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JETRO
Japan External Trade Organization

JAPAN PAVILION

Japanese Fermentation & Craftsmanship

BIOFACH 2020

Exhibitor Catalogue



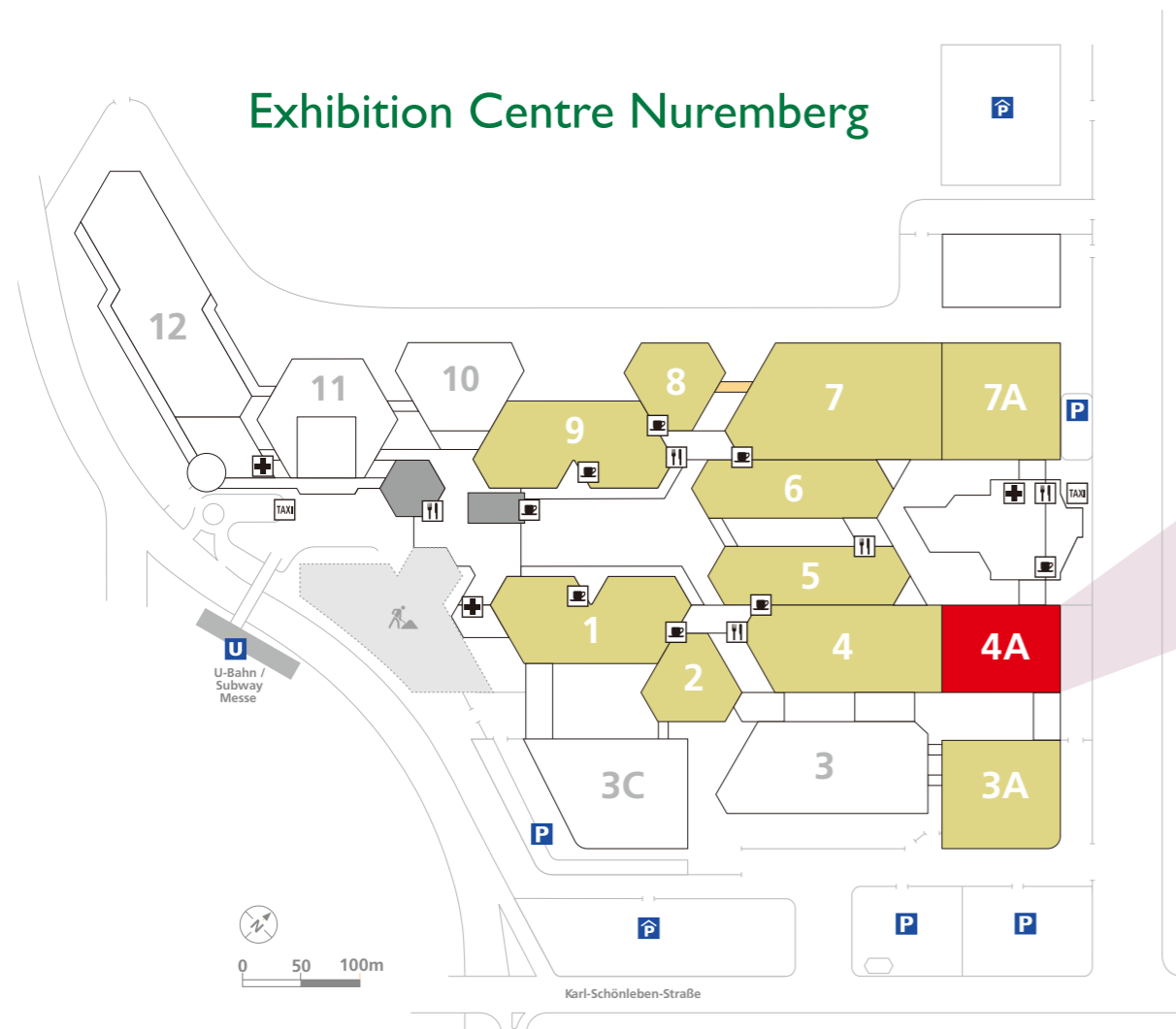
JETRO

Japan External Trade Organization

CONTENTS

| | |
|----------------------------------|----------|
| Hall 4A / Japan Pavilion | p. 02-03 |
| Concept | p. 05 |
| Aishin Corporation | p. 06-07 |
| Atlas Co Ltd | p. 08-09 |
| Fujinishokai co.,ltd | p. 10-11 |
| Fukami Co.,Ltd | p. 12-13 |
| Hikari Foods Co.,Ltd. | p. 14-15 |
| Kagoshima Tea Market Place | p. 16-17 |
| Marumatsu Tea Co., Ltd. | p. 18-19 |
| MITE Co., Ltd. | p. 20-21 |
| Mitoku Co., Ltd. | p. 22-23 |
| MUSO CO., LTD. | p. 24-25 |
| ROKUBEI Co., Ltd | p. 26-27 |
| Ryutsu service Co.,Ltd | p. 28-29 |
| Sawadaen Co ., Ltd | p. 30-31 |

