

# Stories from JAPAN



**HOFEX 2017**  
JAPAN PAVILION  
HALL3





# Stories from JAPAN

2017年的日本館主題是「Stories from JAPAN」。

「日本的飲食文化」，是以四季和風土所孕育出的豐富食材、素材，加上靈活的技術、一直到送上餐桌為止的款待精神，還有許多人的手工與智慧及用心，才能完整呈現。

將此「日本飲食文化」的故事，傳播給世界各地的人們，讓大家欣賞、品味、感受，了解各種商品服務所蘊含的製作巧思與堅持等，不只是著眼於美味本身而已，也能深入體會更多的日本傲人之處。

在這次的日本館中，分為「Sweets & Snacks from Japan」「Chinese Cuisine from Japan」

「Healthy Food from Japan」「Excellent Culture & Food Services from Japan」等四大領域，

針對「日本的飲食文化」展開綜合性的宣傳。

關於各種商品所孕育成長的地方〈風土〉與〈人〉、〈堅持〉與〈款待精神〉等，

請在日本館中深入了解與感受。

The theme for Japan Pavilion in 2017 is "Stories from Japan."

Japan's food culture comes from the ingredients born of Japan's four seasons and climate, technology to elevate these materials, hospitality to bring it to the table, and many people's wisdom and ingenuity to make it come alive.

By telling the stories of Japan's food culture to the world and allowing the world to see, taste, feel, and understand the commitment and motivation behind each manufacturer's products and services, people will come to understand that Japanese food is about more than just good taste.

The pavilion is divided into four categories: Sweets and Snacks from Japan, Chinese Cuisine from Japan, Healthy Food from Japan, and Excellent Culture & Food Services from Japan. Together, it promotes Japan's food culture.

Come to the Japan Pavilion to learn about the climate, people, commitment, and spirit of hospitality of the areas that produce each product.

## Sweets & Snacks from Japan

~ 來自日本的甜點及小食 ~

日本有許多充滿魅力的甜點、零食、輕食等，項目多到令人眼花繚亂。

日式甜點不僅是在日本國內受到歡迎，在海外也相當熱門。不只是甜點，還有拉麵和零食、日本的甜酒等，能夠滿足各位的好奇心與填飽肚子的各式各樣食品，敬請親自感受一番。

Japan has so many delicious sweets, snacks, and light foods, it's impossible to choose just one. Japanese traditional sweets are popular not only in Japan but overseas as well. Experience the wide variation of sweets as well as ramen, snacks, and Japanese sweet sake to tickle your curiosity and satisfy your appetite.

## Chinese Cuisine from Japan

~ 來自日本的中華料理食材 ~

日本的豐富大海所孕育出的海產物、肥沃土地所培育出的蔬菜、用心生產的肉品，都受到世界各地的頂尖廚師所喜愛。由於品質之高，能刺激料理者的五感，擦撞出料理的嶄新火花。無論什麼樣的料理，都能藉由日本的食材展現風華，騰務必試著開拓全新中華料理的潛力。

Seafood from Japan's abundant seas, vegetables grown in fertile ground, carefully raised meat; Japan's food ingredients are loved by top chefs around the world. These high quality materials stimulate the five senses and are transformed into new cuisine. Why not try to push the possibilities of Chinese cuisine and use Japanese ingredients to take it to the next level?

## Healthy Food from Japan

~ 來自日本的健康食品 ~

日本人的長壽秘訣之一，就是「健康的飲食」。日本的傳統調味料，能夠突顯食材本身的美味，只需要極少的調味，就能作出美味的料理。此外，運用營養豐富自然資源的食品、採用最新技術製作的食品，也能幫助各位，由體內調理出健康、美麗的身體。

One of the secrets to Japanese longevity is healthy eating. Japanese traditional seasonings bring out the natural flavor in foods, so only a small amount is required to make food taste great. Highly nutritious natural foods, and foods incorporating new technologies help to make everyone healthy and beautiful from the inside out.

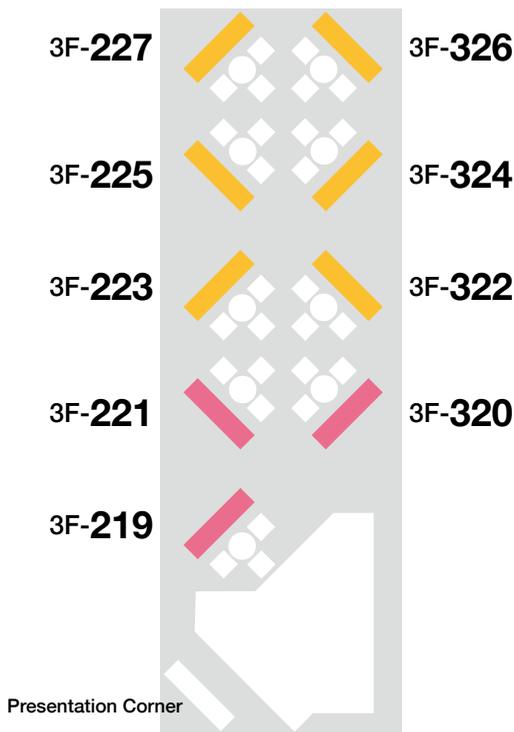
## Excellent Culture & Food Services from Japan

~ 來自日本的優秀餐飲文化及服務 ~

在此向外食業界和旅館業界的人士，介紹能提供全新附加價值的服務與商品。不只是食品和食材而已，也提供和「飲食」相關的日本優質技術與服務方案，包括能夠呈現日式空間，機能優越的菜刀等，希望各位能夠由此感受到日本的文化精神。

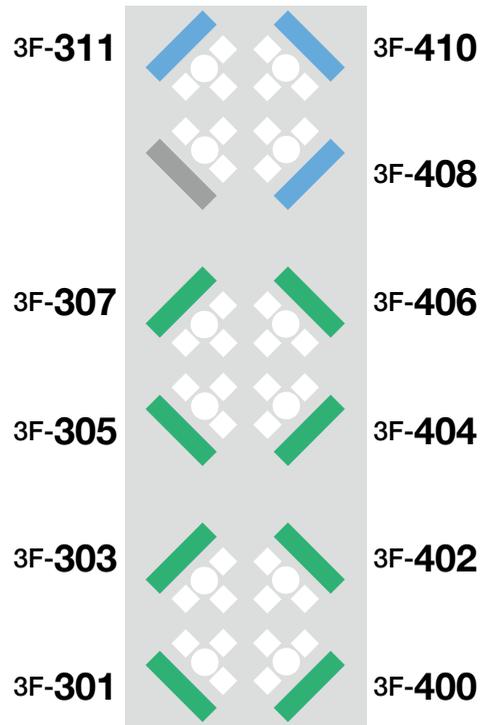
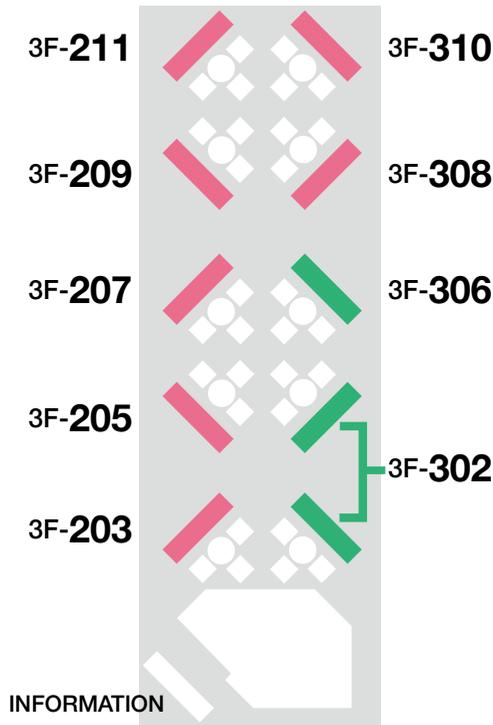
This category introduces services and products that can help restaurant and hotel industry professionals add new value to their businesses. In addition to foods and ingredients, Japan's amazing technologies and services related to food are introduced here, along with highly functional and beautiful knives that create a Japanese atmosphere, helping generate a feel for Japan's culture.

# JAPAN PAVILION MAP



- 3F-203 HANANOMAI BREWING CO.,LTD.
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- 3F-211 anco.CO.,LTD
- 3F-219 MURAKI FOOD PLANNING CO.,LTD.
- 3F-221 Sanmaruko Foods Co.,Ltd
- 3F-308 IA-Foods Co.,Ltd
- 3F-310 Petite Merveille Co.,Ltd.
- 3F-320 Gogyofuku Co.,Ltd.
- 3F-223 HAMAGUCHISHOTEN CO.,LTD
- 3F-225 Nosui Corporation
- 3F-227 Shingaki Meat Co.,Ltd
- 3F-322 TOYOHASHI TAHARA AGRICULTURAL CONFERENCE
- 3F-324 Ebiko Corporation
- 3F-326 Yamanaka Inc.
- 3F-301 NAGAINORI CO.,LTD
- 3F-302 MARUKOME CO.,LTD.
- 3F-303 JAPAN GREENTEA CO.,LTD.
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- 3F-306 Y.S.FOOD CO.,LTD
- 3F-307 NAYA SHOTEN CO.,LTD.
- 3F-400 NIPPON FOOD MANUFACTURER
- 3F-402 AICHI FOODS EXPORT WORKSHOP
- 3F-404 YAMAE FOOD PRODUCTS Co.,Ltd
- 3F-406 KANEYO HANBAI INC
- 3F-311 YAMAWAKI CUTLERY MFG.,LTD.
- 3F-408 Japan Kneader Co.,Ltd.
- 3F-410 enrich food manufacturers,inc.

