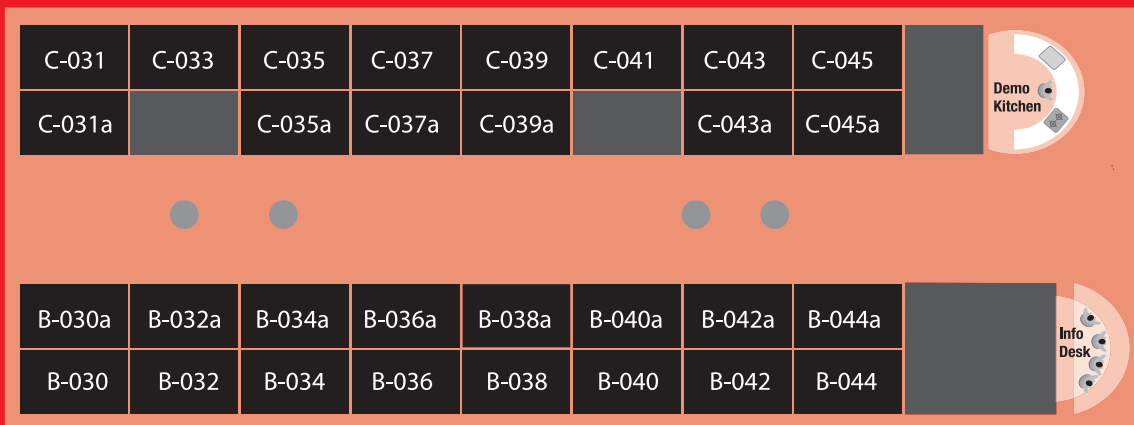




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# C-031/C-033 Tokushima Prefectural Government

**Sake:** Our Tokushima sake is brewed with pure, soft, mineral-rich water from the Yoshino River. The rice we use is grown in the foothills of the mountains, where the temperature difference between night and day is extreme, there is plenty of sunshine, and the winds bring fresh air to the fields.

Agricultural products raised using superb techniques, sake masters using age-old technical skills passed down through the generations, water, rice, agricultural products, climate, human know-how and other factors all combine to create our sake.

The sakes we are exhibiting are Sudachi, our principal sake in terms of both quantity and quality, and Naruto Kintoki, used in Japan's finest restaurants. Both of these are specially selected products made from the highest quality rice for sake, Awa Yamada Nishiki, grown only in certain selected places.

**Citrus fruits:** Tokushima yuzu (citrons) are harvested from high-altitude regions with large temperature extremes, which gives them an appealing fragrance and a zesty tang. Sudachi is Japan's major acidic citrus

fruit, and it imparts a stronger tang and more lively aroma to juices than ordinary yuzu does. The products on exhibit are fruit juices, condiments, and processed foods made with Tokushima yuzu and sudachi. All of them are specialty items grown organically, and they can be used not only in Japanese cuisine but in a wide variety of other cuisines.



BANDO FOODS



Nissin Shurui Co., Ltd.



OGONNOMURA Co., Ltd.

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## NISSIN SHURUI Co., Ltd.

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Lotus root, pears: The lotus root grown in the pure waters of Tokushima's Yoshino River is both crisp and juicy, full of dietary fiber, tannin, and other nutrients, and adaptable to many kinds of cuisine. On this occasion, we are exhibiting boiled lotus root, which can be used without washing, peeling, or other time-consuming preparation, and lotus root chips,

which maintain the texture of the raw material. Our freshly picked pears (Niitaka) are grown with natural fertilizers and extreme care. Their flavorful sweetness, moist freshness, and pleasing texture make them a tasty fruit, suitable for use in thirst-quenching desserts.



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## C-035 AISHIN CORP

Sencha (medium-grade green tea):

Made using only certified organic tea leaves  
Specially selected by tea masters, the leaves are bright yellow, have just the right degree of astringency, produce a tea that goes down easily, and leaves a slightly sweet aftertaste.

Matcha (powdered green tea):

Made using only certified organic tea leaves  
Grown with the leaves covered, which imparts an especially intense green color.  
Specially selected by tea masters and processed using our own unique equipment, this is truly a full-flavored specialty item.