LOCATION

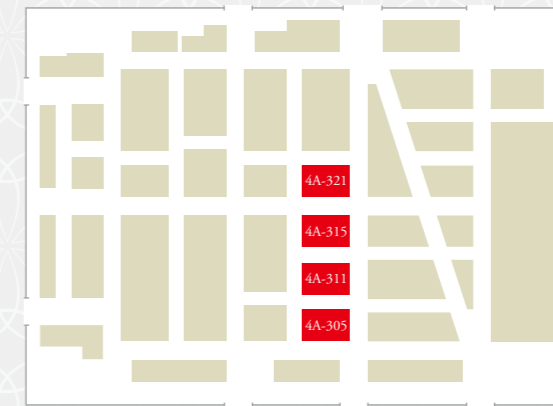


JAPAN PAVILION

HALL 4A

FLOOR PLAN

LAYOUT OF HALL 4A



4A-321



4A-315



4A-311



4A-305





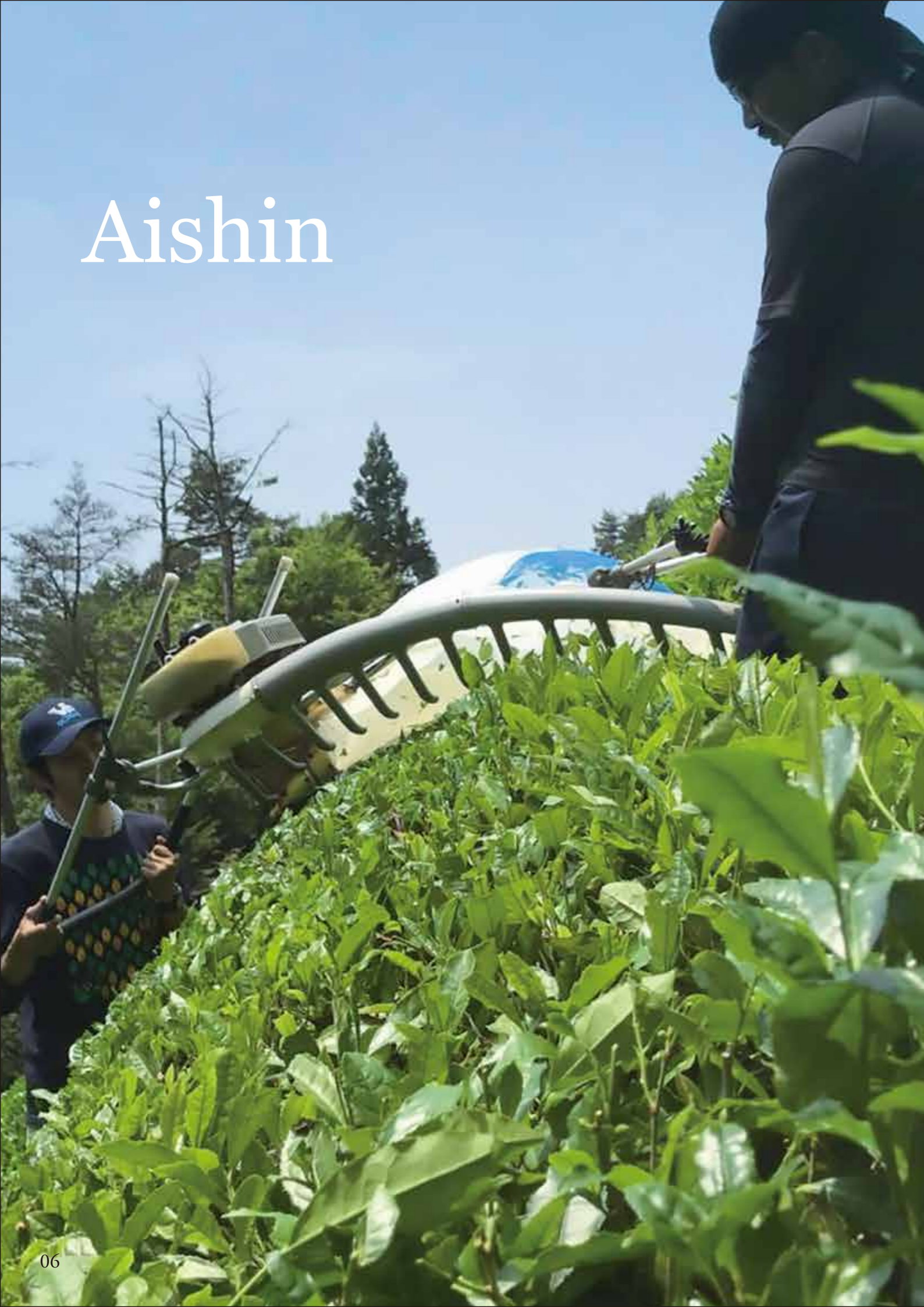
CONCEPT

Craft, tradition and a connection with nature
– those are the aspects that all products
in our convention pavilion at BIOFACH 2020 have in common.

Japan is shaped by the span between rapid modernization and the preservation of tradition. This is also well documented in Japanese kitchen and food culture. Miso, soy sauce, matcha or soba all look back on a century long tradition. The exhibitors are deeply rooted in that history, whilst finding an approach to the demands of the present: sustainability. All manufacturers stand for products of the highest quality, however conserving resources and avoiding chemicals is a priority. Newest technologies during the cultivation and production phase guarantee contemporary processes.

The craft of fermentation for example, and the knowledge of centuries build the foundation for an optimized production – a perfect example of tradition and modernization going hand in hand. Regionality, seasonality and the reduction