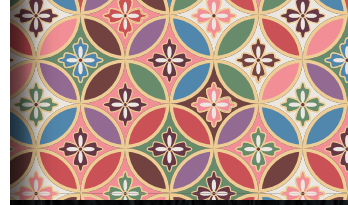




2015  
**Tohoku & Niigata**  
Japan

# SPECIAL FOOD SELECTIONS

A treasure house of foods contributing to the beauty of globally appreciated Japanese cuisine





## Introduction

On behalf of the many partners involved with this publication, it is my pleasure to present Special Food Selections of Tohoku and Niigata, Japan - 2015.

Tohoku, the northeastern region of Japan's Honshu Island, comprises six prefectures: Aomori, Akita, Iwate, Yamagata, Miyagi and Fukushima. This area also has long-standing, historical ties with neighboring Niigata Prefecture, a relationship that continues today.

The unique delicacies featured here were selected by a committee of culinary specialists and are all from the six prefectures of Tohoku, as well as Niigata.

It is a great pleasure to offer these products for others around the world to enjoy. And we hope you will someday visit our area to enjoy these delicacies directly at the source, as well as appreciate the region's seasonal charms.

March 2015

Hiroaki Takahashi

Chairman

Tohoku Regional Advancement Center

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The contents of this publication are provided by producers, dealers, or related organizations, and changes in price, production method or taste are possible, as dictated by the circumstances of each producer or dealer. Please use the contact information provided for timely, concrete information on each product. Some providers may be unable to offer service in English, so we recommend using Japanese when possible. Checking the designated website URLs should help in finding more information on the products and on language issues.

Prices are listed as of publishing date, please be aware of chance of future changes.

Also, all sales are subject to 8% sales tax.

### Legend



Award-winning product



English inquiries welcome



Exports

Note: Please understand that the Tohoku Regional Advancement Center will not be able to answer questions or participate in business negotiations regarding individual products.

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# Tohoku and Niigata —treasure chests of foods embodying the appeal of Japanese cuisine

**Japanese cuisine is a traditional food culture  
that has been handed down among the Japanese.**

In December 2013, washoku (Japanese cuisine) was designated as a UNESCO Intangible Cultural Heritage, but it is not simply a genre of food. Washoku refers to a traditional, food-related culture that not only encompasses a variety of ingredients and preparation methods, but also the underlying wisdom, creativity, and customs of the Japanese people. Elements including the selection of utensils, the beauty of the presentation, and the spirit of hospitality are all important factors comprising Japanese cuisine.



**Numerous large fishing ports that catch a variety of fish are scattered throughout Tohoku.**

The greatest appeal of washoku is an abundance of foods, many of which are produced in Tohoku and Niigata. Tohoku and Niigata are located in the northeastern part of the main island of Honshu. It is surrounded by a rich natural environment and has been known since long ago as a region where agriculture and the fisheries industry flourish. In particular, there are many large fishing ports scattered throughout the coastal areas of Tohoku prefectures where an array of fish are caught all year long. There is also a successful aquaculture industry that makes the most of the bountiful environment. It ships products, including processed foods, to various places in Japan and is highly valued for flavor and quality.

**There is a growing number of producers actively exporting products overseas.**

There are also producers that export foods produced in Tohoku and Niigata, and are establishing brand strength that rivals overseas foods. For example, much of the sharkfin and dried abalone known as extravagant foods in Chinese cuisine are imported from the Tohoku region. Recently, the demand for foods from Tohoku and Niigata has grown as the heightened popularity of washoku has increased. There are more producers actively engaging in overseas exports, and more products are being developed to meet the needs of various countries.







## Globally sharing the delicious flavors particular to Tohoku and Niigata

**The beef of Japanese Black cattle is said to be the most delicious of all.**

Beef from Japan is garnering the world's attention under the name "wagyu" (Japanese beef), and Tohoku and Niigata are famed beef producers. Wagyu refers to beef from pure bred varieties of cattle with bloodlines tracing back to ancient Japan, and the quintessential example is Japanese Black cattle. Beef from Japanese Black cattle is marbled with threads of fat called sashi. It is said to be the tastiest of all beef. Also popular is beef from the rare shorthorn cattle, raised exclusively in Iwate Prefecture and a few other locales. It is appreciated by diners for the characteristic, delicious flavor of healthy, lean beef.

**Beef dishes such as sukiyaki and shabu shabu are also popular.**

Along with the rise in popularity of wagyu overseas, traditional ways of eating beef, unique to Japan, are drawing attention. Suki-yaki is a dish in which thinly sliced strips of beef are simmered with other ingredients, such as vegetables and mushrooms. The flavor of the vegetables slowly simmered in a broth of soy sauce and sugar further draws out the delicious flavor of the beef. Shabu shabu is a simple hot pot dish in which very thinly sliced beef is dipped several times in a pot of simmering broth. The flavor of the beef itself can be fully enjoyed.

**Various brands of pork have been created through repeated selective breeding.**

Tohoku and Niigata, which have a thriving livestock industry, are also well known for pork and chicken. In particular, recently there has been a focus not only on selective breeding, but also on feed and the environment in which livestock are raised. There is a growing number of farmers taking the initiative to produce delicious meat. This has resulted in the birth of various brands of pork in each region that are also highly regarded overseas. In addition, many chicken brands raised in Tohoku and Niigata are included in the brands driving the recent enthusiasm for locally raised chicken, such as Hinai-Jidori in Akita Prefecture and Shamrock in Aomori Prefecture.





## Unique food traditions have formed in regions surrounded by rich fishing grounds

Surrounded on all sides by oceans, Japan is one of the world's preeminent fishing countries. Warm and cold ocean currents collide in the oceans around Tohoku and Niigata to create especially rich fishing grounds for varied fish species leading to the development of unique seafood traditions in each area.

### As a rule, fish are eaten in their entirety so nothing goes to waste

The history of seafood consumption in Japan is even longer than that of rice. Researchers working in Tohoku and Niigata have found fish bones and shells, as well as fish hooks made of animal bone, in shell heaps dating back more than 3,000 years. It has also been established that ancient Japanese not only roasted and boiled fish, but also processed it by drying or smoking. A basic practice in the seafood-related culture of Japan is to eat or use every part of the fish and shellfish. That cumulative knowledge and innovation has led to the richness of Japanese food eaten today.

### Utilizing a wide variety of seafood through unique processing techniques

The central reason that seafood culture prospered in Japan is the rich variety of fish species. While 90% of Norway's total catch is dominated by just 8 species of fish, Japan's catch is spread among as many as 28 fish species. Approximately 57 kg of fish is consumed per person annually in Japan. This is more than twice the level of fish consumption in the U.S., and is the 6th highest in the world. Japanese also consume considerable amounts of seaweed and shellfish. Many areas scattered along the seacoasts of Tohoku and Niigata are well known for marine products and have developed unique processing techniques.

### A fish-based diet contributes to the longevity of the Japanese people

Residents of the various coastal areas of Tohoku and Niigata have passed down a wide variety of traditional, local seafood dishes. Quite a few were the creations of local fishermen, so one-of-a-kind flavors making the most of the merits the available seafood can be enjoyed. Research also shows that since fish has an abundance of nutrients, such as calcium, it can help ward off illness, and Japan's fish-based diet is generally considered to be a major contributor to the longevity of the Japanese people.

#### Sashimi

Front to back

- Red tuna
- Sea squirt
- Sea bream
- Kinka shime-saba (vinegared chub mackerel)
- Scallops and salmon roe
- Abalone





Special Topic Food Culture in Japan  
- Natural blessings and personal enterprise

# Fish - Bluefin Tuna from the Tsugaru Strait

Minmaya Fisheries Cooperative, Sotogahama-machi, Aomori Prefecture

## Maintaining freshness through pole-and-line fishing and onboard processing

Tuna is one of Japan's favorite fish. The bluefin tuna caught in the Tsugaru Strait between Hokkaido and the main island of Honshu is a high-grade fish with superb flesh.

This pinnacle of Japanese cuisine is provided by the fishermen of Minmaya on the Tsugaru Peninsula of Aomori Prefecture with their unique pole-and-line fishing technique.



### Wisdom and knowledge gained through a tradition of fish consumption

Because Japan is an island nation surrounded by ocean, the Japanese people have consumed fish and seafood from ancient times. In the late Edo era (early 19th century), new dishes made with seafood began appearing, such as nigiri-zushi (hand-formed sushi with seafood toppings), tempura, and tsukudani (often small fish cooked in soy sauce). Nigiri-zushi led to the development of preparation methods that draw out the flavor of fish, including shoyu-zuke (soy sauce pickling) and su-jime (vinegar pickling). Other sophisticated techniques and tools were also developed, such as the deba-bocho (a broad-bladed knife for

cutting bones) and sashimi-bocho (a thin knife for cleanly cutting flesh). Distribution routes for raw fish developed, and wholesalers improved methods for determining freshness, such as checking eye color and cutting off the tail of a tuna to judge its quality by the color and fat content. Seafood culture in Japan involves techniques for catching fish and wisdom accumulated through the everyday consumption of fish that includes quality judgement, processing and preparation methods. Today we enjoy the benefits of this accumulated wisdom as we experience the variety of ways seasonal fish are prepared, including sashimi, sushi, simmered fish, grilled fish, and deep-fried fish.

### Pole-and-line fishing unique to the Tsugaru Strait

The Minmaya District in Sotogahama-machi, located at the northern tip of the Tsugaru Peninsula, is a fishing town facing the Tsugaru Strait and Hokkaido beyond. Bluefin tuna migrate in the sea around Japan and arrive at the Tsugaru Strait from July to December. During this period, fishermen in Minmaya catch the tuna with a unique pole-and-line fishing method that uses fishing line wrapped around a Styrofoam float with a single hook strung from the end of the line. The fishermen usually bait the hook with live Japanese common squid and wait for the tuna to bite. When a tuna takes the bait, the fisherman reels in the line and connects the fishing line to a winding machine that pulls the tuna onto the boat.

It is important to process the tuna immediately after the catch to maintain freshness. After tuna are caught, their body temperature rises rapidly, with the flesh turning brown, acidity increasing, and flavor deteriorating as time passes. This deterioration is prevented with onboard processing. The tuna's tail is cut off to drain the blood and a nylon rod is inserted from the tail end to make a hole through the head and destroy the central nervous system. The gills are then cut off and intestines removed. Then the tuna is placed in ice water. This process makes a considerable difference in maintaining quality.

### Packed in ice at port and delivered to market in Tokyo

Staff from the fisheries cooperative await the arrival of the tuna boats and begin processing the fish as soon as they are unloaded. After measuring the length and weight of each tuna, the staff further cool the fish in a water tank containing icy seawater sterilized with ultraviolet rays. Then each tuna is placed in a special wooden box filled with ice for delivery. Tuna are processed to maintain freshness the day they are caught, shipped out the following day, and auctioned at market in Tokyo the next.

Satoru Kobayashi, section head of the Operations Section of Minmaya Fisheries Cooperative, has been endeavoring to improve the quality and recognition of Tsugaru Strait bluefin tuna from Minmaya Port. "Bluefin tuna caught in winter are especially tasty because they are fatty. Experienced wholesalers rate our tuna highly, so we work with fishermen to deliver high-quality tuna fulfilling their expectations."

### Healthy, tasty tuna

Nowadays, sushi is a popular dish in many countries. The fatty meat of the tuna, called toro, melts in the mouth and is full of flavor. This is because, unlike the fat in meat, the fat in tuna flesh contains plentiful unsaturated fatty acid, which has a low melting point. Moreover, it reduces triglycerides and cholesterol levels in the blood, and slows down the aging of the brain. This is one of the reasons that those looking for healthy foods are beginning to recognize the good taste and advantages of eating tuna.



- ① Tuna are brought into port after processing on the ship.
- ② Satoru Kobayashi endeavors to provide a high grade product.
- ③ Wrapping fish in preparation for shipping.
- ④ Delicious tuna sashimi from the Tsugaru Strait.



Miyagi  
**Miyagi Salmon**

Miyagi Salmon is silver salmon specially selected for sashimi. The water temperature along the northern coast of Miyagi Prefecture is particularly well-suited to raising the widely farmed silver salmon, with its delicious fatty flesh and lack of strong smell. Miyagi Salmon is also distinctive for the ike jime (brain pithing) process used to humanely paralyze the fish and maintain flesh quality right after it is hauled onto the boat. Rich in nutrients, including vitamins A, B and D, and containing DHA and EPA, silver salmon has been increasingly appreciated as a healthy food in recent years.

Contact us for pricing and other product information.

Available from May to July.

Miyagi Silver Salmon Promotion Conference (JF Miyagi)

Kaisei 1-27, Ishinomaki-shi, Miyagi 986-0032  
 TEL: +81-225-21-5732 FAX: +81-225-21-5640 <http://www.jf-miyagi.com/>



Chusui Aomori Chuo Suisan / Aomori  
**Kuro-Maguro (Bluefin tuna)**



The Tsugaru Strait lies between Hokkaido and the main island of Honshu. Warm and cold currents collide there to create an environment abounding in squid and other creatures on which the bluefin tuna feeds. In autumn and winter, high-quality bluefin tuna are caught and brought to the fishing ports of Aomori Prefecture. While bluefin tuna from the port of Oma is famed for the dynamic pole-and-rod fishing technique employed, bluefin tuna from all of Aomori's ports is recognized for great taste and freshness. Whether served as sushi, sashimi, or topping a seafood rice bowl, bluefin tuna is an exceptionally delicious choice.

Contact us for pricing and other product information.

Reference price: 30–100 kg for

¥3,000–¥8,000 per kg until mid-December (tax exclusive; Aomori Market wholesale rate)

\*Market price may vary depending on size and quality of fish. Best if used within 7 days (refrigerated, uncut). Available from May to August in the Japan Sea area of Aomori Prefecture; July to December in the Tsugaru Strait area.

Chusui Aomori Chuo Suisan Co., Ltd.

Oroshimachi 1-1, Aomori-shi, Aomori 030-0183  
 TEL: +81-17-738-1281 FAX: +81-17-738-5495 <http://www.aochuu.co.jp/>

Niigata Namban Ebi Promotion Council  
**Niigata Namban Shrimp**



Though commonly called ama ebi in Niigata Prefecture, these deep-water shrimp are called namban ebi because their color and shape resemble red peppers, called namban in Japan (official names: hokkoku aka ebi, or Pandalus cous). They have a strong, sweet taste and unique texture. Famous for their freshness, plumpness, and sweetness, namban ebi are suitable for roasting, deep frying, steaming with rice wine and serving as sashimi and sushi. In addition, the shrimp heads are optimal for deep frying or flavoring miso soup, while their eggs, flavored with salt or soy sauce, are a great accompaniment for alcoholic drinks.

Contact us for pricing and other product information.

Note: Namban Ebi Gyoshoyu (shrimp seasoning from Niigata area), Hanekko (live namban shrimp from Sado area), and Hisui Musume (fresh namban shrimp from Joetsu area) are examples of the many famous shrimp products of Niigata. Available from September to June of the following year.

Niigata Namban Ebi Promotion Council

Bandaijima 2-1, Chuo-ku, Niigata-shi, Niigata 950-0078  
 c/o Niigata Fishery Cooperative Association  
 TEL: +81-25-244-6181 FAX: +81-25-244-6188  
<http://www.jf-net.ne.jp/nigyokyo/nanban/>

Sado Fisheries Cooperative/  
 Sado-shi, Niigata

**Sado Kanburi**

Buri, or Japanese amberjack, live in the temperate area spanning from Hokkaido to Taiwan and are found all along the coast of Japan as they migrate in pursuit of schools of mackerel. Around the middle of November, when the winter pressure pattern strengthens and rumbling thunder heralds coming snowstorms, Japanese amberjack traveling south from northern waters are caught in fixed fishing nets. These winter amberjacks, called kamburi, are carefully selected by the fishermen of Sado Island for their fatty flesh with a clean aftertaste and the uniquely delicious taste of wild fish caught at sea.

Contact us for pricing and other product information.

Available from the end of November to February of the following year.

Sado Fisheries Cooperative, Sado Kanburi Sales Promotion Council

Ryotsu-ebisu 98-90, Sado-shi, Niigata 952-0011  
 TEL: +81-259-27-3264 FAX: +81-259-27-3266



Exports

Miyagi Fisheries Cooperative,  
 Economic Development Department

**Hoya (Sea squirts)**

Sea squirts are actively farmed along the coast of Miyagi Prefecture north of Kinkasan Island because the water temperature is particularly suited for their growth. Sea squirts have a unique taste and fresh aroma of the sea, and are delicious served as sashimi or in vinegared dishes. The peak delivery season is from the middle of May to the end of August when their sweet flavor and umami are at their best. Sea squirts are rich in glycogen, minerals, Vitamin E and other nutrients.

Contact us for pricing and other product information.

Available throughout the year.

Miyagi Fisheries Cooperative, Economic Business Department

Kaisei 1-27, Ishinomaki-shi, Miyagi 986-0032  
 TEL: +81-225-21-5732 FAX: +81-225-21-5640

Murakami-shi, Niigata

**Nodoguro (Blackthroated seaperch)**

This high-quality fish is commonly known as akamutsu in Japan, but is called nodoguro in Niigata (literally, black throat) because its throat appears noticeably black when it opens its mouth. It is mainly caught with dragnets along the prefecture's coast, but is also caught using long lines in July and August when dragnet fishing is prohibited. Niigata Nodoguro is famous for its freshness and beautiful orange color. The fish has fatty white meat and a soft texture, and can be enjoyed in a variety of ways, including raw (sashimi), grilled, and simmered.

