



# JAPAN PAVILLION



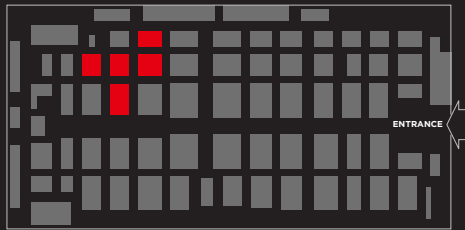
**MAFF**  
Ministry of Agriculture, Forestry and Fisheries

**JETRO**  
Japan External Trade Organization

## Speciality & Fine Food Fair 2017

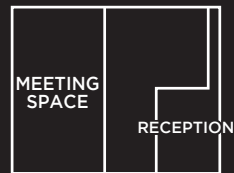
3 (Sun.) - 5 (Tue.) September 2017  
Olympia London, London, U.K.

## BOOTH MAP



## PAVILLION LAYOUT

### JAPAN PAVILION No. 1450



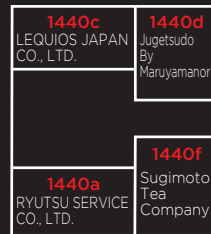
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## CATEGORIES



Seafood /  
Processed  
Seafood  
Product



Confectionery



Alcoholic  
Beverage



Processed  
Food



Seasoning



Tea

1240a

## WADAKYU Corporation



The Wadakyu Corporation is a Japanese 'Dashi' specialist in business since 1925 and located in the heart of Tsukiji, the world's largest wholesale seafood market.

Our main business is the manufacturing and distribution of high quality "KATSUOBUSHI (Smoked and Dried Bonito)" and "KONBU (Dried Sea Kelp)" to the global market.

A key ingredient in Japanese cuisine, our much loved Katsuobushi products are used in top Japanese restaurants, but also increasingly in gourmet French and other fine establishments.

As a wholly owned subsidiary of Wadakyu corporation, Wadakyu Europe S.L. is the first KATSUOBUSHI factory in Europe, opened in 2014 in Spain to produce the freshest and finest quality Katsuobushi for the European market. With a short supply chain and Wadakyu's legendary quality control, we can now guarantee the same quality Katsuobushi in Europe as we provide to the Tsukiji market in Tokyo.



### MAIN PRODUCTS

- KATSUOBUSHI  
- KONBU

- SABABUSHI

GMO Free

Gluten Free

No MSG

No Additive

#### CONTACT:

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1340a

## NAYA SHOTEN CO., LTD.



Naya Shoten is a producer with a 100 year heritage in harvesting natural kelp (seaweed) from Japan's Hokkaido, the most important region in the country for kelp production.

Kelp is an important source of natural umami offering depth and flavour to cooking and is used in many Japanese dishes. Hokkaido's natural environment benefits from the sea ice which drifts over to the island from Siberia which is rich in minerals and creates a perfect environment for the production of highest quality kelp.

The kelp is carefully managed and sun-dried in strict hygienic conditions which produces an outstanding product which has established a strong worldwide reputation.

Naya Shoten supplies kelp in cut, dried and flaked form, ideal for use as a cooking ingredient and is dedicated to new product development to create further convenient products for customers.



NAYA SHOTEN CO., LTD.



### MAIN PRODUCTS

- Kelp Flake  
- Cut Dried Kelp

- Japanese Giant Kelp from Hakodate, Hokkaido

Suitable for: Vegetarians / Vegan / Flexitarianism

GMO Free

Sugar Free

Gluten Free

No MSG

No Additive

Calcium

#### CONTACT:

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1340c

## Takahashi Food Industry Co., Ltd.



Takahashi Food Industry is based in Tokyo and over the last 30 years has focused on preserving Hakodate's important food culture, providing a range of delicious fish and seafood products to its customers. Attention to detail is very important and all food is prepared by hand using traditional cookware over an open flame, following traditional methods.

The result is a legendary taste made with just sugar, soy sauce, and mirin made using the finest ingredients at our own production facility in Hakodate.

Among the products on offer from Hakodate are:

Kombu Salad - Which can be easily prepared just by adding water. This thinly sliced Kombu is soft, but has a slight crunch. It is delicious and healthy. And can be used in a wide variety of dishes.

Kombu Wrap - Meat wrapped in kombu and cooked until tender in the traditional style

Hidakasan nekomb Tsukudani -Made with kelp produced in Hokkaido, seasoned with sugar, soy sauce and sweet sake.



### MAIN PRODUCTS

- Salad Kombu

Suitable for: Vegetarians / Other

GMO Free

FAT Free

#### CONTACT:

**Address** 3-8-10, SAIWAI-CHO, TACHIKAWA-SHI, TOKYO, 190-0002 JAPAN  
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1340d

## KATASHIMA CO., LTD.



Katashima is a high quality pastry confectionery manufacturer with a long heritage, based in the northern part of Hyogo Prefecture, most famous for being the location of Kobe beef production.

