



Booth No.  
J1971

## Marusaen Co., Ltd.

56 Idozahattochi, Kokufu-cho, Tokushima city,  
Tokushima 779-3118, JAPAN

TEL : +81-88-677-8105  
FAX: +81-88-677-8106  
URL: www.marusaen.com

E-mail: office@marusaen.com  
Contact Person: Ms. Naoko Bando,  
Business Development Dept.

Category:  
Extracts and Flavorings, Seasonings, Spices and condiments  
Sauces, Soups/Bases, Speciality Foods, Vegetarian  
Health/Nutrition, Food Product



We have been producing high quality shiitake mushrooms for almost 30 years in our Tokushima facilities, located in southern Japan. The high quality and stable production of our mushrooms is made possible through the skills developed through our long experience and use of cutting-edge computerized control.

When dried, shiitake mushrooms make a good base for Japanese soup stock. Different from other soup stocks that are derived from chicken, beef or chemical seasonings, shiitake-based stock boasts a unique rich flavor, deriving from its amino acid content. Indeed, our additive-free products (shiitake mushroom sauce and seasoning salts) contain high percentage amino acids in good balance, only obtainable from shiitake mushrooms.

Our sauce is especially good for soups, sauces and stews, while the seasoning salt is excellent sprinkled over salads or french fries, and can also be eaten with sushi as an alternative to soy sauce. Both items can be used in a variety of other ways to make your meals special.

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International  
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Booth No.  
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## Jitsukawa Foods Co., Ltd.

252-25 Yachimata-ni, Yachimata-shi,  
Chiba 289-1103, JAPAN

TEL : +81-43-444-3128  
FAX: +81-43-444-3129

URL: www.jitsukawa-foods.co.jp  
E-mail: kiyoko@jitsukawa-foods.co.jp  
Contact Person: Ms. Kiyoko Jitsukawa, President

Category: Nuts

Our products are made using peanuts exclusively from Yachimata, Japan's most famous peanut growing area. We invite you to taste our handmade peanut miso and peanut butter, which can be purchased through our website (currently only in Japanese). Great as gifts or for yourself.

Peanut miso:

Our best selling product. Made from Chiba-grown peanuts and "Shinshu Miso" (fermented soybean paste). Great as a side dish or snack.

Pickled melon ("teppo-zuke"):

Skinned and hollowed white melon stuffed with red pepper leaves and pickled in a mixture of soy sauce and other seasonings.



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## Okinawa Sea Salt Laboratory

8316 Higasi, Agunison, Shimajiri-gun,  
Okinawa 901-3702, JAPAN

TEL : +81-98-988-2160  
FAX: +81-98-988-2178

E-mail: kaien@themis.ocn.ne.jp  
Contact Person: Mr. Kiyoshi Okuhara, Secretary

Category: Seasonings

Aguni Sea Salt: Tasty Salt that Enhances Your Health

Unlike mass-produced salts, Aguni Sea Salt is a handmade artisan salt produced in a small factory, with considerable emphasis on the skills of salt makers. The company's founder, himself a master salt maker, had a delicate constitution when he was young, and came to realize the importance of salt while researching natural foods in an effort to strengthen his constitution. In the mid 1970s, he met Mr. Katsuhiko Tani, a researcher on natural salt, and from him learned that life originated in the sea. Since then, he spent over 20 years studying salt in order to create his "Aguni-no Shio." His primary challenge in salt making was to devise a way to ensure that the minerals, which are so important for the human body and so abundant in seawater, were retained in the finished product. He succeeded, as Aguni Salt boasts a 15% to 20% mineral content. Producing salt that is tasty and healthy, he regards, is his lifework as a salt maker.



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## Pan Akimoto Co., Ltd.

