

From the Editor

delicious Japan Special Extra Edition

The First Japan's Food Export Fair will take place at Makuhari Messe in Japan over three days, on the 11th to 13th of October 2017. The Japanese government has set a target of expanding exports of agricultural, forestry, and fisheries produce and food products to JPY1 trillion by 2019. This event has attracted high expectations from Japan and overseas as a trade fair organized with the cooperation of the Ministry of Agriculture, Forestry and Fisheries, and co-sponsorship of Japan External Trade Organization (JETRO).

The value of Japan's exports of agricultural, forestry, and fisheries produce and food products in 2016 stood at JPY750.3 billion, up 0.7% on the preceding year, the fourth consecutive year of growth. Within that total, agricultural produce accounted for JPY459.5 billion (61%), with JPY264.0 billion from fishery products and JPY26.8 billion from forestry products. The main export destinations were: 1: Hong Kong (JPY185.3 billion), 2: USA (JPY104.5 billion), 3: Taiwan (JPY93.1 billion), 4: China (JPY89.9 billion), and 5: South Korea (JPY51.2 billion).

Japanese food, as exemplified by sushi and tempura, has long been regarded as healthy and cool in other countries. A survey conducted by the Ministry of Agriculture, Forestry and Fisheries in July 2015 found that there were 89,000 Japanese restaurants overseas. The inscription of Washoku (traditional dietary cultures of the Japanese) by UNESCO as intangible cultural heritage in December 2013 provided a further boost. In fact, seven out of ten foreigners visiting Japan give "experiencing food in Japan" as one of their greatest interests in Japan. Many visitors to Japan become fans of its food and visit their local Japanese restaurants after they return home.

The reasons for the popularity of washoku include its visual beauty, which takes the seasons and their colors into account and even extends to care about the serving dishes, and the characteristic "nutritional balance that supports health diet" that has been recognized by UNESCO as valuable. That value is seen in the traditional fermented ingredients that are traditional foods, born from Japan's unique land and climate as a mountainous island.

The creation of traditional foods draws on the produce of the land, and its climate and character, and often embodies the knowledge, skills, and ingenuity of the local people. Japan, characterized by traditional foods with roots in each region, and by a warm and humid climate, has given birth to one of the world's foremost fermented food cultures. The basic condiments of washoku, which are soy sauce, mirin, miso, and vinegar, are all produced by fermentation.

This special extra edition of Delicious Japan is dedicated to Japan's Food Export Fair. We fervently hope that Japan's traditional foods will spread overseas, making more people health and happy through the benefits of Japanese food.

*Information on this booklet was last updated June 2017. Some information may change without notice.

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-  Free Wi-Fi
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-  Budget
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-  Types of menus available
-  Types of credit cards available
-  Reservation required or suggested
-  Vegetarian menus available*
-  Halal menus available*
-  Nearest station / exit
-  Website address
-  Only indicated if the restaurant is non-smoking

*In many cases, reservations are required for vegetarian and halal menus. Please ask each restaurant for more information.

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TRADITIONAL JAPANESE INGREDIENTS TO THE WORLD

With growing interest in health, super foods and “foods with function claims” are gathering attention as being good for health and the body, and stimulating the market in Japan. But if you think about it, the Japanese people have pursued diets good for their health and nutrition since ancient times.

With washoku gaining recognition as healthy cuisine in many countries, UNESCO inscribed washoku culture as intangible cultural heritage in 2013, so Japanese food is gathering far more attention than any other time before.

The eating habits and diets of the Japanese people have been changing with the times.

Ramen, which is popular overseas too, came to Japan from China, but has been arranged into Japanese style with soup flavorings such as salt, tonkotsu (pork bone stock), and miso paste. By now, it has settled in as an established part of our food culture. The same is true of curry, which originated in India. By now it is such an established part of our culture that it is high on the list of home cooking dishes.

Traditional washoku is made of unique ingredients grown in the changing seasons of Japan, an island nation. Even so, it has assimilated foreign ingredients and dietary customs in every era, and that interchange has built up into today’s Japanese cuisine.

