



# Global Hiroshima specialties



**Bon Appetit!**



Japan External Trade Organization Hiroshima Office

# JETRO

# Hiroshima Product Map

Allow us to introduce global Hiroshima products and their manufacturers

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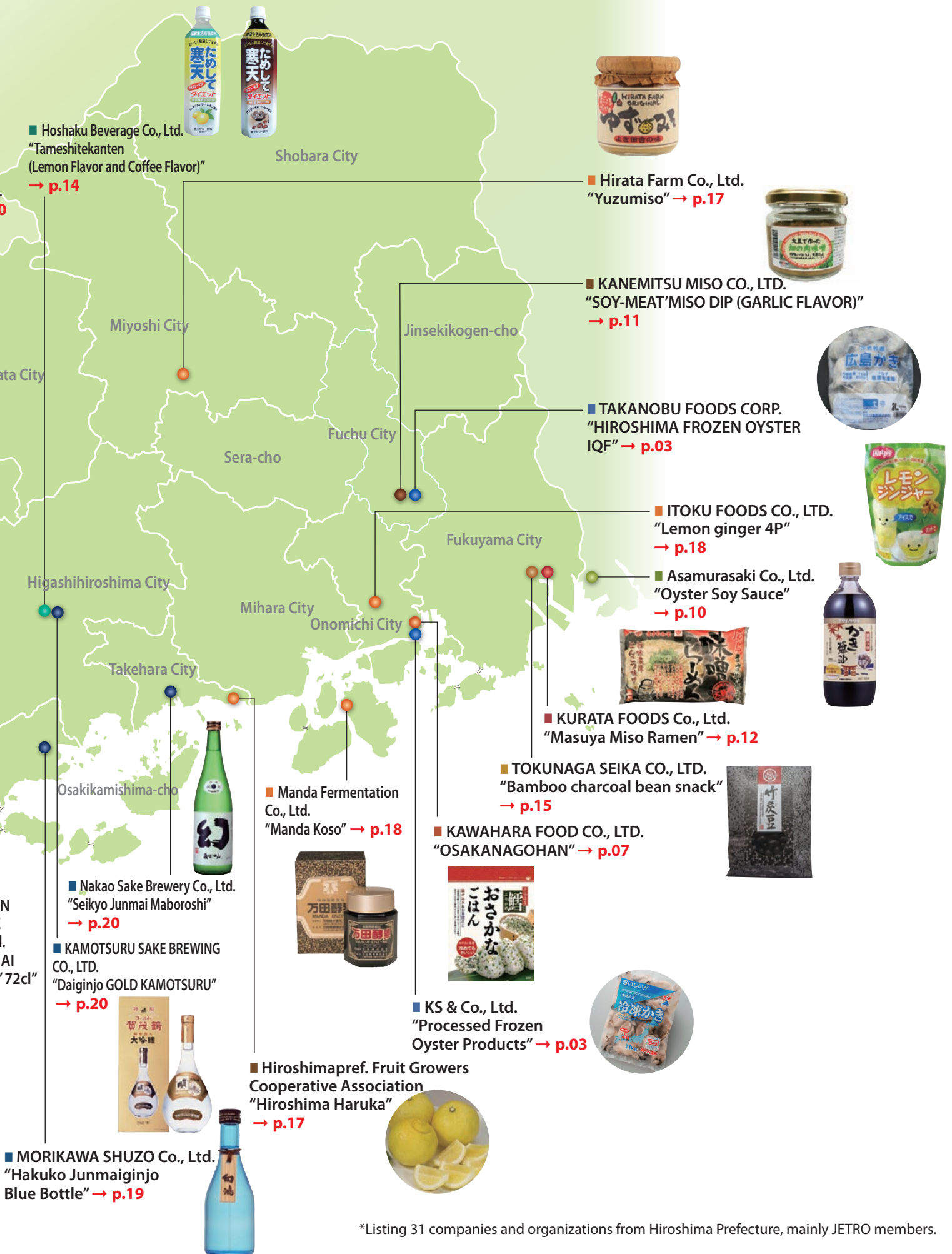

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\*Listing 31 companies and organizations from Hiroshima Prefecture, mainly JETRO members.

# Hiroshima

## Profile

- Area: 8,479.26 km<sup>2</sup>
- Population: 2,860,769  
\*According to the 2010 National Census
- Prefectural flower/tree: Japanese maple
- Prefectural bird: Red-throated diver
- Prefectural fish: Oyster

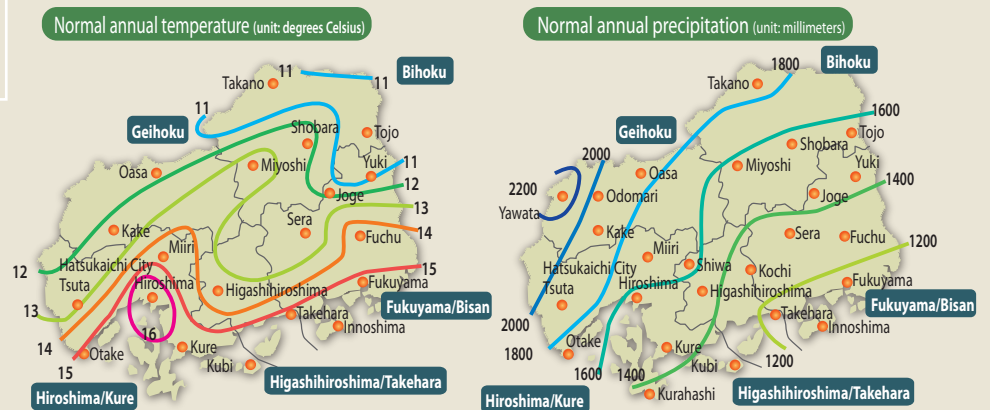


## Hiroshima is a land of abundant diversity and talent.

Hiroshima Prefecture has, as its prefectural capital, Hiroshima City, the number one city in the Chugoku/Shikoku area. With the typical geography and climate of the Japanese archipelago, the weather of the plain area from the Setouchi coast is moderate with low rainfall, but in the Chugoku Mountain Area it is bitterly cold. With such a diverse and blessed natural environment, Hiroshima thrives with the agricultural and livestock industries, fisheries, and the food industry.

In addition, there is a diverse aggregation of other industries, including heavy industries such as automobiles and shipbuilding, with sophisticated technology honed over a long time; trend-setting high value-added industries with cutting-edge technology; and traditional industries—for example, textiles, furniture, koto (Japanese string instrument), calligraphy brushes, and geta (Japanese wooden sandals)—that maintain the arts of master craftsmen.

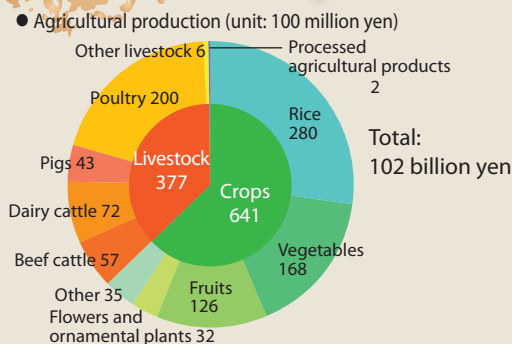
Hiroshima is known worldwide, with Itsukushima Shinto Shrine and the Hiroshima Peace Memorial (Genbaku Dome) designated as UNESCO World Heritages, and many domestic and international tourists visit every year.



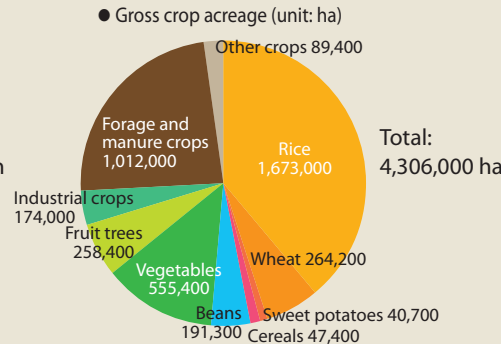
<Reference: "Topography and Climate of Hiroshima Prefecture" Hiroshima Local Meteorological Observatory>

## Safe, assured and tasty Hiroshima products.

### Agriculture/ Livestock Industry

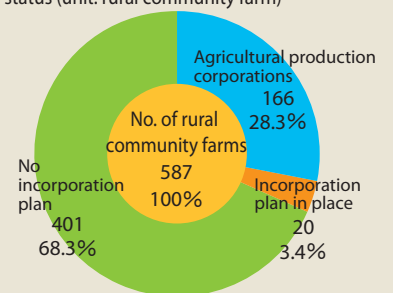


<Reference: "Agricultural Production (By Prefecture) 2009" Ministry of Agriculture, Forestry and Fisheries>



<Reference: "Gross crop (cultivation) acreage and arable land utilization ratio 2009" Ministry of Agriculture, Forestry and Fisheries>

● Percentage of agricultural production incorporation by status (unit: rural community farm)



<Reference: "Field survey of rural community farms 2010" Ministry of Agriculture, Forestry and Fisheries>

### Food Industry

- In Hiroshima, there are many national brand companies that are unique and highly skilled.
- "Voluntary Sanitation Management Certification System in Foods," a unique Hiroshima Prefecture system, has been established to actively evaluate sanitation management of food businesses.

#### <Hiroshima Prefecture Voluntary Sanitation Management Certification System in Foods>

A system where a certification agency designated by Hiroshima Prefecture evaluates facilities meeting the certification standards set by the Prefecture. Certified facilities may place a certification mark on the certified products.



# Food Culture

Hiroshima, blessed with nature, has an abundance of delicious foods.



◆ Hiroshima gourmet

## <Okonomiyaki>

○ Gourmet taste representing Hiroshima. Hiroshima style involves thinly spreading crepe-like dough on top of a hot iron plate, and topping it with a mountain of shredded cabbage, meat, soba noodles, and eggs. The dish is then garnished with okonomiyaki sauce and served. Hiroshima Prefecture has 1,857 okonomiyaki shops, making it number one in Japan in shop/population ratio.

<Reference: Otafuku Sauce Co., Ltd. website>

## <Oysters>

○ Hiroshima is the number one producer of oysters in Japan. Farming has thrived since ancient times. Hiroshima oysters, grown with care and attention in the Setouchi Sea, melt deliciously in your mouth. Also great as grilled oysters, oyster rice, fried oysters, or when added to hot pots.



◆ No. 1 production in Japan



◆ One of the top three sake brewers in Japan

## <Japanese sake>

○ Saijo of Hiroshima is acclaimed as one of the top sake brewers in Japan, along with Nada and Fushimi. Blessed with high quality sake rice and great water, the ingredients of Japanese sake, Hiroshima is a world-famous sake capital. Every October, a Sake Festival is held where visitors can enjoy tasting local sake from all over Japan.



Sakagura-dori of Saijo, a street lined with white walls of sake breweries

# Logistics

The largest logistics hub in the Chugoku/Shikoku area. Smooth access to overseas destinations.

