



JAPAN

JETRO

Japan External Trade Organization

ANUGA 2021

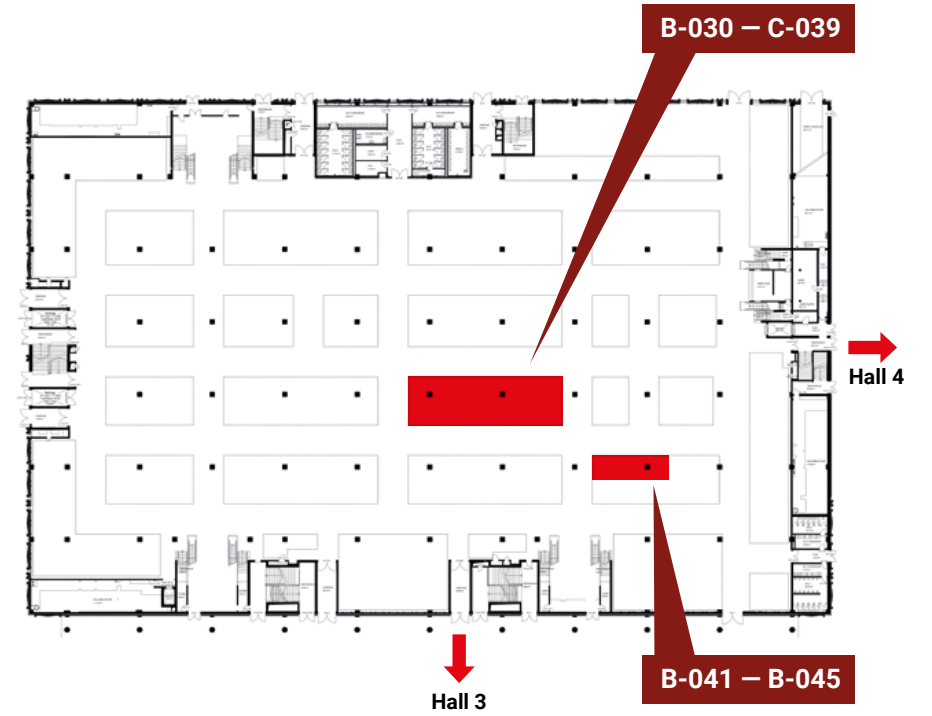
Oct. 9.(Sat.) – 13.(Wed.)
KOELNMESSE Cologne
Germany

