








# H-New Corporation

## COMPANY HISTORY

- 2018/04** : Founded in Naruto City, Tokushima Prefecture.
- 2018/10** : Started selling edible flowers grown completely indoors., "Uzunohana."
- 2018/11** : Opened an online store on Amazon.co.jp (JPN).
- 2019/01** : Started manufacturing and selling dried edible flowers, "Uzunohana - Dried Pressed Flowers."
- 2020/01** : Began selling our Dried Pressed Flowers on Cotta, the largest EC platform for confectionery ingredients in Japan.
- 2020/08** : Opened an online store on Rakuten.co.jp.
- 2022/06** : Completed outdoor hydroponic cultivation facility.
- 2022/08** : Opened an online store on Amazon.com (USA).
- 2022/10** : Opened own EC site, "Uzunohana.com".
- 2023/03** : Exhibited at Cotta Marche (Pacifico Yokohama).
- 2024/11** : Exhibited at Cotta Business Fair (EBIS303).
- 2025/06** : Exhibited at 20th Annual National Convention on Food and Nutrition Education promoted by the Ministry of Agriculture, Forestry and Fisheries (MAFF).
- 2025/11** : "Dried Pressed Flowers" and "Flower Flakes" have been selected for the Japan Food Shift Selection promoted by MAFF.

## CONTACT US

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**H-New**  
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<https://www.h-new.jp>





## OUR SERVICES

### Innovative indoor hydroponic cultivation of edible flowers “Uzunohana”

Our research group began studying the cultivation of edible flowers under artificial indoor lighting in 2015. In Tokushima Prefecture, where our company is based, and other rural areas, obtaining edible flowers was difficult. To address this issue, we leveraged the advantages of indoor cultivation to produce edible flowers year-round and ship them in small quantities nationwide. Today, we supply individual customers and restaurants across Japan and have received positive feedback.

### Dried edible flowers that are easy to use anytime, anywhere

However, high shipping costs became a major challenge for fresh edible flowers. That are delicate and require refrigerated delivery, leading to significant shipping expenses. The turning point came when a confectionery factory in Tochigi Prefecture requested us to produce edible pressed flowers. Since pressed flowers can be shipped at room temperature, we realized they could become a more accessible product. After extensive research, we launched "Dried Pressed Flowers" in 2019. Sales have grown steadily, with an annual production of approximately 500,000 pieces. In 2022, we expanded to the U.S. market, and we will continue to enhance production and expand our distribution channels.

