

Tohoku & Niigata

SPECIAL FOOD SELECTIONS

Over 100 delicacies celebrating the natural bounty and culinary art of the region.



Introduction

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

The unique delicacies within—from the six prefectures of Tohoku, as well as Niigata Prefecture—were selected by a committee of culinary specialists. Sampling these local treasures will give you a taste of the rich abundance and variety that Tohoku and Niigata have to offer.

It is a great pleasure for us to offer these products for people around the world to enjoy. And we hope that you will someday visit our area to enjoy these delicacies directly at the source. You will be supporting area producers and generally stimulating the local economy.

Finally, I would like to express my sincere gratitude to the seven prefectures involved, the members of the selection committee, the producers involved, and all others that helped make this publication possible.

Hiroaki Takahashi

Chairman
Tohoku Regional Advancement Center

This booklet is designed to introduce the varied delicacies and seasonal beauty of Tohoku and Niigata. Please utilize this booklet to enjoy the attractions of Tohoku and Niigata's rich food culture.

Breakfast in Japan

07

Dinnertime in Japan

13

Sushi and Hot-Pot Dishes

23

Japanese sake and wine

29

03 Message from the Prefectural Governors

05 Climate and Food Culture of Tohoku and Niigata

35 Rice, Condiments and more

Essential items for Japanese dining

39 Sweets, Ice cream and more

From traditional taste to novel delicacies

43 Fruits, Vegetables and more

First-rate tastes born of the region's rich environment

49 List of Antenna Shops (Outlets) in Japan

📖 User guide

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.

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

*Reproduction is prohibited without permission

Legend



Award-winning product



English inquiries welcome

Message from the Prefectural Governors

We support the new specialty products that contribute to the revitalization of our local community.

Iwate’s Food Products – A Resource For All of Us!

From the bottom of my heart, I would like to express my appreciation for the warm support we received from all over the country following the Great East Japan Earthquake and Tsunami.

Iwate Prefecture is blessed with nature – a land overflowing with green, clear and pure rivers, and a bountiful ocean. Many different kinds of agricultural, forest, and marine industries are operated in this environment, and our rich food resources are cultivated throughout the four seasons.

This guide outlines the food resources grown with great care by Iwate producers as well as products made with those resources. Please take this opportunity to try them.

In order to provide products that are safer and more secure than before the natural disaster, Iwate Prefecture is completely committed to reconstructing the marine products industry, agricultural and forest industries, tourism, and other local industries. I hope that you can make use of our special Iwate-made products, and that you also take the opportunity to visit our prefecture and enjoy our food products.



Takuya Tasso
Governor of Iwate Prefecture

Exceptional products from “Food Kingdom Miyagi,” made possible through our producers’ continuous effort, attention to detail and concern for food safety.

Ever since the Great East Japan Earthquake & Tsunami of March 2011, Miyagi Prefecture has received immeasurable support from all corners of the world, for which we are eternally grateful.

Now, products from Miyagi Prefecture are featured in Tohoku&Niigata SPECIAL FOOD SELECTIONS, published by the Tohoku Regional Advancement Center. Only exceptional, carefully produced items are included—products which you can rest assured are of the highest quality.

More than two years have now passed since the terrible disaster of March 2011 struck our prefecture. By publishing information about the wonderful products Miyagi has to offer, we hope to show our gratitude to the world and assure everyone that our residents are slowly and steadily making progress towards recovery.

I hope you will take this opportunity to try some of the sumptuous products born of the clear oceans, fertile land and abundant forests of “Food Kingdom Miyagi.”



Yoshihiro Murai
Governor of Miyagi Prefecture

Ingredients of Fukushima – made with strong commitment and affection

Since the Great East Japan Disaster occurred, heartfelt support extended to Fukushima Prefecture from people all over the world indeed helped and encouraged the citizens of the prefecture to a great extent.

Entrepreneurs in the prefecture have earnestly continued to manufacture products for the revitalization in the prefecture with appreciation for support by people across the world amid adverse circumstances after the disaster.

Specialties that we introduce in this guidebook are excellent products which have been made with strong commitment and affection as well as cultivated in the diverse climate of Fukushima. I hope you will fully enjoy products of the prefecture made with a prayer for a new Fukushima through this guidebook.



Yuhei Sato
Governor of Fukushima Prefecture

Aomori produce is the key.

The vitality of Tohoku and Japan: from Aomori to you.

Located at the northern tip of Honshu, Aomori Prefecture is renowned for its abundant nature. The mountainous Shirakami-Sanchi region, covered in cypress and beach trees has been designated a natural world heritage site by UNESCO, and the fertile land at the base of the grand Hakkoda mountain range abounds in verdant green. Bountiful ocean waters surround Aomori on three sides.

Aomori veritably overflows with delicious foods that are borne of this nature. Production volumes of apples and Chinese yams surpass all other prefectures, and fresh Aomori tuna and scallops are widely considered delicacies. Traditional dishes and processed foods made from these gifts of nature make Aomori cuisine a pleasure year round.

Aomori’s numerous attractions include the spectacular nature of Lake Towada and Oirase Gorge as well as archaeologically significant ruins of the Jomon culture; notably the Sannai-Maruyama site, one of the largest of such ruins in Japan. The Aomori Nebuta Festival is among Japan’s most famous and appreciated, and traditional arts have a strong presence as exemplified by the Hachinohe Enburi. Aomori also boasts a great variety of natural hot springs, said to be capable of healing both body and spirit.

Please visit Aomori Prefecture and experience these wonders for yourself!



Shingo Mimura
Governor of Aomori Prefecture

Welcome to Akita (Bi-no-Kuni) to experience its charm

Akita, located in the northwest of the Tohoku region, is blessed with abundant nature from the mountains of the natural world heritage site Shirakami-Sanchi to the Sea of Japan, and so on. From this nature come forth many things to attract the eye like hot springs, delicious food and sake, and our beautiful women known as Akita Bijin.

I would like to introduce to you the pride of our specialty products, which are born from Akita’s rich nature. Taking this as an opportunity to experience a bit of Akita, I truly hope you will learn more about our prefecture. Please come to Akita to experience its charm.



Norihisa Satake
Governor of Akita Prefecture

Come to Yamagata, a paradise for fruits, food, and hot springs

Yamagata has four distinct seasons that grant us a rich natural environment. This allows us to enjoy many delicious fruits, all carefully cultivated by local farmers. These fruits include “Sakuranbo,” Japan’s tastiest cherries symbolic of Yamagata, “La France,” a pear also nicknamed the Queen of Fruits, and “Shine Muscat,” a type of large grape. We also have “Tsuyahime,” Japan’s new rice brand 10 years in development, as well as the finest wine and sake. Yamagata truly is a paradise for food. We provide only the very best, so please come enjoy all we have to offer.

Yamagata is also famed for its plentiful and relaxing hot springs, found through all of 35 municipalities. Whether for our delicious food or our relaxing hot springs, come and completely experience all-natural Yamagata.



Mieko Yoshimura
Governor of Yamagata Prefecture

Everyone who visits our prefecture agrees, “Niigata is delicious!”

In Niigata, winter brings heavy snow and clear skies, and with springs comes snowmelt water. Japan’s largest river cuts through the prefecture, giving us an abundance of water and fertile soil. Niigata faces the Sea of Japan, where warm and cold currents smash against each other. The rich environment of each season, along with the passion of Niigata’s citizens, is the source of our delicious food.

Niigata is famed for its rice, and Niigata-made Koshihikari is the standard for delicious Japanese rice. But beyond rice, Niigata is filled with delicious food such as “Le Lectier”, a pear so beautiful that it is called “the lady”, Wagyu beef once named the most delicious in Japan at a national competition, and seafood fresh from the Sea of Japan. I encourage everyone to take this chance to try Niigata’s special delicacies.



Hirohiko Izumida
Governor of Niigata Prefecture

Climate and Food Culture of Tohoku and Niigata

Climate Resembling Northern Europe in its Glacial Winter Cold

Tohoku, the northeastern region of Japan's Honshu Island, comprises 6 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. These 7 prefectures constitute roughly 20% of the total area of Japan, and around 10% of the total population. While the cool, summer weather is comfortable, the bitterly cold winters are severe, and the overall climate is said to resemble that of Northern Europe. There are also considerable climatic differences within the region as you move north and south, as you pass from the Japan Sea coast to the Pacific Ocean side (separated by the Ōu Mountains), and as you move up and down from coastal to mountainous areas.



Rice Harvesting (Yamagata)



The fishing boats are ready to sail. (Aomori)

Famous for Great Foods from Agriculture, Forestry and Fishing

Tohoku and Niigata are characterized by their rich natural environment, and residents through the ages have been active in agriculture, forestry and fishing. Spreading over many of the plains, rice paddies yield the staple food of Japan, including such varieties as Koshihikari of Niigata, Akitakomachi of Akita and other brands. The area is also a leader in the production of fruits and vegetables. For example, apples from Aomori and cherries from Yamagata are widely recognized to be the best in Japan. Large fishing ports dot the coasts, and aqua-farming facilities are common. Scallops from Aomori and brown seaweed from Iwate and Miyagi are famous, and shark fin and dried abalone are exported in abundance as treasured ingredients in Chinese cuisine.



“Hina no Bunka”: Culture with a Countrified, Rustic Flavor

In Japanese history, dominated by events in Kyoto and Edo (Tokyo), Tohoku was long been thought of as a mysterious, unexplored region. “Michinoku,” the old name of the Tohoku Region, meant “far beyond the road” or “unknown world.” As a result, this region was relatively free of the influence of Kyoto and Edo, and unique cultures developed in each local area, thus leading to the diversified charms of Tohoku today. If asked to briefly characterize the modern cultures of Tohoku and Niigata, one might say they have a countrified, rustic flavor. This is strongly reflected in the regional food culture, with many traditional dishes—some simple and others produced through long hours of labor. These have attracted increasing international attention as they have been enjoyed by many visitors from abroad in recent years.



Overcoming Disaster: United in Recovering from the Great Earthquake

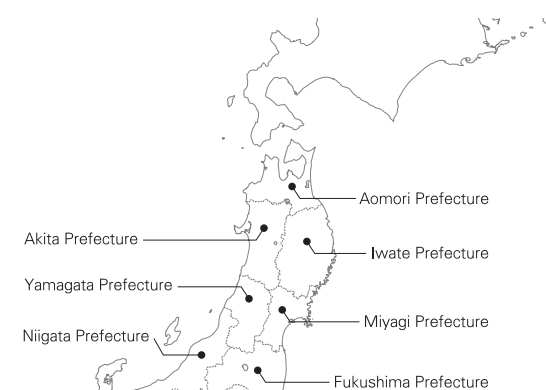
The East Japan Earthquake and Tsunami of March 11, 2011 devastated the Pacific coast of Tohoku. Fishery facilities and innumerable other businesses and buildings were completely destroyed, and many people were killed. Approximately 2 years have past since that disaster, and the restoration process is ongoing. Many producers have already restarted operations with the help of individuals and groups from around the world, and a buoyant feeling is beginning to return. But support and cooperation are still needed to speed the process and bring the area to full recovery. One positive development in the aftermath has been increased coordination between prefectures, and the 6 prefectures of Tohoku and Niigata have been united in working toward restoration.



Iwate and Miyagi are among the main oyster producers of Japan. The tsunami of 2011 severely damaged oyster aquaculture facilities, but despite limited equipment, producers have recovered with great effort.



The central area of Onagawa-cho, Miyagi, was heavily damaged by the tsunami of 2011. To speed the town's revival, citizens are cooperating in rebuilding and supporting the fisheries industry, the town's main source of income.





朝

Breakfast in Japan

食

Starting the Day Well with a Good Meal

Breakfast in Japan

Rice, miso soup, grilled fish, natto and pickles—A good morning meal in preparation for a day of work has always been the bedrock of the Japanese diet, and is said to be one of the secrets to the longevity of the Japanese people.

Rice with Breakfast: Ideal for a Healthy Life

Rice, the staple food of Japan, contains various nutrients— vitamins, calcium, and iron—in addition to carbohydrates. And because the carbohydrates in rice are converted to energy quickly, they seldom lead to gain weight. While the breakfast habit has weakened somewhat in Japan, eating rice has recently been on the rise in response to cares about health and weight reduction.

Miso Soup and Nutrition

Like rice, miso soup is an indispensable part of a Japanese breakfast. Miso, a fermented paste made with soybeans and other ingredients, is used as seasoning, but is also a precious source of protein, essential amino acids and other nutrients. On a busy morning, rice and miso broth alone provide sufficient nutrition, but adding tofu, seaweed, shellfish, and/or vegetables to your miso soup makes a truly healthy meal.

Nutritious, Easy-to-Prepare Breakfast Foods

Other tasty, easily-prepared breakfast foods include grilled fish, pickles, natto, dried seaweed, raw eggs and many more. In Tohoku and Niigata, pickles are especially important as preserved foods that last through the long winters, and a variety of these have gained wide popularity as specialties of the region. Natto, a nutritious, fermented soybean dish, was even said to give samurai of the Warring States Period their vitality.

Good tip in Japan

Food talk in local dialects

“Gakko”— Akita

がっこ

“Pickles.” Normally called “tsukemono” in Japanese. Each family has its own taste in homemade pickles. A Japanese proverb advises guests to “show appreciation to your host by praising the taste of her pickles.”



▲ Iwate Wakame

▲ Wakame
(Boiled and salt-preserved)

Iwate / Ishinomaki-shi, Miyagi

Wakame

The coastal areas of Iwate and Miyagi Prefectures are ideal for the growth of seaweed. Enduring rough tides as it grows, its meat becomes thick and delicious. It is shipped to all over Japan.

Iwate Wakame

(200 g) ¥570 (300 g) ¥830 (200 g x 2) ¥1,200
(300 g x 2) ¥1,730 (300 g x 4) ¥3,400

Store up to 90 days (keep refrigerated)

Available throughout the year (harvested from March to April)

*Consume seaweed within a day of soaking in water.

Iwate Fisheries Cooperative Association, Morioka Freezing Plant

Ryutsu Center Minami 2-5-9, Yahabacho, Shiwagun, Iwate 020-0891

TEL: +81-19-638-6671 FAX: +81-19-638-5935 <http://www.jf-net.ne.jp/itgyoren/>

Wakame (Boiled and salt-preserved)

(150 g) ¥630

Store up to 90 days (keep refrigerated).