Hall 2.1 | Hall 7.1

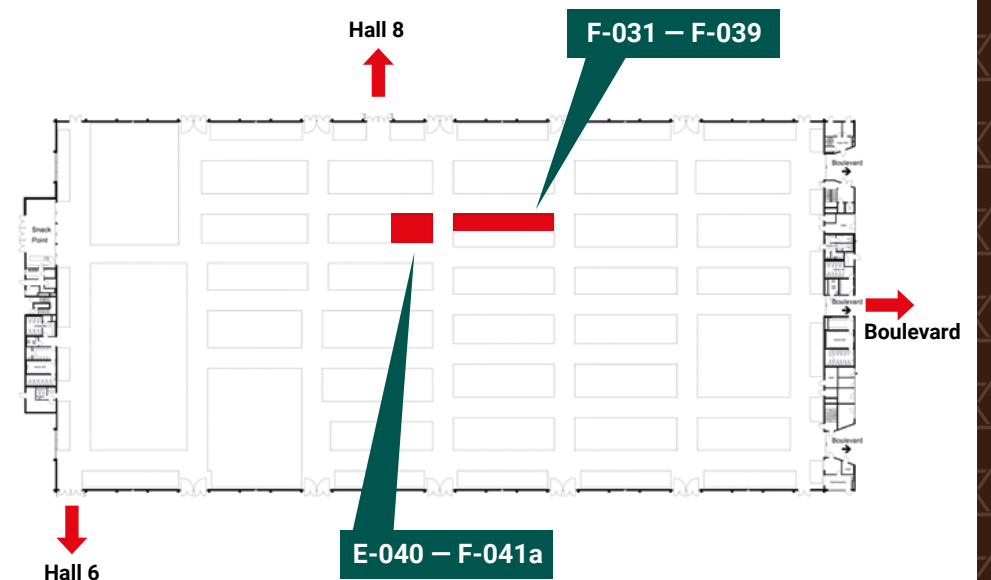
ANUGA 2021 HALL PLAN KOELNMESSE



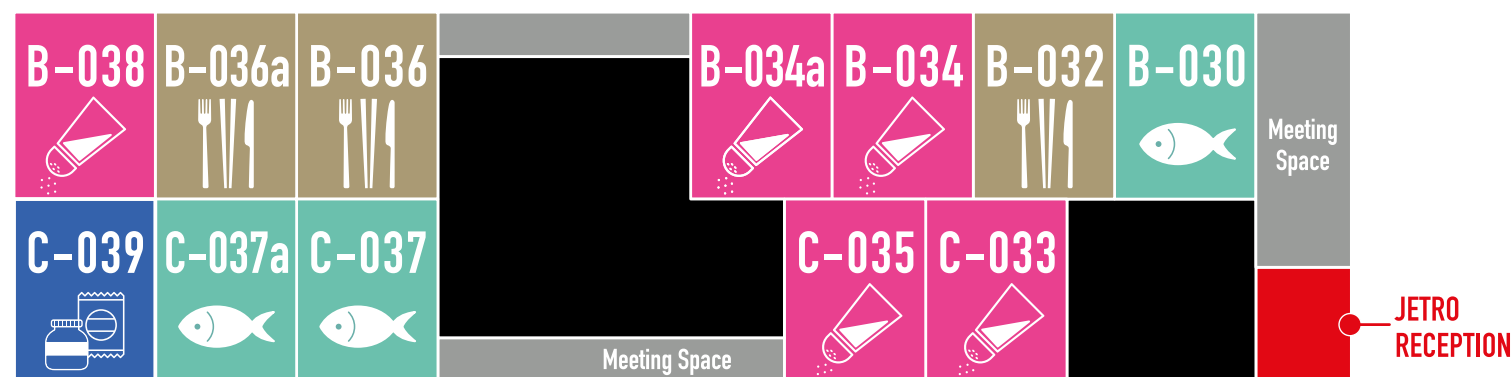
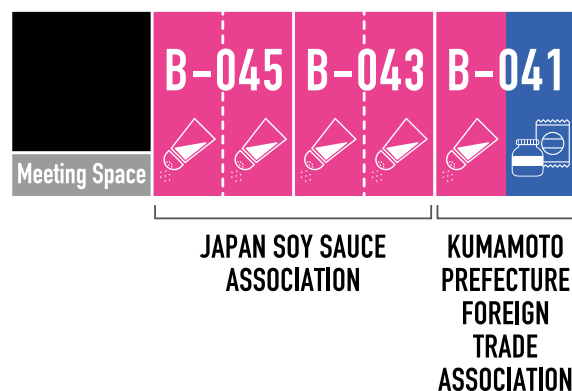
HALL 2.1 – FINE FOOD



HALL 7.1 – HOT BEVERAGES | DRINKS



JAPAN PAVILION LAYOUT HALL 2.1



SEASONING

- B-034** Hanamaruki Foods Inc.
- B-034a** Miyako Oriental Foods Inc.
- B-038** Nishikidori
- B-041** FUNDODAI, Inc.
- B-043** IGAGOE Co., Ltd.
- B-043** HICHIFUKU BREWING CO., LTD.
- B-045** Shibanuma Soy Sauce International Co., Ltd.
- B-045** YAMAMI JYOZO CO., LTD.
- C-033** Kinjirushi Sales Co., Ltd.
- C-035** Ohyama Foods Co., Ltd.



SEAFOOD / PROCESSED SEAFOOD

- B-030** WADAKYU CORPORATION
- C-037** SANRIKU CORPORATION CO., LTD.
- C-037a** Tsushima suisan Co., Ltd.



PROCESSED FOOD

- B-041** ITSUKIFOODS CO., LTD.
- C-039** SOMI FOODS INC.



OTHERS

- B-032** Nisshin Flour Milling Inc.
- B-036** Ginkakuji Onishi Co., Ltd.
- B-036a** Nishikidori (Kochi Prefectural Trade Association / Kitagawa Village Yuzu Kingdom Co., Ltd.)



WADAKYU CORPORATION

www.wadaq.co.jp/top_eng
Sachiyuki WADA (Mr.)
sachi-wada@wadaq.co.jp

represented by
WADAKYU EUROPE S.L.
www.wadakyueurope.com

Prefecture: Tokyo

Target markets (existing & future):

China, Hong Kong, Taiwan, Thailand, Malaysia, USA, Germany, France, Belgium, Northern Europe, Poland, Netherlands, Switzerland, Italy

Certificates: EU-HACCP

Dashi Pack for UDON/SOBA

100% natural umami stock bag for soba and udon.
Ingredients: Konbu (Hokkaido, Japan), katsuobushi, niboshi and sababushi.



Katsuobushi Standard

Dried and smoked skipjack tuna (shaved).



Ma Konbu

Fine quality Ma Konbu from Hokkaido, Japan.



B-030

B-032



Nisshin Flour Milling Inc.

www.nisshin.com/english
Mayu YOSHIOKA (Ms.)
nisshinseifun.overseas@nisshin.com

represented by
OYC EU B.V.

Prefecture: Tokyo

Target markets (existing & future):

China, Hong Kong, Taiwan, Korea, Vietnam, Philippines, Malaysia, UAE, Germany, France, Belgium, Northern Europe, Poland, Netherlands, Italy

Certificates: ISO 22000, FSSC 22000



TOKU-NUMBER ONE

Our flagship noodle flour manufactured in Japan. Good color with excellent firmness and elasticity. Suitable for all variations of ramen noodles as well as gyoza (dumpling) dough.



KUMPU

Using 100% Japanese wheat, designed for use with udon noodles. Good color with an excellent balance of stretchiness and mouthfeel. Can be used as a blending flour for thick ramen noodles, dipping ramen (tsuke-men) and chilled noodles.



KABUKIMONO

Specially designed for thicker ramen noodles, such as dipping ramen (tsuke-men) noodles. Ideal balance of elasticity and mouthfeel with a natural yellow color and natural wheat aroma.



Hanamaruki Foods Inc.

www.hanamaruki.co.jp/english
Akira SEKINE (Mr.)
global@hanamaruki.co.jp

represented by
Master of Japanese Cuisine

Prefecture: Tokyo

Target markets (existing & future):

Hong Kong, Taiwan, Korea, Vietnam, Thailand, Philippines, Malaysia, Australia, USA, Mexico, Germany, France, Belgium, Northern Europe, Poland, Russia, Netherlands, Switzerland, Italy

Certificates: FSSC 22000



Liquid Shio Koji

Hanamaruki Liquid Shio Koji can be used as a new liquid seasoning in a wide range of dishes, and adds to the umami, rich taste, sweetness and mild saltiness of cuisine. Not only is it the only shio koji in a clear and liquid form, it has also several times more active enzymes compared to competitors. These enzymes provide many of the positive functions that will help you in the clean-label world.

Instant Vegan Miso Soup 3 packets

Hanamaruki Vegan Miso Soup is created specifically to maximize the full flavor of miso. The rich umami from miso and the plant-based ingredients create a harmonious blend that completes the recipe.