In the other direction, sushi is a well known Japanese cuisine in many countries. Sushi in Japan uses raw fish, but the California rolls, born in America and growing in popularity, are a leading example of “sushi” that doesn’t use raw fish. This kind of Japanese cuisine, that is spreading overseas, is changing in form and appearance from the Japanese originals as it assimilates into the food cultures of the countries it reaches.

The Japan’s Food Export Fair presents many traditional ingredients and processed items that are superfoods long eaten in Japan. Of the many diverse ingredients used in Japanese cuisine, we want to focus here on traditional ingredients.

KONNYAKU

By now, konnyaku is familiar as a diet food, but it has long been established in Japan as a food that cleans waste out of the body.

Glucomannan, a water-soluble neutral polysaccharide also known as konjac (konnyaku) mannan, is abundant in konnyaku. It cannot be broken down by human digestive enzymes, and it absorbs water in the stomach to grow to many times its original size. This property makes it easier to reach a feeling of satiety, making it a useful diet food. It also stimulates the intestines, promoting their movement, which can be expected to help against constipation. Glucomannan also lowers cholesterol and sugar in the blood, which can be expected to help in preventing lifestyle diseases, so it really is a Japanese superfood.



Healthy & Delicious

What's special about konnyaku?

This traditional and historical food was introduced to Japan from China together with Buddhism in the 8th century. It is made by gelatinizing glucomannan, the polysaccharide found in konnyaku imo (root), and then setting it with an alkaline solution (calcium hydroxide). Konnyaku has long been called "spring cleaning for the bowels" and is said to improve and regulate the gut environment, aiding the excretion of waste. Konnyaku production is one of the representative local industries of Gunma Prefecture, which accounts for around 94% of Japan's konnyaku imo production.

Why is konnyaku good for health and beauty?

There are three main reasons.

- (1) Healthful composition, with low calories, low carbs, and zero fat. It's a boom for people looking to restrict calories and sugar intake.
- (2) It includes dietary fiber, which is not absorbed in the bowels and has a detox effect that helps to expel waste.
- (3) The skin of konnyaku imo includes ceramide, a moisturizing ingredient, so it can be expected to deliver beautifying effects.

How is the nutritional value of konnyaku different from rice, bread, and noodles?

Konnyaku is far healthier than carbohydrates. However, it has a distinctive odor, so it is pre-processed before cooking to remove odor and bitterness.

Per 100g	Rice	Udon	Bread	Konnyaku
Calories	168kcal	270kcal	264kcal	5kcal
Carb	36.8g	55.6g	44.3g	0.1g
Fat	0.0g	0.6g	4.4g	0.0g

What are some good ways to eat and enjoy konnyaku?

It can be used as a boiled or stewed ingredient in classic washoku or eaten raw as thin konnyaku noodles and sashimi konnyaku slices.

Konnyaku is attracting attention as a substitute ingredient to reduce intake of carbohydrates and calories. Konnyaku noodles are a substitute of ramen and pasta, and rice konnyaku (in the shape of rice grains) can partially replace rice.

There are konnyaku products in many other forms to suit different preparation methods. As a raw material, it is used in sweet jellies and other desserts, where it improves texture and consistency, in paste-based items such as chikuwa, where it maintains moisture and shape, and in bread and cakes.



sweets & desserts

Konnyaku flour is used in a wide range of sweets and desserts, from traditional Japanese desserts like kuzumochi to fruit-flavored jellies. The addition of konnyaku with its many benefits makes these sweet delights healthier than the normal variety.



traditional products

Konnyaku as it is used in traditional Japanese cuisine comes in a block form "ita-konnyaku" or in thin string-like strips "shirataki" (white waterfall). Ita-konnyaku may be sliced or diced depending on the dish, but konnyaku products now come in various shapes and flavoring for the convenience of modern home cooking.

Konnyaku on Your Table

What would you most like to tell people overseas about konnyaku?

It's a healthful ingredient, with low calories, low carbs, and zero fat. I want people to know that it has very wide potential, so you can arrange it into all kinds of dishes and ingredients, for use in diverse cuisine, not just Washoku.

Please tell us about yourself.

I took over the company from my father in 2011, when I was 36, becoming the second-generation CEO. I'm also a housewife and mother. I use my feminine intuition to plan and develop konnyaku products from new concepts.

What is the corporate mission of IA Foods, and your vision as CEO?

