

Sept 26, 2024

To Whom It May Concern

NIPPON STEEL TRADING CORPORATION

**Launch of NIPPON STEEL TRADING's Original Brand: French Alpina Pork**

NIPPON STEEL TRADING CORPORATION (hereinafter referred to as "our company") is pleased to announce that our Food Business Division has commenced sales of our original brand, French Alpina Pork, from August 2024.

Alpina Pork is a high-quality pork belly product characterized by its excellent balance of lean meat and fat. It is made exclusively from French castrated male and female pigs and processed in Austria. Each piece is shaped using a press, making it an ideal raw material for slicing, with consistent and stable meat thickness.

Although Alpina Pork has been supplied to Japan for a long time, we felt that its appeal and strengths were not fully communicated. Therefore, we decided to promote its value to users under the NIPPON STEEL TRADING original brand and provide high-quality pork.

By collaborating with suppliers and differentiating through branding, we aim to advance sales with a focus on user visibility and provide highly reliable products.

Moving forward, we will continue to expand our product variations under the NIPPON STEEL TRADING brand and make optimal proposals to our customers.

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