Miyagi Prefecture Certified Food (3E)

Tatsumi Foods Inc.

Aza-Matsunosaka 52, Jusanhama, Kitakamicho, Ishinomaki-shi 986-0201

TEL: +81-225-66-2107 FAX: +81-225-66-2023 <http://www.tatumiwakame.jp/>



Akita Fisheries Cooperative Association

Ishimozuku

Aqua-farmed Mozuku seaweed is popular in Japan. In Akita, Kuromo, a naturally growing variety of Mozuku, is especially prized for its firmer texture and stickiness. Harvested by skin divers, Kuromo is rich in calcium, phosphorus, iron and other nutrients. The harvest season is from July to August, but it is now sold throughout the year thanks to improved freezing techniques.

Ishimozuku Sea Weed (150g) ¥315 (150g x 6) ¥1,890

Store up to 180 days (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/>

Award-winning
productSanko Suisan
Oga-shi, Akita

Umi Tororo

This is a new local specialty made from Buriko (eggs of the famous Akita sandfish) and Gibasa (sticky seaweed). The elasticity of Buriko, combined with the unique stickiness of Gibasa, have made it popular as a flavorful topping on rice or a snack on its own. Gibasa is abundant in dietary fiber, and is becoming known as a healthy addition to various dishes.

Umi Tororo (100 g, with or w/o flavoring) ¥420, (100 g x 6) ¥2,520

Store up to 120 days (below -18°C).

Available throughout the year.

Sanko Suisan

Aza-tateyama 122, Funagawaminato-sugoroku, Oga-shi, Akita 010-0533

TEL: +81-185-27-2578 FAX: +81-185-27-2578

Iwate Fisheries Cooperative Association

Suki Konbu

Iwate Prefecture is the second largest producer of Konbu (kelp) in Japan. Kelp from Iwate are relatively thick and have good flavor, leading to their popularity. Aside from Suki Konbu (carded), other processed kelp varieties such as Enzo Konbu (salted) and Ita Konbu (board-shaped) are also popular. This product is rich in nutrition from the sea and is said to be effective for weight control and other health issues.

Carded kelp (1 sheet) ¥300

Store up to 1 year at room temperature.

Available throughout the year.

Iwate Fisheries Cooperative Association Morioka Freezing Plant

Ryutsu-center-minami 2-5-9, Yahabacho, Shiwagun, Iwate 020-0891

TEL: +81-19-638-6671 FAX: +81-19-638-5935 <http://www.jf-net.ne.jp/itgyoren/>

Hayashi Trout Farm
Nishigo-mura, Fukushima

Pickled Maple Salmon

Raised on a fish farm in a nearly natural environment near the source of the Abukuma River, Maple Salmon have plentiful fat and almost no fishy smell. We use three-year old original Miso in our Miso-zuke (salmon pickled in Miso), Sake kasu (lees) from a Fukushima brewer in our Kasu-zuke (salmon pickled in the lees (remains) from sake pressing), and Saikyo Miso (fermented bean paste) from Kyoto in our Saikyo-zuke (salmon pickled in miso).

A selection of pickled maple salmon ¥4,200

(Two slices each of Miso-zuke, Kasu-zuke, and Saikyo-zuke)

Freeze up to 90 days. Keep refrigerated up to 7 days after thawing.
Available throughout the year.

Hayashi Trout Farm Co.Ltd.

Odakura-ushirohara 66, Nishigomura, Nishi-shirakawagun, Fukushima 961-8061

TEL: +81-248-25-2041 FAX: +81-248-25-3232 <http://www.hayashitrou.com/>

Peer Factory
Sendai-shi, Miyagi

Date's Smoked Products

We marinate a selection of fresh seafood in our homemade herb brine, and carefully smoke it with cherry wood to make these fine products. We use cold smoking, so the flesh retains its softness, unlike regular smoked products. A selection of smoked seafood is particularly popular as a gift. Smoked Tofu is also popular, but is only sold locally because it must be consumed quickly.

Date's smoked products

Coho salmon (1 pc) ¥473, (1pc, sliced) ¥242

Swordfish (1pc) ¥525, (1pc, sliced) ¥263

Japanese scallops (extra large) ¥368, (large) ¥263

Store up to 90 days (frozen) or 30 days (refrigerated).

Available throughout the year.

“Peer Factory”, Welfare Service Center for Persons with Disabilities

Tomizuka 2-41-15, Wakabayasi-ku, Sendai-shi, Miyagi 984-0823

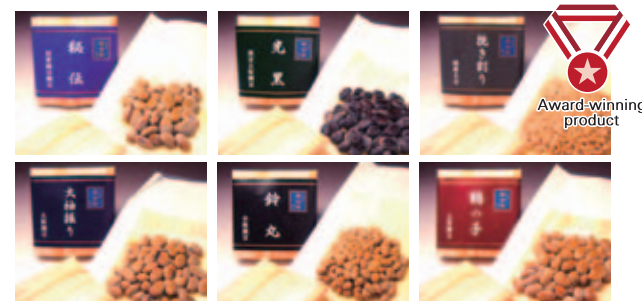
TEL: +81-22-355-2361 FAX: +81-22-355-2362

<http://www.k4.dion.ne.jp/~fn-abc/index.html> Marketed by: NPO Welfare Net ABC

Award-winning
product



▲Kawaguchi Natto



▲Tsurunoko Natto

Sasanao, Nakada Bypass Store
Sendai-shi, Miyagi

Hand-shaped Kamaboko



It is said that sasa-kamaboko, a Sendai specialty, evolved from the fish paste cakes (kamaboko) made from locally caught halibut and flounder during the Meiji era (1868-1912). Following the original recipe, we hand shape the fish paste on a skewer and carefully grill it over charcoal at about 700°C. Our select ingredients and grilling method ensure a moist, delicate texture characteristic of fine kamaboko.

Hand-shaped kamaboko (1 pc) ¥368

Gift pack (3 flavors total 17 pcs) ¥3,675

Store up to 7 days (keep refrigerated at 1-10°C).
Available throughout the year.

Sasanao, Nakada Bypass Store

Aza-shimizu 15-1, Nakadamachi, Taihaku-ku, Sendai-shi, Miyagi 981-1103
TEL: +81-22-241-2324 FAX: +81-22-241-6052 <http://sasanao.co.jp>

Kurihara-shi, Miyagi / Akita-shi, Akita

Natto

Soybeans grown exclusively in Miyagi, Iwate, Aomori and Hokkaido give Kawaguchi Natto (fermented soybeans) that authentic natto taste. Tsurunoko Natto from Akita features large, Tsurunoko soy beans grown on the Tokachi Plain in Hokkaido. Enjoy the elastic texture and rich bean taste of this natto.

Kawaguchi Natto ¥126

(featuring large beans from Miyagi sold in a triple pack, 90g)

Kawaguchi Natto, set of 8 flavors,

2 pcs each (16 pcs total) ¥2,190

Store up to 10 days (keep refrigerated). Available throughout the year.
*Frozen packs are also available (store up to 3 months in freezer).

Kawaguchi Natto Inc.

Aza-shimatai-kobara 10, Ichihasama, Kurihara-shi, Miyagi 987-2306
TEL: +81-228-54-2536 FAX: +81-228-54-2268 <http://www.kawaguchi-natto.co.jp>

Tsurunoko Natto (30 g x 2) ¥500

Hikarikuro Natto (30 g x 2) ¥350

Suzumaru Natto (30 g x 2) ¥250

Store up to 11 days (keep refrigerated). Available throughout the year.
*Freeze for long-term storage (up to 3 months).

Tsurunoko Natto Fukujiro II

Omachi 1-3-3, Akita-shi, Akita 010-0921
TEL: +81-18-863-2926 FAX: +81-18-863-2916 <http://www.fukujiro.com/>

Jusan Fisheries Cooperative Association
Jusanko, Aomori

Shijimi



Jusanko is a brackish water tidal lake where sea water and fresh water mix. This lake is famous for its fresh water clams (Shijimi). The Yamato Shijimi collected here have thick meat, great taste and are rich in nutrients. Local fisheries cooperatives also participate in resource and environmental conservation to sustain production of these precious clams.

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

Storage method: Frozen storage is available after sand separation
Catching period: Throughout the year

Jusan Fisheries Cooperative Association

Jusan-hagurozaki 133, Goshogawara-shi, Aomori 037-0403
TEL: +81-173-62-3110 FAX: +81-173-62-3114 <http://www.trace-info.jp/>

Daiichi Shokuhin
Fukushima-shi, Fukushima

Smoked Eggs of Aizu Jidori

We raise Aizu Jidori chickens on open pasture to enhance the rich and naturally sweet flavor of their eggs. We carefully smoke these fresh eggs for one week using wild cherry wood or oak. This unique method allows the smoke to penetrate the egg whites and yolks, yielding a more pleasing aroma and richer flavor. They go well as a snack with beer, or as the perfect topping for a variety of dishes.

Smoked Eggs of Aizu Jidori (4 eggs) ¥525

Store at room temperature. Available throughout the year.

Daiichi Shokuhin Inc.

Matsuyamacho 76, Fukushima-shi, Fukushima 960-8228
TEL: +81-24-531-6735 FAX: +81-24-533-2932
<http://www.daiichi-syokuhin.co.jp/>



Obanazawa Shokuhin
Obanazawa-shi, Yamagata

Iburoku

We use the popular, sweet and tasty Rokusawa white radish of the Rokusawa district to make our Iburoku smoked pickles using our unique recipe. Their mildly smoky flavor and aroma go well with hot, freshly cooked rice. The fresh, crisp texture and authentic flavor of these pickles led to their winning the Excellent Food award at the 2008 Yamagata Furusato Food Contest.

Iburoku (half cut) ¥350

Store up to 20 days (refrigerated between 0 and 10°C).
Available throughout the year.

Obanazawa Shokuhin Inc.

Oaza-oginofukuro 1284-18, Obanazawa-shi, Yamagata 999-4552
TEL: +81-237-25-2203 FAX: +81-237-25-2204

Nagaoka Vegetables Brand Association
Nagaoka-shi, Niigata

Okuchi Renkon

Commercial renkon, or lotus root, production started here around 1923. The local crop totals more than 1,000 tons a year, making this area one of the top producing regions. Pure white slices of tender, crisp flesh are characteristic of renkon from Nagaoka. The two local varieties of lotus root are Enomoto, harvested between early August and October, and Okute-Daruma, harvested later in the fall.

Okuchi lotus root (Enomoto / 2 kg) ¥1,200 - ¥1,600

(Okute-daruma / 4 kg) ¥2,000 - ¥2,500

Available early August to mid-April of the following year.

Nagaoka Vegetables Brand Association

Shinsan 1-1-15, Nagaoka-shi, Niigata 940-2127
TEL: +81-258-46-7317 FAX: +81-258-46-7016





Family Members Gather to Enjoy a Leisurely Meal

Dinnertime in Japan

Dinnertime is an important opportunity for all of us to relax and conclude a long day. Families put time and effort into preparing delicious dishes to enjoy as they relax together.

Famous Dishes from Ordinary People

Most famous dishes of Tohoku and Niigata originated in the kitchens of ordinary families. Their appearance may be simple and unsophisticated, but the taste is exceptional. Those who produce or gather food themselves often know the best ways to prepare them, and this is as true now as ever. The diverse cuisines of this region—with their great variety of ingredients and preparation methods passed down through the generations—are sure to please.

Enjoying the Taste of Sake (rice wine)

Many Japanese people enjoy a drink with light, flavorful dishes before dinner, a custom called “Banshaku.” The focus is on the alcohol, with simple, often local dishes adding spice to the liquor—similar to the relationship between wine and cheese. While dishes vary with the liquor served and the drinker’s preference, sea squirts and oysters from the Sanriku area are popular, and are available prepared in a variety of ways with unique seasonings.

An Especially Delicious Dinner

The Japanese word “Gochiso,” meaning “a delicious dish,” originally developed from the idea of rushing on horseback to gather ingredients to prepare dishes for a visitor. This spirit of sparing no effort to entertain guests with a special dinner is alive today, and continues to yield new local delicacies. The rich, natural environment and the excellent ingredients gathered from the oceans, mountains and villages of the area entertain many visitors and make Tohoku and Niigata truly treasure houses of “Gochiso.”

It is a Japanese custom to say “Gochiso-sama” after eating a delicious meal—as a token of gratitude for nature, from which the dishes came, and to the person who prepared them.

Good tip in Japan

Food talk in local dialects

“Koderanni”—Aizu area, Fukushima
こでらんに

“Too delicious to be right mind.” Used to express great delight or emotion.

Shikisai
Akita-shi, Akita

Hinai Jidori Premium Oyakodon Pack



This is our favorite combination of eggs and meat of Hinai Jidori chickens from Akita Prefecture. Cooking Oyakodon (chicken and egg served over rice in a bowl) is very difficult at home, but we have created a delicious new product using new refrigeration technology and special packaging. Just microwave to enjoy fresh, “soft and creamy” first-class Hinai Jidori oyakodon.

Hinai Jidori Premium Oyakodon Pack
(200 g) ¥735 Gift set (200 g x 4) ¥3,150
Store frozen up to 180 days.
Available throughout the year.
Shikisai Co. Ltd.
Aza-wadai 58-1, Taiheihatta, Akita-shi, Akita 010-1101
TEL: +81-18-838-2570 FAX: +81-18-838-2988 <http://www.akita-shikisai.com/>

Marudai Shoten Nakada branch
Tome-shi, Miyagi

Aburafu



Aburafu is a healthy, deep-fried wheat gluten loaf. In the Tome area, aburafu has traditionally been used in Japanese simmered dishes or as an ingredient in miso soup. Lately aburafu-don has caught nationwide attention as a delicacy. Today there are nine producers of aburafu in Tome, and we offer aburafu from each.

Aburafu (2 pcs) around ¥380
Store 60 to 90 days at room temperature.
Available throughout the year.
Marudai Shoten, Nakada Branch
Aza-nomoto 100-1, Ishinomori, Nakadacho,
Tome-shi, Miyagi 987-0601
TEL: +81-220-34-8401 FAX: +81-220-34-8403

Izunuma Nosan
Tome-shi, Miyagi

Date no Junsui Akabuta and Izunuma Ham

We take the genuine red pork from directly managed or designated area farms (Izunuma Agri-products), process it in our facilities and sell it to restaurants and individual consumers. We sell fresh, uncured pork loin ham, miso-marinated pork loin, and pork sets ready for curry and shabu-shabu-all made with Junsui Akabuta, or genuine red pork. The Izunurna Ham lineup, all using Miyagi pork, includes hand-rolled pork loin ham, slab bacon, and farmer’s choice ham.