## By sea

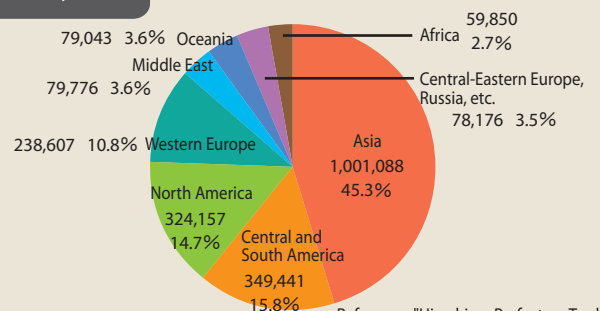
○ There are four important bays and ports, namely, Hiroshima Bay, Kure Bay, Onomichi-Itozaki Port, and Fukuyama Port. Hiroshima Bay has regular international routes to South Korea (nine services per week), China (six services per week), Taiwan/Southeast Asia (two services per week), and North America (one service per month).

## By air

○ Hiroshima Airport has regular international routes to South Korea, China and Guam: Seoul (seven flights per week), Beijing (five flights per week), Shanghai (seven flights per week), Dalian (eight flights per week), Taipei (six flights per week), and Guam (two flights per week). Domestically, it connects with Tokyo Haneda, Sapporo, Sendai, and Okinawa Naha.

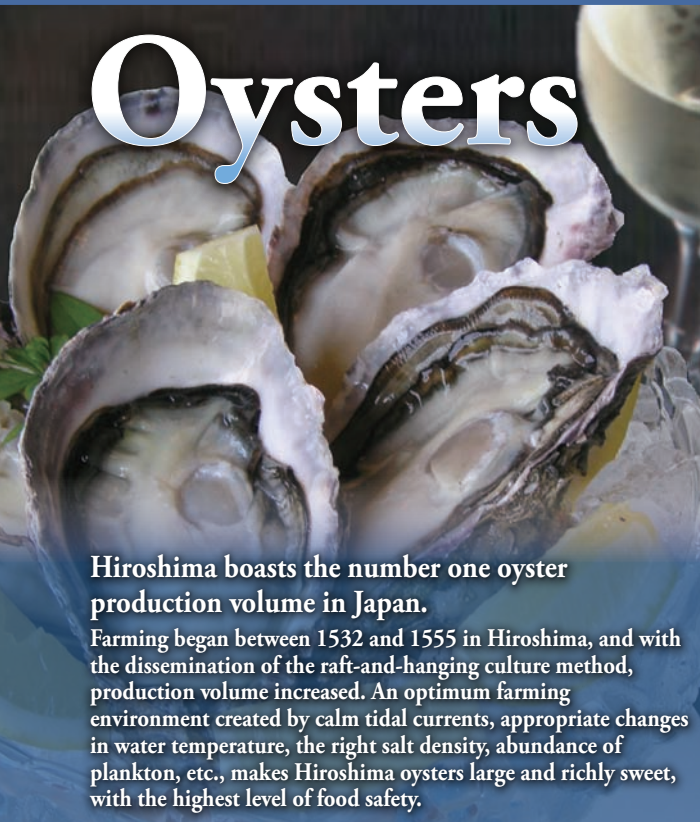


● Export value by region (unit: Million yen)



<Reference: "Hiroshima Prefecture Trading 2008" Bureau of Commerce, Industry and Labor, Hiroshima Prefecture>

# Oysters



Hiroshima boasts the number one oyster production volume in Japan.

Farming began between 1532 and 1555 in Hiroshima, and with the dissemination of the raft-and-hanging culture method, production volume increased. An optimum farming environment created by calm tidal currents, appropriate changes in water temperature, the right salt density, abundance of plankton, etc., makes Hiroshima oysters large and richly sweet, with the highest level of food safety.

Farming technology honed over a period of 470 years in a blessed natural environment. The rich flavor and stringent shipping standards are the pride of Hiroshima, the home of the best oysters.

## What are Oysters?

Shellfish with a creamy taste, eaten all over the world from ancient times. Oysters are tasty raw, but also great using various ways of cooking such as grilling and frying. They are well known for their ability to cleanse seawater, and their shells are used for medicinal purposes and pigment for Japanese-style painting.



Oyster rafts used to farm oysters float in Hiroshima Bay

## Overseas opinion

Large and tasty! Hiroshima oysters are chosen for their high quality and trusted safety!



## KS & Co., Ltd.

URL <http://www.kunihiro-jp.com/>

Defrost the product to be greeted by the fragrance of the sea! Sending delicious oysters to all over the world.

### Processed Frozen Oyster Products

Plump oysters harvested at the prime of the season are flash-frozen. Rich in glycogen, the *umami* source of oysters, the defrosted oysters provide the fragrance of the sea as well as a delectable taste. Also popular are Frozen Fried Oysters that are ready to be fried, Chinese Oysters marinated in a special sauce, and Sushi Oysters.



- Product name: Processed Frozen Oyster Products
- Product description: Frozen oysters
- Main ingredients: Oysters 100% produced in Hiroshima Prefecture
- Net content: 850 g
- Domestic suggested retail price: 1,418 yen (when going through domestic trade firm)
- Case size: 45.0 cm (length) x 37.5 cm (width) x 16.0 cm (height)
- Weight/quantity (per case): 10.5 kg/10 bags
- Possible shipment period: Year-round
- Minimum lot: 10 cases
- Storage: Freeze (-18 degrees Celsius or below)
- Best before: 1 to 2 years
- JAN Code: 4972832609903
- Exporting countries/regions: Asian region including Hong Kong and Taiwan

#### Corporate Data

- Year of establishment: 2008 ■ Capital: 9 million yen
- Number of employees: 3
- Address: 15-13 Higashi-onomichi, Onomichi-shi, Hiroshima 722-0051, Japan
- TEL: +81(848)47-4580 ■ FAX: +81(848)47-4580
- E-mail: fujikawa-carps@mopera.net



## TAKANOBU FOODS CORP.

URL <http://www.takanobu.jp/>

Enjoy plump, early spring oysters all-year round.

### HIROSHIMA FROZEN OYSTER IQF

Raw oysters are purchased directly from oyster producers in Hiroshima, with large ones being carefully picked out in a sanitary plant for IQF (individual quick-freezing). Freshness and *umami* are well preserved, and losses are eliminated since you can defrost only what you need, when you want. Enjoy oyster dishes with convenience throughout the year.



- Product name: HIROSHIMA FROZEN OYSTER IQF
- Product description: Frozen Oysters
- Main ingredients: Oysters 100% produced in Hiroshima Prefecture
- Net content: 850 g
- Domestic suggested retail price: 1,400 yen (tax included) (when going through domestic trade firm)
- Case size: 44.8 cm (length) x 36.8 cm (width) x 13.5 cm (height)
- Weight/quantity (per case): 12 kg (product weight: 10 kg)/10 bags
- Possible shipment period: Year-round
- Minimum lot: 10 cases
- Storage: Freeze (-18 degrees Celsius or below)
- Best before: 1.5 years
- JAN Code: 4938690400021
- Exporting countries/regions: Hong Kong, Singapore, China, Taiwan

#### Corporate Data

- Year of establishment: 1970 ■ Capital: 20 million yen
- Number of employees: 100
- Address: 209 Fukawa-cho, Fuchu-shi, Hiroshima 726-0004, Japan
- TEL: +81(847)45-7500 ■ FAX: +81(847)45-3554
- E-mail: norihisa-shirakami@takanobu.jp



With the simple hanging method, shelves are created by erecting stakes in mudflats.



Bread and fry them for juicy fried oysters, or cook them with rice for delicious oyster rice!



### Unique stringent shipping standards!

In shipping standards for shellfish toxicity, while the FDA (the U.S. Food and Drug Administration), a U.S. government agency, restricts shipping at a detectible amount of 8 MU (mouse unit). The Hiroshima standard is 4 MU. Our unique and stringent standards are twice that of the FDA's, which also serves as the world standard, increasing the level of safety of our products.

### From farming to shipping oysters

#### 1 Planting

Oyster larvae are planted on cultches made of scallop shells hanging from oyster rafts.

To cultivate strong oysters, the oyster seeds are moved to shelves in mudflats.

#### 2 Control

#### 3 Cultivation

Oysters are hung below the offshore farming rafts (10 m (l) by 20 m (w)).

A crane about 10 meters tall is erected on a ship in order to pull the oysters up with a winch.

#### 4 Harvest

#### 5 Cleansing

Oysters with their shells are placed in cleansing machines to remove dirt and various organisms.

Oysters are immersed in a clean, seawater pool to purify even the inside of the oysters.

#### 6 Purifying

#### 7 Shucking

Oysters are shucked one by one, by cutting the adductor muscles and taking out the plump inside.

The shucked oysters are thoroughly washed with sterilized or sanitary seawater.

#### 8 Cleansing



Oyster shells have various shapes, depending on the surrounding environment.



Harvesting oysters is a grand-scale event, using cranes.



Each oyster is shelled individually, a process called "kaki-uchi."

### Oyster facts

The oyster has been designated as the symbol fish of Hiroshima Prefecture.



There are approximately 12,000 oyster rafts floating in Hiroshima Bay.

Whether being eaten raw or grilled, not only the flesh but also the juice is rich in nutrients.

Summer oysters do not lay eggs, and therefore use all the nutrients for their own growth.

Oysters can survive without water for at least a week.

When winter comes, oysters become unisexual without any distinction between male or female (hermaphrodites).



## Kanawa Suisan Co.

URL <http://www.kanawa-oyster.com/>

The top-restaurant taste of Oyster Boat Kanawa, an established restaurant of Hiroshima oyster cuisine.

### Deep-Fried Oyster

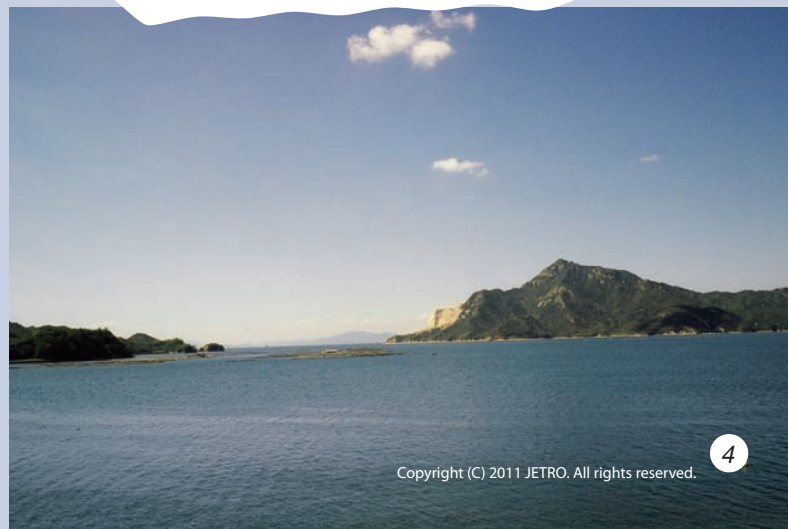
Oysters fresh enough for raw consumption are flash-frozen to preserve umami, the taste of the ocean, and rich nutrients. The flour, eggs and breadcrumbs used for the batter are carefully selected; the oysters are fried with minimum batter and seasoning so as to enable their full flavor to burst in your mouth.



