

EHIME

Ehime prefecture, located in the western part of Shikoku, is blessed with mild Setouchi climate and abundant sunlight. The Kuroshio Current flowing "Uwa Sea" is one of the most strong fishing grounds in Japan. Such richness in natural resources makes Ehime the plentiful producer of agricultural and marine products both in terms of variety and quantity. Among them, products such as citrus fruits, kiwi fruits and hulled barley have the largest market share within Japan. Moreover, yellowtail and sea bream maricultured in Uwa Sea marks a large volume of catch. Processed foods made from small fishes of Seto Inland Sea also has a prominent reputation, and receives number of inquiries both domestically and internationally. In addition, Ehime prefecture is the number one producer of citrus fruits, and known as "The Citrus Kingdom". As many as 41 different types of citrus fruits are harvested throughout the year, and there are variety of citrus related food products as well. Please enjoy Ehime's blessings of nature as well as its tradition and innovation to its fullest.

KOCHI

Kochi Prefecture is located in the southern part of Shikoku, facing the Pacific Ocean. Owing to its unique geography, (Kochi is called "Nangoku" (Tropical country)), there are extensive variety of foods, and a unique cuisine culture has taken root here in the region. From the results of the *Jalan Travel Survey 2017* conducted by the Jalan Research Center in Japan, Kochi ranked first in the category of "variety of delicious food available only locally." Under the same survey, Kochi had also received top ranking 7 times among all prefectures from 2007 to 2017. When mentioning famous cuisine in Kochi, *Warayaki-Katuso-tataki* (Straw-Seared bonito) is the most often cited. The prefecture also accounts for nearly half of Japan's production of yuzu, a small citrus fruit, and is home to a multitude of other foods grown under the tropical sun. Regarding Japanese sake, there are 18 breweries in Kochi. The Kochi government has actually developed its own unique yeast and advanced brewing technology which breweries take advantage of to produce dry, clean, light and well-refined sake regarded as the finest in Japan. Further, the water-an essential ingredient for sake-is taken from underflow of either the *Niyodo River*, which boasts the country's highest quality of water, or the *Shimanto River*, which is called "the last clear stream in Japan." All of this has helped make Kochi the recipient of the most gold prizes for sake in National Sake Competitions within Shikoku. Fantastic cuisine awaits you, the likes of which astonish foodies throughout the world!

~The Most "OISHII" Prefectures in Japan~ Introducing Gourmet from Shikoku

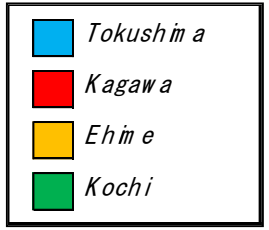
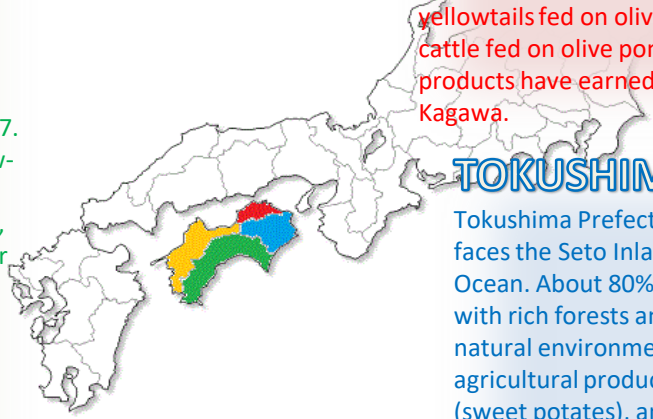
Shikoku is one of Japan's four principal islands, which is located south of Honshu and east Kyushu, and is divided into four prefectures: Tokushima, Kagawa, Ehime and Kochi. Each area of Shikoku has its own special cuisine, many of which are famous throughout Japan. There is no doubt that Shikoku, the most "OISHII" prefectures in Japan, can satisfy every refined food connoisseurs in the world.

KAGAWA

Kagawa Prefecture is located in the northern part of Shikoku Island. Thanks to the Seto Inland Sea and the Sanuki Mountains, the prefecture enjoys the blessings of a warm climate and beautiful nature. A traditional food culture has been developed in the region including Sanuki udon noodles, which are well known across Japan and have also become popular abroad. "Kagawa Prefecture: Not Just the Udon Prefecture." Beginning with iriko, or dried sardine, which is used as soup stock for udon noodles, rich fisheries and fishery-processed products are specialties of Kagawa. It is also one of the three major producers of soy source, a seasoning which symbolizes Japan. Other famous food products in Kagawa include wasanbon-to, a traditional sugar essential for making Japanese sweets, as well as rare sugar and related products developed through cooperation between industry and academia. A broad range of fruit such as citrus fruit, strawberries, grapes and kiwifruits are cultivated in the temperate climate of this prefecture. Kagawa is also the largest olive producer in Japan. From olives with more than 100 years of tradition, many new products have been processed. Olive hamachi, yellowtails fed on olive leaves, and olive beef, which is from cattle fed on olive pomace - these delicious and healthy products have earned a reputation as new specialties of Kagawa.