- Sweets & Snacks
- Chinese Cuisine
- Healthy Food
- Excellent culture & Food services



## 氣泡清酒

Japanese Sparkling Sake



由堅持在地生產的酒廠所製造出  
帶甜味且口感溫順的微發泡酒

花之舞酒造位於靜岡縣，是具有150年以上製造和販售當地美酒歷史的釀酒廠。本酒造的關鍵字為「源自靜岡縣」。其造酒的原料米100%採用靜岡縣產，完全顛覆一般最佳釀酒米產地皆以兵庫縣和岡山縣為主的作法，以及最佳釀酒米若未使用米質最優秀的兵庫縣產的「山田錦」便無法在鑑評會上獲得金牌獎的概念。這款使用自栽培階段起，便與當地農民共同種植水稻的靜岡縣產之米酒，榮獲全國新酒鑑評會最優秀獎「金牌獎」。「源自靜岡縣」並非只有原料而已。酒窖製造負責人的杜氏，更在公司內培育員工的專業的技能，進而誕生當地相當出名的杜氏技術。甚至透過精益求精的技術磨練和酒窖工作團隊，成功釀出獨創名酒。使用南阿爾卑斯山赤石山脈湧出天然地下水，而具圓潤風味的「Japanese Sparkling Sake」，是一款極具特色、好入喉的微發泡酒。透過靜岡縣產米、水、果實的隱約甘甜口感，而成為最適合作為餐前酒的珍品。

A sweet, easy to drink, Japanese sparkling sake brewed with a dedication to local ingredients.

HANANOMAI BREWING has been brewing and selling sake locally in Shizuoka prefecture for over 150 years. The key phrase for this sake brewing is "From Shizuoka." The rice used is 100% grown in Shizuoka. Typically, rice suitable for brewing sake is those produced in Hyogo or Okayama prefecture, and it has been said that it isn't possible to win a gold prize from the National Research Institute of Brewing without using Yamada Nishiki grown in Hyogo prefecture, the ultimate rice variety for brewing sake. However, HANANOMAI turned this assumption on its head. Through close cooperation with local rice farmers from the growing stage onwards, sake made with rice grown in Shizuoka was able to receive the highest honor from the National Research Institute of Brewing, the gold prize. However, raw ingredients are not the only aspect of "From Shizuoka." The master brewer himself has been trained within the company to be the local master brewer. The successful in-house development of new sake products is a result of teamwork and a commitment to skills improvement. Japanese Sparkling Sake is a gently sparkling alcoholic beverage with a clean, mellow flavor, made with natural groundwater that springs from the Akaishi Mountains in the South Alps. Made with local Shizuoka rice, water, and fruit, it has a gentle and sweet flavor that is perfect as an aperitif.

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## 若桃之甘露煮

Baby Peach



充滿果香且多汁  
連種子都酥脆可食用的全新口感若桃

目前以「Baby Peach」為名，出口到歐洲、北美、東南亞的嫩桃甘露煮，是與當地國立大學產學合作開發的新商品。果實美味碩大，以往未受到有效利用的桃子，在浸漬糖漿後，成功誕生出具有清脆口感的嫩桃甘露煮。完全不使用着色劑和保存劑，既安心又安全，而且可連同種子一起食用，而備受各個年齡層所支持，也被餐廳視為甜點食材之用。Abukuma食品提供極具美味深度的嫩桃甘露煮，從製造到出貨皆秉持始終如一的精神。在不破壞香味和風味的情況下，經由乳酸發酵的鹽藏加工技術，到花賞時間由師傅手作脫鹽、及透過行家吟味嚴選的最高級本釀醬油和味蘇的調味下，透過細工低溫熟成，將獨創技術與Know How運用在每一道製程上。

Fruity and juicy,  
this baby peach is crunchy to the core.

Baby Peach, made of immature peaches in syrup, is currently exported to Europe, North America, and Southeast Asia. It is a new product developed through an industry-university collaboration with a local national university. Until now, the immature peaches picked in order to allow large and delicious peaches to grow had no effective use, but the crunchy texture of the immature peaches was achieved by preserving them in syrup. The product contains no food dyes or preservatives, making it a safe and natural product. The entire fruit can be eaten including the seed, making it popular with a wide range of demographics, and a popular dessert ingredient in restaurants as well. Abukuma Foods handles this delicious peach product from production to shipment in a single system. The final product is a result of several uniquely developed processes and technologies. The immature peaches are first processed using salt for natural lactic fermentation which preserves the aroma and flavor of the fruit, then the salt is removed in a time-consuming process done by hand by skilled workers. The syrup used for a time-consuming low-temperature maturing includes top-quality authentically-brewed soy sauce and mirin which are carefully selected by an expert.

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## 雪花冰粉

Snow Ice Powder



### 實現雪花冰常溫保存與運送的劃時代商品

作為獨創品牌新商品所販售的主力商品雪花冰進化版「雪花冰粉」。雪花冰是指，如雪花般鬆軟、入口即化的台灣人氣刨冰，如今已在日本國內具有最大市佔率。雪花冰粉和一般雪花的最大差異在於，不需冷凍保存、容易處理、常溫保存，在常溫狀態下也可廣為流通。將水混入獨創開發的香草粉之後只需冷凍，便可輕鬆做出劃時代性的美味雪花冰商品。此外，成本比一般型雪花冰低廉，因此也極具減輕成本的魅力。加入水果做裝飾或添加香料後，還可開發出充滿獨創性的菜單和不同風味。可隨著擺飾增添魅力的獨創甜點，保證任何年齡的客人皆可倍感滿足。

This revolutionary product has enabled the room temperature storage and transport of snow ice.

M·GLOBAL's Snow Ice is an original brand for the company. The newly developed product, Snow Ice Powder, is an evolution of this product. Snow Ice is a type of shaved ice developed in Taiwan that is popular for its light, fluffy texture. M·GLOBAL currently boasts the largest share in Japan in this category. A major difference between Snow Ice and Snow Ice Powder is that the powder does not need to be stored in a freezer, so it is easy to handle, making logistics simple with room-temperature storage and shipping. This revolutionary product makes it possible to create delicious Snow Ice anywhere by mixing the proprietary vanilla powder with water and freezing it. It is also appealing from a cost perspective as it costs much less than frozen snow ice. It can be mixed with flavoring, topped with fruit, and decorated in other ways to enable creative flavor and menu creations. The Snow Ice Powder can be an attractive dessert depending on the decoration ideas and will surely please any guest regardless of demographic.

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## 小大福 北海道哈密瓜

Petit Rice Cake with Hokkaido Melon Cream



### 利用生麩製作技術所開發出的口感Q彈和風甜點

運用麥麩製作技術誕生出充滿北海道韻味的和風甜點「小大福 北海道哈密瓜」。北海道產赤肉哈密瓜融合綿軟大福餡皮，呈現出爆漿奶油般口感及有勁道的珍品。水質環境和熟練師傅的技術，是製作優質美味麥麩所不可欠缺的要件。小山製麩所為了獲得清淨好水，於是將井挖的比一般井深6倍，無論是夏天和冬天皆可維持9℃水溫。此外，堅持以富含蛋白質及高營養成分麵粉，在自家工廠製作麵筋。由師傅透過麵筋和餅粉進行細心加工後，終於做出優質麥麩。從麵粉作成麵筋時需要極大的力道和耐力，因此從製作麵筋到成形等細工部分，皆以手工細心製作。以冷凍方式送達顧客手中的一口尺寸「小大福 北海道哈密瓜」，除了在自然解凍過後，享受柔軟餡皮的口感，還可推薦以半解凍方式，品嚐猶如冰淇淋般的沁涼感。

This chewy, Japanese-style dessert is created using technology originally used for producing fresh gluten.

This new Japanese-style sweet treat, "Petit Rice Cake with Hokkaido Melon Cream" was made with technology originally used to make fresh gluten. The fluffy and light rice cake dough is mixed with orange-fleshed melon from Hokkaido and filled with cream for a chewy, habit-forming treat. Two important factors necessary for making high-quality and delicious fresh gluten is an environment that supports water quality, and skillful, experienced workers. This is why Koyama Seifusyo dug a well six times deeper than necessary in their search for clean water, and thus succeeded in accessing water that is a consistent 9°C in summer and winter. The factory continues to use nutritious and high protein wheat flour to make gluten at the factory. A high-quality nama-fu gluten product is made by careful processing of gluten and rice flour. The process involved in creating gluten from wheat flour especially requires a lot of strength and perseverance, but all steps, from gluten making to the final shape formation are done carefully by hand. The bite-sized "Petit Rice Cake with Hokkaido Melon Cream" treats are delivered frozen, and can be thawed naturally and enjoyed as a soft treat at room temperature, or as a delicious ice cream-style treat while partially frozen.

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## 和菓子

Japanese Sweets



### 用甜點為世界帶來歡樂 和風有機甜點

anco負責人具有活躍於巴黎時裝週品牌設計師的特殊身份。在結合時尚與和菓子中，考量「融合歷史文化與現代生活型態」的共通點，製作追求美與健康的日式與西式甜點，並基於透過和菓子將日本傳統優良文化傳達到全世界的理念，運用在製作和菓子上。其中備受矚目的是，以「不使用麵粉」「有機」為關鍵字的濃醇布朗尼。年幼時期因受到異位性皮膚炎和過敏所苦，後來父親得知可透過食物改善體質，自此以來便一直看著父親積極與製藥公司合作開發糖尿病患者專用甜點的身影，因此在極力排除添加物之下，終於誕生出即便低糖質，也能享用美味甜點的珍品。並在備受習慣歐美文化的民眾所愛戴的布朗尼上，加入日本傳統食材抹茶與小紅豆元素。透過有機宇治抹茶和製茶製造商的頂級抹茶，持續對世界發佈日本傳統優良的和風文化。

#### Using sweets to make the world a happy place. Japanese-style organic treats.

The president of anco has an unusual history which includes time spent as a designer for a Paris Collection fashion brand. He considers that fashion and Japanese sweets share a common trait in that they both represent a fusion of contemporary lifestyle and traditional culture. With this thought in mind, the company creates Japanese sweets that pursue beauty and health, and use Japanese sweets to transmit Japan's valuable traditional culture to the world. One key product worthy of attention is a rich brownie that is made with organic ingredients and contains no wheat flour. The president was suffering from allergies and eczema in his childhood but his father found out that an improvement in diet can help the president from these symptoms. Through experiences watching his father develop treats for diabetes sufferers in collaboration with a pharmaceutical company, this excellent product was created as a delicious treat that has as few additives as possible, and is low in sugar but not in taste. The brownie flavor will be satisfying to those accustomed to Western flavor traditions, and has an addition of Japanese traditional ingredients such as green tea powder and sweet adzuki beans. Organic Uji green tea and high-grade green tea by famous tea manufacturers are used to give it a Japanese flair, as part of the company's continuing mission to communicate Japanese culture to the world.

