



Future From Fukushima.  
Fukushima Prefecture



# FUKUSHIMA

## PRODUCTS

## CATALOGUE



## Outline

<b>Area</b> 13,782 km <sup>2</sup>	<b>North latitude</b> 37 deg 44 min 51 sec
<b>Total population</b> 1,895,080	<b>Altitude</b> 67.88 meters
<b>Local governments</b> 58 municipalities	<b>Prefectural flower</b> Rhododendron
<b>East longitude</b> 140 deg 28 min 16 sec	<b>Prefectural bird</b> Narcissus Flycatcher
	<b>Prefectural Tree</b> Japanese zelkova

As of February 2017

# To know more about Fukushima Prefecture

## Four Seasons and Dietary Culture in Fukushima

Fukushima Prefecture, located along the Pacific Ocean with majestic mountains in its central region, ranks as the third largest prefecture in Japan. Blessed with rich seasonal splendors all year around, Fukushima is composed of three distinctive regions: The Aizu Region, hemmed in by mountains; The Naka-dori (Central Region), home to a vast basin; and the Hama-dori (Coastal Region) stretching along the coastal line. These three regions differ greatly, not only geographically and in climate, but also in terms of historical background, as evident from the diverse dietary culture developed in this prefecture. Surrounded by deep mountains, Aizu is known as a heavy snowfall region. Its flatlands have long been the home of rice production, while its mountain area flourished with "soba" (buckwheat noodle) producers. Its rich tradition and history as a rice-producing area have been passed down from one generation to another, making Aizu a highly productive center of sake that features an excellent taste derived from the locally harvested rice grown with rich natural blessings. Sake produced in Aizu is highly praised; Aizu is a particularly active region of sake brewing among other areas in Fukushima, which won the largest number of the top award, the Gold Prize, at the prestigious and traditional Annual Japan Sake Awards for four straight years. In the cold winter season, non-perishable food, such as dried persimmons and dried radish, are busily showcased in the local markets. Traditional cuisines like Kozuyu and Nishin no Sansho-zuke (dried herrings pickled with Japanese pepper leaves in soy sauce and vinegar) are also popular local dishes that have been handed down through the ages. On the other hand, Naka-dori finds the temperature rise and drop significantly as the season changes, allowing the locals here to fully enjoy all four seasons. As the weather is suited for growing peaches, grapes, cucumbers and tomatoes, the main seasonal products can be enjoyed throughout the year. This region is also known for cuisines that make great use of a wide variety of ingredients. Hama-dori, the coastal region facing the Pacific, seldom sees snow, and the temperature keeps warm even during the winter time. As a consequence, this region developed a dietary culture that features abundant seafood. In this way, the food culture of Fukushima has diversified, thanks to the rich ingredients and widely varying climatic conditions unique to this locality.

## Trading in Fukushima and its Current Status

Japan is the world's fourth largest trading nation after the United States, China and EU. While scarce of fuel resources, such as crude oil, Japan has been highly skillful and productive in agriculture and processing farming products, which has been proven with the annual increase in export of agricultural products. Although there once were strict restrictions imposed by many countries in the world on products from Fukushima after the 2011 Great East Japan Earthquake, Canada officially lifted their Fukushima food import bans in June, 2011, followed by others including Malaysia, Vietnam and Australia. While some import bans on Fukushima food remain, countries such as the United States and Indonesia allow many Fukushima foods in as long as they are accompanied by certain certifications. In fiscal 2016, Fukushima's exports of peaches exceeded those of the year before the Great East Japan Earthquake (fiscal 2010), and Fukushima grabbed the top share of Japanese peach exports to three Southeast Asian countries (Thailand, Malaysia, and Indonesia). Also, Fukushima's sake, which is highly praised at home and abroad, is now exported to many countries and regions such as the United States and Hong Kong. products is gradually diminishing, replaced by the recognition that Fukushima products are not only safe but also appealing.



# Approaches taken by Fukushima Prefecture to make people assured of food safety

## Approaches to Ensure Food Safety and Security

Fukushima has always made the greatest effort to pursue food security with the long established "Basic Guidelines concerning assurance of food safety in Fukushima" and the "Program for assurance of food safety in Fukushima". However, due to the drastic change of surrounding our approach towards food following the Great East Japan Earthquake on March 11, 2011 and the radiation crisis at the Fukushima Daiichi Nuclear Power Station, in order to ensure further safety and security, the prefectural government undertook a full review and implemented a broad program of radiation monitoring, named the Basic Guidelines for Fukushima Food Safety and Security, and the Safety and Security Programs for Fukushima Food. In order to make the prefecture's fundamental principle of "securing the safety of local food products" a reality, the local authorities have been taking these regulations into place amongst partnership with relevant organizations.