- Product name: Deep-Fried Oyster
- Product description: Fried oysters
- Main ingredients: Oysters produced in Hiroshima Prefecture
- Net content: 8 pieces
- Domestic suggested retail price: 1,000 yen (when going through domestic trade firm)
- Case size: 33.0 cm (length) x 50.0 cm (width) x 17.5 cm (height)
- Weight/quantity (per case): 4.68 kg/20 bags
- Possible shipment period: Year-round
- Minimum lot: 10 cases
- Storage: Freeze (-18 degrees Celsius or below)
- Best before: 1 year
- JAN Code: 4984098
- Exporting countries/regions: Hong Kong, Singapore, Australia, the U.K.

### Corporate Data

- Year of establishment: 1981 ■ Capital: 25 million yen
- Number of employees: 40
- Address: 3-1-4 Niho, Minami-ku, Hiroshima 734-0026, Japan
- TEL: +81(823)57-7373 ■ FAX: +81(823)57-4400
- E-mail: [info@kanawa-oyster.com](mailto:info@kanawa-oyster.com)



# Nori



Famous for nori production with a long history, second to Edo.

Hiroshima, together with Edo, has led nori production since commercialization of nori in 1811. Blessed with the water of Otagawa River and shoaling beaches, the harvesting grounds were expanded, and Hiroshima became known all over Japan for its nori. The traditional technology passed on through the ages supports the rich taste.

Because Japanese nori is high in quality with concentration of rich flavor and taste, you can enjoy a perfect harmony with rice.

## What is Nori?

There are many different types of nori, such as sheet nori made by thinly spreading and drying algae, or nori paste made by cooking algae with sweet and salty seasoning. Sheet nori is used for sushi and onigiri, and nori paste is eaten with rice. They are both long-loved and familiar foods in Japan. Sheet nori can be “flavored nori,” finely chopped for “kizami nori,” etc.



In poll farming, polls are erected in shallow part of the ocean on which nets are suspended to grow nori.

## Overseas opinion

Japanese nori is very popular, with rolled sushi and onigiri (rice balls), or just by itself!



## MARUTOKU NORI Co., Ltd.

URL <http://www.noriya3.com/>

The brisk flavor of wasabi is a nice accent!

### Wasabi Flavored nori

The stimulating feature of wasabi that goes through your nose and the pleasant coolness that follows creates a new-tasting flavored nori. Uses real wasabi produced in Japan in clear spring water and melted snow. The taste and fragrance of wasabi matches well with various foods and drinks, including wine and cheese. Also great by itself.



- Product name: Wasabi Flavored Nori
- Product description: Flavored nori
- Main ingredients: Dried nori (made in Japan), sugar, soy sauce, fermented wheat flavoring, protein hydrolysate, bonito flake extract, wasabi, yeast extract, mizuame (starch syrup), salt, konbu seaweed extract, fragrance
- \*Some ingredients contain wheat and/or soy
- Net content: 8 one-eighth-sized sheets (equivalent to one whole sheet)
- Domestic suggested retail price: 131 yen (tax included) (when going through domestic trade firm)
- Case size: 48.8 cm (length) x 38.6 cm (width) x 34.0 cm (height)
- Weight/quantity (per case): 6.5 kg/180 bags
- Possible shipment period: Year-round ● Minimum lot: 20 cases
- Storage: Room temperature
- Best before: 1 year
- JAN Code: 4902799208031
- Exporting countries/regions: 21 countries including the U.S.

### Corporate Data

- Year of establishment: 1949 ■ Capital: 25 million yen
- Number of employees: 66
- Address: 7-1-40 Shoko Center, Nishi-ku, Hiroshima 733-0833, Japan
- TEL: +81(82)277-3838 ■ FAX: +81(82)277-3845
- E-mail: [info@marutoku.com](mailto:info@marutoku.com)



## HIROSHIMANORI COMPANY, LIMITED

URL <http://www.hiroshimanori.co.jp/>

Flavored nori impregnated with the refined taste and fragrance of Seto and oyster extract.

### Oyster Soy Sauce Flavored Nori seaweed 60 sheets

A fragrant flavored nori using choice ingredients and unique manufacturing method, creating a harmony of soft and high-quality new nori, oyster extract and oyster soy sauce made in Hiroshima, Japanese konbu seaweed and dried shrimp. Nutritious natural food chock full of the blessings of the sea, perfect with rice or as a convenient snack.



- Product name: Oyster Soy Sauce Flavored Nori seaweed 60 sheets
- Product description: Flavored nori
- Main ingredients: Dried nori (made in Japan), dried shrimp, konbu seaweed, sugar, salt, processed soy sauce product (soy sauce, sugar, fish sauce, salt, bonito flake extract), sweet cooking rice wine (mirin), red chili pepper, oyster extract, flavoring (amino acid, etc.)
- Net content: 60 one-eighth size sheets (equivalent to 7.5 whole sheets)
- Domestic suggested retail price: 472 yen (tax included)
- Case size: 33.0 cm (length) x 41.0 cm (width) x 17.0 cm (height)
- Weight/quantity (per case): 2.5 kg/20 bags
- Possible shipment period: Year-round ● Minimum lot: 3 cases
- Storage: Seal and store in cool dark place ● Best before: 300 days
- JAN Code: 4902989100190
- Exporting countries/regions: Hong Kong, Singapore, Taiwan, China, U.S.

### Corporate Data

- Year of establishment: 1947 ■ Capital: 77.7 million yen
- Number of employees: 77
- Address: 1-10-14 Shoko Center, Nishi-ku, Hiroshima 733-0833, Japan
- TEL: +81(82)276-0101 ■ FAX: +81(50)3488-0087
- E-mail: [center@hiroshimanori.co.jp](mailto:center@hiroshimanori.co.jp)





To make nori that is soft and sweet, ample sunlight is necessary.



Mix into omelettes, sprinkle over salads...  
Add the delicious flavor of  
the Japanese sea to your everyday dishes!



### Idea recipe using nori

#### Marutokunori

Easy rice-ball with  
wasabi taste and flavor.

#### Mini nori rice-balls with mixed rice

##### Ingredients (makes 5)

- Rice: One rice-bowl-full
- Salad tsukemono (pickles): 1 Tbsp.
- Chirimen (dried small fry): 1 Tbsp.
- Sesame: 1 tsp.
- Shredded cheese: desired amount
- Wasabi flavored nori: 5 sheets



##### How to prepare:

- 1 Add salad tsukemono, chirimen and sesame (use fingers to lightly crush the sesame) to warm rice, and mix well, but lightly.
- 2 Place 5 sheets of wasabi flavored nori side by side, without any spaces but not overlapping, on top of a sheet of plastic wrap. Place the mixed rice on top.
- 3 Hold the wrap and roll the rice and nori, away from your body while peeling away the wrap. After rolling, rewrap the roll, twist the ends, and shape.
- 4 Peel the wrap, and top the roll with shredded cheese.

#### Hiroshimanori

Fresh and light taste

#### Japanese Ceviche

##### Ingredients (serves 4)

- Flounder: medium-sized fillet
- Squid: 1 ● Scallops: 5
- Octopus: desired amount
- Shrimp: 7
- Onion: 1/2 of a medium-sized onion (finely chopped)
- Coriander: desired amount
- Corn: desired amount
- Cherry tomatoes: desired amount
- Oyster soy sauce flavored nori: desired amount
- [Dressing]
- Lemon: 2 ● Salt: desired amount
- Pepper: desired amount



##### How to prepare:

- 1 Slice flounder and squid into bite-size, and thinly slice scallops and octopus. Clean and boil shrimp.
- 2 Finely chop coriander, and juice lemons.
- 3 Mix all ingredients except for the topping, chop the Oyster soy sauce flavored nori, mix an adequate amount and chill in the refrigerator.
- 4 Top amply with chopped Oyster soy sauce flavored nori and garnish with cherry tomatoes when serving.

#### Domoto Co.

A cooling dish!  
Perfect accompaniment  
to drinks.

#### Hors d'oeuvre of daikon radish and salmon

##### Ingredients (serves 4)

- Daikon radish: 1/2
- Smoked salmon: 12 slices
- Olive oil: desired amount
- Sushi vinegar: desired amount
- Black pepper: desired amount
- Pink pepper: desired amount
- Enoki Aonori: desired amount



##### How to prepare:

- 1 Salt the daikon radish to make them less crisp. Then, soak in sushi vinegar for 20 to 30 minutes.
- 2 Arrange the daikon radish and smoked salmon on a dish, and pour olive oil on top.
- 3 Sprinkle black pepper, top with Enoki Aonori, garnish with leafy greens and serve.



## DOMOTO FOODS CO., LTD.

URL <http://domoto.co.jp/>

Giving thanks for the blessings of land and sea,  
a faintly sweet nori paste.

### For tastier rice Enoki Aonori

Flavorful nori produced in Japan and *enoki* mushrooms are mixed with extract of oysters produced in Hiroshima, and cooked with sugar and soy sauce. With no artificial coloring, the product brings out the natural color, flavor and fragrance of the ingredients. Great with rice, and also as a topping on various dishes.



- Product name: For tastier rice Enoki Aonori
- Product description: Nori paste
- Main ingredients: Enoki mushrooms, soy sauce, nori, sugar, mizuame (starch syrup), starch, oyster extract, agar, flavoring (amino acid, etc.), fragrance, thickener, acidulant, calcium lactate (Some ingredients contain wheat and/or soy)
- Net content: 170 g
- Domestic suggested retail price: 525 yen (tax included) (when going through domestic trade firm)
- Case size: 34.0 cm (length) x 29.0 cm (width) x 95.0 cm (height)
- Weight/quantity (per case): 5.8 kg/30 packs
- Possible shipment period: Year-round
- Minimum lot: 50 cases (international) 3 cases (domestic)
- Storage: Room temperature ● Best before: 180 days (unopened)
- JAN Code: 4904566840017 ● Exporting countries/regions: None

#### Corporate Data

- Year of establishment: 1948 ■ Capital: 60.5 million yen
- Number of employees: 277
- Address: 1816-3 Tomo, Numata-cho, Asaminami-ku, Hiroshima 731-3161, Japan
- TEL: +81(82)848-1155 ■ FAX: +81(82)849-4596 ■ E-mail: [info@domoto.co.jp](mailto:info@domoto.co.jp)

# Rice toppings



## Convenient and abundant source of nutrient-rich small fry and seaweed.

These rice toppings were developed during the war, when people wanted a new type of preserved food in addition to traditional preserved foods such as *miso* and *tsukemono* (Japanese pickles), with high nutrition and portability. The geographical advantage of Hiroshima, which faces the Setouchi Sea, which provides high-quality small fry and *aosa* seaweed, was amply utilized.

Rice toppings from Hiroshima have long been popular for their taste and as a nutritional supplement.

### What are Rice toppings?

Rice toppings generally stocked in Japanese homes are in powder, granulated, or minced form. Ingredients such as fish, nori, sesame and red perilla are broken up into small pieces or powdered, seasoned, and dried. Depending on the types of ingredients used, the flavors vary greatly. There is also the raw type where ingredients are broken into small pieces, flavored, and mixed.



The most orthodox way of eating is to directly put on top of rice.



Varied colors, depending on the ingredients used

### Overseas opinion

Nori rice toppings are very popular! The colorfulness and choice of a rich variety of flavors are some of the reasons why they are so popular.