We use the entire leaf, so the processing method retains not only all the naturally occurring caffeine, Vitamin C, catechins, and other elements but also an abundance of dietary fiber and other nutrients that cannot be distilled from sencha.



### CONTACT

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# C-037 YAMAMA MASUDAEN CO., LTD.

Masudaen Co., Ltd. is located in Shizuoka prefecture, Japan's preeminent green tea growing region, and it is involved in every phase of tea production, from cultivation and processing to marketing.

In March 2001, Masudaen became the first Japanese green tea manufacturer to receive ISO 14001 (environmental management system) certification. The certification process prompted Masudaen to improve management of its tea plantations and cultivation process and keep better track of its shipments, with the result being products that customers can buy with assurance of safety and quality.

Masudaen has been awarded prestigious prizes by the Minister of Agriculture, Forestry and Fisheries and by the Shizuoka prefectural governor, and its products have won acclaim at competitive exhibitions. It has even received organic certification from both the Japanese Agricultural Standard and the American National Organic Program, a sign that its reach is not only limited to Japan but is also extending overseas.



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## C-039 MITOKU CO., LTD.

Mitoku has been the leading exporter of high quality traditional Japanese organic and natural foods for more than 40 years.

Many of our producers are long-established family enterprises who closely follow the traditional manufacturing techniques of their ancestors, with an integrity and consciousness that is rare in present day food processing.

If you are interested in any of the following, Mitoku can help you:

- Certified Organic Japanese Foods
- Kosher certified Japanese Foods
- Traditional/Natural Japanese Foods & Kitchenware
- Ingredients and Machinery for Natural Foods Manufacturing



### CONTACT

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# C-041 KASHIWAZAKI SEIKA Co., Ltd.

Agricultural production company, Kashiwazaki Seika Co., Ltd. was founded in 1991 for the purpose of delivering safe, reliable, and stable supplies of Aomori prefecture's major agricultural products (Chinese yams, garlic, burdock root, Japanese radishes) to people's dinner tables throughout the year in a timely manner.

"Oirase Kuro Ninniku" (black garlic) that our company developed is sweeter than other varieties of garlic and has become one of our most popular products.



Unlike raw garlic, 13 out of 18 essential amino acids in the black garlic increase as maturing progresses.

Marketing our products to health-conscious consumers throughout the world, we also sell sliced and dried Japanese radishes, dried burdock root, and burdock root tea and other healthy ingredients in addition to black garlic.



## CONTACT

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# C-043 Kobayashi Noodle Co., Ltd.

Our corporate vision centers on “sending flavor and health from Gifu to the world.” Our motto is, “Quality is our company’s life,” and accordingly, we received ISO9001 certification in 2009 and have strived to ensure the safety and reliability of our products by making the most delicious products possible under stringent sanitary conditions.

We’d like to draw your attention to our rice flour noodles, which people suffering from wheat allergies can eat with confidence. Our rice flour plant and our wheat flour plant are separately located across the road, and the specialists on our staff ensure that everything is manufactured according to ISO 9001 standards and in accordance with U.S. regulations on traceability.



## CONTACT

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## C-045 GERMNON LLC

Our company takes Japan's finest agricultural products and uses unique but safe processing methods to create additive-free products.

Our products are processed to bring out the full range of flavors from the original ingredients. Our yuzu juice can save your distribution cost, because you may preserve them at room temperature. Our dried vegetables in particular are further condensed in ways that retain the nutritional elements and range of flavors of the original vegetables.

They have won admirers for their flavor and quality throughout the world, including a highly influential chef who featured them in one of his books.



### CONTACT

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## C-031a Abukuma Foods Co., Ltd.

The baby peach compote are simply simmered in syrup. Our original patented method enables the fruit including the Centre seed to be eaten. The quality keeps during freezing, thawing process as well as baking at 230°C.

Different Sizes are available. No preservatives or artificial color are used. This unique peach product can be used in many Different dishes from appetizer to desserts. Enjoy baby peach using your new ideas and your style.



### CONTACT

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## C-035a Miyako-Niös, Co., Ltd

We have developed a type of yuzu (citron) essence for confectionary use that lends a refined citron aroma to cakes, gelatines, sherbets, and other desserts.

We use advanced steam distillation equipment to recover yuzu oil and yuzu juice, the raw materials for this essence, from the rinds of Japanese-grown yuzu. We have also made use of the same raw materials to create a yuzu essence for processed foods, suitable for any application.

