A large, weathered wooden barrel, likely used for fermentation, is the central focus. It is wrapped with several layers of light-colored paper or fabric. A prominent paper label is affixed to the barrel, featuring Japanese calligraphy. The text on the label includes '天保木桶仕込み' (Tenpō-kiyūshi-komi), '無添加' (Muzenka), and a date '2008年8月26日' (August 26, 2008). The barrel is set against a dark, textured background, possibly a wall or other barrels.

# JAPAN PAVILION

Japanese Fermentation & Craftsmanship

BIOFACH 2019  
Exhibitor Catalogue

JETRO

Japan External Trade Organization

## CONTENTS

---

Hall 4A / Japan Pavilion

p. 02-03

Concept

p. 05

Aishin Corporation

p. 06-07

Arimoto Co.

p. 08-09

Fukami Co., Ltd.

p. 10-11

Hikari Foods Co., Ltd.

p. 12-13

Marukome Co., Ltd.

p. 14-15

Marumatsu Tea Co., Ltd.

p. 16-17

Mitoku Co., Ltd.

p. 18-19

Muso Co., Ltd.

p. 20-21

Sawadaen Co., Ltd.

p. 22-23

Sennari Co., Ltd.

p. 24-25

Shimane Organic Farm Co., Ltd.

p. 26-27

Takezawa Seicha Co., Ltd.

p. 28-29

Uchibori Vinegar Inc.