Date no Junsui Akabuta (Date’s Genuine Red Pork)
Uncured pork loin ham ¥480 (31 g, store up to 90 days refrigerated)
Miso-marinated Pork Loin ¥399 (70 g, store up to 90 days frozen)
Izunuma Ham
Hand-rolled pork loin ham 450 g, ¥3,400
Coarse ground sausage 100 g, ¥399
Store refrigerated up to 20 days. Available throughout the year.
Izunuma Nosan Inc.
Aza-maenuma 149-7, Nitta, Hasamacho, Tome-shi, Miyagi 989-4601
TEL: +81-220-28-2986 FAX: +81-220-28-2987 <http://www.izunuma.co.jp/>



Akita Kamakura Meat
Yokote-shi, Akita

Akita Yurigyu Beef



Akita Yurigyu are the noted Japanese black cattle, carefully raised at the foot of Mt. Chokai in an abundant natural environment. These cattle are fed on high quality water, pasture grass and Akita rice, and experience wide temperature swings from summer to winter. These conditions combine to produce delicious, well marbled beef, and a highly regarded brand.

Contact us for pricing and other product information.
Available throughout the year
Akita Kamakura Meat Inc.
Yokoyamacho 3-16, Yokote-shi, Akita 013-0044
TEL: +81-182-33-0291 FAX: +81-182-33-3236 <http://akitakamakura-meat.com/>

P.H
Oga-shi, Akita

Black Hagfish



This popular local delicacy is boneless, so you can just grill and eat. We recommend serving hagfish with soy sauce and grated radish to best enjoy their characteristic juicy texture and fresh, rich flavor—quite different from typical eels or congers. Only one fisherman is currently harvesting this species, making it a unique, sought after delicacy.

Black Hagfish
(about 30 cm x 2) **¥1,050** *Prices vary with size.
Contact us for pricing and other product information.
Store frozen up to 3 months. Available throughout the year.
P.H Inc.
Aza-kaigandoori 2-12-8, Funagawa, Funagawaminato,
Oga-shi, Akita 010-0511
TEL: +81-185-23-2465 FAX: +81-185-24-5044 <http://www.oganavi.com/>

Kuji Farm
Ninohe-shi, Iwate

Oritsume-Sangenton Sasuke Pork

Named after the founder of our farm, Oritsume-Sangenton Sasuke-brand pigs are raised in a forest at the foot of Mt. Oritsumedake, a symbol of this area. Careful breeding management, high quality feed and excellent environment all contribute to the characteristic fine texture of our pork. Tasty fat distributed throughout the meat melts at low temperatures and gives our pork a juicy, melt-in-your mouth texture.

Contact us for pricing and other product information.
Available throughout the year.
Kuji Farm Inc.
Aza-juumonji 50-12, Shimotome, Ninohe-shi, Iwate 028-6102
TEL: +81-195-23-3491 FAX: +81-195-23-3490 <http://www.sasukebuta.co.jp/>





Iwaizumi Industrial Development
Iwaizumicho, Iwate

Iwaizumi Tankakugyu Spit-roasted Beef

Iwaizumi Tankakugyu (Iwaizumi short-horned cattle) are known for their delicious, low-fat meat. Our spit-roasted beef won second place at the First Beef Summit held in Shiga prefecture in 2011, and Tankakugyu beef has become the new specialty of Iwaizumi town as it strives to recover from the disaster of March, 2011.

Iwaizumi Tankakugyu Spit-roasted Beef (50g x 5) ¥1,350
Store up to 90 days (frozen). Available throughout the year.

Iwaizumi Industrial Development Co. Ltd. (Direct Sales Division)
Aza-otomo 90-1, Otomo, Iwaizumicho, Shimohegun, Iwate 027-0502
TEL: +81-194-22-4434 FAX: +81-194-22-3174
<http://www.ryusendo-water.co.jp/>



▲ Hayao Co. Ltd.



▲ Kobayashi Chikusan

Hayao
Aizuwakamatsu-shi, Fukushima

Kobayashi Chikusan
Aizubangemachi, Fukushima

Horse Sashimi of Aizu

Sakura Niku horsemeat of Aizu, is treasured for its soft, tender texture. It is low in calories and rich in protein, iron and vitamins, glycogen and other nutrients necessary to building a strong body. Local legend holds that by eating horsemeat, pregnant women can warm their bodies to help ensure delivery of healthy babies.

Horse Sashimi of Aizu (150g block X 2) ¥3,150
Store up to 1 year (frozen). Available throughout the year.

Hayao Co. Ltd.
Hanaharumachi 6-6, Aizuwakamatsu-shi, Fukushima 965-0804
TEL: +81-242-27-3361 FAX: +81-242-27-4546 <http://hayao-029.com/>

Domestic Horse Leg Sashimi with Sauce (200 g X 5) ¥4,300
Store up to 1 year (frozen). Available throughout the year.

Kobayashi Chikusan
Todera 1524, Aizubangemachi, Kawanuma-gun, Fukushima 969-6584
TEL: +81-242-83-6350 FAX: +81-242-83-0575 <http://www.aizubasashi.com/>

Kawamatamachi Agriculture Promotion Corporation
Kawamatamachi, Fukushima

Smoked Kawamata Shamo



The best feature of Kawamata Shamo (a breed of Japanese chicken) is its richly flavored, nicely textured meat. We carefully smoke this quality chicken with cherry wood, and you'll appreciate its natural flavor and excellent texture every time. You can easily tear it into small pieces, and it's perfect with salad, or as a snack.

Smoked Kawamata Shamo
¥2,940 (half size, 1pc)
¥3,150 (half size, 1pc in gift box)
Store up to 30 days (at or below 10°C).
*Best if served soon after opening.
Available throughout the year.

Kawamatamachi Agriculture Promotion Corporation
Aza-awafukuji 8, Kotsunagi, Kawamatamachi, Dategun, Fukushima 960-1402
TEL: +81-24-566-5860 FAX: +81-24-566-5083
<http://www.kawamata-shamo.com/>

Meat Shop Akimoto
Shirakawa-shi, Fukushima

Shirakawa Kogen Seiryu Pork and Seiryu Tontoro Salt-grilled Pork



Raised on our farm in the Shirakawa Highlands, natural spring water and our selection of feed give this popular pork a fresh, natural flavor with sweet fat content. Soaked in a special Himalayan rock salt sauce, then carefully grilled, our Tontoro (fatty part) cuts taste great, with their characteristic tender texture and rich, sweet flavor.

Shirakawa Kogen Seiryu Pork
Salt-grilled Tontoro Pork: from ¥450 /100 g (weight varies)
Store up to 20 days (at or below 4°C). Available throughout the year.

Meat Shop Akimoto Inc.
Aza-kitada 82, Taishinmasumi, Shirakawa-shi, Fukushima 969-0308
TEL: +81-248-46-2350 FAX: +81-248-46-2426 <http://nikunoakimoto.jp/>

JA Zen-Noh Aomori
Aomori

Burdock

Aomori Prefecture is nation's largest producer of burdock root. Aomori's cool climate, particularly its cool "Yamase" summer breeze, is good for burdock and contributes to our product's unique flavor and crisp texture. Burdock root is usually shipped covered with soil to maintain its freshness, firmness and beautiful white color.

Contact us for pricing and other product information.
Available late August to March.

JA Zen-Noh Aomori, Department of Agricultural Development and Promotion
Higashiono 2-1-15, Aomori-shi, Aomori 030-0847
TEL: +81-17-729-8643 FAX: +81-17-762-1077 <http://www.am.zennoh.or.jp/>



JA Towada Oirase Mutsu Branch
Mutsu-shi, Aomori

Ikkyu Nyukon Kabocha

Ikkyu Nyukon Kabocha are raised with only one pumpkin per vine, concentrating sweetness and nutrients in one fruit. Their sweetness, taste and rich texture increase further as they grow in the cool summer climate of the Shimokita area.

Contact us for pricing and other product information.
Store in a cool, dark place. Most delicious within 10 days of shipment. Available early September to early October.

JA Towada Oirase Mutsu Branch
Yokomukaimachi 1-11-35, Mutsu-shi, Aomori 035-0033
TEL: +81-175-22-1315 FAX: +81-175-22-1319 <http://www.jatowada-o.or.jp/>





Mash Family
Mitanecho, Akita

Shirakami Awabitake

This new mushroom is a hybrid of the King Trumpet Mushroom and Bailing Mushroom. By using the Akita cedars from around nature-blessed Shirakami Mountains, the mushrooms are cultivated in the temperature-controlled factories. During the production processes, we use no pesticides and agrochemicals. The texture of their broad caps is thick and crunchy, similar to abalone meat. Rich in edible fiber and containing almost no calories, these mushrooms can be used in a wide range of cuisines.

Shirakami Awabitake (2 pcs) ¥368, (4 pcs) ¥735

Store up to 7 days (refrigerated). Available throughout the year.

Mash Family Inc.

Aza-issondake 51-1, Ukawa, Mitanecho, Yamamotogun, Akita 018-2401
TEL: +81-185-85-2227 FAX: +81-185-85-3181 <http://mushfamily.co.jp/>

Funagata Mushrooms
Funagatamachi, Yamagata

Fresh and Processed Mushrooms

About 640 tons of mushrooms are produced yearly on our farm. Mushroom size ranges from average to super jumbo—15 cm across. These mushrooms are rich in nutrients and delicious in hamburger steak, cream pasta, curry, hashed beef and many other dishes; you can even eat them raw.

Jumbo Mushrooms (9-10cm diameter, 1 pc) ¥630

Store up to 5 days (refrigerated). Available throughout the year.

Funagata Mushrooms Inc.

Nagasawa 6831, Funagatamachi, Mogamigun, Yamagata 999-4605
TEL: +81-233-32-8064 FAX: +81-233-32-8065 <http://www.f-mush.com>



Seigan Kensetsu
Ninohe-shi, Iwate

Raw Kikurage

Our fascination with kikurage, or raw wood ears, comes from their crunchy texture. Our products come to you ready for cooking—washed, with base parts removed. A great feature of wood ears is easy storage. Freeze them for a month or two with no loss of fresh taste or texture.

**Raw Kikurage (40 g) ¥160, (80 g) ¥250, (160 g) ¥450
Class-A Kikurage (500 g) ¥1,300**

Store up to 5 days at room temperature, or 1 to 2 months frozen. Available throughout the year.

Seigan Kensetsu Co. Ltd.

Urushizawa-nakamaeta 308, Jobojimachi, Ninohe-shi, Iwate 028-6842
TEL: +81-195-38-2112 FAX: +81-195-38-2150 <http://e-seigan.jp/index.html>

Ishiwata Shoten
Kesenuma-shi, Miyagi

Shark Fin Soup

This is a Chinese-style, condensed soup made with our original chicken and pork broth and plentiful shark fins. Flavored with oyster sauce, soy sauce, salt and sesame oil, this collagen-rich, low-calorie soup benefits your beauty and health. Its rich flavor also stimulates your appetite. Heat with 3-400 ml water in a saucepan and add a beaten egg for the finishing touch.

Shark fin condensed soup (200 g) ¥840

(200 g x 3 /gift box) ¥2,700

Packed in a retort pouch w/o preservatives. Store up to 1 year at room temperature (out of direct sunlight). Best if consumed within a day of opening the package. Available throughout the year.

Ishiwata Shoten Co. Ltd.

Matsuzaki-yanagisawa 228-107, Kesenuma-shi, Miyagi 988-0141
TEL: +81-226-22-1893 FAX: +81-226-23-8636 <http://www.ishiwatashoten.co.jp/>



Suzuki Suisan
Happocho, Akita

Marinated Sandfish

This deep-fried sandfish, a local specialty of Akita, is marinated in the European style, and is best served with a special dressing of apple cider vinegar. It matches well with fruity white wine and is ideal for a party hors d'oeuvre. You can thaw this dish in the refrigerator and serve without heating.

**Deep-fried Sandfish
in Vinegar Marinade (150 g, 2 packs) ¥1,380**

Store up to 2 months (frozen). Available throughout the year.

Suzuki Suisan Co. Ltd.

72-3 Isomura, Hachimori, Happo-cho, Yamamoto-gun, Akita 018-2676
TEL: +81-185-77-2217 FAX: +81-185-77-3601 <http://www.suzuki-suisan.co.jp/>



Dembei Flounder Raising Group
Nikaho-shi, Akita

Norogenge

These deep-sea fish, called Sugayo in southern Akita, are about 20 cm in length. Rich in nutrients with elastic, gelatinous flesh, Norogenge are normally cooked in a broth or soup, but are also grilled, or prepared as tempura. Deep fried, they are especially delicious. Nowadays we can enjoy Norogenge through much of the year, as dried and frozen products are also available.

Norogenge (some 20cm length x 6) ¥525

Store refrigerated up to 1 week; 2 months if frozen. Available October to May

*Depending on ocean conditions, orders may occasionally be canceled.

Dembei Flounder Raising Group

Aza-shiotakihama 133-37, Konoura, Nikaho-shi, Akita 018-0311
TEL: +81-184-38-3248 FAX: +81-184-38-3248





Toshiyuki Sasaki
Yamadamachi, Iwate

Yamada's Smoked Oysters

These oysters are cooked, then carefully smoked and immersed in olive oil. Even those who typically avoid oysters will enjoy this product. Our select salt and olive oil enhance the natural flavor of the oysters, which are also ideal in pasta or pizza. The Great East Japan Earthquake of March, 2011 struck our plant in Yamadamachi, but we have resumed production in Hanamaki.

Yamada's Smoked Oysters (big bottle 220 g) ¥2,500
(small bottle 100 g) ¥1,250

Store up to 2 weeks after opening (refrigerated), but best if consumed immediately. Available throughout the year.

Toshiyuki Sasaki (Hanamaki plant)

Nimaibashi 5-6-3, B-1, Hanamaki-shi, Iwate 025-0312
TEL: +81-198-29-5720 FAX: +81-198-29-5721 <http://www.yamadanokakikun.sakura.ne.jp/>

Akita / Tsuruoka-shi, Yamagata / Murakami-shi, Niigata

Natural Rock Oysters

Rock oysters growing naturally in rock reefs along the coast of the Sea of Japan are one of the great summer delicacies of the Tohoku and Niigata areas. Large, with a rich, creamy taste, they are also high in minerals and other nutrients.