## Mishima Foods Co., Ltd.

URL <http://www.mishima.co.jp/>

Rice topping and ingredient for flavored rice with fresh fragrance and acidity, made with red perilla.

### YUKARI (Prepared Perilla (Vegetable) Mix)

Yukari, which was first manufactured for business use in 1970, has now become a long-time seller, with home-use packages being widely popular. It uses high quality red perilla produced by contracted farms conducting thorough quality control. Great to mix with white rice for yukari rice, add to tempura batter, or toss with vegetables.



- Product name: YUKARI (Prepared Perilla (Vegetable) Mix)
- Product description: Rice topping
- Main ingredients: Red perilla (produced in China and Japan), salt, sugar, flavoring (amino acid, etc.), monosodium L-glutamate, 5-ribonucleotide, malic acid
- Net content: 26 g
- Domestic suggested retail price: 130 yen (tax included) (when going through domestic trade firm)
- Case size: 49.6 cm (length) x 22.4 cm (width) x 24.4 cm (height)
- Weight/quantity (per case): 4.7 kg/10 x 12 bags
- Possible shipment period: Year-round
- Minimum lot: 3 cases (for domestic transportation)
- Storage: Room temperature
- Best before: 365 days (unopened) 14 days (after opening)
- JAN Code: 4902765302114
- Exporting countries/regions: The U.S., Europe, Asia, Oceania, etc.

#### Corporate Data

■ Year of establishment: 1949 ■ Capital: 133.14 million yen  
 ■ Number of employees: 450  
 ■ Address: 2-1-53 Minami-yoshijima, Naka-ku, Hiroshima 730-8661, Japan  
 ■ TEL: +81(82)245-3211 ■ FAX: +81(82)249-2557  
 ■ E-mail: nakamoto@mishima.co.jp



## KAWAHARA FOOD CO., LTD.

URL <http://www.onomichi-tsukudani.com/>

The amazing harmony of walleye pollack and aosa seaweed, both carefully selected natural ingredients.

### OSAKANAGOHAN

Walleye pollack is baked in direct heat until fluffy, finely smashed, and seasoned with *aosa* seaweed and fragrant roasted sesame. A soft-type rice topping full of the flavors and fragrances of the ingredients. Put on top of rice, mix with rice, or even use for *ochazuke* (rice mixed with tea).



- Product name: OSAKANAGOHAN
- Product description: Rice topping
- Main ingredients: Walleye pollack (produced in Hokkaido), sesame, bread crumbs, aosa seaweed (produced in Mikawa), salt, flavoring (amino acid, etc.), sweetener (sorbit) \*Some ingredients contain wheat and/or soy.
- Net content: 30 g
- Domestic suggested retail price: 230 yen (tax included) (when going through domestic trade firm)
- Case size: 29.0cm (length) x 36.0cm (width) x 20.0cm (height)
- Weight/quantity (per case): 2.9 kg/60 bags
- Possible shipment period: Year-round
- Minimum lot: 1 case
- Storage: Room temperature
- Best before: 240 days
- JAN Code: 4971693201134
- Exporting countries/regions: Singapore, Malaysia, Taiwan, China, Australia, etc.

#### Corporate Data

■ Year of establishment: 1946 ■ Capital: 20 million yen  
 ■ Number of employees: 40  
 ■ Address: 15-12 Higashi-onomichi, Onomichi-shi, Hiroshima 722-0051, Japan  
 ■ TEL: +81(848)20-2011 ■ FAX: +81(848)20-2022  
 ■ E-mail: kota@onomichi-tsukudani.com



Use as toppings for udon, soba, and pasta, or in dressings for salads!  
Also great as seasoning!



## Rice toppings sprinkled on top of rice!

There are many ways to eat and use them. They are loved by all generations in all regions.



Some types are meant to be mixed into warm rice



## TANAKA FOOD CO., LTD.

URL <http://www.tanaka-foods.co.jp/>

Traditional rice topping with a natural Setouchi taste, continuing to be a favorite at the table.

### Ryokountomo

This rice topping is a preserved food that is convenient and portable, high in nutrients, born with the image of "parents' love for their children." The authentic and natural taste of small fish, sesame and eggs is also a great source of calcium. Certified by Hiroshima City as one of The Hiroshima Brands.



- Product name: Ryokountomo
- Product description: Rice topping
- Main ingredients: Powdered small fish (mackerel, sardines, horse mackerel), sugar, sesame, soy sauce, salt, nori, flour, starch, glucose, powdered eggs, rice oil, soy protein, pork extract, chicken extract, protein hydrolysate, whey Ca, dried small sardine extract, onion, dextrin, flavoring (amino acid, etc.), coloring (turmeric, carotenoid, red yeast rice), leavening agent
- Net content: 28 g
- Domestic suggested retail price: 115 yen (when going through domestic trade firms)
- Case size: 61.7 cm (length) x 40.0 cm (width) x 19.5 cm (height)
- Weight/quantity (per case): 5.5 kg/120 bags
- Possible shipment period: Year-round ● Minimum lot: 10 cases
- Storage: Room temperature ● Best before: 1 year
- JAN Code: 4904561011016
- Exporting countries/regions: U.S., Brazil, China, South Korea, Singapore, etc.

#### Corporate Data

- Year of establishment: 1928 ■ Capital: 10 million yen
- Number of employees: 145
- Address: 3-22 Higashikanon-machi, Nishi-ku, Hiroshima 733-0032, Japan
- TEL: +81 (82) 232-1331 ■ FAX: +81 (82) 231-7521
- E-mail: zheng@tanaka-foods.co.jp

## Recipe ideas using rice toppings

### Mishima Foods

Chill for even better taste!  
Great festive colors.

### Italian Salad with red perilla flavor

Approx. 140 kcal/serving  
Cooking time: Approx. 20 minutes

#### Ingredients <serves 4>

- Squid: 1
- Red bell pepper: 1
- Yellow bell pepper: 1
- Green bell pepper: 1
- Black olives: 8
- [Red perilla dressing]
- YUKARI of Mishima® (Rice topping): 1 tbsp.
- Garlic: 5 g
- Olive oil: 2 tbsp.
- Wine vinegar: 1 tbsp.



#### How to prepare:

- 1 Clean and skin the squid. Cut the body into rings 5 mm wide, and the fin into strips also 5 mm wide. Separate the legs into two's, and chop them into 3 cm pieces.
- 2 Boil lightly in water already boiling.
- 3 Take the bell peppers, remove the hull and the seeds, and cut them into strips 5 mm wide.
- 4 Grate the garlic.
- 5 Mix the YUKARI®, garlic, olive oil and wine vinegar in a large bowl to make the dressing.
- 6 Put the squid, bell peppers and black olives in the bowl, mix well, and arrange in a dish or a bowl to serve.

### Kawahara Co.

So very easy! Great with drinks or as one more addition to your meal.

### Vinegared dish, with OSAKANAGOHAN

Approx. 30 kcal/serving  
Cooking time: Approx. 20 minutes

#### Ingredients <serves 4>

- Daikon radish: 8 cm
- Carrot: 1/2
- Cucumber: 1
- Vinegar: 1/2 tsp.
- Soy sauce: 2 tsp.
- Sugar: 1 tsp.
- OSAKANAGOHAN (Rice topping): 10 g



#### How to prepare:

- 1 Finely julienne the vegetables.
- 2 Put the vegetables into the bowl, add vinegar, soy sauce and sugar, and mix. (Adjust the taste to your liking.)
- 3 Place bowl in refrigerator for about 15 minutes to allow the taste to blend.
- 4 Sprinkle OSAKANAGOHAN and serve.

### Tanaka Foods

Pack for lunch, or serve as an hors d'oeuvre.

### Ryokountomo Sandwich

Approx. 137 kcal/serving  
Cooking time: approx. 10 minutes

#### Ingredients <serves 1>

- Sandwich bread: 2 slices
- Mayonnaise: 1 tsp.
- Ryokountomo (Rice topping): 2/3 tbsp.



#### How to prepare:

- 1 Spread mayonnaise onto one side of a slice of bread, and sprinkle Ryokountomo on top.
- 2 Place the other slice of bread on top of the seasoned side, and press together lightly.
- 3 Cut into four pieces and serve.

\*You may also use just one slice of bread, and roll it.  
\*Also great as a hot sandwich.

# Seasoning

## Seasoning enhances and adds to dishes.

There are many types of seasoning, such as those upholding the traditional flavors of Japan, those developed in order to adapt to dietary changes, and those newly born by adding umami. Because Hiroshima is blessed with natural ingredients and clean water, here one can find manufacturers who help cooks cook.

### Overseas opinion

With the popularity of Japanese food, Japanese seasonings that enhance flavor are becoming popular.



Hiroshima is a region rich in grains and water. Seasoning manufacturers support the Japanese food and cooking culture.

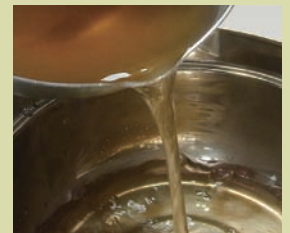
### What is Okonomiyaki Sauce?

Okonomiyaki sauce adds to the great taste of okonomiyaki, a representative dish of Hiroshima. This special sauce, with viscosity that becomes one with the dish and a sweet-and-salty taste that blends well with the ingredients, originated in Hiroshima. Loved not only in restaurants but also at home, it is used to flavor various dishes.



### What is Dashi (broth)?

Dashi (broth), the basis of Japanese cuisine, is an important seasoning. It is made by extracting umami by boiling bonito flakes, dried small sardines, konbu seaweed, etc. When preparing broth with bonito flakes, the first broth, prepared by putting bonito flakes in boiling water, immediately stopping the flame and straining, is used for clear soup. The second broth, prepared by adding water to the bonito flakes used for the first broth and cooking them, is used for miso soups and boiled dishes. Also available recently are broth flavorings in the form of liquids and solids.



**Otafuku Sauce Co., Ltd.**  
URL <http://www.otafukusauce.com/>

This sauce is great not only for *okonomiyaki*, but also *tonkatsu* (fried pork) and other fried foods.

### Okonomiyaki Sauce 500g

Sauce developed together with *okonomiyaki* street stalls after the war. Instead of using the then-popular Worcester sauce, thickness and sweetness was added to develop the best sauce for *okonomiyaki*. Mellow taste of vegetables and fruit, with a slight saltiness and tartness.

\*Compared with Worcester Sauce of this Company



- Product name: Okonomiyaki Sauce 500g
- Product description: Thick sauce
- Main ingredients: Vegetables/fruit (tomatoes, onions, apples, dates, other), sugar, brewed vinegar, salt, spices
- Net content: 500 g
- Domestic suggested retail price: 330 yen (tax included) (when going through domestic trade firm)
- Case size: 34.4 cm (length) x 17.4 cm (width) x 22.0 cm (height)
- Weight/quantity (per case): 6.6 kg/12 bottles
- Possible shipment period: Year-round (may change depending on target country)
- Minimum lot: 10 cases
- Storage: Room temperature (unopened) Keep refrigerated (after opening)
- Best before: 2 years
- JAN Code: 4970077101138
- Exporting countries/regions: the U.S., South Korea, China

### Corporate Data

- Year of establishment: 1922 ■ Capital: 100 million yen
- Number of employees: 528
- Address: 5-2-10 Shoko Center, Nishi-ku, Hiroshima 733-8678, Japan
- TEL: +81(82)277-7168 ■ FAX: +81(82)277-2468
- E-mail: [hmiyata@otafuku.co.jp](mailto:hmiyata@otafuku.co.jp)



**SUNFOODS CO., Ltd.**  
URL <http://www.sunfoods.net/>

Product recommended by the pros, used in every store of the Okonomiyaki Food Theme Park

### MITSUWA OKONOMI SAUCE

Rich zest and fresh flavor are harmoniously blended together in this okonomiyaki sauce, certified as a Hiroshima Brand product by Hiroshima City. Great for okonomiyaki, but also for meat dishes such as hamburger steak, omelette, fresh vegetables, and yakisoba noodles. Also available are super-hot, garlic flavor, and low-salt types.