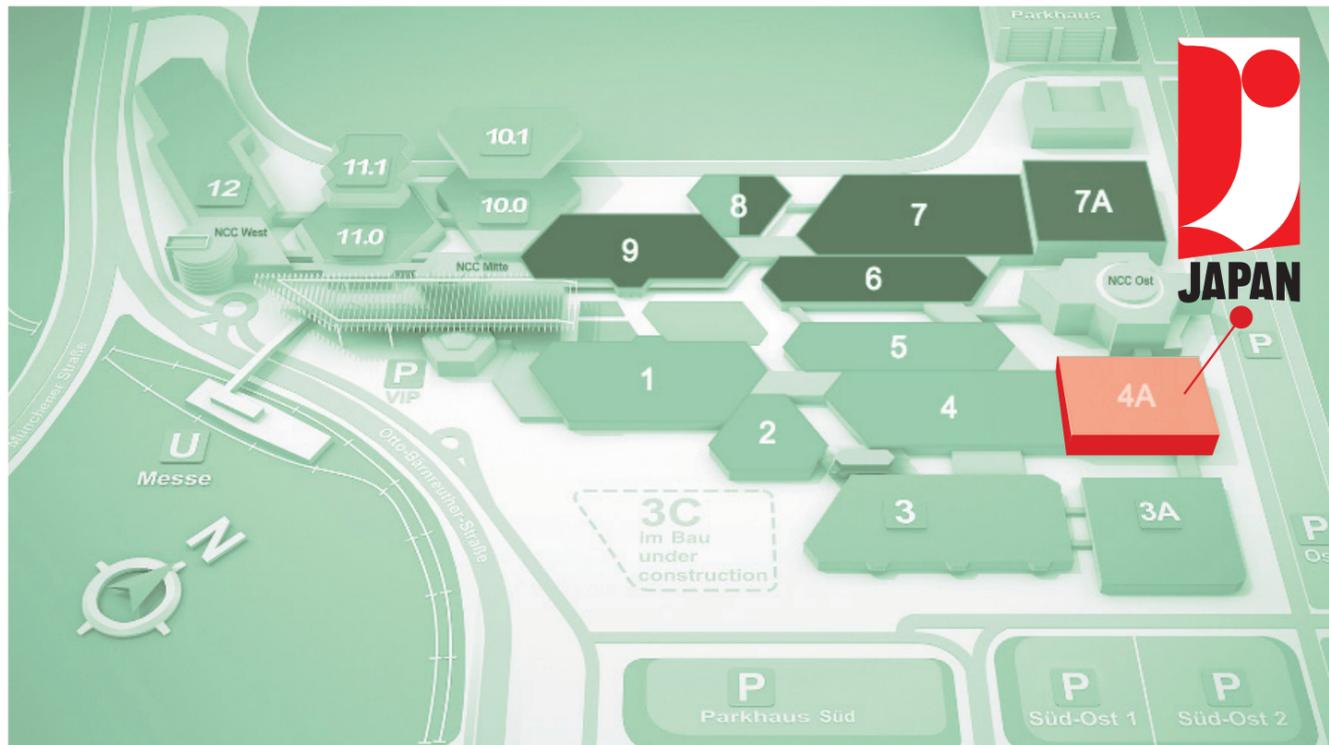
p. 30-31

Yamaki Jozo Co., Ltd.