We want to preserve the tradition of konnyaku as one of Japan's good old ingredients, while developing innovative konnyaku products that match modern needs. We see our most important mission as sharing the appeal of konnyaku products. We want to introduce people to preparation methods and uses for konnyaku as a health food, and to ways to make the most of its properties as an ingredient. We want to take konnyaku products into diverse culinary fields.

My vision for the future is to contribute to the advancement and stimulation of the local economy by expanding the market for konnyaku. To that end, I want us to be a company in which everyone comes together to challenge new food fields, achieving long-lasting growth. I want to go on spreading delicious konnyaku to the world, and making konnyaku products that people choose to enrich their dining tables with.



Sayuri Yoshida, IA Foods CEO

konnyaku noodles

Individually packed konnyaku noodles, with their health and beauty properties, are blended with ingredients such as rice flour and glutinous barley flour as a low-calorie alternative to noodles such as ramen, udon, and pasta.



Fermented Condiments

Fermented condiments such as miso, soy sauce, vinegar, sake, and mirin are essential for flavoring washoku. Japan gets hot and humid in the summer, so it has a well-developed tradition of fermented foods, in common with other Asian countries. The process of salting and fermenting soybeans and grains breaks the proteins of the raw materials down into amino acids, to create condiments bursting with umami ingredients.

MISO

This is one of Japan's most representative condiments, made by boiling or steaming soybeans and mixing them with koji culture and salt to ferment and mature. It is used in miso soup and simmered dishes. One characteristic of miso is its regional diversity, with different areas using different types.



SOY SAUCE

Soy sauce is made by adding salt water to koji made from soybeans and wheat to produce moromi, which is fermented and matured. It is widely used for dishes such as sashimi, grilled fish, simmered dishes, and stir fry. The five types are koikuchi (strong), usukuchi (light), tamari, saishikomi (refermented), and white.

KOJI

Koji is the foundation of fermented condiments such as miso, soy sauce, vinegar, sake, and mirin, which are essential for flavoring washoku.

NIHONSHU

(JAPANESE SAKE)

Japan's culture has grown up around rice cultivation, and rice has been a precious food. Every individual grain was thought to be a shelter for a god, and similarly, the ability to make sake was seen as a divine gift. Sake has been used since ancient times as an offering to the gods, and as a means of approaching the divine.

It also has an important role in cementing ties with family, relatives, and the local community.

For example, sake offered to the gods is always shared out and drunk by all those present after the ceremony. Drinking the same sake as the gods, and sharing it among the people, strengthens local ties and community cohesion.

Sake has the important roles of bringing out the flavors of washoku and bringing people's hearts together.



ALL ABOUT KOJI - RICE MALT

We've heard that this October will mark the 110th anniversary of your company. What do you value most with your products?

Quality is the utmost importance at Horaiya. We believe that our mission as a food manufacturer is to provide high quality products for our customers to enjoy. For 110 years, we have constantly endeavored to attain our high standards of quality and have been working to further improve our products.

Tell us about the characteristic of your products.

Horaiya is a koji manufacturer and we have been implementing our traditional koji production method for over 100 years. Koji is a delicate mold that is the foundation of Japanese fermentation culture including sake, miso and amazake, and the development of koji is key to all of our products. We perfected this delicate koji fermentation production and developed products that express the value of our traditional koji.

What kind of certifications or awards have you received?

Horaiya's products are Kosher-certified by the Kosher Division of London Beth Din (KLBD). Our amazake is the only Kosher-certified amazake and our miso is the first miso to obtain Kosher certification. Our amazake also received the Monde Selection Gold Award three times and is recognized as a high quality product. We hope to communicate to consumers that Horaiya is a reliable food manufacturer.

What do you want to introduce to the overseas buyers most and why?

Our amazake! Amazake is a traditional Japanese fermented rice drink loved since the Edo period. It is excellent hot on a cold, wintery day to warm up your body, but also tastes great cold on a hot, summery day to obtain necessary nutrients. Amazake also has many health and beauty benefits.



Interview with Misaki Tanida,
International Market Development of Horaiya Honten

Since our amazake is non-alcoholic, everyone from children to the elderly can enjoy our amazake.

Who are your target consumers?