295-4 Higashigoyia, Nasushiobara city,  
Tochigi 329-3147, JAPAN

TEL : +81-287-65-3351  
FAX: +81-287-65-3353

URL: www.nasuiinfo.or.jp/FreeSpace/aki\_pan/  
Contact Person: Mr. Nobuhiko Akimoto,  
Sales manager

Category: Food products

Akimoto's Ever Fresh Bread is delicious, ready-to-eat canned bread made with a patented formula and boasting a long shelf life. The bread is made from rich dough and various fruits and fruit pastes, giving it a marble cake look. Currently available in three flavors, the bread tastes even better when the can is warmed in hot water. In addition, the cans are designed with safety in mind and use an easy-to-open "double-safety pull top," making it great for kids and seniors.



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J1975

## Aiya America Inc.

2291 W. 205th St. Unit 104, Torrance,  
CA 90501 USA

TEL : +1-310-212-1395  
FAX: +1-310-212-1386  
URL: [www.aiya-america.com](http://www.aiya-america.com)  
E-mail: [fumi@aiya-america.com](mailto:fumi@aiya-america.com)  
Contact Person: Mr. Fumi Sugita, General Manager

Category: Beverage (non alcoholic), Health/Nutrients,  
Ingredients, Smoothie, Specialty Foods,  
Tea Iced.

Since 1888, Aiya has been the world's leading manufacturer of ceremonial "matcha" green tea (the pure powdered form of green tea), with over 40% market share in Japan and 60% in North America. With its long experience in growing and manufacturing matcha of the highest quality, Aiya is the key supplier to some of the world's largest food, beverage and confectionary manufacturers as well as world-class cafes and retailers.

Equipped with a variety of blends to fit specific needs, Aiya also offers matcha-based products for use in food services (e.g., smoothies, lattes, frozen yogurt/gelato and also baking and confectionaries), and available in operation-friendly packaging. Visit Aiya's booth to see our product demonstrations and gain insight into the popular and exotic recipes that can be enjoyed by consumers and chefs alike.



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## O'will Corporation

12F Aoyama Bldg., 1-2-3 Kita-Aoyama, Minato-ku,  
Tokyo 107-0061, JAPAN

TEL : +81-3-5772-4490  
FAX: +81-3-5772-4747  
URL: [www.owill.co.jp/english/index.html](http://www.owill.co.jp/english/index.html)  
E-mail: [s-kito@owill.co.jp](mailto:s-kito@owill.co.jp)  
Contact Person: Mr. Shunsuke Kito,  
Deputy General Manager, 2nd Sales Division

Category: Extracts and Flavorings, Seasonings,  
Spices and Condiments

Yuzu juice, made from the sour fruit of the same name, is a popular condiment or garnish in Japanese cuisine. The juice, which can add strong flavor to dishes, can differ in quality depending on the maker or production method. High quality juices are recognizable for their good taste and fragrance, and most production is centered in Japan's Kyushu area, where the juice originated. Our juice is extracted with gentle pressure, as if hand-squeezed, giving what we believe to be an excellent taste. We also make juice from the "kabosu," another traditional citrus fruit grown in Kyushu that adds a strong, tart flavor to dishes.

Yuzu and kabosu juice are ideal for "nabe" (steamboat dishes), grilled fish and other seafoods, meat, etc. They can also be added to "shochu," the distilled Japanese spirit. "Yuzu kosho (pepper)" is a paste that combines yuzu rind and hot pepper seasoning. It is often used as an accent for roasted fish and meats, as a healthier alternative to thick or fatty sauces.



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## Kumamoto Prefectural Products Promotion Association

### Yamauchi Honten Co., Ltd.

5548 Haramizu, Kikuyo-machi, Kikuchi-gun, Kumamoto 869-1102, JAPAN

TEL : +81-96-232-3300 FAX: +81-96-232-2217  
URL: [www.e-umeya.com](http://www.e-umeya.com) E-mail: [daizu@yamauchihonten.com](mailto:daizu@yamauchihonten.com)  
Contact Person: Mr. Takashi Yamauchi, Executive Director  
Category: Food Products, Seasonings, Spices and Condiments  
Specialty Foods



We have been producing miso (soy bean paste) and soy sauce for over 250 years, since the Edo period. Our products have won Japan's top award, "Minister of Agriculture, Forestry and Fisheries Prize," eleven times, and the second award, "Director-General of General Food Policy Bureau Prize," eighteen times in national contests for miso and soy sauce.

