

JAPAN

JETRO

Japan External Trade Organization



Exhibitor's Guide



ife 2013

17-20 March 2013.ExCeL London



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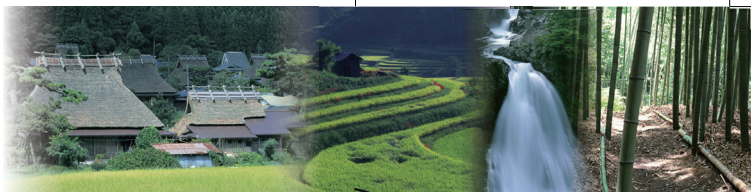
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Entrance



Entrance

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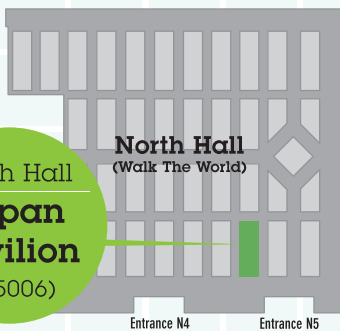
Naraya Co., Ltd.



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Umenoyado Brewery Co.,Ltd



North Hall
Japan
Pavilion
(N5006)





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While Japanese food becomes more popular worldwide than ever before, there is still much more to discover.

There is a uniqueness inherent to Japanese foods and beverages, one that is a fusion of old and new, technology and tradition.

Japan is blessed with well-forested mountains and an abundance of freshwater resources and is surrounded by one of the world's richest fishing grounds. Since ancient times, the Japanese people have taken advantage of their country's four distinct seasons and its varied geography to establish rich traditions in the agricultural, forestry and fishery industries. These traditions are enhanced by the thoughtful attention and technical refinement based on the aesthetic values of the Japanese, and they are what ensure the high quality and exceptional taste of foods in Japan today.

JETRO promotes specialty food products unique to each area of Japan and the IFE is an invaluable platform for Japanese exporters in the UK.

The Japan Pavilion offers our visitors a golden opportunity to experience these delicious, attractive and refined foods and beverages. We hope for everyone to taste for themselves all of these undiscovered delights!

**Japan External Trade Organization
(JETRO)**



Booth No.
N5006-α

URAKASUMI SAURA Co., Ltd.

Founded in 1724, Urakasumi is a leading Japanese Sake that has been awarded many prizes at home and abroad. Urakasumi, meaning Misty Bay, comes from an ancient poem which extols the scenery of Shiogama, a place of scenic beauty facing the Pacific Ocean. The region's culinary culture is closely tied to the sea, and Urakasumi Sake has a characteristically refreshing taste that complements fresh seafood. Urakasumi is a classic and elegant Sake with a mild, balanced flavour.

2-19 Motomachi, Shiogama, Miyagi, Japan
TEL : +81-22-362-4165 FAX : +81-22-362-7895
www.urakasumi.com
info@urakasumi.com
MICHIO FUNYU Sales





Booth No.
N5006-b

SUEHIRO SAKE BREWERY Co., Ltd.

Since its founding in 1850 in Aizu, Suehiro has worked persistently in a unique style to manufacture quality Sake by following traditional brewing methods, while developing new approaches in response to changing demand trends of the times. Specifically, we place a key focus on rice, water and brewing craftsmen, including organic rice grown by our local consigned farmers.

12-38 Nishin-machi, Aizu-Wakamathu, Fukushima, JAPAN

TEL : +81-242-54-7788 FAX : +81-242-54-4548

www.sake-suehiro.jp

info@sake-suehiro.jp

TATSUYA MIYAZAWA Sales Division Manager





Booth No.
N5006-C

Homare Sake Brewery Co.,Ltd.

We have the ability to produce many kinds of characteristic and high quality products at reasonable prices. Moreover, we hold various liquor manufacturing licenses, not only for Japanese Sake, but also Liqueur, Shochu and others. We have been striving for product development that suits a country-specific taste. Through these efforts, we have successfully increased our overseas sales.

2706 Tokiwa, Mutamatsu, Matsuyama, Kitakata, Fukushima, Japan
TEL : +81-241-22-5151 FAX : +81-241-24-4600
www.aizuhomare.jp
hiroyuki@aizuhomare.jp
HIROYUKI KARAHASHI President





Booth No.
N5006-d

NINKI INC.

Based in Fukushima. Ninki, committed to the use of traditional Sake brewery tools and methods, produces quality Sake specifically in the ginjo-shu (made from highly milled rice) category. Our Ninki-Ichi brand Sake, manually manufactured with great care throughout the entire process, offers well-balanced taste and flavour, combining a mellow and clean taste.