- Product name: MITSUWA OKONOMI SAUCE
- Product description: Thick sauce
- Main ingredients: Vegetables and fruit (tomatoes, apples, onions, garlic) sugar, brewed vinegar, protein hydrolysate, salt, corn starch (not genetically modified), spices, alcohol, flavoring (amino acid, etc.), acidulant, caramel color
- \*Some ingredients contain soy and/or wheat
- Net content: 420 g
- Domestic suggested retail price: 294 yen (tax included)
- Case size: 28.0 cm (length) x 44.0 cm (width) x 26.0 cm (height)
- Weight/quantity (per case): 14 kg/20 bottles
- Possible shipment period: Year-round
- Minimum lot: 15 cases
- Storage: Room temperature
- Best before: 1 year
- JAN Code: 49555325
- Exporting countries/regions: U.S., U.K., Hong Kong, Taiwan, Singapore, etc.

### Corporate Data

- Year of establishment: 1951 ■ Capital: 20 million yen
- Number of employees: 28
- Address: 1-26-1 Dejima, Minami-ku, Hiroshima 734-0013, Japan
- TEL: +81 (82) 250-2511 ■ FAX: +81 (82) 250-2512
- E-mail: [info@sunfoods.net](mailto:info@sunfoods.net)

What is Soy Sauce?

Soy sauce is a liquid seasoning made by fermenting soy, wheat and salt. It is widely used, such as to season boiled dishes or as a base for soups and dressings when cooking. It is also often seen in a container on the table so one may pour some on top of finished dishes. There are many types, such as dark, light, tamari, twice-brewed, and white.

What is Vinegar?

Vinegar is a liquid seasoning with a unique flavor, create by brewing sake from grains such as rice or fruits, adding acetobacter to the resulting sake, and fermenting. Aside from seasoning sushi rice, it is used to add acidity, freshness, and to adjust the flavor of dishes. Vinegar is highly disinfective, so pickling provides a unique flavor as well as increasing the preservative quality of foods.



**SANKO INDUSTRY CO., LTD.** URL <http://www.w-sanko.co.jp/>

Easily enjoy broths as tasty as those made by professional chefs in your own home.

**KATSUOFURIDASHI**

Broth forms the base of much cooking, and determines the taste of many dishes. Our fastidiousness in producing the best broths is concentrated in this tea-bag broth. Carefully selected ingredients produced in Japan are blended and adjusted to create maximum *umami* and fragrance using our unique golden ratio. Simply by adjusting the amount of water, this broth can be used for soups, hot pots, boiled and seasoned dishes, and more.



- Product name: KATSUOFURIDASHI
- Product description: Versatile Japanese broth (tea-bag format)
- Main ingredients: Flavor ingredients (bonito flakes, mackerel flakes, round herring flakes, konbu seaweed, powdered shiitake mushrooms), salt, sugar, powdered soy sauce, flavoring (amino acid, etc.), calcium lactate (fermentation Calcium L-lactate)
- Net content: 176 g ● Domestic suggested retail price: 650 yen (tax included) (when going through domestic trade firm)
- Case size: 37.5 cm (length) x 33.5 cm (width) x 27.5 cm (height) ● Weight/quantity (per case): 10.2 kg/50 bags
- Possible shipment period: Year-round ● Minimum lot: 3 cases ● Storage: Store in cool, dark place, avoiding high temperature and humidity (unopened), refrigerate (after opening) ● Best before: 1.5 years
- JAN Code: 4900325019311 ● Exporting countries/regions: North America, China, Taiwan, South Korea, etc.

**Corporate Data**

- Year of establishment: 1988 ■ Capital: 70 million yen ■ Number of employees: 102
- Address: 122-3 Kamifukawa-cho, Asakita-ku, Hiroshima 739-1752, Japan
- TEL: +81(82)840-3135 ■ FAX: +81(82)840-3235
- E-mail: naoya-yamada@w-sanko.co.jp



**Asamurasaki Co., Ltd.**

URL <http://www.asamurasaki.co.jp/>

The No.1-selling seasoned soy sauce in Japan. Also on sale in 18 countries around the world.

**Oyster Soy Sauce**

Only the *umami* extract of fresh oysters produced in Hiroshima Prefecture is added to broth of bonito flakes, shiitake mushrooms, konbu seaweed, etc., seasoned with authentically-brewed soy sauce, sweet cooking rice wine (*mirin*) and sugar. This versatile soy sauce can be used as is in a myriad of dishes just like regular soy sauce, or diluted as a soup for udon and soba noodles.

\*Winner of the Monde Selection Grand Gold Medal



- Product name: Oyster Soy Sauce
- Product description: Seasoned soy sauce
- Main ingredients: Flavor ingredients, bonito flakes, konbu seaweed, dried shiitake mushrooms, soy sauce (authentically brewed) (pressed soybeans: not genetically modified). Contains wheat.
- Net content: 300 ml
- Domestic suggested retail price: 395 yen (tax included) (when going through domestic Japanese trade firm)
- Case size: 18.5 cm (length) x 24.0 cm (width) x 19.5 cm (height)
- Weight/quantity (per case): 10.5 kg/12 bottles
- Possible shipment period: Within 10 days from order date
- Minimum lot: 5 cases
- Storage: Room temperature ● Best before: 1 year
- JAN Code: 4901177030394
- Exporting countries/regions: 18 countries/regions including the U.S., the U.K., China, Russia, Hong Kong and Taiwan

**Corporate Data**

- Year of establishment: 1910 ■ Capital: 36 million yen
- Number of employees: 63
- Address: 989 Mobira, Kasaoka-shi, Okayama 714-8501, Japan
- TEL: +81(865)66-2727 ■ FAX: +81(865)66-1427
- E-mail: james@asamurasaki.co.jp



**SENNARI CO., LTD.**

URL <http://www.sennari-oochi.jp/>

Rice vinegar made with carefully selected brand rice and natural groundwater

**Organic Pure Rice Vinegar Komenosu 360 ml**

Rice vinegar, which requires considerable work and time to produce, is the best vinegar with full fragrance and mellow acidity. Starting with pure rice sake brewing in a sanitary plant, the company-secret acetobacter is added to the sake, and left for four-and-a-half months. Then, the vinegar is completed after mixing in natural groundwater. It is vinegar that is safe, secure, and healthy.



- Product name: Organic Pure Rice Vinegar Komenosu 360 ml
- Product description: Vinegar
- Main ingredients: Organic rice
- Net content: 360 ml
- Domestic suggested retail price: 556 yen (tax included) (when going through domestic trade firm)
- Case size: 25.0 cm (length) x 30.0 cm (width) x 20.0 cm (height)
- Weight/quantity (per case): 7.4 kg/12 bottles
- Possible shipment period: Year-round
- Minimum lot: 5 cases or more
- Storage: Room temperature in a cool, dark place
- Best before: 2 years
- JAN Code: 4973418283135
- Exporting countries/regions: Taiwan, Singapore, Hong Kong, China, etc.

**Corporate Data**

- Year of establishment: 1927 ■ Capital: 40 million yen
- Number of employees: 31
- Address: 2683-25 Kuchi, Asa-cho, Asakita-ku, Hiroshima 731-3362, Japan
- TEL: +81(82)810-3000 ■ FAX: +81(82)810-3111
- E-mail: info@sennari-oochi.jp

# 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.



# Atsuyaki Tamago

Tamagoyaki (omelet) shipped from egg producers to all over Japan.

Hiroshima Prefecture ranks fifth in Japan (in FY 2009) in raising chickens for eggs, and therefore, is very familiar with eggs as a food product. The tamagoyaki company was founded to meet the needs of clients, conducting new product development, maintaining its own production system, and uniformly handling manufacturing and sales. All this provides superior quality and safety to customers all over Japan.

## Overseas opinion

Called "tamagoyaki" or "Japanese omelet," and popular in nigiri sushi.

Atsuyaki Tamago, or Japanese omelet, is an essential ingredient in nigiri and rolled sushi. Hiroshima provides safe and reliable products for industrial use.

## What is Atsuyaki Tamago?

Whole eggs are mixed together with some broth, sweetened with sugar, and cooked in a frying pan in a certain shape. Also used for nigiri. When evaluating a restaurant, sushi experts are known to order egg nigiri first, in order to measure the taste and the skills of the sushi chef. This shows how much time and care goes into the production of eggs for nigiri. A dish loved by everyone, regardless of age and gender.



Safe products manufactured with the latest facility



Available are not only eggs for sushi, but also western-style scrambled eggs and omelets!



**AHJIKAN CO., LTD.**

URL <http://www.ahjikan.co.jp/>

For nigiri or rolled sushi, just by changing the way of cutting

## Frozen Japanese Omelet for Sushi

The staple Atsuyaki Tamago, overwhelmingly popular in the overseas market for its taste and high quality. Sweet and mellow-tasting tamagoyaki with rich flavor. Slice to use for nigiri, or cut into sticks to use in rolled sushi. Convenient and easy!



- Product name: Frozen Japanese Omelet for Sushi
- Product description: Tamagoyaki (Japanese omelet)
- Main ingredients: Eggs, sugar, starch, vegetable oil, vinegar, soy sauce, salt, dashi (broth), sorbitol, phosphoric salt (Na), flavoring (amino acid, etc.), coloring (carotene)
- Net content: 500 g
- Domestic suggested retail price: —
- Case size: 40.5 cm (L) x 21.7 cm (W) x 19.0 cm (H)
- Weight/quantity (per case): 10 kg/20 bags
- Possible shipment period: 2 to 3 weeks after order receipt
- Minimum lot: 1 case
- Storage: Frozen
- Best before: 180 days including the date of manufacture
- JAN Code: 4965919015056
- Exporting countries/regions: U.S., Canada, Singapore, Hong Kong, Taiwan

## Corporate Data

- Year of establishment: 1965 ■ Capital: 1.10225 billion yen
- Number of employees: 642
- Address: 7-3-9 Shoko Center, Nishi-ku, Hiroshima City, Hiroshima 733-8677, Japan
- Tel: +81 (82) 277-4539 ■ Fax: +81 (82) 278-4447
- E-mail: [hiroshiunited@yahoo.co.jp](mailto:hiroshiunited@yahoo.co.jp)

## ■ Various Ahjikan products

### ○ Egg products



● Eggs for sushi



● Japanese/Chinese-style eggs



● Western-style eggs

### ○ Sushi ingredients



● Rolled sushi



● Nigiri



● Chirashi/Oshi/Inari sushi

### ○ Other processed products



● Cooked rice/vegetable foods



● Livestock processed foods



● Fisheries processed foods





# Agar

## From a sideline of farms to mass production.

Kanten, made in the winter as a sideline of farms, was improved and developed as an ingredient for Japanese confectionery. Industrialization enabled stable provision of high-quality kanten, and commercialization of kanten-processed products is increasing.

