

*Plenty of
Recipes*

Primary Edition

Gochiso

Ultimate Japanese Gourmet Magazine

Tea Story

The process of making delicious tea.

Zakkoku
mixed grains

Alaskan Shoyu Ikura

– salmon roe marinated in soy sauce –

Soy milk is delicious!

– Japanese Local Specialty –

Hiroshima Prefecture **Okonomiyaki**

Satsuma-imo “Kintoki”

Something about squid

kabocha (Japanese pumpkin)

Things About Eggs

Nijiya’s selected **Kasuzuke**

Nijiya’s non-colored

Tarako and Mentaiko

NIJIYA NATURAL MISO SOUP

NO MSG ADDED
FRESH MISO PASTE TYPE

We introduce our new all natural Instant Miso Soup, "Nijiya Natural Miso Soup." We use our own original "Organic Miso Premium" for the paste. In addition, the "Dashi," the soup stock, is all natural, and the garnishes are also all natural and they are all made in Japan. Please enjoy the all natural, relaxing flavor of this miso soup that will satisfy you every time.



NIJIYA
Organic Miso
Premium





Tea Story

The process of making delicious tea

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Opening our first store in San Diego back in 1986, we at NIJIYA Market have come a long way to prove not only that we can provide the best in high quality foods, but to provide the whole concept of LIVING. Our services do not stop at the exit of our stores. They actually begin the moment the customer purchases our food and sets in on their kitchen counter. We care about the outcome of the dinner they prepare, the taste and freshness, and how healthy it all adds up to.

At the present time, we have twelve stores, a full bakery and full confectionery factory, fish and meat center, and newly formed coffee and pastry restaurant.

Our parent company, JINON Corp. is an enterprise that encompasses an ORGANIC FARM that produces wholly grown organic vegetable of different varieties.

First Process (from the tea plantation to aracha)

1. On the tea plantation, young tea shoots/ leaves are harvested.



2. The leaves, after being steamed, are cooled while the moisture is extracted. (Steaming stops fermentation.)

3. The leaves are rolled vigorously while the moisture is reduced with heated air.



4. The leaves are rolled and pressed in a rolling machine. Stems and other tough parts are further rolled to level off the moisture content of the leaves.

5. The leaves undergo another drying process to reduce the moisture by heat. The final rolling machine twists the leaves into a slender, needle shape.



6. The leaves are dried carefully in a dryer. / Aracha (unrefined tea) is completed.

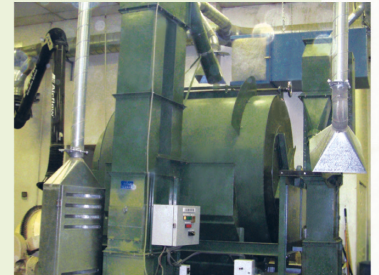
Second Process (from aracha to final product)

1. Aracha leaves are sifted and sorted into small leaves, large leaves, stems, flakes, etc.



2. The leaves then undergo the firing process to be dried, which brings out the distinctive flavors and aromas of the tea.

3. The flavors and aromas are fine-tuned by blending different batches of tea leaves.



4. The leaves are weighed, inspected and packed.

5. The leaves are shipped to retail shops and purchased by customers.



General questions about tea

1. How much caffeine is in tea?

It depends on how the tea has been brewed, but generally 8 fl oz. of green tea contains about 30 to 50 mg of caffeine. The longer the tea leaves have been fermented, the greater their caffeine content will be. Therefore, oolong tea and black tea contain more caffeine than green tea.

2. When should I drink tea to get the most benefits?

Drinking tea in the morning can wake you up. It also has bactericidal effects, so it's great to drink tea after a meal to prevent bad breath and cavities. However, be careful about drinking tea with high

caffeine content such as gyokuro at night, as it may prevent you from falling asleep.

3. What is the difference between loose tea leaves and tea bags?

You need a teapot to steep loose tea leaves, but you can place a tea bag directly in a teacup and pour hot water onto it. Although tea bags are easier to use, they're less aromatic and flavorful. Lately, however, pyramid-shaped tea bags are available, which enable you to enjoy quality aromatic tea that's closer to loose-leaf brewed tea. The pyramid shape allows the leaves inside the bag to expand/open and circulate more, resulting in better infusion.

4. What's the proper way to store tea?

Be sure to store your tea in an air-tight container in a cool, dry place. A couple of days worth of leaves may be stored in a metal canister but place the rest in an air-tight container for extended storage in the freezer. When you go to grab the tea out of the freezer, be sure to quickly return it, because the difference in temperature makes tea more susceptible to moisture condensation. Storing tea in the refrigerator is not recommended as food odors can be transferred to the tea.



Tea Story



How to brew delicious tea

Even if you use high-quality tea, the result can be less than satisfactory depending on how the tea is brewed. Leaving aside anything too technical, we'll just give you some tips on brewing delicious tea.

The right water temperature and proper brewing time are the key factors.



For sencha:

1. Pour freshly boiled water into a teacup and let it cool a little.
2. Place the tea leaves in a teapot.
3. Transfer the water in the teacup into the teapot.
4. Wait for 30 to 60 seconds to let the leaves expand and open.
5. Once the leaves are open, pour the tea into the teacup until the last drop. (For the second cup, brew only 10 seconds or so because the leaves are already open.)

For gyokuro:

1. Pour freshly boiled water into a teapot. Pour the water into a teacup and let it cool. (Discard any water that remains in the teapot.)
2. Place the tea leaves in the teapot.
3. Transfer the water in the teacup back into the teapot.
4. Wait for 5 to 7 minutes to let the leaves expand and open.
5. Pour the tea into the teacup until the last drop. (For the second cup, brew only 30 seconds or so because the leaves are already open.)



QuickFacts

Ways to recycle used tea leaves:

- ◆ Combine with soil to make fertilizer.
- ◆ Put dried tea leaves in a cloth sack to make a deodorizer. It prevents not just odors but also the growth of microorganisms.
- ◆ Add used tea leaves to hot water. After cooking fish, pour the water onto the cutting board to remove the fishy odor.



Pyramid-shaped Tea Bags



With a pyramid-shaped tea bag, you can brew delicious tea as long as you follow the temperature and brewing time indicated on the package. Also, one thing you shouldn't forget when brewing tea is to do so with all your "heart and hospitality." If you brew your tea with the intention of pleasing your guests, your tea will taste even more delicious.

When we drink tea, we think about its history and feel the essence of the Japanese spirit that has been passed down from the past to the present.

Our lives can be so busy and chaotic today. That's why we should at least take time to brew some tea each day, and then sit back and enjoy a relaxing moment. As we do so, we are surely passing down the history of tea to the next generation.



Loose Leaf Teas



Tea Bags & more

Delicious Summer Dishes

By Hayashi-sensei



Hayashi-Style Beef Steak

When you think of summers in Japan, the images that typically come to your mind may be rain showers, vendor booths at festivals, chilled watermelon, edamame beans, beer and so forth. Personally, summer reminds me of steak--a thick,

moderately fatty American steak to be exact. With Hayashi style steaks, the meat is cooked slowly over low heat, which results in a perfectly tender steak you will just love to bite into. You may ask, "Aren't you supposed to cook steak over high heat?" Perhaps that's one way, but the Hayashi-style beef steak requires slowly cooking the meat over medium-low heat, uncovered.

Make your own gyudon (beef bowl). It's delicious!

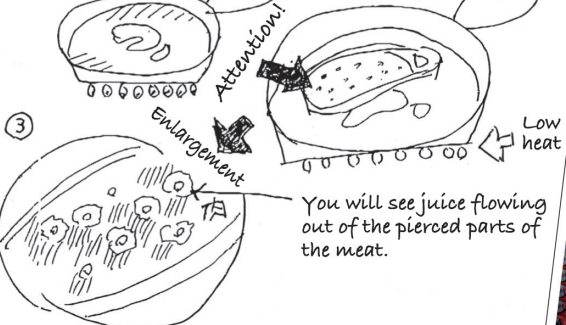
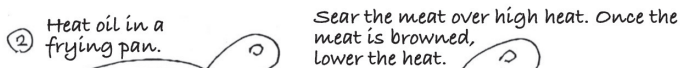
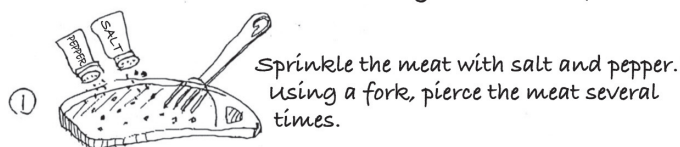
I'm currently hooked on "Gyudon Hayashi-style." Let me share with you an easy *gyudon* recipe that I use to satisfy my stomach's craving for lots of tender beef.

To make *sukiyaki* sauce, combine a glass of water, *dashi-iri* soy sauce (soy sauce combined with dashi soup) or regular *men-tsuyu* (noodle dipping sauce), a pinch of powdered chicken soup base, and sugar (to taste) in a small saucepan or frying pan, and bring to a boil. When the mixture starts to boil, add beef slices (7.7 oz.) and stir using long chopsticks. Once the beef is heated through (when it is no longer red), remove the beef and place it in a plastic bag. Pour a little bit of the sauce from the pan (about 1/3 cup) into the bag. Push the air out of the bag and twist the open end to close. This works the same as a vacuum-sealed bag. Add sliced onion to the sauce in the pan, and simmer for about 5 minutes. Place cooked rice in serving bowls. Open the plastic bag to take out the beef, and return it to the pan. Stir the beef around in the sauce, and place it on the rice. (This serves two people, so use half of the beef slices per each bowl of rice. After returning the beef to the sauce, don't simmer the sauce again or the beef will become tough. *Komagire* beef (beef scraps) works fine too. You can put the simmered onion and beef in a heat-safe freezer bag and keep it in the freezer. When you want to eat *gyudon*, simply thaw out the whole bag in warm water. Eat it with plenty of fresh summer vegetables to fight off your summer fatigue.



How to make a delicious Hayashi-Style steak

- Tricks that can make you a steak expert -



- [1] Flip the meat over and wait five seconds for a steak that's done rare.
- [2] After flipping the meat over, pierce the meat some more. Once you see juice flowing out again, you have a steak done medium.
- [3] Wait an additional five seconds for a well-done steak.
- [4] Don't cook it any longer, or the meat will be tough.

Illustration by Hiromi Hayashi



M E R

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Skillfully prepared authentic men-tsuyu (noodle dipping sauce)

As the summer heat intensifies, Japanese people tend to crave *somen* noodles day after day. Somen served in a somen bowl with ice chunks floating on top is visually refreshing. Now, let me share with you how to make ordinary somen really delicious:

First, dilute men-tsuyu with warm water according to the directions on the label. Add a pinch of *katsubushi* (dried bonito flakes) and pour it into a plastic bag. Push the air out and tie the bag. Keep it refrigerated until you need it. When you're ready to eat, remove the *katsubushi* and pour the sauce into a dipping bowl. The aroma of *katsubushi* will make the sauce taste like it's been prepared by a professional chef. The sauce is excellent for both soba and udon. You can also pour it over

vegetable *ohitashi* (boiled vegetable dish) and *hiyayakko* (chilled tofu).

Somen is made with kneaded flour stretched into thin strips using vegetable oil. When this oil oxidizes during the storage period, it affects the taste of the noodles. Therefore, once the somen is done cooking, gently yet thoroughly rinse it in cold water to remove the oils.

Use a frying pan to make this specialty: teriyaki fish!

I've already talked about summer steaks, but we should also eat fish for our health. When I think about cooking fish in a frying pan, fish à la meunière (sautéed fish with butter) is the first thing that comes to mind. But here, I'd like to share with you how to make "teriyaki fish" in a frying pan.



Usually, it's a lot of fuss to cook teriyaki fish. You need to brush the fish fillet with tare sauce made with soy sauce and *mirin*, and grill it over a charcoal or gas grill. But here's an easier method. First, heat 1 teaspoon of vegetable oil in a frying pan. Coat fish fillet with flour and fry it on both sides in the pan. Once the fillet is evenly browned, add *mirin* and soy sauce at a ratio of 1:1 or *dashi-iri* soy sauce (soy sauce combined with *dashi* soup), which is the cooking tip for steaks that you've already mastered. Let the sauce come to a simmer as you continue to fry the fillet. It's very easy. Just be sure to fry it over low heat. Once the sauce has thickened and the fillet looks shiny, it's done.