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## 北海道札幌味噌拉麵

Sapporo Miso flavor Instant Ramen



### 重現正宗札幌拉麵濃郁滋味的 極致泡麵

從札幌拉麵草創期到目前為止，已有67年歷史的森住製麵負責監督的泡麵。森住製麵是一家專門對札幌拉麵代表性的名店，提供生麵的老字號御用專業製麵公司。本次商品重現札幌拉麵特徵的雞蛋捲麵。以非加熱方式慢工乾燥熟成生麵，再以封入小麥美味的「寒干製法」製作，製造出的麵類特徵在於，具有滑溜嚼勁的口感。札幌拉麵的另一個特徵就是湯頭。在極寒地帶的北海道，為了防止湯頭溫度下降，都會淋上熱滾滾的豬油，以期透過豬油膜覆蓋湯頭表面以阻絕熱氣流失。直到最後一滴為止，仍可享用熱騰騰的美味湯頭。「Sapporo Miso flavor Instant Ramen」泡麵湯頭，忠實重現札幌拉麵的美味湯頭。堅守傳統風味的同時，還可實際體會師傅配合環境與時代，隨時不斷力求進化的心思。

#### Extreme instant ramen, with the richness of authentic Sapporo ramen.

Morizumi Seimen, a noodle manufacturer active for approximately 67 years from the birth of Sapporo ramen to the current day, has supervised the development of this instant ramen. Morizumi Seimen is a long-standing specialty noodle manufacturer that provides fresh noodles to famous Sapporo ramen restaurants. This product is a recreation of Sapporo ramen including its distinctive wavy egg noodles. The carefully aged fresh noodles are dried using a cold technique that locks the rich flavor of the wheat inside. This results in noodles that are slippery yet firm. Sapporo Ramen has one more distinctive quality in its soup. Hokkaido can be bitterly cold in winter, and in order to prevent the temperature of the soup from dropping too quickly, hot lard is added to the soup, which forms a film along the top of the soup that holds in the heat. Each drop of soup can be enjoyed hot thanks to this method. The Sapporo Miso Flavor Instant Ramen soup, while still an instant noodle soup, features authentic Sapporo Ramen soup made faithful to the original recipe. The traditional flavor is retained while it evolves according to the environment and the times.

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## 北海道男爵炸肉餅

Hokkaido Potato Croquette



### 使用北海道大自然所孕育出的男爵馬鈴薯製成的極品可樂餅

創業於1979年的冷凍食品製造販售公司。本商品「北海道男爵炸肉餅」的堅持在於，始終如一皆使用「生鮮」馬鈴薯。以羊蹄山麓名產地的馬鈴薯為主，秋天收割北海道男爵馬鈴薯後全年生鮮保存。再依一天生產可樂餅的所需份量，每天從產地直送。剛收割的馬鈴薯具有水嫩口感，過完年的2月左右，澱粉糖化後就會變成甜味倍增的男爵馬鈴薯。在工廠連皮將男爵馬鈴薯蒸熟後用篩網過濾，再細心實施去皮加工。歷經數個這種階段後，終於誕生出運用馬鈴薯原有食材美味的暖呼呼可樂餅。再者，也著手新開發馬鈴薯裹衣。在麵包粉中搭配「黃豆粉」配方，讓暖呼呼的芳香裹衣更加昇華，這就是Sanmarco食品的堅持。即便是冷凍食品，仍隨時追求「北海道農產物的多樣化風味」，持續將不改變生鮮風味的食材作成商品。

### Delicious croquettes, made with Baron potatoes grown in Japan's agricultural heartland, Hokkaido.

Sanmaruko Foods was founded in 1979 as a manufacturer and seller of frozen foods. This product, Hokkaido Potato Croquette, is manufactured with only fresh potatoes. The potatoes used are mainly from the celebrated baron potato producing region at the foot of Mt. Yotei. They are harvested in Hokkaido in autumn and stored fresh throughout the year. Only the necessary number of croquettes are manufactured and sent out directly from the production center every day. Freshly harvested potatoes have a moist texture, and by about February, the starch turns to sugar, transforming into an even sweeter potato. At the factory, the potatoes are steamed with the skin on, then the skin is carefully removed when the potatoes are pureed. Through these many steps, the natural goodness of the potato is accentuated to make a fluffy croquette. The outer coating is also a point of in-house innovation. Roasted soy powder (kinako) is added to the bread crumbs to create an even crispier and more aromatic outer crust, as part of Sanmaruko Foods' commitment to excellence. Sanmaruko pursues quality in frozen foods that is equal to fresh foods in taste with the many flavors of Hokkaido's agricultural products.

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## CUBY蒟蒻凍

CUBY Jelly



### 具有40年的蒟蒻製造經歷開創出日本傳統食物的新價值

自創業以來已歷經40個年頭，專營生產當地群馬縣特產品的蒟蒻，為了讓蒟蒻的好處讓更多人知道，因而使用蒟蒻粉開發出群馬縣產「CUBY Jelly」。為了更進一步善用低熱量與健康的蒟蒻魅力，透過原材料配方的工夫，成功將熱量抑制在一般蒟蒻凍的1/4以下。而屬瘦身減肥的最佳零食。果凍可分為切角型和泥狀2種。切角型淋上黑蜜便可蛻變為葛粉水晶糕，還可搭配年糕紅豆湯和價格。泥狀類型可與飲料和冰沙一起飲用，可更輕鬆攝取蒟蒻。這兩種類型都具有少糖、Q彈口感，無論與日式或西式甜點皆具卓越屬性。屬於運用傳統技法和Know How之下，誕生出從所未見的新感覺果凍。

### Bringing new value to Japanese traditional food with 40 years of experience in konjaku manufacturing.

IA-Foods has been involved in the production of konjaku, a local specialty of Gunma prefecture, since its founding over 40 years ago. CUBY Jelly was developed using konjaku powder produced in Gunma prefecture in order to spread the goodness of konjaku to even more people. The main appeal of konjaku is that it is healthy and low in calories. In order to maximize these benefits, adjustments with the other jelly ingredients have resulted in a product that has less than 1/4 the calories of other konjaku jelly products. The product is a perfect snack food for people concerned about calorie intake. There are two varieties: one of cubed jelly, and another of crushed jelly. The cubed type can be used in place of kuzumochi in traditional Japanese desserts, topped with brown sugar syrup, or as a topping for zenzai (sweet red bean soup) or yogurt. The crushed type is an easy way to consume konjaku as it can be added to drinks and smoothies. Both types have a gentle sweetness and a slightly firm texture that can be habit forming. It is easy to add it to both traditional Japanese desserts and Western sweets. Through traditional techniques and know-how, IA-Foods is first to develop this new type of konjaku product.

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## Mel起司蛋糕

Melcheese



融合北海道及歐洲的頂級食材  
入口即化的起司蛋糕

店名Petite Merveille在法語中是指「小小的感動」之意。店名的用意，是為了讓顧客輕鬆品嚐到印象中高價奢華的法式甜點。招牌商品Mel起司蛋糕，是採用函館市附近的大沼自然成長娟珊牛生乳，以低溫殺菌之後，加上北海道產雞蛋與奶油、採購自丹麥與法國的奶油乳酪所製成。沒有起司獨特的臭味，呈現出清爽的自然口感，以高溫短時間內烘烤而成為其特色。並且在出爐之後予以瞬間冷凍，以封鎖住順口的甘甜味與微微的酸味。以濃郁的奶香味一口大小起司蛋糕而問世的Mel起司蛋糕，除了原味之外，還有巧克力、南瓜、焦糖等多種口味。在被譽為食品奧運會的「國際品質評鑑組織」中，連續7年獲得最高金獎，成為世界公認的優質美味，敬請務必品嚐看看。

Melt-in-your-mouth cheesecake made with the finest ingredients from Hokkaido and Europe.

The company name Petite Merveille means "small marvel" in French. It was named with the aim of providing French sweets at an affordable price, though they seem expensive and luxurious. The flagship product is Melcheese, which was created in the vast nature of Onuma, not far from Hakodate City. Jersey milk is pasteurized at a low temperature and blended with eggs and butter from Hokkaido, and cream cheese from countries like Denmark and France. The cheesecake lacks any distinctive cheesy odor, and has a clean, natural flavor because it is baked at high temperatures for a short time. As soon as it is baked, it is frozen instantly to lock in the mellow and sweet yet tangy flavor. Melcheese, the rich and creamy bite-sized cakes, are available in plain, chocolate, pumpkin, and caramel flavors. At Monde Selection, known as the Olympics of the food world, it has attained the top gold prize for seven years in a row. Please try this authentic flavor that has gained worldwide recognition.