to a product's own taste can be seen as the basis of Japanese cuisine. Paired with sustainable production Japan is a role model when it comes to developing a sustainable approach to the cuisine of tomorrow. In the sense of Japanese hospitality, Omotenashi, we invite you to a little trip through Japan to experience all of our products with all your senses.

Aishin



Aishin Corporation

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Organic Uji Matcha



Our Organic Matcha is made using leaves from the new crop in early May, meaning the leaves are grown in cloudy conditions for about 20 days. This reduces Catechin in the leaves, leaving more room for the greattasting “UMAMI.”

We slowly steam and dry the leaves using a special kiln, then we slowly mill them.

Organic Uji Black Tea(Wakocha)



Our Organic Black Tea is made using leaves from the 2nd crop in July, because it can be expected to ferment quickly.

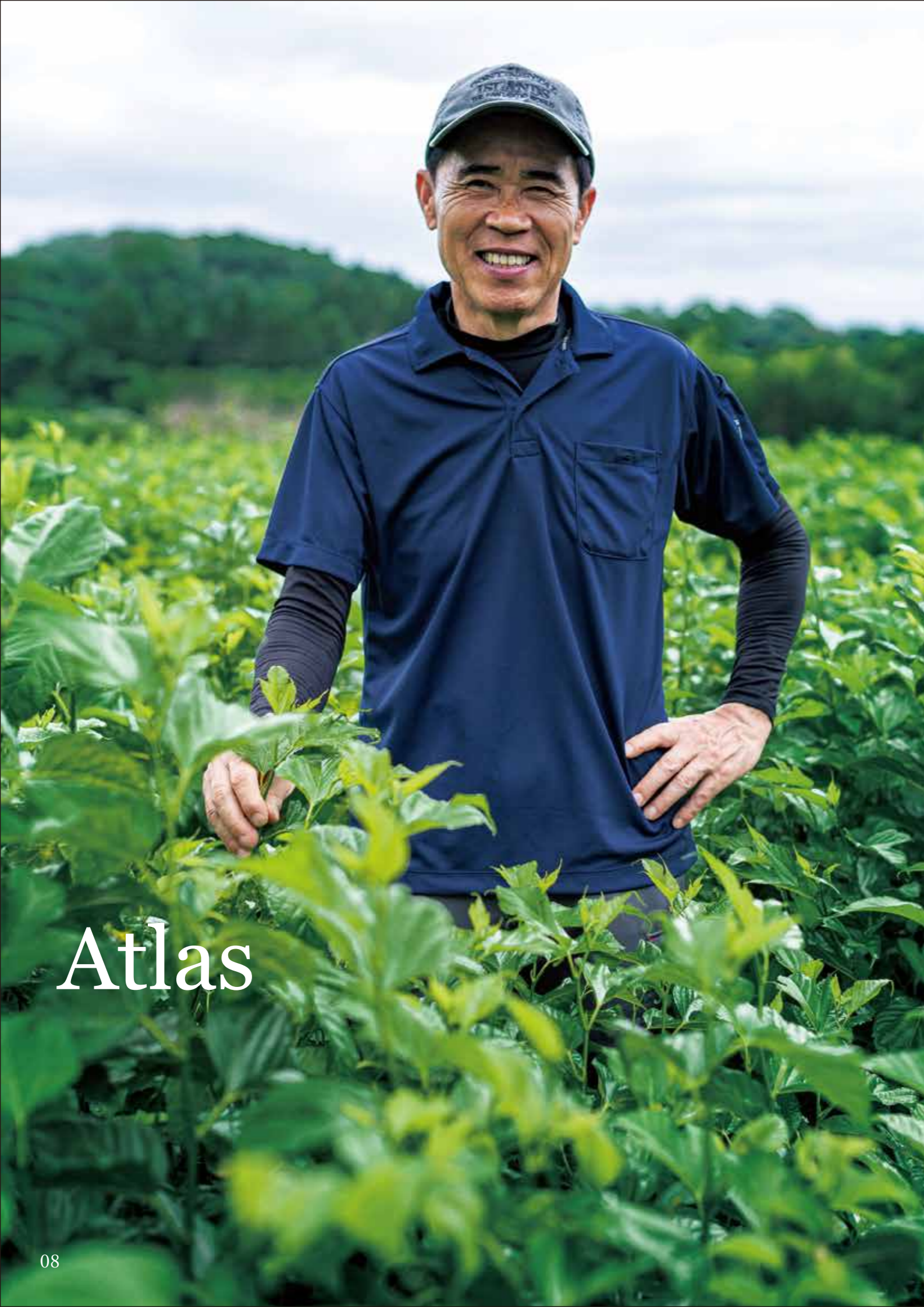
We proceed with fermentation for 1-2 hours after harvesting, so it produces more of the special black tea aroma. Then, after some processing we continue to proceed with fermenting at 50 - 60 degrees.