Our miso is made with great care by Tomihiro Nagata, a "contemporary master craftsman" of miso making certified by the Minister of Health, Labour and Welfare. It is low in sodium (10.3%) and has a mild delicious taste, with a hint of rice's sweetness and barley's rich flavor.

### Sengetsu Shuzo Co., Ltd.

1 Shinmachi, Hitoyoshi city, Kumamoto 868-0052, JAPAN

TEL: +81-96-622-3207 FAX: +81-96-622-3208  
URL: [www.sengetsu.co.jp](http://www.sengetsu.co.jp) E-mail: [Support@sengetsu.co.jp](mailto:Support@sengetsu.co.jp)  
Contact Person: Ms. Junko Tsutsumi, Executive Director

Category: Beverages | Alcoholic, Liquor & Draft Beer



Established in 1903, Sengetsu Shuzo is a "Kuma shochu" producer located in Hitoyoshi city, Kumamoto (in Kyushu).

\*Its flagship brand, "Sengetsu," is made from the clear waters of the artesian-fed Kuma river and with high-quality rice. It is known for its mild, flavorful taste, and is very popular among locals.

\*Another brand, "Kawabe," is made of high-quality rice and water from the equally pristine Kawabe river. One can taste rice in its flavor.

\*"Koishisou" is shochu-based sweet & sour liqueur made with rice and blended with red perilla (shiso leaf). It is delicious on the rocks or with soda water and contains no artificial colors or preservatives.

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## MITA BEVERAGE CO.,LTD.

12-6, Shibuya 2-Chome, Shibuya-ku,  
Tokyo 150-0002, JAPAN

TEL: +81-3-3400-1239  
FAX: +81-3-3400-1260  
URL: [www.sunfield.co.jp](http://www.sunfield.co.jp)  
E-mail: [yamanaka-k@sunfield.co.jp](mailto:yamanaka-k@sunfield.co.jp)  
Contact Person: Mr. Katsuo Yamanaka,  
Sales Group Project Manager

Category: Beverage (Alcoholic), Beverage (Non-alcoholic),  
Toppings & Syrups, Smoothies

MITA BEVERAGE CO.,LTD. is a maker of a wide selection of delicious fruit concentrate products, such as cocktail mixes, fruit juices and flavoring syrups, used in drinks and desserts. MITA has more than 80 years' experience in the business and holds about an 80% share of Japan's bar market (for cocktail mixes).

Our cocktail mix brand for the American market, NAGOMI, is available in seven premium flavors: Lychee, Yuzu, White Peach, Matcha, Green Apple, Kyoho Grape and Ginger. The mixes offer drink makers and consumers a variety of tasty options for original drink creations or existing ones, mixing NAGOMI for example with vodka, gin, rum, sake, shochu or even wine, with limitless combinations.

The mixes are also ideal for creating delicious non-alcoholic drinks, by adding just soda water or other juices. In addition, NAGOMI can be used for desserts and garnishes and as a flavoring or filling in confectionary products.



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## Yamama Masudaen Co.,Ltd.

1687 Kamasahina, Omaezaki-city,  
Shizuoka 437-1601, JAPAN

TEL : +81-537-87-2056  
FAX : +81-537-87-2001  
URL : www.masudaen.com  
E-mail : usui@masudaen.com  
Contact Person : Mr. Takanori Usui,  
Overseas Sales Manager

Category: Beverages (Non-alcoholic), Diabetic Products,  
Food Products, Health/Nutrition, Ingredients,  
Specialty Foods, Tea, Vegetarian



Masudaen is a leading Japanese producer of top-quality green tea. Unlike many green tea producers who buy presorted teas, we grow our own and control every aspect of the tea-making process. Our teas have been exported to the US for over 20 years, winning a good reputation and high praise among top-level chefs. And because we have a representative in Los Angeles, we are able to quickly cater to the needs of our US customers.