### Overseas opinion

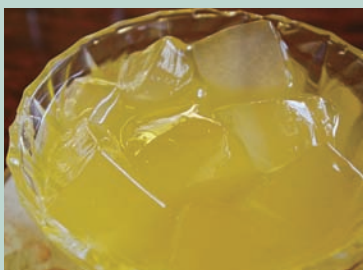
Used in various foods, it is attracting attention as a healthy food with an abundance of dietary fiber.

Like gelatin, but not quite.

Shipping weight-loss foods and healthy foods made from natural seaweed.

### What is Kanten (agar)?

Kanten is a food unique to Japan made by freezing and drying the mucilage of red algae such as Ceylon moss and ogo. It has the characteristic of melting when heated, and hardening into gel form when chilled. It melts back into liquid form when reheated. It is used as a food ingredient, but also has industrial, medical and cosmetic uses. Comes in various forms such as powder, flakes and solids, depending on the use.



## Hoshaku Beverage Co., Ltd.

URL <http://www.hoshaku.co.jp/>

Served cold, this healthy drink sends the power of agar through the body.

### Tameshitekanten (Lemon Flavor and Coffee Flavor)

A healthy drink that incorporates agar, a seaweed-derived food that has been eaten in Japan since old times. Agar continues to stay in the stomach while being slowly digested, reaches the intestine while still hydrated, and takes in excess fat and sugar before leaving the body. Easy to ingest, without having to boil and melt agar.



- Product name: Tameshitekanten (Lemon Flavor and Coffee Flavor)
- Product description: Soft drink
- Main ingredients: high fructose corn syrup, soluble dietary fiber, agar, gelfifer (thickener), magnesium chloride, acidulant, etc.
- Net content: 900 ml
- Domestic suggested retail price: 420 yen (tax included) (when going through domestic trade firms)
- Case size: 22.2 cm (length) x 29.5 cm (width) x 26.5 cm (height)
- Weight/quantity (per case): 12 kg/12 bottles
- Possible shipment period: Year-round
- Minimum lot: 30 cases
- Storage: Room temperature
- Best before: 1 year
- JAN Code: 4976501 104454 (lemon flavor) etc.
- Exporting countries/regions: –

### Corporate Data

- Year of establishment: 1937 ■ Capital: 10 million yen
- Number of employees: 115
- Address: 14-54 Nishihonmachi, Saijo, Hiroshima 739-0043, Japan
- TEL: +81 (82) 423-2271 ■ FAX: +81 (82) 422-6714
- E-mail: n.tokishige@hoshaku.co.jp

### Quality control and production capabilities of Hoshaku Beverage

Hoshaku Beverage has six production lines, providing a wide variety of drinks. It can handle all types of containers, including cans, glass bottles and PET bottles. Its thorough control system gives the company the flexibility to meet the demands of its customers.

Beverages affect people's bodies and their health, and therefore, the company's thorough production process control is based on the idea that "even if there is one defective drink in a million, it is 100% defective in the eyes of the customer." This helps to maintain a high quality level. From water, which becomes the base for all drinks, to the final packaging, only products that have passed approximately 90 stringent checks are shipped as Hoshaku products.

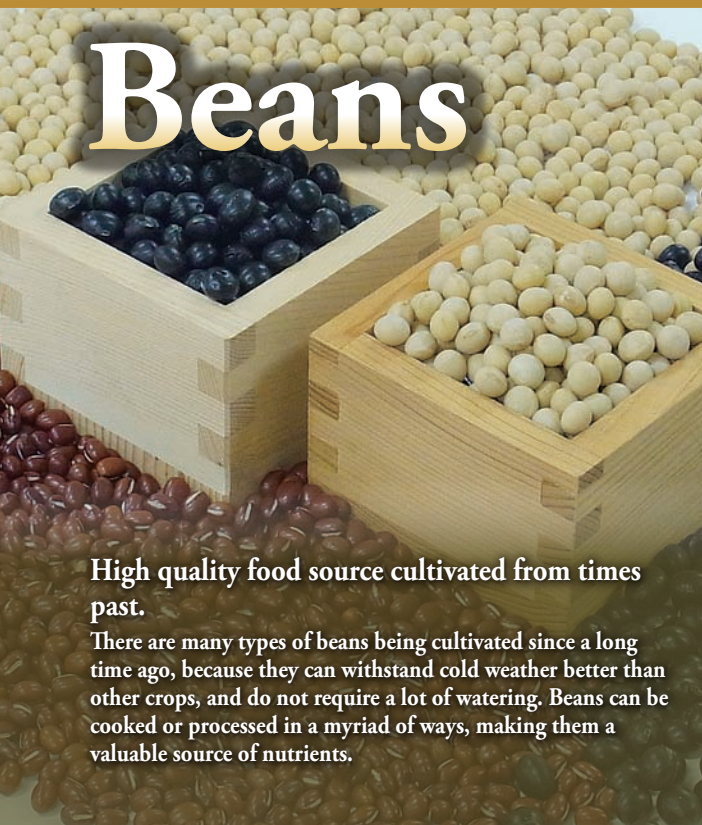
- 2003 ISO9001 certified
- 2006 ISO14001 certified



Production with amazing facilities



# Beans



**High quality food source cultivated from times past.**

There are many types of beans being cultivated since a long time ago, because they can withstand cold weather better than other crops, and do not require a lot of watering. Beans can be cooked or processed in a myriad of ways, making them a valuable source of nutrients.

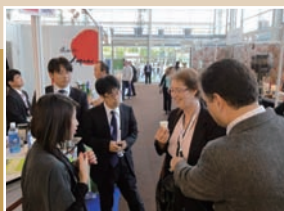
The novel ideas and skills of manufacturers with a long history of handling and processing grains and cereal are creating products that contribute to improved health.

## What are Black Beans?

Black Beans are a type of soy, sometimes called the “meat of the garden” due to their high protein content, and their black surface. Edamame, eaten young before the bean surface turns black by boiling, is also popular. In Japan, being physically strong or striving for something is often called being “mame” (beans), and therefore, with the hope of spending the new year being “mame,” boiled beans are an indispensable dish in New Year’s celebrations.



Black soybeans, with its dark skin, are rich in nutrients.



## Overseas opinion

It’s a great idea to turn beans into snacks and drinks! Bean power is attracting health-conscious people.



## RYOKOKUSHOJI CO., LTD.

URL <http://www.ryokoku.com/>

Simple and mild tasting coffee made from soybeans.

### Soy de cafe

Developed with our hope of utilizing soybeans so that more people may eat and drink them. Caffeine-free coffee made from soybeans that can be enjoyed conveniently at any time. Can be used in dessert making, such as caffeine-free coffee jelly and tiramisu.



- Product name: Soy de cafe
- Product description: Processed soybean food
- Main ingredients: Soybeans, glucose, flavoring (amino acid, etc.)
- Net content: 200 g
- Domestic suggested retail price:
- Case size: 34.0 cm (length) x 45.0 cm (width) x 31.0 cm (height)
- Weight/quantity (per case): 10 kg/50 bags
- Possible shipment period: Year-round
- Minimum lot: 1 case
- Storage: Store in cool, dry place, avoiding high temperature and humidity
- Best before: 6 months (unopened)
- JAN Code: 4571379630021
- Exporting countries/regions: Italy

### Corporate Data

■ Year of establishment: 1952 ■ Capital: 21.5 million yen  
 ■ Number of employees: 18  
 ■ Address: 5-7-5 Shoko Center, Nishi-ku, Hiroshima 733-0833, Japan  
 ■ TEL: +81(82)277-6455 ■ FAX: +81(82)278-0381  
 ■ E-mail: rygrain@ryokoku.com



## TOKUNAGA SEIKA CO., LTD.

URL <http://www.mametoku.co.jp/>

Tasty and healthy bean snacks using *takesumi* (bamboo charcoal) are raved about all over the world.

### Bamboo charcoal bean snack

Japan’s first snack using takesumi. Peanuts are coated with takesumi using our patented method. The nutty taste of peanuts matches perfectly with a Japanese sweet-and-salty flavor, with the added bonus of takesumi’s aid in regulating digestion. The snack has received the International Taste & Quality Institute (iTQi) Superior Taste Award, a first-time feat for a bean snack.



- Product name: Bamboo charcoal bean snack
- Product description: Bean snack
- Main ingredients: Peanuts, flour, kanbai-ko (sticky rice flour), sugar, starch, salt, soy sauce, hot pepper flakes, plant protein hydrolysate, yeast extract, fish sauce, powdered shiitake mushroom extract, powdered konbu seaweed extract, powdered vegetable extract, vegetable carbon black
- \*Some ingredients contain soy.
- Net content: 110 g
- Domestic suggested retail price: 380 yen (when going through domestic trade firm)
- Case size: 46.5 cm (length) x 26.0 cm (width) x 22.0 cm (height)
- Weight/quantity (per case): 2.9 kg/20 bags
- Possible shipment period: Year-round ● Minimum lot: To be negotiated
- Storage: Avoid direct sunlight ● Best before: 180 days
- JAN Code: 4974758008709
- Exporting countries/regions: Hong Kong, Taiwan

### Corporate Data

■ Year of establishment: 1952 ■ Capital: 30 million yen  
 ■ Number of employees: 35  
 ■ Address: 4-21 Ebisu-machi, Fukuyama-shi, Hiroshima 720-0055, Japan  
 ■ TEL: +81(84)922-2710 ■ FAX: +81(84)922-2714  
 ■ E-mail: info@mametoku.co.jp

What is Takesumi?

Bamboo (take), rich in minerals such as calcium, magnesium, potassium, iron, and manganese, is carbonized (sumi) at a high temperature. Takesumi is not fuel. In the old days, it is said that Japanese ninja ate it as an antidote when they were poisoned; takesumi is said to absorb and expel toxic substances inside the body.



Takesumi, also used as interior decoration



Delicious snack that is also a convenient source of nutrients.



■ Bean-Throwing Ceremony

On the day of Setsubun (the day before the first day of spring, around February 4), the traditional bean-throwing ceremony is held to wish for a year's worth of health, where beans are thrown at ogres to chase away evil and to welcome luck. Beans have been used since times of old as offerings for the gods, and roasted soybeans, said to have spiritual powers, are used. Beans are thrown with the chant "Oni wa soto, Fuku wa uchi" (Ogres out, luck in), and everyone eats the same number of beans as their age.



■ The color of black beans

The black color of black beans is due to a pigment of the anthocyanin family, the same as eggplants. This pigment fades quickly, so in order to provide and maintain good color, beans are cooked with rusted nails. The iron that melts into the broth locks in the pigment, making it insoluble. Visual beauty is important since this is typically a good-luck dish. It is an old cooking trick of Japan.