We are delighted to bring a unique innovation to the UK, launched for the first time at the Speciality Fine Food Fair - the Uguisu Ball Chocolate. The original Uguisu Ball is a popular rice confectionery in the Kansai area. We have added chocolate and sansho powder from Yabu City to create a new product designed to delight Western tastes. The result is a confection combining and contrasting flavours of spicyness and sweetness. Katashima also presents Asakura Sansho Tapenade, which was created out of a desire to bring out the fullest flavor of the Asakura sansho native to Yabu City.

Try the refreshing spicyness and scent of the sansho.



### MAIN PRODUCTS

- Uguisu Ball Chocolate  
 - Asakura Sansho Tapenade

- Sansho Powder

Suitable for: Vegetarians

#### CONTACT:

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1330a

## KITAOKA HONTEN CO., LTD.



Kitaoka Honten has been producing sake since 1868 in Yoshino, Nara Prefecture, famous for its cherry blossom. Our sake has a slightly sweet and rich flavour. Managing the supply chain from production to consumer is important to us. We purchase vegetables and fruits directly from producers from Hokkaido to Okinawa. They are turned into fresh fruit wines in a processing exercise in our sake brewery. Just as fruits and vegetables have seasons, our fruit wine has a season as well. Sake from Kitaoka comes in various styles, including delicious products aged in cedar barrels. Also available are liqueurs with sakura flowers (sweet and sour cherry blossom) open in the beautifully designed bottle. We also process Japanese fruits into cold press juice, creating a fruit liqueur with spirits containing a lot of pulp like a smoothie. We deal in more than 30 ingredients of fruits and vegetables. We can tailor make liqueurs to match UK tastes.



天鷹

### MAIN PRODUCTS - Sakura Kirakira 500ml

#### CONTACT:

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**Tel** +81-746-32-2777  
**Fax** +81-746-32-8744

1330h

## TENTAKA SHUZO CO., LTD.



Tentaka Brewery sits on the lush, green southern tip of the Nasu Plateau, which has been an excellent rice-growing region for many years. Tentaka produces high quality organic sake from the rice which it grows in this area of Japan, and is one of only 10 organic producers in the whole country.

The company was established over 100 years ago and has been producing organic sake since 2005.

Tentaka oversees the entire production process, from the growing of the organic rice through to the brewing process, using traditional ginjo brewing techniques, and final production. Tentaka Organic Sake has a delicate flavour which expresses the natural essence of organic rice. The entire range is certified Japanese organic and also has European organic certification.

天鷹



### MAIN PRODUCTS - Organic Junmai Dai Ginjo TENTAKA

Suitable for: Vegetarians / Vegan / Flexitarianism / Other (Organic)

GMO Free

Sugar Free

FAT Free

Gluten Free

No MSG

No Additive

#### CONTACT:

**Address** 2166 HIRUHATA, OHTAWARA-SHI, TOCHIGI, 324-0411 JAPAN  
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1330c

## TAP intertrade Co., Ltd.



TAP Intertrade was established in 2007 and represents spreads Japanese products and cultures all over the world by providing an export service to high quality Japanese producers. Principally focused on food, TAP also exports other commodities. The one thing they have in common is that they represent 'Cool Japan', which is increasing its reach and perception across the globe. TAP supports its partner companies with their marketing and networking activities in Europe as well as the US and Asia and is representing the following producers at the exhibition:

(1) Hokkaido Corn Soup Made with Soy Milk

A powder based dairy- and GMO-free soy based soup with no MSG, suitable for vegans and vegetarians - 4 bags per box.

(2) Tokyo Shoyu Ramen

Tokyo's downtown Shoyu Ramen. Medium-thin curly dried ramen noodles aged at low temperature for 48 hours and not fried in oil. The noodles have an aroma of shoyu and flavoured vegetables.

(3) Yakiniku Sauce with onion, Soy sauce flavour

A shoyu based dipping sauce ideal for barbecues, with a rich umami flavour



### MAIN PRODUCTS

- Hokkaido Corn Soup Made with Soy Milk
- Tokyo Shoyu Ramen 1 serving (Animal-free, for overseas)
- Yakiniku Souce with onion, Soy sauce flavor

#### CONTACT:

**Address** 4F, TAJIMAYA RINKAICHO BUILDING, 3-6-2, RINKAICHO, EDOGAWA-KU, TOKYO, 134-0086 JAPAN  
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1330d

## YUZUYA HONTEN CO., LTD.



Yuzuya produces and bottles yuzu juice, managing the entire cycle from production to sales. We use citrus fruit grown in Hagi, Yamaguchi and make our products from these natural materials, with no artificial additives whatsoever. The Daidai, Yuzu, and Natsumikan citrus are mainly grown in the Hagi area. The Yuzu are grown on our own farm by contracted farmers.