The health and beauty benefits that amazake has is extraordinary. The koji rice malt breaks down the rice to produce many different enzymes, essential amino acids and vitamins, especially vitamin B. In addition, koji produces kojic acid, which prevents freckles and discoloration of skin, leading to beautiful skin. Drinking amazake can be the perfect skin care. The value of amazake is incredible and we hope to spread the advantages of drinking amazake to health-conscious and beauty-conscious consumers abroad.

What triggered the current amazake boom in Japan?

The high nutritional value of amazake became widespread and people who are concerned about their well-being began drinking amazake. Although well known as a winter drink, the benefits of drinking amazake helped establish its title as a summer drink as well. Hot, summer days reduce your appetite and cause fatigue due to lack of nutrition and hydration. Amazake is the perfect drink to combat these troubles and regain energy.

What are your future goals?

We hope to further improve our traditional koji production method to provide even better products for our consumers. Rather than being satisfied by our current state, we want to continue advancing and tackle new challenges. We aim to extend our products to reach those who are abroad and promote traditional Japanese food culture.

Please briefly tell us about yourself.

Although born and raised in the U.S., I have lived with Japanese food my entire life. I wanted to spread traditional Japanese food to other countries and act as a bridge between Japan and abroad. I especially love fermentation, both the food and the process, and thus, I am working on spreading the marvels of Horaiya's koji products to the rest of the world.

AMAZAKE (FERMENTED RICE DRINK)



A healthy, non-alcoholic rice beverage full of enzymes, amino acids, and vitamins.



Amazake Yogurt (1-2 servings)

Concentrated Amazake	100ml
Plain Yogurt	80g
Dried Fruits	as needed
Cereal	as needed

1. Cut the dried fruits into small pieces.
2. Mix the amazake, yogurt, and fruits.
3. Leave in the refrigerator overnight.
4. Sprinkle cereal on top and enjoy!

SOY SAUCE KOJI (RICE MALT)



A wonderful blend of sweet rice malt and savory soy sauce.



Diced Steak with Soy Sauce Koji (2 servings)

Soy Sauce Koji	300g
Beef (for steak)	150g
Salt & Pepper	as needed
Potato Starch	2 Tsp
Grated Onion	1/2
Cooking Sake	1 Tsp
Mirin	1 Tsp
Sugar	1 Tsp
Garlic	1 clove
Grated Garlic	1/2 Tsp
Oil	as needed

1. Mix grated onion, soy sauce koji, cooking sake, mirin, sugar and grated garlic to make the sauce.
2. Dice the beef into chunks, sprinkle salt and pepper and cover with potato starch.
3. Put oil in the frying pan and fry the garlic until golden brown. Take out the garlic and leave the oil. Cook the beef on both sides. Add the sauce, sprinkle the garlic and enjoy!



About "Marukome"
As the No.1 miso company, Marukome spreads Japanese foodculture to the world.

Marukome, since its founding in 1854, has developed based on the ancient Japanese fermentation technology. Focusing on Miso (Soybean Paste) Marukome has achieved to be No.1 in the miso industry by innovative product development to answer the needs of the age.



The company name "Marukome" represents the main ingredients of miso: "Marudaizu (Whole soybean)" and "Kome (Rice)". It is Marukome's wish to spread the Japanese fermentation culture to the world along with company philosophy "To contribute to the healthy lifestyles of consumers through the ancient Japanese fermentation technology".



Marukome Head Office and Factory



Miasa Highland Aging Warehouse

Market share in JAPAN

※Nikkan Keizai Tsushin Co., Ltd. 2015

The others. There are 1000 miso manufacture in Japan

75%

Marukome 25%

Nagano:
The prefecture of the highest longevity in Japan.

Marukome was founded in 1854 in Nagano.



Now available to export

made from "rice KOJI" Koji Amazake

AMAZAKE (Fermented Rice Drink)
Full nutritious drink since Edo Period called as "Japanese Super Food"



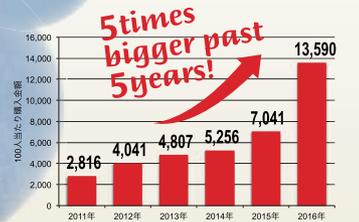
Plain

Soy-milk blend



BIG booming in JAPAN

About Amazake Market Size



Market size is 13 billion yen (160,000,000 S.G.D) in 2016

Liquid Miso

料亭の味



25 cups

10 times Dilution

You can enjoy authentic miso soup with simple 3 steps!