## Specific Actions Taken in Stages of "Production," "Distribution," and "Consumption"

Fukushima continues to exert its utmost efforts to secure food safety at all times starting from production to consumption. In terms of how radioactive contamination of food is handled, several rounds of inspection are implemented at each of these stages: production, distribution and consumption. With the support of not only the local governments but also the producers and local distributors, the prefecture has been able to carry out rigorous and continued testing, allowing to ensure the safety of its regional food.

## Radiation Monitoring & Inspection

### Inspection System for Rice

Radiation tests are conducted on all rice produced in Fukushima. Each bag of rice is given an individual management number, and the rice bags that are confirmed to be with radioactive substance below the predetermined level are labeled with a certificate of inspection and are shipped.

More than 10 million bags have been inspected every year since 2012, and no rice with radioactive substance beyond the predetermined level (100Bq/kg) has been found since the rice grown in 2015.

### Inspection System for Sake

For making sake, only Fukushima-produced rice confirmed to contain amounts of radioactive substance less than the minimum determination limit in All Amount and All Package Inspection is used. Moreover, in order for all consumers to feel safe about their products the Fukushima Sake Brewers' Association has opted to formulate its own guidelines and make the test data open to the public. Not only do the brewers conduct random spot checks on materials that have already cleared the prior screening, but they also further examine the levels of radioactive contamination for the mother water, undiluted sake, and sake lees. They only ship sake products that have passed the three rounds of rigorous screening, including the one conducted by the National Tax Agency. (And the products are delivered to the customers with the latest Radioactivity Measurement Test Report attached).

### Inspection System for Peaches

A series of regular inspections are conducted on a voluntary basis prior to shipping on peaches grown in the prefecture to verify that the radioactivity level is below the criteria. In these voluntary inspections, first a sample lot of peaches are harvested and crushed. Then these peaches are tested for radioactivity using various devices, including sodium iodide-based scintillation spectrometers. If by any chance, a sample is determined to contain radioactivity that exceeds the screening level, all peaches harvested at the same location will be required to go through a gamma-ray spectrometry inspection using a germanium semiconductor detector under the supervision of the prefectural government. No peach with radioactive substance beyond the predetermined level (100Bq/kg) has been found since 2013.

## Websites

### Fukushima Shinhatsubai—Toward a New Future of Fukushima

This website has been designed to convey Fukushima's hopes for the bright future, along with the disclosure of radioactivity monitoring information of all local goods produced by the agricultural, forestry and fishery industries in this prefecture.

The results of monitoring inspections of agricultural products are frequently updated and freely accessible at any time by all visitors to this website. The site also features the function to perform a refined search of test results, which allows the users to specify not only the product name but also the region and harvested date. The Shinhatsubai Blog on the other hand will deliver up-to-date information collected around the prefecture and the Tokyo metropolitan areas about events related to Fukushima-grown agricultural products and new approaches practiced through entertaining blog posts and videos.



[Web Site]

Fukushima Shinhatsubai—Toward a New Future of Fukushima  
<http://www.new-fukushima.jp/>



### Fukushima no Megumi

In addition to the enhancement of emergency environmental radiation monitoring inspection that Fukushima Prefecture has been implementing, the Fukushima Association for Securing Safety of Agricultural Products was established in May, 2012 to execute precise inspection of radioactive substances on all rice bags, vegetables and fruits, and to provide the results to consumers. The association is composed of agricultural groups, distributors, retailers, and consumer groups as well as the prefectural government. In order to ensure the safety of products in Fukushima and regain the trust of consumers and distributors, the association disseminates radioactivity test results offered by producers and information on various actions taken by farmers to secure their products' safety.



[Web Site]

Fukushima no Megumi  
<https://fukumegu.org>

# A gift from Mother

We grow fruits and vegetables

## Peaches

**Fukushima is the second largest producer of peaches in Japan, but the taste is number one!**

They are the most popular summer fruit in Fukushima, the Kingdom of fruits. After harvest, many of the peaches are put through testing equipment to measure the sugar level, weight and color. Because only the best are shipped out, the taste is guaranteed. Enjoy the sweetness that will fill your mouth. (Season: From late July to mid September)



## Grapes

**The taste of autumn**

Because grapes have rich content of functional ingredients such as polyphenol and anthocyanin and are known to be healthy, they are becoming even more popular. The sweet juice will fill your mouth. (Season: From mid August to early October)



## Pears

**Enjoy crisp and juicy oriental pears**

Kosui are only slightly tart but are very sweet and juicy. Hosui have a very rich taste due to high sugar content. A touch of tartness gives them a good balance in taste. (Season: From late August to mid October)