Ama Koji Saikyo-zuke

Ama Koji Saikyo-zuke is a seasoning for marinating that contains kyofu miso, liquid shio koji and other condiments, so you don't need to add anything or adjust the taste when marinating. Ama Koji Saikyo-zuke makes fish tasty, juicy and fluffy. It is so easy to prepare Saikyo-zuke fish with this product.

B-034

B-034a



Miyako Oriental Foods Inc.

www.coldmountainmiso.com
Joe ARAI (Mr.)
joearai@coldmountainmiso.com

Prefecture: Abroad

Target markets (existing & future):

Australia, USA, Mexico, UAE, Germany, France, Belgium, Northern Europe, Poland, Russia, Netherlands, Switzerland, Italy, UK

Certificates: US-HACCP, SQF, Kosher



Yamajirushi Yuzu-It

The traditional yuzu pepper in Japan is a seasoning that is made with yuzu (citrus fruit) and green chili pepper that is widely used as a condiment with sushi and noodles. Our Yamajirushi brand "Yuzu-It" Yuzu Pepper Sauce is a new kind of "liquid" yuzu pepper product that makes it easier to use with a much wider variety of foods. This versatile sauce pairs very well for use with so many varieties of foods. It is a zesty hot sauce with a refreshing yuzu accent.

Yamajirushi Yuzu Miso

Yamajirushi Yuzu Miso is a very versatile product that is used by many chefs. It has a very refreshing yuzu flavor with umami from miso. This item can be used with many different dishes. It is frequently used to decorate plates. This product is made in a GFSI 3rd party SQF certified facility. This product is also Kosher certified, gluten free and vegan, with no MSG added.

Yamajirushi Shiso-Pon

All natural ingredients, non-GMO, gluten free. Shiso is one of the most traditional herbs used in Japanese cooking. This ponzu sauce features the refreshing, aromatic shiso flavor with a distinctively delicious taste. This versatile sauce complements many favorite foods. It pairs very well with sushi, sashimi, tempura, salad, fish, meats, noodles and a variety of many other dishes.



Ginkakuji Onishi Co., Ltd.

www.onishi-g.com
Peggy DUH (Ms.)
peggy@onishi-g.co.jp

Prefecture: Kyoto

Target markets (existing & future):
Hong Kong, Taiwan, Thailand, USA, Germany, France, Northern Europe, Netherlands, Italy

Certificates: ISO 22000, FSSC 22000

Kyoto Beef Miyabi

Japanese premium wagyu from Kyoto



JUKU

Sustainable wagyu



Onishi Selection

High quality wagyu selected by our expert



B-036

B-036a



Nishikidori

Kochi Prefectural Trade Association |
Kitagawa Village Yuzu Kingdom Co., Ltd.

www.yuzuoukoku.jp
Kazutaka ISHIKAWA (Mr.)
ishikawa@yuzuoukoku.jp

represented by
www.nishikidori.com/en
contact@nishikidori.com

Prefecture: Kochi

Target markets (existing & future):
China, Hong Kong, Taiwan, Thailand, Australia, USA, Germany, France, Belgium,
Northern Europe, Poland, Russia, Netherlands, Switzerland, Italy

Certificates: HACCP for Kochi prefecture Japan



Yuzu shibori

This aromatic fragrant yuzu juice is made from 100% yuzu harvested in Kochi prefecture. This product is commonly used to flavor a wide range of dishes and drinks. Product volumes are net weight 150ml, 500ml and 900ml respectively. For business use, frozen type of 100% yuzu juice is also available.

Yuzu no kaze

Yuzu no Kaze is a concentrated syrup for soft drinks. Basic way of enjoying this product is to dilute it with 4 times the amount of water. The fresh yuzu fragrant and slightly sweetened taste are the characteristics of this product. Using it as an ice cream sauce or as a syrup for splitting alcoholic drinks such as chu-hai and cocktails are suitable as well.

Yuzu confit

The peel is soaked in granulated sugar and then cooked at low temperature for a long time. It is then cut into 4 to 5 cm long strips. The peel is flash-pasteurized and vacuum packed, to ensure optimum storage without oxidation. The result is surprising, and the final product is tasty, rich in flavor and of top quality.



Nishikidori

www.nishikidori.com/en
Olivier DERENNE (Mr.)
contact@nishikidori.com

represented by
S.A.S.U PALMIFRANCE

Prefecture: Tokyo

Target markets (existing & future):

Germany, France, Belgium, Northern Europe, Poland, Russia, Netherlands, Italy



10 years aged brewed shoyu soy sauce, 180ml

The soy sauce is obtained after pressing the moromi (mash of unmaturing soy sauce) in linen cloths with a mechanical press. It is thick, velvety, contains very little acid and is rich in umami, with notes of savory aromas of tobacco and a scent of Armagnac, with a woody and humus touch. Our perfect combination: do not wait to try it on a dish of strawberries or fresh red fruits with a scoop of vanilla or dark chocolate ice cream. On a more classical note, taste the 10 years aged soy sauce of Kamebishi brewery with sushi and sashimi.



Fujisu Premium rice vinegar, 900ml

To make their Fujisu Premium rice vinegar, Ito Jozo use 320 g of rice per liter of vinegar, which is 8 times the Japanese industrial standard. The fermentation takes a long time, at least one year and up to three years. The vinegar takes on an amber color and its roundness and aromatic richness is astounding. It provides the perfect complement to special dishes such as pickles, sushi, sauces and other vinaigrettes or dressings.