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## 麻辣魷魚絲天婦羅

Fried squid of spicy taste



創下一年100萬包銷售紀錄  
絕妙的辣味讓人食慾大開，是零食的首選

長年來引領日本海鮮業界的伍魚福的優勢在於，商品的開發和行銷能力。由「追求極致珍味以吸引顧客上門」的所有員工，不斷積極開發和提議符合消費者需求商品，全年推出的新商品多達100種品項。目前已有推出鹽醃花枝等海鮮、牛肉乾等肉產品、烤牛排和乳酪等冷藏產品等約400種商品。其中年銷售量100萬盒的超人氣商品就是「麻辣魷魚絲天婦羅」。超人氣的秘密在於，一枝獨秀的口感、欲罷不能的辣味和絕美味調味的絕妙平衡感。用秘傳麵衣裹住魷魚絲，炸成令人在口中再三玩味的油炸天婦羅。並以無法在家中模仿的絕妙灑油方式，炸出酥脆暖呼呼的表面。讓辣椒的辣味和魷魚絲的美味從口中散開，還可搭配日本酒或啤酒一起暢快享用。完全吸引消費者目光，且屬製造商運用最重要的「製造精神」之下所誕生的珍品。

This is the definitive snack food, with just the right amount of spice to whet the appetite. It sells a million packs per year.

Gogyofuku, a long-time leader in Japan's delicacy business, is particularly dedicated to product development and marketing. All employees are responsible for bringing exciting new delicacies to customers, developing and proposing products that fit consumer needs, producing approximately 100 new items per year. The lineup currently includes 400 varieties of products including seafood-related items like shiokara, processed meats like beef jerky, and refrigerated foods like roast beef and cheese. Among these products, the Crispy and Spicy Friend Squid Jerky is a hit product that sells a million packs per year. The secret to the product's success is in its unique texture, and the balance of spice and umami that makes it hard to resist. The tempura-fried squid jerky is made with a secret batter and the oil is drained with methods that can't be replicated at home, which results in a crispy and crunchy surface. The hot pepper spice gradually fills the mouth with rich flavor, making it a perfect accompaniment for Japanese sake or beer. This product is a result of the company's dedication to approaching manufacturing from the customer's perspective.

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## 乾海參

Dried Sea Cucumber



### 有黑鑽石之美稱 日本產頂級海參

以高級食材魚翅一大產地廣為知名的宮城縣，據說從江戶時代末期（1853年左右）開始，便將稻草包裹貴重物品的「三陸稻草包三品」（海參、魚翅、鮑魚）出口到中國。創業於1980年，專營螃蟹仲介業的濱口商店，至今仍沿襲這個歷史，專營將海參乾燥加工到販售的一貫流程業務。在當時完全沒有海參烹煮和乾燥Know How的情況下，由經營者與工作人員從零開始學習製造方法後，不斷累積和提升技術和品質。製作乾燥海參時，是將撈起的活海參立即送往工廠，經過數天排出泥砂，清除內臟並經由嚴格篩選後，不斷重複實施日曬乾燥的踏實作業。歷經這個過程之後，終於得以完成肉質紮實、有彈性、滑溜口感的乾燥海參。具「黑鑽石」之稱的日本產乾燥海參為中國料理的高級食材。煞費苦心完成的海參，勢必將刺激世人的味蕾。

### Top quality "black diamond" sea cucumber from Japan.

Miyagi prefecture is a major production area of shark fin, famous for a luxury food. Shark fin, sea cucumber, and abalone were all packaged in straw bales and exported to China as the "Sanriku Tawara Sanpin" (three items sent in straw bales from Sanriku) since the end of the Edo period (around 1853). This history has continued to the present day, where dried sea cucumber is processed and sold by Hamaguchi Shoten, founded as a crab wholesaler in 1980. The founder and staff had no initial knowledge about the boiling or drying of sea cucumber, but they came together and learned production methods, improving their techniques and product quality. Dried sea cucumber is made by bringing live sea cucumber to the factory directly after it is harvested, then several days are spent having them expel mud and sand, before the internal organs are removed and sorted, then they are slowly dried in the sun. This process creates a chewy and meaty sea cucumber with a slippery texture when prepared. This Japanese dried sea cucumber is also known as "black diamond" and it is a luxury food in Chinese cuisine. The carefully prepared dried sea cucumber is sure to stimulate the taste buds of people worldwide.

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## 廣島牡蠣

Unshelled Oysters from Hiroshima



### 以職人們純熟的技法及獨家研發的急速冷凍製法 所製成的頂級牡蠣

Nosui商品開發的基本在於“使用自己嚴選與採購的高品質素材”。由詳知牡蠣的專家基於長年來的經驗，嚴選廣島縣產季節牡蠣，再將符合Nosui所定標準的最頂質牡蠣加工成商品。每一顆經由細心剝殼的牡蠣，皆以不降低鮮度與風味的獨創無滴漏製法急速冷凍而成，以保住最重要的新鮮度。美味牡蠣的特徵在於，肉質白哲有彈性力，貝柱與肉身不分離、呈半透明、液汁不白濁。要進貨符合這些條件的優質牡蠣，就必須和專注於牡蠣養殖的當地生產者密切溝通。即便擁有得天獨厚的牡蠣培育自然條件，若缺少傾力灌注愛情，就無法誕生出牡蠣。Nosui就是基於「想培育優良牡蠣」的共通理想、及秉持與生產者共同培育的心境下頻繁前往產地，而得以藉此持續迅速且正確掌握牡蠣的生育情況。

### Skilled tradesmen with expert knowledge of oysters and the company's own quick-freezing method combine to bring customers the ultimate oyster.

Nosui Corporation's product development is based in personally selecting and acquiring high quality materials. Experts with a vast knowledge of oysters use their long years of experience and data to closely examine Hiroshima oysters in season, using only the highest quality oysters fitting Nosui's standards for this product. Each oyster is carefully shucked and immediately frozen using a unique nondrip method to retain as much freshness and flavor as possible. Freshness is valued above all. Delicious oysters have a white, resilient flesh, and the adductor muscle is translucent and attached firmly to the flesh. The juice is white and not muddy, along with many other characteristics. In order to lay in stock of oysters that meet these criteria of high quality, it's vital to be in close communication with local producers who pour their passion into raising oysters. Even if the environmental conditions are ideal for raising oysters, without the effort and love required, good oysters will not grow. Everyone at Nosui shares a common desire to make good oysters, and frequently goes to see the producers to maintain a prompt and accurate awareness of the growth situation of the oysters.

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## 葡萄豬 BUDOU PORK



以「豬肉營養補給品」餵食，因此肉質軟嫩且無腥味  
與自然共存的城鎮中所生產出的珍貴品牌豬

綾町是一個位於宮崎縣中西部、人口約有7000人的城鎮。其實這個城鎮是日本備受矚目的「有機農業鎮」。在不仰賴農藥和化學肥料，善用自然恩澤的有機農業鎮裡成功開創「綾品牌」。睽違32年，讓日本藉此而在2012年被注重自然與人類社會共生的聯合國教科文組織生態園再度提名登錄。綾品牌之一的「葡萄豬」。一般豬隻是在常綠闊葉林和山腳下緩坡原野的湧水、及餵食自家配方飼料等無壓力的環境下所飼育而成。然而，葡萄豬是用綾葡萄酒製程中所產生的葡萄果皮和種子經乾燥與粉碎，以作為「豬肉輔助食品」後混入飼料中再進行飼育。豬肉輔助食品富含高氧化力的葡萄種子多酚，具有預防氧化壓力和抑制臭味的效果。充分吸收營養素的葡萄豬具有肉質軟嫩、烹調時和品嚐時沒有腥臭味的特徵。此外，豬肉中富含維生素E，沒有肉膩的油脂，完全顛覆傳統豬肉的概念。

Special supplements in the feed produce a tender, low-odor meat. This rare brand-name pork comes from a town dedicated to coexisting with nature.

Aya, located in the mid-western area of Miyagi prefecture, is a town with a population of about 7,000. The town is known as an organic farming town, and is gaining widespread attention across Japan. The Aya brand was established to highlight the town's efforts with organic farming, which uses natural means to grow food without agricultural chemicals and chemical fertilizers. In 2012, it was designated a UNESCO Eco Park, a designation for places that operate with the goal of coexistence between nature and human society, the first to be designated in Japan for 32 years. One of the Aya brand products is pork called "Budo Buta". Ordinarily, pigs are raised in Aya in an environment with little stress, with homemade feed, fresh spring water, and shade trees. However, Budo Buta are also fed special food called a "Pork Supplement" that contains the dried and powdered seeds and skins of grapes used to make wine. The pork supplement contains a lot of polyphenol, which has anti-oxidizing effect that can help to reduce oxidizing stress in the pigs and eliminate unpleasant odors in the meat. Meat raised with the supplement is tender, and has very low odor when cooked and eaten. The fat in the meat is high in vitamin E which makes it pleasant and light, overturning many of the typical assumptions about how pork should be.

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## 豐橋・田原特產蔬菜

Special Vegetables from Toyohashi-Tahara



由日本首屈一指，以美味且多樣性聞名的農產地  
所種出的特級蔬菜

位於日本正中央部位的豐橋・田原地區，為日本數一數二的農業王國。在地形平坦、一年四季皆擁有穩定氣候之下，發展出全國獨一無二的農業先進地區。此地區無論是產量或農產物的絕美味皆獲得極度信賴，更獲得香港知名主廚尹達剛先生等來自世界各地的高度評價。其中應特別矚目的是，蕃茄、迷你蕃茄、紫蘇葉、高麗菜。蕃茄和迷你蕃茄是在細心管理溫度、日照量、CO2濃度等，以人為方式營造出最佳環境下，生產高糖度美味、多汁蕃茄。此外，價格區帶廣泛，可依使用場景選擇食材。紫蘇葉產量更是日本第一，因以抑制農藥用量的方式栽培而成，因此具有清爽香味和柔軟口感的特徵。放入沙拉、用肉片捲起來皆可，可為各種美味佳餚帶來畫龍點睛的作用。除此之外，也種植許多加熱後更能凸顯甘甜味的冬令高麗菜。在世界追求健康的熱潮下，躍升為備受矚目的商品。

Popular for both flavor and variety, a special vegetable from one of Japan's top agricultural regions.