## Strawberries

**Strawberries full of spring scent and sweet aroma**

In addition to our popular Tochiotome, we offer Fukushima's original varieties, Fukuharuka and Fukuayaka. They are both large and firm with a sweet, rich flavor. (Season: From mid December to mid April)

## Aizu Mishirazugaki

**Grown in land rich with nature and history**

The flesh is so soft and smooth, when you bite into it, it will melt and fill your mouth with sweet juice. Our Mishirazugaki is bigger in size than ordinary persimmons. Enjoy the wonderful taste of Aizu Mishirazugaki. (Season: From late October to early December)



■ Prefectural Headquarters of JA Fukushima  
(National Federation of Agricultural Cooperative Associations Fukushima Branch)  
1-1 Hirano Sanmaiosa, Iizakamachi, Fukushima, Fukushima Prefecture

# Nature, grown in Fukushima

that bring happiness to your homes.

## Tomatoes

**The bright red tomatoes will stir up your appetite**

Fukushima's bright red tomatoes are beautiful in color and are filled with natural goodness. They make you hungry just by looking at them. The exquisite balance of sweetness and tartness creates an unforgettable taste. (Season: From late June to late October)



## Apples

**Grown under plenty of sunlight, Fukushima apples are full of nectar**

In Fukushima, when we grow Fuji apples, we don't pluck off the leaves more than necessary: that's why the color may seem light, but the leaves left on the trees absorb the sunlight which makes the apples full of sweet nectar. Fukushima Fuji apples are so sweet, they are loved by everybody. (Season: From mid September to mid December)



## Partially-dried Japanese persimmon

**Sweetness is condensed in the thick flesh of the persimmon**

Partially-dried Japanese persimmon with a history of a century has a natural strong sweetness and you can enjoy the mellow fragrance. (Season: Partially-dried Japanese persimmon From mid November to late February)



## Green beans

**They feature a crunchy texture and sweetness**

Fukushima's production of kidney beans in summertime is the top in Japan. The strong sweetness when you boil them matches with any kind of dishes.

(Season: Kidney beans From mid June to early October)

## Green onions

**Our green onions not only taste good, but they are also good for health**

From summer to autumn, they are grown mainly in the Central Region of Fukushima, and from winter to spring they are grown in Iwaki City. As they overcome the harshness of every season, one can enjoy their rich sweet flavor all year round. (Season: From late June to late September; late October to late April)



## Broccoli

**A nutritiously balanced vegetable full of vitamin C**

In Fukushima, we grow broccolis two times a year; in the spring (May) and autumn (October). Since we are persistent about the quality of soil and fertilizer, our broccolis becomes full of the sweetness and umami of vegetables. That's why they're so delicious even when cooked in a simple manner. (Season: From mid May to mid June; from mid October to late November)



## Cucumber

**The fresh, watery, crunchy texture of cucumber will stimulate your appetite**

Fukushima is the top producer of cucumber in summertime. The bright green cucumber is perfect for hydration in summertime.

(Season: Cucumber From late June to late September)



## Asparagus

**The cool crisp climate gives our asparagus that wonderful taste**

Grown in Aizu, where there is a good daily temperature difference, Fukushima asparagus are tender and sweet, though the stems are thick. (Season: From early May to late September)





Special  
A-Grade



## Fukushima-produced rice Koshihikari

The rice brand that Fukushima boasts to the world

Fukushima leads the Tohoku region in the production of Koshihikari. Fukushima-produced Koshihikari achieved the highest rank "Special A" at the taste ranking test for rice grown in 2016; it is the best brand representing Fukushima in both name and reality.



## Fukushima beef

Masterpiece of beef that brings moments of happiness.

Fukushima beef, full of rich and mellow flavor has high-quality marbling and is vivid in color, a true masterpiece of beef. Taken from cows raised most carefully in the heart of nature, Fukushima beef always brings people moments of happiness.



■ Prefectural Headquarters of JA Fukushima  
1-1 Hirano Sanmaïosa, Iizakamachi, Fukushima, Fukushima Prefecture

# Processed food

## Processed foods



### Homemade dried ramen noodles

Kitakata ramen noodles dried and rested in a low temperature environment.

Our noodles are not treated with heat, but are dried and rested in a low temperature environment. We offer six varieties of soup: Shoyu, Miso, Salt, Tantanmen (spicy sesame), Shoyu soup for cold noodles, Sesame soup for cold noodles.

■IGARASHI SEIMEN Co.,Ltd.  
7468 Machijiri-higashi, Kitakata



### Romentist (Kitakata Shijimi Shoyu Ramen)

Light-taste shoyu ramen with shijimi clam soup stock

The noodles are the healthy, non-fry type, similar to fresh noodles. The wheat produced in Kitakata called "Yukichikara" is used to make the noodles. The soup made with shijimi clam stock is mild and flavorful.