Rice vinegar with sakura, 360ml/900ml

Elaborated by Japanese master craftsmen with respect due to traditions, it can be used for all culinary adventures. The cherry blossoms are hand-picked in April from only those grown in Japan and then marinated in the rice vinegar for 5 months in order to transfer their delicate aroma to the vinegar. It goes well with grated raw vegetables, shellfish salads and fish tartar etc. You can also use it for oysters or as a dressing for persimmons and seasonal fruit salads.

B-038

B-041



ITSUKIFOODS CO., LTD.

www.itsukifoods.jp/lang/eng
Hideo OGATA (Mr.)
ogata.h@itsukifoods.jp

Prefecture: Kumamoto

Target markets (existing & future):

China, Taiwan, Korea, Vietnam, Philippines, Malaysia, Australia, USA, Mexico, UAE, Germany, France, Belgium, Northern Europe, Poland, Russia, Netherlands, Switzerland, Italy, Africa

Certificates: ISO 9001



YAKISOBA 3 w/SAUCE

Yakisoba for three bowls is developed for export. The product description on the package is written in English.



KYUSHU 'TONKOTSU' PORK FLAVOR RAMEN

Even though this ramen is made without using any livestock meat, you can still enjoy an authentic taste of Kyushu Tonkotsu (pork bone broth) Ramen.



FUNDODAI, Inc.

www.fundodai.jp
Emiko KINOSHITA (Ms.)
emiko.kinoshita@fundodai.jp

Prefecture: Kumamoto

Target markets (existing & future):
China, Hong Kong, Taiwan, Korea, Malaysia, Australia, USA, UAE, Germany, France, Switzerland

Certificates: ISO 9001



Transparent soy sauce

We made our transparent soy sauce with our own manufacturing method without changing taste of the soy sauce. This new kind of clear soy sauce highlights the natural colors of the dishes. It goes well with a variety of recipes such as carpaccio and pasta.

Heisei

This soy sauce is made from "aka sake", a traditional sake from Kumamoto prefecture, and "wasanbon", a Japanese high quality sugar, and round soybeans from Kyushu. The result is a unique soy sauce with a rich, sweet aftertaste, which goes well with a variety of recipes, such as beef tataki, roast beef and salmon roe marinated.



Sushi soy sauce

This authentically brewed soy sauce can be labeled with the highest grade under Japanese Agricultural Standards. This soy sauce has a bright color and a soft but rich aroma, a mild taste and a moderate thickness. This soy sauce is free from additives and is the perfect accompaniment to sushi for those who prefer a more authentic taste.

B-041



IGAGOE Co., Ltd.

www.igagoe.tennengura.jp/english
Kazuhisa HONJO (Mr.)
honjo-kaz@igagoe.co.jp

Prefecture: Mie

Target markets (existing & future):
China, Hong Kong, Taiwan, Korea, Vietnam, Thailand, Malaysia, Australia, USA, Germany, France, Belgium, Italy

Certificates: ISO 9001, ISO 22000, FSSC 22000, Halal



Flavored Soy Sauce

This soy sauce will make you a good cook. It is enriched with extracts of bonito, seaweed and mackerel, and flavored with mirin and sugar. There are endless uses for this soy sauce: Whether you are boiling, stir-frying, seasoning or marinating, just add this soy sauce!

B-043



HICHIFUKU BREWING CO., LTD.

www.7fukuj.co.jp
Motohiro INUZUKA (Mr.)
m-inuzuka@7fukuj.co.jp

represented by
Kohyo Holland B.V.

Prefecture: Aichi

Target markets (existing & future):
Germany, Italy, U.K.

Certificates: ISO 22000, Organic JAS



Organic White Soy Sauce

White soy sauce was first made in 1888 in Hekinan City in Aichi Prefecture, where our factory is located. White soy sauce is made from wheat, soy beans and salt water. The most remarkable characteristic of white soy sauce is its light color. Therefore, the ingredients keep their natural color. For the Japanese gourmet restaurants called Ryoutei, the visual appearance is one of the most important elements for their cuisine. Hichifuku Brewing is the world's only manufacturer of organic white soy sauce.



Vegetables Shirodashi

No animal ingredients are used for this shirodashi (white dashi). The taste of 6 kinds of domestic vegetables (carrot, onion, celery, shiitake mushroom, garlic, burdock) is brought out by our own manufacturing method and combined with organic white soy sauce and vegetable bouillon.

B-043

B-045



Shibanuma Soy Sauce International Co., Ltd.

www.shibanuma.com/en
Junichi SHIOTANI (Mr.)
j-shiotani@shibanuma-inter.com

represented by
Kohyo Holland B.V.

Prefecture: Ibaraki

Target markets (existing & future):
Hong Kong, Korea, Vietnam, Thailand, Philippines, Malaysia, Australia, USA, Mexico, UAE, Germany, France, Belgium, Northern Europe, Poland, Russia, Netherlands, Switzerland, Italy

Certificates: ISO 22000, FSSC 22000, Non-GMO Project, Non Oil, Non MSG



Ponzu Yuzu Katsuo Soy Sauce, 300ml

Ponzu citrus yuzu soy sauce with bonito. Ponzu dressing with strong umami and a salt value of 8.2%.



Non Oil Grilled Meat Sauce, 360g

This is a sauce for grilled meat that does not use meat extract. It is possible to import with confidence.



Regular Soy Sauce, 18 L-BIB

This soy sauce is made in wooden barrels and is rich in umami. It is a regular soy sauce with no flavor, coloring or preservative.



YAMAMI JYOZO CO., LTD.

www.yamamijyozo.com
Tomoko FUJIMOTO (Ms.)
yamami@ruby.ocn.ne.jp

represented by
Shibanuma Soy Sauce
International Co., Ltd.