The Black Tea has a mellow aroma and very sweet taste.

Organic Uji Sencha



Our Organic Sencha is made using leaves from the new crop in early May, and the leaves are steamed very quickly while keeping their fresh condition, so we stop fermentation. Then, we roll the leaves a lot, so they can reach their potential of a fantastic aroma and taste.



Atlas



Atlas Co Ltd

Contact person:

Hiroshi Takemura | takemura@atlas-ltd.co.jp | http://www.atlas-ltd.co.jp

Delish Organics Mulberry leaf



We discovered the function of controlling blood sugar level, so we realized the development of a 95% organic product safe for selling.



Fujinishokai



Fujinishokai co.,ltd

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<http://fujini.com/>

organic matcha stick



An excellent product made with organic Uji Matcha that is only made in Kyoto Prefecture.

Matcha Vegetable Mixed Drink



You can pour hot water and drink it that way, but you can also mix it with milk.

Fukami



Fukami Co.,Ltd

Contact person:

Yu Fukami | yu@fukami.co.jp | <https://www.yasashi-umeya.jp/>

**Organic
Umeboshi**



**Lightly Salted
Umeboshi**



**Organic
Umeboshi Paste**



These are our saltiest, most acidic umeboshi, made using traditional methods.

With a salt content of 22%, the only ingredients are organic plums and domestically-produced salt.

Cultivated without the use of pesticides or fertilizers, the plums are fermented in salt for over a year.

After fermentation, the plums are left to dry naturally in the sun, and then are ready to eat.

The distinct, deep flavor of our umeboshi is brought about by the long fermentation process.

Hikari Foods



Hikari Foods Co.,Ltd.

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Organic Yuzu Spread



As yuzu citrus gained worldwide popularity and the demand for our organic yuzu juice increased, we started to consider launching a new product that uses yuzu 'peel', the most aromatic part of this fruit. Made with an abundance of Japanese-grown organic yuzu peel, this organic spread is excellent with bread, pancakes, yogurt, etc. Add water and then freeze to make yuzu sorbet. Mix with miso to make yuzu miso.

Organic Yuzu Juice



When we visited an organic mikan orange farm (a type of mandarin orange popularly consumed in Japan), we saw the farmer also growing yuzu without any agricultural chemicals. He mentioned his yuzu did not sell well to be eaten fresh because of their appearance, which was not as nice as conventional yuzu's, thus he was selling it for processing use. So, we proposed our idea of extracting/bottling its juice and selling it to customers who are in need of organic yuzu juice.