p. 32-33

BIOFACH 2019

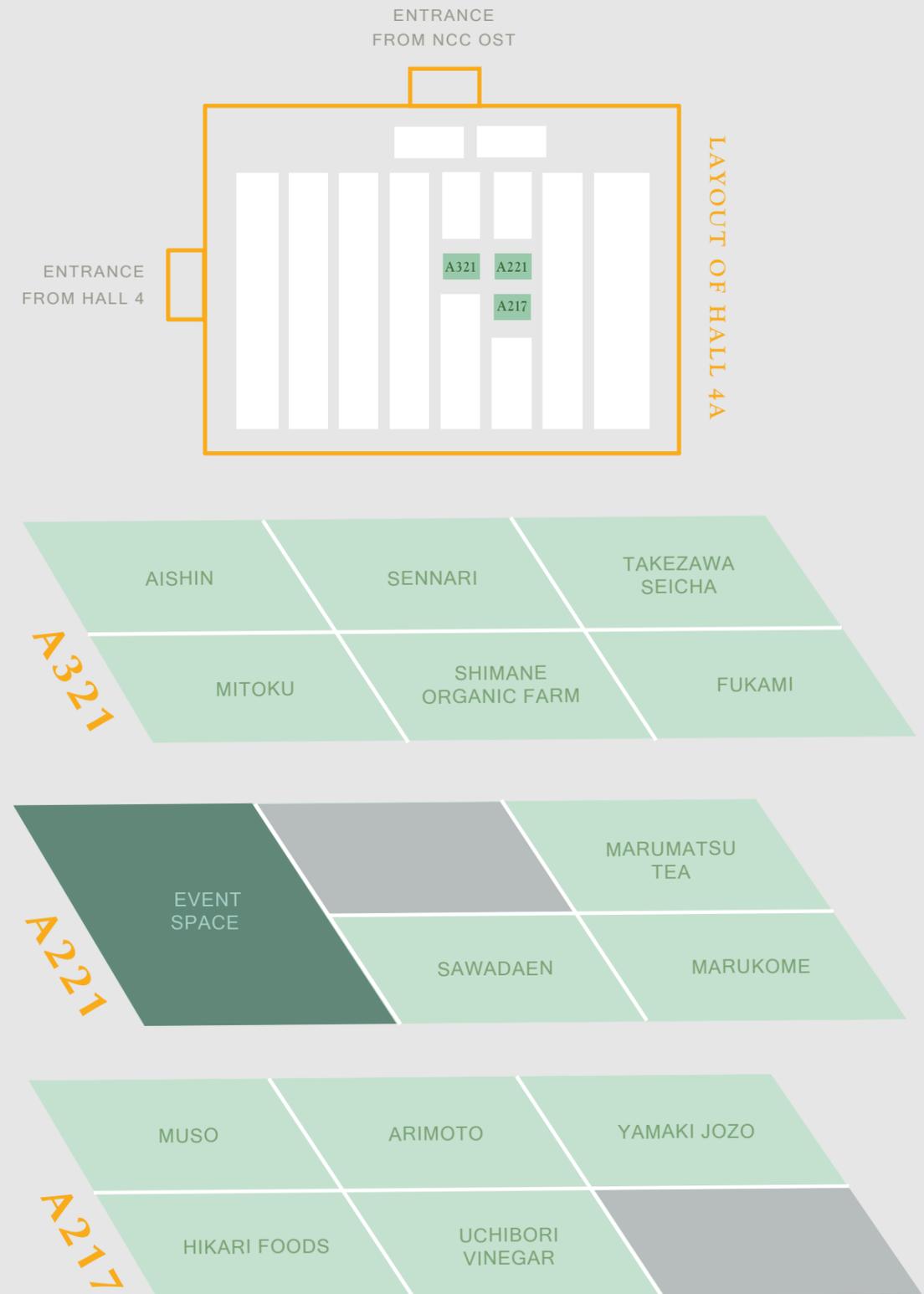
## HALL 4A



## LOCATION

JETRO

## FLOOR PLAN





JETRO

## CONCEPT

Craft, tradition and a connection with nature – those are the aspects that all products in our convention pavilion at BIOFACH 2019 have in common.

Japan is shaped by the span between rapid modernization and the preservation of tradition. This is also well documented in Japanese kitchen and food culture. Miso, soy sauce, matcha or soba all look back on a century long tradition. The exhibitors are deeply rooted in that history, whilst finding an approach to the demands of the present: sustainability. All manufacturers stand for products of the highest quality, however conserving resources and avoiding chemicals is a priority. Newest technologies during the cultivation and production phase guarantee contemporary processes.

The craft of fermentation for example, and the knowledge of centuries build the foundation for an optimized production – a perfect example of tradition and modernization going hand in hand.

Regionality, seasonality and the reduction to a product's own taste can be seen as the basis of Japanese cuisine. Paired with sustainable production Japan is a role model when it comes to developing a sustainable approach to the cuisine of tomorrow.

In the sense of Japanese hospitality, Omotenashi, we invite you to a little trip through Japan to experience all of our products with all your senses.



Aishin

Our tea plantation area is the best location for tea growth. It has more than 1300mm rainfall a year and yearly average temperature is 14 - 16 degrees. These conditions can make a big difference in temperature between night and day, which leaves a strong aroma in our tea. Our teas are called UJI Cha, it is a premium brand tea.



Organic Uji Matcha

Our Organic Matcha is made with new crop harvested in May. The leaves are grown under the shade for about 20 days. This way, the leaves can reduce "Catechin", which allows the leaves to have good taste "UMAMI". Slowly grinding the tea, steaming it and thoroughly drying it in a furnace with a mill, produces matcha with a good, sweet aroma.



Organic Uji Black Tea (Wakocho)

Our Organic Black Tea is made with crop harvested in July (second leaf), which allows for quick fermentation. After harvest, we encourage oxidative fermentation with sunlight for 1 to 2 hours. We furthermore ferment the leaves at a temperature of 50 - 60 degrees, creating a mellow aroma with a sweet taste, distinct to black tea.



Organic Uji Sencha

Our Organic Sencha is made with new crop harvested in May. By stopping the process of fermentation quickly by steaming the sprouts and thoroughly rubbing it, the ingredients of tea leaches out. The softer the sprouts, the better the leaching of the ingredients, the stronger the taste and the aroma of intense tea.



Usually, most manufactures of rice crackers buy dough made by other factories, but we produce our brown rice crackers from scratch, from making dough to baking the brown rice crackers.

Organic Brown Rice Crackers  
GENMAI LIFE Black Sesame



Organic Brown Rice Crackers  
GENMAI LIFE Tamari Flavor



Organic Brown Rice Crackers  
GENMAI LIFE Lightly Salted



Rice crackers made from unpolished brown rice including bran contents does not allow the dough to rise compared to white rice, and also has a distinct taste, making it difficult to make tasty rice crackers. Therefore generally, the rice is polished and later returned into the dough to make the rice crackers. However, we succeeded in making delicious rice crackers from brown rice itself without the process of polishing the rice.