Prefecture: Aichi

Target markets (existing & future):
Australia, Germany, France, Belgium, Northern Europe, Poland, Switzerland, Italy

Certificates: ISO 22000



Tentative design

TAMARI SOY SAUCE

Tamari soy sauce is one of the richest and most mellow of all soy sauces, and we have customize it for the international market. It's sweeter and less salty than regular tamari and of course, gluten-free. The taste can be compared to a fullbodied wine. You can enjoy the original taste of soy sauce.

B-045

C-033



Kinjirushi Sales Co., Ltd.

www.kinjirushi.co.jp/english
Yasuyuki KONISHI (Mr.)
kwe@kinjirushi.co.jp

represented by
Kinjirushi Wasabi Europe GmbH

Prefecture: Tokyo

Target markets (existing & future):
China, Hong Kong, Taiwan, Korea, Vietnam, Thailand, Philippines, Malaysia, Australia, USA, Mexico, UAE, Germany, France, Belgium, Northern Europe, Poland, Russia, Netherlands, Switzerland, Italy

Certificates: FSSC 22000



RCE-300 Eswasabi

Improved specification according to EU regulation. Slightly milder taste recipe for European preference. Brilliant Blue FCF is excluded. Seven languages on the back: English, German, French, Italian, Spanish, Portuguese and Polish. Easy and hygienic handling with screw cap.



FS-208 Hon Wasabi

Kinjirushi Hon ("real" or "true") Wasabi is fresh wasabi root grated at -196°C to maintain flavour and colour. As a garnish, dip or rub, the natural green colour adds visual appeal to any raw or cooked dish. No horseradish nor artificial colouring is added.



YUB-100 Kizami Yuzu

The -30°C flash-frozen process captures excellent aroma of fresh Japanese yuzu. The zest is individually frozen so that you can easily pick the right amount you need to use.



Ohyama Foods Co., Ltd.

www.ohyamafoods.com
Kenichiro OHYAMA (Mr.)
ken-o@ohyamafoods.co.jp

Prefecture: Miyazaki

Target markets (existing & future):

China, Hong Kong, Taiwan, Korea, Vietnam, Thailand, Philippines, Malaysia, Australia, USA, Mexico, UAE, Germany, France, Belgium, Northern Europe, Poland, Russia, Netherlands, Switzerland, Italy

Certificates: ISO 22000, Organic JAS



YUZU Hot Sauce Marcy
Liquid Yuzu Pepper. It goes well with any dish.



Pure Rice Vinegar
This vinegar is made only from rice. It is characterized by its soft sourness.



Organic rice black vinegar
This black vinegar is brewed in an outdoor jar.

C-035

C-037



SANRIKU CORPORATION CO., LTD.

www.sanrikufoods.com
Tadashi MORIOKA (Mr.)
t_morioka@abecho.co.jp

represented by
LX FRANCE
www.lxfrance.fr

Prefecture: Miyagi

Target markets (existing & future):

Australia, USA, Germany, France, Belgium, Northern Europe, Poland, Netherlands, Switzerland, Italy

Certificates: FSSC 22000, US-HACCP, EUHACCP, Halal

Sanriku Fish Sausage (Black Pepper)

Sanriku Fish Sausage is made from wild-caught Alaska pollock and salmon oil instead of animal meat and fat. Therefore, it contains approx. 45% less calories and 77% less cholesterol than common meat sausages and is rich in Omega-3 which comes from salmon oil. Moreover, black pepper gives a superb accent to the taste of the fish sausage which matches well with hot dog, sandwiches, pasta and any kinds of dishes. This sausage is perfect for a well-balanced diet.



Sanriku Fish Sausage (Chili Pepper)

Sanriku Fish Sausage is heat-sterilized with a retort oven and packed with a double aluminum film so that its shelf-life lasts 2 years under room temperature. In addition, it has an addictive pungency of chili peppers which can be enjoyed by all ages and used as one of the main ingredients for several kinds of dishes such as pizza, pasta, soups and etc. This is definitely the most tasty, healthy and easy to handle sausage in the world.





Tsushima suisan Co., Ltd.

www.tsushimasuisan.com/en
Masanori TSUKAMOTO (Mr.)
tsukamoto@tsushimasuisan.com

represented by
FUJITA & CO. Deutschland GmbH
www.jetfresh.de
Akira NARA (Mr.)
anara@jetfresh.de

Prefecture: Nagasaki

Target markets (existing & future):
Hong Kong, USA, UAE, Germany, France, Belgium, Northern Europe, Poland, Netherlands, Italy

Certificates: EU-HACCP, Halal



TSUSHIMA GOLDEN ANAGO

Domestic natural conger eel is a high-class fish that is indispensable for Japanese cuisine. In particular, conger eels in the sea near Tsushima Island have a good greasy paste and are very delicious fish with various cooking methods such as roasting, simmering, frying, and steaming. At Tsushima Fisheries, live fish are purchased at the port, and live fish are processed locally. As a fresher, higher quality frozen conger eel, we deliver it directly to restaurants not only in Japan, but all over the world.

C-037a

C-039



SOMI FOODS INC.

www.somifoods.com
Tatsuya SHONO (Mr.)
shono@somifoods.com

Prefecture: Kyoto

Target markets (existing & future):
China, Hong Kong, Taiwan, Korea, Vietnam, Thailand, Philippines, Malaysia, Australia, USA, Mexico, UAE, Germany, France, Belgium, Northern Europe, Poland, Russia, Netherlands, Switzerland, Italy

Certificates: ISO 22000, FSSC 22000



SOMI Ramen Soup PAITAN V

Vegetable based Tonkotsu-style ramen soup with fine spices and vegetable extract. Neither animal products nor MSG are used.
Preparation: 1 part of PAITAN V and 8 parts of hot water.