Any type of fish fillet will work in this recipe. Now you have a shiny, glazed fish teriyaki that tastes just like the kind served in restaurants. Both soy sauce and *mirin* are wonderful Japanese flavor ingredients. If you can, try using *hon-mirin* instead of *mirin*, because it can enhance the flavor even more.



Nijiya Farm



Life Cycles of Plants and Animals

Summer vegetables are sown and planted from early spring through early summer and harvested in summer. Vegetables like eggplants, cucumbers, tomatoes, okra and *moroheiya* (*Corchorus capsularis*) come into season under the blazing sun. No matter how many times you experience it, the first harvests of cucumbers and tomatoes are exciting events. Summer vegetables are also known for their rapid growth rates.

Meanwhile, insects and small animals become active in summer. Gophers create tunnels below the surface of plowed ground, causing crops to suddenly disappear. Harmful insects emerge in large numbers. Aphids relish okra and broad beans. Leafy vegetables are consumed by pests, and cucumbers become crooked. Summer is also a troublesome season.

Farm operation is supported by and based on life cycles in the natural environment surrounding the crops, which play a main role. The life cycles of many weeds and trees are aided by animals of all sizes ranging from large animals down to invisible microorganisms in the soil. For example, there are carnivores like coyotes, herbivores such as deer, along with birds, squirrels and mice, lizards, frogs, many different species of insects, and soil creatures like earthworms. Indeed, countless numbers of plants and animals are all going through their spectacular life cycles.

Pest infestation can lead to serious problems that directly affect crop yields. Various pests make their way into farms to attack weakened crops: parasitic nematodes feed on plant roots; aphids weaken and destroy vegetables; cabbage caterpillars devour plant leaves; and mites infest leafy vegetables, turning the leaves to lace.

A farmer who has observed the land and crops for a long time will sometimes notice strange phenomena: Among many plants of the same crop, only one is infested by pests; over the course of a single day, pests suddenly appear or

disappear in great numbers; before you know it, a type of insect infesting a certain crop has been replaced by another type of insect; and using a magnifying glass has led you to find that the insect you thought was destructive turned out to be a beneficial kind that feeds upon even tinier, harmful insects. These things occur constantly in farm fields.

In organic farming, various measures are taken against harmful pests. We have used organic oil and detergent, extracts of irritant plant, vinegar, alcohol, fermenting substances, etc., as pest expellants. However, none of them has produced successful results. Companion planting doesn't seem to bring visible improvement, either.

Among the pest-control measures currently implemented, the most promising one is mulching. This is a method of covering the soil surface with a layer of organic matter such as straw. Many different species of insects live together under the same organic mulch, preventing each other from overpopulating the soil. This method is quite effective against soil insects.

However, other insects come flying in, such as butterflies, diamondback moths, and aphids. They lay eggs on the leaves, and their larvae feed on the crops. We have tried to prevent their entry by covering crops with fine-meshed nets and drapes, creating temperature differences using shade, and so on. However, it seems that none of these measures provide an improvement that's worth the amount of effort required.

In organic production there is no definitive measure one can take against flying pests. You have to either give up entirely or wait patiently for their natural enemies to arrive.

Plants, however, are believed to use their aromas, or special odors, to attract natural enemies of the insects that feed upon them. A dog trained for drug investigations has a sense of smell more than 6,000 times greater than that of a human, and an insect's sense of smell is believed to equal or exceed that of a

trained dog. There are insects that rely on their keen sense of smell to detect female pheromones as well as the odors emitted by plants.

Now I'd like to share a story that takes place in a field of cabbage (a brassica crop) and involves parasitic wasps and larvae of the cabbage butterfly and the diamondback moth.

Wasps that feed on caterpillars

The larva of the cabbage butterfly (or a small white butterfly) is a green caterpillar. These caterpillars feed on cabbage leaves and grow rapidly. There are in turn insects that feed on the caterpillars. A female parasitic wasp inserts her long, stinger-like tail into a cabbage caterpillar and lays her eggs. The wasp larvae hatch from the eggs inside the caterpillar.

The host caterpillar continues to live without any change in its appearance. However, the wasp larvae inside the caterpillar feed on its internal organs, taking in all the nutrients. Eventually, the wasp larvae eat their way out of the caterpillar's stomach and build yellowish pupas, immediately after which the caterpillar dies.

This parasitic wasp is called "*Komayubachi* (*Cotesia glomerata*)," but since it feeds only upon the caterpillar of the *Monshiro-cho* (small white butterfly/cabbage butterfly, or *Pieris rapae*), it is also known as "*Monshiro Komayubachi* (*Apanteles glomeratus*)."

There are various other parasitic wasp species: "*Konaga Komayubachi* (*Cotesia plutellae*)" feed on the larvae of the *Konaga* (diamondback moth) and "*Yotou Komayubachi* (*Cotesia vestalis*)" feed on the larvae of *Yotou-mushi* (cabbage moth, or *Mamestra brassicae*). Each parasitic wasp species feeds on the larvae of a particular insect species.

The reason these parasitic wasps can find such small caterpillars in a vast crop field is that the cabbage leaves eaten by the caterpillars emit an odor that attracts them. Humans can't smell this odor, but an





experiment has shown that parasitic wasps can.

Furthermore, an analysis of measurement data has confirmed that the cabbage leaf releases different odors based on which insects are consuming it.

Diamondback moths also love cabbage leaves. When the cabbage leaf is eaten by a diamondback moth, it emits a specific odor that attracts the parasitic wasp that feeds on the diamondback larvae.

There is a symbiotic relationship between the cabbage and parasitic wasps: The cabbage calls out for parasitic wasps as a way to defend itself against the larvae of cabbage butterflies and diamondback moths.

When a cabbage leaf is infested with a cabbage caterpillar and a diamondback moth caterpillar at the same time, it emits both types of odors, which are blended into a totally different odor. This odor cannot attract the parasitic wasps that feed on diamondback moth caterpillars, thus creating a favorable living condition for diamondback moth caterpillars.

Female diamondback moths know that the blended odor doesn't attract their predators and thus intentionally lay their eggs on the leaves that have cabbage caterpillars nearby in order to protect their larvae. It's probably inconvenient for the cabbage caterpillars, but diamondback moth caterpillars can stay safe until all the cabbage caterpillars have died. After that, the diamondback moth caterpillars are attacked by their enemies, the wasps.

The parasitic wasp that feeds on the larvae of the cabbage butterfly actually prefers the blended odor, so it frequently attacks those in proximity to diamondback moth caterpillars.

The female cabbage butterfly knows that if she lays her eggs near diamondback moth caterpillars, her caterpillars are twice as likely to be attacked by enemy wasps. So,

she gives up the leaf that has diamondback moth caterpillars and lays her eggs on a nearby leaf that isn't occupied by them. However, once all the diamondback moth caterpillars on the nearby leaf have died, these cabbage caterpillars are no longer safe and will soon be attacked by enemy wasps.

Thus there are intricate symbiotic relationships--more like a severe give-and-take relationship--among the cabbage, caterpillars, and parasitic wasps. It's a food chain in which they either eat or get eaten by each other.

Great achievements of nature

We have so far looked at the relationships among plants, larvae of plant-infesting insects, and parasitic wasps, but the odors of plants are not just for attracting parasitic wasps. Sometimes when a plant is infested by insects, other plants around it will sense the odor and, surprisingly, emit the same odor to attract the parasitic wasps as a precaution against the same insects.

Further observation has revealed that these relationships, as exhibited among plants, insects and parasitic wasps, exist everywhere in nature. Moreover, plants release a variety of "odor information" to get connected with beneficial parasitic insects and other plants in their vicinity.

If you analyze the subtle, intricate reactions of cabbage butterflies and diamondback moths as well as the "odor information" emitted by cabbages, there may be a new discovery. In one experiment, the odor that cabbage emits when infested with diamondback moth larvae was collected artificially and placed in a cabbage patch. Sure enough, the parasitic wasps that feed on diamondback moth larvae soon appeared.

Female cabbage butterflies and female diamondback moths will not come to a place where their natural enemies are present, so,

parasitic wasps can protect a cabbage patch against the cabbage-infesting larvae. Only a small number of parasitic wasps is needed to keep crops protected. If you leave honey for food, these wasps will stay in this place for quite a long time.

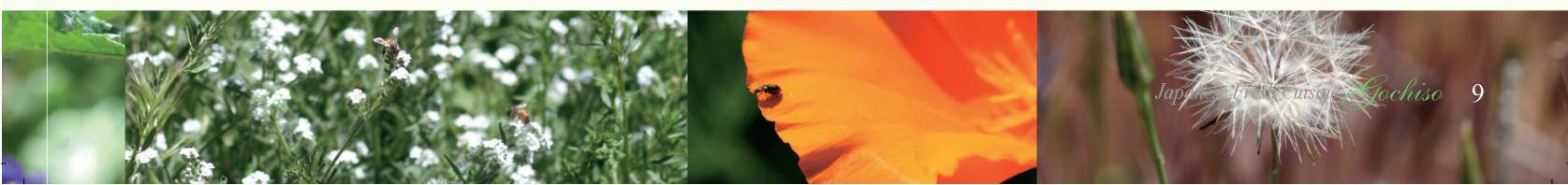
I was amazed at how sophisticated plant defenses can be. At the same time I was impressed with this researcher's dedication to this study and observational skills, which have brought to light these amazing facts. It would be extremely difficult for even organic farmers to make such detailed observations on these phenomena the way this researcher did.

The organic farm, in order to artificially attract predatory wasps, must be located near a natural setting or be surrounded by forests and bush that can provide ideal habitats for a wide variety of insect species. Thus the diversity of all living things is the key to maintaining an optimal natural environment.

Like cabbage, *komatsuna* (Japanese mustard spinach), *mizuna* (Japanese mustard greens), and daikon are popular vegetables that belong to the brassica family. Most of the cabbage-infesting insects can also damage these crops. Therefore, if we can artificially attract their natural enemy wasps, we may be able to prevent potential insect problems.

A chemical pesticide can produce substantial effects, but it can also kill all the other insects that are beneficial to crops. Instead of relying on quick solutions that could cut off life cycles in the natural environment, organic farmers should adopt long-lasting, sustainable solutions that can protect the natural environment without interfering with natural life cycles, even if the improvement is gradual.

Let's offer a toast to the great achievements of nature's cycles!



Nijiya's carefully selected natural ingredient: Alaskan Shoyu Ikura (salmon roe marinated in soy sauce)



Ikura (cured salmon roe) is known for a juicy texture that pops with every bite and a rich flavor that melts in your mouth. This gourmet food item is also one of the most popular sushi toppings. These days, *ikura* is used in a variety of dishes in both Japanese and Western cuisines. It's served not just as a sushi topping but also as *ikura-don* (ikura on steamed rice), *ikura kamameshi* (ikura on rice cooked in a traditional iron pot), *ikura spaghetti* and so on. The Japanese have enjoyed *ikura* for a long time, but due to the recent growing popularity of sushi and Japanese cuisine worldwide, *ikura* is now enjoyed by people around the world.

Ikura

Did you know that the word *ikura* derives from the Russian word “*Ikra*”? It means “fish eggs.” “Red *ikra*” means salmon roe (or *ikura* in Japanese) and “black *ikra*” means sturgeon roe (caviar). In Russian the word *ikra* refers to fish eggs in general.

For ikura, freshness is crucial!

The best part of eating *ikura* is that popping sensation in the mouth, which is produced by the tautness of the thin outer film and the softness of the roe itself. During the breeding season, salmon roe becomes tougher in order to ward off predators. So, the best *ikura* comes from

salmon roe that's harvested right before the breeding season, since it has a perfectly taut outer film and soft roe. The season for Alaskan salmon coincides with the season for *ikura*, which starts in June, peaks in July and lasts until August. Using the freshest roe is the key to producing delicious *ikura* that bursts in



Scrumptious Ikura-don (a bowl of rice topped with ikura)
Ikura goes great with steamed rice!