Contact us for pricing and other product information.

Available throughout the year.

Niigata Fisheries Cooperative Association, Iwafune Port Branch

Iwafune-minatomachi 3144-21, Murakami-shi, Niigata 958-0058  
 TEL: +81-254-56-7107 FAX: +81-254-56-7371 <http://www.iwafunegyokou.com>





Iwate

## Awabi (Abalone)

Awabi, or abalone, are meaty, with a firm texture and rich taste. The kelp and brown seaweed on which abalone feed thrive along the Sanriku Coast where the Oyashio and Black Currents collide. Iwate Prefecture is the largest producer of abalone in Japan. To protect this resource, the harvest season is limited to November and December. Dried abalone, known as Kippin Awabi, is exported to China and Hong Kong.

Contact us for pricing and other product information.

Peak Harvest Period: November and December

Distribution Section, Agriculture,  
Forestry and Fisheries Division, Iwate Prefecture

Uchimaru 10-1-5F (Prefectural government building), Morioka-shi, Iwate 020-8570  
TEL: +81-19-629-5736 FAX: +81-19-651-7172 <http://www.iwate-syokuzaiclub.com/>



Iwate

## Hotate-gai (Scallops)



Scallops grown in the nutrient-rich Sanriku Sea have an adductor muscle that is large, soft and sweet. While they are farmed and harvested throughout the year, the peak season is from September to February. Major production centers are Ofunato City, Rikuzentakata City, and Kamaishi City. Hotate are grown in clear seawater and are mainly delivered in the shell. While they can be eaten in various ways, they are especially good served raw because these farmed scallops do not contain sand.

Contact us for pricing and other product information.

Peak Harvest Period: From September to February of the following year.

Distribution Section, Agriculture,  
Forestry and Fisheries Division, Iwate Prefecture

Uchimaru 10-1-5F (Prefectural government building), Morioka-shi, Iwate 020-8570 TEL: +81-19-629-5736 FAX: +81-19-651-7172  
<http://www.iwate-syokuzaiclub.com/>



Miyagi Fisheries Cooperative

## Kaki (Oysters)

Oyster farming in Miyagi has a long history tracing back to the late Edo era. Many Miyagi oysters are Magaki oysters—highly nutritious oysters with firm meat, good texture, and rich flavor. They are delicious eaten raw, but you can also enjoy them fried or cooked in a stew. They are in season from October to March, when their higher fat and glycogen content improves their flavor and nutritional value.

Contact us for pricing and other product information.

Best before date: Please check with seller. Store refrigerated.  
Available from October to May of the following year.

Miyagi Fisheries Cooperative, Economic Business Department

Kaisei 1-27, Ishinomaki-shi, Miyagi 986-0032  
TEL: +81-225-21-5732 FAX: +81-225-21-5640

Yamagami/Aomori-shi, Aomori

## Hotate no Shojiki



These tender and tasty baby scallops from Mutsu Bay in Aomori are boiled while fresh and frozen swiftly. The company president is also a fisherman who is particular about flavor and freshness. The product's great taste is made possible by an integrated production system spanning aquafarming to processing. These versatile scallops go well with a variety of dishes and can be enjoyed even without additional seasoning.

Hotate no Shojiki

¥440 (200g), ¥740 (400g), ¥1,620 (1kg, tax exclusive)

Best if used within 540 days (frozen below -18°C). Available throughout the year. This product should be thawed in the refrigerator or at room temperature and eaten as soon as possible after thawing.

Yamagami Co., Ltd.

Aza-okada 262-5, Oaza-aburakawa, Aomori-shi, Aomori 038-0059  
TEL: +81-17-763-3380 FAX: +81-17-788-4481  
<http://www.yamazin.jp/>

Iwate

## Ikura (Salmon roe)

Ikura, or salmon roe, from the Sanriku Coast is prepared by carefully separating each salmon egg from the sac. In addition to being eaten raw, ikura are pickled in soy sauce or preserved in salt. Ikura from Iwate are known for being particularly large, so consumers enjoy the "pop" felt as they eat these large-sized salmon roe. Full of seasonal flavor and containing EPA, DHA, and an abundance of other nutrients, ikura are called natural capsules of nutrition.

Contact us for pricing and other product information.

Store refrigerated (below 10°C). Available from October to December.

Distribution Section, Agriculture, Forestry and Fisheries Division, Iwate Prefecture

Uchimaru 10-1-5F (Prefectural government building), Morioka-shi, Iwate 020-8570  
TEL: +81-19-629-5736 FAX: +81-19-651-7172 <http://www.iwate-syokuzaiclub.com/>

Chusui Aomori Chuo Suisan/Aomori

## Yamato Shijimi (Asian clams)



Aomori Prefecture boasts the largest total catch of Yamato shijimi (Asian clams) in Japan, with production coming mainly from two areas: Jusan Lake and Ogawara Lake. Asian clams contain a wealth of succinic acid, glutamine acid, and other substances that enhance flavor and make them a perfect ingredient in miso soup. The company carries out its own resource management and is active in adopting tracking and other systems to ensure flavor and quality.

Contact us for pricing and other product information.

Reference prices: July: Large ¥1,300/kg, Medium ¥1,000/kg, Small ¥900/kg. February: Large ¥2,000/kg, Medium ¥1,000/kg, Small ¥900/kg (Aomori Market wholesale rate, tax exclusive).

Peak Harvest Periods: Mid-April to July 10; August 21 to October 15 \*Sales are actually possible throughout the year since clams are also harvested from cultivated clam beds.

Chusui Aomori Chuo Suisan Co., Ltd.

Oroshimachi 1-1, Aomori-shi, Aomori 030-0183  
TEL: +81-17-738-1281 FAX: +81-17-738-5495  
<http://www.aochuu.co.jp/>





Yamatomi/Ishinomaki-shi, Miyagi

## Kinka Shime-Saba (Vinegared chub mackerel)

This product is made with large, fresh chub mackerel with thick, fatty flesh caught around Kinkasan Island. Because the backbone is entirely removed by hand, excessive vinegar is not needed to soften the bones. Instead, a mild flavor is achieved by marinating the fish in a unique vinegar preparation. Excellent ingredients and taste have established the popular Kinka mackerel brand. Lightly roasted Aburi Kinka Shime-Saba (Roasted Vinegared Chub Mackerel) is also available.



### Kinka Shime-Saba

¥600 each (120-140g, tax exclusive)

Best if used within 7 days (refrigerated) or 90 days (frozen).

Yamatomi Co., Ltd.

Matsunami 1-15-5, Ishinomaki-shi, Miyagi 986-0028

TEL: +81-225-94-7770 FAX: +81-225-94-7780 <http://yamatomisi.com/>

Saikichi Shoten/Kesennuma-shi, Miyagi

## Kin no Sanma (Golden pacific saury)



Award-winning product



Fresh Pacific saury is cooked in a salty-sweet soy sauce to soften the meat and bones. Because the seasoning sauce is repeatedly supplemented and reused, the natural umami of the Pacific saury is concentrated. Pacific saury is caught in the Sanriku area around October, when the fish have just the right amount of fat. This product has received three awards, including the Director General of the Fisheries Agency Prize at the 62nd National Marine Products Processed Foods Exhibition in 2014. It has an excellent flavor loved by everyone, from children to senior citizens.

### Kin no Sanma (Golden Pacific Saury)

¥750 (6 pieces/pack, tax exclusive).

Best used within 2 months. Store refrigerated, but can be transported at room temperature. Available throughout the year.

Saikichi Shoten

Hongo 6-11, Kesennuma-shi, Miyagi 988-0042

TEL: +81-226-22-0669 FAX: +81-226-23-2253 <http://www.saikichi-pro.jp/>

Akita Fisheries Cooperative Association

## Hata-Hata Shottsuru-Boshi (Dried sandfish with fish sauce)

Hata-hata is a deep-sea fish living along the sandy sea bed. Akita Prefecture boasts Japan's largest catches of this sandfish, and it has even been designated as Akita's prefectural fish. Hata-Hata Shottsuru-Boshi is made by soaking the fish in an aged (2 yrs.), salty fish sauce called shottsuru, and then drying the fish overnight to further draw out the umami. Light grilling is an easy way to enjoy this delicious fish.

### Hata-Hata Shottsuru-Boshi

¥400 (200g, 7-9 pieces/pack, tax exclusive).

Best if used within 120 days of production date (frozen below -18°C). Available throughout the year.

Akita Fisheries Cooperative Association

Tsuchizakiminato-nishi 1-5-11, Akita-shi, Akita 011-0945

TEL: +81-18-845-1311 FAX: +81-18-846-5039 <http://www9.ocn.ne.jp/~atgyokyo/>



Takasago Shoten/  
Aizubange-machi, Fukushima

## Nishin no Sansho-Zuke (Herrings in Japanese pepper sauce)



Since the Aizu area of Fukushima Prefecture is far from the ocean, dried herring from Hokkaido was a precious source of protein in times past. Nishin no Sansho-Zuke, or herring in Japanese pepper sauce, has been a treasured local delicacy for generations. Takasago Shoten is a soy sauce brewer with a history of more than 100 years. Herrings are dried gradually to concentrate the flavor, then marinated in Japanese pepper and the company's special sauce made with Kintakasago Soy Sauce, Japanese cooking wine, and brewed vinegar.

### Nishin no Sansho-Zuke (3 pcs/bag)

¥800 (tax exclusive)

Best if used within 50 days (store refrigerated).

Available throughout the year.

Takasago Shoten

Aza-furuichiotsu 141, Aizubange-machi, Kawanuma-gun, 969-6539

TEL: +81-242-83-2032 FAX: +81-242-83-0424

<http://www.kintakasago.com/>

Onozaki/Iwaki-shi, Fukushima

## Kinmedai Sugatani and Ryoshini no Tsumeawase (Alfonsin cooked whole and simmered fisherman's style)

In Japan, people serve kinmedai, or alfonsin, on festive occasions. This product is ready to serve after heating the package in boiling water for 9 to 10 minutes. The sauce is made with amino acid-rich rice wine. Immersing the package in hot water allows the flavor to suffuse throughout the fish, creating a well-seasoned fish simmered fisherman's style. The special dish includes the entire fish and is perfect for any memorable occasion.

### Contact us for pricing and other product information.

Best if used within 30 days (frozen). Available throughout the year.

Onozaki Co., Ltd.

Aza-shonaimachi 80-1, Taira, Iwaki-shi, Fukushima 970-8023

TEL: +81-246-23-4174 FAX: +81-246-21-2604 <http://onozaki.net/>



Akita Marugoto Kako/Akita-shi, Akita

## Naturally Grown Tiger Puffer

Torafugu, or tiger puffer, is a highly prized fish in Japan, and the waters off of Akita Prefecture are its northernmost spawning grounds. Wild tiger puffer matures in cold seawater and is popular for its solid flesh and strong flavor. You can enjoy the fish's firm texture when served as sashimi, or in a hot-pot dish in which the slowly simmering fish soaks up the flavor of the stock. Because May and June are the spawning season, you can also enjoy its delicious, soft roe during that period.

Tiger Puffer Sashimi (2 servings) ¥5,000

Tiger Puffer Hot-Pot (2 servings) ¥10,000

Tiger Puffer Sashimi and Hot-Pot Set (2 servings)

¥14,000 (tax exclusive).

Available throughout the year. \*Products delivered chilled to maintain flavor. Consume as soon as possible for best taste.

Akita Marugoto Kako

Tsuchizaki-Kohoku 5-5-42, Akita-shi, Akita 011-0946

TEL: +81-18-847-2283 FAX: +81-18-857-2789

<http://www.akita-fugu-shop.com/>





Yura Fishery Product Processing Factory,  
Yamagata Prefectural Fisheries Cooperative/  
Tsuruoka-shi, Yamagata

## Sakkuri Beni Ebi (Crispy red shrimp)



Award-winning  
product



The Shonai Coast of Yamagata Prefecture is one of Japan's most famous sources of deep-water shrimp. Every winter, these red-colored, firm-fleshed shrimp are caught there in great numbers. Because their red color brings to mind the color of women's lipstick, they are called beni ebi (red shrimp). Prepared by slowly drying fresh beni ebi caught off of the Shonai coast, Sakkuri Beni Ebi is a safe, additive free delicacy that is ready to eat and enjoy any time.

### Sakkuri Beni Ebi

¥680 (30g/bag, tax included)

Best if used within 180 days. Away from direct sunlight, high temperatures and humidity. Available throughout the year.

Yura Seafood Processing Plant, Yamagata Fisheries Cooperative Association  
Yura 1-8-10, Tsuruoka-shi, Yamagata 999-7464  
TEL: +81-235-73-3722 FAX: +81-235-73-3688 <http://www.kengyokyo.or.jp/>

Onozaki / Iwaki-shi, Fukushima

## Anko Nabe (Anglerfish hot-pot)



Anko, or anglerfish, is caught in abundance in the ocean around Iwaki City. It is commonly said to be especially delicious from November to February when its liver grows large. Anglerfish hot-pot is one of the characteristic winter delicacies of Iwaki. This product includes both the fish and a soup prepared with the rich anglerfish liver, and can easily be cooked at home. Simmer with Chinese cabbage, green onion, Japanese radish, and other vegetables to easily enjoy the taste of authentic Iwaki cooking.

### Contact us for pricing and other product information.

Best if used within 30 days (freezer, -18°C).  
Available throughout the year.

#### Onozaki Co., Ltd.

Aza-shonaimachi 80-1, Taira, Iwaki-shi, Fukushima 970-8023  
TEL: +81-246-23-4174 FAX: +81-246-21-2604 <http://onozaki.net/>

Iwate

## Wakame (Brown seaweed)



Wakame cultivated throughout the coastal region of Iwate Prefecture is characteristically dark-colored, thick, and springy with a nice, firm texture. Iwate, in fact, is the largest producer of wakame in Japan, with its own certification system stipulating factors such as salt content and storage/management systems to ensure the quality of Sanriku Iwate Wakame. Hayadori Wakame is wakame that has been harvested early and appears from January to February. It offers a rare taste available only in winter, full of ocean flavor, and can be eaten in its entirety, including the stems.

### Contact us for pricing and other product information.

Available throughout the year.

#### Distribution Section, Agriculture, Forestry and Fisheries Division, Iwate Prefecture

Uchimaruru 10-1-5F (Prefectural government building), Morioka-shi, Iwate 020-8570  
TEL: +81-19-629-5736 FAX: +81-19-651-7172  
<http://www.iwate-syokuzaiclub.com/>



Sanko Suisan / Oga-city, Akita

## Gibasa

This popular food item has been eaten for many years in Akita Prefecture and other areas. Officially termed akamoku in Japanese (Sargassum horneri), the gibasa seaweed that grows in the rough waves around the Oga Peninsula is rich in nutrients and dietary fiber, and is said to boost beauty and health. It has a mild sea scent and somewhat slimy texture. It is most delicious when mixed with vinegar and soy sauce, then placed on top of rice. It is also widely used as a snack served with alcohol or as an ingredient in miso soup.

### Gibasa

¥300 (200g, tax exclusive)

Best if used within 4 months (frozen). Available throughout the year. \*It can be eaten immediately after thawing.

#### Sanko Suisan Co., Ltd.

Aza-tateyama 122, Funagawaminato-sugoroku, Oga-shi, Akita 010-0533  
TEL: +81-185-27-2578 FAX: +81-185-27-2578  
<http://www.oganavi.com>

Nagatoku / Murakami-shi, Niigata

## Sake no Sake-Bitashi (Salmon marinated in rice wine)



Male salmon caught in autumn are carefully prepared using a traditional hands-on process without preservatives or additives. The salmon is exposed to cold winter winds and slowly shade-dried for about half a year until early summer—a process that concentrates and matures the umami taste. The salmon gain a special flavor not found in raw salmon, making it the perfect pairing for alcoholic drinks. Sprinkle with Japanese sake or mirin (sweet rice wine) and marinate for several minutes to further boost its flavor. This traditional food makes the most of the Murakami area climate.

### Sake no Sake-Bitashi

¥1,000 (60g/box or bag, tax exclusive)

Best if used within 90 days at room temperature. Available throughout the year. Note: Please eat while still fresh.

#### Nagatoku Co., Ltd.

Shiomachi 4-5, Murakami-shi, Niigata 958-0876  
TEL: +81-254-52-6141 FAX: +81-254-52-7097 <http://www.nagatoku.jp/>

Hayasukeya / Sado-shi, Niigata

## Igoneri



English-inquiries  
welcome

Igoneri is a local delicacy of Niigata Prefecture made with a seaweed called egonori or igokusa. Igoneri from Sado Island is prepared by drying seaweed in flat sheets and rolling them up. Removed from the package and cut into pieces, it can be eaten "as is." It is also often spread flat, cut in half and finely sliced into 7 mm pieces, then mixed with chopped white scallion, ginger, and soy sauce. While rich with the aroma of the sea, it is free of any peculiar flavor, and can be enjoyed with your favorite seasonings.