■ Collaboratively developed product by Ishikawa Co., Ltd. and Hiroshima University

The R&D Office Chief broke a bone and it was found that he had osteoporosis. So he started the Calcium Black Soybeans development project in order to create a bean snack that provides calcium. The effectiveness of bone-enhancing supplementary foods aiming to increase bone mass has been proven by research (experiments/measurements using mice) conducted by Hiroshima University.



ISHIKAWA Co., LTD.

URL <http://cal-kuro.jp/>

Snack on these as a delicious way to supplement your calcium intake.

CALCIUM BLACK SOYBEAN

A food with nutrient function claims (FNFC) developed together with Hiroshima University for easy calcium supplementation. Winner of the Monde Selection 2010 Gold Award. Using black soybeans produced in Japan and oyster shell calcium, this snack realizes the optimum balance of calcium and magnesium for calcium absorption, which is 2:1.



- Product name: Calcium Black Soybeans
- Product description: Calcium black soybeans (green tea)
- Main ingredients: Black soybeans, dolomite, flour, kanbai-ko (sticky rice flour), green tea, etc.
- Net content: 14 g x 31 packets
- Domestic suggested retail price: 3,600 yen (tax included) (when going through domestic trade firm)
- Case size: 19.0 cm (length) x 44.0 cm (width) x 26.0 cm (height)
- Weight/quantity (per case): 3.5 kg/6 boxes
- Possible shipment period: Year-round
- Minimum lot: 6 x 1 case
- Storage: Room temperature
- Best before: 1 year
- JAN Code: 4970091413101
- Exporting countries/regions: France

Corporate Data

- Year of establishment: 1952 ■ Capital: 40 million yen
- Number of employees: 55
- Address: 1-16-25 Shinonome, Minami-ku, Hiroshima 734-0022, Japan
- TEL: +81 (82)940-0088 ■ FAX: +81 (82)940-0090
- E-mail: [ishikawa@ishikawa-net.co.jp](mailto:ishikawa@ishikawa-net.co.jp)



# Fruits and vegetables

From lemons to apples, Hiroshima produces an abundance of agricultural products.

Hiroshima is home to a variety of climates, from the moderate Setouchi climate in the south to the northern Chugoku Mountain Area that has snowy winters. The geographical advantages of each area, including the coastal flatlands and highland areas, as well as their unique climatic conditions are utilized in conducting a wide variety of cultivation, creating a diverse range of agricultural products.

Healthy foods full of fruits and vegetables is another Hiroshima specialty.

## What is Hiroshima fruit?

Citrus fruits cultivated in the island areas of Seto Inland Sea is famous all over Japan, boasting an impressive production volume. On the other hand, cold-area crops such as apples can be cultivated in the mountain areas. Hiroshima has the perfect environment for a wide variety of fruits. Hiroshima possesses outstanding expertise in the cultivation of other fruits as well, such as figs, grapes and pears, which have also become accepted as local specialties.



The climate is great for citrus cultivation



## Overseas opinion

The visual beauty of unique fruit varieties and healthy processed products are attracting attention from overseas!



**Hiroshimapref. Fruit Growers Cooperative Association**

URL <http://www.fruit-morning.com/>

Sweet and tender new variety developed from Hyuganatsu Orange

### Hiroshima Haruka

Fruit is left on the tree over winter until early February, then harvested. It is stored until fully matured before shipment. In contrast to the bright yellow rind, its acidity is very mild with honey-like sweetness. Its popularity, which started locally, spread rapidly. Leave out the center when cutting so it'll be easy to eat, without seeds.



- Product name: Hiroshima Haruka
- Product description: Haruka
- Main ingredients: Haruka
- Net content: 5 kg
- Domestic suggested retail price: 4,000 yen (tax included)
- Case size: 35.0 cm (L) x 24.5 cm (W) x 16.5 cm (H)
- Weight/quantity (per case): 5.5 kg/Approx. 22 of 2L-size, and approx. 27 of L-size
- Possible shipment period: Late March to mid April
- Minimum lot: To be negotiated
- Storage: Room temperature
- Best before: -
- JAN Code: -
- Exporting countries/regions: Taiwan, Hong Kong, Singapore

#### Corporate Data

■ Year of establishment: 1948 ■ Investment: 377.5 million yen  
 ■ Number of employees: 65  
 ■ Address: 1-2-17 Naka-machi, Tadanoumi, Takehara City, Hiroshima 729-2316, Japan  
 ■ TEL: +81(846)26-0011 ■ FAX: +81(846)26-0092  
 ■ E-mail: [hiroshima2@hirokaren.com](mailto:hiroshima2@hirokaren.com)



**Hirata Farm Co., Ltd.**

URL <http://www.marumero.com/>

Yuzu miso, raved about by the world's top-class chef Mr. Kiyomi Mikuni.

### Yuzumiso

Yuzu miso allows you to enjoy the unique acidity and fragrance of yuzu all throughout the year. With the theme of "one more side-dish," seedless yuzu called Tadanishiki produced in Miyoshi, Hiroshima was used to commercialize the taste loved in the local region. Dishes come alive just by tossing yuzu miso with vegetables or using it to garnish meat.



- Product name: Yuzumiso
- Product description: Yuzu miso
- Main ingredients: Yuzu, rice miso, sugar, mirin-like flavoring (mizuame (starch syrup), rice, brewed flavoring of rice malt, brewed vinegar), flavoring (amino acid, etc.), acidulant
- \*Some ingredients contain soy
- Net content: 200 g
- Domestic suggested retail price: 530 yen (tax included) (when going through domestic trade firm)
- Case size: 30.0 cm (length) x 47.0 cm (width) x 10.0 cm (height)
- Weight/quantity (per case): 17 kg/48 jars
- Possible shipment period: Year-round ● Minimum lot: 1 case
- Storage: Room temperature ● Best before: 1 year
- JAN Code: 4935261010412
- Exporting countries/regions: None

#### Corporate Data

■ Year of establishment: 1984 ■ Capital: 5 million yen  
 ■ Number of employees: 21  
 ■ Address: 1740-3 Ueda-machi, Miyoshi-shi, Hiroshima 728-0624, Japan  
 ■ TEL: +81(824)69-2346 ■ FAX: +81(824)69-2246  
 ■ E-mail: [hirata@marumero.com](mailto:hirata@marumero.com)

### What are Hiroshima vegetables?

Hiroshima is a producer of good-luck foods such as wakegi (Welsh onion) and kuwai (Chinese Arrowhead) used in traditional festival cuisines, and is also one of the top domestic producers of autumn-sowed potatoes. Large-sized asparagus and bell peppers are shipped as Hiroshima specialties, and also actively cultivated is Hiroshima-na, a leafy vegetable used for Hiroshima-na pickles, and a new type of cabbage that is great for okoyomiyaki.

Wakegi of Hiroshima is popular not only among the general public, but also among top-class Japanese restaurants



### Japan's original landscape "Tanada"

Tanada are series of terraced rice paddies positioned in a stair-like manner along a steep slope. Although they are not very agriculturally efficient, Tanada are environmentally friendly, with good drainage that prevents disasters such as flooding and landslides, and also preserves the ecosystem. They are also used as venues for the opportunity to experience old agricultural methods, such as rice planting and harvesting. In Hiroshima, the tanada of Ini is designated as one of the best 100 tanada of Japan.



In Tanada, crops with high added-value are often produced

### Production volume (unit/t) of principle vegetables of Hiroshima Prefecture

Wakegi (Welsh onion)	1,428	No. 1 in Japan
Kuwai (Chinese Arrowhead)	207	No. 2 in Japan
Konnyaku potato	425	No. 6 in Japan
Snow peas	729	No. 7 in Japan
Tomato	8,160	
Spring onion	5,900	
Spinach	4,590	
Daikon radish	15,800	
Cucumber	4,020	
Asparagus	798	
Potato	7,030	
Eggplant	3,100	
Cabbage	7,950	
Garland chrysanthemum	898	

### Production volume (unit/t) of principle fruits of Hiroshima Prefecture

Lemon	4,291	No. 1 in Japan
Navel orange	3,227	No. 1 in Japan
Hassaku orange	7,051	No. 2 in Japan
Dekopon orange	3,926	No. 3 in Japan
Kiyomi orange	1,078	No. 4 in Japan
Fig	676	No. 6 in Japan
Iyokan orange	540	No. 6 in Japan
Mandarin orange	40,700	No. 7 in Japan
Grape	3,970	
Japanese pear	2,890	
Apple	1,600	

<Reference: Statistical Yearbook of Ministry of Agriculture, Forestry and Fisheries (2008/2009)>



## ITOKU FOODS CO., LTD.

URL <http://itokufood.info/>

Supports health and beauty from inside the body: powdered lemon & ginger drink.

### Lemon ginger 4P

Ginger relieves constipation, poor circulation and swelling. Safe, high-quality ginger produced in Kochi Prefecture and the taste and flavor of "green lemon" produced on Iwagi Island are packed into this drink. Brisk and fresh drink, with taste of lemon accented by ginger. Drink hot or iced. Also a great addition to black tea.



- Product name: Lemon ginger 4P
- Product description: Powdered soft drink
- Main ingredients: Sugar, lemon (produced in Ehime Prefecture), ginger (produced in Kochi Prefecture), oligosaccharide, honey, vitamin C, fragrances
- Net content: 80 g
- Domestic suggested retail price: 315 yen (tax included) (when going through domestic trade firm)
- Case size: 22.5 cm (length) x 40.0 cm (width) x 45.0 cm (height)
- Weight/quantity (per case): 6.74 kg/10 x 6 packets
- Possible shipment period: Year-round
- Minimum lot: 1 case (free shipping for 3 cases or more in consolidated cargo)
- Storage: Room temperature
- Best before: 1 year
- JAN Code: 4970107110062
- Exporting countries/regions: None

#### Corporate Data

■ Year of establishment: 1963 ■ Capital: 10 million yen  
 ■ Number of employees: 28  
 ■ Address: 491 Kimonden, Kinosho-cho, Onomichi-shi, Hiroshima 722-0232, Japan  
 ■ TEL: +81 (848) 48-1650 ■ FAX: +81 (848) 48-1664  
 ■ E-mail: itoku01@guitar.ocn.ne.jp



## Manda Fermentation Co., Ltd.

URL <http://www.manda.co.jp/>

Vegetable-fermented food made by naturally fermenting more than 53 ingredients

### Manda Koso

Seasonal ingredients full of vital energy such as brown sugar, fruits, root vegetables, cereals, seaweeds, beans, and sesames are carefully selected. Additive free without heat treatment, this product is completed after maturing for approximately three years three months. Great source of vitamins, minerals, amino acids, and more, supporting people's health in more than 29 countries worldwide.



- Product name: Manda Koso
- Product description: Manda Koso
- Main ingredients: 53 vegetable ingredients, including brown sugar, fruits, root vegetables, cereals, seaweeds, beans, and sesames
- Net content: 145 g
- Domestic suggested retail price: 11,655 yen (tax included) (when going through domestic trade firm)
- Case size: 26.5 cm (L) x 35.5 cm (W) x 50.5 cm (H)
- Weight/quantity (per case): 17.2 kg/48 bottles
- Possible shipment period: Depends on terms and conditions
- Minimum lot: Depends on terms and conditions
- Storage: Cool dark place or refrigerated ● Best before: 3 years
- JAN Code: 4909882122137
- Exporting countries/regions: France, Sudan, Germany, Taiwan, South Korea, etc.