Ingredients (serves 4):

10.5 oz. *shoyu-zuke ikura* (ikura marinated in soy sauce)
4 bowls of steamed rice
Wasabi (to taste)
Yakinori (roasted seaweed) (to taste)

Cooking Directions:

1. Put rice in each bowl and place one-fourth of the *ikura* on top. Serve with *yakinori* and *wasabi*.

Spaghetti with Ikura and Mizuna Greens

The ultimate Japanese-style pasta dish!

Ingredients (serves 1):

2 tablespoons *shoyu-zuke ikura* (ikura marinated in soy sauce)
1 serving of spaghetti
1/2 bunch *mizuna* greens (Japanese mustard greens)
1 tablespoon olive oil
Pepper (to taste) (optional)
1 teaspoon *dashi* stock powder

Cooking Directions:

1. Boil spaghetti. Shortly before the spaghetti is done, add the *mizuna* greens (cut into one-inch lengths) to the same pot. Drain the spaghetti and the *mizuna* together.
2. Toss the cooked spaghetti with olive oil. (Add pepper if you like.)
3. Dissolve the *dashi* powder in the *ikura* marinade liquid, and add it to the spaghetti. Toss lightly and place it on a serving dish.

4. Top with the *ikura* and serve.

Note: If you prefer crisp *mizuna*, use it raw.



the mouth. To process salmon roe into ikura, the roe needs to be removed from its skein (a thin membrane that holds the roe in a cluster) and then carefully separated into individual eggs. These eggs are so delicate that they must be handled very gently, or they will be crushed. It's the most intense moment for the food processors. The individual eggs are then flavored, becoming the *ikura* we eat. "*Shio ikura*" is seasoned only with salt, and "*shoyu ikura*" is marinated in soy sauce. Nijiya Market uses only the most carefully selected, high-quality ikura. Our ikura is delicious because it's so fresh! Try it and enjoy the pleasant texture, that gives you that popping sensation!

Nijiya's carefully selected ingredient: Natural, Alaskan ikura

Nijiya Market has an abiding preference for wild Alaskan salmon and

the ikura processed from the roe of this fish. With our motto "healthy and gourmet," we work hard to deliver safe, healthy products for the sake of our customers. You may wonder how wild, non-farmed Alaskan salmon can be safe and healthy. Alaska has an abundance of pristine natural regions, and many areas designated as national parks, quasi-national parks, or national wildlife refuges. It has long been engaged in statewide efforts to protect its nature and wildlife, and fish catches are restricted to ensure that marine resources won't be exhausted. In other words, the balance of nature is maintained by human hands. Wild Alaskan salmon breed freely in the vast, untouched nature of this region, and that's why they're full of rich,

natural flavor. Nijiya's buyer team travels all the way to Alaska, where it deals directly with producers and carefully selects quality marine products that thrive under harsh natural conditions. This is why Nijiya's ikura are of the finest quality. Try our natural Alaskan ikura today!

The nutritional value of ikura

Ikura contains many nutrients. It's especially rich in vitamins and minerals, and has more vitamins than egg yolks. Savoring its rich flavor as it pops against the palate and spreads throughout the mouth, it nourishes our bodies at the same time. Ikura is a healthy food source that can be enjoyed by everyone from children to grandparents.



Colorful Salad A healthy, sumptuous salad!

Ingredients (serves 2):

Ikura (to taste)
1 cucumber
1 avocado
Atsuyaki tamago (Japanese omelet) (as appropriate, or optional)
Store-bought salad dressing (soy-sauce based)

Cooking Directions:

1. Dice the cucumber, avocado and omelet, and place in a bowl.
2. Place the ikura on top and pour the dressing over it. Serve.

Tororo Soba with Ikura Topping

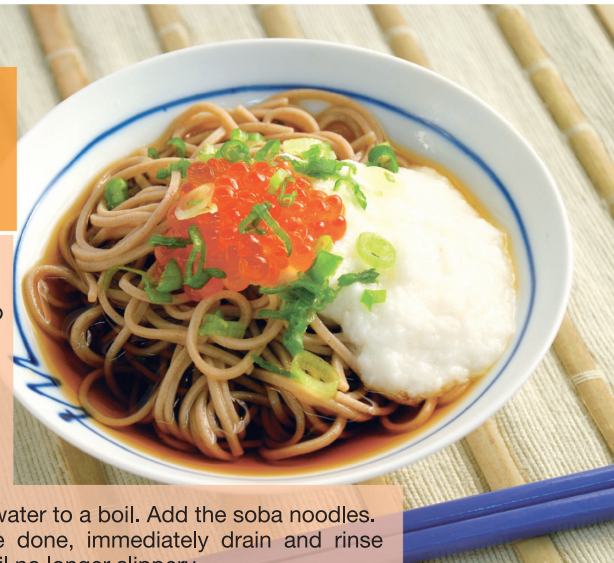
A delightful combination of marine food and mountain food

Ingredients (serves 2):

2 servings of soba noodles
About a 2-inch portion of Tororo (grated mountain yam)
4/5 cup Nijiya Soba-tsuyu (soba dipping sauce)
Ikura (to taste)
Green onions (to taste)

Cooking Directions:

1. Bring a generous amount of water to a boil. Add the soba noodles.
2. Once the soba noodles are done, immediately drain and rinse under cold running water until no longer slippery.
3. Drain the soba noodles and place on a serving plate.
4. Pour the tororo over the soba and place the ikura and sliced green onions on top. Pour Nijiya Soba-tsuyu over and serve.



Delightful appetizer set

Excellent accompaniments to beer and sake

Ikura Cucumber

Ingredients:

shoyu-zuke ikura (marinated in soy sauce) (to taste)
Cucumber (to taste)

Cooking Directions:

1. Cut the cucumber into 1- to 1.5-inch lengths and then cut each piece in half lengthwise.
2. Cut out the seeded portion (for each piece) to make a groove down the center of the cucumber.
3. Place the ikura in the grooves.

Tamagoyaki (Japanese omelet) with ikura topping

Cut an omelet into bite-size pieces and top each piece with ikura.

Ikura, Gunkan-Maki Style (battleship-shaped sushi rolls)

Cut seaweed into small pieces. Wrap the ikura with the seaweed in the gunkan-maki style, and serve.



Salmon Selected with Pride

Copper River (Alaska) Sockeye Salmon

Among the varieties of wild sockeye salmon, the Copper River (Alaska) sockeye salmon has the highest fat content. The distance between the mouth of the Copper River and the branch where sockeye salmon spawn is about 500 kilometers (approximately 300 miles). Glaciers thaw to become water droplets, which then flow into the river, ultimately creating cold, fast-running muddy streams. To overcome such harsh conditions, the salmon store up fat before swimming upstream to lay their eggs. Because the Copper River is situated at high latitudes, its waters are very cold. Due to the long distances they travel to the spawning site

in such cold water, Copper River sockeye salmon have the highest fat content of this species. Those caught early in the season are particularly popular and often become the topic of newspaper and television news. The Copper River sockeye salmon is regarded by professional chefs and people who work in the fisheries industry as the highest-quality brand

Sockeye salmon can't be farm-raised. So, having grown in a natural environment, sockeye salmon have the best taste of all salmon species. The deep-red flesh is very high in quality. The habitats of all wild sockeye salmon are

located at about 50 degrees north latitude and above. They can't live without a lake or a river that has freshwater flows in which they can spawn.

Harsh natural environments, serene lakes for spawning, and the cold waters of far-north regions are all ideal conditions in which delicious fish can grow.

— Quick Facts —

Salmon is the richest in EPA (eicosapentaenoic acids) compared to other fish. EPA is a polyunsaturated fatty acid that can't be produced by the human body, so it must be supplied through our diet. The EPA of the salmon is located mostly between the skin and the flesh. Furthermore, salmon is lower in calories than red meat and contains about three times more vitamin D and vitamin A than sardines.



Sweet and Sour Salmon

INGREDIENTS

0.5 lb. salmon / 1/2 onion
Sweet and sour sauce (2 tablespoons soy sauce, 2 tablespoons vinegar, 2 tablespoons sugar, 1 tablespoon lemon juice, 1/2 cup stock and some salt)

HOW TO COOK

1. Prepare the sweet and sour sauce.
2. Cut salmon into cubes. Cover the cubes with batter and fry them in oil.
3. While they're still hot, dip the cubes into the sweet and sour sauce together with thinly sliced onion and chili pepper.
4. When the salmon has cooled, it's ready to eat.

20-minute Smoked Salmon

INGREDIENTS

Salmon (as appropriate) / 1 cup rice / 1 cup salt
1 cup Japanese tea / Some salt and pepper

HOW TO COOK

1. Marinate salmon overnight to a saltiness of your liking. You can also make tasty smoked salmon with light salt.
2. Mix salt and one cup each of rice and Japanese tea, in a deep pot with a lid.
3. Using a cooking grille, etc., place salmon in the pot over the mixture by making sure the fish doesn't touch the mixture.
4. Heat the pot and when smoke starts to come out, put on the lid and wait for 20 minutes over low heat.





Satsuma-imo “Kintoki”

“Kintoki,” with its golden color, fluffy texture and sweet, gentle flavor, is the most popular among the many varieties of Satsuma-imo (sweet potato). Because of its distinctive sweetness and rich aroma, Kintoki is best served as yaki-imo (baked sweet potato) and fukashi-imo/mushi-imo (steamed sweet potato).

We at Nijiya Farm carefully cultivate a genuine Kintoki variety in a pesticide-free environment. Kintoki originated in the United States. Having returned to its country of origin, American Kintoki is thriving under optimal climate conditions. American Kintoki is said to surpass Japanese Kintoki for its distinctive sweetness, fluffy texture, delicious aroma, and beautiful satsuma-imo color.

Satsuma-imo, cultivated with the full blessings of the sun contains an abundance of essential nutrients that our bodies need daily. It’s a nutritious food loaded with nothing but good stuff.

Satsuma-imo is a good source of dietary fiber, so it aides in digestion and helps relieve constipation. It’s also abundant in vitamins, minerals, and carotene. The vitamin C content of a satsuma-imo is ten times that of

an apple. It also provides us with vitamin E. As for sugar, satsuma-imo contains sucrose, glucose, and fructose, which are all converted into aromatic maltose when heated. Additionally, the skin of the satsuma-imo has chlorogenic acid, a polyphenol antioxidant also found in coffee. This explains why the burnt skin of satsuma-imo has an aroma similar to coffee.

Satsuma-imo is available nearly all year round, but the harvest period is from summer through fall. Once harvested it is stored in a room maintained at a temperature of 50°F with 80% humidity. The harvested crop continues to ripen in storage. In two to three months the sugar content further increases, resulting in sweeter, more aromatic satsuma-imo. To store satsuma-imo at home, wrap it in newspaper and store it in a dark place at room temperature. Never store satsuma-imo in the refrigerator. A sprouting satsuma-imo is still safe to eat.

The key to cooking delicious



satsuma-imo is to take your time with it. When the temperature of satsuma-imo falls within the range of 140° to 176°F (60° to 80°C), its sugar content and aromas increase. Whether you bake it or steam it, be certain it is cooked slowly at a temperature within this range. Now let’s try to make restaurant-quality “yaki-imo” using your oven.

With very little effort, your yaki-imo will taste like the ones made by professionals.



How to make delicious Yaki-imo

1. Thoroughly wash the satsuma-imo.
2. Immerse in salt water and leave for 30 minutes.
3. Individually wrap each satuma-imo first in wet newspaper, then in aluminum foil.
4. Preheat oven to 350°F (177°C) and bake for one hour. Check for doneness occasionally using a bamboo skewer. Once the inside is tender, it is ready.



Would you like some delicious Kabocha?

Japanese pumpkin



Kabocha can be harvested twice a year, in the spring and fall, but the latter is its peak season. Harvested kabocha can be stored for a period of over a month to enhance its sweetness. Those harvested during the peak season undoubtedly taste better.

In America, kabocha decorations are an indispensable part of harvest festivals and Halloween events. Kabocha of all sizes are used to make Halloween decorations; people scrape out the inner flesh to carve out various jack-o-lantern faces, which are illuminated from within by a candle or electric bulb to add to the scary effects of the Halloween atmosphere. Kabocha farmers in America grow enormous ones just for this day. However,

unlike the ones we eat in Japan, these types of kabocha aren't the tastiest since they aren't grown specifically for consumption.

