

# TOHOKU, Center of rich and various food culture

TOHOKU is the northeastern region of Japan's main island.

Tohoku is surrounded by nature with a rich variety of food produced from the sea, mountain and land. Professional chefs acknowledge the Wagyu (Japanese Beef), marine products and vegetables from the area.

Tohoku produces high quality fresh and processed marine products caught off the coast of Sanriku, one of the world's top three fishing spots.

Processed foods using various agricultural products such as high quality rice that has been grown from century of years ago. Traditional Miso (fermenting soybeans past), Sake, Noodles and confectionaries are fresh, safe and taste good. They are popular in and outside Japan.



Fresh and Processed Marine Products



Fruit

Processed Rice Products



Sake



Processed Meat Products

Processed Foods (seasoning)



## Fresh and Processed Marine Products



Tohoku has numerous large fishing ports and aquaculture grounds. Sanriku is well-known fishing ground and catch a variety of fish are scattered throughout the area.

## Processed Foods (seasoning)



Additive-free, made from natural ingredients. It is highly praised and loved around the world.

## Sake



Sake of Tohoku is highly acclaimed by Sake breweries all over Japan for its taste. It has an extensive lineup: mild and rich Sake with a sweetish taste to dry Sake with a refreshing aftertaste.

## Processed Rice Products



The deliciousness of Tohoku rice is globally recognized.

## Processed Meat Products



Wagyu, pork and chicken are high quality meats approved of by professionals in the culinary world.

## 果物



Tohoku has cherry as king of fruit, sweetest peach, apple and more!



## ■The 12th Business Match in Tohoku

### One of the Largest Business Meeting Event and Exhibition in Tohoku■

The 12th Business Match that is one of the largest matching event in Tohoku will be held on November 9th, 2017 in Sendai. About 125 food business related companies participated last year.

This event provides an opportunity for business matching between suppliers and buyers, market research and test marketing.

JETRO will arrange an individual business meeting between food suppliers of Tohoku and buyers invited from abroad.

Don't miss this valuable opportunity to discover delicious food of Tohoku!



## ■Logistics Network in Tohoku■

The Ports of Sendai-Shiogama and Niigata support many regular routes for container ships within and outside of Japan.

Regular container shipping services directly connect to North America, China, South Korea, and Russia from the ports.

Using internal feeder services to Keihin port, transferring to Europe, the Middle East, Oceania, Africa, and South America is available.

Some airports in Tohoku area are served by regular direct flights to Asian countries.

