

SHIMODOZONO Co., Ltd.

Company Information

Address : 5-18 Orosihinomachi Kagoshima-City, 891-0123, Japan
Tel : +81-99-268-7281
Fax : +81-99-267-1503
E-mail : matuzaki@shimo.co.jp
Contact : Shunichi Matsuzaki (Mr.)
Position : Business Process Management Division

Our company has been producing and dealing in Japanese green tea for more than half a century.

We have also been developing the export business of organic green tea (certified EEC, USDA NOP, and organic JAS) since 1995.

Our products have been traded through our partner company "SHIMODOZONO INTERNATIONAL" with many tea wholesalers and retailers in Europe and the U.S.

We are introducing Japanese green tea of a new type for the first time at this fair.

This tea has a flowery aroma and a sweet taste that Japanese traditional tea has never given off.

It will be suitable for drinking at your daily meals and when you are relaxing.

Of course our exhibition displays several kinds of traditional green tea.

They will refresh your body and your mind.

Please visit our exhibition booth and taste our high quality and healthy green tea.



www.shimo.co.jp/

Yamato Soysauce & Miso Co., Ltd.

Company Information

Address : 4-E-170, Oonomachi, Kanazawa, Ishikawa, 920-0331, Japan
Tel : +81-76-268-1248
Fax : +81-76-268-1242
E-mail : s-yamato@ki.rim.or.jp
Contact : Seichi Yamamoto (Mr.)
Position : Managing Director

Yamato is a Kanazawa-based family business which has been producing soy sauce since 1911.

Favored by the top sushi restaurants and 3 star Michelin restaurants in France, the secret of the company's success is top quality raw ingredients, patient processing, and the sweet and delicate fragrance of their products.

They are certificated to ISO 9001 standard and are officially recognized as an organic food processor by the international Organic Crop Improvement Association.



www.yamato-soysauce-miso.com/

MINAMI SANGYO CO., LTD.

Company Information

Address : 3-18 Toshin-cho, Yokkaichi-city, Mie, 510-0025, JAPAN
Tel : +81-59-331-2158
Fax : +81-59-331-7324
E-mail : yamakawa@minamisangyo.com **Tel :** +81-59-331-2158
Contact : Yumi Yamakawa (Ms.) **Fax :** +81-59-331-7324
Position : Sales Department

The BANRAI brand was created by a leading soy food processing company in Japan, Minami Sangyo Co., Ltd.

Under the BANRAI brand we sell our tofu-making nabe-pot, high potency soymilk, and accessories.

BANRAI-Nabe Pot, patented in both the US and Japan, is a pot that steams soymilk into rich and velvety tofu in just 10 minutes.

BANRAI Soymilk has a patented tofu curdling formula that contains rich soy protein solid (approx. 12%), and it provides opportunities far beyond tofu making.

BANRAI encourages a healthy and balanced diet for those who are trying to achieve a modern, active lifestyle.

Enjoy what Banrai can offer by embracing naturally wholesome flavors that elevate your senses.

You'll find that living in harmony with Banrai both enriches the body and includes the soul.

With minimal preparation, BANRAI allows you to eat well and in style too.



M & M CO., LTD.

Company Information

Address : 3-2-44-2F, Omachi, Akita, 101-0921, Japan
Tel : +81-18-862-9287
Fax : +81-18-862-9297
E-mail : trade@mandm-akita.com
Contact : Ai Sasaki (Ms.)
Position : International Operations Manager

Our company is based in Akita Prefecture, northern part of Honshu Island, Japan.

All our products are made from Japanese natural ingredients: water, soybean, and rice, on the theme of "GOOD for people" (The Chinese characters for DIET mean Good for HUMAN).

Please try our classic yet new Japanese traditional foods.

< Main products >

- Natto Nuts Neba freeze dried Natto (fermented soybean)

Natto is well known as one of the world's 5 healthy food products. Normally, Natto is very sticky and has a unique strong smell. But this product has overcome these points through freeze-drying, preserving all the nutritional value such as Bacillus Natto and Nattokinase. You can enjoy it as a snack whenever, wherever as you like.