### Igoneri

¥250 (2pcs, tax exclusive)

Best if used within 10 days (refrigerated). Available throughout the year. English inquires welcome.

#### Hayasukeya

Sawane-sumiyamachi 37, Sado-shi, Niigata 952-1431  
TEL: +81-259-52-6577 FAX: +81-259-52-3477 <http://igoneri.com/>







## Food traditions rich in regional flavor grown in tandem with delicious rice

Rice is the dominant staple food of Japan, and Tohoku and Niigata produce representative brands. The deliciousness of Japanese rice is globally recognized, and the rich regional food traditions that have developed around rice are also attracting attention.

### Delicious Japanese rice has a springy, sticky texture and tastes great even when cooled

“Japonica,” the rice cultivated in Japan has a beautiful luster and softness when cooked. It is distinguished from “Indica rice,” of India, Thailand, etc., by its springy, sticky texture. It pairs perfectly with the fish dishes that form the basis of Japanese cuisine and is even tasty when cooled, making it suitable for sushi, onigiri (rice balls), and bento (boxed lunches). Among the varieties grown in Japan, rice brands from Tohoku and Niigata are known for their excellent taste and high quality, and are widely exported to other countries.

### Ingredients for takikomi gohan (flavored rice) vary by season and region

The central appeal of rice-related cuisine in Japan is the delicious taste of the rice itself, but cooking rice with seasonal ingredients to make takikomi gohan is also popular. In Japan, there is a tradition of cooking takikomi gohan for festivals and celebrations. The ingredients used differ according to seasons and regions. The rice absorbs the soup stock and flavor of the ingredients to create a visually appealing dish with exceptional taste. Today, many types of takikomi gohan have become well-known regional dishes.

### Miso soup is an effective source of daily nutrients

The traditional Japanese meal is basically composed of one soup and three side dishes. A meal consisting of rice, a bowl of soup, and three different dishes provides a good balance of necessary nutrients. This traditional concept is still utilized in menu planning today. An important component is miso soup. Miso (soybean paste) is made from soybeans and is a valuable source of protein. Adding different ingredients such as seaweed, shellfish, and vegetables not only enhances the delicious flavor, but makes a minimal meal of cooked rice and miso soup nutritious in itself.

#### Rice dishes

- (front to back)
- Harako rice bowl, with salmon and salmon roe
  - Hokki rice bowl, with Sakhalin surf clams
  - Rice seasoned and cooked with Shamorock chicken and shiitake
  - Mushroom rice with shiitake, shimeji, maitake, carrots, and deep-fried tofu
  - Ukogi rice with edible five-leaf aralia
  - Sakura rice with salt-preserved sakura blossoms
  - Rice seasoned and cooked with scallops



# Rice - Tsuyahime

Sagae Nishi-Murayama Agricultural Cooperative Association,  
Sagae City, Yamagata Prefecture

## A delicious new variety of rice grown under strict production management

A new variety of rice called Tsuyahime was created in 2009 in Yamagata Prefecture, a leading rice production region. It has been favorably received for its whiteness and gloss, a good aroma, sweetness, and just the right amount of stickiness. Its production and consumption are steadily increasing.

### Rice is the foundation of modern Japanese food culture

Rice is said to have been brought to Kyushu, Japan from China about 3,000 years ago. Rice is suited to Japan's hot, humid climate, and stable amounts can be harvested and stored for long periods. Rice also contains nutritionally valuable carbohydrates and calories. For these reasons, its cultivation eventually expanded north and east to the Tohoku region. Tohoku became a leading producer of high-quality rice due to long hours of sunshine in summer, wide, day-night temperature swings and abundant water from melting snow. Farmers have striven to produce good rice through selective breeding of rice plants and improved cultivation techniques. The basic Japanese meal consists of one soup and three side dishes. People use seasonal ingredients from the mountains, land and sea, and enjoy

cooking methods that make the most of these ingredients. At the heart of the meal is always great-tasting rice. Because the amylose content in the starch is lower than in long-grain varieties, Japanese short-grain rice is soft, yet resilient and sticky when cooked. Its sweetness increases as it is savored on the palate. This is why it never becomes tiresome even when eaten every day.

### Yamagata Prefecture develops the delicious Tsuyahime

Yamagata Prefecture recently developed a delicious new variety of short-grain rice—Tsuyahime. Selective breeding of rice is conducted throughout Japan in pursuit of even better tasting rice, but the success of Tsuyahime is worth noting. Its development started in 1998, when the Yamagata Integrated Agricultural Research Center launched a project with the goal

of creating a variety that would surpass the highly regarded Koshihikari. Tasty varieties of rice were repeatedly and carefully selected, and generations were accelerated using heated greenhouses. Each planted seedling was checked on criteria such as disease resistance and yield, and rice was cooked at each stage to monitor taste and texture. Over a ten-year period, these efforts led to the successful development of an improved rice variety. Since full-scale sales began in 2010, Tsuyahime has for five years running been awarded the highest Special A taste-test rank by the Japan Grain Inspection Association.

### Rice farmers employ advanced cultivation methods and thorough quality management

Yamagata Prefecture has established cultivation guidelines to maintain the quality of Tsuyahime. Prime locations in the prefecture are selected for suitability to cultivation according to geographical conditions and climate, and only farmers with a proven cultivation record and appropriately sized rice fields are officially certified as Tsuyahime growers. Chemical fertilizers and pesticides are also restricted. Quality standards dictate that the protein content of rice must be under 6.4% because too much protein content makes the rice hard and diminishes taste. Only rice fulfilling these conditions and passing rigorous taste testing is certified for shipping as Tsuyahime. Kikuo Tsuchiya, chairman of the Tsuyahime Cultivation Research Association of the Sagae Nishi-Murayama Agricultural Cooperative, welcomes these strict conditions and the hard work necessary to grow Tsuyahime. He has about 40 years of experience of working with various varieties of rice, but says that Tsuyahime is the best. "I'm so glad to be able to grow the great-tasting Tsuyahime. Doing my best to grow delicious rice is rewarding." Like many Japanese, he spends extra time and energy in pursuit of perfection. Though cultivation conditions, such as fertilizer quantity, are predetermined, he observes his rice plants daily and exercises ingenuity in a variety of ways, such as adjusting water quantity and/or ripening period for weather conditions.

### The great taste of Tsuyahime is well received overseas

Tsuyahime is also being exported and is gradually becoming a recognized brand in other countries. Societies with rice-eating traditions, as in Hong Kong, Taiwan, China, and Singapore, appreciate great-tasting, consistently high quality rice, and Tsuyahime is being sold in luxury department stores and served in Japanese restaurants. Yamagata Prefecture will soon engage in business negotiations in Japan and overseas to export Tsuyahime to the EU countries. Hideki Ota, from the Agriculture, Forestry and Fisheries Department No. 6 Industry Promotion Division, is strongly committed to his task, saying, "It's important that other countries get to know about healthy and tasty Japanese cuisine, and its key component—rice. We want to increase our exports by building a relationship of trust with foreign partners."



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① Kikuo Tsuchiya proudly dedicates himself to rice growing.

② Area of origin and cultivation methods are printed on the bag.

③ Hideki Ota is passionate about his work promoting the export of Japanese rice.

④ Hideaki Kobayashi and Yusuke Murayama talk about the development and sale of rice varieties.



JA Pearl Line Fukushima

## Ten no Tsubu

Ten no Tsubu, or Grains from Heaven, is a new variety of paddy-field rice developed by Fukushima Prefecture over 15 years. The name is derived from the vision of ears of rice robustly stretching straight toward the skies that yield a rich harvest through blessings from heaven. With a glossy sheen and uniform grains, this rice has a firm texture and is notable for its excellent taste when hot or cool. This variety is excellent for making sushi, fried rice, takikomi gohan (rice seasoned and cooked with various ingredients), and rice bowl dishes.



### Contact us for pricing and other product information.

Available throughout the year. Note: Fukushima Prefecture conducts stringent testing for radioactive materials on all bags of unmilled rice. Bags of polished rice are sold with a sticker certifying that the contents have passed such testing.

JA Pearl Line Fukushima Co., Ltd. Pearl Rice Division  
Aza-nishinakajima 40-9, Hiwada, Koriyama-shi, Fukushima 963-0534  
TEL: +81-24-958-6311 FAX: +81-24-958-2886 <http://pearl-line.jp/>

JA ZEN-NOH Akita

## Akita Komachi

Akita Komachi is an exemplary brand of rice from Akita Prefecture, one of the famous rice-producing regions of Japan. It has received the highest taste-test ranking of “Special A” several times. The name, Akita Komachi was chosen in honor of Ono no Komachi, a female poet from the Heian Era who was born in Yuzawa, Akita and said to be a very beautiful woman. This rice has excellent translucence, luster, and fragrance, and a springy texture. Other significant merits are its stable quality and yield amount. It has also been gaining popularity overseas.



### Contact us for pricing and other product information.

Available throughout the year.

Rice Marketing Section, Rice Department, JA ZEN-NOH Akita  
Aza-kamiyashiki 295-53, Terauchi, Akita-shi, Akita 011-0901  
TEL: +81-18-845-8040 FAX: +81-18-880-1571 <http://www.ak.zennoh.or.jp/>

JA ZEN-NOH Iwate, Pearl Rice Miyagi

## Hitomebore



Hitomebore from Iwate.  
The package design vary by selling agency.

Hitomebore from Miyagi.  
(Environmentally Friendly Rice)

Hitomebore brand rice is primarily produced in Iwate and Miyagi and is a favorite throughout Japan for its great taste, aroma, and stickiness. Hitomebore from southern Iwate has received the highest rank of “Special A” 20 times in taste tests carried out by the Japan Grain Inspection Association. Miyagi emphasizes growing delicious rice while preserving its rich rural environment, and Hitomebore from Miyagi is famed as an environmentally friendly rice grown with less than half the pesticides and chemical fertilizers used in conventional methods.

### Contact us for pricing and other product information.

Store refrigerated (below 10°C). Available throughout the year.

Junjomai Rice Marketing Section,  
Rice Department, JA ZEN-NOH Iwate

Odori 1-2-1, Morioka-shi, Iwate 020-0022  
TEL: +81-19-626-8644 FAX: +81-19-624-4822 <http://www.iwate-kome.jp/>

### Contact us for pricing and other product information.

Store at room temperature (in a cool and dark place if possible). Available throughout the year.

Pearl Rice Miyagi Co., Ltd.

Maino 2-8-2, Taiwa-cho, Kurokawa-gun, Miyagi 981-3419  
TEL: +81-22-345-2660 (Sales Department Planning Division)  
FAX: +81-22-344-1652 Available throughout the year.

JA ZEN-NOH Niigata

## Koshihikari



In 1956, Niigata Prefecture was the first in Japan to designate a recommended variety of rice—Koshihikari—and has encouraged its development in pursuit of better quality, taste, and reduced use of pesticides. Niigata is proud to boast the highest production of Koshihikari in Japan. Because of its stickiness and springy texture, you can enjoy its delicious taste immediately after cooking or upon cooling. Its unique sweetness, stickiness, gloss when freshly cooked, and aroma have made it a favorite rice brand in Japan.

### Contact us for pricing and other product information.

Available throughout the year.

Comprehensive Action Section, Rice and Cereal  
Department, JA ZEN-NOH Niigata

Yamada 2310-15, Nishi-ku, Niigata-shi, Niigata 950-1193  
TEL: +81-25-232-1530 FAX: +81-25-232-1529  
<http://www.nt.zennoh.or.jp/>

ZEN-NOH Life Support Yamagata

## Tsuyahime



Tsuyahime is a tasty brand of rice based on a paddy-field rice variety cultivated in the Meiji era. Developed over a period of 10 years by Yamagata Prefecture, the rice is grown in a rich natural environment featuring natural mineral water flowing from the beech tree forests of the Three Mountains of Dewa, and is characterized by its large grains, white sheen, delicious flavor, excellent aroma, and stickiness. Tsuyahime has achieved outstanding results in taste tests, and its beautiful gloss and sweetness when freshly cooked is exceptional.

### Contact us for pricing and other product information.

Available until March or April (till sold-out).

ZEN-NOH Life Support Yamagata

Nagaoka-kita 4-7-18, Tendo-shi, Yamagata 994-0062  
TEL: +81-23-655-6222 FAX: +81-23-655-6223  
<http://z-lsy.co.jp/index.html>

JA ZEN-NOH Aomori

## Tsugaru Roman

The Tsugaru region in western Aomori Prefecture has a great expanse of fertile soil and is known for producing exemplary rice of the Tohoku region. During the rice growing season—May to October—Aomori’s long hours of sunlight yield reliably high quality rice. Tsugaru Roman is a popular Aomori brand that strikes a good balance between stickiness and flavor and goes well with Japanese foods such as sushi and other fish dishes.

### Contact us for pricing and other product information.

Available throughout the year.

Sales and Planning Section, JA ZEN-NOH Aomori

Higashi-ono 2-1-15, Aomori-shi, Aomori 030-0847  
TEL: +81-17-729-8643 FAX: +81-17-762-1076 <http://www.am.zennoh.or.jp/>





Saito Shoichi Shoten / Akita-shi, Akita

## Kiritampo & Hinai-Jidori Soup

Kiritampo is rice pounded with a pestle to make it more sticky, then wrapped around a wooden skewer and roasted. Kiritampo hot-pot is a traditional dish of Akita Prefecture in which kiritampo is simmered in a soup made with Hinai-jidori chicken. Packaged in a vacuum-sealed pouch for long-term storage, this product allows the traditional taste of homemade cooking to be enjoyed anytime. A unique soup preparation method makes the most of the refined, rich flavor of Hinai-jidori chicken, and the soup can also be used in dishes such as udon noodles, soba noodles, and other simmered dishes.

**Kiritampo: ¥630 for 5 pcs, packed in retort pouch.**  
**Hinai-Jidori Soup: ¥230 (200ml, tax exclusive)**

\*Prices may vary depending on the weight and expiration date of the products.  
 Recommended use-by period: Kiritampo - 120 days from production date (room temperature); Hinai-Jidori Soup - 1 year from production date (room temperature).

**Saito Shoichi Shoten Y.K.**

Nanshinmachi 34-13, Narayamajo, Akita-shi, Akita 010-0035  
 TEL: +81-18-835-3673 FAX: +81-18-835-3607 <http://www.kiritampo.com/>

Miyagi no Arare / Watari-cho, Miyagi

## Arare

Miyagi no Arare, or Miyagi rice crackers, are made with a traditional method using Miyakogane, a variety of glutinous rice promoted by Miyagi Prefecture, that is grown and harvested in the company's own rice paddies. First, the cooked glutinous rice is sun dried to maintain its original flavor, then slowly baked to create rice crackers that are soft with a refined texture. Select local farm and fishery products are used for flavoring.

**Miyagi no Arare From ¥390 (tax exclusive)**

Best if used within 90 days. Store at room temperature. Available throughout the year.

**Miyagi no Arare Co., Ltd.**

Fukita 51, Okuma-kashima, Watari-cho, Watari-gun, Miyagi 989-2371  
 TEL: +81-223-34-1417 FAX: +81-223-34-8011 <http://miyaginoarare.co.jp/>



Exports

Mebukiya (Iwate Abe Seifun) / Hanamaki-shi, Iwate

## Mochi Dishes (Rice cake dishes)

In southern Iwate Prefecture, there has long been a tradition of making mochi (rice cakes) during ceremonial occasions and seasonal festivals. It is said that there are as many as 300 varieties of mochi. Mebukiya is known for its frozen rice cakes and frozen Japanese sweets, and sells a series of select rice cakes made with a natural, simple tastes using traditional methods without any preservatives or chemical seasonings.

**An assortment of 4 varieties of rice cakes (walnut, sesame, bean paste, and green soybean paste) ¥1,650 (tax exclusive)**

Best if used within 365 days from date of production (when frozen at -18C or below).  
 Thaw at room temperature (25°C for approx. 2 hrs.). Consume immediately after thawing.  
 Available throughout the year

**Mebukiya (Iwate Abe Seifun Co., Ltd.)**

Kochi 3-85-1, Ishidoriya-cho, Hanamaki-shi, Iwate 028-3101  
 TEL: +81-198-45-4880 FAX: +81-198-45-4887 <http://www.mebukiya.co.jp/>



Award-winning product

Marui Seimai Kojo (Marui Rice Mill) / Towada-shi, Aomori

## Pon-Gashi (Puffed snacks)

Pon-Gashi is a puffed snack made by pressurizing ingredients such as rice, black soybeans, and buckwheat. Crispy and sprinkled with sugar, Pon-Gashi's simple taste brings out the flavor of the ingredients, and it is actually used as a handy ingredient in some European cooking. The black soybean Pon-Gashi is particularly rich in nutrition and gaining attention as a healthy food.

**Rice (80g), Brown rice (40g), Buckwheat (26g): ¥100 for each**  
**Black beans (150g): ¥150 (all tax exclusive)**

Best if used within 6 months (store at room temperature).

Available throughout the year. Store away from direct sunlight, high temperatures and humidity.