Masudaen Shizuoka Sencha  
Our Sencha, from Shizuoka prefecture, boasts an excellent quality, as it is picked early in the spring season. Good Sencha should have a "harmony of sweetness, bitterness, richness, astringency and fragrance." In order to ensure these flavors, the tea should be steeped in water that is between 75-80 degrees Celsius for one minute. Premium Sencha has a pleasing aftertaste. The second infusion (1-2min) is also delicious.

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Booth No.  
J1981

## Takahashi Shuzoh Co.,Ltd.

498 Gounoharu-machi, Hitoyoshi-city,  
Kumamoto 868-8505, JAPAN

TEL: +81-0966-24-5155  
FAX: +81-0966-24-8115  
URL: www.hakutake.co.jp  
E-mail: office@hakutake.co.jp  
Contact Person: Mr. Masaya Takahashi,  
Senior Executive Director

Category: Beverages (Alcoholic)



Committed to quality, "Shiro" brand shochu uses only the highest quality ingredients, such as carefully selected rice and mineral-rich water from the Hitoyoshi basin. The full, rich aroma and crisp taste of Shiro are truly a gift of nature, and we place our pride and joy in this delicious rice-based shochu.

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Booth No.  
J1982

## Tokyo Food Co.,Ltd.

940-3 Akasaka, Sano city, Tochigi 327-0004, JAPAN

TEL: +81-283-23-6743  
FAX: +81-283-24-3252  
URL: www.Tokyo-food.co.jp  
E-mail: info@tokyo-food.co.jp  
Contact Person: Mr. Shodo Tsukagoshi, Sales manager  
Ms. Rowena Oba, Sales manager

Category:  
Hoshimo; Diabetic Products; Specialty Foods; Vegetarian  
Tokuu Choshi; Miso; Sauces/Seasoning, Spices and Condiments  
Tokyo Wasabi; Sauces/Seasoning, Spices and Condiments

Our company sells "Tokyo-Seasoning-Miso," a dressing-type miso condiment made with miso paste and vegetables. The product is currently available in seven flavors: "Kinzanji," "Negi-moromi," "Garlic," "Yuzu," "Sesame," "Neri-ume" and "Hot." These healthy and good-tasting miso products can be eaten in various ways, such as a vegetable dip, salad topping or BBQ sauce.

We also have New five item of "Tokyo Wasabi Series", namely "Wasabi-ginger miso", "Wasabi-garlic miso", "Wasabi-tomato", "Wasabi-yuzu miso", "Wasabi-sesame miso", and moreover sushi, steak sauce, and BBQ-sauce. You can also use it in salad. Please give them a try.

We are committed to offering products that our customers can enjoy and appreciate.



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Booth No.  
J1983

## Kobayashi Noodle Co.,

5-2-23 Hakusan-cho, Gifu city,  
Gifu 500-8172, JAPAN

TEL : +81-58-262-9374  
FAX : +81-58-267-3268  
URL : www.kobayashiseimen.jp  
E-mail : kobamen-kk@basil.ocn.ne.jp  
Contact Person : Mr. Toshio Kobayashi, President

Category: Beans, Food Products, Health/Nutrition,  
Ingredients, Rice

### "No. 1 Japanese Healthy Noodle"

From Gifu Prefecture, located in the center of Japan, we offer healthy and tasty food to people around the world.

Based on over 60 years' experience and study on food cultures in China, Italy, Korea and other countries, and using carefully selected ingredients, we have created a variety of products of the world's highest quality. At this show, we present, with pride and confidence, three of our best products:

1. Soy milk noodle ---healthy and tasty noodle made with flour and soy milk
2. Rice udon---using 100% Japanese rice of assured safety and best taste
3. Brown rice noodle---using brown rice, now attracting attention around the world.