Fukami



We wanted to produce umeboshi that would be truly safe for our children and grandchildren. In order to preserve the delicious flavor of the ume for following generations, we decided to stop using chemicals and artificial fertilizers. By refusing to use chemicals, the umeboshi we cultivate can help to protect us, and by refusing to use artificial fertilizers, our umeboshi can help to protect the farm and the environment around us. An agency registered with the Minister of Agriculture, Forestry and Fisheries conducts a document review and an on-site inspection yearly. Our company has passed these rigorous tests and all of our farms have obtained organic certification.

Organic Japanese Umeboshi Paste



Paste of organic ume made from additive-free ume matured more than 3 years. We have never seen before such a liquid ume paste that gain Japanese Agricultural Standard mark. It can be widely used as a sauce or added to a drink since the paste is of liquid type.

Organic Japanese Ume Plum Seasoning



Organic Japanese Umeboshi





# HIKARI FOODS



Hikari Foods



Organic Yuzu Spread

This hand-made spread does not use cane sugar, but takes advantage of the sweetness of organic grape juice. No artificial additives such as pectin, preservatives, flavorings or acidulants are used. As our policy, all the ingredients for our products are non-GMO and we do not use any chemical seasonings. As yuzu citrus gained worldwide popularity and the demand for our organic yuzu juice increased, we started to consider launching a new product that uses yuzu 'peel', the most aromatic part of this fruit. Made with an abundance of Japanese-grown organic yuzu peel, this organic spread is excellent with bread, pancake, yogurt, etc. Add water, then freeze to make yuzu sorbet. Mix with miso to make yuzu miso.



Organic Yuzu Juice

This is 100% straight juice squeezed from Japanese-grown organic yuzu citrus fruit. No artificial additives such as flavorings, colorings, preservatives or antioxidants are used. When we visited a farm of organic mikan (a citrus popularly consumed in Japan), we saw the farmer also growing yuzu without any agricultural chemicals. He mentioned his yuzu did not sell well to be eaten fresh because of its appearance, which was not as nice as conventional yuzu's, thus he was selling it for processing use. We proposed our idea of extracting bottling its juice and selling it to customers who are in need of organic yuzu juice.



Organic Ginger Cordial

This ginger cordial is made without cane sugar, but takes advantage of the sweetness of organic grape juice. Also, no artificial additives such as flavorings, extracts or preservatives are added. Organic ginger farmers, who once had a too-abundant crop, consulted with us about a good way to utilize their extra ginger. This motivated us to develop this cordial, which has the genuinely spicy, sharp taste of organic root ginger and also the sweetness of organic grape juice.

Contact person: Yurie Fujishima | [info@hikarishokuhin.co.jp](mailto:info@hikarishokuhin.co.jp)  
| [www.hikarishokuhin.co.jp/hikari\\_index\\_eng](http://www.hikarishokuhin.co.jp/hikari_index_eng)



**marukome**<sup>®</sup>  
since 1854



Marukome

**Soybean Paste Ryotei No Aji Organic Additive-free**

Organic additive-free soybean paste with Japan's No.1 Miso Brand "Ryotei No Aji". Its distinctive fermentation incense is created by works of yeast and deliberate aging process draws out the rich Umami taste in it. It is made from 100% organic soybean and organic rice and obtains JAS, USDA organic certification (also confirmed equivalence of EU organic certification). Marukome will deliver to the organic market in EU the miso brand that has been most popular and loved for a long time in Japan. The miso used in this product is "Shinshu-style rice miso" which has biggest share among existing hundreds of misos in Japan.