470 Yamada, Nihonmatsu, Fukushima, JAPAN
TEL : +81-243-23-2091 FAX : +81-243-23-2098
www.ninki.co.jp
info@ninki.co.jp
YUJIN YUSA President





Booth No.
N5006-e

Gassan Sake Brewery Co., Ltd

- (1) Our Sake products have won a host of awards and prizes in a variety of competitions for commercially available Sake held in and outside Japan including the Annual Japan Sake Awards for Brewing, where we won consecutive gold awards.
- (2) We were awarded the highest number of medals at the International Wine Challenge (IWC) 2012 in the Sake category.
- (3) Located at the foot of Mt. Gassan in snowy Yamagata, local brewery craftsmen carefully process Sake into quality products.
- (4) The water, natural water of Gassan, is sourced from the local mountain and is named one of the 100 Best Waters in Japan.
- (5) One key product is our mild, elegantly-flavored junmai ginjo-shu (pure rice, special brew) made from locally grown rice.

769-1 Oaza Yasawa, Sagae-shi, Yamagata, Japan
TEL : +81-237-87-1114 FAX : +81-237-87-1163
www.gassan-sake.co.jp/
infogassan@jan.ne.jp
JUNICHI SUZUKI Senior Managing Director





Booth No.
N5006-f

TATENOKAWA, Inc.

Tatenokawa, Inc. exclusively produces Junmai Daiginjo Sake, which belongs to the premium Sake class in Japan. Tatenokawa Sake is not only sold in Japan but also world wide, and maintains strong popularity. Kodakara, is the low-alcohol liqueur. We pursue high quality through our consistent production of both Sake and Liqueur and are developing high value-added products. We offer a variety of products within all price ranges.

27 Yamadate, Sakata-shi, Yamagata, Japan
TEL : +81-234-52-2323 +81-80-3933-3211(Direct) FAX : +81- 234-52-2324
www.tatenokawa.jp
togami@tatenokawa.jp
MASASHI TOGAMI Marketing Director





Booth No.
N5006-g

Yoshikubo Sake Brewery

Carefully nurtured for over 230 years since the Edo period, this sakeIPPIN, the Ippin, has been established as refined, not only for its dry taste but also for its extra elegant flavour. This type of Sake cannot be made with simple machinery but only by a skilled craftsman with many years of training.

3-9-5 Hon-cho, Mito-city, Ibaraki, Japan
TEL : +81-29224-4111 FAX : +81-29-231-6005
www.ippin.co.jp
h.yoshikubo@ippin.co.jp
HIROYUKI YOSHIKUBO Managing Director



Booth No.
N5006-h

Ibaraki Agriculture, Forestry and Fisheries Export Promotion Committee

978-6, Kasahara-cho, Mito-shi, Ibaraki, JAPAN
TEL : +81 29-301-3965 FAX : +81 29-301-3969
www.ibaraki-shokusai.net/
t.nishiguchi@pref.ibaraki.lg.jp
TOMOO NISHIGUCHI Manager

Kiuchi Brewery

Hitachino Nest Beer is Japan's leading craft beer, and has been crowned champion in numerous international beer competitions such as the Brewing Industry International Awards in the UK and the World Beer Cup in the US.

This beer, with a hint of traditional Japanese brewing methodology is blessed with high-quality pure water, it is highly appreciated by craft beer enthusiasts around the world.

1257 Kounosu, Naka-shi, Ibaraki, JAPAN
TEL : +81 29-298-0105 FAX : +81 29-295-4580
www.kodawari.cc
Kiuchi@kodawari.cc
TOSHIYUKI KIUCHI General Manager



Shibanuma soy sauce Co., Ltd

Shibanuma Soy Sauce Co., Ltd was established in 1688 during the Edo period. Since then, we have produced soy sauce in Tsuchiura, maintaining the traditional techniques used as well as its distinctive taste. The soy sauce we produce is highly regarded in Japan.

374 Mushikake-machi, Tsuchiura-shi, Ibaraki, JAPAN
TEL : +81 29-821-2400 FAX : +81 29-823-5033
www.shibanuma.com
h-shibanuma@shibanuma.com
HIDEATSU SHIBANUMA Corporate Executive Officer





Booth No.
N5006-0

M&M CO., LTD.

Bringing classic yet new healthy Japanese foods and a unique rice wine to your table – we mainly produce rice and soybean based nutrient-rich food items such as germinated brown rice, Natto soy snacks, and traditional local items from northeastern Japan in Akita . In particular, our own brand of rice wine will lead you to discover new possibilities for Japanese Sake with its freshness and full-bodied rich flavour. Try it and enjoy!

3-2-44-2F Omachi, Akita-shi, Akita, JAPAN
TEL : +81-18-862-9287 FAX : +81-18-862-9297
www.mandm-akita.com
trade@mandm-akita.com
AI SASAKI International Operations Manager





Booth No.
N5006-j

KASHIWAZAKI SEIKA CO.,LTD.

Kashiwazaki Seika, based in Aomori Prefecture, produces, processes and sells local specialty farm products; specifically, garlic, yam, burdock root and radish. We have a network that ensures a stable supply throughout the year, and we place priority on food safety. Our recent highlight is Oirase black garlic, a new health food made of locally grown garlic, developed through our unique fermentation process to replace its distinctive odor with a sweetish, fruity flavour. One or two pieces a day of this special garlic will help you keep healthy.