Since manufacturing 1kg of yuzu oil requires about 200 kg of yuzu rinds, we now have an effective use for yuzu rinds, most of which inevitably used to go to waste. Our large lot purchases of yuzu rinds also provide a new income source for yuzu-producing regions.



### CONTACT

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## C-037a Kurakon Foods Corp.

When discussing Japan's culinary culture, one of the foods most worthy of note is the seaweed known as kombu. Kombu seaweed is used to create broths with abundant in umami, a savory flavor that is most prominent characteristic of Japanese cuisine.

Kombu has been enriching Japanese culinary culture, and is appealing for both its flavor and health-promoting qualities. We hope to introduce customers in overseas to the wonderful qualities of kombu.

One of our products "Shio kombu" (seasoned dried kombu) is made solely from kombu grown off the shores of Hokkaido and carefully steeped in kettles with traditionally brewed soy sauce. This product is a simple and versatile means of adding a Japanese flavor to one's cooking and a savory aspect to many other kinds of food. Kombu also contains 2.9 times the dietary fiber of burdock root, making it very good for one's health.



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## C-039a Scandinavia Trading Co., Ltd.

Karinto, Piisen, and Kaki-pi are crisp-fried snacks currently popular in Japan. The ones we offer are produced and packed with strict attention to food safety.

Made mostly of Japanese rice, they are delightfully crunchy and go well with all kinds of beverages from coffee and tea to beer and sake.



### CONTACT

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## C-043a Shibanuma Soy Sauce Co., Ltd.

A recipient of the Minister of Agriculture, Forestry, and Fisheries Award, Ohitachi is a pure soy sauce made solely from soy beans and wheat grown in Ibaraki and fermented in wooden barrels for over a year.

This soy sauce is not pasteurized or modified with salt water. Also it doesn't contain any additives. Chefs from Michelin three-star restaurants prefer it for making sauces and dips, and even consumers overseas appreciate its distinctive color, flavor, and savoriness.



### CONTACT

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## C-045a MIYASAKA JOZO CO., LTD.

Our company's history dates back to 1662, when we began brewing sake. In 1916, we began applying sake brewing techniques to the production of miso.

Our freeze drying plant produces a variety of instant miso soups and other miso products. Visit our booth to try a richly colored new type of Sushi Sauce.



### CONTACT

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# B-030a JFC Deutschland GmbH

The JFC International (Europe) Group is Europe's largest wholesale importer of Japanese food products. It is a leading company in the East Asian food market, with special strengths in Japanese food, and provides European people with a wide range of safe, delicious, high-quality Japanese food products.



## CONTACT

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## B-032a Helios Distillery Co., Ltd.

Helios Distillery is a family-owned distiller in Okinawa. It was founded in 1961 with the corporate philosophy: produce a product made with the finest locally grown ingredients.

Our first product, Helios Rum, is made from sugar cane grown in Okinawa. We've valued local producers and purchased ingredients directly from them.

Now we also offer oak aged rice spirits KURA, Craft Beer made from GOYA (bitter melon) that is a traditional summer vegetable in Okinawa, and Plum Wine made with Okinawan sugar cane.



### CONTACT

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# B-034a UENO GOURMET GmbH Premium Sake & Shochu

Founded in 2005, Ueno Gourmet is an importer and seller of high-quality Japanese sake and condiments with locations in Germany and Switzerland.

We value local-to-local imports in which we buy carefully crafted products directly from their producers and import them in refrigerated containers to maintain their quality. Traditional manufacturing methods ensure both quality and safety.

We offer pure Japanese premium sake, soy sauce brewed in wooden barrels, mirin (cooking wine) aged for four years, rice vinegar, vintage kombu (kelp), highly fragrant yuzu (citron) and sansho (Japanese pepper), all made with genuine Japanese ingredients and processed in Japan. We also provide Europe's gourmets with carefully selected specialty products used by Japan's top chefs and sommeliers. In addition, we frequently put on promotional events and employee training sessions for customers.

Our founder, Yoshiko Ueno-Müller, is a Master of Sake Tasting, and in 2013, she published the first serious German-language book about sake, *Sake Elixier der japanischen Seele*.