- GABA Rice Komachi -germinated brown rice
- GABATEA -germinated brown rice & Japanese green tea
- Koregamiso -soybean paste
- Osagekko -Japanese Sake

JFC International (Europe) GmbH (PACIFIC TRADING CO., LTD.)

Booth No.

14

Company Information

Address : Theodorstrasse 293, 40472 Duesseeldorf, Germany
Tel : +49-211-5374160
Fax : +49-211-592827
E-mail : service@jfc.eu
Contact : Ryuji Horino (Mr.)

The JFC INTERNATIONAL (EUROPE) GROUP is Europe's leading company in the market for Asian and, in particular, Japanese food.

Restaurant operators, catering companies, hotels, specialist shops, wholesalers, distributors and other retailers in the food and catering industry can rely on JFC for quality merchandising and good service.

Providing top-quality products is a principle to which all of our staff are highly committed.

Thanks to our deep-seated service mindset, JFC quality also extends to our delivery service, customer support and advice.

Our branch offices in Duesseeldorf(Germany), London (United Kingdom) and Paris (France),



www.jfc.eu

JAPAN FOODING LTD.

Booth No.

15

Company Information

Address : 7A Hanover Street, London W1S 1YS, U.K.
Tel : +44-20-7253-0057
Fax : +44-20-7253-0057
E-mail : info@japanfooding.com
Contact : Takashi Fujita (Mr.)
Position : President

JAPAN FOODING LTD. based in the U.K. has supported Japanese food manufacturers to develop their products to be appreciated in the global food market.

Our mission is promoting Japanese food through careful business negotiation with distributors and retailers as well as our unique educational activities for customers in various department stores, supermarkets and cooking workshops.

Our products range in diversity and include MISO, NORI, SAKE, SNACKS, UME SHU, etc, which are fascinating trendy food lovers all over the world. We are certain that the higher quality in healthy eating and refined design will inspire your purchase and enrich your customers' food life.

We are looking forward to presenting our exclusive merchandises in French, Spanish, Italian, German, Korean, English and Japanese if you like.

We hope that we can discuss our business inside out with possible options such as price, regulation suitability, promotion, NB/PB use and others as marketing demands through ANUGA 2007.



Kyokuyo Europe B.V. (Kyokuyo Co., Ltd.)

Booth No.

16

Company Information

Address : Schiphol Boulevard 193, Luchthaven Schiphol,
1118 BG, The Netherlands

Tel : +31-20-405-9060

Fax : +31-20-653-3499

E-mail : info@kyokuyo-eu.com

Contact : Yoshiyuki Takano (Mr.)

Position : Sales Manager

Kyokuyo, as a credited seafood company, will introduce "Frozen Sushi", "Frozen Sushi Topping" and "Prepared Food".

As these products are manufactured with technical know-how and expertise built up for many years, we can assure the quality and safety of our products.

Since its inception in 1937, Kyokuyo has worked hard and established itself as a major seafood company worldwide, providing safe and secure marine products and processed food products to customers throughout world.

Our networks around world provides us the most up-to-date information and allows us to provide our customers with the highest quality seafood available.

Polar Seas Frozen Sushi represents an entirely new level of quality in frozen sushi.

The newly developed "Frozen Sushi" is more tender and delicious than any other frozen sushi product ever offered before.

It is not only convenient, easy-to-prepare, and affordable, but also the freezing process ensures that the product is safe to eat for up to one year if properly stored.



www.kyokuyo-eu.com

Mizkan U.K. Ltd. (Mizkan Group Corporation)

Booth No.

17

Company Information

Address : New Road, Burntwood, Staffordshire, WS7 0AB U.K.

Tel : +44-1543-685-555

Fax : +44-1543-677-149

E-mail : tyuzawa@mizkan.co.jp

Contact : Tomoyuki Yuzawa (Mr.)

Position : Sales & Marketing Manager

Mizkan Group was established in 1804 by Matazaemon Nakano 1st and its history is closely linked with SUSHI.

SUEHIRO and SHIRAGIKU, products made by Mizkan, are very popular vinegars and are used by many Sushi chefs around the world.