In Japan, Hokkaido produces by far the highest yield of kabocha and come in many varieties, such as "*Kuri Kabocha*," "*Miyako Kabocha*" and "*Bocchan Kabocha*."

Because kabocha ripen during storage, you can store them for a while and enjoy them even more during the winter. It's no wonder that many people don't know when the season for kabocha is, since they are available all year long.

Nijiya Market makes a daily effort to provide delicious kabocha to our U.S. customers throughout the year. Among

many varieties, we highly recommend "*Ajihei Kabocha*," a product of Mexico.

The winter kabocha is in season from the end of October through March, and the spring kabocha is in season from May to June. "*Ajihei Kabocha*" is shipped directly from the central high plains of Mexico, traveling through our own shipping route. Those harvested in fall, particularly, have a fluffy texture and an incredibly sweet flavor.

In fact, most of the kabocha sold as "*Toji Kabocha* (winter-solstice kabocha)" in Japan is produced in Mexico, where kabocha originated. Mexico provides the optimal climate for kabocha farming, thanks to its widely fluctuating temperatures and dry air.

Try "Nijiya's Kabocha" during the period of late fall through winter.

KABOCHA SOUP



Ingredients (serves 4):

10.5 oz. kabocha	1 bouillon cube
1-1/5 cups milk	1 small piece of butter
1/2 onion	Pinch of salt and pepper
1-1/5 cups water	Parsley (chopped) (to taste)

Cooking Directions:

- [1] Peel the kabocha and cut it into thin slices. Slice the onion thinly.
- [2] Melt the butter in a pot and fry the onion slowly, without burning it. Add the kabocha and continue to fry. Add 1-1/5 cups of water and the bouillon cube. Simmer until the kabocha slices become tender. Turn off the heat and let it cool.
- [3] In a blender, add the results of step [2] and the milk. Blend until smooth. Pour the mixture back into the pot and reheat. Add salt and pepper to taste.
- [4] Pour the soup into a serving bowl. Sprinkle with parsley.

YAKI-KABOCHA (Pan-Grilled Kabocha)

Pan-grill the kabocha slowly over low heat until it's browned. The surface becomes crispy without burning.



Ingredients (serves 4):

7.0 oz. kabocha
1/2 tablespoon kurogoma (black sesame seeds)
1 teaspoon vegetable oil

Cooking Directions:

- [1] Remove kabocha seeds and pulp. Cut into slices 1/3 inch thick.
- [2] Dip the kabocha slices in water and place them in a microwave-safe dish. Cover with plastic wrap and microwave for about 1 minute. Heat the oil in a frying pan over medium heat. Arrange the kabocha slices without overlapping them, and pan grill slowly over low heat.
- [3] Turn the slices over to grill both sides. Sprinkle with kurogoma.

Awabi

Abalone

Awabi is a gourmet food that, when consumed raw, tastes exquisite with its firm, chewy texture full of sea aromas. Even when cooked, awabi always delivers delicate, savory sweetness.

Known to be the most nutritious shellfish, awabi has also been used for medicinal purposes and is believed to be effective in treating eye problems.

NATURAL AWABI

A great number of quality awabi can be found in the waters around Japan, which are known to be among the world's most flourishing fisheries. Since ancient times, Japanese dried awabi has been considered a highly prized export item, and it was once priced as high as gold and silver. Today, due to over-harvesting, there are no wild-bred awabi left. Those in the market are naturally farmed. In natural farming, artificially bred juvenile awabi are released into restricted areas of the ocean to be reared under natural conditions. Still, this hasn't changed the fact that awabi is one of the highest priced, most desired food items in the world.

In the Pacific Ocean along the coasts of the U.S. and Mexico, awabi were once harvested in great numbers. However, awabi is now considered to be endangered and a total ban has been placed on the harvesting of awabi. Awabi feed on seaweed alone and grow at a very slow rate; it takes ten to twenty years to reach a marketable size. Over-harvesting can result in substantial damage to awabi habitats, and the recovery from such damage could take years.

AWABI FARMING

In America, wild shellfish such as awabi, oysters and clams live on the ocean floor, filtering seawater

for food. Therefore, they tend to be contaminated with heavy metals and other toxic substances, which is why it's against the law to distribute and sell wild shellfish as food products. Those sold at supermarkets or eaten at restaurants are quality-controlled awabi that have been farmed in seawater.

Awabi farming is painstaking because it's a time-consuming, financially inefficient business. Despite the careful attention paid to the quality and temperature of the seawater, the growth rate of awabi is extremely slow. In fact, it takes over ten years for awabi to grow into a size large enough to be shipped to sushi restaurants. That's the reason they're priced so high.

However, there is also a strong demand for smaller sized awabi --meaning too small for use in sushi--that are available at reasonable prices. A six-year-old awabi can be purchased at half the price of a twelve-year-old awabi, and the price for a three-year-old awabi is half that of the six-year-old one. Although smaller in size, it still tastes delicious.

FALSE AWABI

Tokobushi is the shellfish that looks most similar to awabi, and it's hard to tell the two apart. People generally think that tokobushi is a smaller version of awabi, but that's not accurate. Compared to the awabi, the tokobushi shell has more holes and a flatter appearance, and contains less meat.

Its distinctive sea aroma and the appearance of the meat are certainly similar to those of awabi, but its chewy texture and overall flavor are totally different. Tokobushi is typically used in simmered dishes where as awabi is often served raw (sashimi style).

At Asian or gourmet markets, you can find canned or frozen shellfish labeled as "ABALONE" that are sold at surprisingly low prices. These are actually "false awabi," such as *korogai* and *rabasugai*.

TASTY THREE-YEARS-OLD AWABI

The three-years-old awabi is about 2.5 inches in diameter, and it's best eaten raw. Using a spoon, shuck the meat from the shell. Remove the small gut and chop the meat into six bits or so without washing it. Now you have one of the finest hors d'oeuvres in the world.

First, try it with a splash of yuzu juice. Your mouth is filled with ocean aromas. Next, taste it with a little bit of soy sauce. Your mouth explodes with the savory awabi flavors. Now, squeeze yuzu juice over the gut and take a bite. It's so delicious! You simply have to try it!



NIJIYA SOY SAUCE SERIES!



Yuuki Marudaizu Soy Sauce



Hon-jozo Soy Sauce



Thirty-Percent Usujio Soy Sauce

Yuuki Marudaizu Soy Sauce (Organic whole soybeans)

Whole, freshly harvested, organically grown soybeans are processed into a fragrant soy sauce with a distinctively bright color.

Hon-jozo Soy Sauce (Authentically brewed)

A soybean and wheat mixture is brewed to create this flavorful soy sauce.

Thirty-Percent Usujio Soy Sauce (30% salt reduced)

The salt content is reduced by 30% compared to a conventional soy



So-men Tsuyu (Soup stock for fine noodles)

Soup stock for cold *so-men*. Simply pour into a serving bowl straight from the bottle. Mix one part soup stock with an equal amount of water to make hot *so-men* soup.

Soba Tsuyu (Soup stock for soba)

Soup stock for cold *soba*. Simply pour into a serving bowl straight from the bottle. Mix one part soup stock with an equal amount of water to make hot *soba* soup.

Tsuyu Tennen (Natural soup stock)

A perfect combination of flavorful soy sauce and *dashi* soup stock. Add 2 part of water to 1 part of this stock sauce for cold *udon* noodle and *Tenpura*. Dilute one part soup stock into six parts water to make hot *udon* soup.



So-men Tsuyu



Soba Tsuyu



Tsuyu Tennen

Matsutake Mushrooms

Fall is *matsutake* season. Matsutake is no doubt one of the most delectable food items in Japan.

In the fall, whenever the conversation revolves around food, we tend to ask one another, “Have you already had your share of matsutake this season?”

People enjoy matsutake in many different ways, but it’s vital that it isn’t overcooked. To preserve the naturally rich aroma, you shouldn’t add too many flavors to matsutake. In fact, the wonderful aroma is an indispensable part of the matsutake experience. So, just cook it simply and savor the mouth-watering flavor of autumn.

Matsutake is a wild mushroom; it can’t be cultivated artificially. To cook matsutake you first need to carefully remove the dirt using a damp cloth or paper towel. If it has a wormhole or stubborn dirt, wash it in 3% salt water.

Cut off the tough ends of the stem. Prepare the mushrooms by sprinkling them with a small amount of sake, if it's your preference.

Matsutake can be flavored with soy sauce, salt, or white soy sauce (amber-colored soy sauce). Also, citrus juice such as that of *yuzu*, *sudachi*, lime, and lemon is recommended

Sumibi-yaki Matsutake (charcoal-grilled matsutake)

Grill matsutake over medium heat until the surface is slightly browned. Shred by hand and serve.

Tsutsumi-yaki (matsutake baked in paper)

To make tsutsumi-yaki, the whole matsutake is wrapped in wet *washi* paper and baked. You can also make delicious tsutsumi-yaki by substituting a wet paper towel for the washi paper and broiling for about five minutes.

Hoiru-yaki (foil-baked matsutake)

Prepare the matsutake and shred by hand. Crinkle a piece of aluminum foil and then open it. Place the matsutake on the foil, and sprinkle with a small amount of salt and 1 tablespoon of sake. Wrap firmly and fold the ends to form a tight seal. Bake in the oven at 350°F for about seven minutes.

Bake matsutake with other ingredients such as ginkgo nuts and chicken to further enhance the flavor

Matsutake sashimi

Cut fresh matsutake into thin slices. Arrange on a serving plate and sprinkle lightly with salt. Cover with plastic wrap until the salt has absorbed the moisture and you see the water condense onto the plastic wrap. Use the sashimi to make *matsutake sushi* for a taste of luxury.



Sumibi-yaki Matsutake



Tsutsumi-yaki



Hoiru-yaki



Matsutake sashimi

Zakkoku

(mixed grains)

Zakkoku has become increasingly popular these days. Cooking regular rice with a blend of zakkoku can boost its taste and nutritional value substantially. Eating zakkoku rice can help you feel great and stay healthy every day. Just combine organic brown rice or white rice with a variety of zakkoku. Proper blending is the key to delicious zakkoku rice. Assorted zakkoku packets are also available.

What is Zakkoku?

Zakkoku is a collective term for grains of the grass family that bear small fruit seeds. There are other types of grains with similar fruit seeds that aren't part of the grass family. These grains are called *ruiji zakkoku*, which includes amaranthus and quinoa. The variety of zakkoku differs from country to country: Drought-resistant zakkoku are found in arid regions, and those resistant to cold are generally cultivated in cooler climates. In the old days, zakkoku was a staple for people in Japan. Times

changed and demand for it decreased. However, natural foods and traditional foods have recently attracted renewed attention due to their health benefits, and zakkoku has become wildly popular as a convenient healthy food source.

The significance of zakkoku rice

Zakkoku are rich in minerals and dietary fiber and far more nutritious than white rice. Zakkoku are also believed to have a property that effectively absorbs and removes toxic substances, such as environmental endocrine disrupters, from the body. Eating zakkoku rice in place of regular rice can significantly improve your nutrition.

Zakkoku rice is white or brown rice cooked with grains such as *awa* millet, *hie* millet, *kibi* millet and *oomugi* (barley). It can be made easily, simply by adding your favorite variety of zakkoku grains.

Wide assortments of zakkoku grains are available, and each one has a different taste and texture, as well as different nutrients and health benefits. Learn their characteristics and create your own blend according to your family's health conditions and preferences (for instance, harmonizing it to the side dishes you serve). By mixing your zakkoku blend with white or brown rice, you can add variety to this staple food, which can enrich the entire meal. With a bit of ingenuity, you can also incorporate zakkoku into side dishes. By familiarizing yourself with these grains, you will be able to expand your range of food choices that are both healthy and delicious.

Rather than relying on expensive supplements or health products to make up for the nutrients we lack, we should first try to have a proper diet by choosing healthy foods. Nijiya believes that eating zakkoku rice is a simple way for everyone to develop healthy eating habits.



Kibi millet

Kibi millet Kibi contains about three times more dietary fiber, two times more calcium, four times more magnesium, three times more iron, and two times more potassium than white rice.