To avoid an unpleasant, bitter taste, we press each fruit carefully one by one by hand in the juice pressing process. The juice then goes through an additional process of maturation for a full 10 months, to develop the elegant and full bodied taste of the juice we are delighted to present to visitors at the Speciality Fine Food Fair.

Our focus is on quality rather than production efficiency and if you taste our products, we think you will see why.



### MAIN PRODUCTS

- Shibori YUZU

Suitable for: Vegetarians / Flexitarianism

GMO Free Sugar Free Gluten Free

#### CONTACT:

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1340f

## Noda Miso Co.



At Noda, we say we don't just make Miso, we raise and nurture it until it reaches perfection! The process to create the final product involves human hands for only 4 days. It then goes through a natural fermentation and maturation process for 18 months. This is carried out in wooden barrels, reflecting traditional methods and results in a fine flavoured miso.

Noda's soybean miso is comprised of just soya beans and salt. As well as being all natural, its products are guaranteed GMO free.

At Noda we firmly believe in the importance of maintaining a strong food culture and in educating our children so we pass on this sense of responsibility to the next generation. Pure soybean miso is made in the central part of Japan and has a dark colour and a deep, rich flavour.



### MAIN PRODUCTS

- Mame Shoku
- Hon Tamari

Suitable for: Vegetarians / Vegan

GMO Free

Sugar Free

No MSG

No Additive

#### CONTACT:

**Address** 6, MINAMIYAMA, MASUZUKA-NISHI, TOYOTA-SHI, AICHI, 470-1213 JAPAN  
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1330e

## Kewpie Corporation



Kewpie Corporation was established almost 100 years ago and is Japan's best known manufacturer of mayonnaise and salad dressing.

The most important products in its range are:

- Kewpie Mayonnaise - with a deep, rich flavour
- Kewpie Deep-roasted Sesame Dressing - with a powerful aroma of deep roasted and ground sesame seeds

Kewpie's business purpose is to make a contribution to the health and appreciation of good food among consumers across the world. Already exporting to over 40 markets in the EU and elsewhere.

In addition to mayonnaise and dressings, Kewpie also offers a range of egg-based and other delicatessen products. KEWPIE Mayonnaise is made from egg yolk, oil and vinegar and is available in a highly convenient multi-layered squeeze bottle, which provides a complete barrier to oxygen and guarantees an excellent flavour.

kewpie 



### MAIN PRODUCTS

- Kewpie Mayonnaise
- Kewpie Deep-roasted Sesame Dressing
- Kewpie Wasabi Dressing
- Kewpie Non-oil Dressing YUZU

Suitable for: Other

No MSG

#### CONTACT:

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 Mr Takumi MORITA  
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1330f

## Miyako Oriental Foods Inc.



When MIYAKO ORIENTAL FOODS was incorporated on January 26 of 1976, we became the first in the US to manufacture authentic Japanese miso. We combined the American ingredients with the know-how of the parent company, Japan's Yamajirushi K.K.

We are now delighted to introduce two new products to the UK market at the Speciality Fine Food Fair: YUZU-IT Yuzu Pepper Sauce, a zesty hot sauce ideal for seafood, yakitoria and gyoza, and TSUYU (Japanese Broth), a concentrate for soups and sauces based on soy with added bonito.

Both are very versatile products with many applications for worldwide cuisines, and combine well with many unique flavours or condiments. They have a wide range of uses in adding flavour to and enhancing main courses.

You can use Yuzu-It and Tsuyu to enjoy a refreshing new accent and umami flavor with sushi, sashimi, udon, soba, ramen, pasta, tempura, yakitori, gyoza, tonkatsu and salads.



### MAIN PRODUCTS

- Yamajirushi Yuzu-it
- Yuzu Oil

- Yama Tsuyu

Suitable for: Flexitarianism

FAT Free

#### CONTACT:

**Address** 4287 PUENTE AVE., BALDWIN PARK, CA, 91706 USA  
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1440a

## RYUTSU SERVICE CO., LTD.



We grow tea leaves as raw materials for our Fuji-Matcha at the foot area of Mount Fuji, using only organic fertilizers. Our Tenryu Agri Farm is located on the upper Tenryu River which is 600m above sea level. Once the leaves have been harvested, they are then steamed and dried in a brick furnace.