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Booth No.  
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## Negishi Bussan Co., Ltd.

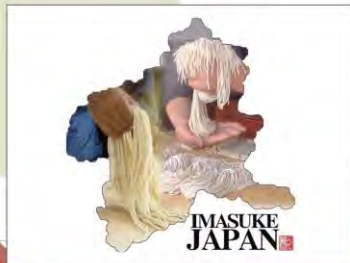
879 Fujioka, Fujioka-city,  
Gunma 375-0024, JAPAN  
TEL: +81-274-22-0134  
FAX: +81-274-24-2405  
URL: www.wind.ne.jp/ajino-udon/  
E-mail: men@mail.wind.ne.jp  
Contact Person: Mr. Mikihiko Negishi, President

Category: Appetizer, Food Products, Frozen Food,  
Ingredients, Specialty Foods

Our wheat products, mainly "udon" noodles, are produced using grain that has long been cherished by the residents of Gunma prefecture. Abundant blessings from the earth and strong dry winds tumbling down from the nearby majestic Joshu Akagi mountain range, are responsible for nurturing this wheat and giving it its special flavor.

Our commitment to excellence can be seen in the entire manufacturing process, from milling and kneading, to setting, preparing and rolling the dough and the cutting of noodles.

Through the skill and art involved in this process, we are able to draw out the essential flavor of the wheat in our noodles.



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Booth No.  
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## Oritaen Co., Ltd.

15712,Shioya, Chiran-cho, Minamikyusyu-city,  
Kagoshima 891-0911, JAPAN

TEL: +81-993-85-3107  
FAX: +81-993-85-3693  
URL: www.orita.co.jp  
E-mail: oritaen@orita.co.jp  
Contact Person: Mr. Nobuo ORITA,  
Company President

Category: Tea, Iced

"Chiran Green Tea" is produced in the Chiran area of southern Kagoshima, and is considered to be among the highest quality tea in Japan, where consumers consider green tea an important part of a healthy diet.

Owner and "tea master" Nobuo Orita grows the tea on his own land, without using any agro-chemicals. His tea products include a powdered form and also loose leaf tea bags, making it an easy beverage to enjoy. Chiran Green Tea is delicious served hot or cold.



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Booth No.  
J1986

## Matsumaeya Ltd.

8-1, Shinsaibashisuji 2-Chome, Chuo-ku,  
Osaka 542-0085, JAPAN

TEL: +81-6-6213-0085  
FAX: +81-6-6211-9924  
URL: www.japanesekelp.com  
www.matsumaeya.jp  
E-mail: smatsumura@matsumaeya.co.jp  
Contact Person: Mr. Shigeno Matsumura,  
Overseas Sales Manager

Category: Food Products, Seafood, Seasonings,  
Spices and Condiments, Specialty Foods

Established in 1912 in Osaka, Matsumaeya is a leading producer of top quality kombu (kelp) and kombu-based products, using only "ma-kombu"(\*1) from Hokkaido, one of the finest types of Kombu. (Ma-kombu is regularly presented to the Emperor of Japan.) From our over 200 products made from ma-kombu, Matsumaeya selected three items for this exhibition, namely, "dashi-kombu"(\*2), a soup stock, "shio-kombu"(\*3), a seasoning, and "Kelp-Mizushio"(\*4), an "umami" (or savory) seasoning.

Please visit our booth to deepen your understanding of the "umami of kombu" and the secret of Japanese cuisine. We are confident that this will be an opportunity for you to learn a tip for enhancing the flavor of your cooking.



Reference:  
1) ma-kombu: a variety of bull kelp.  
Scientific name: Laminaria japonica.  
2) dashi-kombu: ideal for making full-bodied dashi (stock); perfect for miso and other soup stocks.  
3) shio-kombu: stewed in soy sauce, then dried and shredded. Tasty as a condiment.  
4) Kelp-Mizushio: a 100% MSG-free unique product that combines the umami of kombu with other traditional Japanese seasonings.

