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The World Bento Project

A cross-cultural venture providing organic and natural foods to the United States and Japan



NRE World Bento was established in November 1999 to produce and sell frozen and extended shelf life bento-style entrees. These products are designed to meet the increasing worldwide consumer demand for delicious, high-quality convenience entrees made with organic rice and vegetables, as well as naturally raised meats, poultry, and seafood.



Our new 26,500 square foot Fairfield manufacturing facility is located in Northern California, perhaps the world's leading region in terms of environmentally sound, sustainable agricultural practices. The facility boasts high-volume steam / convection and sauté cookers; a custom designed continuous rice cooker capable of handling even the most delicate



short-grain sushi rice; and the finest in flash-freeze technology. Certified by the United States Department of Agriculture (USDA) to handle beef, pork, and chicken products, we operate under the strictest of internal Good Manufacturing Practices (GMP), Sanitary Standard Operating Procedures (SSOP), and Hazard Analysis Critical Control Point (HACCP) quality controls to maintain the highest food safety standards at all times. By utilizing state-of-the-art Japanese production and quality programs, we at NRE World Bento hope to successfully link the progressive U.S. family farmer to discerning consumers across the globe.



Who is NRE World Bento?

Our shareholders include Nippon Restaurant Enterprise Co., Ltd., (NRE), established in 1938. A leading restaurant and foodservice operator, NRE currently produces and sells about 80,000 bento every day in and around Tokyo. NRE is principally owned by the East Japan Railway Company.



Lundberg Family Farms of Richvale, California is our exclusive rice supplier and also a stakeholder in our company. The Lundbergs have been growing organic and low chemical input rice for over 30 years, and now supply over 85% of the bulk rice sold in natural foods stores.



What is a Bento?

A bento is a traditional Japanese boxed lunch which typically includes seafood, beef, or chicken, as well as vegetable side dishes, on a bed of sticky white rice. Over 6 million bento are served every day in Japan, and they are growing in popularity throughout the world. Attractively assembled bento meals are regularly enjoyed in out-of-home settings, such as railway dining cars, sports stadiums, and office cafeterias.



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