TOKUSHIMA

Tokushima Prefecture is located in eastern Shikoku, and faces the Seto Inland Sea, the Kii Channel, and the Pacific Ocean. About 80% of its area is mountainous, blessed with rich forests and beautiful rivers. Due to its rich natural environment, the Tokushima produces a variety of agricultural products. Especially, sudachi, narutokintoki (sweet potatoes), and Awao chicken production tops markets in the Kansai region - Osaka, Kobe, and Kyoto - and has built a strong position as an important food strafe center for the Kansai. The Prefecture is also famous for its Awaodori Festival held in the middle of August. Every summer, more than a million tourists visit Tokushima, coming not only from all over Japan but from overseas to enjoy.



SeaFood/Fishery Products

Yuzu / Citrus



Bluefin Tuna



Yellowtail



カツオ



Kochi which faces the warm and extensive Tosa bay is an excellent fishing ground for seafood that rides the Kuroshio (Black Current). It is possible to enjoy a variety of seasonal fish. Pole-and-line fishing of bonito is famous in Kochi. This is a traditional fish-catching method.



Kochi



Yuzu



Buntan



Kochi accounts for nearly half of Japan's production of Yuzu. In recent years, Yuzu is becoming popular among French chefs as a flavoring agent, and Kochi's Yuzu is being exported to the world including Other citrus such as Konatsu and Buntan also have a characteristic flavor and taste.

Sake / Liqueur

In Kochi, many types of local sake go well with various types of fresh and delicious dishes that use plenty of food from the sea, mountain, and river. The taste of such sake is light and dry delighting the palate. People in Kochi enjoy having warm conversations over a glass with anybody, anywhere, and anytime. This is the Kochi way.



Vegetable / Processed Foods



Ginger



Fruit Tomato



Tosa Tea



Confectionery



Myoga

TOKUSHIMA

Citrus Fruits (*Sudachi*, *Kito Yuzu*) and Chicken



Awaodori chicken is a brand-name chicken carefully bred for more than 80 days in an environment blessed with an abundance of nature. Its meat has a sweet and rich taste particular to *jidori* chicken. *Awaodori* chicken boasts the largest production among *jidori* chicken produced in Japan.



Kito yuzu nursery trees are planted nationwide. It is said to be *Kito yuzu* that helped to make *Kiyuzu* a fruit tree that can be found nationwide. It is a sweet *yuzu* with a strong and tangy flavor.

Sake and Shochu



Currently, there are a total of 28 *sake* (brewed rice wine) and *shochu* (distilled spirit) breweries and distilleries in Tokushima Prefecture. Water from the riverbeds of the Yoshino, Katsura, and Naka Rivers and rice grown in fertile soil produce rich and aromatic “*Awa no Sake*” (“*sake* produced in Awa”). *Shochu* made by soaking *Naruto Kintoki*, a top-quality sweet potato, and *Sudachi-chu* characterized by a refreshing flavor and smooth taste, are also among Tokushima’s representative types of *shochu*.

Fishery Products and Fishery Processed Products

Gown in the powerful ocean current of the Naruto Strait, meats of fishery products are very firm and their tastes are supreme. Tokushima Prefecture is one of the top-ranking producers of *hamo* (pike conger) in Japan, and this fishery product is delivered nationwide from Tokushima, mainly to traditional Japanese restaurants in Kyoto.



Hamo



Naruto sea bream



Abalone



Naruto wakame seaweed

Processed Foods



Sudachi drinks



Soy sauce and ponzu sauce



Fermented soybean powder and soup



Fruit jam



Somen noodle



Western and Japanese-style sweets



Lotus roots chips



Organic dressing

NOODLE

SOY SAUCE / SAKE



Kagawa



The Shining Land with Authentic and Traditional Foodstuffs



Fishery Products

Olive / Fruits



Hiketa Buri



Naoshima Hamachi



Olive Hamachi



Ehime



Citrus Fruits



Sake



Sea Food & Fishery Products



Noodle & Others...



The Leading Producer of Marine Products
and Citrus Fruits