Toyohashi-Tahara is located in the center of Japan, and it is one of Japan's agricultural strongholds. The flat topography has a gentle climate through all four seasons, and it has developed into an advanced agricultural region the likes of which is not seen elsewhere in Japan. This region produces not only an impressive volume of agricultural products, but there is also a high level of trust for the quality and flavor of the produce, and it has been praised highly by famous Hong Kong chef Wan Takkon and others around the world. The region's tomatoes, cherry tomatoes, shiso leaves, and cabbages are particularly worthy of notice. The tomatoes and cherry tomatoes are grown with strictly managed temperatures, humidity, amount of light, and CO2 concentrations, in order to create the ideal environment for sweet, delicious, and juicy tomatoes. There is a wide variety of price points, so the ingredients can be chosen to fit the situation. The shiso leaf production volume is No.1 in Japan, with strict limitations on agricultural chemicals that create leaves with a refreshing scent and soft texture. Shiso has many uses. For example, serve the leaves sliced fine in a salad or wrap meat for a flavor accent. The winter cabbage grown in the area is also popular for how it develops a sweet flavor when cooked. With a worldwide trend towards healthier eating, this product is in the limelight.

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## 調味鮭魚子

Frozen seasoning salmon roe



令老饕們讚不絕口的頂級調味鮭魚卵  
可在自家享用

身為水產品專業批發商的Ebiko，直接對最終使用者進行販售。35年前，在國內首度成功冷凍保存生鮮鮭魚子，因而以「鮮鮭魚子」品牌開創事業。在冷凍鮭魚子問世之前，是以具有鹽藏鮭魚子之稱的鹽漬鮭魚子為主流，唯有盛產原料的秋鮭漁獲時期，將取出的生卵調味後再提供享用。由於調味水準不一，難以一年四季都能提供當季美味。於是，Ebiko為了全年都能流通風味穩定和高品質鮭魚子，於是聘請擁有廚師執照的員工，以積極開發獨創產品。透過4~5年生長於嚴寒海域，而帶有脂肪的銀鱗鮭魚、和穩健開創的秘傳製法之下，終於成功誕生出全年風味皆不變的最頂級「調味鮭魚子」。基於萬全的衛生管理下，完全無添加精製合成保存劑、無著色的「調味鮭魚子」，成為控制脂肪成分的健康北國珍品。

Food professionals agree, this luxury-grade seasoned salmon roe belongs at the finest dining tables.

Ebiko is a specialized wholesaler of seafood products that also sells directly to the end user. Thirty-five years ago, it was the first Japanese company to succeed in freezing fresh salmon roe, and the salmon roe brand began. Before frozen salmon roe came on the market, salt-preserved salmon roe was the norm, and the roe itself could only be found in autumn when salmon were caught and the raw egg sacs were processed and preserved. This method was not consistent, and it was very difficult to provide the seasonal flavor throughout the year. Ebiko designated staff with cooking licenses to actively pursue independent development of a way to provide salmon roe with stable quality year-round. Fat salmon that has grown in the cold sea for 4-5 years came together with secret methods developed over years of patient work to successfully produce high quality seasoned salmon roe that can be provided with the same flavor year-round. Seasoned salmon roe is produced without any added colors or preservatives, under strict hygienic conditions, for a healthy, lower in fat delicacy from the north.

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## 冷凍帶殼扇貝

Frozen shelled meat



解凍後可直接製成生魚片品嚐  
新鮮度100%的宮城縣產干貝

南黑潮與北親潮交織而成的三陸海洋因有豐富的浮游生物，而成為眾多魚群聚集的日本知名漁場。其中的扇貝僅來自北海道、青森縣、岩手縣、宮城縣4個區域，但宮城縣產扇貝是以將扇貝懸吊在繩索上，在放入海中孕育的垂掛式耳鈞養殖為主流。具有肉身柔嫩、強烈甘甜味之特徵。此外，生育時間快速，約6個月的時間便能成長出出貨尺寸，由於全年皆能穩定供應，因此在日本生食用途上獲得極高人氣。因著墨於鮮度，因此即便送至位於宮城縣約5小時車程距離的東京，也以不加工方式，每天在保有最高鮮度的情況下新鮮出貨。貝柱碩大，甘甜味在口中化開的宮城縣產扇貝富含牛磺酸，而成為預防成人病之效的食品而備受矚目。從水中撈起宮城縣產扇貝後，保住鮮度急速冷凍的「冷凍帶殼扇貝」的魅力在於，解凍後可直接生吃。一年四季皆可享用季節美饌。

Fresher than fresh Miyagi scallops can be enjoyed as sashimi immediately after thawing.

The Sanriku Sea is where the Kuroshio current from the south collides with the Oyashio current from the north. It is an area with abundant plankton, so many fish gather in this area, making it one of Japan's great fishing grounds. In particular, it has scallops, which can be found in only four areas in Japan: Hokkaido, Aomori, Iwate, and Miyagi. The scallops from Miyagi are cultivated on ropes hung in the sea with a method called "suikashiki mimizuri." The scallop flesh is extremely tender, and remarkably sweet. The scallops also grow quickly, reaching export size in just six months, which results in a reliable supply year-round. The scallops are very popular served raw in Japan. They are delivered fresh and unprocessed daily to Tokyo, which is five hours from Miyagi, an endorsement of their freshness. The adductor muscle of Miyagi scallops is large, and their sweetness fills the mouth. Miyagi scallops contain plenty of taurine, which is effective in the prevention of many lifestyle-related diseases. The scallops produced in Miyagi prefecture that are flash-frozen immediately after harvest to preserve their freshness can be eaten raw after they are thawed. It's wonderful to be able to enjoy seasonal foods year-round.

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## 有機栽培大麥嫩葉水果青汁

### Fruity Green Juice with Organic Barley Grass



### 以獨家製法將新鮮的大麥嫩葉加工後 所製成的果香美味青汁

長達70年來，以海苔為主，經營加工、製造、批發的業務。自2007年起，更藉著擴充健康食品的機會，將其推廣為商品化。在健康產品之中，特別受到歡迎的是「有機栽培大麥嫩葉水果青汁」，這是一項通過日本農林水產省所制定的嚴格規格標準，獲得有機JAS認證的商品。原料採用100%九州契約農家栽培的大麥嫩葉，由田裏採收而成的大麥嫩葉，立刻運往製造工廠，在新鮮的狀態下進行加工。一般的青汁，是將大麥嫩葉加熱後，只將乾燥的葉子粉碎，製成商品，但本商品則是採用新鮮的大麥嫩葉進行榨取，也就是所謂生榨的製法。榨汁出來的精華，再利用噴霧乾燥方式製成粉末。能夠有效率地攝取到大麥嫩葉所含的維他命B1、葉酸等維他命與鈣質等礦物質，為其一大特色。由於是水果風味，易於飲用，可以加水或牛乳溶解，或是灑在沙拉和優格上一起食用。在全球健康意識抬頭的趨勢之中，能夠以美味簡單的方式攝取到蔬菜，而成為引人注目的商品。

Young barley leaves processed with a unique, in-house method create a fruity and delicious green juice.

NAGAINORI has been in operation for 70 years, mainly working in the processing, manufacture, and wholesale of nori seaweed. From 2007, the company began expanding the health food products and commercializing them. One particularly popular health food product is the Fruity Green Juice with Organic Barley Grass. It cleared the strict standards of the Ministry of Agriculture, Forestry, and Fisheries to become a JAS-certified organic food. The product uses 100% barley grass grown by contract farms in Kyushu, and the barley grass is brought to the processing plant and processed while fresh, within hours of being cut in the field. Ordinary green juice uses heat to dry the barley grass, then the grass is turned into powder which is then sold as a product, but this product is made by extracting juice from fresh barley grass. The extracted juice is then spray-dried to make a powder. The product enables the efficient consumption of vitamin B1, folic acid, calcium, and other vitamins and minerals. The fruity flavor makes it easy to drink, and it can be dissolved into water or milk, or sprinkled on salad or yogurt. As interest in health grows worldwide, this is a product that is gaining attention for the way it makes it easy and delicious to consume vegetables.

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## 麴甘酒

Sweet Rice Juice



### 天然且濃郁甘甜的甘酒 日本能量飲料的始祖

作為日式飲食不可或缺的調味料，而持續使用的味噌和麴，是日本自古以來，在生活中必備的發酵食品。近年來，使用麴製作的甜酒，也以有益於美容健康之姿，而成為「元祖健康飲料」，引起世界各地的關注。為日本人的餐桌，帶來各式各樣發酵食品的MARUKOME，以過去長達160年來所培育出的發酵技術作為基礎，而獨家開發出的商品「添加麴 麴甘酒」，是以米麴製成的0%酒精無加糖甜酒。藉由米麴所含的分解酵素作用，將米的澱粉轉變為糖化，而呈現甘甜味，成為自然而濃郁甘甜的美味。口味有原味、豆乳混合、柚子等3種，帶來豐富的變化性。而且是使用酒糟，所以對身體無害。原料只有用到米、米麴、食鹽而已，沒有任何多餘的食材，因此對於身體沒有負擔。此外，也是屬於符合嬰兒用規格的商品（通過日本厚生勞動省的放射性物質標準值認證商品），連幼兒也能安心食用。富含營養成分的甜酒，最適合當成甜點。

Natural, sweet, and rich amazake is Japan's original nutritional drink.