Mizkan Group has expanded its business with bases in Japan, USA, Thailand, Singapore, Taiwan, China and the U.K. and has become one of the largest vinegar manufacturers not only in Japan but also in the world.

Mizkan U.K. Ltd. is a subsidiary of Mizkan Group and can supply Japanese seasonings and all types of vinegars to U.K. and European Retail, Catering and Industrial customers.

By providing authentic Japanese Vinegar, Rice Vinegar, Malt Vinegar, Wine Vinegar, Cider Vinegar, Balsamic Vinegar, Spirit Vinegar and Distilled Vinegar, Mizkan U.K. can be a reliable partner of yours and supply all your vinegar needs.

Mizkan U.K. Ltd. bringing flavour to life.



www.mizkan.co.uk

Booth No.

18

NIHON SHOKKEN CO., LTD.

Company Information

Address : Friedrich-Ebert-Str. 17 40210 Düsseldorf, Germany
 Tel : +49-211-499-751
 Fax : +49-211-498-0313
 E-mail : nsgermany3@online.de
 Contact : Tetsuya Tosabayashi (Mr.)
 Position : Office Manager

<Teriyaki Sauce 2kg>

- Packaging: 2kg x 6 bottles
- Shelf life : 12 months

Use as marinade sauce for pork, chicken, fish and other food.
 This product enhances the taste of food.
 This sweet taste has a good reputation in Europe.

<Dried Sea Salad Mix-D 100g>

- Packaging: 100g x 6 pack
- Shelf life : 12 months

A variety of 6 valuable and colorful sorts of seaweed is mixed.
 By using the water for 3 minutes, the product expands 10
 times in volume.
 Good for salad or using as garnish.

<Tempura Batter "Super Crispy" 1.5kg>

- Packaging: 1.5kg x 10 bags
- Shelf life : 12 months

Creates traditional Japanese tempura in a beautiful shape.
 Easy to cook.
 • You don't have to add any spices.
 • Keeps tempura crispy for a long time.

<Japanese Dressing 1L>

- Packaging: 1L x 12 bottles
- Shelf life : 12 months

All-purpose dressing for fresh salad, chicken, beef and
 especially for fish.
 It's popular as a dipping sauce.



Booth No.

19

KAGURA SHUZO CO., LTD.

Company Information

Address : 144-1, Iwato, Takachiho-cho, Nishiusuki-gun, Miyazaki,
 882-1621, Japan
 Tel : +81-982-76-1111
 Fax : +81-982-76-1118
 E-mail : kaigai@kagurashuzo.co.jp
 Contact : Kenji Aramaki (Mr.)
 Position : General Manager/International sales dept.

KAGURA SHUZO CO., LTD. was established in 1954 at Amano-Iwato,
 Takachiho-cho, which is famous in myth and legend, with the Sobo-Katamuki
 Quasi-National Park near by.

Quality first has always been our motto, which led us to produce masterpieces
 of shochu representing Miyazaki, which can be called a shochu kingdom.

We possess a nationwide sales network and our products have gained public
 favor.



www.nihonshokken.com/de/index.html

www.kagurashuzo.co.jp

SMART ASSIST, INC.

Company Information

Address : Level 28, Shinagawa Intercity A Bldg., 2-15-1, Konan, Minato-ku, Tokyo, 108-6028, Japan
Tel : +81-3-6717-4228
Fax : +81-3-6717-4250
E-mail : sales@smart-assist.com
Contact : Midori Beppu (Ms.)
Position : Chief Coordinator

We are exporting traditional Japanese Rice Wine (Sake) and Shochu (Spirits) worldwide.

It is our policy to have our Rice Wine Tasters and Shochu Advisers taste and test all brands from the consumer's standpoint.

Our Rice Wines are made with pure and natural ingredients such as premium rice, rice malt and natural water.

Also our Shochus are made with pure rice and sugar cane.

All our products do not contain any preservatives, artificial flavors or artificial colours.

The Rice Wines are brewed the traditional way and are almost handmade.

We are introducing premier Rice Wines and Shochus.

You will be able to taste several aromatic and flavorful Rice Wines and Shochus.