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Booth No.  
J1987

## Kinjirushi Sales Co.,Ltd.

1-28-25 Shinkawa, Chuo-ku,  
Tokyo 104-0033, JAPAN

TEL: +81-3-3523-4707  
FAX: +81-3-3523-4706  
URL: www.kinjirushi.co.jp  
E-mail: y-uchida@kinjirushi.co.jp  
Contact Person: Mr. Yoshihito Uchida,  
Manager

Category: Seasonings, Spices and Condiments



Since our establishment in 1929, we have been a pioneer in wasabi products, continuously conducting R&D to introduce state-of-the-art technologies into our production, in the process gaining a reputation as a maker of high quality and reliable products. One example is our frozen grated wasabi, a market-leading product since its launch in 1973. We use a flash-freezing technology that allows the wasabi, when thawed, to taste as fresh as when it was frozen.

To expand our business abroad, we opened an office in Los Angeles in 1985 and, more recently, one in Paris in 2006 and London in 2008. We currently export our products to more than 60 countries.

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Booth No.  
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## Maruhara & Co.

5-4 Nakahon-machi, Hita city,  
Oita 877-0047, JAPAN

TEL: +81-973-23-4145  
FAX: +81-973-23-8859  
URL: www.soyssauce.co.jp  
E-mail: hara@hita.net  
Contact Person: Mr. Masayuki Hara, President

Category: Seasonings, Spices, and Condiments  
Food Products, Ingredients  
Sauce, Specialty Foods



Ayu Fish Sauce is a natural, additive-free condiment made from Ayu fish and salt, using our company's unique, patented process. Only a few drops of the intensely flavorful sauce added to a dish can bring out the flavor and aroma of ingredients. It can be used as a flavoring or finishing touch for not only Japanese or Asian cuisine, but also for French, Italian and others. Ayu Fish Sauce makes the most of ingredients, bringing out each dish's "umami," or savoriness, and also gives balance to flavors. This natural seasoning allows chefs to match their sensibilities with the unique characteristics of each cuisine. In fact, Ayu Fish Sauce is a "secret" ingredient in some Michelin three-star kitchens!

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## Aomori Products Export Promotion Council

### First International Corporation



"Nagaimo (Japanese yam)"  
Nagaimo (Japanese yam) can be boiled, baked or fried just like potatoes (it can basically be a substitute for potatoes in any recipe). It can also be enjoyed raw, which means there is no loss of nutrients that happens in heating or cooking. It is also appealing in salads and as a healthy ingredient in fruit juice smoothies.

"Kuro (black) garlic"  
When fresh garlic is left for about one week under the right temperature, until it is completely matured, it becomes black and also more nutritious. We hope the taste and unique color of our black garlic inspires new recipes.

YS bldg. 3F, 2 Nijusanichi-machi, Hachinohe, Aomori 031-0041, JAPAN

TEL: +81-178-71-2281 FAX: +81-178-71-2285  
URL: www.hi-net.ne.jp/first/ E-mail: info@firstintl.co.jp  
Contact Person: Ms. Shin Yonezawa,  
Manager of Fruits & Vegetables

Category: Fresh Produce(Nagaimo), Specialty food(Kuro Garlic)

### Momokawa Brewing, Inc.

112 Kamiakedo, Oirase-cho, Kamikita-gun,  
Aomori 031-0077, JAPAN

TEL: +81-178-52-2241 FAX: +81-178-52-3145  
URL: www.momokawa.co.jp www.sakeone.com  
E-mail: masa-fukuda@sakeone.com  
Contact Person: Mr. Masahiro Fukuda,  
Eastern Regional Manager

Category: Beverages (Alcoholic)

Murai Family Daiginjo:  
Clean and slightly creamy on the front palate, this deeply complex sake has a dry yet mellow taste and boasts subtle layers of fruity and spicy flavors. Let your palate do the work as this delicious beverage embraces your taste buds with an experience of pure pleasure.

