

Global Compliance Confirmed: Yumart's China Sushi Nori Factory Achieves Halal Certification

HAIDIAN, BEIJING, CHINA, December 31, 2025 /EINPresswire.com/ -- Beijing Shipuller Co., Ltd., a distinguished professional manufacturer and exporter of traditional oriental food products under its renowned brand Yumart, has officially announced that its production facilities have successfully obtained Halal certification. This significant milestone confirms that the [China Sushi Nori Factory](#) operated by the company meets the strict dietary, hygienic, and ethical standards required by international food safety protocols and Islamic law. Sushi Nori, a dried seaweed product made from high-quality species of red algae (*Porphyra*), is a nutrient-dense ingredient containing essential minerals, vitamins, and antioxidants. It serves as the foundational component for sushi preparation and is increasingly utilized in the global health-snack market due to its natural umami flavor and crisp texture. This certification ensures that the enterprise's roasted seaweed products are now fully compliant for distribution in regions with significant Halal-observing populations, including Southeast Asia, the Middle East, and Western markets.



The Rise of Plant-Based and Sustainable Nutrition

The global seaweed industry is undergoing a significant transformation driven by the rising demand for plant-based diets and sustainable food systems. As consumers move away from processed synthetic snacks, seaweed has emerged as a preferred natural alternative. Market data indicates a steady increase in the consumption of macroalgae, fueled by its reputation as a "superfood" that offers high concentrations of iodine, tyrosine, and dietary fiber without the caloric density of traditional grain-based snacks.

Industrial Sustainability and Environmental Impact

From an industrial perspective, the seaweed sector is recognized for its minimal environmental footprint. Unlike land-based agriculture, the cultivation of the raw materials used in the China Sushi Nori Factory requires no fresh water, chemical fertilizers, or arable land. Seaweed acts as a carbon sink, absorbing CO₂ and nitrogen from the ocean, which aligns with the growing global emphasis on Environmental, Social, and Governance (ESG) criteria. The industry is also seeing a shift toward professionalization, where high-tech processing facilities are replacing traditional small-scale operations to meet the rigorous quality and safety demands of international retail chains.

Diversification of Culinary Applications

The industry is expanding its use of seaweed beyond traditional sushi rolls. Manufacturers are exploring its potential as a salt substitute, a stabilizing agent in gluten-free baking, and as a key ingredient in high-protein vegan jerky. This diversification is creating new opportunities for factories that can provide consistent, high-quality raw materials. The ability to supply standardized Nori that meets different crispness and thickness levels is becoming a critical differentiator for exporters aiming to capture a share of the burgeoning functional food market. Yumart continues to adapt its production to these trends, ensuring its seaweed products remain at the forefront of global culinary innovation.

Part II: The Strategic Importance and Rigor of Halal Certification

Comprehensive Audit of Facilities and Processes

Halal certification is not merely a label applied to a finished good; it is a holistic verification of the entire manufacturing ecosystem. For Yumart, the certification process involved an exhaustive audit of the China Sushi Nori Factory. This included a detailed review of the raw seaweed sourcing, the specific additives used during the roasting process, and even the cleaning agents employed on the production machinery. The certification confirms that the production environment is strictly monitored to prevent any contact with prohibited substances and that the entire supply chain—from sea harvest to final packaging—is transparent and traceable.

A Benchmark for Food Safety and Hygiene

In the modern food industry, Halal certification has become synonymous with elevated hygiene standards. Because the certification prohibits certain chemicals and requires stringent sanitation protocols, it serves as a quality assurance mark that appeals to a broad demographic, including non-Muslim consumers. The certification of the China Sushi Nori Factory demonstrates that the

facility adheres to Good Manufacturing Practices (GMP) and maintains a level of cleanliness that often exceeds standard industrial requirements. This dual-purpose appeal makes Halal-certified products highly competitive in supermarkets across Europe, North America, and beyond.

Facilitating International Market Access and Compliance

In the competitive landscape of food exportation, Halal certification serves as a vital passport for entering emerging markets. The global Halal food economy is projected to expand significantly as purchasing power increases in regions such as Indonesia, Malaysia, and the Gulf states. By securing this status, the factory removes technical barriers to trade, providing documented assurance to importers and regulatory bodies that the products comply with local religious and safety regulations. This alignment with international standards simplifies the logistics of global distribution and strengthens the credibility of the manufacturer in the eyes of large-scale procurement officers who prioritize risk management and compliance.

Part III: Corporate Core Competencies and Strategic Product Applications

Integration of Quality Control and Supply Chain Excellence

Yumart maintains its competitive edge through the integration of advanced processing technology and a robust raw material sourcing network. Since its establishment in 2004, the company has focused on providing "Magic Solutions" for the food industry. Its core advantage lies in the management of an extensive network of 280 joint factories and 8 invested factories. This infrastructure allows the company to maintain consistent quality across large-scale orders, ensuring that every batch of Nori meets specific thickness, color, and moisture requirements. The China Sushi Nori Factory utilizes modern roasting equipment that preserves the nutritional integrity of the seaweed while achieving the desired crispness for professional use.

Diverse Application Scenarios and Main Product Lines

The company's product portfolio is designed to serve multiple sectors within the global food industry:

Food Service and HORECA: The Sushi Nori is optimized for structural durability, making it a choice for professional sushi chefs who require seaweed that remains intact during high-speed rolling.

Retail and Consumer Goods: Beyond bulk ingredients, the company provides retail-ready packaging under the Yumart brand for snacks and home-cooking kits, catering to the growing "DIY Sushi" trend.

One-Stop Shop for Japanese Cuisine: In addition to seaweed, the company provides a comprehensive range of essentials including Panko (breadcrumbs), Wasabi, Sushi Ginger, Soy Sauce, and various noodles (Udon, Soba, Ramen), allowing clients to consolidate their sourcing.

Customer Success and Global Reach

Yumart serves a broad spectrum of clients across 100 countries and regions. The clientele includes major supermarket chains, international food distributors, and renowned restaurant brands. By offering a "One-Stop Shop" service, the company helps partners streamline their procurement and ensure flavor consistency. Major clients include international restaurant

franchises that depend on the uniformity of Yumart products to maintain brand standards across different geographic locations. The addition of Halal certification further diversifies the client base, allowing for expansion into specialized sectors such as airline catering and institutional food services.

Conclusion

The successful Halal certification of the China Sushi Nori Factory marks a definitive step in Yumart's mission to bring authentic oriental flavors to the global stage. By aligning its production with international dietary standards, the company demonstrates its commitment to inclusivity, food safety, and transparency. As the seaweed industry continues to expand through health and sustainability trends, the enterprise remains positioned as a reliable partner for distributors seeking premium Japanese food ingredients that meet the highest levels of global compliance.

For more information regarding product specifications, wholesale inquiries, or certification details, please visit the official website: <https://www.yumartfood.com/>

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