## CONTACT

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## B-036a FUJIMASA CO., LTD

One of our unique new products, Magic Wrapper, is a film-packaged piece of nori (seaweed) with folding instructions printed on the wrapper.

It allows consumers to unseal cone-shaped hand rolled sushi easily just before eating it without getting

the seaweed wet or otherwise damaging it. The patent for Magic Wrapper is pending in 16 countries.

A video demonstrating how to use Magic Wrapper can be found at <http://www.sushi-fujimasa.com/>.



### CONTACT

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## B-038a ISHIGAKI Natural Seasonings

PIPARTSU(“long pepper”) from the Ishigaki Island Okinawa, is the only pepper grown in Japan. Its aroma and flavor are notably superior to those of peppers grown in the other countries. It is grown without chemical fertilizers in the beautiful natural environment of Ishigaki Island in soil enriched with ocean minerals.

It's got high marks from purchasers in France and exclusive restaurants and bars in Japan.



It is suitable for meat dishes and other kinds of food. PIPARTSU is available for use such as dried whole peppercorn, bottled ground pepper, and mixed with salt.



### CONTACT

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## B-040a SANKYO FOODS INDUSTRY CORP.

Our company is a manufacturer of powdered food products located in Kawagoe city, Saitama. We pride ourselves on making and developing typically Japanese powdered foods. Our Sankyo powdered soy sauce is an easy-to-use product that retains the flavor characteristics of the richest soy sauce. It can be used

not only with tofu and fish dishes but also as a flavor accent in meat and pasta dishes. In the future, we plan to offer other powdered food products for typically Japanese foods, such as shrimp and crab powders and powdered miso soup.



### **CONTACT**

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## B-042a Hanamaruki Foods Inc.

Hanamaruki miso is made in Shinshu (Nagano), an area with a wealth of nature. The clear mountain area with large temperature extremes provides the ideal environment for producing miso.

The company has been making miso since 1918 and has developed a number of traditions along the way. It takes traditional techniques and applies them with the most up-to-date technology to produce delicious, safe, high-quality miso. The plant meets international safety standards, having earned ISO 9001 certification and abiding by the HACCP production standards.

In addition, Hanamaruki uses a liquid salted rice malt. Unlike the more common granulated malt, it can be used in a wider variety of dishes, not only meat, fish, and vegetables, but also broths. It brings out the savory flavor of the ingredients and gives an extra touch of class to a dish. You might call our malt “a new traditional condiment.”



### CONTACT

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## B-044a SANWA FOODS Co., Ltd.

We take fresh wasabi from Shinshu (Nagano), trim it, vacuum pack it, and ship it out, all in one day.

We also grate fresh wasabi, pack it immediately, and ship it out on the same day with the unique flavor of pure wasabi intact.



### CONTACT

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## B-030 KIUCHI BREWERY

The Kiuchi Family has been brewing Japanese Sake for 190 years since 1823, and in 1996 the family began applying their traditional sake brewing know-how to create their signature-ale, HITACHINO NEST BEER. The beer has won numerous awards worldwide including World Beer Cup in the United States, Germany guarantee of quality contest and The

International Brewing Awards in the United Kingdom. Now exporting to over 20 different countries, and the brand is well known not only for its unique "owl" trademark but also for its innovative brew. Please come and sample this prestigious beer, and also our quality Sake and Plum Wine.



### CONTACT

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## B-032 M&M CO., LTD.

M&M brings classically-inspired yet innovative Japanese health foods and varieties of sake to your table. Most of our products are nutritious items made from rice or soybeans, including sprouted brown rice, natto (fermented soy) snacks, and more traditional local specialties from beautiful, rural Akita prefecture in northeastern Japan. Our fresh and full-flavored sake is like none you have ever drunk before. Try it; we're sure you'll enjoy it.



### CONTACT

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## B-034 JAPAN RICE AND RICE PRODUCTS EXPORT PROMOTION ASSOCIATION

Established in 2010, Japan Rice and Rice Products Export Association has 31 member companies, including producers, trading companies and food manufacturer. All are aim to export their products, which may be rice, rice-based food products or products used with rice.

Their main exports include uncooked Japanese rice, packages of precooked rice and seasonings and topping for sushi... All the companies are meticulous in their choice of raw materials and employ sophisticated technology and management techniques.