**Marui Seimai Kojo Inc.**

Aza-nagakogi 22, Oaza-osaka, Towada-shi, Aomori 034-0041  
 TEL: +81-176-23-2514 FAX: +81-176-23-1005 <http://www.conaya.com/>



Exports

Sakura Confectionery / Shibata-shi, Niigata

## Arare made from Rice grown in Niigata Prefecture

Since its foundation in 1950, Sakurado Ltd. has been producing authentic rice crackers. The company uses only glutinous rice cultivated under contract by farmers in Niigata Prefecture, and carefully selects other ingredients from throughout Japan. It then handles the entire production process—from rice polishing and flavoring to packaging—at its own factory. All products make the most of Niigata's delicious rice, including its cherry blossom-shaped arare produced only in spring, and its okaki crackers made with western flavors. Recently, rice crackers are also becoming popular in foreign countries as a healthy snack.

**Contact us for pricing and other product information.**

Store away from high temperatures and humidity.

Note: Please contact the company for information on allergens.

**Sakura Confectionery Co., Ltd.**

Nishizonochi 1-11-22, Shibata-shi, Niigata 957-0058  
 TEL: +81-254-22-2131 FAX: +81-254-22-3589 <http://www.sakura-do.jp/>



Award-winning product



Exports

Hoshino Honten / Nagaoka-shi, Niigata

## Koshi no Tenkei (Freeze-dried miso soup)

Koshi no Tenkei freeze-dried miso soup contains Echigo Miso (a type of soybean paste) and rice from Niigata Prefecture. All other ingredients, such as spinach, green onion, and brown seaweed, are also produced in Japan. Freeze drying maintains the color and flavor of ingredients, and locks in there and nutrients. Just add hot water to prepare a cup of tasty miso soup. It can be stored for long periods at room temperature, which makes it ideal to keep on hand for times of emergency/disaster.

**Koshi no Tenkei (Freeze-dried Miso Soup)**

**¥170 per bag, ¥800 for 5 bags (tax exclusive).**

Best if used within 12 months (store at room temperature). Available throughout the year.

**Hoshino Honten Co., Ltd.**

Settaya 2-10-30, Nagaoka-shi, Niigata 940-1105  
 TEL: +81-258-33-1530 FAX: +81-258-35-8226 <http://www.hoshino-honten.jp/>







JA ZEN-NOH Aomori

## Nagaimo no Gohan-Ryori (Rice dishes with Chinese yam)

Nagaimo, or Chinese yam, is a highly nutritious vegetable containing protein and numerous minerals, and vitamins. It is known for its tenderness and ease of cooking. Aomori Prefecture is Japan's largest producer of nagaimo, which are also exported overseas. The most popular way to serve it is grated and spread atop rice, but it is also delicious sautéed in butter or as an ingredient in dishes such as sushi and deep-fried chicken, and butter sauté.

### Contact us for pricing and other product information.

Best if used within a month of shipping (refrigerate at 5°C). Available from November to September of the following year.

### Vegetable and Flower Section, JA ZEN-NOH Aomori

Higashi-ono 2-1-15, Aomori-shi, Aomori 030-0847  
TEL: +81-17-729-8645 FAX: +81-17-762-1077 <http://www.am.zennoh.or.jp/>

Tomoya Aomori Factory / Aomori-shi, Aomori

## Hotate Takikomi Gohan no Moto

Mutsu Bay, central Aomori Prefecture, is a center of scallop farming and boasts Japan's second largest catch after Hokkaido. Scallops from Mutsu Bay have a rich sweetness and large adductor muscle. Hotate Takikomi Gohan no Moto makes the most of these scallops' delicious flavor. Containing plentiful scallop meat and scallop extract, the contents of each pack are simply mixed with rice and cooked to produce a delightful dish.

### Hotate Takikomi Gohan no Moto (Scallop rice mix)

¥555 per pack (230g mix for 3 cups uncooked rice, tax exclusive).

\*Ingredients: scallops, scallop extract, carrots, Japanese radish, wood ear, himetake bamboo shoots, burdock root, soy sauce, salt, etc.  
Best if used within a year (store at room temperature). Available throughout the year.

### Tomoya Co., Ltd. Aomori Factory

Aza-okitsu 257-10, Oaza-nishitazawa, Aomori-shi, Aomori 038-0057  
TEL: +81-17-788-0777 FAX: +81-17-788-7142 <http://aomoritomoya.co.jp/>



Yamayo / Hachinohe-shi, Aomori

## Ika-Sashi Matsumae-Zuke

Hachinohe Port in Aomori Prefecture brings in the largest haul of squid in Japan. Matsumae-Zuke is a traditional food, generally made by finely chopping dried squid and dried kelp, then pickling them in a mixture of soy sauce and mirin (sweet Japanese cooking wine) along with herring roe, carrots, and other ingredients. Ika-Sashi Matsumae-Zuke is made with an abundance of fresh, raw squid from Hachinohe Port, as well as two types of carefully selected kelp. It is great served with rice and alcoholic beverages.

### Ika-Sashi Matsumae-Zuke ¥300 (150g, tax exclusive)

Best if used within 6 months (store in freezer). Available throughout the year.

### Yamayo Co., Ltd.

Koyo 4-10-24, Hachinohe-shi, Aomori 031-0801  
TEL: +81-178-24-3211 FAX: +81-178-24-1783 <http://www.yamayo.info/>



Exports

Kawamatamachi Agriculture Promotion Corporation /  
Kawamatamachi, Fukushima

## Kawamata Shamo Jidori Gohan no Moto

Kawamata Shamo is a local variety of chicken selected and certified as a Fukushima Prefecture Brand Certified Product (specialty products with promise for boosting the local economy). It is most notable for its rich taste and perfect plumpness. Each pack contains Kawamata Shamo meat, broth, and other ingredients such as bamboo shoots, oyster mushrooms, shiitake mushrooms, and burdock root. Just add the mix to rice and cook for a tasty dish for your family.

### Kawamata Shamo Jidori Gohan no Moto (Jidori rice mix)

¥649 per pack (270g mix for 3 cups uncooked rice, tax exclusive).

Best if used within 18 months. Store at room temperature. Available throughout the year.

### Kawamatamachi Agriculture Promotion Corporation

Aza-awafukuji 8, Kotsunagi, Kawamata-machi, Date-gun, Fukushima 960-1402  
TEL: +81-24-566-5860 FAX: +81-24-566-5083 <http://www.kawamata-shamo.com/>



Michinoku / Hanamaki-shi, Iwate

## Kinkonzuke

Kinkonzuke are traditional pickles that have been made in Iwate Prefecture for ages. To make these pickles, burdock root, carrots, and perilla leaves are rolled up in a sheet of kelp, stuffed inside a hollowed out gourd, and pickled in an unrefined soy sauce mixed with soybean paste. The vegetables are purchased from selected farmers, and the pickles are rolled by hand. Though they take time to make, the sliced pickle rolls can be called a work of art.

### Sliced Kinkonzuke ¥378 (120g, tax included)

Golden Kinkonzuke ¥756 (170g, tax included)

Best if used within 4 months (stored at room temperature). No preservatives are used, so consume within 10 days of opening package. Available throughout the year.

### Michinoku

Nishimiyonome 11-88, Hanamaki-shi, Iwate 025-0002  
TEL: +81-198-26-2250(main) FAX: +81-198-26-5140 <http://www.michinoku.co.jp/>



Award-winning product



English-inquiries welcome



### Dishes using fermented ingredients

- From front, left to right
- Oysters marinated in olive oil
  - Steak with miso flavor
  - Dried persimmon and cheese
  - Ika ninjin (squid and carrot pickles)
  - Perilla rolls, seasoned with miso
  - Pickled vegetables (seisai, iburi-gakko, chinese cabbage)
  - Scallops cooked in their own shells with miso, egg, and green onion



## Various fermented foods were prepared for severe winters

Fermented foods are prepared utilizing the activities of microbes and enzymes. They were originally developed to preserve foods for long periods. Residents of Tohoku and Niigata developed and passed down a wide variety of fermented foods for use through the severe winters.

### Fermented foods play an important supporting role in Japanese cuisine

Fermented foods in Japan are notable for the use of rice malt to cause fermentation. Rice malt, or koji, is a microbe called *aspergillus oryzae* that grows on rice, wheat, soybeans, or other cereals. The seasonings that create the rich flavors of Japanese cuisine—miso paste, soy sauce, sake, Japanese-style vinegar, and mirin (a sweet cooking wine)—are all made with rice malt. In addition, natto, made with natto bacteria and pickles made with lactic acid bacteria are also typical fermented foods in Japan. Tohoku and Niigata are well known for an abundant variety of pickles.

### Fermenting techniques that further extract the merits of foods

Fermentation not only extends shelf life; it also boosts fragrance and flavor and adds nutrients through enzymes produced during fermentation. It is also said that fermentation improves the rate at which nutrients are absorbed into the body. In recent years, regional specialty foods utilizing the merits of fermentation have been gathering attention, and are actively being developed and marketed in Tohoku and Niigata.

### Brewing unique sake with carefully selected rice and water

Fermentation techniques also greatly influence the taste of sake (Japanese rice wine). Both rice malt and yeast are used in fermentation. The rice malt transforms rice starch into sugar, and the yeast consumes the sugar during alcohol fermentation. Since both fermentation processes must be achieved simultaneously, sake brewing is said to be one of the most difficult brewing processes in the world. Each sake brewery in Tohoku and Niigata carefully selects rice and water, and employs unique brewing techniques to produce original, great-tasting sake.





Special Topic Food Culture in Japan  
- Natural blessings and personal enterprise

# Sake - The Essence of a Culture of Fermentation

Suehiro Sake Co., Ltd., Aizu-Wakamatsu City, Fukushima Prefecture

## Superb taste created by master brewers with local rice and water

The Aizu area in Fukushima Prefecture is situated in a basin where the weather is hot and humid in summer and cold and snowy in winter, but it is blessed with good quality rice and water. Since its foundation in 1850, Suehiro Sake has been focused on making the most of the local climate and resources to produce delicious sake (Japanese rice wine).



### Fragrant sake produced through a unique brewing method

Sake is a brewed beverage made from rice and water. Rice malt is added to steamed rice. Enzymes convert the starch in the rice to sugar, and the mixture is fermented with yeast. Unlike the process for making wine and beer, the conversion to sugar and fermentation occur simultaneously. An ancient document from the Heian era (10th century) describes a method almost identical to the one used today. In the Edo era (17th century), when sake was first distributed to the general public, the number of sake brewers and level of brewing expertise both increased. Since then, brewers have continued this development, brewing rice wines reflecting the

climate and culture of each area. Many people enjoy sake and seasonal foods at fun gatherings celebrating the changing seasons. Terms for the drinking done on these occasions include hanami-zake (drinking sake while viewing cherry blossoms), tsukimi-zake (drinking sake while viewing the full moon) and yukimi-zake (drinking sake while viewing snowy scenes). Sake is essential to occasions where friendships are deepened.

### Sake from Aizu is made from rice grown by contract farmers and pure natural water

“Sake is brewed where rice is grown. In our area, we have suitable rice, and there is an abundance of underground water

flowing from the surrounding mountains. We select high-quality ingredients, and the skilled, master brewers of Aizu craft delicious sake by extracting the fragrance, flavor, and richness from those ingredients,” says Kiyooki Kanetani, director of Suehiro Sake, as he explains the company’s approach to sake brewing. The brewer’s rice used by the company is cultivated by approximately 100 selected local farmers, some of whom follow the national JAS (Japanese Agricultural Standard) regulations regarding organic farming that includes avoiding the use of genetically modified seeds, chemical fertilizers, and pesticide. Ducks are released into the rice paddies to naturally control unwanted weeds and provide organic fertilizer through their droppings. Because 80% of sake is the water added when preparing yeast and the main fermenting mash, the quality of the water used in brewing significantly influences the taste. For best results, two types of groundwater are used in brewing Suehiro sake—hard water flowing through limestone and soft water originating from virgin beech tree forests.

### Craftsmen employ their expertise in producing various types of sake

Skilled master brewers produce high-quality sake from rice and water. The brewing process must be adjusted to accommodate the subtle differences in rice quality and climate each year. Master brewers leverage knowledge accumulated through years of experience to produce, for example, the refined taste of Gensai sake, integrating sweetness and acidity. In brewing sake, it is necessary to remove the rice’s outer protein layer, with its unpleasant taste, and polish the rice grain down to approximately 35%–70% of its original size, leaving the rice core, with its abundant starch content. To brew Gensai, the rice is polished to remove 35% of the outer grain and is then fermented at low temperature for a longer-than-usual 30 days. This sake is a work of art created through the skill and technique of master brewers. Suehiro Sake also produces a variety of other sake types, such as Dai-Shizen made with organic rice, Yume no Ka made with brewer’s rice and yeast developed in Fukushima Prefecture, and Suehiro, which is best served warm.

### Sake and Japanese cuisine served in restaurants overseas

Ken is a popular sake from Suehiro Sake exported to Canada, the U.S., Taiwan, and other countries. Although the brewing process is similar to that of Gensai, it has a more refreshing flavor. It is served in Japanese restaurants and sushi bars in many countries. In addition, Suehiro, a junmaishu sake (made without adding distilled alcohol), was awarded a gold medal in the junmaishu sake category in the International Wine Challenge of 2007. Hidetoshi Itabashi, head of the Marketing Section, says, “Nowadays, we can distribute our products chilled, so they arrive without any change in taste. Sake is the best partner for Japanese foods. I hope that people try various types of sake to find what they like and flavors of which they’ll never tire.”



①The brewery's traditional main building is over 100 years old.

②Sake in the warehouse, awaiting shipping.

③Hidetoshi Itabashi and Seimei Kanaya discuss the sake produced in Aizu.

④Different types of sake are crafted using varying techniques and adjusting fermentation and aging periods.



# Fine Jizake, made from local rice and water

Jizake (local sake) is created using the rice and water of a particular region. Currently, Tohoku and Niigata have around 320 sake breweries, each with their own unique production methods. Local producers are increasingly exporting to international markets, bringing the local sake experience within reach for many around the world. We proudly introduce some of these fine products here.



### IWATE

- Nanbu Bijin Co., Ltd.**  
Fukuoka-kamimachi 13, Ninohe-shi 028-6101  
TEL. +81-195-23-3133 <http://www.nanbubijin.co.jp>  
Main Brand: Nanbu Bijin
- Asabiraki Co., Ltd.**  
Daijiji-cho 10-34, Morioka-shi 020-0828  
TEL. +81-196-52-3111 <http://www.asabiraki-net.jp>  
Main Brand: Asabiraki
- Hamachidori Co., Ltd.**  
Kogawa-cho 3-8-7, Kamaishi-shi 026-0045  
TEL. +81-193-62-3128 <http://www.hamachidori.net>  
Main Brand: Hamachidori, Senninkyō
- Suisen Shuzo Co., Ltd.**  
Aza-oishi 1-1, Takata-cho, Rikuzentakata-shi 029-2205  
TEL. +81-192-47-4130 <http://suisenshuzo.jp>  
Main Brand: Suisen, Kohrin
- Hishiya Shuzoten Co., Ltd.**  
Kuwasakasakishimo-machi 5-24, Miyako-shi 027-0006  
TEL. +81-193-62-3128 <http://homepage3.nifty.com/hishiya/>  
Main Brand: Senryo Otokoyama
- Akabu Shuzo Co., Ltd. (Fukkatsu-Gura)**  
Kitaioka 1-8-60, Morioka-shi 020-0857  
TEL. +81-196-81-8895 <http://www.akabu1.com>  
Main Brand: Hama Musume

### FUKUSHIMA

- Suehiro Sake Co., Ltd.**  
Nisshin-machi 12-38, Aizuwakamatsu-shi 965-0861  
TEL. +81-242-27-0002 <http://www.sake-suehiro.jp>  
Main Brand: Suehiro, Gensai
- Hanaharu Shuzo Co., Ltd.**  
Aza-omimae 24-1, Oaza-nakashigo, Kozashimachi, Aizuwakamatsu-shi 965-0065  
TEL. +81-242-22-0022 <http://hanaharu.co.jp>  
Main Brand: Hanaharu
- Minenoyuki Shuzojo Co., Ltd.**  
Aza-sakuragaoka 1-17, Kitakata-shi 966-0802  
TEL. +81-241-22-0431 <http://minenoyuki.com>  
Main Brand: Minenoyuki, Kura
- Yamatogawa Shuzoten Corp.**  
Aza-teramachi 4761, Kitakata-shi 966-0861  
TEL. +81-241-21-1500 <http://www.yaueimon.co.jp>  
Main Brand: Yaueimon
- Kaito Otokoyama Shuzo**  
Aza-kuboi 785, Nakaarai, Minamiaizu-machi 967-0005  
TEL. +81-241-62-0023 <http://otokoyama.jp>  
Main Brand: Kaito Otokoyama
- Kinsuicho Shuzoten Co., Ltd.**  
Aza-motomachi 29, Matsukawa-machi, Fukushima-shi 960-1241  
TEL. +81-24-567-2011 <http://www.kinsuicho.com>  
Main Brand: Kinsuicho