- 1 1 Tablespoon
- 2 Pour hot water
- 3 Mix





GEKKEIKAN

FOR YOUR LIFESTYLE TASTE

(c) Gekkeikan Sake Co., Ltd.

Please give a brief account of your brewery's history.

Gekkeikan was originally founded in 1637, when Okura Jiemon opened up a sake shop in Fushimi, where our head office is also currently located. Our company was nothing more than a small local sake shop for the first 250 years. It was not until quite recently that our company grew into what it is today, providing Japanese sake across Japan and all over the world. As a key element of our global strategy, we established Gekkeikan Sake (USA), Inc. in 1989, and Gekkeikan (Shanghai) Trading Co., Ltd. in 2011. In addition to exports from Japan, Gekkeikan USA not only provides sake in the U.S. but also exports to Canada, Southern America, Europe, and Asia.

Please give some representative examples of sake you are making.

Our products range from the finest Junmai-Daiginjō to the more common or traditional sake that are served best when heated. The Daiginjō and Junmai-Ginjō of the top-notch "Denshō" brand are our signature products. They are

very fragrant and smooth in texture, slowly brewed over a long period of time with finely milled Yamada-Nishiki, the king of sake rice. The premium "Horin" Junmai-Daiginjō is a popular brand not only in Japan but also in the U.S. and Europe. It is brewed with a blend of Yamada-Nishiki and Gohyakuman-goku, two of the most popular varieties of sake rice.

What type of rice do you use for your sake?

Our company provides a range of sake types that incorporates advanced brewing technology, such as our sake barrels, Nigorizake ("cloudy sake"), and Junmai brewed with Yamada-Nishiki. From the finest Daiginjō to the moderately priced Futsū-shu (normal sake), we use a variety of sake rice to brew different types of sake. Some of our Daiginjō grade products are brewed with Yamada-Nishiki, which are harvested from our contract farms.

As for our Futsū-shu, our brewing recipes include varieties of rice that are normally eaten as staples, such as Nipponbare and Koshihikari. The rice



Nigorizake ("cloudy sake")

is roughly milled so as to leave the outer layer full of protein, fat, minerals and vitamins, so that when it is brewed, it enhances flavor and nutritional quality of the sake, and makes the sake delicious when heated as well.

We have a few products that best represent Kyoto, including a Junmai-Daiginjō brewed with sake rice called Iwai, which grows only in Kyoto prefecture. Another well-reputed Kyoto-made product is called "Daiginjo", brewed with 100% of a recently invented variety of kakemai (rice used to produce raw unrefined sake) called Kyo-no-kagayaki and pure spring water in Fushimi called Fushimizu.

What types or types of yeast and koji do you use?

Our company uses a variety of yeasts that we developed based on sake yeasts, which are cultured to match with different sake types. The kōji (rice malt) molds that we use to make sake are sourced from several companies specializing in kōji making for 600 years, including an original blend especially created for our company.

Since the late 1980s, researchers at Gekkeikan have been unraveling the formation mechanism of aroma compounds in sake that are produced by yeast. This patented technology has led to the development of an ideal yeast for making Ginjō, and is widely applied in the brewing industry today, including a yeast strain called "Kyōkai Kōbo (yeast)", which is bred using this technology and distributed to sake brewers all over the country through the Brewing Society of Japan.

What sort of water source do you have?

Brewery members of the Fushimi Sake Brewers Association, including Gekkeikan, use local groundwater to make sake. Underneath the Kyoto basin, there lies a natural reservoir as large as Lake Biwa, called "Kyoto Suibon". Professor Harushige Kusumi of Kansai University has reported that the underground water basin contains as much as 21.1 billion tons of water, with a north-south dimension of 33 kilometers and an east-west dimension of 12 kilometers.

The basin becomes deeper as it stretches southward and is deepest around Fushimi, which is why we are blessed with clean and nutrient-rich water.

