



**UMEYA**  
**RICE CAKE CO.**



*"The Original Rice Cake Manufacturer"*



*Jack Hansen*

**UMEYA RICE CAKE CO.**

414 Crocker St., Los Angeles, CA 90013

TEL: (213) 626-8341 FAX: (213) 617-7568

*"Umeya's Treats of Crispie Goodness"*

*Oriental Tea Cakes*

*Rice Crackers*

*Fortune Cookies*



# PROFILES

## •COMPANY PROFILE

COMPANY NAME: UMEYA RICE CAKE COMPANY

ESTABLISHED: 1921

## •COMPANY HISTORY

Umeya Rice Cake Company was founded more than 80 years ago in the back of a small shop located in a part of Los Angeles known as Little Tokyo. We began by making sweet cookies that were flavored with ginger and cinnamon and lightly sprinkled with sesame or poppy seeds. Soon, we started to make fortune cookies that Chinese restaurants used as a delicate and tasty dessert. Sometimes later, rice crackers were added. These were toasted and flavored with a touch of soy sauce.

All of these products were popular among Asian consumers in Southern California who purchased Umeya bakery goods from markets and restaurants. However, about 20 years ago, the American population discovered this delicious delicacy. Health conscious buyers realized that Umeya rice crackers were toasted and not fried and begin to make these nutritious snacks a part of their everyday consumption.

Today, some of the products are modified with western flavors but most are still glazed with soy sauce. In addition to the original rice cakes, rice crackers, cookies, and fortune cookies, recent products include wasabi (hot) green peas, and toasted soybeans. All of our products are sold through food distributors to retail outlets throughout the United States as well as to Hawaii, Guam, Canada, Mexico, Japan, and the world.



**FORTUNE COOKIES**

ITEM NO.: 101-12BX  
 UPC: 070935-00700  
 NET WEIGHT: 3.00oz.  
 CASE PACK: 12

The original idea of FORTUNE COOKIES was to extend some of the ideals and teachings of the Chinese philosopher, Confucius. However, to put his teachings into one short sentence was next to impossible. Nevertheless, short readings are condensed into single beliefs to try and give food for thought. To do so, small pieces of paper with messages are inserted into each cookie to convey simple and easy to understand ideas to the young and old.

Here's what we recommend - enjoy a nice meal, open one of our fortune cookies, and reflect on the message while sipping a cup of tea (or coffee) and tasting our cookies as dessert.



**FORTUNE COOKIES FOR KIDS**

ITEM NO.: 110-12BX  
 UPC: 070935-00701  
 NET WEIGHT: 3.00oz.  
 CASE PACK: 12

Our FORTUNE COOKIES FOR KIDS are the same as our regular cookies. Only the messages are aimed for children between the ages of 7 and 12.

This item is great for kids parties of any type, especially birthdays. We hope this kids message them some food for thought. Recent demand shows the product to be popular and nearing the sales of the regular fortune cookies.

## CRACKERS ASSORTED MIX



Our ASSORTED MIX is specially designed for those who are familiar with rice crackers. The mix includes tasty, bite sized rice crackers made of top quality California rice. They are steam cooked, hardened in the refrigerator for 48 hours, rolled into flat sheets, cut into various shapes, toasted, and then lightly glazed with soy sauce. Adding sesame seeds, hot chili, seaweed, sea kelp, bonito fish flakes, parsley, and other condiments created different varieties.

ITEM NO.: 250-12BX  
 UPC: 070935-00711  
 NET WEIGHT: 5.00oz.  
 CASE PACK: 12

## CRACKERS LUAU PARTY MIX



The basic rice crackers for the LUAU MIX are same as our ASSORTED MIX except for the flavoring. We have added some tasty changes such as salsa, white sesame seeds, and parsley flakes. The soy sauce glaze is lessened to allow you to gradually familiarize yourself with the flavor - in some cases we use teriyaki sauce.

ITEM NO.: 240-12BX  
 UPC: 070935-00705  
 NET WEIGHT: 5.50oz.  
 CASE PACK: 12