Organic Yuzu and Ginger Hot Sauce



To make good use of organic yuzu peel after squeezing, we combined it with Japanese-grown organic ginger to make this "Organic Yuzu and Ginger Hot Sauce".

We do not use any additives such as preservatives, chemical seasonings, or flavoring agents, allowing the full flavor of organic Yuzu and taste of organic ginger to emerge.

Though this product is sweeter than other hot sauces, there is no cane sugar added. We use only the natural sweetness of organic grape juice. This sweetness and the moderately sour taste of rice-vinegar go well with various foods like pizza, pasta, meat, and fish dishes, etc.

Also, you can combine it with other seasonings to add the hot taste of organic ginger and pepper.

This product is gluten-free and suitable for vegans.



Kagoshima



Kagoshima Tea Market Place

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Organic Matcha



Organic Sencha



Organic Genmaicha



Being the second largest tea producing region, Kagoshima has a tropical warm climate with longer hours of sunlight, soil with good drainage and is a suitable location for the large scale production of high quality tea. Because organic farming is popular in the region, Kagoshima attracts many buyers worldwide seeking high quality Matcha without pesticide residue. Our exporting of organic teas worldwide is growing, with more growth in European markets expected.



Marumatsu Tea



est. 1899

丸松製茶場
Marumatsu Seicha - Jo

Marumatsu Tea Co., Ltd.

Contact person:

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Organic Ceremonial grade Matcha Stick



In order to enjoy bright, delicious-looking, flavorful tea anywhere, we have developed individually sealed 2g packets, so you can always have fresh tea. Just open it up to taste the freshness. People have told us that it is difficult to know just how much to use. The amount in the packet is just right, allowing anyone to easily savor delicious tea wherever they are.

Organic Matcha



Not all buyers need the same grade. What is best for each buyer is decided after comparing prices and quality. We will be able to respond to any customer request because we can arrange different grades.

Organic Green Tea



We can propose all kinds of green tea from the 1200 tons of tea which we prepare every year for buyers.

MITE



MITE Co., Ltd.

Contact person:

Hidenori Moriguchi | info@mitecha.com | <http://mitecha.com/en/>

Organic MIE MATCHA



As conventional Matcha, we have already provided our Matcha which outperforms our competitors. We provided our Ise Tea, produced in Mie prefecture, to the "Ise Shima G7 Summit" held in May 2016. With this opportunity, we jointly launched efforts to produce organically grown Matcha too. Focusing on replanting tea plantations, securing new organic cultivation tea gardens, etc., we have finally started offering our organic Matcha in earnest this year.

Organic Sencha



A new collaboration project with an exporter in Mie prefecture, No.3 in Japan for Japanese tea production by yearly volume, and a producer in Miyazaki prefecture who is No.4, is already in progress. We are developing various quality grades of organically grown tea from various varieties. From this year, we will start full scale sales promotion of Japanese green tea produced in Miyazaki prefecture, especially organic Sencha.

Organic Matcha



With all conventional cultivation teas meeting EU standards and having a large number of pesticide free tea items, after successfully supplying our Ise tea to the Ise Shima G& Summit, we are now also focusing on developing organically grown teas. We are focusing on the development and sales of culinary organic Matcha, which is demanded more and more from our customers. Our organic tea garden is located in the mountainous area of Mie Prefecture, which is ideally suited for organic tea production.



Mitoku Co., Ltd.

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Organic Soybean-Free Miso (Chickpea/Lentil/Rice Only/Spicy)



These new additions to our miso range are produced by our unpasteurized miso specialist, using carefully selected organic chickpeas, lentils, or rice instead of soybeans. These unique new products have an intriguing, mellow flavor and are allergen-free, GMO-free, additive-free, and vegan. In addition, because this miso is unpasteurized, it also contains beneficial enzymes and probiotics in addition to the healthy minerals and vitamins contained in standard miso.

Organic Instant Japanese Broth



Tsuyu is a flavorful and versatile stock, commonly used in broths, dips and dressings. Although tsuyu is typically made using dashi (fish stock), soy sauce and mirin, our tsuyu uses kombu and shiitake mushroom instead of dried fish, making it 100% vegan.

Organic Umami Powder (Rich Red Miso/Mild White Miso/Miso and Wasabi)



Rather than relying on animal fats, Japanese cooking relies on the umami that comes from Japanese stock or seasonings to highlight the elaborate flavors of the ingredients. This style of cooking has influenced top chefs around the world. Fermentation and aging are perhaps the most effective ways of boosting umami. Mitoku Organic Umami Powder utilizes the power of Japanese cuisine to enhance your cooking without the use of MSG.