■Aizu Kitakata Global Club 4662 2-chome, Kitakata City



### Temomi Gokubuto Udon (Hand-kneaded thick udon)

Best for use in stewed or fried udon dishes.

After carefully kneading the dough, we give it plenty of resting time. We then process the dough into thick and flavorful udon noodles, so that even after boiling, they will remain firm and delicious.

■IKEDA FOOD INDUSTRY CO.,LTD.  
1 Minaminakakawara, Senouemachi, Fukushima



### Arabiki Soba (Soba made of coarsely ground buckwheat flour)

We take pride in our soba for its buckwheat flavor and light texture.

We have succeeded in maintaining the soba flavor and light texture. Noodles are cut in a way so that each noodle has a different width, which gives the noodles a distinct texture.

■NARAYA Co.,Ltd.  
6-1 Tajima Tajima-yanagi, Minamiaizu Town, Minamiaizu County

# Processed food

## Processed foods



### Horse chestnut honey

We deliver you from the heart of Aizu's nature, 100% home produced honey!

Horse chestnut honey can be produced only in Japan. It has a wonderful aroma and is said to be one of the finest in quality. It has a very refreshing taste.

■ HONEY MATSUMOTO Co.,Ltd.  
2-1-4 Zaimokumachi, Aizuwakamatsu



### Fukushima soy sauce

Two breweries in Fukushima Prefecture won the top award "the Minister of Agriculture, Forestry and Fisheries prize" at the 44th National Soy Sauce Competition held in fiscal 2016. Please enjoy the wonderful taste, aroma and savoriness of these soy sauces brewed with meticulously selected materials.

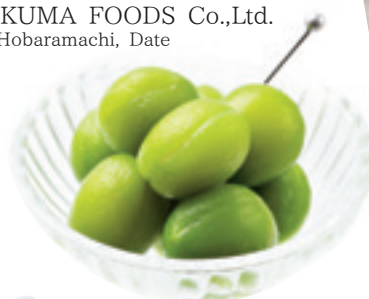
■ Fukushima Prefecture Miso Shoyu Kogyo Kyodokumiai  
200 Kitamuki, Yui, Nihonmatsu City

### Young Fukushima peaches in sweet syrup

#### Baby peach compote

Young fruits of Fukushima's original variety, Akatsuki, are cooked in light syrup until even the seeds become soft and edible. Enjoy the elegant flavor and sweetness of young peaches. These cooked peaches are also perfect in your favorite desserts.

■ ABUKUMA FOODS Co.,Ltd.  
4-14 Hobaramachi, Date



### Drinkable konnyaku jelly

#### Delicious and healthy jelly

Konnyaku jelly drink is made by adding to fruit juices dietary fiber that helps your digestive system, collagen which maintains your skin condition and is good for your joints, and hyaluronic acid which improves moisture retaining capacity. It is a konnyaku drink that is gentle to your stomach.

(Eight flavors: grape, strawberry, peach, acerola, apple, mango, oldham blueberry, and green tea)

■ YAMAKICHI SEIKA Inc.  
41 Kamigawara, Hakozaiki, Date



### Shiokoji dressing (Rice malt dressing)

Non-oil rice malt dressing that has won the Minister of Agriculture, Forestry and Fisheries prize

"Hitomebore," the brand rice produced in Aizu is used for the dressing., which has won the 2012 Minister of Agriculture, Forestry and Fisheries prize. It is a healthy non-oil dressing so refreshing with a touch of yuzu that wonderfully matches the aroma of rice malt.

■ AIZU TENPO Brewery Co.,Ltd.  
1-1-24 Omachi, Aizuwakamatsu





## Cooked whole kinmedai fish

**We offer you freshly packed ready-to-eat Japanese food!**

Kinmedai (alfonsino) and other fishes from Japanese coastal waters are stewed in sweet soy sauce-base stock and freshly packed. Simply warm them in boiling water and serve.

■ONOZAKI Co.,Ltd.  
80-1 Shonaimachi, Taira, Iwaki



## Densho-gura tofu misozuke

**Smooth texture and rich flavor make it special.**

Tofu made from 100% domestically grown soybeans are kept in a bed of originally blended miso for a long period of time for fermentation. That's why they become smooth and rich. Enjoy!

■KANNO PICLES FOODS Co.,Ltd.  
130 Kashima, Kashima-ku, Minamisoma



## Cold amazake

**Amazake that is refreshingly sweet but uses no sugar**

This is amazake that is refreshingly sweet but uses no sugar at all. Anybody can enjoy the taste of this wonderful amazake, since it contains no alcohol.