Please enjoy a variety of flavors and aromas which are created by the different strains of rice malt.

It would be our pleasure if you could experience a little of our Japanese culture and tradition and enjoy tasting our Rice Wines and Shochus.



www.smart-assist.com

Kumejima's Kumesen Co., Ltd.

Company Information

Address : 2-3-3, Minatogawa, Urasoe, Okinawa, 901-2134, Japan
Tel : +81-98-878-2276
Fax : +81-98-878-0011
E-mail : ueshiro@k-kumesen.co.jp
Contact : Shogo Ueshiro (Mr.)
Position : Business Manager

Awamori, a fine, clear and refreshing distilled grain alcohol, is still made the same way it has always been made, by Kumejima's Kumesen Distillery.

Kumejima's Kumesen distills and ages its Awamori on this beautiful paradise, floating in the East China Sea.

Kumejima is famous for its sweet spring water from which this unique and prized Awamori comes.

Kumejima's Kumesen brand Awamori and the island from which it originates, represents the finest brewer's traditions and skills, a non-paralleled craftsmanship developed over centuries, and produced to this day by a culture steeped in respect for fine liquors.



www.k-kumesen.com

FOODREAMS INC. / PARIS FOODS S.A.S.

Company Information

Foodreams Inc.
 Address : 5-50-8 Zenbaiko, Otaru, Hokkaido, 061-3271, Japan
 Tel : +81-133-71-2992
 Fax : +81-133-71-2223
 E-mail : kanumai@foodreams.com
 Contact : @sushi Kanuma (Mr.)
 Position : General Manager, Overseas Sales Dept

European Distributor

Paris Foods S.A.S.
 Address : 22 Rue St Augustin 75002 Paris, France
 Tel : +33-1 5818 6355 +33-1 5818 6356(direct)
 Fax : +33-1 4007 0973
 E-mail : akijama.psfid@wanadoo.fr
 Contact : Tony Akijama (Mr.)
 Position : President

Do you want to eat real Japanese tasty sushi?

Please come to our booth and try our technology!

In 1999, we successfully developed frozen sushi named "Otaru Sushi With Love", which had been a dream of frozen-food researchers.

Frozen sushi from Foodreams is the best-selling in the world and is already exported to many countries like the U.S., France, Germany, U.K., Norway, Singapore and Australia.

In Australia's biggest food exhibition, Fine Food 2004, we were the first winner ever awarded with "the best new item" award together in retail and foodservice categories.

In 2006, our Otaru factory became a HACCP certified factory which is suitable for the U.S. market and now we are getting ready to acquire EU certification for marine products.

We also have our own original technologies to produce "Revolutionary Frozen Food" like Frozen Delicatessen (for Vegetarian, Macrobiotic Food) which gives frozen food real taste.



NISHIMOTO TRADING CO., LTD.

Company Information

Address : 30-5, 1-chome, Hamamatsu-cho, Minato-ku, Tokyo, 105-0013, Japan
 Tel : +81-3-3438-5656
 Fax : +81-3-3438-5678
 E-mail : tkito@ntcltd.com
 Contact : Tomohiro Kito (Mr.)

Asian Foods Department is developing export business that deals with a wide variety of foodstuffs such as seasonings, frozen fishery products, Japanese Sake and distilled spirits (Shochu), etc. totaling 10,000 items.

The Department has been exporting high quality Japanese foodstuffs worldwide primarily to North America since long before the popularity of traditional Japanese foods spread worldwide.

Overseas localization of Japanese foods and non-Japanese customers are increasing. To realize the quality and price acceptable by market, procurement operations of food materials are made not only in Japan but also in other best suitable areas of the world.

Our management system is closely applied to ensure the quality and processing, as well as to satisfy the safety standards in the countries where products are sold.

Business operations will be implemented with a view to develop new products in China and South-East Asian countries targeting principally marine products.

ASIAN FOODS DEPT.