Murai Family Tanrei Junmai:  
Using rice milled to 65% of its original size and water from a subterranean branch of the pristine Oirase river in northern Japan, this classic Junmai sake is simple and elegant in its purity. Made with only rice, water, yeast (a proprietary variety), and a proprietary "koji" (the mold that converts starch to sugar and imparts many of sake's special flavors), the sake adheres to an age-old craft that continues to produce one of the Murai Family's most honored sakes.

Murai Family Nigori Genshu:  
Smooth and creamy with confectionery aromas and a sweet, milky entry bursting with rich rice flavors, hints of cream, pineapple, coconut and vanilla, this is a bold and hearty sake that is sure to reward the exploring palate.



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Booth No.  
J2074

## Azuma Foods Co., Ltd.

3095-45 Nagai, Komono-cho, Mie-gun,  
Mie 510-1311, JAPAN

TEL: +81-59-396-5580  
FAX: +81-59-396-5588  
URL: www.azumafoods.co.jp  
E-mail: asia@azumafoods.co.jp  
Contact Person: Mr. Keita Onodera,  
Sales Representative

Category: Appetizers, Fish and Seafood, Frozen Food,  
Seafood



We offer safe, high-quality frozen seafood products made with the highest standards in our HACCP-certified facilities. Our products go beyond the category of traditional Japanese or Chinese food to create a new style in Japanese cuisine.

Products include:  
\* Herring with capelin roe seasoned with vinegar  
\* Sesame seaweed salad seasoned with sesame oil  
\* Fresh fire fly squid seasoned with traditional soy sauce  
\*\* "Rice Pearl" - Small rice cracker balls for use in sushi rolls, tempura, etc.

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Booth No.  
J2076

## JCTO Japan, Inc.

5-25-17 Shinsei Bldg.601 Minamioi, Shinagawa-ku,  
Tokyo 140-0013, JAPAN

TEL: +81-3-5762-1249  
FAX: +81-3-5762-1249  
E-mail: nandys@tkg.att.ne.jp  
Contact Person: Mr. Yoshihiko Takao,  
General Manager-Operations

Category: Beverages (Alcoholic)



JCTO Japan is an exporter of sake and other Japanese alcoholic products. Its 100% US subsidiary, Kuramoto US Inc., based in LA, markets these products in North America. The company is now exporting around 80 brand products brewed and manufactured by 11 breweries located across Japan. Each produces beverages distinct to its area, in terms of ingredients (e.g., rice), local popularity, and is mostly for local consumption. Production volumes for each tends to be low. Consumers in the US can enjoy recognizing the unique flavors and aromas of each distinctive beverage.

The company is also promoting traditional distilled alcoholic beverages, such as "soju" and "umeshu," which is made from steeping plums in soju.

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Booth No.  
J2080

## Umenoyado Brewery Co., Ltd.

27 Higashimuro, Katsuragi city,  
Nara 639-2102, JAPAN

TEL : +81-745-69-2121  
FAX : +81-745-69-2122  
URL : [www.umenoyado.com](http://www.umenoyado.com)  
E-mail : [eiyou@umenoyado.com](mailto:eiyou@umenoyado.com)  
Contact Person: Mr. Hideki Moriura,  
Business Manager

Category: Beverages (Alcoholic)



According to archival records, the history of sake brewing began in Nara prefecture, the seat of Japan's ancient capital some 1,300 years ago. Since its establishment in 1893 at the foot of Mt. Katsuragi in the southwestern corner of Nara's Yamato Basin, Umenoyado Brewery has been striving to produce the best possible sake under its motto, "small volume, high quality." Umenoyado uses only the finest ingredients, such as "Yamadanishiki" and "Bizen-Omachi" rice and underflow water from Mt. Katsuragi, and employs the "Nambu-style" brewing method, which is known for producing clean-tasting sake. Combining these, Umenoyado strives to make flavorful, full-bodied sake reminiscent of the past, in contrast to the increasing number of dry/ easy-to-drink sakes that have been appearing on the market.