Akita Rock Oysters

Contact us for pricing and other product information.

Store up to 7 days (below -10°C). Available July to mid-August.

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/>

Natural Rock Oyster Set ¥4,300

(3kg, 8-10 pcs, incl. knife and cotton gloves) *domestic shipping fee included
Store up to 3 days (refrigerated). Available June to August.

Yamagata Fisheries Cooperative Association, Yura Seafood Processing Plant

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

Niigata Rock Oysters

Contact us for pricing and other product information.

Marketing period: July to August

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>



Murakami-shi, Niigata

Nodoguro

Nodoguro, also known as "akamutsu," is a rockfish prized in Niigata for its freshness and beautiful orange-colored body. Its white flesh is high in oil and seems to melt in your mouth. Enjoy nodoguro grilled, in hot pot dishes or as sashimi.

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>



Hachinohe-maeoki Mackerel Promotion Council
Hachinohe-shi, Aomori

Hachinohe-maeoki Mackerel

The seas off of Hachinohe and the Sanriku Coast in Aomori Prefecture are Japan's main fishing ground for mackerel, and the fish caught in the cooling seas of early autumn are rich in oils and flavor. The Hachinohe-maeoki Mackerel brought to Hachinohe port during this period are delicious grilled or prepared and processed in a variety of ways.

Contact us for pricing and other product information.

Hachinohe-maeoki Mackerel Promotion Council

Horibatacho 2-3, Hachinohe-shi, Aomori 031-8511 c/o Hachinohe chamber of commerce and industry
TEL: +81-178-43-5111 FAX: +81-178-46-2810 <http://www.8saba.com>



Niigata Namban Ebi Promotion Council

Niigata Namban Shrimp



Commonly called Ama Ebi (sweet shrimp), these shrimp have a sweetness and texture different from any other. They are enjoyed as sashimi, in sushi, or roasted, deep-fried or steamed with sake. The heads add flavor to miso soup or can be deep-fried for a snack. Their eggs, seasoned with salt or soy sauce, also make a great snack.

Contact us for pricing and other product information.

Namban Ebi Gyoshoyu (shrimp seasoning from Niigata-shi), Hanekko (live Namban shrimp from Sado) and Hisui Musume (fresh Namban shrimp from Joetsu) are some examples of many famous shrimp products of Niigata.

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/index.html>

"Squid-Fishing Town Hachinohe" Liaison Council
Hachinohe-shi, Aomori

Surume-Ika



Each year from summer to autumn squid boats from around Japan gather in Hachinohe City to bring in the country's largest squid catch. Of the many squid dishes, our recommendation is sashimi made with Hiru-Ika (daytime squid), which are Surume-Ika (Japanese common squid) caught during the daytime and unloaded at port the evening of the same day. Their transparent flesh is crunchy, with a rich sweetness.

Contact us for pricing and other product information.

Fishery season: July to December (raw squid), January to March and July to December (On-ship-frozen squid)

"Squid-fishing Town Hachinohe" Liaison Council

Mishimashita 101, Shiromanemachi, Hachinohe-shi, Aomori 031-0822
TEL: +81-178-33-9111 FAX: +81-178-33-2117
<http://ikanomachi.jimdo.com>



鮓

Sushi



鍋

Hot-Pot

Feeling the Depth of Japanese Cuisine

Sushi and Hot-Pot Dishes

Among the many types of Japanese cuisine, sushi and hot-pot dishes are especially popular. By adding or changing ingredients, we can enjoy a variety of flavors and feel the depth of Japanese cuisine, even though these simple dishes.

Good tip in Japan

Food talk in local dialects

“Rakkurashiru”—Niigata
らっくらしる

“To be relieved.” It also sounds like the word, “relax.”

Fresh seafood: Popular ingredients for sushi

As sushi is simply vinegared rice topped with seafood, its taste is dependent on the quality of the seafood. Fresh fish and other seafood from Tohoku and Niigata are deservedly popular as sushi toppings, in local sushi bars and famous shops around Japan. Tuna from Aomori is especially prized by sushi masters for its taste and quality, and local organizations have made great efforts to ensure a dependable supply.

Hot-Pot for a cold, winter evening with the family

Sukiyaki, yosenabe, mizutaki, yudofu, chanko-nabe... The seemingly endless list indicates the wide range of ingredients enjoyed by the Japanese in their hot-pot dishes. It is not too strong a word to say that there are as many hot-pot dishes as there are ingredients. Unique dishes have evolved in each prefecture, such as Kiritampo in Akita and Sembei-jiru in Aomori. Nothing gives greater pleasure than enjoying hot-pot dishes with the family on a winter evening, sharing precious moments and feeling family bonds.



▲Sanriku Shioyama Higashimono

Shiogama-shi, Miyagi / Tappi-misaki area, Aomori

Tuna

Sanriku Shioyama Higashimono, Miyagi's famed Big Eye tuna, are a supreme-class fish valued for their high oil content, even in the leaner, vivid red portions. Tsugaru Kaikyo Hon Maguro, Pacific bluefin tuna of the Tsugaru Straits off Aomori, are caught from the same sea area as of nationally renowned Oma Maguro. It is noteworthy that Minmaya Maguro, famous for the dynamic fishing style "ippon zuri" (single-hook handling fishing method), are extremely fresh.

Sanriku Shioyama Higashimono (Tuna)
Contact us for pricing and other product information.

Available September to December.

Shiogama Fishery Promotion Council

Asahicho 1-1, Shiogama-shi, Miyagi 985-8501 TEL: +81-22-364-2222 FAX: +81-22-364-1169
http://www.shiogama.or.jp/ (Shiogama Fish Market Buyers Cooperative)

Tsugaru Kaikyo Hon Maguro (Tuna)

Contact us for pricing and other product information.

Fishing season: Mid-July to January of the following year

Minmaya Fisheries Cooperative Association

Aza-minmaya-honcho 9, Sotogahamamachi, Higashi-tsugarugun, Aomori 030-1731
TEL: +81-174-37-2007 FAX: +81-174-37-3269 http://www.aomori-i.com/



Sai Village Fisheries Cooperative
Tsugarukaikyo, Aomori

Aoten Hirame

Hirame, or Japanese flounder, is the official fish of Aomori Prefecture. As they have to swim in the fast, turbulent currents of the Tsugaru Straits, these flatfish are characterized by thick, dense, nicely textured flesh. The Aomori Natural Flatfish Suppliers Committee, organized by four fisheries cooperatives, markets Aoten Hirame, flounder of great taste and freshness preserved through advanced fresh processing techniques.

Contact us for pricing and other product information.

Available throughout the year (peak season May to June).

Sai Village Fisheries Cooperative (Aomori Natural Flatfish Suppliers Committee)

Aza-nukamori 144-1, Oaza-sai, Saimura, Shimokitagun, Aomori 039-4711
TEL: +81-175-38-4111 FAX: +81-175-38-4228 http://www.jfsai-uonet.jp



Kazamauramura, Aomori

Angler Fish

The Aomori angler fish catch is one of the largest in Japan. Since Kazamaura angler fish are caught live with fixed tangle nets and bait-less fishing techniques, fish lovers can enjoy the freshness of these fish served as sashimi and sushi; their raw livers are a particular delicacy. Local fishermen are diligently working to establish the Kazamaura Angler Fish brand.

Please ask us for pricing and other conditions.

Fishing period: November to June in the following year

Kazamauramura Department of Industrial Construction

Aza-okawame 28-5, Oaza-ikokuma, Kazamauramura, Shimokitagun, Aomori 039-4502
TEL: +81-175-35-2111 FAX: +81-175-35-2403

Momoishimachi Fisheries Cooperative

Kitahama Coast

Hokki-gai (Surf Clams)

Hokki-gai (surf clams) from the Pacific coast of the Kitahama area, have thick, sweet and tender flesh. They are delicious raw, baked or boiled, but in-season hokki-gai sashimi and sushi served in local restaurants are especially good. Misawa City's economic development campaign is now featuring hokki-don (bowls of clams on rice), which local restaurants each prepare in their own way for visitors to enjoy.

Hokki-gai (5 kg) ¥2,500 (price may vary with harvest conditions)

Available December to March.

Momoishimachi Fisheries Cooperative

Hitokawame 1-73-930, Oirasecho, Kamikitagun, Aomori 039-2203
TEL: +81-178-52-2385 FAX: +81-178-52-2376



Aomori Mutsu Bay Scallop-Processing Cooperative

Aomori Scallops

Large and thick, Aomori scallops are raised in mountain-surrounded Mutsu Bay. Their uniquely rich taste with abundant Umami (savory) elements has made them a popular delicacy. We sell them boiled, frozen, and dried. And in recent years, our OXY Genki! (OXY Healthy) packaging technique has been very well-received.

Please ask us for pricing and other conditions.

Available throughout the year.

Aomori Mutsu Bay Scallop-Processing Cooperative

Shinmachi 1-9-9, Aomori-shi, Aomori 030-0801
TEL: +81-17-722-3945 FAX: +81-17-722-3954



Sado Fisheries Cooperative

Sado-shi, Niigata

Sado Kanburi

Buri (Japanese yellowtail) are common in coastal waters around Japan where they follow schools of mackerel to feed. As the northern seas turn cold in mid-November, the fishermen of Sado Island catch them in fixed nets and sell only the best as Sado Kanburi. These fish are rich in oil, with a delightful, natural taste.

Please ask us for pricing and other conditions.

Available each winter 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





The image shows an example of the products.

Aomori Syamorock Poultry Growers Association
Owanimachi, Aomori

Aomori Syamorock



Enjoyed by food lovers since 1990, this is the original free-range chicken of Aomori. Superior breeding and extended nurture in free-range conditions lead to a fine textured, rich tasting meat highly valued by gourmets.

Aomori Syamorock Chicken
Whole chicken (giblets removed, 1 kg) from ¥1,500
Hot pot set: from ¥2,700

Store up to 5 days in refrigerator, or 90 days in freezer.
Available throughout the year

Aomori Syamorock Poultry Growers Association
Aza-yunosawa 4-3, Ooaza-kuradate Owanimachi,
Minamitsugaru-gun, Aomori 038-0212 c/o Owani Shinko
TEL: +81-172-47-9040 FAX: +81-172-48-2890
http://www.o-wani-shinkou.jp (Owani Shinko)
http://syamorock.jp/ (Aomori Agricultural Producers Association)

Aizuwakamatsu-shi, Fukushima / Niigata

Jidori

Aizu Jidori from Fukushima are an improved variety of domestic free-range chicken. Their excellent taste, tender meat and minimal “chicken” smell has endeared them to consumers.

Niigata Domestic Chicken were Niigata’s first brand of free-range chicken, sold since 2004. They have a fine-grained meat with a tender texture.

Aizu Jidori (free-range chicken)
Grilled Yakitori (chicken pieces on skewers) set ¥4,500
*Set includes mixed thigh & breast pieces (3 sticks x 3 bags),
gizzards (3 x 2), and ground chicken (3 x 2)
Store up to 1 year (below -18°C) Available throughout the year.

Aizu Jidori Net Co. Ltd.

Aza-sasayamahara 3, Oaza-akai, Minatomachi, Aizuwakamatsu-shi, Fukushima 965-0066
TEL: +81-242-94-2266 FAX: +81-242-96-5055 http://www.aizujidori.net

Niigata Domestic Chicken (free-range chicken)
Contact us for pricing and other product information.

Available throughout the year.



Niigata Domestic Chicken Breeding Association, c/o Shibata Poultry Center Co. Ltd.
Funairi 1047, Shibata-shi, Niigata 957-0066
TEL: +81-90-3145-6772 (attn: Kojima) http://niigatajidori.web.officelive.com/

Niigata Fisheries Cooperative Association

North Pacific Giant Octopus



Mizudako, the North Pacific giant octopus, congregates in shallows along the coast of Niigata to lay its eggs. Over 90% of the octopuses caught in the traps of Niigata fishermen are Mizudako, and the sale of boiled octopuses at Ikarashi-hama in Niigata City and other areas is a winter tradition in the region. As Mizudako contain more water than common octopuses, their flesh is very tender.

Contact us for pricing and other product information.
Available through the winter season.

Niigata Fisheries Cooperative Association

Bandajima 2-1, Chuo-ku, Niigata-shi, Niigata 950-0078
TEL: +81-25-244-6181 FAX: +81-25-244-6188 http://www.jf-net.ne.jp/nigyokyo/



Award-winning product



Iwate / Miyagi / Yamagata / Niigata

Beef



The image shows an example of the products.

Cattle are raised in many nature-rich areas of Tohoku and Niigata. Each prefecture has set strict standards in branding its own quality beef. You can choose among them to find the optimal meat for different cuisines such as sukiyaki, shabu-shabu, steak, and yakiniku.

Iwate Beef Contact us for pricing and other product information.
Store up to 4 days after counter purchase or 6 days after gift delivery (refrigerated)
Available throughout the year.

Iwate Stock-Raising and Distribution Center Co. Ltd. Sales Department
Aza-minamiyachi 120, Inubuchi, Shiwacho, Shiwagun, Iwate 028-3311
TEL: +81-19-676-4600 FAX: +81-19-676-4609 http://www.iwachiku.co.jp/

Sendai Beef Contact us for pricing and other product information.
Our web site features a list of authorized retailers.
Available throughout the year.

Sendai Beef Promotion Council (c/o JA Zen-Noh Miyagi Stock-Raising Division)
Aza-namaji 22-1, Kitaura, Misatomachi, Toodagun, Miyagi 987-0005
TEL: +81-229-35-2720 FAX: +81-229-35-2677 http://www.ja-miyagi.or.jp/



Award-winning product

Yamagata Beef Contact us for pricing and other product information.
Store up to 4 days (refrigerated). Available throughout the year

JA Zen-Noh Yamagata Direct Sales Center
Nagaoka-kita 4-7-30, Tendo-shi, Yamagata 994-0062
TEL: +81-23-655-3688 FAX: +81-23-655-3635 http://www.yamagata-club.jp

Niigata Wagyu (Beef) Contact us for pricing and other product information.
Available throughout the year.