Company Information

Address : 446 Kusunura Amakusa-City Kumamoto Pref.
863-0044, Japan
Tel : +81-969-22-5945
Fax : +81-969-23-0670
E-mail : keigo@burimy.co.jp
Contact : Keigo Hama (Mr.)
Position : Factory Manager

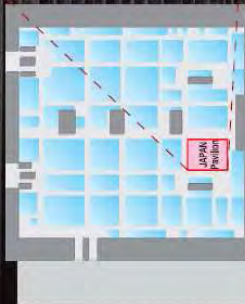
We are supplying Hamachi (Yellowtail), sea bream, and other fish used to prepare sushi to North America and the EU.

We have obtained export authorization to the EU.

We do total control from fish farming to processing and sales.



6	10	12	18	24	
5	Private Use		17	23	
4	9	Meeting Space		22	
3	8	Demonstration Space		15	21
2	Kitchen		14	20	
1	7	11	13	19	



Hall : 11.2

Stand-No. : C-050/D-069

List of Exhibitors

1	ISHIBASHIYA CO., LTD. Konjac	13	M & M CO., LTD. Freeze-Dried Soybeans (Buck), Gaminated Brown Rice, Miso (Soybean Paste), Japanese Tea, Sake (Japanese Rice Wine)
2	KUBOTA BUSSAN CO., LTD. Tempeh Powder, Noodles, Rice	14	JFC International (Europe) GmbH (RACHA TRADING CO., LTD.) Sake (Japanese Rice Wine), Soy Sauce, Miso (Soybean Paste), Sweetened Cooking Sake, Japanese Noodles
3	TOKYO MUTUAL TRADING CO., LTD. Santitas U.S. Sake, Buckwheat Noodles, Soy Sauce, Sushi-Wine, Dried Seaweed, Sweetened Cooking Sake	15	JAPAN FOODING LTD. Miso (Soybean Paste), Dried Seaweed, Sake (Japanese Rice Wine), Japanese Plum Wine
4	Shizuoka Prefecture Japanese Tea, Wasabi-Processed Products	16	Kyokuyo Europe B.V. (Kyokuyo Co., Ltd.) Frozen Sushi
5	MARUYAMA TEA PRODUCTS CORP. Japanese Tea	17	Mizkan U.K. Ltd. (Mizkan Group Corporation) Sushi-Wine, Sauce Containing Soy Sauce and Truffle, U. Sake-U.S.S.S.
6	YAMAMOTOYAMA CO., LTD. Dried Seaweed, Japanese Green Tea	18	NIHON SHOKKEN CO., LTD. Tempura Powder, Sauce
7	S & B FOODS INC. Wasabi, Curry Related Products, Saver-Spice Pepper, Instant Soup	19	KAGURA SHUZO CO., LTD. Shochu (Japanese Spirit)
8	U · S · OPAC INC. Konjac-Noodles, Konjac-Sweets, Seaweed Salad	20	SMART ASSIST, INC. Sake (Japanese Rice Wine), Shochu (Japanese Spirit)
9	Fukuoka Prefecture Food Export Promotion Council Japanese Tea	21	Kumejima's Kumesen Co., Ltd. Okinawa Rice Brandy
10	SHIMODOZONO Co., Ltd. Japanese Tea	22	FOODREAMS INC./PARIS FOODS S.A.S. Frozen Sushi, Frozen Microbiotic Foods
11	Yamato Soysauce & Miso Co., Ltd. Soy Sauce, Miso (Soybean Paste), Dipping Sauce, Pouring Sauce, Dressing	23	NISHIMOTO TRADING CO., LTD. Sushi Related Products (Wine, Dried Seaweed, Soy Sauce)
12	MINAMI SANGYO CO., LTD. Longlife Soy Milk, Pot Meat, Flavored Salt	24	BURIMY CO., LTD. Fresh Young Yellowtail Fish

平成 19 年度農林水産物等海外販路創出・拡大事業
(海外展示・商談活動 (欧州連合地域 (Anuga 2007 (ケルン) 及び SIA (パリ))))

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委託先 独立行政法人日本貿易振興機構 (ジェトロ)

〒107-6006 東京都港区赤坂 1-12-32 アーク森ビル 6 階

輸出促進・農水産部農水産課

TEL: 03-3582-5546

FAX: 03-3582-7378