■HOURAIYA HONTEN Co.,Ltd.  
54-2 Kanaya Aza-Kawakubo, Tamuramachi, Kooriyama



## Miroku no Mori (Aizu Mead)

**Mirokunomori is honey wine, the oldest form of alcoholic beverage, made of horse chestnuts grown in Aizu**

It has a refreshing taste similar to finest wines, with a touch of tartness and is slightly sweet. It tastes best when chilled completely.

■HONEY MATSUMOTO Co.,Ltd.  
2-1-4 Zaimokumachi, Aizuwakamatsu



# Fukushima-brewed sake

## Sake rice grown in Fukushima

Fukushima produces high-quality sake rice. Rice farmers keep the soil in the best condition with the rigorous quality control programs based on numerical soil data. They also find the way to make the best use of the topological and climatic conditions of each rice-growing district. In Naka-dori and Hama-dori, the farmers are committed to growing safe rice by effectively using potassium fertilizers to prevent the sake rice from absorbing the radioactive substances. High quality sake rice is indispensable for producing high-quality sake, and is produced with the upmost care in Fukushima.

## Good Water

Fukushima is blessed with the abundant supply of good water indispensable for brewing fine sake, and the moderately hard water from the Abukuma-do limestone cave and the groundwater from Mt. Bandai are particularly famous. Each brewery has its own water source used to create sake with a unique flavor and smoothness.

## Secret of Good Taste

Fukushima is the third largest prefecture in Japan and the topological and climatic conditions differ region by region. Contrasting day and night temperatures, the abundant supply of good water, locally grown high quality rice, and most of all, local sake brewers committed to creating the finest sake--these are the secrets behind the good taste of Fukushima-brewed sake. Sake brewing requires a lot of time and manpower. Fukushima-brewed sake tastes so good because of the minute care and ingenuity put into

creating each brand. The time-tested mastery brewing process, high-quality raw materials are combined with cutting-edge technology, creating the top-class flavor. Fukushima boasts a wide variety of the finest brands of sake proudly shipped to the market by each brewery. Please try a wide variety of Fukushima sake and your taste buds will never get bored!



Junmai  
Daiginjo,  
Ginjo

## Junmai Daiginjo Kamenoo

Junmai daiginjo made of  
the revived Kamenoo sake  
rice

When you take a sip, a refreshing, cool sensation first hits your palate and then an elegant acidity and subtle sweetness will follow.



■SUEHIRO Brewery Co.,Ltd.  
12-38, Nisshinmachi, Aizuwakamatsu

## Daiginjo Gakujiro

Won the Gold Prize at the  
Annual Japan Sake Awards for  
seven consecutive years

Daiginjo-shu fermented at low temperatures for a long time. Rich aroma and delicate flavor are its two main characteristics. Named after the first Kuramoto who founded this brewery.

■TOYOKUNI SHUZO  
LIMITED PARTNEASHIP  
3554-Ko, Ichinaka-Ichiban, Aizubange  
Town, Kawanuma County

## Myoka Rangyoku Kimoto Junmai Daiginjo Shizuku Genshu

Daishichi's ultimate brew that  
exceeds all existing boundaries for  
sake

The brewery gave it the title Myouka Rangyoku as they are convinced that it attained the highest possible level. Gorgeous and sophisticated, this sake reaches perfection through a longer, more powerful process of maturation. Please try this supreme Junmai daiginjo brewed by the Kimoto method. Received many accolades in the international scenes.



■Daishichi Sake Brewery Co., Ltd.  
Takeda 1-66, Nihonmatsu

## Minowamon Kimoto Junmai Daiginjo

Outstanding sake, brewed by  
utilizing the traditional  
Kimoto method,  
Winner of many awards

The flavors are clear with a sumptuous underlying richness that exudes elegant aromas and in a gentle, mellow texture that is remarkably delicate, which is the hallmark of sake brewed by the Kimoto method.

A licensed Fukushima Brand. A multiple award-winning sake.



■Daishichi Sake Brewery Co., Ltd.  
1-66 Takeda, Nihonmatsu

## Ninki-Ichi Daiginjo

Daiginjo with superbly  
balanced flavor and a  
clean finish

An exquisite balance of aroma and flavor, taste and body. Won the Gold Prize of Monde Selection for six consecutive years from 2009 through 2014.