54-1 Akido, Oirase-cho, Kamikita-gun, Aomori, Japan
TEL:+81-178-56-5030 FAX:+81-178-56-5432
www.aomori96229.jp/
K96229@vc.hi-net.ne.jp
SHINICHI KASHIWAZAKI President





Booth No.
N5006-k

HORAIYA HONTEN CO., LTD.

We manufacture and sell various types of Japanese traditional fermented foods, including miso, pickles seasoners, and alcohol-free amazake (dairy free, traditional sweet drink), which is becoming widely popular even among non-Japanese people as a health drink rich in glucose and vitamins.

54-2 Kawakubo, Kanayaaza, Tamura, Koriyama, Fukushima, Japan
TEL : +81-24-943-2380 FAX : +81-24-944-6859
<http://www.e-horaiya.com>
yaginuma@e-horaiya.com
HIROHITO YAGINUMA Executive Director





Booth No.
N5006-p

ABUKUMA FOODS CO., LTD.

The baby peach compotes 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 colour are used.

This unique peach product can be used in many different dishes from starter to desserts. Sizes are available from small to large. No preservatives or no artificial colours are used.

34-2 Shimizucho, Hobara-machi, Date-shi, Fukushima, Japan
TEL : +81 24-575-1171 FAX : +81 24-575-1147
www.abukumafoods.co.jp
y-takahashi@abukumafoods.co.jp
YASUO TAKAHASHI CHIEF MERCHANDISING Dpt.,





Booth No.
N5006-m

Naraya Co., Ltd.

Buckwheat, the key ingredient in soba noodles, is milled in our factory to bring out its fresh flavour. We add variety to our soba by adding mugwort and yam powder to enhance its flavour and texture. We also make traditional wheat-based noodles such as Udon and Sōmen. Regular inspections of our water supply and of the finished products are conducted by independent labs to ensure that the highest health standards are being met.

6-1 Tajimayanagi, Tajima-aza, Minamiaizu-machi,
Minamiaizu-gun, Fukushima, JAPAN
TEL : +81-241-62-0156 FAX : +81-241-62-2054
www.naraya-soba.com
naraya@naraya-soba.com
YOSHIYUKI INOMATA Executive Vice President





Booth No.
N5006-n

Aipty Co.,Ltd.

Aipty develops and manufactures Konjac, a known health food that is rich in fiber and low in calories.

In addition to our popular Konjac, we also develop products on demand from customers for use in a variety of dishes, including sushi and stir/deep-fry dishes. Recent developments include konjac-based dried pasta noodles that offer a relatively chewy texture and are more healthy and tasty than conventional pastas.

1-1-3-4F Naizen-cho, Kashihara-shi, Nara, Japan
TEL : +81-744-29-5370 FAX : +81-744-29-5373
www.aipty.com
horigoo@aipty.com
HAYATO HORIGUCHI Section Chief



Umenoyado Brewery Co.,Ltd

Umenoyado is a long-established Japanese Sake brewery founded in 1893 at the foot of Mt. Katsuragi in southwestern Nara. By vigorously exercising control over our traditional brewery processes, we ensure stable production of small volume but high quality Sake. We have recently introduced a new category, a Sake-based sweet beverage using plum (umeshu), yuzu citrus (yuzushu), or other fruits, which has attracted new customers.

27 Higashimuro, Katsuragi-shi, Nara, JAPAN
TEL : +81745692121 FAX : +81745692122
www.umenoyado.com
eigyou@umenoyado.com
HIDEKI MORIURA Business Manager



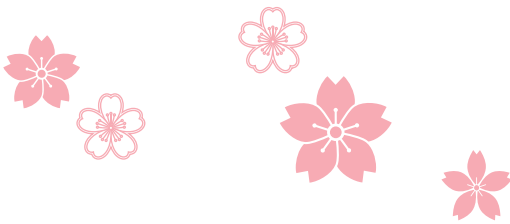


JETRO Overview

The Japan External Trade Organization (JETRO) is an incorporated administrative agency operating under the auspices of Japan's Ministry of Economy, Trade and Industry to promote mutual trade and investment between Japan and the rest of the world. Utilizing our network of more than 73 overseas offices and 36 in Japan; JETRO carries out a range of activities, including: facilitating foreign direct investment into Japan; helping Japan's small and medium-size firms maximize their export potential; and promoting Japan brand products abroad. For more information, please contact your nearest JETRO office

<http://www.jetro.go.jp/en/jetro/network>





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TEL:020 7421 8300
FAX:020 7421 0009
<http://www.jetro.go.jp/uk/>



JETRO TOKYO

ARK Mori Building 6F,12-32
Akasaka,1-chome,Minato-ku,
Tokyo,107-6006,japan
<http://www.jetro.go.jp>