Products such as miso and koji are seasonings that Japanese food can't do without. These are fermented food products that have been a vital part of the Japanese lifestyle since ancient times. In recent years, sweet rice juice, also known as amazake, made with koji, a fermented rice product, is gaining attention as the "original nutritional drink" from around the world. MARUKOME provides many of the fermented foods that are a part of the Japanese household dining experience, and its 160 years of experience in fermenting technology has been the starting point for its original products such as Sweet Rice Juice. It is made with fermented rice, contains 0% alcohol, and has no sugar added. The decomposing enzyme in the rice koji works to turn the starch in the rice into sugar, so it has its own rich and natural sweetness. It comes in three flavors: plain, soy milk blend, and yuzu. The product is healthier because it doesn't use sake lees. The only ingredients are rice, rice koji, and salt, without any other unnecessary ingredients, so it places no undue pressure on the body. Additionally, it is an infant standard product (it is recognized by Japan's Ministry of Health, Labor and Welfare as being within safe radioactive material limits), so it is safe for young children. It contains plenty of nutrition and is perfect for dessert.

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## 液體味噌 料亭之味

Liquid Miso Ryotei No Aji



### 基於消費者的意見所開發 注入碗中即可品嚐道地滋味的液體味噌

MARUKOME曾經實施有關味噌的消費者調查，而收到了有關「味噌結塊不易溶解」「希望能徹底用完不浪費」的意見。因此全新開發出，不需費工製作，含有高湯的液體型味噌「液體味噌」。「液體味噌」所需條件是，維持味噌的流動性，和一般的味噌一樣，可以長期保存，還有必須呈現味噌與高湯的美味，是其3大前提。在實施測試使用的同時，研究味噌與高湯的比例，經過數次微幅調整後，解決了課題。終於得以推出至市面。解決了人們對於味噌的不滿，「液體味噌」瞬間成為熱門商品，2年後，更以風味豐富的紅味噌為基礎，開始銷售含有柴魚高湯和昆布高湯美味的「液體味噌 料亭之味」。再經過2年之後，則是全新改款，推出更容易握持與注入，由圓形改為方形的瓶身。「配合飲食生活與生活型態的變化，希望能提供符合顧客期望的商品」，在這樣的理念之下，時常站在消費者的立場，不斷提案新的商品。

Developed in response to customer request, liquid miso soup broth.  
Just pour and add hot water for authentic miso soup.

MARUKOME held a consumer survey about miso, and received comments about how "miso forms balls that are hard to dissolve," and "It's hard to use up the last remaining bits completely." The new product that was developed in response was called "Liquid Miso," a liquid-type miso that contains dashi soup stock for ease of use. In order for Liquid Miso to succeed, the miso had to maintain a fluid state, it had to be storable just as ordinary miso, and the miso and dashi had to be actively delicious. The company held research and monitor tests to find the best ratio of miso to dashi, and continued to iterate the tests until all the challenges had been cleared. Finally, it was ready to go to market. Liquid miso solves many of the complaints heard about ordinary miso, and it became popular immediately. After two years, a fragrant red miso variation with dashi stock made with bonito flakes and kombu seaweed was made and "Liquid Miso Ryotei No Aji" was released. Two years later, it was re-released with a bottle modified from a round shape to a square shape for easier gripping and pouring. MARUKOME will continue developing new products with the customer's needs in mind, changing along with evolving food habits and lifestyles, providing products that customers want.

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## SWEET SAKURA TEA 綠茶

Sweet Sakura Tea. Green Tea



### 世界首創 讓櫻花於熱水中綻放的花草茶

綠茶含有能促使具有殺菌作用的兒茶素，以及能讓胃部活絡運作的丹寧酸，因此被視是具有健康效果的飲料，在世界各地，近年來都獲得許多關注。日本生產的茶，幾乎都是綠茶，但也隨著栽培方法和摘採時期、製造工程等條件，而有各種不同的風味。「SWEET SAKURA TEA 綠茶」領先全球，首次開發出櫻花茶，並將其商品化，成為全新的香草茶口味。以紅茶、綠茶、焙煎茶等3種茶葉為基礎，添加櫻花的香氣，歷經25年以上的歲月進行開發，在不斷試行錯誤之下終於誕生。「SWEET SAKURA TEA 綠茶」的特色在於，光是將鹽漬櫻花與綠茶混合，無法呈現出細緻的香氣，以及櫻花的柔和風味微，可以品嚐到純日式的風味。日本的太空人更將其帶至太空船內，並且在電視直播節目中，拍到櫻花在熱水中開花的模樣，因此瞬間爆紅。在日本更是熱門的禮贈禮品選項，就連海外地區，也對於日本的這項優質特產品，給予極高的肯定。

Cherry blossoms bloom inside a teacup.  
The birth of a unique new herbal tea.

Green tea contains catechin which is effective against bacteria, and tannin which helps stimulate digestion, and as a result it receives worldwide attention as a healthy beverage. Most of the tea produced in Japan is green tea, but there are many flavors produced by using different cultivation methods, harvesting periods, and manufacturing processes. Sweet Sakura Tea – Green Tea is a completely new commercialized herbal tea, the first in the world to contain cherry blossoms. A blend of black tea, green tea, and roasted tea make up the base which is then flavored with cherry blossoms. It took over 25 years of trial and error to arrive at this product. Sweet Sakura Tea – Green Tea has a delicate aroma and gentle flavor of cherry blossoms which cannot be produced by simply mixing salt preserved cherry blossoms with green tea, offering a purely Japanese taste experience. Japanese astronauts brought this product on the space shuttle and footage of the cherry blossom expanding in hot water was broadcast live on television. This resulted in an increased interest in the product. It is popular as a gift within Japan, and people overseas also appreciate it as an excellent souvenir of Japan.

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## 本枯本節二年物柴魚片

Hongare Honbushi 2-year Katsuobushi



### 不惜使用頂級材料 用費時費力的製造方式所製成的柴魚片

一貫堅持製造「天然食品」的柴魚片，以營業用柴魚片專賣批發商之姿而創業。大型鯉魚剖成3片後，將背部與腹部分開製成柴魚片的本節之中，製造日起經過兩年以上的柴魚片，又稱為「本枯本節二年物柴魚片」，是將熟成的美味凝縮至極限的特殊柴魚片。由熟練的師傅挑選及採購鯉魚，反覆進行名為日曬的古老作業後才能製成。「本枯本節二年物柴魚片」的本枯本節，是指長出黴菌的柴魚片，在日本全國製造的所有柴魚片之中，僅占有幾個百分比的數量，其中，二年物的柴魚片數量更少，具有相當高的稀有價值。二年物的柴魚片凝縮了極致的美味，另一方面，對於食材原味造成妨礙的雜味相當少，可以廣泛運用在高湯或配料的製作上。在化學調味料與加工食品普及化的環境之中，對於萃取自天然物的「天然食品」風味，市場需求也正逐年增加。天然柴魚片能夠發揮的功用絕對令人難以想像。

High quality ingredients and exacting skills combine to create the ultimate bonito flakes.

MARUSAYA was founded as a specialty wholesaler for industrial katsuobushi that always insisted on genuine katsuobushi. Though all genuine katsuobushi is made by filleting large skipjack tuna and separating the fillets into the back and belly, Hongare Honbushi 2-year Katsuobushi is unique in that it takes over two years to make and has been matured to concentrate its flavor. Experienced craftspeople select and prepare the tuna, and take on the endless and repetitive job of drying the fillets in the sun to make the katsuobushi. Hongare Honbushi 2-year Katsuobushi is an authentic katsuobushi that is fermented, and of all the production of katsuobushi in Japan, this authentic process is only done with a small percentage, and katsuobushi that is aged for two years is even more uncommon. The result is a product valued for its scarcity. While two-year katsuobushi is full of concentrated flavor, it is not a complicated flavor, so it allows the other ingredients to shine in whatever way it used, whether to make broth or as a topping. As chemical seasonings and pre-packaged products become more common, demand is growing for natural and authentic seasonings. The role to play in this by natural katsuobushi cannot be underestimated.

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## 3種的美白變得明亮的果凍

Triple Brightening Jelly



### 服用即可達到全身美容的功效 能喚起肌膚既有光澤的全效護膚果凍

許多造訪美容沙龍的女性反應，「即使瘦下來了，肌膚也變得衰老，難以維持滋潤度」，為了因應這樣的煩惱，由日本具有代表性的斷食專家，開發出「三效美白果凍」。由外側塗抹的美容方式有其極限，基於此一概念，必須攝取優質的天然成分，由體內呈現肌膚的美感，正是其目標。萃取自鳳梨的「鳳梨磷脂質」具有防禦機能，可防止紫外線與過敏原的入侵，而美白成分所含的蓮花精華、被譽為美容礦物質的矽、膠原蛋白、玻尿酸，可為肌膚帶來飽滿和滋潤的效果。此外，完全不使用任何保存劑、白砂糖、安息香酸、人工著色劑等。嚴選天然素材，極力排除人工添加物，正是其主要特色。持續食用（建議1天1包）之後，許多顧客的肌膚狀況變好了，回購率之高，也說明了商品的優良品質與效果。

All-in-one skin care jelly brings out the brilliance waiting just under the skin surface with edible beauty care products.

Triple Brightening Jelly was developed by one of Japan's leading fasting experts after hearing from many women at beauty salons who were able to lose weight but had trouble maintaining healthy and moist skin. With the thought that skin creams can only do so much, this product helps make skin beautiful from the inside out, through high quality natural ingredients. Pineapple ceramide, extracted from pineapple helps the skin construct a barrier to block ultraviolet light and allergens, and lotus flower extract contains ingredients to help keep the skin's color uniform and bright. It also contains silicon, which is said to be the beauty mineral, and collagen and hyaluronic acid which helps the skin to stay plump and moist. The jelly contains no preservatives, white sugar, benzoic acid, or artificial coloring. Only natural ingredients are carefully selected, with artificial additives eliminated as much as possible. Many people say that by continuing to consume the product (recommended dosage is one per day), their skin's condition has improved, and the merit and effectiveness of the product can be seen in the high rate of repeat purchases.