**Liquid Miso - Miso & Easy Organic**

Liquid miso with dashi stock made by elaborate organic ingredients. By using pot herbs for dashi, the soup becomes refreshing and flavorful only with non-animal origin ingredients. Overcoming difficulty of realizing those key words at the same time: Liquid, Dashi Containing, Organic, Non-animal Origin, the product was developed by strong will to deliver healthy and delicious miso soup in a more easy way to consumers. Now it is on sale in USA and started gaining popularity among local consumers. Liquid shape makes it possible to reduce time to make miso soup. Pot herbs make the soup fragrant even though no animal origin ingredients are used.



**Organic Instant Miso Soup 3 Servings**

Organic powdered instant miso soup. To meet the regulation of EU organic certification, origin of ingredients were carefully chosen and the taste was developed carefully under limited conditions. The ingredients ratio were continuously adjusted until good fragrance and flavor is boiled up when hot water is added. The miso color is also chosen to be rather white to meet local preferences.



Contact person: Mio Sakakibara | [miou\\_sakakibara@marukome.co.jp](mailto:miou_sakakibara@marukome.co.jp) | [www.marukome.co.jp](http://www.marukome.co.jp)



est. 1899

丸松製茶場  
Marumatsu Seicha - Jo

Marumatsu Tea



There are many Matcha products in today's market, but how does one choose high quality Matcha? Vivid green color as well as a pleasing aroma and flavor are proof that the product is made from select tea leaves. Our Matcha is smooth finely ground powder which is processed by skilled artisans to guarantee a mild and exquisite flavor. Truly high quality Matcha produced in Japan is only available in limited quantities. This Matcha is also made by Organic cultivation. We analyze pesticide and carry out microorganism tests for each lot. Therefore it is safe and use your daily meals.

Organic Ceremonial Grade Matcha Stick



Organic Culinary Grade Matcha



Re-sealable Foil Bag

[ Net Weight ]  
100g (0.22 lbs)

In order to enjoy bright, delicious-looking, flavorful tea anywhere, we have developed individually sealed 2g packets so you can always have fresh tea. Just open it up to taste the freshness. People have told us that it is difficult to know just how much to use. The amount in the packet is just right, allowing anyone to easily savor delicious tea anywhere.

We offers Culinary Grade Matcha tea powder to make it easier to consume whole green tea on a daily basis. Our Matcha is safe because it is made from 100% organic tea produced in Japan.

Contact person: Natsuki Hirayama | [hirayama@marumatsu-tea.co.jp](mailto:hirayama@marumatsu-tea.co.jp)  
| [www.marumatsu-tea.co.jp/en](http://www.marumatsu-tea.co.jp/en)



Mitoku

A dedicated member of the organic food movement, Mitoku Co., Ltd. has been the leading exporter of high quality traditional Japanese foods for over 50 years. We work with carefully selected artisanal producers – small scale, long-established businesses that are committed to traditional methods with the highest quality ingredients – and introduce their exceptional products to the rest of the world. Boasting an extensive line-up ranging from organic soy sauce and traditional Hatcho miso through to rice vinegar, green tea and soba noodles, we currently export over 200 high quality Japanese products in 80 categories to more than 40 countries worldwide.



Organic Tamari Soy Sauce (Gluten-Free)

Tamari is a distinctively full bodied, gluten-free soy sauce, produced without the use of wheat. Our family-run producer uses organic whole soybeans concentrated into a thick mash, which is slowly fermented in cedar vats for 18 months. This traditional process gives our tamari a rich complexity of flavor thanks to its abundance of amino acids.



Organic Shoyu Soy Sauce

Unlike mass-produced soy sauces, Mitoku's traditional shoyu is made using just four simple ingredients: high quality whole soybeans, whole wheat, sea salt and water. Fermentation and maturation are carried out slowly in wooden vats, which provide the perfect, microorganism-rich environment for the koji-generated enzymes to work their magic.