### AKITA

- Suzuki Shuzoten Corp.**  
Aza-futsuka-machi 9, Nagano, Daisen-shi 014-0207  
TEL. +81-187-56-2121 <http://www.hideyoshi.co.jp>  
Main Brand: Hideyoshi
- Saiya Shuzoten Co., Ltd.**  
Aza-ishiwaki 53, Ishiwaki, Yurihonjo-shi 015-0011  
TEL. +81-184-22-0536 <http://www.yukinobosha.jp>  
Main Brand: Yuki No Bosha
- Kimura Brewery Co., Ltd.**  
Tamachi 2-1-11, Yuzawa-shi 012-0844  
TEL. +81-183-73-3155 <http://www.fukukomachi.com>  
Main Brand: Fukukomachi
- Akita Seishu Co., Ltd.**  
Aza-amagasawa 83-1, Tochiya, Daisen-shi 014-0801  
TEL. +81-187-63-1224 <http://www.igeta.jp>  
Main Brand: Dewatsuru, Yamatoshizuku, Kariho
- Kodama Jozo Co., Ltd.**  
Aza-iizuka 34-1, Iizuka, Itagawa, Katagami-shi 018-1504  
TEL. +81-18-877-2100 <http://www.kodamajozo.co.jp>  
Main Brand: Taiheizan, Tenko, Kimotojunmai
- Kinmon Akita Sake Brewery Co., Ltd.**  
Aza-nishihakkei 34-2, Fujiki, Daisen-shi 014-1412  
TEL. +81-187-65-3560 <http://www.kinmon-kosyu.com>  
Main Brand: Yamabuki, X3, Yuku no Ume Shizuku

### MIYAGI

- Saura Co., Ltd.**  
Moto-machi 2-19, Shiogama-shi 985-0052  
TEL. +81-22-362-4165 <http://www.urakasumi.com>  
Main Brand: Urakasumi
- Kawakei Shoten Corp.**  
Aza-takadamarokugo 7, Nigo, Misato-machi 989-4206  
TEL. +81-229-58-0333 <http://www.k2.dion.ne.jp/~koganesa>  
Main Brand: Koganesawa, Tachibanaya
- Ichinokura Co., Ltd.**  
Aza-okeyaki 14, Matsuyama-sengoku, Osaki-shi 987-1393  
TEL. +81-229-55-3322 <http://www.ichinokura.co.jp>  
Main Brand: Ichinokura
- Otokoyama Honten Co., Ltd.**  
Irisawa 3-8, Kesennuma-shi 988-0083  
TEL. +81-226-24-8088 <http://www.kesennuma.co.jp>  
Main Brand: Rikuzen Otokoyama, Sotenden
- Zao Shuzo Co., Ltd.**  
Higashi-koji 120-1, Shirai-shi 989-0253  
TEL. +81-224-25-3355 <http://www.zaoshuzo.com>  
Main Brand: Zao
- Ishikoshi Jozo Co., Ltd.**  
Aza-nakazawa 108-1, Kitago, Ishikoshi-machi, Tome-shi 989-4701  
TEL. +81-228-34-2005 <http://sawanoizumi.jp>  
Main Brand: Sawanoizumi

### AOMORI

- Hachinohe Shurui Co., Ltd.**  
Yoka-machi 1, Hachinohe-shi 031-0086  
TEL. +81-178-43-0010 <http://www1.odn.ne.jp/hachituru/>  
Main Brand: Hachituru
- Rokka Shuzo Co., Ltd.**  
Aza-toyoda 217, Mukaitonose, Hirosaki-shi 036-8066  
TEL. +81-172-35-4141 <http://www.joppari.com>  
Main Brand: Joppari
- Saitou Shuzouten Co., Ltd.**  
Oaza-komagoshi-machi 58, Hirosaki-shi 036-8366  
TEL. +81-172-34-2233 <http://www.matsumidori.co.jp>  
Main Brand: Matsumidori, Rokkon
- Hachinohe Shuzo Co., Ltd.**  
Aza-honcho 9, Oaza-minatomachi, Hachinohe-shi 031-0812  
TEL. +81-178-33-1171 <http://www.mutsu8000.com>  
Main Brand: Mutsu Hassen
- Momokawa Co., Ltd.**  
Kamiakado 112, Oirase-cho 039-2293  
TEL. +81-178-52-2241 <http://www.momokawa.co.jp>  
Main Brand: Momokawa
- Hatomasamune Co., Ltd.**  
Aza-inayoshi 176-2, Oaza-sanbongi, Towada-shi 034-0001  
TEL. +81-176-23-0221 <http://www.hatomasa.jp>  
Main Brand: Hatomasamune, Hakkoda Oroshi

### YAMAGATA

- Dewazakura Sake Brewery Co., Ltd.**  
Hitoichi-machi 1-4-6, Tendo-shi 994-0044  
TEL. +81-23-653-5121 <http://www.dewazakura.co.jp>  
Main Brand: Dewazakura
- Chiyokotobuki Toraya Co., Ltd.**  
Minami-machi 2-1-16, Sagae-shi 991-0032  
TEL. +81-237-86-6133 <http://www.chiyokotobuki.com>  
Main Brand: Chiyokotobuki
- Kojima Sohonten Co., Ltd.**  
Hon-cho 2-2-3, Yonezawa-shi 992-0037  
TEL. +81-238-23-4848 <http://www.sake-toko.co.jp>  
Main Brand: Toko
- Goto Yasutaro Shuzoten**  
Motowada 732, Takahata-machi 992-0262  
TEL. +81-238-56-3120 <http://www.kin-ran.com>  
Main Brand: Uyo Kinran
- Wada Shuzo Corp.**  
Yashi-koji 17, Kahoku-cho 999-3511  
TEL. +81-237-72-3105 <http://www.hinanet.ne.jp/~aratama/>  
Main Brand: Aratama, Gassanmaru
- Sakata Shuzo Co., Ltd.**  
Hiyoshi-cho 2-3-25, Sakata-shi 998-0037  
TEL. +81-234-22-1541  
Main Brand: Jokigen

## Major Types of Japanese Sake

### ◆ Ginjo-shu

Made from rice milled to 60% or less, rice malt, water, and distilled alcohol, ginjo-shu is handmade using traditional production techniques. A fragrant aroma and a clean, elegant flavor are its hallmarks. There is also the premium daiginjo-shu, which is made from rice milled to 50% or less.

### ◆ Junmai-shu

Created with only white rice, rice malt, and water, junmai-shu offers the deep, mellow taste of pure rice. There is also junmai ginjo-shu which is made using ginjo production methods and rice milled to 60% or less, and junmai daiginjo-shu, premium sake made from rice milled to 50% or less.

### ◆ Honjozo-shu

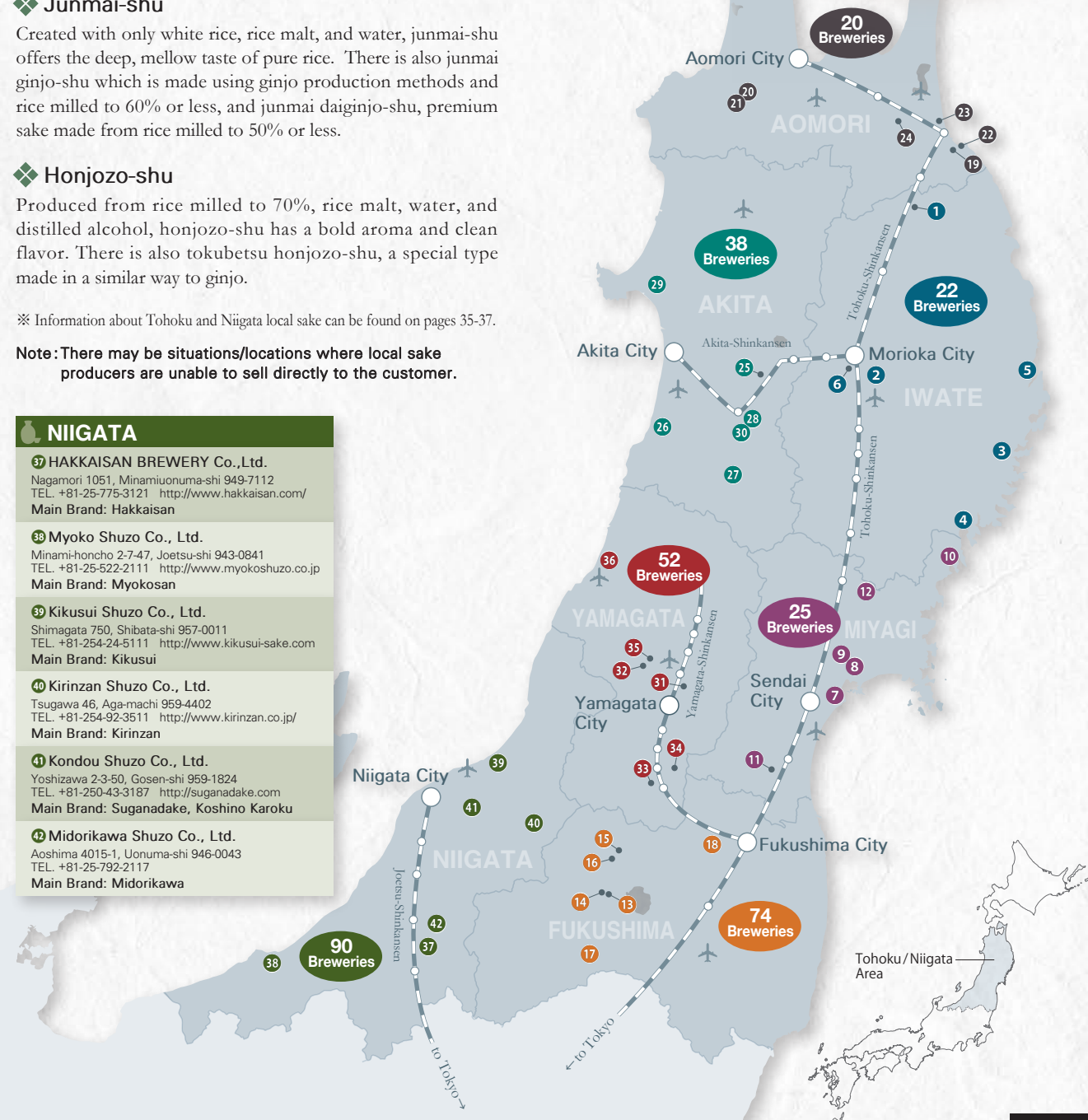
Produced from rice milled to 70%, rice malt, water, and distilled alcohol, honjozo-shu has a bold aroma and clean flavor. There is also tokubetsu honjozo-shu, a special type made in a similar way to ginjo.

※ Information about Tohoku and Niigata local sake can be found on pages 35-37.

Note: There may be situations/locations where local sake producers are unable to sell directly to the customer.

### NIIGATA

- HAKKAISAN BREWERY Co., Ltd.**  
Nagamori 1051, Minamiuonuma-shi 949-7112  
TEL. +81-25-775-3121 <http://www.hakkaisan.com/>  
Main Brand: Hakkaisan
- Myoko Shuzo Co., Ltd.**  
Minami-honcho 2-7-47, Joetsu-shi 943-0841  
TEL. +81-25-522-2111 <http://www.myokoshuzo.co.jp>  
Main Brand: Myokosan
- Kikusui Shuzo Co., Ltd.**  
Shimagata 750, Shibata-shi 957-0011  
TEL. +81-254-24-5111 <http://www.kikusui-sake.com>  
Main Brand: Kikusui
- Kirinzan Shuzo Co., Ltd.**  
Tsugawa 46, Aga-machi 959-4402  
TEL. +81-254-92-3511 <http://www.kirinzan.co.jp/>  
Main Brand: Kirinzan
- Kondou Shuzo Co., Ltd.**  
Yoshizawa 2-3-50, Gosen-shi 959-1824  
TEL. +81-250-43-3187 <http://suganadake.com>  
Main Brand: Suganadake, Koshino Karoku
- Midorikawa Shuzo Co., Ltd.**  
Aoshima 4015-1, Uonuma-shi 946-0043  
TEL. +81-25-792-2117  
Main Brand: Midorikawa



### Access

Major cities in Tohoku can be conveniently reached from Tokyo by Bullet Train (Shinkansen) or by plane. \*Some cities do not have direct flights from Haneda or Narita airport. Please check the website of the airport at your destination for flight schedules and other updates before your flight.

From	To	Estimated time
(Joetsu Shinkansen)	→ Niigata Sta. (Niigata)	.....About 2 hours
(Tohoku Shinkansen)	→ Fukushima Sta. (Fukushima)	.....About 1 hour 40 min
(Yamagata Shinkansen)	→ Yamagata Sta. (Yamagata)	.....About 2 hours 30 min
(Tohoku Shinkansen)	→ Sendai Sta. (Miyagi)	.....About 2 hours
(Tohoku Shinkansen)	→ Morioka Sta. (Iwate)	.....About 2 hours 30 min
(Akita Shinkansen)	→ Akita Sta. (Akita)	.....About 3 hours 50 min
(Tohoku Shinkansen)	→ Shin-Aomori Sta. (Aomori)	.....About 3 hours 10 min

\*Please see JR East website for more information.



Nanbu Bijin Co., Ltd./Ninohe-shi, Iwate

## Nanbu Bijin (Tokubetsu Junmai, Daiginjo)

Nanbu Bijin Tokubetsu Junmai (special pure rice sake) is a beautiful sake you can drink everyday! This sake is made with local Iwate Gin-otome sake rice, milled down to 55%, which is actually Junmai Ginjo quality. The flavor is like a farm fresh juicy orange mixed with gentle rice sweetness. You can enjoy chilled and warm. Nanbu Bijin Daiginjo (super premium) is made with best quality of local Iwate Gin-otome sake rice milled down to 40%. After experiencing the fancy, flowery aroma, flavorful attack, and clean finish, you will understand Daiginjo-style sake right away. Recommend serving temperature chilled.



**Tokubetsu Junmai: ¥1,468 (720ml, tax included)**

**Daiginjo: ¥2,970 (720ml, tax included)**

Store at room temperature. Available throughout the year.

**Nanbu Bijin Co., Ltd.**

Aza-kamimachi 13, Fukuoka, Ninohe-shi, Iwate 028-6101

TEL: +81-195-23-3133 FAX: +81-195-23-4713 <http://www.nanbubijin.co.jp/>



Suisen Shuzo/Ofunato-shi, Rikuzentakata-shi, Iwate

## Kohrin

Kohrin is a major brand from the Suisen Shuzo Corporation, committed to brewing excellent rice wine since its foundation in 1944. Kohrin is a Junmai Ginjo-shu rice wine brewed with original yeast produced in Iwate Prefecture and Iwate rice, polished to remove 50% of the outer layer of the grain. Kohrin sake has a delicate, fruity fragrance and light flavor with a crisp aftertaste. It is enjoyable either chilled or at room temperature. This masterpiece is now brewed in a new brewery constructed after the devastation of the Great East Japan Earthquake.

**Kohrin: ¥1,890 (720ml), ¥3,780 (1,800ml, tax included)**

Best if used within 60 days (store at room temperature). Available throughout the year.

**Suisen Shuzo Co., Ltd.**

Ofunato Brewery: 136-1, Aza-kunabatake, Ikawa-cho, Ofunato-shi, Iwate 022-0004

TEL: +81-192-47-4130 FAX: +81-192-47-4135

(Head Office) 1-1, Aza-oishi, Takata-cho, Rikuzentakata-shi, Iwate 029-2205 <http://suisenshuzo.jp/>

Zao Shuzo/Shiroishi-shi, Miyagi

## Special Junmai-shu Zao

This carefully crafted rice wine is made by polishing locally produced Miyama Nishiki rice to remove 55% of the outer layer of the grain. This wine has a mild aroma and delicate flavor characterized by the richness and umami of rice. It can be enjoyed either chilled or warmed. This rice wine was chosen as one of the "36 Excellent Products of Miyagi Zao."

**Special Junmai-shu Zao: ¥495 (300ml), ¥1,400 (720ml), ¥2,620 (1,800ml, tax exclusive)**

Store refrigerated (5-8°C). Available throughout the year.

**Zao Shuzo Co., Ltd.**

Higashikoji 120-1, Shiroishi-shi, Miyagi 989-0253

TEL: +81-224-25-3355 FAX: +81-224-25-3272 <http://www.zaoshuzo.com>



Award-winning product



Zao Shuzo/Shiroishi-shi, Miyagi

## Junmai Daiginjo Zao Nobori-Ryu

This rice wine is carefully brewed at low temperature after polishing locally harvested Miyama Nishiki rice to remove 45% of the outer layer of the grain. It is characterized by a rich flavor and the umami of rice. Although it has a mild fragrance, this sake has an enjoyable crispness and pairs well with any kind of dish, whether Japanese, Western, or Chinese. It is best served either cold or at room temperature. Zaoshuzo Corporation has striven to brew high-quality rice wines since its foundation in 1873.

**Junmai Daiginjo Zao Nobori-Ryu:**

**¥2,300 (720ml), ¥5,000 (1,800ml, tax exclusive)**

Store refrigerated (5-8°C). Available throughout the year.