■NINKI INC.  
470 Yamada, Nihonmatsu

Fukushima-brewed sake logged the largest number of brands with the Gold Prize at the Annual Japan Sake Awards for four straight years (2013-2016)

**No. 1 in Japan: A story of a thriving sake brewing industry in Fukushima**

The sea breeze wafts to the Hama-dori facing the Pacific Ocean, while the Naka-dori district is a sprawling basin, and the Aizu in the west is another basin surrounded by the mountains. The diverse topological and climatic patterns of Fukushima have helped the local sake brewers, who hone their skills through competition, produce fine sake, each with its own unique and original quality. At the National New Sake Awards held in May 2014, a total of 17 brands of sake brewed in Fukushima were awarded with the Gold Prize, logging the largest number of brands with the top prize for the second year in a row. This was the fourth time that Fukushima won the largest number of the Gold Prizes at this contest, and the news brought a lot of joy to the local residents. Blessed with an abundant supply of good water and good quality rice, Fukushima-brewed sake is highly evaluated. It is the fruit of the time-tested mastery brewing process and the ceaseless efforts of each and every one of sake brewer committed to creating the finest sake.



**Hanaharu Junmai Daiginjo-shu**

**A supreme Junmai Daiginjo carefully brewed by a woman toji**  
 "Yumenoka," a rice suited for brewing sake created in Fukushima, is slowly polished at the brewery and then sifted to make sure the grains are uniform in size. A junmai daiginjo-shu is fermented by using yeast named "Utsukushima Ko" and utilizes the traditional brewing process and techniques to create a well-balanced aroma and flavor.



■ HANA HARU SYUZO CO., LTD Sake brewery & Shochu distillery  
 24-1, Omimae, Kozashimachi-Nakashigo, Aizuwakamatsu

**Daiginjo Shizukusake Juhachidai Ihei**

**A superb brew, a sublime embodiment of the passion of the skilled brewery workers**  
 Special sake that is allowed to drip naturally from cotton bags with no pressure applied. An exquisite fine grained daiginjo flavor with a mellow essence and aroma.  
 A licensed Fukushima Brand.



■ Okunomatsu Sake Brewery Co., Ltd.  
 69 Chomei, Nihonmatsu

**Ninki-Ichi Gold Ninki Junmai Daiginjo**

**A full-body Junmai daiginjo-shu with rich aroma**  
 A dry brew with subtle sweetness and delightful aftertaste. Won the Gold Medal at the Fine Wine Awards Japan (main category) in 2013 and 2014.



■ NINKI INC.  
 470 Yamada, Nihonmatsu

**Nango Ginjo Tsuu Ginjo-shu with fruity aroma and dry, light flavor**

Long, low-temperature fermentation creates the fruity aroma and the low-temperature ripening adds this ginjo-shu a slightly profound dry taste with a crisp finish. Best served at room temperature. (Do not chill.)



■ Fujii Shuzoten General Partnership Corp.  
 41 Totsuka, Yamatsuri Town, Higashi-Shirakawa County

# Fukushima-brewed sake



Sparkling  
& Others

## Noboriryu Special Junmai

A special Junmai-shu that the two young toji brothers poured their souls into. Dry and firm.

Since its creation in 1879, we have been brewing sake manually using only the finest local water and locally grown rice with the people in the community with the goal of creating the ultimate dry, full-body sake. Our brew is in constant evolution.

■ OYA CHUKICHI General Partnership Corp.  
54 Motomachi, Shirakawa



## Slightly sparkling sake Puchi Puchi

A low alcohol, semi-carbonated brew with subtle sweetness that gives a new sensation on the palate.

Carbon dioxide generated during a second fermentation in the bottle adds a refreshing sweetness. A low alcohol and semi-carbonated brew with minute and creamy foam.

■ SUEHIRO Brewery Co.,Ltd.  
12-38, Nisshinmachi, Aizuwakamatsu



## Nojun Junmai-shu

We take pride in this full-flavored special junmai-shu that calms your mind.

Aizu-produced sake rice "Maihime" is carefully polished at the brewery and this Junmai-shu is ripened at low temperatures. Moderately dry brew with deep flavor, which was brought about by the exquisite balance of acidity and sweetness.

■ HANAHARU SYUZO CO.,LTD Sake brewery & Shochu distillery.  
24-1, Omimae, Kozashimachi-Nakagoshigo, Aizuwakamatsu



## Ninki-Ichi Sparkling Junmai Ginjo that undergoes a second fermentation in the bottle

Crisp and refreshing on the palate with a refined balance of sweetness and acidity.

Nothing is used in its production except rice, water and rice koji, this sparkling sake undergoes a second fermentation in the bottle, trapping carbon dioxide generated with alcohol during the fermentation process inside.

■ NINKI INC.  
470 Yamada, Nihonmatsu



## Densho Yamahai Junmai Suehiro

Yamahai-moto sake brewed by the original method developed by the founder of Suehiro.

Brewed with the Kagi method, which was developed in early Taisho period, this brew has been passed on through generations at Suehiro. A Yamahai Junmai sake with a well-balanced sweetness and acidity.

