

May 14, 2025
Maruyama
Manufacturing Co., Ltd.

Enhancing the "dashi flavor" of soba sauce with ultra-fine bubbles, contributing to even greater deliciousness!

MUFB Ultra-Fine Bubble Generator to Be Introduced Across All "Fuji Soba" Locations

Maruyama Manufacturing Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President: Takaharu Uchiyama; hereinafter "Maruyama"), a manufacturer and seller of industrial machinery with core technologies in pump and engine technologies, has decided to introduce its MUFB ultra-fine bubble generator to all stores of Meidai Fuji Soba, operated by Daitan Shoji Co.

(Headquarters: Shibuya-ku, Tokyo; hereinafter referred to as "Daitan Shokai"), which operates all "Meidai Fuji Soba" stores. By utilizing ultra-fine bubble water generated by the MUFB during the extraction of soba broth, the Company will achieve the provision of soba broth with enhanced broth flavor.



"Meidai Fuji Soba" store image



Posters to be displayed at stores where the device is installed

■ Ultra-fine bubble generation devices will be rolled out to all stores by June

Daitan Shokai and JALUX began introducing our ultra-fine bubble generation device at Fuji Soba pilot stores in November last year. According to taste analysis conducted by a third-party institution, without changing the ingredients or quantities of the dashi, MUFB improved the umami and richness scores compared to regular soba broth. This has enabled us to expand the use of MUFB as a new initiative to enhance customer satisfaction, offering soba broth with enhanced dashi flavor across all stores.

【"Fuji Soba" Ultra-Fine Bubble Introduction Store List】

Stores where MUFB has already been introduced and those scheduled for introduction by the end of April can be viewed here.

<https://fujisoba.co.jp/news/entry/entry002006.html>



■ Maruyama Manufacturing's Ultra-Fine Bubble Technology

Founded in 1895, our company is a manufacturer specializing in pump technology. We began with the production of fire extinguishers and have since developed and manufactured state-of-the-art high-performance pest control machinery for the agricultural sector. In the industrial sector, we have evolved our core pump technology to create a unique Ultra Fine Bubble Technology that generates high concentrations of Ultra Fine Bubbles instantly. This technology enables us to provide environmentally friendly solutions and products across various fields, including agriculture, cleaning, and aquaculture.