Soybean-Free Miso (Chickpea/Lentil/Rice-Only Miso)

These three recent additions to our artisan miso range are produced by our unpasteurized miso specialist using carefully selected organic chickpeas, lentils or rice instead of soybeans. In addition to being rich in minerals, vitamins, fiber and beneficial enzymes, these unique new varieties of miso are allergen-free, additive-free and GMO-free.



MUSO

Organic 100% Buckwheat Soba (GF certified)



Corresponding to the growing demands for gluten-free items, a facility with no trace of gluten was newly established in 2018 solely devoted into 100% buckwheat soba production. It largely adopts automation in the production line, yet some core parts still rely on the knowledge of the skilled craftsmen. From the ingredient supply to export, it is controlled by MUSO, ensuring its organic traceability and the gluten-free quality. Soba usually mixes some ratio of wheat apart from buckwheat to bring good firm texture. If you try buckwheat 100%, the noodle would end up being torn in shreds and even more so in dried form. Therefore 100% buckwheat soba in dried form is generally considered impossible even in Japan. It is only ours that is available in dried form thanks to the world's only patented technology. (Other 100% buckwheat noodle in the market is produced in the same manner as pasta, and it is another product.)

Organic Tamari Soy Sauce



Authentically produced by a soy sauce manufacturer with more than a 240-year history. Delicately and slowly matured for 9 months without haste fermenting process with artificial heating. The organic whole soy beans best suited for Tamari production is responsibly sourced by MUSO. The taste was highly evaluated as “well-balanced” at the blind sensory test by professionals, compared to other organic Tamaris in the market. Unlike Shoyu soy sauce, Tamari soy sauce does not use wheat as ingredient. Due to this gluten-free nature, Tamari has been high in demand especially for the last 5 years. Now we are fully ready to correspond to the big demand with gluten-free certification. Not just for household use, it is highly recommended for food service and as the ingredients in the production of organic / gluten-free products.

Organic Furikake



Sesame, the key ingredient of Furikake, is roasted at the long-established sesame roaster since 1883. The craftsmen give very precise adjustments to the roaster, depending on the temperature / moisture, and the condition of raw sesame, to withdraw the best flavor out of it. This delicate method draws a clear line from Gomashio in the market with the distinctive flavor and natural sweetness of the sesame. No artificial additives or flavors; enjoy the natural flavor of each ingredient. Just like a sprinkle of spice brings ethnic flavors, wouldn't it be nice to have a condiment that easily adds Japanese notes. Our Furikake (means “to sprinkle” in Japanese) is organic sesame base, mixed with ingredients unique to Japan; Umeboshi, Yuzu, Sansho, Togarashi, and seaweed. Not just onto plain white rice as is the original use of Furikake, try on anything where you'd like to deliver Japanese flavor. Enjoy its extra flavor and crunchiness just by a sprinkle.



Sawadaen

In Kagoshima Prefecture, the number of organic farmers are increasing. However organic cultivation can not be done in any field. It is still difficult to produce delicious organic cultivated tea as it requires an environment where the risk of drift is low and the soil is abundant. We purchase organic tea leaves appropriately cultivated from organic producers in Kagoshima at the correct price and produce delicious organic products with our processing technology and knowledge.

Cold Brew Sencha Tea  
Bags with Organic Matcha



Kagoshima Prefecture produces the most organic tea leaves in the cultivation of organic green tea in Japan. However, there were no products where organic tea leaves could be enjoyed easily. So we developed this product. I made it from a wish that I want people in the world to enjoy organic cultivated tea from Kagoshima Prefecture conveniently and deliciously.

Organic Sencha  
Kirishima



We use the tea leaves produced in Kagoshima Prefecture using organic cultivation and we process it carefully. The leaves are examined every year in order to receive the organic certification.



Sennari

President Oochi of our company is particular about the ingredients of our vinegar “KOMENOSU”. We purchase contracted organic rice “Akitakomachi” from Ogata village in Akita prefecture, which has absorbed tremendous amounts of energy from the sun during time of harvest. We also use high quality natural groundwater from the northern part of Hiroshima Prefecture.