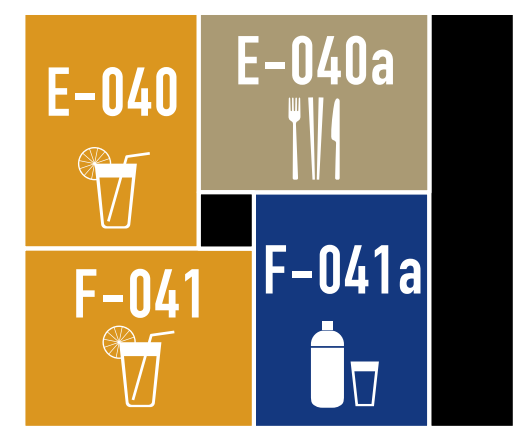
SOMI Ramen Soup KITANO MISO G

Concentrated soup flavor for making flavorful miso ramen soup. Carefully selected ingredients, including miso and vegetables, create a rich and deep flavor. Neither animal products nor MSG are used.
Preparation: 1 part of KITANO MISO G and 7 parts of hot water.

SOMI CURRY SAUCE G

Retort Japanese curry made with carefully selected spices and ingredients. Neither animal products nor MSG are used.

JAPAN PAVILION LAYOUT HALL 7.1



TEA

- F-031 Japan Greentea Co., Ltd.
- F-033 ROKUBEI Co., Ltd.
- F-035 IsokomaNori Co., Ltd.
- F-037 Ryutsu Service Co., Ltd.



JUICE

- F-035 Robson Corporation
- F-041 Sowakajuen Co., Ltd. / UMAMI SAS
- E-040 CITRUS JAPAN (HIDAKAYA)



BEVERAGES

- F-039 JFC JAPAN INC.
- F-041a Hita Tenryosui Co., Ltd.



OTHERS

- E-040a Japonte Ltd.

F-031



Japan Greentea Co., Ltd.

www.jp-greentea.co.jp/english
Keishi OKUHIRA (Mr.)
k.okuhira@jp-greentea.co.jp

Prefecture: Tokyo

Target markets (existing & future):

Hong Kong, Taiwan, Korea, Vietnam, Thailand, Philippines, Malaysia, Australia, USA, Mexico, UAE, Germany, France, Belgium, Northern Europe, Poland, Russia, Netherlands, Switzerland, Italy

Certificates: FSSC 22000, ISO 22000, Organic JAS, USDA Organic, EU Organic, Halal, Kosher

GARASHA – Japanese Green Tea

GARASHA is our original brand, the Japanese dialect of the Latin word "Grace". We, Japan Greentea, proudly present GARASHA brand of Japanese teas, the gifts by the grace (Garasha) of nature. Representing Japanese green tea, GARASHA represents 3 major Japanese green tea types with tea bags and loose leaf. It has a mellow, refreshing, smooth taste and is perfect for a morning energy boost or an afternoon pick-me-up.



PRIVATE LABELING – Matcha, Tea Bag Green Tea

With our 5 decades of knowledge and experience in the Japanese tea industry, we have supplied to the world famous amusement parks and well-known stores tea products in Japan. Matcha or tea at any form such as loose leaf, packed tea bag or powdered. Any kind of packing such as tin/pouch type or in the paper box, or aluminum pouch with your own label.



Organic Roasted Brown Rice Powder

Our Organic Roasted Brown Rice Powder is made from 100% organic Roasted Brown rice. The rice used is Koshihikari rice, which is a sweet and short grained variety and the highest quality Japanese rice which can be found. We take great care in cultivating our organic brown rice, using pure spring water and nutrient-rich Japanese soil.



F-033



ROKUBEI Co., Ltd.

www.rokubei-tea.com
Tasuku INOUE (Mr.)
tusk1690@gmail.com

Prefecture: Kyoto

Target markets (existing & future):

China, Hong Kong, Taiwan, Thailand, Malaysia, Australia, USA, UAE, Germany, France, Poland, Russia, Canada

Certificates: FSSC 22000, Organic JAS, USDA Organic, EU Organic

represented by

Midori KAYANUMA (Ms.)
kayanuma@gmx.de



Single Origin Organic Matcha

This series is a single-origin organic matcha that is limited to farmers and varieties in the Kagoshima and Kirishima regions. You can enjoy the deep taste and umami of each variety which is not found in blended matcha. Stable supply is possible throughout the year. We can also provide a wealth of content such as photos and videos.



Organic Matcha sticks

This is a product of Uji first flush organic matcha packed in a convenient stick. It is a popular product that allows you to easily enjoy high-quality umami. If you wish, we also can make other organic matcha sticks, and we also support private brand products.



Single Origin Organic Sencha

A valuable single-origin organic sencha limited to farmers and varieties from Kagoshima. You can enjoy the special taste of each variety. In particular, we have popular varieties such as Saemidori and Asatsuyu. We can provide photo and video content for sales, and we can also provide private design products.

F-035

**IsokomaNori Co., Ltd.**

www.isokoma.com/
Kosuke FUKADA (Mr.)
kosuke@isokoma.co.jp

represented by
AIYA

Prefecture: Shizuoka

Target markets (existing & future):

Hong Kong, Taiwan, Vietnam, Malaysia, Australia, USA, UAE, Germany, France, Belgium, Poland, Italy, Mauritius

Certificates: Halal

**Assorted Latte**

Our powdered latte mixes come in natural flavors from our farms in Japan, including Matcha Latte, Purple Sweet Potato Latte, Strawberry Latte. This product is powdered 3 in 1 (e.g. matcha, milk, sugar). You can enjoy it easily just by pouring hot water and mixing.