■ SUEHIRO Brewery Co.,Ltd.  
12-38, Nisshinmachi, Aizuwakamatsu



## Mizu no Oto

Taste best when served chilled.

A suave, easy to drink sake fermented slowly at lower temperatures. Light on the alcohol, this brew is particularly suited for women.

■ Sakaegawa Shuzou Co., Ltd.  
1184-Ko, Nozawahonmachi, Nishiaizu  
Town, Yama County



# Handicrafts

## BITOWA

### FROM AIZU

What is BITOWA?

BITOWA is a new brand of Aizu lacquerware developed in 2006 by combining the traditional techniques and modern sense of beauty. These lacquerware are tough but delicately shaped and decorated, both of which are the characteristics of Aizu lacquerware, yet they are easy to use. In addition, there is a kind of modern sense that blends well with tradition. Enjoy the luxury of having BITOWA in your everyday life.

■ ONUMA LACQUER WARE CO.,LTD. 1-5-6 Chuo, Aizuwakamatsu



### Choshi Tea & Sake Pot

**Glass choshi that can be used for green tea or sake.**

Our choshi is made of glass with a wooden handle and lid. You can choose your favorite from seven distinct lacquerware colors, and there is also a choice of shiny or mat finish. The choshi can be used in many different occasions.



### Cup B W

**Guinomi (large-sized sake cups) manufactured utilizing the technique of Aizu lacquerware**

Extremely thin wooden cups are carved out from Japanese linden through Rokurobiki, the technique that Aizu is good at, and are finished with lacquers of various colors; wood grains are visible through the lacquer finish. These sake cups are good at keeping the drink at its temperature.

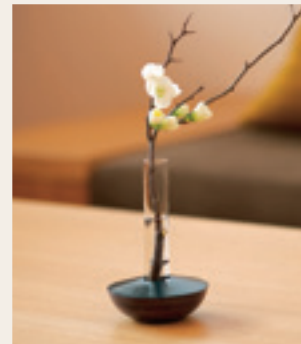
■ MATSUMOTO KOUGEI Co.,Ltd. 4-9 Babamachi, Aizuwakamatsu



### Canister

**Modern tea canisters manufactured by Roburobiki craftspeople with fine skills**

Rokurobiki craftspeople with fine skills carve canisters out from wood and then finish them with lacquer. They are modern-shaped and rather small as compared to ordinary tea canisters. You can also stack them.



### Glass Vase

**Vase made of wood, lacquer, and glass will bring out the beauty of a single flower.**

The vase is made by carving out the inside of a wooden piece and coating it with lacquer. By adding glass to the wooden piece, we have created a modern-style single flower vase, which comes in different colors of blue, green, white and peach, in addition to the traditional lacquer colors of natural, black and vermilion.

■ ENDO TADASHI SHOUTEN Co.,Ltd 1-4 Kanagawamachi, Aizuwakamatsu



### Candle Stand

**Combination of wood, lacquer and glass creates candle stands that bring out the beauty of candle flame.**

The use of glass makes these candle stands modern and stylish. They come in seven different colors and two types of finishes: the elegant "jomen-nuri shiage" finish and the casual "fukiurushi shiage."



### Chabako + Kabuse NT

**Tea box made by collaboration of BITOWA and Aizu kiri (paulownia wood) chest.**

The kiri tea box can hold two tea green tea cups or English tea cups, and there are also saucers and teapots that can be purchased as sets. It is a product that can be appreciated for its delicate wooden form and excellent craftsmanship.

## Handicrafts



Small box: Akafuji

Katsushika Hokusai's Akafuji (red Mt. Fuji) is depicted on the box using the makie lacquer technique.

It is said that if you see a dream of Mt. Fuji, your wish for happiness, wealth, health, and earnest prayers will come true. Having this Akafuji in your home will bring you happiness.

■SEKI Lacquerware General Partnership Co.  
1-4-12 Chuo, Aizuwakamatsu



Small box: Hatsune



Lacquered box with single flower design (made by a lacquering technique that uses a colored-lacquer underpainting and a transparent-lacquer topcoat)

Add a touch of comforting sense in your everyday life.

This is a box with a single stem of lily inscribed on the back of the lid, and a touch of gold is painted on the part where you put your finger to open the lid.

■TAISEI Co.,Ltd 1-2-38 Iimori, Aizuwakamatsu



Paired U-shaped cups, vermilion and black, waterfowl design

The paired u-shaped cups of excellent quality, each with a waterfowl design. They will let you enjoy your favorite drinks.

Made of ABS resin with a beautiful lacquer finish, they are lighter and more delicate than wooden cups.