Niigata Wagyu Promotion Council
Yamada 2310-15, Nishi-ku, Niigata-shi, Niigata 950-1101
c/o JA Zen-noh Niigata 2nd Bldg.
TEL: +81-25-234-6781 FAX: +81-25-234-7045 http://niigata.lin.gr.jp/



Award-winning product

Local Cuisine Ishikawa
Gojomemachi, Akita

Minikko-Tampo

Our Minikko-Tampo allows you to enjoy authentic Akita Kiritampo dishes at home. It is easy to cook, and comes with special broth, Hinai chicken and vegetables. Serve it with traditional Damakomochi rice cakes from Gojomemachi town.

Minikko-Tampo and Damakomochi Set (4 servings) ¥6,000

Store up to 4 days (refrigerated).
Available throughout the year.

Local Cuisine Ishikawa

Higashiisonome 2-1-7, Gojomemachi, Minami-akitagun, Akita 018-1724
TEL: +81-18-852-9842 FAX: +81-18-852-5630



Pork Land Group
Kosakamachi, Akita

Lake Towada Momo-Buta Highland Pork

This top-brand, SPF pork (clean pork) is raised on an eco-friendly farm without artificial feeds or drugs. Its name, Momo-Buta (peach pork), comes from the light pink color of this tender meat. Its sweet fat has a refreshing, non-greasy taste, and even those who dislike fatty meats can enjoy it. Our misozuke-pork, dipped in miso, has the taste of salted rice malt—a local specialty of Akita.

Momo-Buta Shabu-shabu set ¥4,200
(pork loin and rib for shabu-shabu 400g each,
1 jar ponzu sauce, 1 jar sesame sauce)

Momo-Buta Miso Set ¥5,250
(pork loin and ham dipped in Miso, 5 slices of 100g each)

Store raw cuts up to 4 days (below -10°C).
Store miso-dipped cuts up to 30 days (frozen).
Available throughout the year.

Pork Land Group Momo-Buta Processing and Direct Sales Center “Mamma-Land”

Aza-takinoshita 22, Uwamuki, Kosakamachi,
Kazunogun, Akita 017-0203
TEL: +81-186-29-2929 FAX: +81-186-29-3033 http://www.momobuta.co.jp/

酒

Japanese sake



ワイン

Japanese wine



A Variety of Fine Local Brewers

Japanese Sake and Wine

Having so long lived in a harsh natural environment, the people of Tohoku are characterized by diligence and endurance, regardless of hardship. This character has suited the development of advanced techniques for brewing Japanese sake and wine, and delicious varieties of liquor are available.

Good tip in Japan

Food talk in local dialects

“Hodoru” — Miyagi, Iwate
ほどる

“Warms me up.” When eating a hot-pot dish on a cold winter day, you might want to use this phrase. It is interesting to note that the sound and meaning are similar to the English word “hot.”

Master sake brewers

Traditional methods of sake brewing in Tohoku and Niigata have developed through the years utilizing the region’s cool climate. From the gathering of ingredients to fermentation to aging, all steps in the brewing process are supervised by a master brewer, or “Toji.” There are many clans of Toji in the region, with the Nambu Toji of Iwate and the Echigo Toji of Niigata being especially famous. Many brewers have recently been working to improve the rice used in brewing, and new lines of sake have been introduced one after another with using these new varieties of rice.

A masterpiece refined to perfection

Tohoku and the Niigata are great fruit producers, and the people here have made wine and fruit liquor through the ages. Diligent efforts to increase fruit quality and repeated trial and error in the production process have yielded great tasting wines and liquors loved by everyday customers and professionals, alike. The wineries, with their beautiful buildings and vast vineyards and orchards have also become popular tourist spots, hosting interesting events and activities throughout the year.

Hamachidori
Kamaishi-shi, Iwate

Hamachidori / Senninkyo / Yumehonami

These three sakes are from one of the major breweries in Kamaishi. Ginginga, a special rice for making sake, is used to brew Yumehonami honjozo. It has a refreshing taste and goes well with any dinner. Kitakami Mountain spring water is used in the smooth tasting Senninkyo junmai-shu. Unique Iwate yeast gives Hamachidori daiginjo a sophisticated aroma and crisp taste, which go well with main dishes.

Hamachidori Daiginjo in gift box (720 ml) ¥3,045
Senninkyo Junmai-shu in gift box (720 ml) ¥1,628
Yumehonami Honjozo (720 ml) ¥924
Available year-round, but occasionally out of stock due to smallHot production.

Hamachidori Co. Ltd.
Kogawacho 3-8-7, Kamaishi-shi, Iwate 026-0045
TEL: +81-193-23-5613 FAX: +81-193-23-0510 <http://www.hamachidori.net/>



Aomori Sake Brewers Association

Aomori’s original Sake – Hana Omoi

“Hana Omoi” is a rice variety developed for sake production, as well as the name of our ginjo-shu premium sake. Hana Omoi rice is mineral-rich and protein-poor, making it perfect for high quality sake production. The meaning of its name— flower wishes— reflects from the developer’s hope that great success would bloom at each brewery which uses it. Twenty breweries in Aomori are allowed to produce and market ginjo-shu made with Hanaomoi rice.

Prices vary from brewer to brewer.
Keep refrigerated. Available throughout the year.
Aomori Sake Brewers Association
Aoyagi 1-2-14, Aomori-shi, Aomori 030-0811
TEL: +81-17-776-6103 FAX: +81-17-776-2832 <http://www.aomori-sake.or.jp>



Hishiya Brewery
Miyako-shi, Iwate

Senryo Otokoyama Sake

We use spring water from the mountain on our own land to make our sake. Winner of the Governor’s Award in the Iwate New Sake Contest, daiginjo is a premium sake made with highly milled (down to 36%) Yamada Nishiki rice from Hyogo Prefecture. Our Josen sake (brewed in the honjozo style) and Kinjirushi sake are made with rice milled down to 65%. They have robust flavor and are smooth to drink.

Senryo Otokoyama Daiginjo (720 ml) ¥2,940
Josen Otokoyama (1.8 l) ¥1,984
Kinjirushi Otokoyama (1.8 l) ¥1,732
Store up to 1 year in a cold, dark place (at or below 15°C).
Available throughout the year.

Hishiya Brewery Co. Ltd.
Shimomachi 5-24, Kuwagasaki, Miyako-shi, Iwate 027-0006
TEL: +81-193-62-3128 FAX: +81-193-63-8524 <http://homepage3.nifty.com/hisiya/>



Fukushima Sake Brewers Cooperative

Sake (licensed Fukushima-brand product)

Several Fukushima brewers have won gold medals at the National New Sake Contest. The prefecture sets minimum qualifying criteria regarding water quality, rice quality and origin, etc. A sake meeting these requirements is then further examined for aroma, flavor, label design, and price before it is given official recognition as a Fukushima-brand product.

Hanaharu Brewery
Hanaharu Daiginjo-shu (720 ml) ¥1,890
Kinsuisho Brewery
Kinsuisho Junmai-Ginjo (720 ml) ¥1,680
Kaito Otokoyama Brewery
Special Junmai-shu
Kaito Otokoyama Yume-no-Kaori (720 ml) ¥1,365

Fukushima 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/index.html>



Yamagata Sake Brewers Association

Yamagata Sanga / Dewa-no-Sato

The sake brewing process starts with growing the rice. Yamagata Sanga is a junmai daiginjo (super-premium sake) made with Dewa Sansan sake rice developed over a period of 10 years. Dewa-no-sato is also super-premium sake made with a sake rice variety developed after Dewa Sansan. It’s quality compares to ginjo (premium sake) , but at a reasonable price comparable to normal table sake.

Yamagata Sanga (720 ml) ¥3,150
Dewa-no-Sato, Kimoto Junmai Hatsumago (720 ml) ¥1,155 (Tohoku Meijo Co. Ltd)
Dewa-no-Sato, Special Junmai-shu Aratama (720 ml) ¥1,260 (Wada Brewery LP)
Dewa-no-Sato, Junmai Ginjo-shu Toko (720 ml) ¥1,365 (Kojima Sohonten Co. Ltd)
Marketing period: Throughout the year.

Yamagata Sake Brewers Association
Midoricho 1-7-46, Yamagata-shi, Yamagata 990-0041
TEL: +81-23-641-4050 FAX: +81-23-631-0903 <http://www.yamagata-sake.or.jp>



Yamagata Wineries Association
Yamagata: Yonezawa-shi, Asahimachi, Takahatamachi

“Yamagata Selection” Wines

There are 11 wineries in Yamagata today, each producing unique wines using locally harvested grapes. The Yamagata Wineries Association chooses the most outstanding wines to be marketed nationally under the prestigious “Yamagata Selection” brand. After a rigorous examination by experts, eight wines from three wineries were designated as the 2011 Yamagata Selection wines.

Yamagata Selection Wines
2010 Yoshi Sparkling Pinot Chardonnay (750 ml) ¥1,793
2009 Chateau Mont Saint Excellent Rouge (720 ml) ¥2,570
2010 Muscat Blush (720 ml) ¥1,176
Available throughout the year, but quantities limited.

Yamagata Wineries Association
Oaza-nukanome 2700-1, Takahatamachi, Higashi-okitamagun, Yamagata 999-2176 c/o Takahata Wine Co. Ltd.
TEL: +81-238-57-4800 FAX: +81-238-57-3888 <http://www.mmy.ne.jp/ywine/>



Nambu Bijin
Ninohe-shi, Iwate

No Sugar Added Ume-shu (Plum Sake)

Responding to need for an ume-shu (plum sake) that is not too sweet, the Brewer, using a patented production method, created an ume-shu without any food additives, such as sugars or sweeteners. The ingredients are only junmai-shu (pure rice sake) and ume (plum) fruits. To infuse their flavor, the plums are put in whole and soaked directly in the koji rice sake. That gives this ume-shu its characteristic healthy and refreshing flavor.

No Sugar Added Ume-shu (1.8 l) ¥2,980, (720 ml) ¥1,700

Store indefinitely at room temperature.
Available throughout the year.

Nambu 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/>

Kikusui Shuzo
Shibata-shi, Niigata

Le Kikusui / Bio Kikusui Echigo Hime

Le Kikusui is a fruit liquor made with Kikusui Junmai-shu, a pure rice Sake, and the juice of Le Lectier pears, a specialty of Niigata. With 10% alcohol it is smooth and easy to drink. Bio Kikusui Echigo Hime is a blend of crisp dry Sake, the juice of Echigohime, Niigata's prefectural-brand strawberry, and fermented Sake lees. It is an easy to drink with 5% alcohol and a delightful balance of flavors that also tastes great poured over ice-cream.

Le Kikusui (720 ml) ¥2,000

Store at room temperature. Available March through December.

Bio Kikusui Echigo Hime (500 ml) ¥1,260

Keep refrigerated. Available around September.
NOTE: Retail prices for reference only.

Kikusui Shuzo Co. Ltd.

Shimagata 750, Shibata-shi, Niigata 957-0011
TEL: +81-254-24-5111 FAX: +81-254-23-5255 <http://www.kikusui-sake.com/>



Nakahara Shoten
Morioka-shi, Iwate

Makkoli of Pyong-pyong-sha, "Sen"

This is an unpasteurized draft makkoli. The main ingredient is 100% organic Hitomebore rice. We maintain freshness by keeping it at low temperature, and deliver it while the yeast and lactic acid bacteria are still active. A faint sourness and refreshing, slightly sparkling taste go with nearly any kind of food. Our makkoli is also popular among young women.

Makkoli of Pyong-pyong-sha "Sen"
(750 ml) ¥945 (750 ml, in gift box) ¥1,200

Store bottles upright, up to 15 days (at or below 8°C).
Available throughout the year.

Nakahara Shoten Co. Ltd.

Inaricho 12-5, Morioka-shi, Iwate 020-0142
TEL: +81-19-647-0474 FAX: +81-19-646-3150 <http://www.pyonpyonsya.co.jp/>



Akabu Shuzo
Otsuchicho, Iwate

Liqueur Sweets Milky Yogurt

Fresh dairy milk from Northern Sanriku's vast natural environment and Hamamusume sake, brewed from 100 % Iwate rice, are combined to make this rich yogurt liqueur. You can simultaneously enjoy the smoothness of yogurt and the rich aroma of sake. Also try our liqueurs made with Japanese mandarin oranges and Iwate wild grapes—ideal for dessert.

**Liqueur Sweets: Milky Yogurt,
Iwate Mountain Grape and Mandarin Orange**
Single bottles (500 ml) ¥1,281

Multi-bottle sets (500 ml, 2-3 bottles per set) From ¥2,800
Store up to 90 days (at or below 5°C). Available throughout the year.

Akabu Shuzo Co. Ltd.

Kitaioka 1-8-25, Morioka-shi, Iwate 020-0857 (Morioka Factory)
TEL: +81-19-681-8895 FAX: +81-19-681-8897 <http://www.akabu1.com/>



JA Shin Fukushima / Yamatogawa Brewery

Momo-no-Namida

Fukushima's peaches are well-known for their taste and fragrance and have many fans across Japan. One fan's letter has brought about a new product. Momo-no-Namida (teardrops of a peach) is a light, silky liqueur made from the juice of ripe peaches and a locally brewed sake. It is perfect for making cocktails and cakes.

Mono-no-Namida (peach liqueur)
(500 ml) ¥1,260 (500 ml x 2) ¥2,625

Store in a cold, dark place. Available throughout the year.

JA Shin Fukushima Direct Sales Division

Aza-haradahigashi 1-1, Kitayanome, Fukushima-shi, Fukushima 960-0113
TEL: 024-553-3657 FAX: 024-553-3119 <http://www.shinfuku.jp/>

Yamatogawa Brewery

Aza-oshikiri-minami 2-115, Kitakata-shi, Fukushima 966-0096
TEL: +81-241-21-1500 FAX: +81-241-21-1550 <http://www.yauemon.co.jp/>



Minenoyuki Shuzo
Kitakata-shi, Fukushima

Mead Wine—Miroku-no-Mori

The only ingredients used to brew our Mead wine are spring water from Mt. Iide, yeast, and honey produced by bees gathering from flowers of the tochi-no-ki (Japanese horse chestnut), indigenous to Aizu. This Mead has a characteristic sweet and sour flavor, with a refreshing aftertaste. It is rich in vitamins, minerals and amino acids, and can be served as an aperitif or nightcap. You can also use it in salads, cakes or for preserving fruit.

Mead Wine — Miroku-no-Mori (Forest of Miroku)
(520 ml) ¥3,150 (520 ml x 2) ¥6,300

Store indefinitely at room temperature.
Available throughout the year.

