

# 果実 Fruit

A feast  
for all the senses

**Carefully nurtured appeal both  
for the eyes and the palate.**

With excellent skill and know-how, growers maximize the delicious qualities of fruit.

Fruit growers in Japan conduct dedicated research into fruit characteristics and the seasons and base their fruit growing activities on this research. They invest a large amount of time and cost in growing just one final product. For example, they might remove numerous buds from a single branch of a peach, pear or apple tree to ensure that a lot of nutrition goes to just one piece of fruit. By carefully nurturing the fruit through a combination of manual care and knowledge, growers produce fruit that is very juicy and sweet, as if sugar had been added to it.

**Harvesting fruit at the peak  
of seasonal ripeness.**

In Japan, the seasons and climate mean that various types of fruit appear at different times. For fruit, the great difference between summer and winter temperatures and the plentiful, quality water produce a delicious taste, juiciness and nutrients. This fruit, which has so fully reaped the benefits of nature, is harvested when judged most suitable by growers. For example, greenhouse melon growers judge peak ripeness on the basis of fruit size, weight, skin pattern and softness as well as stem thickness and leaf luster.

**Advanced production and  
transportation techniques that  
delight the customer.**

To ensure that high-quality fruit is delivered at the best time for eating, growers have introduced techniques that allow them to use laser scanning with computers to assess acid degree, sugar content and weight. Beautifully arranged fruit at their peak of ripeness is also highly prized overseas as gifts.



Fruit are carefully wrapped one by one to preserve quality and then transported.



“Flavor that  
conveys the 'soul'  
of the grower”

Through detailed research and painstaking effort, Japanese fruit growers have succeeded in extracting the optimal delicious quality of fruit.

Frankie P. Wu  
(President, Aji-No-Chinmi Co., (Hong Kong) Ltd.  
Chairman, Hong Kong Japanese Restaurant Association  
Recipient of Award for Overseas Promotion of  
Japanese Food 2006)

# Japanese Tea

Be good to yourself from the inside out



Surrounded by lush mountains, Japan produces fresh, fragrant green tea.

“For flavorsome tea, it must be at the 'right temperature'.”



Unlike black tea, the secret to making green tea is to let the boiled water cool slightly before pouring it over the leaves. This will allow you to enjoy beautiful color and a deep flavor that is similar to *umami*.

Elizabeth Andoh  
(Food Journalist in Japan)

**Enjoy this healthy, delicious drink anytime, anywhere.**

**Full of highly acclaimed natural constituents. Nutritious as a drink and as a food ingredient.**

The astringent constituent in Japanese tea is a type of polyphenol called catechin. There are various types of catechin, and research showing that they work to lower blood cholesterol and moderate fat absorption has attracted attention. Furthermore, the vitamin C in green tea is protected by the simultaneous consumption of catechin so that it is not destroyed by heat, allowing ample vitamin C uptake. It also contains constituents such as caffeine and theanine, which has relaxing properties. While drinking green tea is nutritious, using the entire leaf in food provides even greater nutritional content.

Major Nutrients in Green Tea

Extracted Liquid (for drinking)	Green Tea Leaf (for eating)
Catechin	Catechin
Amino Acid (Theanine)	Amino Acid (Theanine)
Vitamin C	Vitamin C
Caffeine	Caffeine
	$\beta$ -Carotene
	Vitamin E
	Chlorophyll
	Dietary Fiber

**A flavor with depth, attracting attention from gourmets worldwide.**

Apart from *sencha*, which is drunk after steaming the leaves, a less astringent tea called *gyokuro* has become popular among gourmets overseas in recent years. The tea used in Japanese tea ceremony is called *matcha*. Its leaves are grown without exposure to direct sunlight. They are steamed and dried without being rubbed then stone-ground to a powder. Naturally, *matcha* is full of catechin and provides health benefits. There has been an increase in the use of *matcha* in confectionary and cooking overseas, so even more people are enjoying its depth of flavor.

**Produced in a variety of ways. Find a type of tea to suit any occasion.**

There are various ways of manufacturing Japanese green tea. In addition to *sencha*, the most typical Japanese tea, and deep-steamed *sencha*, which is steamed for twice as long as usual, each variety has its own unique taste and nutritional elements. These include *bancha*, which uses the hard leaves and stalks after the new leaves have grown, *houjicha*, which is made from *bancha* or *sencha* that has been roasted over high heat, and *genmaicha*, which blends *sencha* with brown rice roasted under high pressure. There are a variety of occasions on which each type of tea is drunk. *Sencha* is drunk after a meal in Japan. It is effective in reducing stickiness in the mouth and also helps prevent teeth from decaying. Tea drinking is suggested for various purposes and occasions which are commonly observed in Japan. *Sencha* is recommended as a drink before playing sports and also for quenching thirst. With their lower caffeine content, *bancha* or *houjicha* can be drunk before going to sleep.



The *matcha*, or powdered green tea, in this ice cream gives it a refreshing finish.