■AIZU CRAFT Co.,Ltd.  
2-3-43 Wada, Aizuwakamatsu



L-shaped wine cup, vermilion or black with kingfisher design

A gorgeous lacquered cup featuring a design of a kingfisher, which is known as the noble of the limpid stream!

A kingfisher, is inscribed on this wine cup made of wood-like nylon resin using the emaki method. It will make your sake taste even better.

■AIZU CRAFT Co.,Ltd.  
2-3-43 Wada, Aizuwakamatsu



Luncheon mat

This luncheon mat, made of cotton grown in Aizu, was developed by people working to recover from the Great East Japan Earthquake.

Luncheon mat which is a part of Aizu's traditional crafts made of Aizu cotton. They are handmade by mothers who evacuated to Aizu because of the earthquake.

■b Prize Corporation  
7-38 Tennejimachi, Aizuwakamatsu



Nodate mug cup, Tanagokoro

Urushi trees are in the fields and this everyday ware is an ecological product that can be used outdoors.

The cup itself is made of natural wood (horse chestnut), then finished with urushi lacquer. It has a handle strap made of elk skin. A completely handmade mug cup that is good at keeping liquid warm or cold.

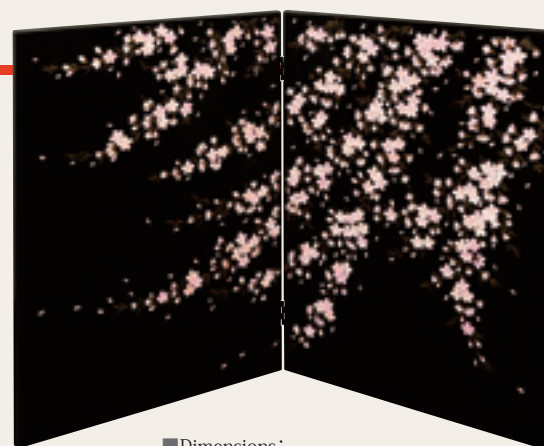
■b Prize Corporation  
7-38 Tennejimachi, Aizuwakamatsu

## Kuro-miyabi byobu screen (large), Ranman

This screen has a design of cherry blossoms loved by many Japanese since ancient times.

The screen made by using Aizu lacquerware technique is just the right size as a decoration piece for your room. The cherry blossom motif is inscribed on a surface of black lacquer.

■TAISEI Co.,Ltd  
1-2-38 Iimori, Aizuwakamatsu



■Dimensions:  
40mm (L) x 64mm (W) x 10mm (H)



## FSC® Wine Tray Zebra Oval/Rectangular

Have a nice and cozy party with this wine tray!

This tray has a glass holder, which allows you to have both food and a drink on the tray. It also has enough space for you to hold it steadily.

■KODAI SANGYO Co., Ltd.  
68-1 Sakutadai, Motomiya City



## urushiol

Thin and light lacquerware, good for daily use

Urushiol is a thin lacquerware made by redesigning the Hinowan bowl, which is the origin of Aizu lacquerware with more than 430 years of history. There are two types: meshiwan (rice bowls) and hirawan (shallow bowls).

■b Prize Corporation  
7-38 Tennejimachi, Aizuwakamatsu City



※What's FSC?  
Certification given to products made from sustainably-managed forest resources.



Collaboration of Fukushima's tradition and the globally-accepted creativity

Handicrafts succeeding the good old tradition and creators such as the globally recognized designer Junko Koshino have collaborated to create new products.

## Availability of Fukushima Grown Produce

※E=Early M=Mid L=Late

Product	April			May			June			July			August			September			October			November			December			January			February			March				
	E	M	L	E	M	L	E	M	L	E	M	L	E	M	L	E	M	L	E	M	L	E	M	L	E	M	L	E	M	L	E	M	L	E	M	L	E	M
Peach (Hiawahakuhō)																																						
Peach (Gyosei)																																						
Peach (Akatsuki)																																						
Peach (Kawanakajima Hakuto)																																						
Peach (Yuzora)																																						
Grape (Azumashizuku)																																						
Grape (Kyoho)																																						
Grape (Takao)																																						
Pear (Kosui)																																						
Pear (Hosui)																																						
Pear (Nijusseiki)																																						
Apple (Sansa)																																						
Apple (Tsugaru)																																						
Apple (Shinanosweet)																																						
Apple (Jonagold)																																						
Apple (Yoko)																																						
Apple (Orin)																																						
Apple (Fuji)																																						
Aizu Mishirazugaki persimmons																																						
Leek																																						
Strawberry																																						
Broccoli																																						
Tomatoes																																						
Asparagus																																						



Trade Promotion Division,  
Fukushima Tourism Promotion Bureau

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