Amaranthus

Amaranthus Amaranthus is dubbed as a super grain because it contains far more minerals than other types of grains. Originating in the area spanning Mexico down to the Andes Mountains, amaranthus has been cultivated for 2,000 to 4,000 years. It contains an abundance of proteins, lysine, minerals such as calcium and iron, and dietary fiber. Amaranthus has a more complete nutrient balance than other varieties of grains; consequently, it's considered by NASA to be "the health food for the twenty-first century." Because it doesn't share the same allergens as the grass family, it's now considered to be a potential alternative for people with grain allergies. Amaranthus is also characterized by its uniquely firm, crunchy texture. Since its pericarp (or outer layer) is thin, it can be eaten whole, like sesame seeds. Compared to white rice, amaranthus contains about 15 times more dietary fiber, 32 times more calcium, 12 times more magnesium, 12 times more iron, and seven times more potassium.



Quinoa

Quinoa is the seed of an annual plant belonging to the Chenopodiaceae family. It is native to the mountain regions of Peru and Bolivia, in South America. It was a staple item in the ancient Inca Empire. It looks similar to awa and kibi, and can be considered a type of



ancient grain. A quinoa seed is rich in high-quality proteins, essential amino acids, calcium, iron, vitamins E, B1 and B2, niacin, soluble dietary fiber and micronutrients. Quinoa is wonderfully nutritious and can be an excellent diet food as well. Compared to brown rice, it has about two times more dietary fiber, three times more calcium, and 1.5 times more magnesium. Moreover, it can be a great alternative for people who need to avoid gluten as it contains none. Quinoa is usually cooked with white rice. By adding a large quantity of it to your white rice or rice porridge, you are reducing the amount of rice you eat while still being able to secure essential nutrients.

Oomugi (barley)

Oomugi contains about 19 times more dietary fiber, three times more calcium and two times more potassium than white rice. Its soluble dietary fiber is believed to help prevent blood-sugar and blood-cholesterol levels from rising too high.



Oshimugi (pressed barley)

Oshimugi is refined oomugi that is steamed, flattened with rollers, and dried. It's rich in dietary fiber, protein, and minerals and has a smooth, firm texture and the distinctive aroma of hops. An easy way to take oshimugi is to make *mugimeshi* (rice cooked with barley) by adding 10% to 30% oshimugi to white rice.



Hatomugi (Job's tears)

Hatomugi is the largest zakkoku variety and so visibly stands out from the rest. It has long been used in traditional Chinese medicine. This grain has a fluffy texture and despite not being very



The best zakkoku rice recommended by Nijiya

Organic brown rice
Zakkoku (black beans, amaranthus, kamut, kibi, and quinoa)
The optimal ratio of rice and zakkoku is 10:1.

1. Presoak black beans in water overnight.
2. Presoak brown rice in water for 7 to 9 hours.
3. Lightly rinse the zakkoku, and then add to the black beans and brown rice. Add 1.5 to 1.8 times more water compared to the volume of rice, and cook.
4. Once the rice is done, cover and let stand for about 30 minutes to steam before serving.



flavorful it's filled with energy-enhancing benefits.

Kamut wheat

Kamut wheat, a type of ancient wheat that has been cultivated for over 6,000 years in Egypt, is believed to be the ancient precursor of durum wheat (which is used in pasta). Compared to regular wheat, kamut wheat is more nutritious. It contains an abundance of vitamin E, minerals such as magnesium and zinc, and selenium, which is a natural antioxidant.



Oats

Oats have about five times more iron, nine times more calcium, and 22 times more dietary fiber than white rice. Oats contain a good balance of fats and proteins, which provide amino acids and energy for the body. Additionally, they're rich in vitamins B1 and B2, which help accelerate sugar and fat metabolism.



Organic Daikon

Let's enjoy every part of it!

Daikon (Japanese radish) is a typical winter vegetable. Even though it's available throughout the year, winter is when daikon is at its tastiest. Besides being tasty, daikon has many therapeutic properties. So, organically grown daikon would be the better choice. The most widely known Japanese daikon is the *Aokubi* daikon. It has a less peppery flavor and is therefore suitable for eating raw. Daikon is incorporated into many dishes such as *oden* (hot-pot dish) and *buri daikon* (simmered yellowtail and daikon). Daikon *oroshi* (grated daikon) is often served as a condiment with grilled fish, *nabe* (one-pot dish) and *yakiniku* (Korean-style barbecue), and is used in such dishes as *nameko oroshi* (nameko mushrooms and grated daikon), *shirasu oroshi* (shirasu fish and grated daikon) and *ikura oroshi* (cured salmon roe and grated daikon). *Karami daikon* (grated hot/spicy daikon) is a regular accompaniment to *zaru* soba noodles. With daikon the possibilities are endless.

Daikon is an outstanding digestive aid and improves blood circulation.

Daikon has various health benefits. Most notably, it is an outstanding digestive aid and improves blood circulation. Daikon contains a digestive enzyme called diastase, which is effective in relieving heartburn, indigestion and hangovers. Daikon is also rich in isothiocyanate, a compound that produces its pungent, peppery flavor, and helps improve blood circulation and prevent clots. Also, the juice of raw daikon has anti-inflammatory and cooling effects, so it has been used in traditional folk remedies as an external analgesic plaster to alleviate fever, headache, swollen gums, hot flashes,

etc. In order to get the most out of this healthy vegetable, select organic daikon and utilize every part. Suggested Daikon selection:

- **Glossy flesh; a dense, heavy feel; and fewer root hairs**
- **Deep-green leaves that are crisp and straight**

Also, break off a stem to see whether the inside seems somewhat hollow; if it does, the core of the flesh may be spongy. Indeed, the leaves can indicate how fresh the daikon is. For that reason we recommend choosing daikon with the leaves in tact.

To get the most out of daikon, apply the most suitable cooking method to each part.

The various parts of daikon differ slightly in taste, so it's best to cook the varying parts utilizing the most suitable method, accordingly.

<Leaves>

Best when used on day of purchase, it's great for pickles, vegetable rice and soups.

<Top part of the root>

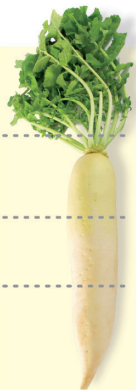
It has a firm texture and a less peppery flavor, so it's best used as daikon *oroshi* or in salads.

<Middle part of the root>

It's sweeter than the rest and is most suitable for *nimono* (simmered dishes).

<Bottom part of the root>

Having a strong peppery flavor, this part is most suitable for use in *miso* soup, pickles and strong-flavored *nimono*, or as a condiment.



right under the skin. Just wash the skin well and use it in dishes. Daikon skin contains twice as much vitamin C as the inner part of the root. It also has vitamin P, which is known to help strengthen the capillary vessels.

The skin is great for *sunomono* (vinegared dishes). You can chop it up and use it in miso soup. It has a firm texture and is suitable for *kinpira* (sautéed root vegetables). You can also cook the chopped skin with brown rice.

Leaves are also very nutritious!

Daikon leaves have a higher nutritional value than the root. For example, they have vitamin A, which is good for eye health, and contain more vitamin C than the root. Daikon leaves are also rich in various other nutrients, including beta carotene and minerals such as calcium, sodium, phosphorus, and iron. Blanch the daikon leaves briefly in salted boiling water and then freeze. You can then use them whenever you want to add more color to your dishes. Daikon leaves can also be a great addition to fried rice, miso soup, stir-fry, and *furikake* (rice seasoning flakes).

When you don't feel quite yourself, it might be a good idea to try this remedy before relying on medications. Take a renewed look at the wisdom and ideas passed down through the generations, and try to incorporate them into your health regimen. The remaining daikon can be used in various dishes such as *namasu* (vinegared dishes) and *kinpira*. Indeed, there is no part of the organic daikon that should be discarded. So, use the whole daikon and enjoy!

Don't waste the skin!

Daikon has an abundance of vitamins

Great for sore throats! Daikon Honey

Cooking Directions:

Peel daikon. Cut into thick sticks and place them in a jar. Pour in enough honey to cover the daikon sticks. Cover with lid and let stand for one day. Now you have honey combined with daikon extract. You can enjoy this as is, or add some lemon or ginger to the honey and dilute it with warm or cold water. Daikon honey is said to be effective in relieving sore throats, the common cold, stomachaches from overeating, and a weak stomach.



Things About Eggs



There are many different types of eggs: There are white-shelled eggs, brown-shelled ones, those with rich, golden yolks or pale-yellow yolks, etc. These differences have nothing to do with their nutritional value. The nutritional value of an egg is determined by the type of feed the hen eats. We recommend eating one or two organic or free-range eggs every day.

Eggs are a healthy food source that offer excellent nutrition.

Many people believe that brown eggs with deep golden-colored yolks are better in quality and thus higher priced. However, the eggshell and yolk color have nothing to do with their nutritional value. The color of the shell is determined by the breed of the hen. Hens with white feathers lay white eggs, and ones with brown feathers lay brown eggs. Color additives used in the feed affect the color of the yolk, so the deeper color of the yolk does not indicate a higher level

of nutrition. Because the nutritional value of an egg is determined by the type of feed the hen eats, hens that are fed nutritious diets will lay nutritious eggs.

The egg is a healthy food source containing many nutrients that are essential to our bodies. There was a time when people were advised not to consume too many eggs because of their high cholesterol content. However, that does not appear to be true. There are 60 trillion cells in the human body, and cholesterol is the main component of the cell membrane. It's also for the production of various hormones, such as adrenal cortical. One egg contains about 210 mg of cholesterol.

The recommended daily cholesterol intake for healthy individuals is up to 750 mg for males and 600 mg for females. Granted, you may also consume cholesterol from other food sources, but eating one or two eggs a day is still considered within the healthy range.

Eggs contain many other nutrients such as proteins, fats, and vitamins. The protein in them, in particular, provides a balanced set of essential amino acids. Considering the process of incubation up to hatching, eggs obviously provide high-quality protein to an unborn baby bird and thus to us as well. They are rich in vitamins A, B1, and B2, as well as iron. They don't have vitamin C or dietary fiber, so a more nutritional balance can be obtained by eating eggs with vegetables.

When you break a very fresh egg onto a flat plate, you can see that its overall appearance is firm and compact. The yolk stands so high that it looks almost like half a sphere, and it doesn't break easily. On the other hand, an egg that isn't as fresh has a thinner appearance and may break easily and therefore needs to be cooked thoroughly.



NIJIYA Organic Eggs

Nijiya's Eggs

Nijiya Organic *Jidori* (Japanese species of chicken, which meets free-range requirements) These eggs are produced at Nijiya's contract poultry farm, situated in a serene environment full of clean air and no outside noise disturbances. The hens are raised unconfined which allows them to roam freely. Their diet is comprised of organic grains, which they can eat whenever they want. Thus, the farm is carefully managed to ensure that its hens are fed the highest-quality diet under conditions closest to their natural environment. The eggs are collected daily and shipped at their freshest. Try Nijiya's safe, fresh Organic *Jidori* Eggs today!



NIJIYA Golden Yolk Eggs

Spinach Cheese Quiche

This colorful quiche also contains a lot of vegetables. Enjoy while it's still hot!



Ingredients (serves 4):

2 bunches spinach	4 eggs
1 onion	3 tablespoons butter
1 oz. carrots	4 tablespoons milk
3 to 5 mushroom pieces	Mixed cheese (to taste)
1 small can tuna	Pinch of salt and pepper

Cooking Directions:

- ① Wash the spinach and cut into 2-inch lengths. Cut the onion into thin slices. Julienne the carrot and slice the mushrooms.
- ② Break up the large tuna chunks.
- ③ Melt the butter in a heated frying pan and stir fry the results of steps ① and ②. Add salt and pepper to taste.
- ④ Lightly butter a microwave-safe baking dish. Add the eggs and milk to the results of step ③, and stir. Add salt and pepper to taste. Pour the mixture into the baking dish.
- ⑤ Sprinkle the mixed cheese over the results of step ④, and bake in a preheated oven at 350°F until the cheese melts.

Niratama-gayu

(rice porridge with Japanese leeks and eggs)

If you've just caught a cold, *niratama-gayu* is good for you. It will gently provide the energy your body needs to fight off that cold.