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## 北海道函館的真昆布

Japanese Giant Kelp from Hakodate, Hokkaido



### 備受米其林星級餐廳主廚肯定 100年以上歷史的老字號所生產的真昆布

丸善納谷商店憑藉著專注於昆布的銳利眼光與知識，自創業以來已超過一個世紀的歲月，持續提供嚴選昆布的老店。不仰賴機械，至今仍徹底憑藉專家的手藝進行昆布加工。為了讓北海道自豪的真昆布，不只是日本，在海外也能品嚐得到，而切割成易於使用的「高湯用昆布絲」，可以在短時間熬成高湯，也可直接作為燉煮料理的食材來使用，相當便利。泡水之後可以作成沙拉或涼拌菜，直接下鍋油炸可以當成料理的配菜等，有著各式各樣的食用方法。此外，削成薄片的昆布，製成碎片狀的「配料用昆布絲」，更可灑在烤魚上，或是溶入醬油裡，佐生魚片食用等，便於輕鬆享用昆布的風味。昆布再次成為日本料理中不可或缺的健康食品，並且獲得歐洲星級餐廳主廚的高度評價。目前仍堅持傳統，不限於日式料理，將昆布的美味應用在各式料理上，以推出全新的食用方案為目標。

Even starred restaurant chefs agree on this makombu from our shop with over 100 years of history.

NAYA SHOTEN has specialized in giant kelp for over a century since its founding, and continues to provide the best, carefully selected giant kelp today. Without depending on machines, even now, talented craftspeople continue to process the kelp by hand. In order to provide genuine kelp from Hokkaido to Japan and the world, the "Kizami Dashi Kombu" product is cut into small pieces so it can easily be used to make soup stock or included as an ingredient in simmered dishes. It can also be rehydrated to use in salads or fried in oil for a crispy topping. Thinly shaved giant kelp called "Topping Tororo" is an easy way to enjoy the flavor of giant kelp. Sprinkle it on grilled fish or mix it with soy sauce and eat it with sashimi. Giant kelp is an essential part of Japanese cuisine and has recently gained new attention as a healthy food. It has even gained accolades from starred restaurant chefs in Europe. Even today NAYA SHOTEN continues to maintain tradition, providing giant kelp for Japanese cuisine and searching for new ways to benefit cuisines around the world with the added flavor of giant kelp.

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## 玄米和五穀的穀麥

Brown Rice Granola with Five Types of Cereals



### 將大自然的美好濃縮成形 帶有溫和甜味的玄米及五穀穀麥

為了改善日本人的飲食生活，致力於歐美食品研究的創設人，基於由北海道提供全新的食品，而在1918年成立公司。為了研究適合北海道氣候風土的農產品，而在1925年赴美，學習穀類的加工和蔬菜類罐頭的製造技術。並且遠赴歐洲，以當地的農作物為原料，進一步展開加工食品的研究。回國之後，在1929年打造最先進的工廠，開始製造蔬菜類的罐頭。將當時在日本相當少見的甜玉米和蘆筍、泡菜等，在北海道進行栽培、加工，填裝至罐內和瓶內進行販售。並且在同年，以北海道廣為栽培的玉米和燕麥為原料，推出日本首見的燕麥加工食品、玉米片。2017年，以北海道產的玄米為基礎，添加大麥、小麥、黃豆、燕麥、玉米等五穀，開發出北海道產甜菜糖的柔和甜美風味「玄米和五穀的穀麥」產品。以打造能呈現食材原有美味、營養的商品為目標，繼而將「保留自然之美」系列產品推廣至海外。

The best of nature preserved in a granola featuring brown rice and five types of grains.

The best of nature preserved in a granola featuring brown rice with five types of grains. Since the early 1910, the founder of Nisshoku researched a way to improve the impoverished Japanese nutritional environment, and in 1918, founded Nippon Food Manufacturer (Nisshoku). In 1925, in order to preserve and distribute agricultural products of Hokkaido, the founder travelled to the United States and Europe to acquire the latest canning and grain processing technologies. After his return to Hokkaido, Nisshoku built an American style state of the art factory in Sapporo. In 1929, Nisshoku produced the first cornflakes and oatmeal in Japan. Nisshoku also produced canned foods (sweet corn, asparagus, pickled gherkins and many other canned food using exotic agricultural produce at the time). Ready-to-eat cereals have become part of Japanese breakfast scenes, and Nisshoku contributed to enrich the Japanese culinary culture. In 2017, the Nisshoku developed Brown Rice Granola with Five Types of Cereals, featuring brown rice grown in Hokkaido as the base, with barley, wheat, soy oats and corn. The cereal is sweetened with beet sugar made in Hokkaido. "The Goodness of Nature" series provides products that preserves the advantages of natural ingredients. Nisshoku is committed to manufacture innovative and quality products from Hokkaido for local and growing Asian market.

## 日本食品製造合資会社

NIPPON FOOD MANUFACTURER

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## 愛知縣的傳統調味料

Traditional Seasoning from Aichi Prefecture



### 以長期熟成與傳統製法 提煉出展現食材原味的調味料

愛知縣自古以來就是利用發酵作用盛行釀造的地區。各地皆有多樣化的傳統調味料，其中特別有名的是「八丁味噌」與「三河味噌」。八丁味噌是凝結了黃豆美味，口味深邃的味噌。只使用黃豆和鹽、水，以人工方式，在放入了大桶內的黃豆麴上，堆疊3噸重的石頭，歷經2年的歲月待其熟成，以江戸時代傳承下來的傳統製法進行製作。三河味噌則是採用以原料米製作出同等份量味噌的傳統的釀造方法，進行長期糖化熟成，以突顯嚴選的國產米美味。具有砂糖無法呈現的高雅順口甘甜味，加熱時所形成的美麗光澤為其特色。用心釀造的味噌，越喝越順口，也被當成是「糯米的利口酒」，用來製作甜點和飲料。其深邃的口感與美味，原本就在日式料理師傅之間，受到高度的肯定，最近也開始被運用在法式料理和中華料理上，展現了全新的潛力。近年來，以無添加、長期熟成、傳統製法培育出的此類商品，更是受到注意健康意識的人們所關注。

The secret is in the long time maturing and traditional manufacturing methods. This seasoning brings out the best in foods.

Aichi prefecture has always been an area that uses fermentation methods in brewing. There are many traditional seasonings with unique local color, but the most well-known is hacho miso and Mikawa mirin. Hacho miso is a deeply-flavored miso paste full of the goodness of soy beans. Just soy beans, salt, and water are added to a wooden cask with soybean koji, then three tons of stone are piled on top by hand, and it is left to mature for two years. This manufacturing method remains unchanged since the Edo period. Mikawa mirin is made in a way that the same amount of mirin results as rice used to make it. The traditional brewing method matures the mirin over a long period of time, saccharifying and drawing out the flavor of the specially selected domestic rice. This mirin features a sweetness that cannot be found with sugar, and a gloss and shine that it lends to dishes when cooked. The carefully brewed mirin is so delicious that it can be enjoyed as a drink, and it is in fact served as a dessert or drink as sticky rice liqueur. Originally highly praised for its depth of flavor by Japanese cuisine chefs, in recent years it has also been picked up by chefs making Chinese and French cuisine, expanding its possibilities. This non-additive, long-term matured, traditionally manufactured product has been gaining attention from people who are passionate about their health.

### 愛知県食品輸出研究会

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## 西鄉殿味噌

SAIGOUDONMISO



### 讓日本歷年來偉人英雄們所喜愛的味噌 重現世人面前

YAMAE食品工業總公司所在地的宮崎縣都城市，位於宮崎縣和鹿兒島縣的邊境上，保留了濃厚的薩摩藩（現在的鹿兒島縣）文化色彩。說到曾在許多電影劇中登場，受到日本人喜愛的薩摩藩出身知名人士，就屬距今大約150年前活躍一時的武士及政治家－西鄉隆盛了。傳聞西鄉隆盛擅於製作味噌，而YAMAE食品工業，則是將當時的自製味噌種類、原料、配方，對照鹿兒島縣立圖書館的資料，忠實地加以呈現。日本的英雄所喜愛的口味，也以「西鄉殿味噌」之名重新問世。原料採用日本產的大麥、黃豆（非基因改造）、食鹽、還有汲取自地下125m深的霧島山系地下湧水。大麥富含水溶性食物纖維，可望發揮整腸作用以及降低膽固醇的效果。此外，大量使用麥麴，而實現了清爽甜美的口感。降低鹽分，有益於健康的大麥味噌，用來沾蔬菜吃，或是當成下酒菜，與各種料理都很對味。

A household favorite through the generations, miso loved by Japan's heroes.

The headquarters of YAMAE FOOD PRODUCTS is located in Miyakonojo City, Miyazaki, which is on the border with Kagoshima prefecture. The cultural influence of the Satsuma clan (current Kagoshima) still remains strong in the area today. Appearing in many films and TV dramas, one beloved historical figure from the Satsuma clan is Saigo Takamori, who was a samurai and politician approximately 150 years ago. Anecdotes remain that Saigo Takamori was a skilled miso maker, and at YAMAE FOOD PRODUCTS, the variety, ingredients, and formulation of the miso enjoyed by Saigo were recreated using information found in materials at the Kagoshima Prefectural Library. The taste that Japan's hero loved has been recreated as SAIGOUDONMISO. Materials used include wheat, soy (non-GMO), salt, and spring water from Mt. Kirishima drawn up for 125 m underground. The wheat is high in water-soluble fiber, so it is effective in regulating digestion and lowering cholesterol. By using plenty of wheat koji, the resulting product is light and sweet. This wheat miso is low in salt, making it healthy and perfect for vegetable dip, snacks, and cooking.