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Booth No.  
J2082

## Ichiryu Co., Ltd.

819-7 Takayama, Toukamachi city,  
Niigata 948-0055, JAPAN

TEL : +81-025-761-7700  
FAX : +81-025-761-7701  
URL : [www.ichiryu-nouentai.com](http://www.ichiryu-nouentai.com)  
E-mail : [kiichiryu@tune.ocn.ne.jp](mailto:kiichiryu@tune.ocn.ne.jp)  
Contact Person: Mr. Mitsuhiro Inomata, Director

Category: Beverages (Non-alcoholic), Jams, Jellies,  
Marmalades and Preserves

Our carrot juice is made using carefully-grown organic carrots that have been left under snow cover for about three months, giving the carrots a higher concentration of free amino acids. This softens the characteristic carrot taste and provides for a more fruit-like flavor. Below shows the amount various amino acids are increased in carrots after overwintering:

Asparagine → 2.8 times  
Serine → 4.0 times  
Glycine → 6.0 times  
Caryophyllene → 12.6 times

(Analyzed by the Cold Upland Agricultural Technology Center of the Ministry of Agriculture, Forestry and Fisheries of Japan)



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Booth No.  
J2084

## Otafuku Sauce Co., Ltd.

377 Van Ness Ave. #1208, Torrance, CA 90501

TEL : +1-310-787-8000  
FAX: +1-310-787-0900  
URL : [www.Otafukufoods.com](http://www.Otafukufoods.com)  
E-mail : [tozawa@otafukufoods.com](mailto:tozawa@otafukufoods.com)  
Contact Person: Mr. Takamitsu Ozawa,  
Vice President

Category: Seasonings, Spices and condiments



Our goal at Otafuku Foods is to spread "health, richness, and harmony," by popularizing the flavors and foods of Japan, especially natural, well-balanced foods, such as "okonomiyaki" and "yakisoba," enjoyed of course with our delicious Otafuku sauces, vinegars and specialty condiments.

About Okonomi Sauce  
"Okonomi" means, "as you like it" or "your choice" in Japanese. Okonomi Sauce is used primarily with okonomiyaki, a hearty and flavorful pancake-type dish popularized during Japan's rice shortages following World War II. The sauce is not only a must have for enjoying okonomiyaki, but also offers an easy way to add a bit of Japanese/Asian flavor to any dish.

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Booth No.  
J2086

## Hiramatsu Seafoods Co., Ltd.

2-1 Orichi, Umeyabu, Toyohashi-city,  
Aichi 441-0155, JAPAN

TEL : +81-533-77-2468  
FAX: +81-533-76-2170  
URL : [www.bisyoku.com](http://www.bisyoku.com)  
E-mail : [horon@bisyoku.com](mailto:horon@bisyoku.com)  
Contact Person: Mr. Kensuke Hiramatsu, President

Category: Seafood, Appetizers, Fish and Seafoods,  
Food Products

Tsukudani is the Japanese term for small pieces of fish, meat or seaweed that have been simmered in soy sauce and sugar, and thereby preserved. This method of preservation was developed by Japanese fishermen who recognized the nutritional value of fish.

In Japan, it is commonly eaten over rice or as an ingredient in sushi, "onigiri" (rice balls), "ochazuke" (rice with green tea and other toppings) and "nishin soba" (noodles topped with herring tsukudani).

Our tsukadani has a salty-sweet taste similar to teriyaki, earning the food the name "teriyaki fish" outside of Japan. We invite you to sample tsukudani for yourself, to taste a bit of Japanese cuisine!



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平成 21 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 (米国 (International Restaurant Show of New York ) ) )

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