Minenoyuki Shuzo Inc.

Aza-sakuragaoka 1-17, Kitakata-shi, Fukushima 966-0802
TEL: +81-241-22-0431 FAX: +81-241-22-0432 <http://minenoyuki.com/>



米調味料

Rice, Condiments and more

Tohoku and Niigata have long been famous as rice producers, and the region’s popular varieties area essential to Japanese dining. Many products of the area’s long-established miso and soy sauce shops are also popular throughout the country.

Pearl Rice Miyagi
Miyagi

Miyagi Ginsenmai Premium Hitomebore Rice



Hitomebore rice, with its superior taste, aroma and glutinous quality, is the most famous variety of rice in Miyagi. Ginsenmai, a premium brand of Hitomebore, is specially cultivated using less than half the typical amount of pesticides and chemical fertilizers. After harvest, it is then selected to meet Pearl Rice Company’s own standards of quality and taste. Enjoy the luster and slight sweetness of this rice whenever you like.

Miyagi Ginsenmai Premium Hitomebore Rice (5kg) ¥2,500 - ¥2,800
Miyagi Ginsenmai Premium Hitomebore Set (2kgx3) ¥4,000

*Mail order available, shipped in the special delivery box, domestic only. Gift box also available.
Available throughout the year. Availability varies from year to year, as we only sell rice meeting our strict quality standards.

Pearl Rice Miyagi Co. Ltd.
Maino 2-8-2, Taiwacho, Kurokawagun, Miyagi 981-3419
TEL: +81-22-345-2660 (Sales Department Planning Division)
FAX: +81-22-344-1652 <http://www.pearl-rice.co.jp/>

Zen-Noh Life Support Yamagata
Yamagata

Tsuyahime



Yamagata Prefecture spent ten years developing Tsuyahime, a new variety of rice with a superior taste to the traditional favorite, Koshihikari. Although a new variety, Tsuyahime’s origins are traced back to Kame-no-o, a variety grown in the Shonai area during the Meiji era. Thanks to natural mineral spring water from the beech forest of the Three Mountains of Dewa and the rich natural environment, this rice has large grains and a distinctive taste, smell, and texture.

Tsuyahime (2 kg, 5 kg, etc.)
Contact us for pricing and other product information.
Available October to March or April (till sold-out).

Zen-Noh Life Support Yamagata Co. Ltd.
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>



Asanuma Soy Sauce
Morioka-shi, Iwate

Egoma Seed Soy Sauce

This soy sauce-like condiment is made from 100% perilla seed (Japanese shiso or egoma seed)—grown in Iwate, then fermented and brewed for a six months to a year. The perilla are grown organically, without pesticides, and the product itself is free of soy beans or wheat, making it safe for those with allergies. Our sauce has a savory aroma and light taste that only perilla can provide. Egoma seed soy sauce can be used in various cuisines: Western, Chinese, Japanese, and many others.

Egoma Seed Soy Sauce (120 ml) ¥420
(120 ml x 3 / gift box) ¥1,360
Store up to 1 year at room temperature, out of direct sunlight.
Available throughout the year.

Asanuma Soy Sauce Co. Ltd.
Nakanohashi 1-8-2, Morioka-shi, Iwate 020-0871
TEL: +81-19-622-2580 FAX: +81-19-622-2586 <http://www.asanumashoyu.co.jp/>



Gambare Shiogama
Shiogama-shi, Miyagi

Shiogama Moshio Salt

Shiogama is the city known as a holy place of salt-making. Gambare Shiogama, a company formed to promote economic development in Shiogama, has revived salt production using a traditional method handed down from the ancient times. Through this labor-intensive, time-consuming process, scum and other impurities are carefully removed to yield a delicious, mild-tasting salt. Impressed by the new product, local food companies and confectionery shops quickly incorporated our Moshio salt in a variety of products.

Shiogama Moshio Salt (80g pack) ¥500
Shiogama Moshio Rock Salt (60g bottle) ¥650
Available for volume/commercial use in bags from 500g.
Available throughout the year.

Gambare Shiogama GK
Minatomachi 2-15-9, Shiogama-shi, Miyagi 985-0016
TEL: +81-22-367-6539 FAX: +81-22-367-6539 <http://www.mosio.co.jp>



Suzuya Kokumotsu
Sendai-shi, Miyagi

Miyagi Shirome

Miyagi Shirome soybeans are characterized by their large size and white “navels.” Their sweet, subtle flavor makes them ideal for making miso and shoyu (soy sauce). Miyagi Prefecture trails only Hokkaido in soybean cultivation area.

Miyagi Shirome Soybeans
Contact us for pricing and other product information.
Store up to 2 years (avoiding direct sunlight, high temperatures and humidity)
*Packed with a deoxidizer. Best if consumed as soon as possible after opening the package.
Available throughout the year.

Suzuya Kokumotsu Co. Ltd.
Chuo 4-3-23, Aoba-ku, Sendai-shi, Miyagi 980-0021
TEL: +81-22-385-7617 FAX: +81-22-385-7618 <http://www.suzuya-rice.co.jp/>

Konno Jozo
Kamimachi, Miyagi

Sendai Miso Anatanotameni / Honjozo Tokkyu Ginjo (soy sauce)

Konno Jozo, the miso maker boasting 100 year-old tradition, exclusively uses ingredients grown in its own farm. Its additive-free Sendai Miso Anatanotameni is fermented and aged twice as long as typical miso, resulting in a full, rich flavor. Mutenka Koji Miso, made with 100% rice malt, has a pleasing, mild taste. Honjozo Tokkyu Ginjo, loved by professional chefs for its gentle taste, is a masterpiece of soy sauce craft.

Sendai Miso Anatanotameni (500g) ¥840
Koji Miso Anatanotameni (500g) ¥840 Honjozo Ginjo (1l) ¥504
Store miso up to 6 months, soy sauce up to 1 year.
Available throughout the year.

Konno Jozo
Aza-obara 5, Shimoniida, Kamimachi, Kamigun, Miyagi 981-4222
TEL: +81-229-63-4004 FAX: +81-229-63-5853 <http://www.e-miso.com/>





Moroi Jozo
Oga-shi, Akita

10 year old Shottsuru Jukusen

This naturally flavorful Shottsuru, or fish sauce, is completely free of water, seasonings or preservatives and has a mild, delicate taste. Heated, its saltiness changes to a rich sweetness which brings out the original taste of the food. One ton of sandfish go into producing only 500g of Shottsuru. The longer Shottsuru matures, the milder and the mellower it becomes, and Junen Jukusen (10 year-old Shottsuru), is the longest brewed condiment we know of.

10 year old Shottsuru (200ml) ¥3,000

Store up to 2 years 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/>

Hot Springs and Local Products Information Center
Hinoemamura, Fukushima

Iyo-Miso



The mountain stream running through Hinoemata village, located at the entrance of Oze National Park, teems with high quality Japanese char. Iyo-Miso is a local specialty of nicely broiled char, shredded and mixed with rich-flavored Aizu miso. One jar contains the meat of an entire char of about 20 cm. Serve Iyo-Miso in various ways—as a topping on rice or filling for onigiri (rice balls). Or stir-fry with Japanese leeks for another delicious dish with a great aroma.

Iyo-Miso (150g) ¥1,050 (150gx2) ¥2,200

Store up to 1 year at room temperature.
Available throughout the year. *Additives free.

Hinoemamura Hot Springs and Local Products Information Center
Shimonohara 880, Hinoemamura, Minamiaizugun, Fukushima 967-0525
TEL: +81-241-75-2200 FAX: +81-241-75-2099
<http://hinoemata073644.ocnk.net/>

Sanwa Yushi
Tendo-shi, Yamagata

Tsuyahime Rice Oil



This high quality cooking oil is made from Yamagata Tsuyahime rice bran. Sanwa Yushi's advanced refining technology yields undiminished nutrient content and flavor in a light oil that becomes even tastier with heating. It goes just as well with Italian and Chinese cuisine as it does with Japanese.

Tsuyahime Rice Oil (180g, 200ml) ¥1,680

Tsuyahime Gift Set

(Tsuyahime Rice Oil 180g+Tsuyahime Pasta 200gx4) ¥3,150
Store Tsuyahime rice oil up to 18 months (room temperature, out of direct sunlight).
Store Tsuyahime pasta up to 1 year (avoiding direct sunlight, high temperatures and humidity)
Available throughout the year.

Sanwa Yushi Co. Ltd.

Hitoichimachi 4-1-2, Tendo-shi, Yamagata 994-0044
TEL: +81-23-653-3021 FAX: +81-23-653-3960
<http://www.sanwa-yushi.co.jp>

JA Shonai Tagawa
Shonaimachi, Yamagata



Haenuki Noodles

Haenuki noodles are made from Yamagata Haenuki rice powder (70%) and potato starch powder (30%) from Hokkaido. An original processing technique ensures the strong elasticity and steady firmness characteristic of Haenuki. These noodles are free of salt, additives and wheat flour, so are also recommended for people with allergies.

Haenuki-men (Haenuki Noodles)

(120g) ¥189 (120gx6) ¥1,134 (120gx12) ¥2,268

Store up to 1 year at room temperature (avoiding direct sunlight, high temperatures and humidity)
Available throughout the year.

JA Shonai Tagawa

Aza-ogama 35-3, Karikawa, Shonaimachi, Higasi-tagawagun, Yamagata 999-6601
TEL: +81-234-56-3900 FAX: +81-234-56-3772 <http://www.ja-shonai.or.jp>



JA Shin-Iwate (North Agricultural Management Center)
Ninohe-shi, Iwate

Assorted Ninohe Grains



Farmers in northern Iwate produce a large amount of “minor” grains, such as millet, foxtail millet, and Japanese barnyard millet. These contain rich dietary fiber, protein, and minerals such as calcium and iron. Providing a quality, healthful product extends to production methods, such as using natural compost rather than chemical fertilizers, avoiding insecticides, and sun-drying.

Ninohe Grains, available in various package sizes: 100g, 200g, 300g, and 500g.

Contact us for pricing and other product information.

JA Shin-Iwate (North Agricultural Management Center)

Niwatari 22-7, Ishikiridokoro, Ninohe-shi, Iwate 028-6103
TEL: +81-195-23-4355 FAX: +81-195-23-5805
<http://www.jasi.or.jp/kakouhin/index.html>

Kawaki
Kamaishi-shi, Iwate

Nambu Soba Noodles



Our goal is to make delicious, healthy noodles. Our dough is made with 100% millstone-ground Iwate buckwheat flour (80% of which is from our own farm) and natural spring water from the Kitakami Mountains. We use the minimum amount of preservatives and let the ingredients mature naturally without machinery. The process gives our noodles their characteristic faint sweetness.

Nambu Soba (400 g) ¥550

Store up to 14 days. Available throughout the year.

Kawaki Co. Ltd.

Sadanaicho 3-12-18, Kamaishi-shi, Iwate 026-0053
TEL: +81-193-23-7485 FAX: +81-193-23-1055 <http://www.kawakinomen.com/>



菓子

Sweets, Ice cream and more

A key aspect of Japanese cuisine is making the most of ingredients and their flavors. This also applies to sweets. Many sweet shops in the region are creating new products with unique, local flavors—both traditional Japanese sweets and western style-confections.

Shiga Senbei
Ninohe-shi, Iwate

Nanbu Senbei Crackers

This is a traditional senbei handed down from the time of the Nanbu clan. Select sesame seeds, peanuts and 100% Nanbu rice flour from Iwate Prefecture are made into quality Nanbu Senbei. Original Nanbu Senbei, Hand-Baked Nanbu Senbei and Lightly-Baked Nanbu Senbei are the most popular. Senbeijiru (senbei in soup broth) won recognition as a local gourmet specialty.

Nanbu Senbei Kunohe-jo
(assorted crackers with sesame seeds, beans, apple, squid, walnuts or butter / 33 pieces) **¥2,310**
Nanbu Kayaki Senbeijiru
(set of 8 rice crackers and 2 soup packets) **¥399**
Store in a cool dark place, away from direct sunlight, high temperatures and humidity. Available throughout the year.

Shiga Senbei Inc.
Aza-nagase 57-1, Horino, Ninohe-shi, Iwate 028-6105
TEL: +81-195-23-4231 FAX: +81-195-23-4689 <http://www.nanbusenbei.com/>

Koya Agri-service
Natori-shi, Miyagi

Koya Mochi



It is said that when a feudal lord of the Edo era (1603-1868) visited a local landowner, he liked the rice cake they served so much that he himself named it Koya Mochi, and asked for more to take with him. Miyakogane, a locally grown glutinous rice, gives Koya Mochi its characteristic sticky, chewy nature. Due to the limited amount of the glutinous rice grown in Koya area, we currently use substitute rice grown in other area, and offer them for sale with the name of “Fukko Mochi (Mochi wishing for restoration)”.

Koya Mochi (9 pcs, 340 g) ¥420
Colored Rice Cakes (9pcs, 340g) ¥450
Gift sets are available

Store up to 60 days (avoiding direct sunlight, high temperatures and humidity).
Consume as soon as possible after opening package.
White rice cakes available throughout the year, colored cakes only available in winter.

Koya Agri-service Inc.
Aza-koya-ushiro 265-2, Shimomasuda, Natori-shi, Miyagi 981-1201
TEL: +81-22-381-5338 FAX: +81-22-381-5339 <http://homepage3.nifty.com/aguri01>

Kurakichi
Semboku-shi, Akita

Nama An Morokoshi



Morokoshi is a well-known confection from Akita. The Morokoshi name dates back to the Edo era (1603-1868). When a feudal lord was presented with the sweet, he commented that, “these taste better than other sweets” (“moromoro no kashi”)—and the confection had a new name. Morokoshi by Kurakichi is a delicacy of mashed bean paste covered with powdered Azuki beans. It’s very popular for its moist texture and delicate sweetness.

Nama An Morokoshi
(6 pcs) **¥450** (12 pcs) **¥800** (24 pcs) **¥1,550**
Store up to 10 days at room temperature.
Available throughout the year.

Kurakichi Inc.
Kobitomachi 38-25, Kakunodatemachi, Semboku-shi, Akita 014-0324
TEL: +81-187-52-0505 FAX: +81-187-52-0515 <http://www.kurakichi.jp/>

Kagetsudo Hanaya
Nihonmatsu-shi, Fukushima

Mt. Adatara Deep-Fried Manju

Mt. Adatara, mentioned in Kotaro Takamura’s book of poems, *Chieko-sho*, is the inspiration for this eye-catching fried dumpling. The mountain shaped dumpling, with its crisp outer layer and moderately sweet taste, is now a bestseller at the Fukushima Prefecture Store in Tokyo, and is popular with customers of all ages. It also goes well with any drink, such as tea, coffee or juice.