**Zao Shuzo Co., Ltd.**

Higashikoji 120-1, Shiroishi-shi, Miyagi 989-0253

TEL: +81-224-25-3355 FAX: +81-224-25-3272 <http://www.zaoshuzo.com>



Award-winning product



Exports

Fukushima Prefecture Sake Brewers Cooperative

## Japanese Sake from Fukushima

Fukushima Prefecture is famed for its rice wines and has been awarded numerous gold prizes in national competitions. Only 21 sake brands are acknowledged as Fukushima Prefecture Brand Certified Products. These rice wines have been screened for production history, water quality, and exclusive use of local rice, then assessed for their fragrance, taste, label design, price, and other factors. Only the best are chosen by the prefecture for promotion to the world. The three brands shown here use Yume-no-Kaori, a rice for wine brewing developed by Fukushima Prefecture. Each are excellent rice wines crafted using the traditional techniques of each brewery.



**Kaito Otokoyama Shuzo:**

**Special Junmai-shu Kaito Otokoyama Yume-no-Kaori ¥1,300 (720ml)**

**Kinsuisho Shuzoten: Kinsuisho Junmai Ginjo ¥1,600 (720ml)**

**Hanaharu Shuzo: Hanaharu Daiginjo-shu ¥1,905 (720ml, tax exclusive)**

Available throughout the year.

**Fukushima Prefecture Sake Brewers Cooperative**

Furuyashiki 54-11, Minamiyanome, Fukushima-shi, Fukushima 960-0112

TEL: +81-24-573-2131 FAX: +81-24-573-2134 <http://www.sake-fukushima.jp/>

Kimura Brewery/Yuzawa-shi, Akita

## Daiginjo Fukukomachi

Rice wine has long been brewed in Akita Prefecture, which is blessed with an abundance of rice and clear water. Today, there are 39 breweries that each produce unique Japanese rice wines utilizing traditional techniques. In recent years, Akita's rice wines have also earned high regard in foreign countries. In 2012, Daiginjo Fukukomachi, brewed by Kimura Shuzo, won the highest award in the Japanese rice wine category of the International Wine Challenge.

**Daiginjo Fukukomachi: ¥5,000 (720ml), ¥10,000 (1,800ml, tax exclusive)**

Encased in a paulownia wood box. Available throughout the year.

**Kimura Brewery Co., Ltd.**

Tamachi 2-1-11, Yuzawa-shi, Akita 012-0844

TEL: +81-183-73-3155 FAX: +81-183-73-3154 <http://www.fukukomachi.com/>



Award-winning product





Niigata Sake Brewers' Association

## Niigata Refined Sake

In Niigata, with its bitterly cold winters and deep snow, rice wine is brewed using mild, soft, snow melt waters. Rice malt and yeast are locally grown to produce sake that is crisp and dry with a clear taste that never gets old. Its brisk, fireworks-like taste opens beautifully and vanishes instantly, bringing out the flavor of food as well. In addition to Gohyaku-Mangoku, the standard winemaking rice of Niigata, the recently developed Koshi-Tanrei is also now used to brew sake and bring variation to Niigata's offerings. Every Niigata brewer works diligently to improve its skills and showcase its individuality.



- ① Kondo Shuzo: Junmai Ginjo Koshi-no-Karoku ¥3,000 (1,800ml)
- ② Midorikawa Shuzo: Junmai ¥2,600 (1,800ml), ¥1,250 (720ml)
- ③ Kirinzan Shuzo: Kirinzan traditional dry ¥1,820 (1,800ml, tax exclusive)

Niigata Sake Brewers' Association

292-2, Higashinakadori 2-bancho, Chuo-ku, Niigata-shi, Niigata 951-8116  
TEL: +81-25-229-1218 FAX: +81-25-229-1220 <http://www.niigata-sake.or.jp>

Rokkasen/Higashine-shi, Yamagata

## Rokkasen-Hitotoki-Rosé

Hitotoki is a pleasant sparkling sake (Japanese rice wine) that draws out the sweet taste of rice. Because the company values natural ingredients, the rose color is derived from an ancient variety of reddish black rice, and the delicate bubbles come from natural carbonic acid created from secondary fermentation within each bottle. You can enjoy a fresh flavor similar to strawberry, and a good balance between tartness and natural sweetness derived from rice. Please enjoy it fully chilled.

Rokkasen-Hitotoki-Rosé ¥400 (180ml), ¥1,600 (720ml, tax exclusive)

Available throughout the year. Best if used within one year (store refrigerated).  
Do not shake the bottle before opening.

Rokkasen Co., Ltd.

Onsenmachi 3-17-7, Higashine-shi, Yamagata 999-3702  
TEL: +81-237-42-2777 FAX: +81-237-43-6074 <http://www.yamagata-rokkasen.co.jp/>



Fermented food



Horaiyahonten/Koriyama-shi, Fukushima

## Hiyashi Amazake

(Chilled sweet drink made from fermented rice)

Horaiyahonten Co., Ltd. was established in 1906 by Yutaro Yaginuma and has since maintained and developed its malt production method for more than 100 years. The main ingredient in Hiyashi Amazake is the malt harvested from Japanese rice. With no added sugar, you can enjoy this drink's natural sweetness. Hiyashi Amazake is smooth to drink and easy to carry in its plastic bottle. Because it does not contain alcohol, it is also safe for pregnant women and children.

Hiyashi Amazake ¥400  
(350ml plastic bottle, tax exclusive)

Best if used within 240 days. Store at room temperature (refrigerate after opening).

Horaiyahonten Co., Ltd.

Aza-kawakubo 54-2, Kanaya, Tamura-machi, Koriyama-shi, Fukushima 963-0725 TEL: +81-24-943-2380 FAX: +81-24-944-6859 <http://www.e-horaiya.com/>



Echigo Beer/Niigata-shi, Niigata

## Koshihikari Echigo Beer

Echigo Beer produces exquisite, unique beers rooted in Niigata Prefecture's tradition of fermented foods. Koshihikari Echigo Beer (filtered beer) is made from only the best ingredients from Niigata—malted barley, malted wheat, hop, and Koshihikari rice. It is a brisk, dry beer with 5% alcohol content and a smooth taste.

Koshihikari Echigo Beer ¥370  
(500ml, tax exclusive)

Best if used within 6 months (store at room temperature in a dark place).  
Note: Bottle may break if frozen, exposed to high temperature, or struck. Handle with care.

Echigo Beer Co., Ltd.

Matsuyama 2, Nishigama-ku, Niigata-shi, Niigata 953-0016  
TEL: +81-256-76-2866 FAX: +81-256-74-7441 <http://www.echigo-beer.jp/>



Kanesho/Hirakawa-shi, Aomori

## Hachimitsu-iri Ringo-Su (Apple vinegar with honey)

This drinkable vinegar uses only fully ripened apples harvested in the Tsugaru area of Aomori Prefecture and fermented through a unique grating and brewing method. The ingredients are then aged in oak barrels for a considerable time, creating a rich flavor and good taste. Hachimitsu-iri Ringo-Su may be drunk mixed with water, milk, soda, distilled spirits, whisky or other drinks, as well as used in the preparation of a wide variety of dishes.

Apple Vinegar with Honey: ¥1,200 (500ml, tax exclusive)

Apple Vinegar with Honey (light): ¥1,100 (500ml, tax exclusive)

Best if used within 730 days (store at room temperature, away from direct sunlight). Available throughout the year.

Kanesho Co., Ltd.

Hinumatomita 30-12, Hirakawa-shi, Aomori 036-0233  
TEL: +81-172-57-2121 FAX: +81-172-57-5500 <http://www.ringosu.com>

Higashine City Tourism Products Association HT/Higashine-shi, Yamagata

## Higashine Sakurambo Okonomi Sauce, Chu-no Sauce

Higashine City is proud to be the largest producer of cherries in Japan and is also home of the king of cherries—Sato Nishiki. These sauces are made using Higashine cherries and contain only natural ingredients, with no preservatives or chemical additives. The sauces are characterized by the fruity, tart flavor unique to cherries and bring out the natural umami of foods. They are suitable for a wide variety of dishes, including okonomiyaki, deep-fried foods, and salads.

Higashine Sakurambo Okonomi Sauce, Sakurambo Chu-no Sauce  
¥450 (300ml, tax included)

Available throughout the year, with sales of new products starting around August each year. Best used within 1 year of production date (store at room temperature).

Higashine City Tourism Products Association HT

Sakurambo-eki-mae 1-1-1, Higashine-shi, Yamagata 999-3720  
TEL: +81-237-41-1200 FAX: +81-237-41-1550 <http://www.higashine.com>







Exports



Award-winning product

Moroi Jozo/Oga-shi, Akita

## Akita Shottsuru

Shottsuru is a fish sauce made only from fresh hata-hata fish caught in the waters off of Oga City in Akita Prefecture. It is made by fermenting the fish with sun-dried salt and aged it for three years. Shottsuru Hata-Hata 100% has a rich body and flavor suitable for shottsuru hot-pot, a speciality dish of Akita, as well as for seasoning pasta, pilaf, and other dishes. The taste of Shottsuru Junen Jukusen, aged for 10 years, is exceptionally delicious and makes this a popular gift item.

**Akita Shottsuru Hata-Hata 100%** ¥700 (130g) ¥3,000 (1L)  
**Shottsuru Junen Jukusen** ¥3,000 (200ml, tax exclusive)  
 Best if used within about 2 years (store at room temperature). Available throughout the year.

**Moroi Jozo Co., Ltd.**  
 Aza-kasezawa 176, Funagawa, Funagawaminato, Oga-shi, Akita 010-0511  
 TEL: +81-185-24-3597 FAX: +81-185-23-3161 <http://www.shottsuru.jp>

Yagisawa Shoten/Rikuzentakata-shi, Iwate

## Iwate Maru Murasaki



English-inquiries welcome (Written)



This soy sauce is made with whole soybeans and wheat grown in the rich natural environment of Iwate. It has a beautiful reddish-purple color and is suitable for seasoning foods at the table, as well as enhancing flavor while cooking. The brewer, Yagisawa Shoten, has a history of more than 200 years, but its warehouse and factory were entirely washed away in the Great East Japan Earthquake and Tsunami. Operations are now housed in a new factory where unrefined soy sauce is fermented and aged by skilled craftsmen who prepare the product with the utmost care.

**Iwate Maru Murasaki**  
 ¥350 (500ml), ¥600 (1,000ml, tax exclusive)  
 Best if used within a year (store at room temperature, away from direct sunlight). Available throughout the year.

**Yagisawa Shoten Co., Ltd.**  
 Aza-suwa 41, Yahagi-cho, Rikuzentakata-shi Iwate 029-2201  
 TEL: +81-192-55-3261 FAX: +81-192-55-3262  
<http://www.yagisawa-s.co.jp/>

Shin-ei Suisan/Sakata-shi, Yamagata

## Ami-Ebi Shoyu



Award-winning product



This fish sauce is handmade with opossum shrimp caught along the Shonai Coast, which are then marinated with salt and fermented. It is rich in nutrition, with amino acids, GABA (γ-aminobutyric acid), and taurine. This natural fermented "umami" seasoning is unique, not only in Japan but also in other neighboring countries. It goes well with Japanese food as well as Chinese and Western cuisines.

**Ami-Ebi Shoyu** ¥800 (120ml, tax exclusive)  
 Available throughout the year. Best if used within 2 years (store at room temperature).

**Shin-ei Suisan Inc.**  
 Sankyomachi 2-14-22, Sakata-shi, Yamagata 998-0838  
 TEL: +81-234-21-2755 FAX: +81-234-21-2766  
<http://www.shinei-suisan.com>

Asari Sasuke Shoten/Kazuno-shi, Akita

## Hyaku-nen Kura Miso



Exports

This fresh soybean paste is prepared with an emphasis on traditional taste and techniques passed handed down through the generations following the company's founding in 1872. It is made with Akitakomachi rice from Akita Prefecture, locally harvested soybeans, and underground water from the foot of Mount Hachimantai. A higher-than-usual ratio of rice malt produces a sweet, mild flavor.

**Hyaku-nen Kura Miso** ¥730 (500g, tax exclusive)  
 Does not contain genetically modified soybeans. Best used within 6 months (store at room temperature). Available throughout the year. Refrigerate after opening the package and consume as quickly as possible. Do not pour hot water on the container or store in high heat, as the container may become misshapen due to high temperature.

**Asari Sasuke Shoten Co., Ltd.**  
 Aza-kan non-do, Hanawa, Kazuno-shi, Akita 018-5201  
 TEL: +81-186-23-3127 FAX: +81-186-23-2720  
<http://www.fukuzyu.com/>

Kanzuri/Myoko-shi, Niigata

## Kanzuri

Kanzuri is made from several varieties of red peppers grown by selected local farmers, yuzu citrus fruits from Japan, rice malt, and sea salt. This savory, spicy seasoning is produced through repeated aging and fermentation over a 3 year period. Kanzuri is made without additives and brings out the natural flavors of foods. It is used throughout the year as a secret ingredient by famous restaurants around Japan and goes well with many international cuisines (Japanese, Western, French, Chinese, etc.).

**Contact us for pricing and other product information.**  
 Best if used within 1 year.  
 Store at room temperature (refrigerate after opening). Available throughout the year.

**Kanzuri Inc.**  
 Nishijo 438-1, Myoko-shi, Niigata 944-0023  
 TEL: +81-255-72-3813 FAX: +81-255-72-0344 <http://kanzuri.com/>



Exports



Tamamatsu Miso Shoyu/Ogawara-machi, Miyagi

## Hitome Sembon Zakura Ginjo Miso



Hitome Sembon Zakura (One Thousand Cherry Trees at a Glance) has been selected as one of the top one hundred cherry blossom viewing sites in Japan. It is set against a backdrop of the Shiroishi River and Mt. Zao, still covered in snow. This soybean paste, called Hitome Sembon Zakura Ginjo Miso, is prepared using yeast harvested from those cherry trees, which are a symbol of the town of Ogawara. Employing a double-stage aging technique builds on the traditional method for creating the salty, red Sendai Miso to maximize sweetness and umami of the rice malt. This miso is made with natural salt from Okinawa and Miyagi-grown soybeans cultivated with reduced agrichemicals and chemical fertilizers. No preservatives are added.

**Hitome Sembon Zakura Ginjo Miso**  
 ¥500 (500g), ¥2,500 (2kg barrel, tax exclusive)  
 Store away from high temperature, high humidity, and direct sunlight. Best if used within 6 months to a year. Available throughout the year.

**Tamamatsu Miso Shoyu Co., Ltd.**  
 Aza-machi 210, Ogawara-machi, Shibata-gun, Miyagi 989-1241  
 TEL: +81-224-53-1107 FAX: +81-224-53-4453  
<http://www.tamamatsu-miso.com/>



Takko Shoji/Takko-machi, Aomori

## Kuro-Ninniku (Black garlic)

The town of Takko is the largest producer of garlic, which is fermented and matured without additives to make Kuro-Ninniku. This maturation process takes approximately 30 days and boosts the health and beauty effects of garlic. It is also well received for lacking a garlicky smell and being gentle to the stomach. It can be eaten as is, similar to dried fruit, or simply added to various kinds of dishes.

### Kuro-Ninniku "Takko-no-Kuro"

¥575/pc (medium), ¥780/pc (large, tax exclusive).

Best if used within 6 months. Available throughout the year. Store in a cool, dark place (refrigerator, etc.) away from direct sunlight, high temperatures, and high humidity.

### Takko Shoji Co., Ltd.

Aza-takko 4-10, Oaza-takko, Takko-machi, Sannohe-gun, Aomori 039-0201  
TEL: +81-179-32-4635 FAX: +81-179-32-4444 <http://www.takko-shoji.jp/>



Exports



Haguro Nokyo Shokuhin Kako/Tsuruoka-shi, Yamagata

## Shonai Yasai Pickles (Vegetable pickles of shonai)

The mini cucumbers, mini tomatoes, and bell peppers used for these pickles are cultivated in the Shonai area, often called a treasure land of foodstuffs. Select spices are combined with the vegetables to produce delicious, aromatic pickles. To ensure safety, slightly acidic, electrolyzed water is used in washing and packing the vegetables, as well as in sterilization of all equipment in our modern production facility.



Award-winning product



### Shonai Yasai Pickles ¥400 (180g/bag, tax exclusive)

Best if used within 20 days (store refrigerated). Available from June to November.

### Haguro Nokyo Shokuhin Kako Inc.

Aza-kawadayama 406, kawadai, Haguro-machi, Tsuruoka-shi, Yamagata 997-0131  
TEL: +81-235-62-2200 FAX: +81-235-62-2584 <http://www.896215.com/>



Takazeki-Kamigo Nojo/Daisen-shi, Akita

## Hitokuchi Iburugakko

These traditional pickles are prepared in the winter season in Akita Prefecture, a region with heavy snowfall. Dried Japanese radishes are hung over sunken hearths to prevent them from freezing. They are smoked and dried, then pickled with rice bran and salt. Savor the smoky aroma and flavor as they envelop your palate. The crispy crunch of the pickles is enjoyable, and they go well with rice and tea, as well as Japanese sake and wine. They are low in salt and free of artificial sweeteners and preservatives.

### Hitokuchi Iburugakko

¥240 (Slice 60g), ¥510 (approx. 250g/pc, tax exclusive)

Best if used within 6 months (store refrigerated). Available throughout the year.

