

# Miso

Hiroshima taste that has been known all over Japan for a long time.

Hiroshima is blessed with a moderate climate as well as high quality soybeans, rice and water, with which local miso making flourished. Fuchu Miso, with a 400-year tradition, is particularly well known for its delicate sweetness, and evaluated as one of the best three white miso of Japan.

## Overseas opinion

One of the Japanese foods attracting attention from the world with the popularity of Japanese cuisine! Convenient instant miso soup is very popular!

The traditional Japanese meal is “one soup, three side dishes,” and representative of this one soup is miso soup. Miso is a healthy, functional food, used as a seasoning and also for dessert making.

## What is Miso?

Miso is a fermented food in paste form, with soybeans as the main ingredient and mixed with rice or wheat. The quantity balance of the main ingredient with the rice malt and salt, as well as the degree of fermentation and maturation, give variation to the color and flavor. The staple miso cuisine “miso soup” is a dish indispensable to the Japanese diet, and it is generally listed as the number one food missed by Japanese people traveling abroad.



Miso is fermented and matured in barrels for optimum taste



Miso can be dissolved in broth to make miso soup, coated onto fish and meat for grilling or baking, and it even goes well with pasta!

Miso soup is a special dish that is close to the hearts of the Japanese



## KANEMITSU MISO CO., LTD.

URL <http://www.kanemitsu-miso.co.jp/>

100% vegetable ingredients! Meaty miso with meat-like texture created with soybeans

### 'SOY-MEAT' MISO DIP (GARLIC FLAVOR)

High quality soybeans are processed into ground-meat-like texture, then seasoned with Fuchu Miso made in cedar barrels with a more than 100-year history. Meaty appearance and taste. A breakthrough product, especially for health-conscious people or those wishing to reduce calorie intake. Enjoy on rice, with vegetables, on bread, etc.



- Product name: 'SOY-MEAT' MISO DIP (GARLIC FLAVOR)
- Product description: Okazu miso
- Main ingredients: Miso (soybeans, barley, salt), soy protein, shiitake mushrooms, sweet cooking rice wine (mirin), sugar, mizuame (starch syrup), garlic, soy oil, sesame oil, yeast extract, alcohol
- Net content: 110 g
- Domestic suggested retail price: 450 yen (tax included)
- Case size: 25.0 cm (L) x 32.0 cm (W) x 34.0 cm (H)
- Weight/quantity (per case): 14.4 kg/48 jars
- Possible shipment period: Year-round
- Minimum lot: 1 case
- Storage: Room temperature (unopened). Keep refrigerated (after opening).
- Best before: 1 year
- JAN Code: 4901345400318
- Exporting countries/regions: —

### Corporate Data

- Year of establishment: 1872 ■ Capital: 10 million yen
- Number of employees: 17
- Address: 628 Fuchu-cho, Fuchu City, Hiroshima 726-0005, Japan
- Tel: +81 (847) 41-2080 ■ Fax: +81 (847) 43-6769
- E-mail: kou@kanemitsu-miso.co.jp



## MASUYAMISO CO., LTD.

URL <http://www.masuyamiso.net/>

Easy preparation of Japanese dishes, just by adding some to seasonal vegetables or rice

### Moromi miso

Okazu miso (side-dish miso) added to vegetables or rice has long been loved all over Japan. Moromi miso is representative of such okazu miso, and we have used carefully selected barley and high-quality soybeans to create a convenient dip-like miso. Also recommended for moromi pickling and pan-seared tofu.



- Product name: Moromi miso
- Product description: Okazu miso
- Main ingredients: Barley, sugars (mizuame (starch syrup), sugar), soybeans, soy sauce (soybeans, wheat, salt), salt, brewed flavoring, extracts (yeast, konbu seaweed, shiitake mushrooms), alcohol, flavoring (amino acid, etc.)
- Net content: 100 g
- Domestic suggested retail price: 138 yen (tax included) (when going through domestic trade firm)
- Case size: 27.0 cm (length) x 18.0 cm (width) x 10.6 cm (height)
- Weight/quantity (per case): 1.5 kg/12 packs
- Possible shipment period: Year-round
- Minimum lot: 5 cases
- Storage: Room temperature, away from direct sunlight
- Best before: 1 year
- JAN Code: 4902826170690
- Exporting countries/regions: South Korea, Thailand, Brazil, France, Taiwan, etc.

### Corporate Data

- Year of establishment: 1929 ■ Capital: 70 million yen
- Number of employees: 250
- Address: 3-7-40 Nishi-chuo, Kure-shi, Hiroshima 737-0811, Japan
- TEL: +81 (823) 21-6633 ■ FAX: +81 (823) 21-6636
- E-mail: h-tanaka@masuyamiso.co.jp

# Ramen

Hiroshima uses medium-thin noodles, while Onomichi uses flat noodles.