Mt. Adatara’s Deep-Fried Manju (50g) ¥80 (pack of 10 pcs) ¥900
Store up to 4 days at room temperature (avoiding direct sunlight, high temperatures and humidity).
Available throughout the year.

Kagetsudo Hanaya Inc.
Takeda 2-7-7, Nihonmatsu-shi, 964-0902 TEL: +81-243-22-0748 FAX: +81-243-22-1320



Nagatoya Honten
Aizuwakamatsu-shi, Fukushima

Japanese Walnut Sweets

Onikurumi—walnuts of the highest quality—from the Aizu area are used in Shaza—a confection of baked dried wheat gluten topped with sliced walnuts. This sweet has a delicate aroma and sweetness with a subtle flavoring of miso. Hanayuki, our delicious, walnut-packed yubeshi is also a popular confection. Kagunokinomi, a bite-sized sweet featuring walnuts surrounded by sweet bean paste, are a frequent treat at tea ceremonies.

Shaza (14 pcs) ¥1,350 Hanayuki (10 pcs) ¥1,100
Kagunokinomi (17 pcs) ¥1,850
Storage period: Shaza (90 days) Hanayuki (30 days)
Kagunokinomi (summer 10 days, winter 14 days).
*Kagunokinomi availability limited by production/expiration issues.
Available throughout the year.

Nagatoya Honten Co. Ltd.
Kawaramachi 2-10, Aizuwakamatsu-shi, 965-0865
TEL: +81-242-27-1358 FAX: +81-242-26-4772 <http://www.nagatoya.net/>

Takasago Choju Miso
Ishinomaki-shi, Miyagi

Sendai Miso Sweets

Takasago Choju Miso Hongo is a long-established Miso maker, which also produces popular miso-based sweets. Sendai Miso Castella has a light sweetness with a slight fragrance of miso. Miso Peanuts and Miso Kakinotane are habit-forming snacks, while Misojikomi Karinto are popular for their tender-crisp texture. And Jersey butter and fresh cream add an extra rich taste to Miso Shoyu Chocolate.

Sendai Miso Castella (5 pcs) ¥900
Miso Peanuts (70 g) ¥336
Misojikomi Karinto (70 g) ¥420
Miso Shoyu Chocolate (10 pcs) ¥525
Miso Kakinotane (50 g) ¥315

Storage period: Sendai Miso Castella 45 days (30 summer), Miso Peanuts 4 months, Misojikomi Karinto 3 months, Miso Shoyu Chocolate 1 year, Miso Kakinotane 6 months. Store at room temperature, away from direct sunlight, high temperatures and humidity. Available throughout the year.

Takasago Choju Miso Co. Ltd.
Mitsuwacho 6-17, Ishinomaki-shi, Miyagi 986-2111
TEL: +81-225-83-7007 FAX: +81-225-83-7008 <http://www.takasagomiso.jp/>





Mochikkoya Den
Kurihara-shi, Miyagi

Kome-teira

Kome-teira cake was jointly developed by a long-established local rice cake shop and area high school students. People love its moist, soft and chewy texture. The ingredients of Kome-teira are rice flour from 100% Hitomebore-brand rice grown by the shop owner, eggs, cheese and agar. It's free of wheat flour and gluten, so those with wheat allergies can enjoy it without worry.

Kome-teira® one block ¥750
gift box (2 blocks) ¥1,600

Store up to 14 days (room temperature), 3 months (frozen).
Available throughout the year.

Mochikkoya Den Inc.

Aza-motomachi 2, Ichihazama Masaka, Kurihara-shi, Miyagi 987-2308
TEL: +81-228-52-2602 FAX: +81-228-52-5161 <http://www.motiden.jp>

Baum Labo Kirari
Fukushima-shi, Fukushima

Rice Baumkuchen

Our baumkuchen contains rice flour and fresh eggs, both from Fukushima. Enjoy its moist, chewy texture and unique flavor, unlike wheat flour cakes. Our plain baumkuchen features the delicate tastes of rice powder and fresh eggs. Other flavors include chocolate and Japanese baum. Japanese baum features chunky sweet bean paste or Fuki-bean paste. These products are all wheat-free.

Rice Baum, plain, S-size (280 g) ¥1,155
Premium Gift, S-size box

(plain & plain) ¥2,310 (plain & chocola) ¥2,415

Store up to 14 days at room temperature.
Available throughout the year.

Baum Labo Kirari

Aza-nishihara 25-4, Shimokawasaki, Matsukawamachi,
Fukushima-shi, Fukushima 960-1232
TEL: +81-24-537-1170 FAX: +81-24-537-1180 <http://b-kirari.jp/index.html>



Enfan
Shiogama-shi, Miyagi

Moshio Salt Sweets



The production and marketing of Moshio salt is one way the people of Shiogama City are attempting to boost the local economy. We are participating by producing sweets subtly flavored with this excellent local product. Shiogama-no-Moshio roll cake is a soft, finely textured sponge cake rolled with home-made custard cream, fresh cream, and Moshio salt. Other “must-try” products include our caramel roll and gelato.

Shiogama-no-Moshio Roll cake,
Shiogama-no-Moshio Caramel Roll (9 cm) ¥980 each
Shiogama-no-Moshio Gelato ¥350
Gift sets are available.

Store up to 90 days (frozen). Available throughout the year.

Enfan

Kitahama 1-1-7, Shiogama-shi, Miyagi 985-0003
TEL: +81-22-367-5432 FAX: +81-50-1087-1665 <http://www.enfan.jp>

Tomato Land Iwaki
Iwaki-shi, Fukushima

Tomato Gelato and Fig Gelato from Iwaki

Tomato Land Iwaki produces safe vegetables and fruit in state-of-the-art greenhouses. It also makes delicious gelatos (fruity ice cream) with its own ripe tomatoes and figs. Enjoy their creamy texture and sweetness combined with the aroma of tomatoes or figs. Tomato Land Iwaki also sells ripe tomatoes and tomato products, such as juice and sauce.

Tomato Gelato from Iwaki (150 g x 6) ¥1,830
Fig Fruit Gelato from Iwaki (150 g x 6) ¥1,830

Available throughout the year.

Tomato Land Iwaki Inc.

Aza-fukamachi 30, Nagatomo, Yotsukuramachi, Iwaki-shi, Fukushima 965-0009
TEL: +81-246-66-8630 FAX: +81-246-66-8640 <http://www.sunshinetomato.co.jp/>



Saegusa Factory
Sagae-shi, Yamagata

Petitjelly Cherry



Sagae City is a major center of cherry production. In making Petitjelly Cherry, cherries are individually seeded and carefully heated with syrup to maintain their texture and fresh taste, then wrapped in sweet-and-sour jelly. Because these jellies are sold frozen, you can enjoy three distinct textures—sherbet, half-frozen and original jelly—depending on how long they thaw.

Petitjelly Cherry (8 pcs / box) ¥1,260

Store up to 60 days (frozen). Available throughout the year.

Saegusa Factory Co. Ltd.

Nishinekitamachi 7-50, Sagae-shi, Yamagata 991-0004
TEL: +81-237-85-7393 FAX: +81-237-85-7395
<http://www.rakuten.co.jp/saegusa-factory/>

Massugu-ya
Kawanishimachi, Yamagata

Rice Chiffon Cake

Massugu-ya began as a pickle maker, using home-grown vegetables. The shop also makes chiffon cakes with rice flour from the Haenuki rice it raises itself. These cakes are baked to perfection with all the elements of a great cake—moist, with a soft but chewy texture. The apple chiffon is especially recommended. Made with 100% rice flour, even those allergic to wheat can enjoy these cakes in safety.

Rice Chiffon Cake (17cm diameter) ¥1,000

Store up to 4 days (below 10 °C).
Available throughout the year
(summer season pre-order only to maintain quality).

Massugu-ya

Oaza-shimookuda 169-1, Kawanishimachi, Higashi-okitamagun,
Yamagata 999-0145
TEL: +81-238-42-5465 FAX: +81-238-42-5465 <http://www.massuguya.net>





果物
野菜

Fruits, Vegetables and more

Tohoku and Niigata produce a great variety of vegetables integral to traditional local cuisine. Tasty, high quality fruits of many varieties are also actively cultivated and sold throughout Japan.

Fukushima / Aomori / Yamagata

Peach

Fukushima is the second largest producer of peaches in Japan. Half of the harvest consists of the unique Akatsuki variety sold under several brand names— Ten, Sun Peach, and Date-no-Mitsumomo—by local agricultural cooperatives. The leading variety of Aomori and Yamagata is the Kawanakajima Hakuto, a firm, rich tasting peach with good long-term storage characteristics.



The image shows an example of the products.

Ten
Date Fruit Farming Cooperative
Aza-sekiue18, Oaza-kamigoori, Koorimachi, Dategun, Fukushima 969-1661
TEL: +81-24-582-2175 FAX: +81-24-582-2529 <http://www1.ocn.ne.jp/~dateka/p032.html>

Sun Peach
JA Shin-Fukushima
Aza-haradahigashi 1-1, Kitayanome, Fukushima-shi, Fukushima 960-0113
TEL: +81-24-554-5517 FAX: +81-24-554-0991 <http://www.shinfuku.jp/>

Date-no-Mitsumomo
JA Date Mirai
Hobaramachi 7-33-3, Date-shi, Fukushima 960-0617
TEL: +81-24-575-0113 FAX: +81-24-575-1796 <http://www.jadatemirai.or.jp/>

Contact us for pricing and other product information.
Available early to mid-August (depending on weather)

Tsugaru-no-Momo
*Major varieties are Kawanakajima Hakuto, Akatsuki, Ogonto, Date Hakuto, and others.

Tsugaru-no-Momo Superior
(13-18 pcs, 5kg) **¥4,500** (domestic shipping fee included)
Direct delivery: 2+ pcs from ¥300.
Available late August to mid-September.

JA Tsugaru Mirai Hiraka Direct Sales Center Hiraka
Kowamori-kamimatsuoka 211-1, Hirakawa-shi, Aomori 036-0111
TEL: +81-172-44-8490 FAX: +81-172-44-8493
<http://www.ja-tsugaru-mirai.or.jp/> <http://www.harvestmarket.jp/japeach/>

Kawanakajima Hakuto
Contact us for pricing and other product information.
Store in cool, dark place.
Available early to mid-September.

JA Zen-Noh Yamagata Direct Sales Center
Nagaoka-kita 4-7-30, Tendo-shi, Yamagata 994-0062
TEL: +81-23-655-3688 FAX: +81-23-655-3635 <http://www.yamagata-club.jp>



Aomori

Apple / Apple Juice

Over 50 apple varieties are harvested in Aomori, where the dramatic daily temperature changes produce solid fruit with a fresh taste and good sweet-sour balance. Some 50% of Aomori apples are of the Fuji variety, followed by the Tsugaru, Jonagold, and Orin types. Aomori also produces a great amount of apple juice, some of which is processed in oxygen-free conditions, eliminating the need for antioxidant additives.

Contact us for pricing and other product information.
Store apples in refrigerator; apple juice at room temperature.
Available throughout the year, but varieties depend on season.

Apple and Fruits Division
Department of Agriculture, Forestry, and Fisheries
Aomori Prefectural Government
1-1-1 Nagashima, Aomori-shi, Aomori 030-8570
TEL: +81-17-734-9489 FAX: +81-17-734-8143
<http://www.aomori-ringo.or.jp/> (Aomori Ringo Council)
<http://www.pref.aomori.lg.jp/soshiki/nourin/ringo/>
(Aomori Prefecture Apple Cultivating Division)

Aomori / Yamagata / Niigata

Western Pears

Aomori, Yamagata and Niigata got an early start in the cultivation of western pear varieties from France, and have become known for the delicious pears they produce. Pears mature for 20 to 40 days on the tree before picking and shipment to customers anticipating their rich taste.

Général Leclerc
(5kg / 9-12 pcs) **¥4,000** (3kg / 5-7 pcs) **¥3,000**
Store at room temperature.
Available mid-November to December 25th.

JA Hachinohe Agricultural Department
Direct Sales Division
Aza-kamitai 19-1, Ooaza-kuraishi Nakaichi, Gonohe-machi, Sannohegun, Aomori 039-1702
TEL: +81-178-61-6337 FAX: +81-178-77-2959 <http://www.ja-hachinohe.or.jp/>

La France
Contact us for pricing and other product information.
Available from harvest to mid-December.

JA Zen-Noh Yamagata Direct Sales Center
Nagaoka-kita 4-7-30, Tendo-shi, Yamagata 994-0062
TEL: +81-23-658-3020 <http://www.yamagata-club.jp>

Le Lectier
(2kg / 5-6 pcs) **~¥4,000** (3kg / 7-11 pcs) **~¥4,800**
(4kg / 9-12 pcs) **~¥6,400** (domestic shipping fee included) *approx. price
Available late November to mid-December.

JA Zen-Noh Niigata Horticulture Department,
Fruit and Vegetable Sales Division
Yamada 2310-15, Nishi-ku, Niigata-shi, Niigata 950-1101
TEL: +81-25-232-1580 FAX: +81-25-232-1541
<http://www.nt.zennoh.or.jp/>
<http://www.ja-town.com/shop/c/c3901/>

The image shows an example of the products.



Miyagi / Aomori / Niigata

Strawberries

Mou-ikko and Echigo Hime strawberries—developed in Miyagi and Niigata, respectively—are prized nation-wide for their large size and great taste. Natsu Aki Ichigo (ichigo = strawberry) from Aomori are harvested in summer and autumn when the supply of other domestic strawberries is short. This variety is widely used for cakes and other western confections.



The image shows an example of the products.

Mou-ikko (Sendai Strawberries)
Contact us for pricing and other product information.
Available December to May.

JA Zen-Noh Miyagi Horticulture Department, Administration Division
Miyagi Garden Crops Branding Promotion Council
5-1-8, Oroshimachi, Wakabayashi-ku, Sendai-shi, Miyagi 984-0015
TEL: +81-22-782-3353 FAX: +81-22-782-3360

Natsu Aki Ichigo
Contact us for pricing and other product information.
Available late June to late October.