Ingredients (serves 2):

1/2 bunch <i>nira</i> (Japanese leeks)
2 eggs
2 bowls rice
1-1/5 cups <i>dashi</i> soup stock
Pinch of salt

Cooking Directions:

- ① Cut the *nira* into 1/3-inch lengths.
- ② In a pot, combine the *dashi* soup stock, salt and rice. Stir lightly.
- ③ Cook the rice/*dashi* mixture over medium heat. When it reaches a boil, lower the heat and cover. Simmer for 3 to 4 minutes.
- ④ Add the *nira* and simmer for an additional 5 minutes. Stir in the beaten eggs in a circular motion. Cover and let it simmer for 1 minute. Turn off the heat.
- ⑤ Stir the porridge gently and ladle into serving bowls.

Homemade Organic Mayonnaise

An easy way to enjoy organic mayonnaise is to make it yourself. Adjust the flavors to create your original style of mayonnaise!



Ingredients (about 4/5 cup):

1 yolk of an organic egg (the freshest possible)
1/2 teaspoon organic salt
1 tablespoon organic vinegar
3/5 cup organic oil (such as vegetable oil or canola oil)

Cooking Directions:

- ① Remove the egg from the refrigerator and bring it to room temperature.
- ② In a bowl, whisk together the egg yolk, salt and vinegar until well blended.
- ③ Add a small amount of oil and stir well. Repeat the process. It's important to mix the ingredients thoroughly here, so an electric hand mixer can be used if you have one.
- ④ Once the mixture turns whitish and has reached the proper consistency for mayonnaise, it's ready.

Homemade Datemaki

(Japanese sweet rolled omelet)

Do you want to make *datemaki*, a popular Japanese dish, on your own? Making homemade *datemaki* is easier than you think, and it requires only a few ingredients. You can also adjust the sweetness to suit your taste.



Ingredients (serves 2):

4 eggs	<Seasonings>
1-1/2 <i>hanpen</i> (whitefish cake)	4 tablespoons <i>kibi</i> sugar (cane sugar)
	1 tablespoon <i>mirin</i>
	1 tablespoon sake
	A dash of salt
	1 teaspoon vegetable oil

Cooking Directions:

- ① Place the cubed *hanpen*, eggs, and seasonings in a food processor or a blender. Blend until smooth. If not using a food processor, put the *hanpen* in a strainer and press it through once. Combine with the rest of the ingredients and strain one more time to achieve a smooth consistency.
- ② Heat the vegetable oil in a frying pan over medium heat. Pour the mixture into the pan. Cover and cook over low heat for about 15 minutes until it's heated through. When a toothpick that's inserted comes out clean, turn the heat off and let stand for about 3 minutes to steam.
- ③ Place the omelet on a cutting board. Trim the sides to form a square.
- ④ Line a *makisu* (bamboo mat) with plastic wrap. Place the omelet on the plastic wrap. Lift the front edge of the mat and roll it away from you. Use rubber bands to hold the roll together and let stand. Slice it to your preferred thickness.

NIJIYA'S CAREFULLY SELECTED KASUZUKE (FRESH SEAFOOD PICKLED IN SAKE LEES)

The method of using such wild yeast as malted rice to treat fresh seafood may be unique to Japanese cuisine.

Among all fish dishes, the exquisite kasuzuke is an indispensable dish in Japanese meals. Kasuzuke adds a distinctive flavor to fish while removing its fishy odor. The rare, sophisticated taste and excellent nutritional value of kasuzuke are now attracting food lovers throughout the world.

In Japan, the harvest season for new rice crops is the time when the brewing of new sake begins. When the sake brewing is nearly complete, fresh sake kasu (sake lees) become available and kasuzuke can be produced. The key to making delicious kasuzuke is to use high-quality sake lees and seasoning ingredients, as well as wild-caught seafood. Various types of fish are used for kasuzuke, but the most popular is black cod, followed by salmon.

Selecting additive-free, wild-caught fish

Kasuzuke is a food uniquely traditional to Japan. Sake lees are used to bring out



the natural flavors of the fish.

To enhance the health benefits while complementing the natural flavors of the fish, the method of preparation should be followed carefully.

We at Nijiya Market make kasuzuke using our most popular fish varieties--wild-caught black cod and wild-caught salmon--based on our own special recipe.

Nijiya Market strives always to deliver safe products to you, our customer, so of course we hold firmly to our "no additives" policy.

It is true that additives can help food look more appealing and last longer. However, additives can also accumulate inside the body, possibly causing harmful effects to our health.

By maintaining an "additive-free" mindset, Nijiya works to provide safe products to all our consumers, including children and people with food allergies or atopic dermatitis, who might be susceptible to reactions to food additives.

The right way to make delicious kasuzuke

You can make it on your own or buy one that has already been pickled.

Nijiya's kasuzuke are fully pickled, which means the flavors have been completely distributed throughout the flesh. Just remove the sake lees by wiping



or rinsing lightly in water. If you use the latter method, be sure to completely wipe off any moisture afterward. Roast the fillet on a preheated yakiami (grilling rack) over low heat. Kasuzuke burns easily, so you need to watch closely as it roasts.

If you use an oven broiler or a fish roaster, the kasuzuke can be cooked more easily with less odor.

Kasuzuke and health

Kasuzuke isn't just a great preserved food but is also an excellent source of nutrients. The yeast in kasuzuke plays a key role in making it so nutritious. The yeast uses proteins and sugars in the foods to produce such taste-enhancing amino acids as inosinic and glutamic acids, vitamins and other nutrients. When the yeast is consumed, it helps improve liver function in the body.

Delicious kasuzuke can even be addicting. Kasuzuke is a traditional Japanese dish that represents the essence of Japanese food culture. Furthermore, thanks to the yeast and other valuable nutrients, kasuzuke is an excellent source of nourishment.



Nijiya's secret kasuzuke recipe

Nijiya's special kasuzuke are carefully processed by hand. The key is the ratio of ingredients used. The sake lees are particularly important, since they determine the flavor characteristics of the finished kasuzuke. Nijiya uses sake lees supplied by Ozeki Co., Ltd., a major Japanese sake brewer. Now we'd like to share with you our original kasuzuke recipe.

Ingredients:

- 10.5 oz. Ozeki sake lees
- 1/5 cup and 1 teaspoon hon-mirin (high-quality, sweet rice cooking wine)
- 2.8 oz. organic sugar
- 0.35 oz. organic miso

Cooking Directions:

Mix all the ingredients well to make a pickling bed. Lightly salt a raw fish fillet to remove excess moisture. Bury the fish in the bed, and allow it to pickle for three days.

Enjoy popular black cod and salmon kasuzuke. Once you make the pickling bed, you can make tasty kasuzuke with a variety of seafood, including mackerel, tuna, any whitefish, yellowtail, scallop and squid.



Nijiya's carefully selected natural ingredients

Nijiya's non-colored Tarako and Mentaiko

Tarako (salted cod roe) and *mentaiko* (marinated pollack roe) are popular food items in Japan. Have some over freshly cooked white rice, or as a drink appetizer. They taste great eaten raw or grilled, and are excellent in *ochazuke* (rice with tea) and *onigiri* (rice balls).

Tarako and mentaiko can also be incorporated into a variety of other dishes. Add to squid *sashimi* (sliced raw squid) and *shiromi sashimi* (sliced raw whitefish), and you'll have some tasty delicacies. They can make great daily dishes combined with such vegetables as turnips and daikon oroshi (grated daikon). Use them in pasta dishes, sandwiches, sauces, and more. The possibilities are endless! Tarako and mentaiko are processed from the egg sac of the pollack, a close relative of the cod. Both are made from the same ingredient (fish roe), so only their flavors differ.

Nutritional Value

In Japanese, tarako is counted as

hito-hara (one stomach), *futa-hara* (two stomachs), and so on. *Hito-hara* contains two egg sacs, holding 200,000 to 1.5 million pieces of roe. An individual roe is loaded with nutrients essential to our health, including amino acids such as taurine, vitamins B1, B2 and E, calcium, iron, and zinc, etc.

Taurine is an antioxidant that helps improve blood flow. The B-complex vitamins help to convert subcutaneous fat into energy. Vitamin B1 is an essential nutrient for athletes. Vitamin B2 helps prevent the development of skin rashes and irritations. Vitamin E helps maintain healthy skin. Therefore, tarako and mentaiko aren't just delicious but are also highly beneficial to the human body.

Produced in Alaska

Alaskan pollack is found above 38 degrees north latitude in the Pacific Ocean, the Sea of Okhotsk, and the Bering Sea.

Alaska and Canada have the largest pollack fisheries, in which great numbers of Alaskan pollack are caught and exported to Japan. The flesh of the pollack is processed into *surimi* paste for *kamaboko* (Japanese fish cake), and the roe is processed into tarako and mentaiko.

We at Nijiya, in order to provide the freshest products possible to our customers, have chosen Alaskan seafood, which can be directly shipped to our stores. In fact, we fly to the North Pacific, where we personally select the ingredients for tarako/mentaiko and visit the processing factory in order to communicate directly with the suppliers.

Pursuing delicious and high-quality ingredients

1. Selecting egg sacs

Our local professionals board the fishing boat in order to examine the egg

sacs of the pollack that have been caught. The selected egg sacs are processed while they're still fresh.

2. A carefully formulated processing method

The roe, which are gifts of nature, are carefully and slowly processed to bring out more of their delicious flavor. The selected egg sacs are cured in salt for about seven days.

3. Mentaiko is completed with the perfect blend of chili peppers.

Mentaiko is characterized by its spiciness, which is provided by chili powder.

For Nijiya's mentaiko, various kinds of chili powders are selected from home and abroad and blended for the ideal flavor balance.

4. Rausu konbu (kelp): An essential flavor base

Flavor bases shouldn't just enhance the natural taste of food but also add depth. Hokkaido Rausu konbu is known to produce rich, fragrant flavors. The kelp is spread abundantly to cover the bottom of the pickle barrel, where it maximizes the taste of mentaiko.

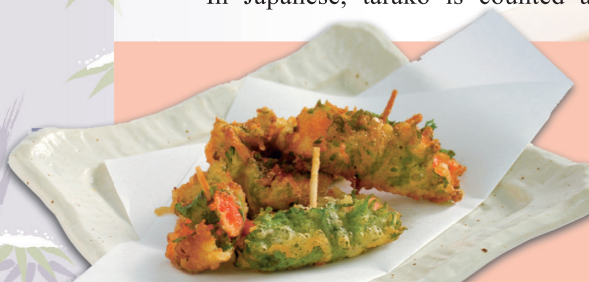
5. Yuzu (a type of citrus fruit) adds a hint of sophisticated flavor.

Unlike the widely available type of yuzu, the one we use is a product of Hita City, Oita Prefecture. This variety is known for its thicker skin. Yuzu, with its rich, elegant aroma, adds a hint of sophisticated flavor to the mentaiko.

6. Ultimate luxury: Marinated in sake

Sake--not diluted with water--is added to the marinade. It's a special process to infuse luxurious flavor into the delectable taste.

Nijiya's tarako and mentaiko are not artificially colored, healthful and delicious! Try them today!



Tarako and Mentaiko Tempura

Ingredients (serves 2)

- 0.7 oz. tarako
- 0.7 oz. mentaiko
- 4 shiso leaves (green perilla) 1/8 lemon
- Pinch of salt
- Tempura batter
- Tempura flour (as appropriate)
- Water (as appropriate)

Cooking Directions

- 1) Wrap tarako and mentaiko (cut into pieces) in shiso leaves and secure with a toothpick.
- 2) Coat in the tempura batter (flour/water mixture).
- 3) Deep fry in oil and serve with salt and lemon. Be careful not to over fry!

Soy milk is delicious!

The nutritional and health benefits of soy milk

Recently, soy milk has drawn increasing attention from health-conscious people. Because it is plant-derived, it's low in fat and has zero cholesterol. For people who want the health benefits of soybeans but don't actually want to eat them, soy milk is a great alternative because it lets you take in all the abundant nutrients of soybeans efficiently. Its most notable

nutrient is soy isoflavone, which plays an important role in maintaining hormonal balance and preventing osteoporosis. Soy milk is also rich in B-complex vitamins, vitamin E, and minerals. One glass a day can support the health of people of all ages. Over the years, the flavor and aroma of soy milk has improved, thus making it easier to drink. Soy milk is a very versatile



beverage; you can just drink it as it is, or use it in dishes and desserts.