#### Corporate Data

■ Year of establishment: 1987 ■ Capital: 80 million yen  
 ■ Number of employees: 123  
 ■ Address: 5800-95 Shigei-cho, Innoshima, Onomichi City, Hiroshima 722-2192, Japan  
 ■ Tel: +81 (845) 24-3561 ■ Fax: +81 (845) 24-2311  
 ■ E-mail: biz@mandagr.com

# Japanese sake



## To make Japanese sake, the water is everything.

Back when it was said that the best water to vitalize fermentation of yeast is hard water, Hiroshima water was mainly soft. Defying such a notion, a unique soft water brewing method was developed here for the first time in Japan, creating smooth and tasty Japanese sake that comes only from Hiroshima.

Brewing and storage methods are delicate and complex. The attitude of maintaining the tradition of “master brewer” while continuing to be innovative creates some of the best sake in Japan.

### What is Japanese sake?

Japanese sake is a traditional alcoholic beverage of Japan, made by steaming rice, adding rice malt and water, and fermenting the mixture. It was originally called *omiki*, a sacred beverage offered to the gods, but eventually, it became an everyday drink of the people. It is a rare alcoholic beverage that can be enjoyed cold or warm. Also used in cooking, like wine, to bring out the taste and flavor of the ingredients.



Sake brewery is filled with steam during preparation

Mix with liquor to make cocktails!  
Freeze for a delicious frozen drink!

### Overseas opinion

With the popularity of Japanese food, healthy and tasty sake is becoming the favorite drink of many people the world over.



## MORIKAWA SHUZO Co., Ltd.

URL <http://www.enjoy.ne.jp/~sarasouju/>

Discovering deeper taste and deeper fragrance with every cup

### Hakuko Junmaiginjo Blue Bottle

Natural, super-soft water is pumped from the ground below the brewery and prepared using the traditional soft-water brewing method of Hiroshima master brewers.

Use the wooden plate made from Yoshino cedar hung on the neck of the bottle to mix the sake and conveniently enjoy the flavor of barreled sake. Orders can be placed for wooden plates bearing an original seal branded with a hot iron.



- Product name: Hakuko Junmaiginjo Blue Bottle
- Product description: Pure rice ginjo sake
- Main ingredients: Rice, malted rice
- Net content: 300 ml
- Domestic suggested retail price: Open price
- Case size: 42.0 cm (length) x 28.5 cm (width) x 22.5 cm (height)
- Weight/quantity (per case): 13.5 kg/24 bottles
- Possible shipment period: Year-round
- Minimum lot: Negotiable
- Storage: Refrigerate (vulnerable to UV rays)
- Best before: 1 year
- JAN Code: 4941576103541
- Exporting countries/regions: Taiwan, Singapore, Hong Kong, Brazil

#### Corporate Data

- Year of establishment: 1887 ■ Capital: 15 million yen
- Number of employees: 15
- Address: 44 Harahata, Yasuura-cho, Kure-shi, Hiroshima 737-2506, Japan
- TEL: +81(823)84-2002 ■ FAX: +81(823)84-7006
- E-mail: sarasouju@enjoy.ne.jp

## Umeda-Shuzoujou & Co.

URL <http://www.honshu-ichi.com/>

The gold medal taste that glides down the throat, approved by the world.

### Honshuichi Muroka Junmai-shu

A *daiginjo*-like pure rice sake, providing the answer to the question, “What is good sake?” It was awarded a Gold Medal in the Sake Style of the International Wine Challenge 2008, recognized for its fruity fragrance and smoothness. Fresh taste that is recommended even for those trying sake for the first time.



- Product name: Honshuichi Muroka Junmai-shu
- Product description: Japanese sake
- Main ingredients: Rice, malted rice
- Net content: 720 ml
- Domestic suggested retail price: 1,150 yen (when going through domestic trade firm)
- Case size: 39.0 cm (length) x 30.0 cm (width) x 31.0 cm (height)
- Weight/quantity (per case): 15.2 kg/12 bottles
- Possible shipment period: Year-round ● Minimum lot: 5 cases
- Storage: Refrigerate
- Best before: –
- JAN Code: 4981306130041
- Exporting countries/regions: Hong Kong, the Netherlands, France, Australia, Singapore

#### Corporate Data

- Year of establishment: 1916 ■ Capital: 1 million yen
- Number of employees: 8
- Address: 6-3-8 Funakoshi, Aki-ku, Hiroshima 736-0081, Japan
- TEL: +81(82)822-2031 ■ FAX: +81(82)822-4128
- E-mail: info@honshu-ichi.com

Japanese sake categories

\*Below is a rough indication.

Specific-grade sake

[Ginjo-shu] ... Fruity fragrance

○ Main ingredients: White rice milled at 60% or less, rice malt, brewing alcohol

[Daiginjo-shu] ... Light, somewhat dry flavor

○ Main ingredients: White rice milled at 50% or less, rice malt, brewing alcohol

[Junmai-shu] ... Rich flavor

○ Main ingredients: Brown rice of grade 3 or higher, rice malt

[Junmai Ginjo-shu] ... Soothing fragrance

○ Main ingredients: White rice milled at 60% or less, rice malt

[Junmai Daiginjo-shu] ... Deep flavor

○ Main ingredients: White rice milled at 50% or less, rice malt

[Honjozo-shu] ... Dry flavor

○ Main ingredients: White rice milled at 70% or less, rice malt, brewing alcohol



MIYAKE HONTEN "SEMPUKU" SAKE BREWERY Co., Ltd.

URL <http://www.sempuku.co.jp/>

Traditional taste that quietly reminisces the good old times gone by.

SEMPUKU JUNMAI DAIGINJO "KURA" 72cl

The white bottle, designed in the image of sake breweries of olden times, is filled with smoothness and faint richness. All selected ingredients are produced in Hiroshima, even using yeast developed by Hiroshima Prefecture. A *daiginjo* sake created with unrelenting commitment. With its strong taste, this sake can be enjoyed fully, even on ice.



- Product name: SEMPUKU JUNMAI DAIGINJO "KURA" 72cl
- Product description: Japanese sake
- Main ingredients: Rice, malted rice
- Net content: 720 ml
- Domestic suggested retail price: 2,625 yen (tax included) (when going through domestic trade firm)
- Case size: 19.8 cm (length) x 29.2 cm (width) x 31.8 cm (height)
- Weight/quantity (per case): 8.5 kg/6 bottles
- Possible shipment period: Year-round
- Minimum lot: 3 cases
- Storage: Store in cool dark place or refrigerator
- Best before: 180 days (cool, dark place) 360 days (refrigerated)
- JAN Code: 4905748042212
- Exporting countries/regions: New York, London, Taiwan

Corporate Data

- Year of establishment: 1856
- Capital: 35 million yen
- Number of employees: 80
- Address: 7-9-10 Hondori, Kure-shi, Hiroshima 737-0045, Japan
- TEL: +81(823)22-1029
- FAX: +81(823)24-5500
- E-mail: miyake-kiyoshi@sempuku.co.jp



Nakao Sake Brewery Co., Ltd.

URL <http://www.maboroshi.co.jp/>

Special sake made from pure rice with a harmony of rich taste and fragrance... The brewery secret.

Seikyo Junmai Maboroshi

The best of our pure rice sake that received the honor of being the New Year's sake of the Imperial Family for three consecutive years from 1949. More time and effort are poured into this special product compared with others, such as spending more than 50 hours in making the malted rice, the most important process of sake brewing. Its smooth yet complex taste matches any meal.



- Product name: Seikyo Junmai Maboroshi
- Product description: Japanese sake
- Main ingredients: Rice, malted rice
- Net content: 720 ml
- Domestic suggested retail price: 1,365 yen (tax included) (when going through domestic trade firm)
- Case size: 17 cm (length) x 25 cm (width) x 32 cm (height)
- Weight/quantity (per case): 7.3 kg/6 bottles
- Possible shipment period: Year-round
- Minimum lot: 10 cases
- Storage: Store in cool dark place
- Best before: 1 year
- JAN Code: 4904088140046
- Exporting countries/regions: The U.S., Australia, Switzerland, Singapore, Hong Kong, England, etc.

Corporate Data

- Year of establishment: 1941
- Capital: 10 million yen
- Number of employees: 23
- Address: 5-9-14 Chuo, Takehara-shi, Hiroshima 725-0026, Japan
- TEL: +81(846)22-2035
- FAX: +81(846)22-8515
- E-mail: sake@maboroshi.co.jp



KAMOTSURU SAKE BREWING CO., LTD.

URL <http://www.kamotsuru.jp/>

*Daiginjo* sake with golden cherry blossom petals, loved in Japan for more than half century.

Daiginjo GOLD KAMOTSURU

Its noble fragrance, mellow taste and the smoothness that glides down your throat are proofs that this is *daiginjo* sake. Great with Japanese cuisines such as sushi and tempura, and also matches amazingly with various dishes from different countries, including both fish and meat. The golden petal floating in your glass will imbue your table with a Japanese atmosphere.



- Product name: Daiginjo GOLD KAMOTSURU
- Product description: Japanese sake
- Main ingredients: Rice, malted rice, brewing alcohol
- Net content: 720 ml
- Domestic suggested retail price: 2,625 yen (tax included) (when going through domestic trade firm)
- Case size: 37.5 cm (length) x 25.6 cm (width) x 33.0 cm (height)
- Weight/quantity (per case): 9.6 kg/6 bottles
- Possible shipment period: Year-round
- Minimum lot: To be determined
- Storage: Store in cool dark place.
- Best before: 1 year
- JAN Code: 4932236120602
- Exporting countries/regions: the U.S., China, South Korea, etc.

Corporate Data

- Year of establishment: 1873
- Capital: 10 million yen
- Number of employees: 96
- Address: 4-31 Honmachi, Saijo, Hiroshima 739-0011, Japan
- TEL: +81(82)422-2121
- FAX: +81(82)422-2300
- E-mail: honjin@kamotsuru.co.jp

# Hiroshima Scenery

## World Cultural Heritage of Hiroshima

- Remember history, hope for peace -



### Itsukushima Shinto Shrine (Miyajima)

○ Itsukushima Shinto Shrine has a large vermilion shrine gate and pavilions connected with cloisters, showing various views depending on the ebb and flow of the tide. The sea spreading in all directions, the Misen virgin forest to the rear and other aspects of the surrounding natural environment comes together to create stately and resplendent scenery that is the quintessence of Japanese aesthetic sense.



### A-bomb Dome (Hiroshima Peace Memorial Park)

○ This is an A-bombed building conveying the horror of the A-bomb dropped on Hiroshima, the first such attack in the world. It is a symbol of peace. The surrounding area is the Hiroshima Peace Memorial Park with a beautiful river and greenery, along with a cenotaph and the Peace Memorial Museum.



**JETRO** Hiroshima

5-44 Motomachi, Naka-ku, Hiroshima 730-0011, Japan  
Hiroshima Chamber of Commerce and Industry Building 4F  
TEL: +81 (82) 228-2563 FAX: +81 (82) 228-2596  
E-mail: HIR@jetro.go.jp