**Hojicha Latte**

Latte powders of Isokoma come from a carefully-picked collection of Japanese ingredients, ideal for latte drinks. The Hojicha Latte powder mix has just the right balance of creaminess while the flavor of green tea still comes through. Quality hojicha is made from sencha leaves roasted at high temperatures. Our sencha is grown in a mountainous area in Shizuoka called Tamagawa district. This aromatic latte is a blend of smoky hojicha and creamy milk.

F-035

**Robson Corporation**

www.robson.co.jp/en/home
Tomoyuki HIROSE (Mr.)
tomoyuki11hirose@robson.co.jp

represented by
AIYA

Toprak Esra
esra@aiya-europe.com

Prefecture: Tokyo

Target markets (existing & future):

Australia, USA, UAE, Germany, France, Belgium, Northern Europe, Poland, Russia, Netherlands, Switzerland, Italy

Certificates: US-HACCP, JFS-B

**Yuzu Juice**

We are proud to offer premium yuzu juice, a "Flavor of Japan", made with yuzu grown, harvested and processed on Kyushu Island assuring the highest quality.

**Kabosu Juice**

The tangy citrus fruit kabosu is one of the "Flavors of Japan", and we are proud to offer premium kabosu juice made with kabosu grown, harvested and processed in Oita Prefecture in Japan assuring the highest quality.



Ryutsu Service Co., Ltd.

www.eco-farmer.jp
Kazuki YOSHIKAWA (Mr.)
wbs13595@mail.wbs.ne.jp

represented by
HATTORI FARM
(Ryutsu Service Co., Ltd.)

Prefecture: Shizuoka

Target markets (existing & future):

USA, UAE, Germany, France, Belgium, Northern Europe, Poland, Russia, Netherlands, Switzerland

Certificates: Organic JAS

Hattori Matcha Powder

We are tea farmer. We can produce 100% authentic matcha under the integrated system. Our outstanding feature is the variety of matcha we use. Our single-origin Ceremonial Matcha is ground from first-harvest tea leaves, grown under solar panels.



Kaori-cha

Kaori-cha Koshun is a unique type characterized by a flowery aroma with a smooth creamy taste.

We managed to enhance the aroma without adding anything by withering process. This Kaori-cha is made of 100% natural green tea.



GABA Gyokuro Powder Stick

GABA tea has undergone a special oxygen-free fermentation process, as a result of which GABA has accumulated in the tea leaves. Our GABA tea, made from authentic gyokuro tea leaves, therefore contains 2 to 3 times more GABA than other GABA teas. We own the patent for the process.



F-037

F-039



JFC JAPAN INC.

www.jfcjapan.co.jp/english
Reiko KOBAYASHI (Ms.)
r-kobayashi@jfcjapan.co.jp

represented by
JFC Deutschland GmbH
www.jfc.eu/en
Taizo KOBAYASHI (Mr.)
tkobayashi@jfc.eu

Prefecture: Tokyo

Target markets (existing & future):

UAE, Germany, France, Belgium, Northern Europe, Poland, Netherlands, Switzerland

Certificates: ISO 9001

Kubota Senjyu

Sake brewery Kubota's best seller – "Perfect Ginjo for meals". It is food friendly and complements a variety of dishes. The moderate aroma precedes a delicately flavored palate followed by a pleasantly clean and crisp finish. Recommended to serve chilled or slightly warmed to enjoy the best expression of layered sake.





Sowakajuen Co., Ltd. | UMAMI SAS

www.sowakajuen.co.jp
Yasuo OURA (Mr.)
oura@sowakajuen.com

represented by
www.umamiparis.com/en
Jean BEGUIN (Mr.)
pro@umamiparis.com

Prefecture: Wakayama

Target markets (existing & future):

China, Hong Kong, Taiwan, Vietnam, Thailand, Australia, USA, UAE, Germany, France, Belgium, Northern Europe, Switzerland

Certificates: FSSC22000 (from February 2022 on), Organic JAS, EU Organic, J-GAP, Wakayama Prefecture HACCP



Mikan juice 'Aji-marō shibori' brand

A delicious mikan juice made from high quality mikan of 11 degrees Brix (sugar content). Carefully selected fruits corresponding to our standards represent from 30 to 40% of the Wakayama's prefecture total production. Using only fresh mikan pulp as an ingredient, you may enjoy its particularly mellow taste.

Mikan juice 'Aji-koi shibori' brand (limited quantity)

"Aji-koi" is Sowa Kajuen's mikan juice premium brand. Carefully selected for its sweetness, those very high-quality fruits correspond to a very small percentage of Wakayama's prefecture total production. Using only fresh pulp as an ingredient, you may therefore taste its full body and mellow taste.

Organic yuzu juice

Unpasteurized organic yuzu juice made in Tokushima. Available in 150ml, 720ml, 1.8l, 18l.

F-041

F-041a



Hita Tenryosui Co., Ltd.

www.hitatenryosui.co.jp
Faroq M. H. ABDULLAH (Mr.)
a-faroq@h-tenryosui.com

represented by
KANEMATSU GmbH
www.kanematsu.co.jp/en
Eriko KIKURA (Ms.)
e.kikura@kanematsu.de

Prefecture: Oita

Target markets (existing & future):

China, Hong Kong, Taiwan, Korea, Vietnam, Thailand, Philippines, Malaysia, Australia, USA, UAE, Germany, France, Russia, Switzerland, Italy, India, Indonesia, Canada

Certificates: ISO 22000, FSSC 22000



Natural Active Hydrogen Water Hita Tenryosui, 500 ml

Features exclusive to ALL Hita Tenryosui Water products:

1. We use one of the only four sources of the Natural Active Hydrogen Water in the world.
2. Hita Tenryosui has 170% higher aquaporin permeability comparing to other types of water.
3. The Natural Active Hydrogen Water source in Hita City is the only source that has a production factory where the water is supplied to the domestic and international markets.