Organic Rice Vinegar



Made from organic sprouted rice “AKITAKOMACHI” and high quality natural groundwater from the northern part of Hiroshima Prefecture.

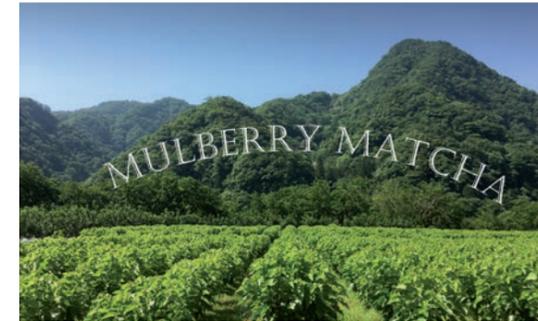
Organic Brown Rice Vinegar



Made from organic sprouted brown rice “AKITAKOMACHI” and high quality natural groundwater from the northern part of Hiroshima Prefecture.



SHIMANE  
ORGANIC FARM



Shimane  
Organic  
Farm

Organic Mulberry  
Matcha



It is an original herb tea powder from JAPAN, combining the taste, aroma and health benefits of Mulberry leaves. Mulberry leaves contain the nutrients such as vitamins, minerals and antioxidants which help to control the blood sugar level. Also, this product is rapidly gaining popularity among people who are looking for a delicious way to loose weight. Recommended as an ingredient for teas, green smoothies, cakes, ice creams., etc.

Ever since ancient times, mulberry leaves have been known for their therapeutic properties and used in oriental medicine. Mulberry leaves are extremely rich in different minerals, especially in calcium. Also, in result of collaborate research of our company with Shimane Prefecture and Medical faculty of Shimane Prefecture an antioxidant Q<sub>3</sub>MG was discovered in mulberry leaves.

Organic Yuzu  
Pepper paste



“Our organic Yuzu pepper is a paste from condiment made from Yuzu, a refreshing and fragrant Japanese citrus fruit, and and Japanese chili pepper without using flavorings, preservatives, colorings or chemical seasonings. The use of simple ingredients – yuzu, chili and salt – makes it so powerful that a tiny drop is enough to add a sensational excitement to your everyday dishes.

“We are use only famous Japanese citron, red pepper and salt. We made it without using of flavorings, preservatives, colorings or chemical seasonings. We have tried to bring the taste of the product to the taste of natural ingredients as possible.

Organic Ginger  
Paste



“Contains high percentage of ginger (90%), organic lemon juice and salt. The aroma and taste are strong and delicious as fresh ginger.No flavorings, preservatives, colorings and chemical seasonings. We use only high-quality ginger root, organically grown in Japan. Just rub the paste on to grilled or roast dishes or simply add a bit to soups, pasta, stir-fry dishes, dips, dressings and marinades. It is also enjoyable when mixed with teas, sparkling water, etc.

“We use high-quality Ginger root, organically grown in Japan. The aroma and taste of product is strong and delicious as the fresh ginger.We do not use flavorings, preservatives, colorings and chemical seasonings.”



# Takezawa

japanese green tea since 1954



Takezawa

We specialize in offering exclusive organic Japanese green teas from a single estate farm in Kagoshima. Our teas are cultivated in forested areas 500 meters above sea level, home to plenty of wildlife. Abundant rain and sunshine, dense fog, big difference between day and night temperatures are some of the natural environmental factors characteristic of Kagoshima contributing to the exclusively premium quality of our teas. Our teas are crafted in small quantity by our tea master with over thirty years of experience in tea processing and blending.

Organic Kabuse Sencha



Our Sencha is shaded 10 days prior to harvesting, enabling the leaves to maintain their L-Theanine content, which is the sweet element of the tea and increase the production of chlorophyll, giving the leaves a vibrant green color. We use only quality young leaves of spring harvest which the extremely fine pin-shaped leaves of our Sencha is a proof.