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## KANEYO 傳承自母親的醬油

Kaneyo Hahayuzuri Soy Sauce



### 九州最具代表性 傳承100年的濃郁甜味醬油

夏季炎熱、大海圍繞的南國特有氣候風土，鹿兒島縣因此發展出獨特的飲食文化。其中的一項代表，就是全國少見的濃醇甘甜醬油。開始製造這種甘甜醬油的人，是第一代的當家。第一代原本是漁夫，每天清早外出捕漁，下午則在街上叫賣魚獲以謀求生計，但在西洋文化的流入之下，人們的飲食文化產生了大幅的變化。賣魚的生意不如從前，於是想到「如果也賣能配著魚一起吃的美味醬油，或許就能賣出更多魚了」。1912年開始正式製造醬油，歷經試行錯誤之後，終於開發出受到鹿兒島居民喜愛的甘甜口味醬油。傳承了創業至今已超過100年以上的首代當家傳統技法，花費18個月的漫長時間，萃取出黃豆美味的生醬油，並且突顯出麥子香氣與甘甜味，以獨家比例配方加入胺基酸液。經過充份的熟成，才能實現濃醇甘甜的醬油。鹽份比一般醬油更低，與肉類相當對味。

#### Sweet soy sauce from Kyushu with over 100 years of tradition.

With hot summers and the surrounding sea, the unique tropical climate of Kagoshima has developed its own unique food culture. One major characteristic is the sweet and rich soy sauce that can't be found elsewhere in Japan. The first manufacturer of this sweet soy sauce was the first president of KANEYO HANBAI. The first president was originally a fisherman, who would go out early in the morning to fish, and return in the afternoon to sell his catch, but when Western culture came in, food culture changed dramatically. It was not as easy to sell fish, so he began to think, "If I can sell a soy sauce that tastes good with fish, maybe I can sell more fish?" In 1912, he began manufacturing soy sauce in earnest, and through trial and error, he developed a sweet soy sauce that is favored by the people of Kagoshima. Now over one hundred years have passed since the company was founded, and the traditional methods have been passed down through the generations. Namaage soy sauce aged over 18 months to extract a deep flavor is mixed with amino acid liquid made with the sweetness and fragrance of wheat in a proprietary blend. The blend is further matured to create a soy sauce that is sweet and rich. It also has less salt than other soy sauce brands, and tastes excellent with meat as well.

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## 「義弘」「鄉右馬允義弘」

Yoshihiro, Goh Umanosuke Yoshihiro



### 師傅們以誇耀全球的鍛造技術 將技術發揮至極所打造出的鋒利堺菜刀

傳承600多年漫長歷史的大阪府堺菜刀製造工藝，是日本傳統產業做人的技術之一。山脇刀具製作所自1927年創業以來，就以專業用高級菜刀為主，經營家庭和廚師學校、料理學校等廣泛領域用的菜刀製造銷售業務。針對菜刀的製造，成立日本唯一的公司自營研磨刀刃部門，將鍛冶-研磨-裝柄的工程分別獨立開來，由各項工程的專業師傅來進行，以維持品質。主要品牌「鄉右馬允義弘」的刀具，是取名自日本南北朝時代（1336~1392年）真實存在的刀具鍛冶名匠。為了不負此盛名，精心磨練出的美感與銳利好切的質感，受到專業廚師們的熱烈支持，就連在海外也相當熱門。近年來，更在刀刃上融合美麗花紋與客製化（木紋狀圖案）技法，以提昇高級感，並且與漆藝工匠合作打造菜刀的刀鞘與刀柄，塗上在雲錦間悠然飛舞的龍形塗漆，呈現出美麗造型與華麗感，致力於菜刀的製造開發業務，並且創造出具有日本風格的多款新商品。

#### Sakai kitchen knives, with world-class smithing techniques and expert-level sharpness.

Kitchen knife manufacturing has a long history of over 600 years in Osaka's Sakai City. It is one of Japan's proudest traditional industries. YAMAWAKI CUTLERY has manufactured mainly high-end professional kitchen knives since it was founded in 1927. The wide range of knives manufactured and sold by YAMAWAKI for many different uses can be found in homes, chef schools, cooking classes and more. Manufacturing-wise, the company has Japan's only blading division, and each step of forging, sharpening, and attaching the handle are done by independent craftspeople who specialize in that task, which helps maintain the high standard of quality in the products. The main brand, Goh Umanosuke Yoshihiro, is named after a famous bladesmith who lived during Japan's Nanbokucho Period (1336-1392). The highly refined beauty and sharpness of the knives does their name proud, and the knives are highly prized by professional chefs, and are popular even overseas. In recent years, Damascus-style knives with their beautiful patterns have been incorporated into the manufacturing process to create an even higher sense of luxury, and collaborations with lacquer craftspeople have resulted in knives with beautiful and glamorous patterns of dragons flying through clouds on the handle and sheath. The company continues to develop and manufacture numerous new and unique knives with a Japanese flair.

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## 揉麵機 Bread Kneader



### 對麵團的「捏功」十分講究 讓您DIY製作無添加物的健康麵包

總公司是受託製造電子器材的日本KNEADER。運用其技術力，在2008年推出商品化的桌上式揉麵機「麵包KNEADER」。以往的製麵包用攪拌機，大多是鉤狀的產品。然而，此款「麵包KNEADER」藉由已取得專利的獨特羽毛造型，在不打入空氣的前提下，以不傷麵糰的方式進行揉麵，實現了就連在香港地區的需求量也很大，使用日本產麵粉與米粉、天然酵母製作的麵包、低糖份麵包、餃子和肉包等點心。A4大小不占空間的超輕巧尺寸，整體重量只有5.2kg。可以在狹小的調理場中自由移動，受到麵包師傅與專業廚師的讚賞。不只是日本國內，近年來，就連亞洲各國，也基於飲食安全和食物過敏原、對應清真食物的觀點等，而掀起安心美味的自製麵包風潮。在這樣趨勢之中，揉麵自動化的桌上式揉麵機「麵包KNEADER」的需求，也和使用天然酵母、日本產小麥的自製麵包熱門度一樣，每年持續攀升當中。

#### Make healthy bread without preservatives in this bread kneading specialty machine.

Japan Kneader started as a contract manufacturer of electronic equipment. These technical skills were put to work developing a tabletop type bread kneading product in 2008 called the Bread Kneader. Ordinarily, bread mixers use a hook-shaped tool to knead the bread. However, the Bread Kneader has a unique patented wing shape, which allows the dough to be kneaded without introducing air into the dough or damaging the dough. It has been developed to serve the bread dough made with Japanese wheat, rice flour, and natural yeast, which has high needs in Hong Kong, low sugar bread dough, as well as dough for dim sum items such as potstickers and steamed buns. The extremely compact kneader can be installed in small spaces with a footprint the area of an A4 piece of paper, and its total weight is just 5.2 kg. Even in a small food preparation space, it can be relocated freely, which makes it joyfully received by bakers and chefs. Within Japan and across Asia, issues of food safety, allergies, halal needs and more have resulted in an increased preference for safe and delicious homemade bread. Along with the popularity of homemade bread made using Japanese wheat flour and natural yeast, the machine that can knead bread automatically, the Bread Kneader, is also growing in popularity.

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## 普龍通冷凍美食 PROTON FROZEN CUISINE



### 以跨時代的冷凍技術 維持食材鮮度及美味的冷凍食品

enrich食品有限公司，運用引進最新技術的食品凍結機，盡可能避免使用添加物，以手工方式製造冷凍食品。冷凍後的商品，仍然保有食品的風味和品質不需使用微波爐，自然解凍之後，就能立刻品嚐美味食物，是其一大特色。2003年開發的USEFUL' FREEZER（現在的PROTON凍結機），能針對凍結時的冰核生成發揮作用，形成大量的冰核，製作出小型的冰結晶。因此，可在不破壞細胞的前提下進行凍結，減少解凍時的水滴，亦為其優點之一。引起凍結劣化的最大原因，在於物品凍結時，會形成大顆粒的冰粒。解凍之後，大量的液體流出，而降低了食物的風味。新設置於沖繩縣的冷凍加工工廠裏，將採購自日本全國的PROTON凍結食材，以及當地的沖繩縣產食材，運用日本的專家技術進行調理後，實施PROTON凍結。所製造的菜色相當多元化，包括壽司與便當、日式熟食、法式熟食、日本傳統甜點等。將日本的食材與調理技術，以最佳的狀態予以融合，讓海外民衆也能品嚐到日本的「美味」。

#### Revolutionary freezing technology to keep ingredients fresh and delicious while frozen.

Enrich Food Manufacturers employ the newest technology to make food freezing machines in order to manufacture handmade frozen foods that require no additives at all. Foods frozen in this way retain their flavor and quality, and can be eaten after thawing naturally, without any need for a microwave oven. The Useful Freezer, developed in 2003 (now known as the Proton Freezer) encourages the freezing of ice nuclei, which results in small ice crystals. Thanks to this, food can be frozen without breaking cells, and dripping during thawing is dramatically reduced. The biggest cause of freezing degradation is when large ice crystals form during freezing. When the food thaws, it drips and flavor is lost. At the newly constructed freezing and processing plant in Okinawa, proton frozen ingredients from around Japan as well as local Okinawan ingredients are prepared using Japanese craftsmanship and technology, then proton frozen. The items made include sushi, box lunches, Japanese dishes, French dishes, Japanese traditional sweets, and more. With a combination of Japanese ingredients and craftsmanship under the best freezing conditions, Japan's best can now be sent and experienced around the world.

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