### Takazeki-Kamigo Nojo Inc.

Aza-mukoutakaseki 19, Takaseki Kamigo, Daisen-shi, Akita 014-0103  
TEL: +81-187-66-2877 FAX: +81-187-66-1709 <http://takasekikamigonoyo.com/>

Okura Wasabi/Okura-mura, Yamagata

## Wasabi-Zuke (Pickled wasabi)

Okura village is located at the foot of the sacred mountains, Gassan and Hayama. Local farming folk use the high-quality spring water originating from the ample mountain snowmelt to raise exceptional wasabi. The fragrant Okura wasabi is cultivated using spring water from Masutama, with a stable water temperature throughout the year. Wasabi-Zuke is made with plentiful wasabi mixed with ginjoshu rice wine lees (fermentation sediments) from long-established local brewers. Additive-free Wasabi-Zuke is great paired with alcoholic drinks.

### Wasabi-Zuke

¥700 (1pc 70g, tax exclusive)

Best if used within 60 days (store refrigerated). Available throughout the year.

### Okura Wasabi LLC

Oaza-shimizu 2309-1, Okura-mura, Mogami-gun, Yamagata 996-0212  
TEL: +81-233-75-2359 FAX: +81-233-75-2128 <http://wasabi.ookuramura.jp/>



Award-winning product

Pastry LeCafe (BM-Smile)/Ishinomaki-shi, Miyagi

## Sanriku Umi no Sachi Cookies (Sanriku blessings of the sea cookies)

In 1613 Tsunenaga Hasekura and his companions set sail from what is now Ishinomaki City in Miyagi Prefecture, heading for Rome in 1613 under orders from Masamune Date, the feudal lord of the Sendai domain. In a local sweets contest held based on that historic theme, Sanriku Umi no Sachi cookies took the grand prize. There are four varieties, rock salt, dried green seaweed, cod roe, and shrimp. The dough is made using the mineral-rich salt, Date no Uma Shio. These cookies are gaining fans for their moderate sweetness and mild sea essence.



Award-winning product



### Contact us for pricing and other product information.

Best if used within 60 days (store at room temperature). Available throughout the year.

### Pastry LeCafe (BM-Smile Co., Ltd.)

Megumino 1-3-8, Ishinomaki-shi, Miyagi 986-0868 TEL: +81-225-23-8823 FAX: +81-225-23-8824



## Producing delicious meats utilizing local resources

Numerous areas throughout Tohoku and Niigata produce highly regarded meat brands. Livestock farmers are working to provide ever better tasting meat utilizing local resources.

### Iwate Stock Raising Distribution Center/Iwate Iwate Wagyu

Iwate Wagyu is produced from Japanese Black cattle raised in Iwate Prefecture and is notable for the fine marbling, delicious taste, and sweetness which have made it a record, 11-time winner in a national beef competition. Great for steak, shabu-shabu and many other dishes, we especially recommend you try Iwate Wagyu in sukiyaki to fully appreciate its tenderness. You will be hooked by its delicious, melt-in-your-mouth flavor.



#### Contact us for pricing and other product information.

Available throughout the year.

Planning Management Section, Business Management Department, Iwate Stock Raising Distribution Center

Aza-minamiyachi 120, Inubuchi, Shiwa-machi, Shiwa-gun, Iwate 028-3311  
TEL: +81-19-672-4181 FAX: +81-19-676-2024  
<http://www.iwachiku.co.jp/>  
<http://www.iwategyu.jp/>



### Aomori Kuraishi Beef Promotion Council/ Gonohe-machi, Shingo-mura, Aomori

## Aomori Kuraishi Beef

Aomori Kuraishi Beef is produced from Michinoku cattle raised in the town of Gonohe and the village of Shingo in Aomori Prefecture. The area is blessed with a rich natural environment that produces beautifully marbled meat striking a fine harmony between lean and fat. Characterized by a mild, moderately sweet flavor and melt-in-your-mouth texture, it is perfect for dishes such as shabu-shabu, sukiyaki and steak.

#### Contact us for pricing and other product information.

Available throughout the year.

Aomori Kuraishi Beef Promotion Council  
Aza-kamitai 19-1, Oaza-kuraishinakaichi, Gonohe-machi, Sannohe-gun, Aomori 039-1702  
TEL: +81-178-61-6335 FAX: +81-178-77-2959  
<http://www.town.gonohe.aomori.jp/>

### Sendai Beef Promotion Council/Miyagi

## Sendai Beef

The name "Sendai Beef" is only given to the meat of Japanese Black cattle raised in Miyagi Prefecture by registered Sendai Beef livestock farmers and which has been assigned the highest quality ranking of A-5 or B-5. Individual attention to each head of cattle is key in creating excellent, well-marbled meat. Sendai beef is known for being tender, juicy and great tasting, with a superb balance between the flavors of fat and muscle. It has won honors many times at national competitions. Sendai Beef is recognized around Japan for its quality and resulting popularity.

#### Contact us for pricing and other product information.

Available throughout the year. Note: Authorized retailers are listed on our website. Please contact them for price and other information.

Sendai Beef Promotion Council (c/o JA ZEN-NOH Miyagi Stock Raising Division)

Aza-namaji 22-1, Kitaura, Misato-machi, Tooda-gun, Miyagi 987-0005  
TEL: +81-229-35-2720 FAX: +81-229-35-2677 <http://www.ja-miyagi.or.jp/>



### Akita Kamakura Meat/Yokote-shi, Akita

## Akita Yuri-Gyu (Akita Yuri Beef)

Akita Yuri-Gyu is produced from Japanese Black cattle devotedly raised in the rich natural environment at the foot of Akita's beautiful Mt. Chokai. Only the highest quality (ranked A-5 and A-4) meat is shipped out as Akita Yuri-Gyu. The meat is characterized by fine marbling resulting from high-quality water, pasture grass, and Akita rice in a climate with significant temperature differences between summer and winter seasons. Akita Yuri-Gyu also been garnering attention overseas in recent years.

#### Contact us for pricing and other product information.

Available throughout the year.

Akita Kamakura Meat Inc.

Yokoyama-cho 3-16, Yokote-shi, Akita 013-0044  
TEL: +81-182-33-0291 FAX: +81-182-33-3326 <http://www.akitakamakura-meat.com/>

### Fukushima Beef Sales Promotion Conference/Fukushima

## Fukushima Beef

The Fukushima Beef label is reserved for meat of Japanese Black cattle raised and fattened in Fukushima Prefecture. Local livestock farmers raise their cattle with great care to produce beef known for its rich color and a full-bodied, mild flavor. The high-quality, marbled meat is optimal for dishes such as steak and shabu-shabu. Designated restaurants and wholesalers offering Fukushima Beef can be found on our official website.

#### Contact us for pricing and other product information.

Available throughout the year.

Fukushima Beef Sales Promotion Conference  
(Livestock Sales Section, JA Zennoh Fukushima)

Aza-sanmaiosa 1-1, Hirano, izaka-machi, Fukushima-shi, Fukushima 960-0231  
TEL: +81-24-956-2983 FAX: +81-24-943-5377 <http://www.fukushima-gyu.com/>







ZEN-NOH Life Support Yamagata

## Yamagata Beef

Yamagata Prefecture experiences wide day-night temperature swings distinct seasonal changes. Cattle there slowly put on weight, producing meat that is uniform in texture, exceptionally tender and mild to the taste. While known by different names such as Yonezawa Beef, Yamagata Beef, and Obanazawa Beef, depending on locale, all are produced in Yamagata and were assigned the official Yamagata Beef label in 1962 to standardize quality and establish the brand.

**Contact us for pricing and other product information.**

Available throughout the year.

**ZEN-NOH Life Support Yamagata Co., Ltd.**

Nagaokakita 4-7-18, Tendo-shi, Yamagata 994-0062  
TEL: +81-23-655-3113 FAX: +81-23-655-3119 <http://z-lsy.co.jp/index.html>

Iwate Stock Raising Distribution Center

## Iwate Tankakuwagyu (Iwate shorthorn cattle)



Iwate Tankakuwagyu is raised locally in northern Iwate Prefecture and accounts for less than 1% of beef sales in Japan. While Japanese Black cattle have jet-black hair, the Japanese Shorthorn has brown hair, and in contrast to the well-marbled, melt-in-the-mouth meat of the Japanese Black, the Shorthorn's is deliciously lean, with a taste to truly be savored on the palate. You will never tire of its deliciousness.

**Contact us for pricing and other product information.**

Available throughout the year.

**Planning Management Section, Business Management Department, Iwate Stock Raising Distribution Center**

Aza-minamiyachi 120, Inubuchi, Shiwa-machi, Shiwa-gun, Iwate 028-3311  
TEL: +81-19-672-4181 FAX: +81-19-676-2024  
<http://www.iwachiku.co.jp/> <http://www.iwategyu.jp/>

Niigata Wagyu Promotion Council

## Niigata Wagyu



Niigata has long been home to a special spirit among cattle farmers emphasizing their connection to their animals. Today's expert cattle farmers preserve this spirit and the traditional techniques in producing Niigata Wagyu beef, with its excellent balance of marbled fat and muscle and notable, full-bodied, but mild flavor. The cattle are raised on clear water, clean air and an abundance of high-quality feed, including Koshihikari rice straw. Niigata Wagyu has twice been awarded 1st prize in national dressed beef competitions in Japan.

**Contact us for pricing and other product information.**

Available throughout the year.

**Niigata Wagyu Promotion Council  
(c/o Niigata Livestock Industry Association)**

Yamada 2310-15, Nishi-ku, Niigata-shi 950-1101  
TEL: +81-25-234-6781 FAX: +81-25-234-7045  
<http://niigata.lin.gr.jp/wagyu08/>

Izunuma Nosan/Tome-shi, Miyagi

## Date no Junsui Akabuta (Genuine red pork from Date)

Date no Junsui Akabuta are raised with affection on the company's own farm and other selected farms in Miyagi Prefecture. Akabuta pork is noteworthy for its pale pink color, tender meat, pleasant texture, and juiciness. All meat must pass strict inspection on multiple criteria before being shipped. Ongoing visual and taste testing by professionals ensures the quality of this well-marbled pork.

**Contact us for pricing and other product information.**

Available throughout the year.

**Izunuma Nosan Inc.**

Aza-maenuma 149-7, Nitta, Hasama-cho, Tome-shi 989-4601  
TEL: +81-220-28-2986 FAX: +81-220-28-2987  
<http://www.izunuma.co.jp/>



Exports



Akita Ajisho/Katagami-shi, Akita

## Hinai Jidori



Hinai Jidori is famous as one of three free-range chicken varieties designated as the most delicious in Japan. They are raised with care in free-range conditions meeting certification standards set by Akita Prefecture. They thus lack excessive fat and have just the right texture, rich flavor and aroma for diners to savor. Hinai Jidori is an essential ingredient in kiritampo hot-pot, a famous dish in the Akita area, and is perfect in various types of dishes, whether Japanese, Chinese, or Western. Now you can easily enjoy their amazing flavor in your home.

**Roasted Hinai Jidori**

¥1,000 per 135g serving (tax exclusive). Salt, Soy Sauce, or Soybean Paste (Miso) flavor.

Best use-by period: Roasted Hinai Jidori - 120 days in freezer or 7 days refrigerated. Soybean paste (miso) marinated Hinai Jidori - 20 days in freezer. Available throughout the year.

**Akita Ajisho Inc.**

Aza-egawa 21-2, Tenno, Katagami-shi, Akita 010-0201  
TEL: +81-18-870-6200 FAX: +81-870-6251 <http://www.ajisho.jp/>

Owani Shinko/  
Owani-machi, Aomori

## Local Chicken - Aomori Shamorock



This free-range chicken was developed in Aomori over a 20 year period. The meat is finely textured with a rich flavor, and is praised for its taste when roasted or in hot-pot dishes. In addition, the hatchlings are the only free-range chicken to be purchased by the Imperial Household Agency. Because all Aomori Shamorock chickens are raised in open spaces and fed only safe, special feed, they receive top quality ratings.

**Local Chicken - Aomori Shamorock**

Whole chicken (giblets removed) from ¥1,500 per kg.

Hot pot set from ¥3,000 per kg (tax exclusive).

Best if used within 5 days (store refrigerated) or 90 days (in freezer). Available throughout the year.

**Owani Shinko Inc.**

Aza-yunosawa 4-3, Ooaza-kuradate, Owani-machi, Minamitsugaru-gun, Aomori 038-0212  
TEL: +81-172-47-9040 FAX: +81-172-48-2890  
<http://www.o-wani-shinkou.jp/>



## A wide range of noodle dishes from various locals

One of the great attractions of Tohoku and Niigata is the variety of delicious, traditional noodle dishes, such as soba, udon, and the ever-popular ramen.

### Oshu Shiroishi Umen Manufacturers Association / Shiroishi-shi, Miyagi

## Shiroishi Umen

Shiroishi Umen are traditional noodles made in Shiroishi City in Miyagi Prefecture. Ordinarily, somen noodles are brushed with oil when the noodles are stretched out to dry, but umen is made without oil so they are better for the health. Just 9 cm long, the noodles cook quickly. They are usually eaten in the summer, chilled and dipped in soy sauce-based stock, but are also delicious served hot in any season.

Contact us for pricing and other product information.

Available throughout the year.

Oshu Shiroishi Umen Manufacturers Association

Sawabata-cho 1-21, Shiroishi-shi, Miyagi 989-0277

TEL: +81-224-25-0124 FAX: +81-224-25-1639 <http://www.shiroishi-umen.com/>



### Mugen-do / Yuzawa-shi, Akita

## Inaniwa Udon

Noodles



These dried udon noodles have been made in Akita Prefecture with the same process since ancient times. The noodles are stretched out by hand, and famed as one of the three major udon types in Japan, along with sanuki udon from Shikoku and kishimen udon from Nagoya. Inaniwa udon in particular are made by slowly perfecting the noodles over time, giving them a smooth texture and sensation for the pallet. They are served in many restaurants and hotels in Akita Prefecture and around Japan.

**Inaniwa Udon ¥500** (180g, tax exclusive)

\*1-kg pack is also available for professional use.

Best if used within 2 years (store at room temperature).

Available throughout the year.

Mugen-do Co., Ltd.

Aza-Shimogawara237, Inaniwa-cho, Yuzawa-shi, Akita 012-0107

<http://www.mugendo.jp/>

[Contact information] Izumihigashimachi 8-55, Akita-shi, 010-0814

TEL: +81-18-868-3371 FAX: +81-18-868-5741

### Ajino-kakunoya / Hachinohe-shi, Aomori

## Hachinohe Senbeijiru



Senbeijiru, or crackers in soup, has been a local favorite for more than 200 years in the area around Hachinohe City in Aomori Prefecture. Nambu crackers made specifically for soup are broken up, added to a soup made with meat, fish, vegetables, and mushrooms, and simmered. You can easily enjoy in your own home the pleasing texture of crackers that have soaked up the tasty soup.

**Hachinohe Senbeijiru**

**¥1,000** (3 servings, tax exclusive)

Best if used within 6 months (store at room temperature).

Available throughout the year.

Ajino-kakunoya Co., Ltd.

Aza-fukuzawakubo 3, Oaza-samemachi, Hachinohe-shi, Aomori

031-0841 TEL: +81-178-34-2444 FAX: +81-178-33-0395

<http://www.kakunoya.co.jp>

Todakyu / Ichinohe-machi, Iwate

## Morioka Jaja-Men

Morioka jaja-men is a little-known specialty in Morioka that has recently been gaining attention. Tasty udon noodles are topped with a spicy, savory miso paste. Todakyu Jaja-men evolved from Chinese-style zhajiangmian noodles (sauce-fried noodles), is served with a delicious miso sauce including garlic, hot pepper, and other spicy ingredients. These tastes combine perfectly with the springy udon noodles.

**Morioka Jaja-Men 2 servings**

**¥400** including miso (bean paste) sauce (tax exclusive).

Best if used within 100 days of production (store at room temperature).

Available throughout the year. (New products go on sale around August every year.)

Todakyu Co., Ltd.

Aza-maeda 168, Ichinohe, Ichinohe-machi, Ninohe-gun, Iwate 028-5312

TEL: +81-195-33-2551 FAX: +81-195-33-2555 <http://www.todaq.com/>



Kitadate Seimen / Hachimantai-shi, Iwate

## Wanko Soba



Exports



Award-winning product



English-inquiries welcome

Wanko soba is a traditional noodle dish of Iwate Prefecture known for the way it is served. Servers stand by and repeatedly replace small portions of noodles in the customer's bowl as s/he eats. The method began with the idea that customers could consume large amounts of soba noodles just freshly boiled, at their peak of taste. Kitadate Co., Ltd., has been making soba noodles for 66 years. It begins with Japan-grown buckwheat (soba) stored at low temperatures. The grain is then slowly ground with a stone mortar in a low heat process yielding freshly ground soba flour perfect for soba noodles.

**Wanko-Soba ¥260** (semi-uncooked 180g, soup included) **Iwate no Aji -Wanko-Soba ¥260** (dried noodles 240g, tax exclusive)

Semi-cooked noodles can be kept up to 60 days at room temperature. Dried noodles can be kept up to 1 year at room temperature. Store in a cool, dark place away from, direct sunlight, high heat, and high humidity. Available throughout the year.

Kitadate Seimen Co., Ltd.