### CONTACT

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## B-036 JA ZEN-NOH MEAT FOODS., LTD.

JA Zen-Noh Meat Foods Co., Ltd. is introducing Japanese-raised wagyu beef to the EU for the first time. Unlike the so-called wagyu produced in Australia, the United States, or other countries, this is meat from purebred black-coated beef cattle born and raised in Japan.

Our company is a wholly-owned subsidiary of the agricultural cooperative JA Zen-Noh, and this ensures that both producers and processing plants are closely connected.

Our products are certified and graded by third party organizations, allowing us to provide a stable supply of high-quality meat.

We are able to export directly without a middleman, reducing the intermediate markup. We can deliver our meat anywhere you wish in chilled or frozen form.



### CONTACT

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## B-038 Yamato Soysauce & Miso Co., Ltd.

The Ohno district of Kanazawa city has been a center for brewing and fermentation since feudal times, and ever since its founding in 1911, Yamato Soysauce & Miso Co., Ltd. has been using natural fermentation processes in cedar barrels to produce miso (including organic miso), soy sauce, and amazake (sweet sake).

In order to serve our customers, who demand excellent flavor and safety, we have obtained FSSC22000 certification, and have strived to maintain quality management while preserving Japanese food traditions. Inquiries from overseas chefs have led to exports to other countries such as France, the United States, and Australia. We also welcome inquiries about the size of our products, from 1000 liter barrels for commercial use to small packets (5 ml) for table use.

Major product: Hishiho Soy Sauce, a fresh raw soy sauce with the rich, full range of flavors of moromi (unrefined soy sauce) straight from the warehouse.



### CONTACT

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## B-040 FUTABA CO., LTD.

Ever since our founding, we have been researching dashi (broth), one of the mainstays of Japanese cuisine. We have more than 2000 sales agents and business partners in Japan, and we are taking the lead in participating in trade negotiations and international sample fairs in order to expand our business overseas. We now trade with five countries directly and market our products in more than twenty countries through trading companies.

Hotels, restaurants, department stores, and supermarkets around the world are using or selling our products, and these products have been well received. Our products "Katsuo Tsuyu" (bonito liquid seasoning) and "Shiro Tsuyu" (blended fish liquid seasoning) have sold well in every country where we have exported them. We are proud and confident about our stringent quality and safety management systems.



### CONTACT

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## B-042 HIKARI MISO Co., Ltd.

Hikari Miso Co., Ltd., headquartered in Nagano, is a leader in the miso industry, manufacturing and selling high quality miso products as well as providing technical and marketing support worldwide. Since its founding in 1936, Hikari Miso has been particular about the ingredients of miso and has adhered to conviction in producing miso in Nagano with the best environment and water in Japan. The company was the first in the industry to introduce organic and all-natural miso, and also broke ground by being the first to be certified by leading food safety and quality control program, BRC Global Standards, and stays proactive in its commitment to food safety. Hikari Miso desires to have the people of the world enjoy the benefits of Japan' s health food offering, miso.

### Hikari Miso Alliances:

- BRC Global Standard for Food Safety
- ISO9001 • ISO14001
- National Organic Program (NOP)
- Council Regulation (EC) for Organic (EU)
- Japan Agricultural Standards for Organic (JAS)
- Kosher-certified
- Halal-certified



### CONTACT

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# B-044 KINJIRUSHI WASABI

Kinjirushi Co., Ltd. is a pioneering manufacturer of wasabi and enjoys a large share of the market for commercial use in both Japan and the United States.

At present, we are actively promoting our products, especially wasabi, in Europe with an eye toward expanding our market share.

We are developing new menus that use wasabi as a spice, showing customers that wasabi is not only for use with sushi and sashimi but that it can also be enjoyed with meat dishes or in fusion cuisine.

We adhere to the ISO and HACCP principles and maintain traceability, beginning with raw materials, so that our customers can enjoy safe, delicious, and reliable food products.



## CONTACT

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JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world.

Originally established in 1958 to promote Japans exports abroad, JETROs core focus in the 21st century has shifted towards promoting direct investment intoJapan and helping small to medium sized Japanese firms maximize their global potential.

### **The Japanese Ministry of Agriculture, Forestry & Fisheries**

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