The dried tea leaves are then carefully and gradually ground using a traditional the stone mill, which ensures that friction does not generate too much heat in the process (which can happen in industrial mills) - and this results in a high quality powdered green tea.

Our pesticide-free matcha has a light green colour and unique aroma and flavour derived from cultivation of tea at high altitudes, where there are stark differences in day and night time temperature. Just try it and see!



### MAIN PRODUCTS

- Fuji Matcha
- Premium Gyokuro Powder

GMO Free

Sugar Free

FAT Free

Gluten Free

No MSG

No Additive

#### CONTACT:

**Address** 340 KURASAWA, KIKUGAWA-SHI, SHIZUOKA, 439-0002 JAPAN  
**URL** www.ecofarm.co.jp  
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**Tel** 0537-35-6868  
**Fax** 0537-35-6680

#### LOCAL CONTACT:

**Agency** JAPAN FOODING Europe Ltd  
**Email** info@japanfooding.com  
**Contact** Ms Masami SUENAGA



1440c

## LEQUIOS JAPAN CO., LTD.



Lequios operates as an importer and exporter of products into and outside Japan. All Zen is our brand of Japanese products tailored for the European market offering a combination of flavour and convenience, marrying health and simplicity with Ready-To-Eat and Ready-To-Drink food and beverages. We use the finest organic ingredients to contain exceptional, authentic taste in our products. From Ceremonial-Grade Organic Matcha Powder to Hydrogen-Infused Sencha, we take pride in applying new production techniques to traditional Asian consumables. Matcha is well known now globally for its energy qualities without the sugar crash associated with many other beverages. Our organic green tea with matcha is a ready to drink product for people on the go. Let us bring a small taste of Asia to your stores and homes.



### MAIN PRODUCTS

#### - ALL ZEN Matcha Green Tea

Suitable for: Vegetarians / Vegan / Flexitarianism / Other

GMO Free

Sugar Free

FAT Free

Gluten Free

No MSG

#### CONTACT:

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1440d

## Jugetsudo By Maruyamanori



Maruyamanori presents the art of Japanese tea. The Jugetsudo Japanese tea shop (meaning 'the place from where one looks at the moon') was first opened by a merchant named Maruyama Nori in 1854. Over 150 years later that tradition and experience has translated into an offer of Japanese green teas made from the finest ingredients which stimulate the senses with the spirit of 'Cha-Zen'. Jugetsudo tea's flavour evokes a sense of appreciation for each passing season, something held dear by the Japanese. Our tea leaves are selected in Kakegawa, in the highlands of Shizuoka near Mount Fuji, the prime area for Japanese tea cultivation which is known for the excellent quality of its leaves. These benefit from a mountain climate with day and night temperature differences which create ideal conditions for the production of tea plants.



### MAIN PRODUCTS

#### -Organic Natural Matcha

#### -Sencha Asa

Suitable for: Vegetarians / Vegan

GMO Free

Gluten Free

#### -Genmaicha with Matcha

#### -Hojicha

#### CONTACT:

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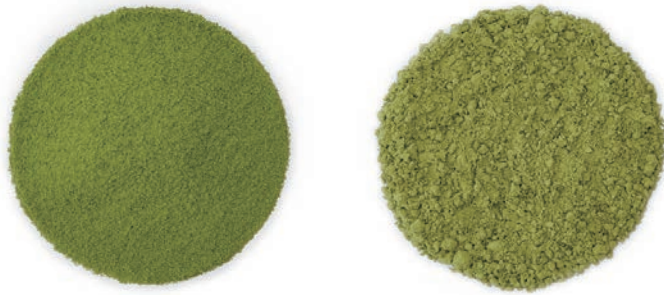
1440f

## Sugimoto Tea Company



Sugimoto Tea Company has been making quality Japanese green tea since 1946. The founder, Zenichi Sugimoto started the business, selling his signature Sen Cha tea on the streets of Shizuoka some 70 years ago and ever since then the company has been committed to producing sophisticated teas from high quality farms.

Today, we produce everything from loose leaf to powder to teabags to private label and retail products. Working directly with tea farmers and producing tea from our own factory, we offer quality control and flexibility that is hard to beat. As tea makers, we can cater for your exact requirements by providing the right tea in the right packaging. For international customers, Sugimoto Tea Company has a sales office in the U.S. which offers services in English. With over 10 years of experience with international trading, Sugimoto America promises you professional and timely customer service.



### MAIN PRODUCTS

#### - Organic Matcha

Suitable for: Vegetarians / Vegan / Flexitarianism

GMO Free

Sugar Free

FAT Free

Gluten Free

No MSG

No Additive

#### CONTACT:

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Japan External Trade Organization

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**Japan**

**JETRO**

Japan External Trade Organization



**JAPAN**