Tan Tan Udon (udon noodles in spicy soup) with Soy Milk

Ingredients (serves 2):

- 2 servings of frozen udon noodles (or 7 oz. *somen* noodles)
- 3.5 oz. ground pork
- 1 head *chingensai* (baby bok-choy)
- 4/5 cup Nijiya Organic Soy Milk (regular)
- 1-1/5 cup chicken broth
- 2/3 green onion, chopped
- 1 teaspoon garlic, chopped
- 3 tablespoons white *surigoma* (ground sesame seeds)
- 2 teaspoons *tobanjan* (Japanese chili paste)
- 1 tablespoon sesame oil
- 2 tablespoons Nijiya Organic Miso



Cooking Directions:

- [1] Cut off the ends of the chingensai and pull off each leaf. Cut the leaves to separate the leafy parts from the tough stems. (Cut the stems in half lengthwise.) In a pot, bring water to a boil. Blanch the chingensai; put in the stems first and then the leafy parts. Take the chingensai out and dip in cold water.
- [2] Heat the sesame oil in a frying pan over medium heat, and add the ground pork. Cook until it crumbles. Add the green onions and garlic. Once you smell a strong aroma, add the tobanjan, surigoma, and miso and continue to stir fry. Pour in the soy milk and chicken broth. Bring to a boil.
- [3] Cook the udon or somen noodles and put in serving bowls. Pour the results of step [2] over the noodles and place the chingensai on top.

Spicy Soy-Milk Nabe (one-pot dish) with Beef and Winter Vegetables

Ingredients (serves 4):

- 1/2 head *Nappa* cabbage
- 1 bunch of Tokyo *negi* (green onions)
- 10.5 oz. beef (thinly sliced)

• Soy Milk Soup •

- 2-1/2 cups Nijiya Organic Soy Milk (regular)
- 4/5 cup *dashi* soup stock
- 4 tablespoons Nijiya Organic Miso
- 1 to 2 tablespoons *kochujang* (Korean chili paste) (optional)
- 2 tablespoons *sake*
- 1 tablespoon soy sauce
- 1 to 2 teaspoons grated garlic



Cooking Directions:

- [1] Cut the Napa cabbage coarsely into about 2-inch lengths.
- [2] Slice the negi at an angle into several pieces.
- [3] In a nabe pot, combine all the ingredients for soy milk soup and bring to a boil. Once the soup has reached a boil, add the beef and cabbage. Simmer for 7 minutes. Add the negi before serving.



Ingredients (for 4 to 5 pudding cups):

3.5 oz. *Kintoki-imo*

For pudding batter

- 4/5 cup Nijiya Organic Soy Milk
- 5 tablespoons whipping cream
- 1.4 oz. *sanontou* (Japanese brown sugar) or sugar
- A few drops of vanilla extract
- 2 large eggs
- The yolk of one large egg
- Honey (to taste, optional)
- Butter (to taste)

Cooking Directions:

- [1] Thoroughly wash the kintoki-imo and then pat it dry. Cut into slices 1/2 inch thick. Place the kintoki-imo slices in a microwave-safe shallow dish, and cover with plastic wrap. Microwave for 4 minutes (till tender). Remove the skin, being careful not to burn yourself. Strain the kintoki-imo.
- [2] Butter the inside of each pudding cup.
- [3] Heat the soy milk, whipping cream, sanontou, and vanilla extract in a saucepan over medium heat. Turn off the heat just before it reaches a boil.
- [4] In a bowl, beat the eggs and egg yolk. Whisk the results of step [3] into the egg mixture. Add the results of step [1] and mix well. Using a strainer, strain the pudding mixture into another bowl.
- [5] Pour water into a frying pan to a depth of 3/5 and bring it to a boil.
- [6] Pour the results of step [4] into the cups, and skim any small air bubbles away from the surface.
- [7] Place the cups in the hot water in the frying pan [5]. Cover and steam for about 10 minutes. (Wrapping the lid with cloth will prevent water from dripping onto the pudding, which will cause small holes on the surface.)
- [8] Gently shake the pudding cups. When the center wiggles a bit, it's done. Let it cool down and refrigerate for about 30 minutes. If you like, pour honey over the top.

Hiroshima Prefecture --

Okonomiyaki

In many regions of Japan local food specialties have been developed and passed down through many generations. They are indeed the taste of home. Enjoy specialty dishes from many parts of Japan.

What are local food specialties?

Local food specialties are dishes made with the particular produce of a region or in a special method peculiar to a region. They're dishes that have originated on a local basis.

Local food specialty of Hiroshima: Okonomiyaki

What is okonomiyaki?

It's a pancake made with water/egg/ flour batter mixed with squid, beef or pork as well as cabbage or any vegetable of your choice. It's cooked on a heated teppan grill and served with sauce and toppings such as *aonori* (seaweed flakes).

Okonomiyaki can be roughly divided into three types: Hiroshima-style, Osaka-style and Tokyo-style (a.k.a *monja-yaki*). What makes the Hiroshima style more distinctive than the other two is that the ingredients are stacked upon one another in layers.

In Hiroshima-style okonomiyaki, a large helping of cabbage is stacked on a thin crepe. The typical toppings include squid tempura and, if it's winter, even oysters. Surprisingly, the use of mayonnaise is not considered authentic to the Hiroshima style. Because it's made in such a way that enhances the natural

flavors of the ingredients, maybe it's a good idea to try the Hiroshima style without mayonnaise first.

Okonomiyaki restaurants

Today's Hiroshima-style okonomiyaki restaurants originated from street vendors that emerged at the Shintenchu Entertainment Quarter during the postwar period. Later, when those vendors were forced to leave the site, many of them moved into a building called "Okonomi Village," which is now a famous sightseeing spot. Those who didn't move into the building started their own restaurants. Today, Hiroshima has about 2,000 okonomiyaki restaurants, the nation's highest number of okonomiyaki restaurants per capita. This shows how passionate people in Hiroshima are about okonomiyaki.

Okonomiyaki sauce

You would probably agree that the sauce is an important part of okonomiyaki. Worcestershire sauce was mainly used in the early days. However, Worcestershire sauce is very spicy. It's also so thin that, when poured over okonomiyaki, it runs off the edges. So, a local sauce maker in Hiroshima worked on developing a thick sauce that would be perfect for okonomiyaki. That was the

origin of "Okonomi Sauce." Its primary ingredients are vinegar, vegetables and fruits such as tomatoes, onions and apples. Consumers liked its distinctive sweetness and thick consistency, and the popularity of "Okonomi Sauce" spread rapidly throughout the nation.

Okonomiyaki provides balanced nutrients.

Okonomiyaki is made with a wide variety of ingredients and is considered nutritiously well-balanced. It covers all four basic food groups. Out of the 30 kinds of food items that are recommended to eat each day, okonomiyaki provides 12 of them with such nutrients as proteins, fats, and vitamin B from the meat and egg, carbohydrates from grains, and vitamins A and C from vegetables. Overall, okonomiyaki is considered an excellent food, given its variety of ingredients and nutritional balance. If you top it with cheese or sakura ebi (tiny dried shrimp) to add calcium, okonomiyaki becomes an ideal health food.



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Make Hiroshima-style okonomiyaki at home!

Ingredients (serves 5):

3.5 oz. flour (all-purpose flour)
 3/5 cup water
 1/2 teaspoon *mirin*
 (sweet rice cooking wine)
 26 oz. cabbage (shredded)
 1 oz. Japanese green onion (chopped)
 5.25 oz. *moyashi* (bean sprouts)
 5 packages *yakisoba* noodles
 (*chuka* noodles)
 7 oz. sliced pork belly
 5 medium-size eggs

Optional (according to your preference):
Okonomi Sauce
yakisoba sauce
tenkasu
 (bits of deep-fried tempura batter)
aonori (seaweed flakes)
katsuo-bushi (dried bonito flakes)

You may be thinking that even though okonomiyaki looks pretty tasty, it must be hard to make on your own. But you'll be surprised! Once you get the hang of it, you can easily make delicious Hiroshima-style okonomiyaki on your own using an electric griddle.

Cooking Directions:

① Combine the water, mirin and flour in a bowl. (Adding mirin helps brown the crepe evenly.)



② Set the temperature of your griddle at 320 to 356°F. Using a ladle, pour the batter (about 1.4 oz.) onto the center of the griddle and spread it from the center into a thin, circular crepe (about 8 inches in diameter).



③ Over the crepe made in step ②, place the topping in the exact order as follows (this is very important): cabbage, tenkasu, Japanese green onion and moyashi. Top with three slices of pork belly without overlapping them. Pour a small amount of the batter (about .35 oz.) to cover the top.



④ Once the crepe is done, flip it over. Raise the temperature to at least 400°F to cook the meat through.



⑤ Once the meat is done, lower the temperature to about 320 to 356°F again to steam-cook the vegetables.



⑥ Once the vegetables are done, push the crepe aside to make some space for cooking noodles. Stir-fry noodles while keeping them from clumping together. (Before stirfrying, sprinkle the noodles with a small amount of water and let stand for a while. Any clumps will be broken down by alpha amylase activity – enzyme breakdown of starch.)



⑦ Add about 0.35 oz. *yakisoba* sauce (just about as much as drawing three horizontal lines over the noodles) and continue to stirfry. Gather up the noodles to form a circular mound about 8 inches in diameter.



⑧ Slide the okonomiyaki (the one with the vegetables) on top of the yakisoba, and press down gently. (Make the center high for a better presentation.)



⑨ On the space beside the okonomiyaki, break an egg and spread it into a circle about the same size as the okonomiyaki. Slide the results of step ⑧ over the egg, and press down gently.



⑩ Once the egg is cooked, flip the okonomiyaki over and turn off the heat. Cut into appropriate sizes for eating.



⑪ Place the okonomiyaki on a serving plate, and top it with *Okonomi* Sauce and *aonori*.

Essentially, mealtime is a time to enjoy conversation, be entertained and relax. So, dishes like okonomiyaki are valuable because they're easy, fun, and entertaining to make. Making okonomiyaki would also be a great experience for children, since it can be a part of effective dietary education. So, gather up your family members and have a great time making okonomiyaki together.



Nagaimo has arrived from Aomori Prefecture!

(Japanese mountain yam)

– All about the Nagaimo –

Nagaimo is a vegetable that originated in Japan.

Aomori Prefecture produces Japan's highest yields of nagaimo. The prefecture spent a long time building storage facilities and streamlining a system that makes it possible to ship "Aomori Nagaimo" steadily throughout the year. Moreover, they're actively engaged in the export of Aomori nagaimo to the United States and Taiwan. Seed tubers are planted in May and the harvest period starts in November. To efficiently utilize the storage facilities, nagaimo are harvested twice a year: once in November and again in April of the following year.

For it to grow, the leaves convert the sun's energy into nutrients, which are transferred through the stem to the nagaimo underground. The Aomori nagaimo are harvested after the last leaf dies, in order to maximize the growing period. This results in a fully matured nagaimo that's loaded with nutrients, and it's why the Aomori nagaimo has such a strong, robust flavor.

Nagaimo is typically eaten raw in the form of *tororo* (grated nagaimo). However, lately it has been consumed in a variety of ways. It can be enjoyed as a juice combined with milk, deep-fried, stir-fried, simmered, etc. Because its flavor is plain

and unobtrusive, it goes with any type of food. When heated, it can be cooked like potatoes. Compared to potatoes, the nagaimo has about 20% fewer calories and 30% more protein.

Nutritional Value

Nagaimo contains mucin, which produces the sticky, mucilaginous texture of grated nagaimo. Mucin moistens the mucous membranes and promotes the digestion/absorption of proteins. This explains why nagaimo is believed to help revitalize the body.