Organic Matcha



We offer 10 grades of organic Matcha from one single estate organic farm. Each Matcha product has its own distinctive taste and aroma and are produced from carefully selected high quality leaves by our tea master. Using such top grade tea leaves coupled with our strict milling control, our Matcha is known for its amazingly smooth, creamy mouthfeel without the bitterness nor astringency.

Organic Japanese Black Tea



Japanese black tea or Wakoucha, is produced by oxidizing green tea leaves. It has a delicate flavor with a hint of astringency and a warm red color brew. Its mild flavor makes it an ideal ingredient for use in botanical blend teas. Our Wakoucha is produced on a small single estate organic farm in Kagoshima, where the farmer processes his tea in small-lot basis, leaf by leaf, to ensure the highest quality.



# Uchibori Vinegar

UCHIBORI VINEGAR's dedication to respect traditional principles, applying scientific methodologies and continued efforts in exploring ways to incorporate innovative technologies has earned us recognition as a high quality vinegar brand. We are dedicated to protecting the quality of our products through our integrated production system and strict process management.

Organic Pure Rice Vinegar



Organic Sushi Seasoning Vinegar





守る自然・残す自然 ヤマキ醸造グループ

YAMAKI JOZO GROUP



Yamaki  
Jozo Group

After WWII, farmers started to use chemical fertilizers, agricultural chemicals, and herbicides to improve efficiency, and a large amount of crops started to be imported into Japan. We met enthusiastic consumer groups who seek “food safety” based on a visible/ personalized relationship with producers and manufacturers. We were impressed by them and started to make our products using Japan-grown organic ingredients to create visible relationships and sustainable production symbiotic with nature.

Organic Brown  
Rice Miso



Organic Brown Rice Miso produced from 100% “Japan-grown Organic” ingredients, which stands for less than 0.35% of the miso market, and local mountain spring water, following traditional methods. This unpasteurized organic brown rice miso has well-balanced deep, rich umami flavor, and beautiful aroma, and easy to use for all kind of cooking. Our organic miso has obtained Japan, EU, and US organic certificates, and the facility is also certified for FSSC22000.

Organic  
Shoyu



Organic Shoyu produced from 100% “Japan-grown Organic” ingredients, which stands for less than 0.005% of the shoyu market, and local mountain spring water. Organic Shoyu is slowly fermented and aged in over 70 huge cedar barrels following traditional artisanal production methods carried over a century. This beautiful, light, almost rose-colored shoyu delivers deep and extremely well-balanced with umami and mild saltiness. Our organic shoyu has obtained Japan, EU, and US organic certificates, and the facility is also certified for FSSC22000.

Organic Freeze-Dry  
Miso Powder



We are using 100% “Japan grown Organic” ingredients, which stands for less than 0.35% of the miso market, and local mountain spring water. In order to introduce miso use in western dishes, we freeze-dried blended miso to make it into a powder, so that it can be used as an umami salt, spice, or finishing powder in Western cuisine. Rice miso is the most commonly used miso type and easy to use in cooking, but barley miso has a strong, beautiful aroma derived from the barley koji. We blend these two types of miso to create a complex, deep flavor in our miso powder.



JETRO BERLIN

—

FRIEDRICHSTRASSE 70

10117 BERLIN / GERMANY

TEL: +49 30 2094 5566 / INFO-BLN@JETRO.GO.JP

[www.jetro.go.jp/germany/jetro\\_deutschland/berlin](http://www.jetro.go.jp/germany/jetro_deutschland/berlin)

JETRO TOKYO

—

ARK MORI BUILDING, 6F

12-32, AKASAKA 1-CHOME, MINATO-KU,

TOKYO 107-6006 / JAPAN

[www.jetro.go.jp/en](http://www.jetro.go.jp/en)

**JETRO**

Japan External Trade Organization