JA Tsugaru Mirai Kuroishi Sales Center
Aino 190, Kuroishi-shi, Aomori 036-0516
TEL: +81-172-52-5113 FAX: +81-172-52-3128

Echigo Hime
Echigo Hime (300g X 4 pcs) ¥2,500
(domestic shipping fee included) *approx. price
Available March to May.

A Zen-Noh Niigata Horticulture Department,
Fruit and Vegetable Sales Division
Yamada 2310-15, Nishi-ku, Niigata-shi, Niigata 950-1101
TEL: +81-25-232-1580 FAX: +81-25-232-1541
<http://www.nt.zennoh.or.jp/>
<http://www.ja-town.com/shop/c/c3901/>

JA Zen-Noh Yamagata Direct Sales Center
Yamagata: Tendo-shi, Higashine-shi, Sagae-shi

Cherries

Yamagata Prefecture produces 70% of Japan’s domestic cherry crop. Among the many varieties, Sato Nishiki —developed over a 16 year period by farmer Eisuke Sato of Higashine city in the Taisho era (1912-1926)—is famous for its ruby-like sheen and sweet-sour taste that enchant cherry lovers all over Japan.

Sato Nishiki

Contact us for pricing and other product information.

Available late June to early July.
*Best immediately after delivery.

JA Zen-Noh Yamagata Direct Sales Center

Nagaoka-kita 4-7-30, Tendo-shi, Yamagata 994-0062
TEL: +81-23-655-3688 FAX: +81-23-655-3635 http://www.yamagata-club.jp



Zaomachi, Miyagi

Zao Pears



Because it is not possible to precisely guess the taste/ripeness of nashi (Japanese pears) by appearance, we use an optical sensor to check the fruit and ensure delivery of fruit with consistent sweetness and delicious taste. The lush, crisp texture of Zao Pears is prized all over Japan.

Zao Pears

Contact us for pricing and other product information.

Store up to 7 days.
Available early September to late October.

JA Miyagi Sennan West Agricultural Center, Horticulture and Sales Guidance Department

Aza-hakusanmae 8, Oaza-enda, Zaomachi, Kattagun, Miyagi 989-0821
TEL: +81-224-22-7557 FAX: +81-224-33-2070
http://www.ja-miyagisennan.jp

Aomori / Yamagata / Niigata

Watermelons



The image shows an example of the products.

The dramatic day-night temperature swings of Aomori, Yamagata and Niigata lead to watermelons with high sugar level and great taste. Yamagata’s August harvest of Obanazawa watermelons is the largest in Japan. Another featured variety is Niigata’s Yairo watermelon, named after Yairohara where flowers of 8 colors bloom from spring to autumn.

Aomori Watermelons

Contact us for pricing and other product information.

Store in cool, dark place or refrigerate. Available late July to late August.

JA Tsugaru Nishikita Tsugaru Shirakami Control Office

Shimotomita 87-1, Maitomachi, Ajigasawamachi, Nishi-tsugarugun, Aomori 038-2761
TEL: +81-173-72-2783 FAX: +81-173-72-6544

Yamagata Watermelons

Contact us for pricing and other product information.

Store in cool, dark place or refrigerate. Available late July to late August.

JA Zen-Noh Yamagata Direct Sales Center

Nagaoka-kita 4-7-30, Tendo-shi, Yamagata 994-0062
TEL: +81-23-655-3688 FAX: +81-23-655-3635 http://www.yamagata-club.jp

Niigata Yairo Watermelon

(1 melon in box, L size) ¥2,000

(2 melons in box, L size) ¥4,700

Available late July to early August.

JA Uonuma Minami Horticulture and Stock Department

Misashima 1834-1, Minami-uonuma-shi, Niigata 949-6608 (Main office)
TEL: +81-25-777-3180 FAX: +81-25-777-3842 http://www.ja-uonuma.or.jp

JA Zen-Noh Yamagata Direct Sales Center
Yamagata: Yamagata-shi, Tendo-shi, Nanyo-shi

Shine Muscat Grapes

Shine Muscat is a popular new variety of grape from Yamagata prefecture, Japan’s third largest grape producer. These beautiful, large, light-green grapes have the characteristic elegant scent and rich taste of Muscat. Thin-skinned and seedless, you can pop them in your mouth whole. Still relatively rare, they have, until now, mostly been consumed locally or presented as gifts.

Contact us for pricing and other product information.

Store up to 5 days (refrigerated). Available mid- to late September.

JA Zen-Noh Yamagata Direct Sales Center

Nagaoka-kita 4-7-30, Tendo-shi, Yamagata 994-0062
TEL: +81-23-655-3688 FAX: +81-23-655-3635 http://www.yamagata-club.jp



Futago Satoimo (Imonokojiru)

Iwate / Niigata

Satoimo



Kinuotome

Futago Satoimo (twin taro potatoes) from Iwate, with their rich taste, texture and stickiness, are indispensable for potato hotpot dishes such as Imonokojiru. The Kinu Otome variety from Gosen City in Niigata, popular for its mellow, sticky nature and shape retention during cooking, is well suited for the local hotpot dish, Noppe.

Futago Satoimo

A-grade, L-size (3kg) ¥3,200 (5kg) ¥4,400

A-grade, M-size (3kg) ¥2,600 (5kg) ¥3,500

Store in cool place in net bag. (above 5°C).
Orders accepted September 10 to October 30. Products shipped from October 1

JA Iwate Hanamaki Direct Sales Center Azemichi

Ryutsu center 601-8, Kitakami-shi, Iwate 024-0014
TEL: +81-197-71-1338 FAX: +81-197-71-1339 http://www.junjo.jp/

Kinuotome

(5kg box) ¥5,000 (domestic shipping fee included)

*price approx.

Available September to March

JA Zen-Noh Niigata Horticulture Department, Fruit and Vegetable Sales Division

Yamada 2310-15, Nishi-ku, Niigata-shi, Niigata 950-1101
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 / Fukushima

Garlic



▲ Aomori Garlic

◀ Mego Garlic

The garlic of Takko Town, Aomori is characterized by its large, tight cloves and excellent, rich taste. Fukushima’s Mego Garlic is sold as separated, sprouted cloves. Both varieties have garlic’s great taste and nutritional benefits, but have minimal smell, allowing diners to eat them without concern.

Aomori Garlic

Contact us for pricing and other product information.

Keep refrigerated. Available October to March of the following year.

Takkomachi Garlic Center

11 Takko, Takkomachi, Sannohegun, Aomori 039-0201
TEL: +81-179-32-3165 FAX: +81-179-32-3167 http://www.garliccenter.com

Mego Garlic

Mego Garlic (20 pcs) ¥700 (10 pcs) ¥350

Store up to 2 weeks (refrigerated).
Available throughout the year.

Eco Farm Japan Co. Ltd.

Tamukai 64-4, Tomitamachi, Koriyama-shi, Fukushima 963-8041
TEL: +81-24-983-6168 FAX: +81-24-983-6169 http://eco-farm.jp/

Fukaura Yuki Ninjin



Junsai

This image shows two packages of 'Shiratsuyu' (silky skin) and a bowl of the product. The packages are labeled 'しらす' (Shiratsuyu) and 'しらす' (Shiratsuyu). The bowl contains the product, which consists of small, yellowish, silky-skinned fish (likely silverside) in a liquid broth.

Yamakoshi Kagura Namban

A photograph showing a white bowl with a blue floral pattern around the rim, filled with pieces of braised chicken. In the foreground, a woven bamboo basket is filled with several large, vibrant green bell peppers. The background is plain white.

Dakekimi



Koshi-no-Marunasu

Edamame

A photograph showing a white ceramic bowl and a traditional Japanese bamboo hama-korai basket, both filled with fresh, bright green edamame (soybean) pods. Some pods have spilled out of the basket onto the white surface below. The pods are plump and appear to be freshly harvested.

The image shows an example of the products.

List of Antenna Shops (Outlets) in Japan

Shops in other areas offering Tohoku and Niigata products for direct sale.

Antenna shops from each prefecture provide a variety of attractive products, in addition to the specialties listed in this catalogue. Please take your time to stop by at these shops when you visit Tokyo, Osaka, or Fukuoka.

- Iwate

Iwate Ginga Plaza
5-15-1-1F, Ginza, Chuo-ku, Tokyo 104-0061
TEL : +81-3-3524-8282 URL : <http://www.iwate-ginpla.net/>
- Miyagi

Miyagi Hometown Plaza
1-2-2, 1F-2F, Higashi Ikebukuro, Toshima-ku, Tokyo 170-0013
TEL : +81-3-5956-3511 URL : <http://cocomiyagi.jp/>
- Fukushima

Fukushima Market
C/O Ito Yokado Kasai 9-3-3-1F, Higashi Kasai, Edogawa-ku, Tokyo 134-0084
TEL : +81-3-5659-2762 URL : <http://www.tif.ne.jp/bussan/fukushima/index.html>
- Fukushima

Fukushima Yaesu Tourism and Exchange Center
2-6-21-1F, Yaesu Chuo-ku, Tokyo 104-0028
TEL : +81-3-3275-0855 URL : <http://www.tif.ne.jp/jp/sp/yaesu/>
- Aomori

Aomori Hokusai kan Tokyo Store
2-3-11-1F, Fujimi, Chiyoda-ku, Tokyo 102-0071
TEL : +81-3-3237-8371 URL : <http://www.umai-aomori.jp/buy/antenashop/antenashop.phtml>
- Akita

Akita Bisaikan
4-10-8-1F (Wing Takanawa West III), Takanawa, Minato-ku, Tokyo 108-0074
TEL : +81-3-5447-1010 URL : <http://www.akita-bisaikan.jp/>
- Akita

Akita Furusatokan
2-10-1-1F, Yuurakucho, Chiyoda-ku, Tokyo 100-0006
TEL : +81-3-3214-2670 URL : <http://www.a-bussan.jp/shop/tokyo/>
- Yamagata

OISHII YAMAGATA PLAZA
1-5-10, 1F-2F, Ginza, Chuo-ku, Tokyo 104-0061
TEL : +81-3-5250-1750 URL : <http://www.oishii-yamagata.jp/>
- Niigata

Omotesando • Niigatakan N’ESPACE
4-11-7, Jinguumae, Shibuya-ku, Tokyo 150-0001
TEL : +81-3-5771-7711 URL : <http://www.nico.or.jp/nespace/>
- Aomori
Iwate
Akita

Kita-Tohoku Hakken Plaza JENGO
3-4-26, Minami-Senba, Chuo-ku, Osaka 542-0081
TEL : +81-6-6241-7144 URL : <http://www.jengo.jp/>
- Aomori
Iwate
Akita

Michinoku Yume Plaza
2-8-34-1F, Tenjin, Chuo-ku, Fukuoka 810-0001
TEL : +81-92-736-1122 URL : <http://www.north-tohoku.gr.jp/puraza/>

*Please note that not all products from this catalogue are available at the stores listed above.

For more information from each prefecture...
Contact the following organizations for information only.

*They cannot handle orders.

- Iwate Prefecture

Products Distribution Division,
Department of Agriculture, Forestry and Fisheries,
Iwate Prefectural Government
TEL : +81-19-629-5731
FAX : +81-19-651-7172
E-mail : AF0003@pref.iwate.jp
- Miyagi Prefecture

Food Industry Promotion Division,
Agriculture, Forestry and Fisheries Department,
Miyagi Prefectural Government
TEL : +81-22-211-2813
FAX : +81-22-211-2819
E-mail : s-brand@pref.miyagi.jp
- Fukushima Prefecture

Trade Promotion Division,
Tourism Promotion Bureau,
Fukushima Prefectural Government
TEL : +81-24-521-7326
FAX : +81-24-521-7888
E-mail : trade-promotion@pref.fukushima.lg.jp
- Aomori Prefecture

International Affairs and Trade Division,
Bureau of Strategic Tourism and International Affairs,
Aomori Prefectural Government
TEL : +81-17-734-9574
FAX : +81-17-734-8119
E-mail : kokusaikeizai@pref.aomori.lg.jp
*Please contact us by e-mail or fax, instead of telephone.
- Akita Prefecture

Food Product Sales Division,
Department of Tourism, Culture and Sports
Akita Prefectural Government
TEL : +81-18-860-2259
FAX : +81-18-860-3878
E-mail : shokusan@pref.akita.lg.jp
- Yamagata Prefecture

Agricultural Development and Promotion Division,
Agriculture, Forestry, and Fisheries Department,
Yamagata Prefectural Government
TEL : +81-23-630-2560
FAX : +81-23-630-2431
E-mail : ynosui@pref.yamagata.jp
- Niigata Prefecture

Agri-foods and Distribution Division,
Department of Agriculture, Forestry and Fisheries,
Niigata Prefectural Government
TEL : +81-25-285-5511
FAX : +81-25-280-5548
E-mail : ngt060040@pref.niigata.lg.jp
*Please contact us by e-mail or fax, instead of telephone.



In this English edition we present 100 delicacies selected from the Japanese-language Winter/Spring (11/2011) and Summer/Autumn (06/2011) editions. We chose the products best-suited for overseas buyers and added new content to make this edition more accessible to non-Japanese.

You can download the Japanese editions through our website:
<<http://www.kasseiken.jp/investigation/index.php>>.

Tohoku & Niigata SPECIAL FOOD SELECTIONS

Publication : March, 2013

Chief editor : Yoko Ushio

Publisher : Tohoku Regional Advancement Center
Centre Building 9F, Chuo 2-9-10, Aoba-ku
Sendai-shi, Miyagi 980-0021

TEL : +81-22-225-1426

FAX : +81-22-225-0082

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

English editorial advisor :

Ken Schmidt

Associate Professor
Tohoku Fukushi University
Sendai, Japan

Tohoku & Niigata SPECIAL FOOD SELECTIONS

Over 100 delicacies celebrating the
natural bounty and culinary art of the region.



**Tohoku Regional
Advancement Center**

Centre Building 9F, Chuo 2-9-10, Aoba-ku Sendai-shi, Miyagi 980-0021
Tel : +81-22-225-1426 Fax : +81-22-225-0082 <http://www.kasseiken.jp>

From left to right:
Takizakura ("Waterfall Cherry Tree") in Miharu-cho, Fukushima
Okumatsushima in Higashimatsushima-shi, Miyagi
Oirase Gorge in Towada-shi, Aomori
Juhyo ("Ice Monsters") in Hachimantai-shi, Iwate