 by Kang Puay Seng, a member of USSEC's Southeast Asia Food Bean team at this year's Soyatech Conference. There are currently more than 50 "Mr. Bean" stores in the Singapore region.

Management at "Mr. Bean" is confident it can boost the soy consumption to both genders, regardless of age, through its innovative and detectable range of the products. Soy ice cream, flavored soymilk and soy based pancake are just some of the signature products that are introduced to create a soy consumption revolution in Japan.

"At present, we use non-GMO food grade soybeans from Canada," Kang Puay Seng said. "We would like to explore sourcing our soybeans from the U.S. in the future. We look forward to establishing a successful business relationship with U.S. Soy Industry such as USSEC to increase the overall consumption of soymilk in Japan and Asia."

The chain launched its first store outside of the Singapore region in Shibuya, Japan this past January. Kang Puay Seng strongly believes that Shibuya train station is a strategic location for the inaugural launch of the "Mr. Bean" brand, as it is known to be the information hub for youth and world hip-pop culture. The station has a daily ridership of 2.5 million people, which is an added value for the brand outreach toward its primarily target audience - the youth and urban trendsetters.

In 2005, in an attempt to capture culture trends, "Mr. Bean" introduced Icy Mocha Soya Milk, an alternative coffee drink, to cater to the health conscious coffee lovers. "Another innovative beverage, the Icy Mocha Soya Milk is developed with the core objective of retaining the aromatic flavor of coffee, whilst delivering nutritional values and goodness of soya," reads the company's menu. The current "Mr. Bean" stores in Japan are owned by a partnership with Tokyu Gourmet Front, which has a board spectrum of food and beverage industry businesses.

Tokyu Gourmet Front develops 1,449 Dotour Coffee chain stores in Japan and overseas, with some of the reputable fast food brands such as KFC and Vie De France Café, Japan's largest bakery's chain.