The strata beneath Fushimi's land surface are composed of granite, of which ample amounts of spring water are filtered through. The water hardness measure from 60 to 80 mg/L, which means that it contains an ideal balance of dissolved calcium and magnesium for making sake. Sake brewed in Fushimi use this moderately hard water, and is fermented over relatively long periods of time. This is why our sake is low on acidity, smooth in texture, and has a refined, refreshing flavor.

Have you won any medals for your sakes?

Gekkeikan has won numerous Gold prizes at the "Japan Sake Awards", which is hosted by the government (Brewing Society of Japan, independent administrative institution) and the only national competition for Shinshu, or the first batch of sake brewed that year. It is known for having strict judging criteria as the most prestigious sake competition in the country today. Gekkeikan was awarded first place in the first competition held in 1911. This year, all four batches of sake by Gekkeikan - "Uchigura", "Shōwagura", "Ōte-Ichigōgura", and "Ōte-Nigōgura" - won Gold prizes.



Namazake

Freshly squeezed sake that can be distributed in room temperature and maintain the same freshness as in the brewery

JAPANESE CUISINE



TEPPANYAKI

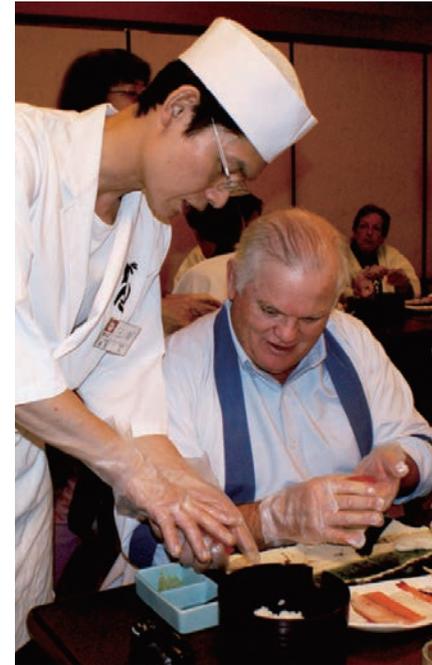


SUSHI



Experience the True Japan at Ganko

Hands-on Sushi-making Experience



This “sushi-nigiri” (sushi-making) event is open to groups of two or more people. Participants are taken into a spacious Japanese tatami-floored room with a tokonoma alcove, with a deeply Japanese mood. Staff in traditional Japanese dress explain the history of sushi, then a highly-trained itamae (chef) gives a demonstration of “tai no sanmae oroshi” (filleting bream into three cuts) and sushi assembly for the guests to watch. Then, the guests get to try it for themselves. They are provided with cuts of maguro (tuna), salmon, ebi (shrimp), and other sushi toppings, sushi rice, wasabi horeseradish, and nori (seaweed sheet), and try their hands at assembling their own sushi, with the itamae’s guidance. The next stage, after the sushi is ready, is a tasting and mealtime. Check the taste and appearance of your own sushi alongside the work of the pros. This could be your chance to try sushi-making and become an on-the-spot sushi chef!

* Cost: JPY5,000 per person in groups of 2~8 people. JPY3,500 per person in groups of 9 or more. Booking required

Japanese Classical Dance Viewing

Every Sunday, Ganko stages the “Gankoza” viewing of Japanese classical dance, free of charge. This popular and valuable event is an opportunity to enjoy a meal while watching classical dance. The dancers who perform at Gankoza are all highly-skilled veterans of TV and public performances. Watch Japanese classical dancing by professional dancers to feel the true “wa” (cultural character) of Japan.

* Cost: Free. Pay only for your meal. Every Sunday, two viewings at 12:30 and 13:30. Booking required.



Japanese Restaurant Horikawa

Odakyu Hotel Century Southern Tower

“Japanese Restaurant Horikawa” on the 19th floor of a high-rise building in front of Shinjuku station, offers many ways to taste Japan’s four seasons amid the refined atmosphere of a hotel, away from hubbub of the world 100m below. This restaurant brings together the quintessential elements of washoku, delicately prepared from strictly selected ingredients: Japanese cuisine, selected Japanese black beef and fresh fish cooked as teppanyaki (on a hotplate) at a counter, and Edomae sushi directly managed by a Tsukiji fish market wholesaler. We recommend it to ambitious diners, who are keen to sample three genres of washoku at their best in one sitting.

→ See p. 33 for branch details