MUSO



From  Japan

MUSO CO., LTD.

Contact person:

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Organic Tamari (GF certified)



Authentically produced by a soy sauce manufacturer with more than a 240-year history. Delicately and slowly matured for 9 months without rushing the fermenting process with artificial heating. The organic whole soybeans best suited for Tamari production are responsibly sourced by MUSO. The taste was evaluated highly as “well-balanced” at a blind sensory test by professionals, compared to other organic Tamaris in the market. Unlike Shoyu soy sauce, Tamari soy sauce does not use wheat as an ingredient. Due to its gluten-free nature, Tamari has been high in demand, especially in the last 5 years. Now we are fully ready to meet great demand with gluten-free certification. Not just for household use, it is highly recommended for food services and as an ingredient in the production of organic / gluten-free products

Organic 100% Buckwheat Soba (GF certified)



Corresponding to the growing demand for gluten-free items, a facility with no trace of gluten was newly established in 2018, solely devoted to 100% buckwheat soba production. It largely adopts automation in the production line, yet some core parts still rely on the knowledge of the skilled craftsmen. From the ingredient supply to export, it is controlled by MUSO, ensuring its organic traceability and gluten-free quality. Soba usually mixes some ratio of wheat apart from buckwheat to give it a good, firm texture. If you try buckwheat 100%, the noodle would end up being torn to shreds, and even more so in dried form. Therefore, 100% buckwheat soba in a dried form is generally considered impossible even in Japan. It is only ours that is available in dried form thanks to the world’s only patented technology. (Other 100% buckwheat noodles on the market are produced in the same manner as pasta, and is considered a separate product.)



ROKUBEI



ROKUBEI Co., Ltd

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Private brand(OEM) Organic Matcha



Matcha is very popular around the world for health reasons, and especially organic Matcha. We specialize in organic Matcha private brand products, and have accumulated business know-how to realize client differentiation. Product development has also progressed, including single origin Matcha from all over Japan. We keep track of the needs of our clients and are able to offer top selling products.

Organic Matcha for Raw Materials



From our experience as a representative of the tea industry for over 30 years, I have made connections with various production areas. A purchasing system has been established among these areas, especially for popular organic tea. Organic Matcha, in particular, has made it possible to offer strong raw tea from various suppliers, mainly located in Kagoshima Prefecture.

Organic Sencha and other Organic Tea



In developing organic tea purchasing, we have been strengthening our connection with tea farmers in Kagoshima Prefecture for many years. As a result, stable supply of organic leaf tea from Kagoshima Prefecture and leaf tea compliant with EU regulations has become possible.



Ryutsu service

株式会社 流通サービス
RYUTSU SERVICE CO.,LTD

Ryutsu service Co.,Ltd

Contact person:

Kazuki Yoshikawa | wbs13595@mail.wbs.ne.jp | www.eco-farmer.jp

FUJI Matcha



We would like to introduce to you the species of tea we use for Matcha. For 30 years, we have researched which species is most suitable for making Matcha. Different species may contain different amounts of ingredients such as Amino-acids, Theanine, Catechin, and so on.

Gyokuro



Our Gyokuro is made of 100% Pure Gyokuro leaves.
It is known that the ratio of “Gyokuro” in national tea production is only 0.8 percent. Furthermore, the ratio of pesticide-free Gyokuro is even smaller too. Ryutsu Service’ s Gyokuro are pesticide-free, and we have Organic and Eurofin certification.

Sawadaen



Sawadaen Co., Ltd

Contact person:

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Organic Gyokuro



Organic gyokuro supervised by Masayoshi Sawada of Sawadaen.

30 years since our team first challenged organic cultivation, and 5 years since we started making organic gyokuro.

This is one of the best organic gyokuro in the world.

Our wish is for you to drink this tea and get healthier.

This organic gyokuro has this power.

Organic Matcha



Kagoshima Prefecture is the largest tea producer in Kyushu, Japan.

There are plenty of varieties and different grades of tea. So I experimented variously and made the best organic matcha.

In fact, most of the organic matcha that has been circulated in Europe until now is grown in Kagoshima Prefecture in Kyushu.

Organic Bancha Tea Bag



Originally bancha has little caffeine and can be consumed by children, but now we have made it more organic, safe and secure.

I wanted to make organic bancha, and furthermore I thought that I would like young people to be able to drink it easily by using tea bags.