Kamasuda 176-1, Hachimantai-shi, Iwate 028-7533

TEL: +81-195-72-2748 FAX: +81-195-72-2132 <http://www.kitadate.co.jp/>

Oyama Seimen / Oshu-shi, Iwate

## Morioka Reimen



Exports



Reimen noodles (cold noodles) from Pyongyang first appeared in Morioka around 1952 when Korean residents began replicating the taste of home. Oyama Seimen makes the most of the area's abundant water, clean air, and plentiful ingredients to make high-quality noodles. Its most popular product is Morioka Reimen. These noodles made from starch and flour are highly springy and excellent paired with a full-flavored, spicy soup.

**Morioka Reimen: ¥300 for 2 servings** (dried noodles 180g, 2 packs of soup with hot spice)

**Morioka Reimen in a hand-carry package: ¥1,000 for 4 servings** (two packs of 140g x 2 noodles, and 4 packs of soup with hot spice) (tax exclusive)

Dried noodles are best consumed within 180 days from date of production. Semi-uncooked noodles are best consumed within 90 days from date of production. Available throughout the year.

Oyama Seimen Co., Ltd.

Aza-shimononaka 2-5, Oyama, Isawa-ku, Oshu-shi,

Iwate 023-0493 TEL: +81-197-47-0434 FAX: +81-197-47-0578

<http://www.oyama-seimen.co.jp/>





Igarashi Seimen / Kitakata-shi, Fukushima

## Kitakata Ramen

This uncooked Kitakata ramen, named after the popular ramen served in Kitakata, offers an authentic flavor equal to that served in popular ramen shops. The springy, wide noodles pair well with soy sauce-based soup and don't complete without the generous slices of roasted pork filet that garnish Kitakata ramen. Igarashi Seimen has been manufacturing noodles for more than 60 years. It has a comprehensive sanitation management system and a high food safety rating.

**Uncooked Kitakata Ramen, directly delivered from the production site**

¥3,000 (5 servings in a gift box; noodles 120g x5, soy sauce soup 50g x5, chicken soup 300g x5, large-sized pork slices 40g x5, memma bamboo shoots 80g x1)

¥600 (1 serving, tax exclusive)

Best if used within 30 days (stored at room temperature). Available throughout the year.

**Igarashi Seimen Co., Ltd.**

Aza-machijirihigashi 7468, Kitakata-shi, Fukushima 966-0826  
TEL: +81-241-22-0457 FAX: +81-241-22-0459 <http://www.igarashi-seimen.co.jp/>

Tasc Foods / Yonezawa-shi, Yamagata

## Yamagata Imoni Curry Udon no Moto (with Yamagata kuroge wagyu beef)



Imoni, a soup featuring taro and beef, is a cornerstone of the seasonal food culture of Yamagata Prefecture. Recently, it has become popular, after consuming much of the taro and beef, to add curry seasoning and udon to the remaining soup to make curry udon. Imoni Curry Udon no Moto allows you to easily enjoy this unique and delicious taste at home. This Japanese-style curry features the company's own blend of curry spices added to soup made with the full flavor of Japanese Black beef.

**Yamagata Imoni Curry Udon no Moto**

¥500 (1 serving) ¥1,200 (2 servings, tax exclusive)

Best if used within 1 year (1-serving pack), or 120 days (2-serving pack). Store at room temperature.

**Tasc Foods Co., Ltd.**

Aioi-cho 7-130, Yonezawa-shi, Yamagata 992-0032  
TEL: +81-238-22-7188(main) FAX: +81-238-21-2309  
<http://www.koi-miyasaka.com/>

Jinenjo-Soba / Joetsu-shi Niigata

## Hegi Soba, traditional noodles from Echigo



Hegi soba is a traditional food of the Echigo area named after the square, "hegi" tray on which soba noodles are served. A special component of the noodle recipe is a kind of seaweed called funori. Jinenjo Soba produces noodles in an integrated process starting with in-house production of flour and continuing to packaging the finished noodles. Ample use of funori seaweed yields a smooth, delicious soba, and use of the natural mineral water of Echigo—odeguchi sen-sui—helps make the most of the natural flavor and texture of the noodles. Boil 4 to 5 minutes for peak taste and texture.

**Hegi Soba, traditional noodles from Echigo**

¥330 (270g for 1 pack, tax exclusive)

Best if used within 1 year. Store in a cool place, away from direct sunlight and humidity. Note: Check ingredient list for potential allergic reactions. In particular, the manufacturing line for this product is also used for products containing yams.

**Jinenjo-Soba Co., Ltd.**

Nagahashiri 848, Urugawara-ku, Joetsu-shi 942-0331  
TEL: +81-25-599-2219 FAX: +81-25-599-2211  
<http://www.jinenjosoba.co.jp/>



Fruits of outstanding taste and quality—popular at home and abroad

The abundant natural environment of Tohoku and Niigata is well known for producing a variety of excellent fruit. Their great taste and high quality are also highly acclaimed in overseas markets, where they are often purchased as gift items.



Mishirazu-Gaki ▲

Koro-Gaki ▼



Okesa-Gaki ▶

Fukushima / Niigata / Miyagi

## Kaki (Persimmons)

Tohoku and Niigata are the major production areas of shibugaki, or bitter persimmons. Aizu Mishirazu-Gaki from Fukushima Prefecture and Okesa-Gaki from Niigata Prefecture are delivered after the bitter taste is eliminated using alcohol. The persimmons are distinguished by their large size, soft flesh, smooth texture, and mild sweetness. In addition, Koro-Gaki from Miyagi Prefecture are prepared in a traditional process in which persimmons are carefully hand-peeled and gradually dried to produce a refined sweetness. They are a popular gift item.

**<Mishirazu-Gaki> Contact us for pricing and other product information.**

**Fukushima Prefectural Government, Tourism Promotion Bureau, Trade Promotion Division**

Sugitsuma-cho 2-16, Fukushima-shi, Fukushima 960-8670  
TEL: +81-24-521-7326 FAX: +81-24-521-7888

**<Okesa-Gaki> ¥3,000 (3kg: 18-20 pcs)**

\*Price may vary. Available from late October to early November.

**Fruit and Vegetable Sales Division, Horticulture Department, JA ZEN-NOH Niigata**

Yamaga 2310-15, Nishi-ku, Niigata-shi, Niigata 950-1193  
TEL: +81-25-232-1580 FAX: +81-25-232-1541

<http://www.nt.zennoh.or.jp/> <http://www.ja-town.com/shop/c/c3901/>

**<Koro-Gaki> ¥3,200 (approximately 1 kg, 12-18 pcs), ¥2,700 (approximately 250g, 4-6 pcs for 3 packs, tax exclusive).**

\*Prices may vary. Best if used within 10 days (store at room temperature). Available from mid December to late January.

**Miyagi Korogaki Cooperative**

Aza-hikage 37, Ohiranakame, Shiroishi-shi, Miyagi 989-0216  
TEL: +81-224-25-3013 FAX: +81-224-25-9500 <http://www.korogaki.jp/>

JA ZEN-NOH Niigata

## Echigo Hime (Echigo Princess)

Echigo Hime is a variety of strawberry developed in Niigata Prefecture and named for its lovely and fresh character—like a Niigata princess. The strawberries are large and have excellent aroma and taste. Because they slowly ripen in the severe winter cold, they grow to be sweet with subdued tartness. While the peak delivery season is April to May, farmers have recently been employing cultivation methods that accelerate blooming and harvest so consumers can enjoy this strawberry for an even longer period.

**Echigo Hime ¥2,500 (300g x 4 packs)**

\*Price may vary. Available from March to May.

**Fruit and Vegetable Sales Division, Horticulture Department, JA ZEN-NOH Niigata**

Yamada 2310-15, Nishi-ku, Niigata-shi, Niigata 950-1193  
TEL: +81-25-232-1580 FAX: +81-25-232-1541

<http://www.nt.zennoh.or.jp/> <http://www.ja-town.com/shop/c/c3901/>



Fruits & others





Aomori Apple Export Council / Aomori  
JA ZEN-NOH Iwate / Yahaba-cho, Iwate

## Apples



Aomori Prefecture produces more than 50 varieties of apple, and accounts for over half of the apples harvested in Japan each year. The taste and quality of Aomori apples are highly regarded around Japan and overseas, with 20,000 of the 500,000 tons harvested annually going for export. Iwate is also a top apple producer. The Haruka variety is very sweet and crisp, with a large, juicy center. The sugar content and juicy center is measured, and only apples meeting high standards are sold as Iwate Junjo Premium Fuyukoi.

**<Aomori Apples> Contact us for pricing and other product information.**  
Available throughout the year, but varieties depend on season.

### Aomori Apple Export Council

Aza-kanda 405, Oaza-katada, Hirosaki-shi, Aomori  
TEL: +81-172-33-8480 FAX: +81-172-33-8481 <http://ca-ringo.jp>

**<Iwate Apples> Contact us for pricing and other product information.**  
Available in December (Iwate Junjo Premium Fuyukoi). Store up in a cold place or keep refrigerated.

**Product and Sales Division, Horticulture Department, JA ZEN-NOH Iwate**  
Ryutsu-center-minami 2-5-2, Yahaba-cho, Shiwa-gun, Iwate 020-0891  
TEL: +81-19-614-1896 FAX: +81-19-638-2145 <https://www.junjo.jp>

ZEN-NOH Life Support Yamagata

## Cherries



Cherries are the signature agricultural product of Yamagata Prefecture, which produces approximately 70% of Japan's annual cherry harvest. Satoh-Nishiki, the most popular variety, Beni-Shu-ho, a large and extremely sweet variety, and others shine like rubies and have a delicious sweet-tart taste. They are often given as seasonal gifts. The harvest period differs depending on the variety and area. Yamagata Prefecture's official website provides information on cherries so consumers don't miss out on the peak seasons.

**Contact us for pricing and other product information.**

Available from late June to early July.  
\*Cherries should be consumed quickly for best taste.

**ZEN-NOH Life Support Yamagata Co., Ltd.**  
Nagaokakita 4-7-18, Tendo-shi, Yamagata 994-0062  
TEL: +81-23-655-3113 FAX: +81-23-655-3119  
<http://z-lsy.co.jp/index.html>

JA ZEN-NOH Niigata

## Japanese Pears



Japanese pears have a history in Niigata spanning 300 years. Grown in fertile soil fed by the Shinano River, the longest river in Japan, they have a juicy sweetness and refreshing texture. Many varieties are shipped over the period from August to December, including Kosui, Housui, Nijusseiki, Akizuki, Niitaka, and Shinko. The Niitaka variety is a large pear nearly round in shape and weighing as much as 800 grams each. It is highly rated in Japan and abroad for its high sugar content.

**Contact us for pricing and other product information.**

Available mid-August to mid-December.

**Fruit and Vegetable Sales Division, Horticulture Department,  
JA ZEN-NOH, Niigata**

Yamada 2310-15, Nishi-ku, Niigata-shi, Niigata 950-1193  
TEL: +81-25-232-1580 FAX: +81-25-232-1541  
<http://www.nt.zennoh.or.jp/>  
<http://www.ja-town.com/shop/c/c3901/>

Aomori /  
Kameya Food Processing Factory / Yokote-shi, Akita

## Fruit Juice



Apple juice from Aomori Prefecture is 100% pure apple juice extracted through a unique, airtight press method that grinds and squeezes apples in a closed container to avoid aeration and preserve the apples' robust aroma and delicious taste. Grape juice from Akita Prefecture starts with grapes carefully tended until each bunch fully ripens on the vine. This 100% grape juice is made with a traditional pressing method involving time and effort. The result is an exclusive taste balancing a rich sweetness and crisp tartness for your enjoyment.

**<Apple Juice> Kibo-no-Shizuku (1L)**

**Contact us for pricing and other product information.**

Best if used within 1 year. Available throughout the year.

\*Store at room temperature away from direct sunlight and high temperature.

\*Fruit pulp may settle on the bottom, but does not affect quality. Please shake well before drinking. Refrigerate after opening and consume promptly

**The Farm Village Industry Federation of Aomori Prefectural Agricultural Cooperatives**

Tonose 2-2-1, Hirosaki-shi, Aomori 036-8317

TEL: +81-172-33-7520 FAX: +81-172-38-2330 <http://www.aoren.or.jp/>

**<Grape Juice> Grape Juice (600ml) ¥1,000 (tax exclusive)**

Best if used within 500 days (store at room temperature). Available throughout the year.

**Kameya Food Processing Factory**

Heiwa-cho 14-7, Yokote-shi, Akita 013-0035

TEL: +81-182-32-2734 FAX: +81-182-32-2754 <http://marukame.net/>



Kibo-no-Shizuku

Grape Juice

Fukushima

## Grapes



Exports



With the growing popularity of large, seedless grape varieties in recent years, Fukushima Prefecture developed seedless Azuma-Shizuku grapes, harvested in late August. The seedless grapes make a perfect gift because of their large size, soft and sweet meat, and subdued tartness. The grapes also contain an abundance of nutrients such as polyphenol and anthocyanin. Other tasty varieties are also available, including Kyoho, Pione, and Takao.

**Contact us for pricing and other product information.**

**Fukushima Prefectural Government,  
Tourism Promotion Bureau, Trade Promotion Division**  
Sugitsuma-cho 2-16, Fukushima-shi, Fukushima 960-8670  
TEL: +81-24-521-7326 FAX: +81-24-521-7888

Fukushima

## Peach



Exports



Northern Fukushima Prefecture is one of the largest fruit-producing areas in Japan, and peaches are the signature summer fruit of this fruit kingdom. Following harvest, peaches are checked with a light sensor for sweetness, weight and color to guarantee flavor. Various peaches varieties are delivered during different periods, but Akatsuki peaches are harvested from late July to mid-August. They have dense pulp and a rich sweetness.

**Contact us for pricing and other product information.**

**Fukushima Prefectural Government,  
Tourism Promotion Bureau, Trade Promotion Division**  
Sugitsuma-cho 2-16, Fukushima-shi, Fukushima 960-8670  
TEL: +81-24-521-7326 FAX: +81-24-521-7888





JA ZEN-NOH Niigata

## Le Lectier

Most western pears harvested in Niigata Prefecture are of the Le Lectier variety and are primarily grown in the fertile soil of the Shinano River basin. Because these pears do not completely ripen on the tree, they must further ripen after harvest under carefully managed temperature, humidity and ventilation conditions. After about 40 days they turn a pastel yellow color and are ready for delivery. Locals call them the grande dame of western pears for their rich scent, concentrated sweetness, and tender texture.

### Le Lectier

¥4,000 (2 kg, 5-6 pcs), ¥4,800 (3 kg, 7-11 pcs),  
¥6,400 (4 kg, 9-12 pcs)

\*Prices may vary. Available from late November to mid December.

Fruit and Vegetable Sales Division, Horticulture Department,  
JA ZEN-NOH Niigata

Yamada 2310-15, Nishi-ku, Niigata-shi, Niigata 950-1193

TEL: +81-25-232-1580 FAX: +81-25-232-1541

<http://www.nt.zenoh.or.jp/> <http://www.ja-town.com/shop/c/c3901/>

Abukuma Shokuhin / Date-shi, Fukushima

## Waka-Momo no Kanro-ni (Sweetened boiled young peaches)



Exports



Award-winning product

Waka-Momo no Kanro-ni are young peaches harvested one-by-one, then sweetened and boiled. In a unique, patented production process, the peaches are cooked in syrup to retain their fresh, green color and enable even the seeds to be eaten. The young peaches are lightly fragrant with a juicy, sweet flavor. They can be packed in a lunch, served as a topping on yogurt, or used as an ingredient in homemade desserts such as gelatin and cake.

### Waka-Momo no Kanro-ni

¥2,000 (100g x 3 bags, tax exclusive)

Store at room temperature. Available throughout the year.

Abukuma Food Co., Ltd.

Aza-shimizu 34-2, Hobara-machi, Date-shi, Fukushima 960-0649

TEL: +81-24-575-1171 FAX: +81-24-575-1147

<http://abukumafoods.co.jp/>

Orchard Takeda / Tendo-shi, Yamagata

## Shuwarait (Apple, La France, Grapes, Cherry)



Award-winning product

These pure, semi-sparkling juices are prepared from fresh-squeezed fruit grown in the richest soil. Cultivation and processing are all done in-house, with the juice shipped directly from orchards in Tendo City, Yamagata Prefecture to provide the taste and fragrance of fresh fruit in a refreshing beverage. Four types are available: apple, grape, La France (pear) and cherry. Only a few companies produce pure sparkling fruit juice in Japan, and this firm is recognized for its high technological skill and excellent products.

### Shuwarait (250ml)

Apple ¥478 Cherry ¥958

La France, Grapes ¥500 (all tax included)

Best if used within 6 months. Available throughout the year.

Orchard Takeda Inc.

Aza-uchijo 8542-1, Oaza-araya, Tendo-shi 994-0054

TEL: +81-23-65 4-8704 FAX: +8123-653-4095

<http://www8.plala.or.jp/o-takeda/>



So far three Japanese editions, an English edition and Chinese editions (in both Simplified and Traditional Chinese) have been published. You can download them on the following website.

<http://www.kasseiken.jp/investigation/index.php>

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TEL : +81-22-225-1426

FAX : +81-22-225-0082

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

English editorial advisor :

Ken Schmidt

Professor, Tohoku Fukushi University  
Sendai, Japan