Natural Active Hydrogen Water Hita Tenryosui, 2000 ml

Other Features of ALL Hita Tenryosui Water products:

1. Weakly alkaline with pH about 8.3
2. Silica about 90mg / L
3. Soft water with hardness of about 32mg / L
4. Deep well water pumped from deep underground with rich mineral balance.

Natural Active Hydrogen Water Hita Tenryosui, 12 L

Evidence of ALL Hita Tenryosui Water products:

1. About the Natural Active Hydrogen Water: Professor Shirahata, Academic journal Animal Cell Technology, Vol. 16 (Netherlands)
2. About the Aquaporin Permeability: Professor Kitagawa, Biophysics specialty published in the magazine BBRC, Vol. 409 (USA)

Awards:

1. Monde Selection Highest Gold Award Winner for 13 years (2006-2012, 2016-2021).
2. ITI Superior Taste Award Winner for 17 consecutive years (2005-2021).



CITRUS JAPAN (HIDAKAYA)

www.citrus-japan.at
Yu HIDAKA (Mr.)
info@citrus-japan.at

represented by
Maximilian Payr
info@citrus-japan.at

Prefecture: Miyazaki

Target markets (existing & future):
Hong Kong, Taiwan, Thailand, Australia, USA, UAE, Germany, France, Northern Europe, Poland, Russia, Netherlands, Switzerland, Italy



YUZU JUICE (Frozen)
Frozen yuzu fresh yuzu juice (20L)

YUZU SHIROMI SYRUP

Yuzu Shiromi Syrup: Yuzu juice and Hokkaido beet sugar – No food additives such as preservatives, colors, and chemicals are used. Can be used for making drinks, dressings, sauces, cocktails and desserts.

YUZU SHIROMI 100% JUICE

Yuzu Shiromi 100% Juice – No food additives such as preservatives, colors, and chemicals are used. Can be used for making drinks, dressings, sauces, cocktails and desserts.

**E-040****E-040a**

Japonte Ltd.

www.japonte.net
Noritaka EGUCHI (Mr.)
noritaka.eguchi@japonte.net

Prefecture: Tokyo

Target markets (existing & future):
Hong Kong, Vietnam, Australia, USA, UAE, Germany, France, Northern Europe, Poland, Netherlands, Switzerland, Italy



Danryu 40% ABV

This Kusu Awamori aged 3 years in oak barrels was awarded a Gold Medal at the SFWSC 2021. A sweet and gorgeous vanilla-like scent and a rich taste with a long finish were well recognized. Enjoy on-the-rocks together with luxurious chocolates.



Kuragokoro Kimoto Junmai

Carefully brewed according to the traditional Kimoto method using lactobacillus which originally lived in the 225 year old Yano brewery. The unique combination of sour and umami-rich taste derives from the Kimoto method and aging. When warmed up to 40°C, the richness is enhanced.



Shizen Ichi Shoyu 2 year

Naturally brewed Japanese soy sauce made from whole soybeans, slowly fermented and aged for two years. The natural brewing brings out more than 300 kinds of aroma components, and this shoyu enhances the characteristics of any ingredient. Enjoy the natural umami and sweetness created by rice koji.



Kochi Prefectural Trade Association

www.kochi-fresh.com/en
Satoshi OKAUCHI (Mr.)
export-120901@ken.pref.kochi.lg.jp

Prefecture: Kochi

Since its establishment in July 1947, the Kochi Trade Association has been working to contribute to the development and promotion of trade in Kochi Prefecture. The Kochi Trade Association holds discourses or lectures by professional personnel, to improve knowledge about international economy and trading.

B-036a**B-043 - 045**

JAPAN SOY SAUCE ASSOCIATION

www.soy sauce.or.jp/en
Takeshi YAHIRO (Mr.)
yahiro@soysauce.ne.jp

Prefecture: Tokyo

Soy sauce is called "shoyu" in Japanese. Please call it "shoyu". Japan is truly a shoyu island because there are more than 1,100 shoyu companies in Japan. And we are the association of these companies. This time, we are here with five shoyu companies from Japan to introduce not only traditional shoyu, but also new shoyu-based products. So please come and visit us.

B-041**F-035**

KUMAMOTO PREFECTURE FOREIGN TRADE ASSOCIATION

www.kumamoto-fta.or.jp
Takeshi MATSUDAIRA (Mr.)
info@kumamoto-fta.or.jp

Prefecture: Kumamoto

Since its foundation in September 1961, Kumamoto Prefecture Foreign Trade Association has been serving to promote and assist international trade among enterprises in Kumamoto Prefecture.

As the tremendous number of products from abroad attests, our daily lives are closely linked to other nations and economies. At the same time we are experiencing a trend in which we see businesses relocating their production bases overseas. Considering these factors, we are convinced that trade promotion will greatly contribute to economic development as well as harmonious relationships with other countries around the world. Kumamoto Prefecture Foreign Trade Association supports local enterprises through a variety of projects designed to facilitate their business pursuits.



Japan Halal Business Association

www.jhba.jp
Tomohiro SAKUMA (Mr.)
info@jhba.jp

Prefecture: Tokyo

Japan Halal Business Association supports the export of halal and vegan products from Japan. There are many Japanese-style products such as matcha lattes and juices.

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by alphabetical order (Fine food)

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The logo features a stylized red and white 'J' on the left, followed by the word 'JAPAN' in large, bold, black capital letters, and the word 'PAVILION' in smaller, red, vertical capital letters to the right.

JETRO

Japan External Trade Organization



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