In the western area, centered on Hiroshima City, one can enjoy Hiroshima Ramen with soy sauce and pork-bone broth soup, originating from Chinese noodle stands after the war. On the other hand, Onomichi Ramen, famous in Onomichi City, is said to have been created by someone who worked in a noodle factory, with broth from small fry from Setouchi Sea added to chicken broth soup, and topped with pork rinds.

## Overseas opinion

A Japanese food as famous and as popular as sushi!

The great taste balance of the soup and the noodles are widely loved!

Unique and original local ramen using local ingredients.

## What is Ramen?

Ramen is based on a Chinese noodle dish, but it has evolved and developed in Japan in a unique way. It is now one of the most popular dishes in Japan. Noodles made by adding kansui (alkaline water) to flour have a unique taste and texture, and the soup is made from the broth of pork bones or fish seasoned with soy sauce, salt, or miso flavoring. There are many different types. The dish is topped with spring onions, bean sprouts, sliced pork, cooked bamboo shoots, etc.



Each ramen restaurant has its own secret



Fish-broth soups are light and fresh, while milky colored pork-broth soups are rich and heavy.



**KURATA FOODS Co., Ltd.**

URL <http://www.fukuyama-ramen.com/>

A marriage of pork-bone broth and miso ramen, a popular product overseas

## Masuya Miso Ramen

The latest in the local ramen series, providing a taste of Hiroshima and the Setouchi Region through collaboration with Masuya miso, an established *miso* manufacturer. A soup that is rich and full of *umami* flavor created by blending rice *miso*, bean *miso* and pork-bone broth matches perfectly with delightfully strong, crimped noodles that catch the soup very well.



- Product name: Masuya Miso Ramen
- Product description: Ramen
- Main ingredients: Noodles (flour, wheat gluten, whole egg powder, egg white powder, salt, processed starch, alcohol, kansui (alkaline water), gardenia yellow), soup (extract <pork, chicken, yeast>, rice miso, soy sauce, bean miso, sesame, sugar, salt, brewed flavoring, garlic, mizuame (starch syrup), ginger, fish sauce, chili bean sauce, alcohol, flavoring)
- Net content: 300 g (noodles = 100 g x 2, soup = 50 g x 2)
- Domestic suggested retail price: 441 yen (tax included) (when going through domestic trade firm)
- Case size: 24.0 cm (length) x 50.5 cm (width) x 49.5 cm (height)
- Weight/quantity (per case): 11.8 kg/12 x 3 packs
- Possible shipment period: As needed ● Minimum lot: 1 case
- Storage: Refrigerate (freeze when exporting)
- Best before: When refrigerated: 20 days (when frozen: 365 days)
- JAN Code: 4906436003713
- Exporting countries/regions: China, Hong Kong, Taiwan, South Korea, Singapore, etc.

## Corporate Data

- Year of establishment: 1987 ■ Capital: 5 million yen
- Number of employees: 57
- Address: 1-32-49 Higashitshiro-cho, Fukuyama-shi, Hiroshima 721-0962, Japan
- TEL: +81 (84)945-6200 ■ FAX: +81 (84)945-6234
- E-mail: [info@fukuyama-ramen.com](mailto:info@fukuyama-ramen.com)

## Local ramen

### ○ Hiroshima Ramen

Orthodox and comforting taste.

- <Soup> Pork-broth-based soy sauce flavor
- <Noodle> Thin, straight noodles
- <Topping> Pork slices, bean sprouts, bamboo shoots, spring onion, etc.

### ○ Onomichi Ramen

Deep fragrance and rich flavor.

- <Soup> Fish-broth-based soy sauce flavor
- <Noodle> Flat noodles
- <Topping> Pork slices, pork rinds, bamboo shoots, spring onion, etc.

### ○ Fukuyama Ramen

Light, soy sauce flavor.

- <Soup> Chicken-broth-based soy sauce flavor
- <Noodle> Medium-thin noodles
- <Topping> Pork slices, bamboo shoots, spring onion, etc.



## Ramen stands

In days past, cooking tools were piled on to a two-wheeled cart and people went around town with *charumera* sounds selling ramen. Now, the two-wheeled barrels have been replaced with automobiles, and most stay in one place near bustling areas with chairs for customers. Some stands became so popular that they turned into permanent ramen restaurants. Each ramen cook has his/her own secret recipe which is carefully protected, and only given to apprentices who open their own restaurants.