It also contains high levels of digestive enzymes. These enzymes promote the digestion of not just the nagaimo itself but also other foods eaten with it, thus preventing the discomfort caused by slow digestion. During the hot summer months, when people lose their appetites, Japanese people frequently eat *tororo meshi* (rice with grated nagaimo) and *tororo soba* (soba noodles with grated nagaimo), which actually makes sense. Due to their starch content, it's usually necessary to cook yams before eating them. The reason nagaimo can be eaten uncooked is believed to be because of the powerful digestive enzymes it contains.

Nagaimo also contains zinc, dietary fiber, vitamin B1, dioscorin, polyphenol, lectin and more. Adding to its various nutrients, nagaimo is a versatile ingredient that can be enjoyed raw, simmered or grilled. So, try our "Aomori Nagaimo" today.

Handling nagaimo

(1) Your hands get itchy ...

You may experience itchy hands when peeling or touching



Deep-Fried Nagaimo

Ingredients

An appropriate amount of nagaimo
1 clove of garlic, salt (as appropriate) and
vegetable oil (as appropriate)

Cooking Directions:

- 1) Wash the nagaimo with the skin on. Remove the root hairs and chop into chunks.
 - 2) Heat the vegetable oil in a frying pan, and add the minced garlic to the oil for flavoring.
 - 3) Deep fry the nagaimo until the skin turns golden. Sprinkle with salt.
- * You can peel the nagaimo, if you prefer. Also, for a crispier texture you can dredge the nagaimo in *katakuri-ko* starch prior to deep frying.

nagaimo. Peeling can break the crystals of calcium oxalate contained in nagaimo, which causes skin irritation. When itching occurs, soothe your skin by applying lemon juice or diluted vinegar.

(2) Sprouting nagaimo

As the temperature gets warmer, you may see sprouts growing on the surface of nagaimo. Unlike those of potatoes, the sprouts of nagaimo aren't toxic. However, it's best to remove the sprouts and use the nagaimo as soon as possible.

(3) Storing nagaimo

A whole nagaimo that's wrapped in newspaper and stored in a dark, cold place can be kept fresh for two weeks or so. A cut nagaimo will start spoiling from the cut edges, so wrap it tightly in plastic wrap to store and use it within a week or so.

Nagaimo Juice

Ingredients (Serves 2)

3.5 oz. nagaimo, 4/5 cup milk
2 tablespoons honey and
3 to 4 ice cubes

Cooking Directions:

Put all the ingredients in a blender and blend until the nagaimo is broken into fine pieces.

* You can also add apple, banana or any other fruit you like to boost the flavor.



Something about squid

Japanese people love squid. In fact, most of the world's catch of squid is consumed by Japanese. Squid is pleasantly chewy, with a gooey texture and sweet flavor. It's great for sashimi, sushi, nimono (simmered dish) and yakimono (broiled dish). Squid tempura is as widely popular as shrimp tempura. Ika-no-kunsei (smoked squid) and noshi-ika (roasted squid) are indispensable accompaniments to beer.

Squid species

There are more than 500 squid species, and their habitats vary widely. Some species inhabit such peculiar places as deep waters and Antarctica. Some are small, rarely found, or inedible. Squid species can be roughly divided into two types: Sepiida and Teuthida, or one that has or doesn't have an internal shell. The Sepiida species has a soft, chalky shell in the back called a pen (cuttlebone). An example of this species is Mongou ika (common cuttlefish). The name Mongou ika used to refer only to European common cuttlefish found in the Atlantic Ocean, but now it's a collective name for all common cuttlefish found in foreign waters. The Teuthida species is known to be slender, free-swimming squid such as Yari ika (Loligo squid) and Surume ika (Japanese flying squid).

Squid can be easily digested!?

Because of its chewy texture, you may think that squid is hard to digest or heavy on the stomach. Squid is rich in high-quality proteins, and like other sea creatures it has an abundance of taurine, which helps improve kidney function. This is why squid is highly digestible.

The nutritional value of squid

Squid is rich in high-quality protein but low in fat and calories. It also has a high content of taurine, vitamin B2, vitamin E, niacin, and potassium as well as EPA and DHA, which are highly unsaturated fatty acids found only in marine sources.

Nijiya's Best Squid Selection

The translucent flesh has a sweet, palatable flavor, and a uniquely chewy texture like no other. Now we'd like to share with you our best squid selections:

Surume Ika (Japanese flying squid)

Surume ika is said to make up 80% of all squid consumed in Japan. It's found in an extensive area covering the surface and intermediate layers of the coastal waters of the Sea of Okhotsk, Sea of Japan, and the East China Sea. Females are larger than males.

Surume ika live for one year after hatching and die after spawning.

Ika Somen is surume ika cut into thin strips like somen noodles. Its entrails are a key ingredient for shiokara (fermented squid entrails). The flavor of surume ika is enhanced substantially by roasting or simmering.

Local California Small Squid

The local California small squid is a type of yari ika (Loligo squid). It's characterized by its thin body, about 3.5 inches in overall length, a small head and short arms/tentacles. It can be found in the area extending from the southeastern part of Alaska to the southernmost part of Baja California (Mexico). Its flesh is slightly more reddish than that of the surume ika and has a firm, elastic consistency. It's great for stir frying, ichiya-boshi (overnight-dried squid), nitsuke (simmered squid), and deep frying.

How to choose delicious squid

To select a delicious squid, find one with a translucent milky-colored mantle, blackish transparent skin, and clear, protruding eyes. It should be firm, meaty, and have a roundish mantle with no sagging in the center, which indicates that the entrails are intact. The entrails can also be enjoyed as an ingredient in shiokara.



Yaki Ika (Broiled Squid)

Serves 2

2 whole squid

<Sauce>

2 teaspoons sake

3 tablespoons soy sauce

Pinch of ichimi (Japanese red pepper flakes) or shichimi (Japanese seven-spice mixture)

A small amount of vegetable oil



1. Preheat yaki-ami (grilling rack).

2. Prepare the squid.

Grab the part where the head is joined to the mantle, and pull the head out of the mantle. Wash the mantle and remove the cartilage. Cut the head off above the eyes, and remove the beak. Trim the arms and tentacles to align the ends. Using the dull side of the knife blade, scrape the suckers off and cut the arm/tentacle portion in half.

3. Make shallow incisions on the surface of the mantle.

4. Combine all the ingredients for the sauce.

5. Coat the yaki-ami lightly with vegetable oil. Place the mantle on the grill and quickly broil one side. Flip it over and quickly broil the other side.

6. Broil the arms/tentacles. Baste with the sauce and broil evenly until the savory aromas are released.

7. Slice the mantle into bite-size rings and transfer to a serving plate. Sprinkle with the ichimi or shichimi spices (optional).

Curry-Flavored Squid Rings

Serves 4

2 whole squid

1.5 teaspoons curry powder

2 tablespoons flour

pinch of salt

3 tablespoons vegetable oil

1. Prepare the squid and wash well. Remove excess water and sprinkle with salt. Let stand.

2. In a bowl, combine the curry powder, flour, and salt. Dredge the squid in the flour mixture, turning to thoroughly coat it.

3. Cook in a frying pan until crispy.



Nitsuke (simmered dish) with Daikon and Squid

Serves 4

2 whole squid

1/2 daikon

2-1/2 cups dashi soup stock

1.5 tablespoons sugar

3 tablespoons mirin

3 tablespoons soy sauce



1. Prepare the squid and wash well. Cut the mantle into rings, and cut the arms/tentacles into blocks consisting of 2 or 3 arms/tentacles.

2. Cut the daikon into about 1 inch thick slices.

3. Add the sauce ingredients to the dashi soup stock and heat. Once it starts to boil, add the squid and simmer for 1 to 2 minutes. Remove the squid.

4. Add the daikon to the sauce. Cover with an otoshi-buta (a drop-lid) and simmer over medium heat.

5. Once the daikon becomes tender and the liquid is thickened, add the squid.

6. Tilt the pot to fully coat the squid with the sauce.

Stir-Fried Squid with Oyster Sauce and Mayonnaise

Serves 4

2 whole squid

2 tablespoons mayonnaise

2 tablespoons oyster sauce

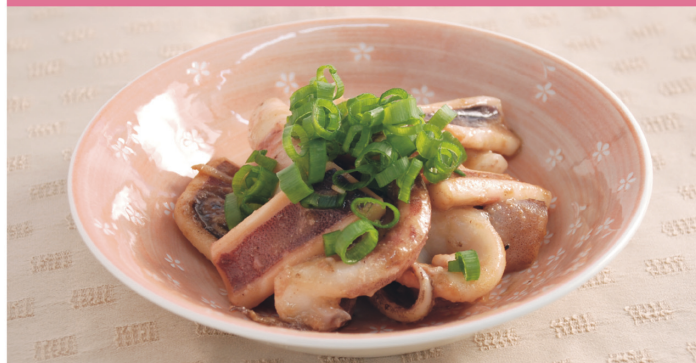
1 clove garlic and green onions (optional, to taste)

1. Prepare the squid and wash well. Cut into bite-size pieces.

2. Stir fry the minced garlic in a small amount of vegetable oil (not included in the above list of ingredients) and mayonnaise until the aroma is released.

3. Add the squid and stir fry quickly. Once the squid has been cooked through, add the oyster sauce and continue to stir fry until all the squid pieces are coated with the oyster sauce.

4. Transfer to a serving plate. Top with chopped green onions (optional).



Nijiya's Sushi & Bento

Delicious, Healthy, and Fresh! Nijiya's Original Sushi Series

At Nijiya, you can always find a wide selection of everyone's favorite fresh sushi. Nijiya is also one of the few places that offers brown rice sushi, which is popular and known for being especially healthy. We recommend the Vegetable roll and the *Natto* roll for vegetarians. The Spicy Tuna roll and *Sukeroku* (*Inari* and *Futomaki* set) are also always popular choices. In each dish, the sushi vinegar is mixed with the distinctive sweet flavoring of brown rice and draws together different ingredients for an exquisitely smooth and mellow flavoring. Furthermore, the unique texture of brown rice is unlike any other ingredient, and adds an irresistible quality to sushi. Try it once, and we are sure you will become addicted! It's so popular that many of

our customers have become regulars, and some even make special orders.

Our standard selections also have a great reputation for being unique, original, and made with the freshest ingredients. Customers say that they always enjoy picking and choosing from the wide variety of options.

Rolls are made with ingredients such as tuna, shrimp, salmon, and avocado, and standard selections include California Spicy Roll with *Masago*, Spicy Tuna Roll, Shrimp Tempura Roll, Shrimp California Roll, and Salmon Avocado roll. Out of the *nigiri sushi* selections, the standard Tuna, Salmon, and *Hamachi* (yellowtail tuna) are everyone's favorites.

Chirashi Sushi is becoming

increasingly popular as well because a wide variety of toppings can be enjoyed all at once. From *Haru No Hana Chirashi*, Diamond Chirashi, to *Kaisen Chirashi*, each and every selection displays the vast and vivid colors of the sea, which is beautiful, yet natural. The amazingly rich assortment of fresh seafood will stimulate your appetite not only with its high-quality taste but also with its aesthetic and alluring visual presentation.

Every season we change our menu according to the season's freshest, best tasting seafood and we offer exclusive and extravagant seasonal selections. It's a wonderful way to experience the Japanese culture and tradition of enjoying the natural blessings brought to us by the change of the seasons.

Each branch of Nijiya also provides a different assortment of sushi as well. If you're on a trip, or traveling afar, why not stop by other Nijiya locations to try out their original sushi selections!



BROWN RICE
SPICY TUNA ROLL



KAISEN CHIRASHI



BROWN RICE
VEGETABLE ROLL



CALIFORNIA SPICY ROLL
WITH NIGIRI



SHRIMP TEMPURA ROLL



DIAMOND
CHIRASHI

*At participating stores only.

Freshly Made Fresh Everyday! Great Tastes and Countless Choices! Nijiya's Bento Series Guarantees 120% Satisfaction!

From standard selections to those assorted with popular side dishes, you can't ever get enough of the extensive variety of Nijiya's *bentos*.

Items popular in America, such as Tempura and Teriyaki Chicken, are of course available; however you can also casually enjoy a wide variety of other popular and traditional Japanese cuisine including *Shake* (salmon) bento, *Nori* bento, *Tonkatsu* bento, and Grilled Fish bento. We offer a rich and voluminous Deluxe bento series, the Medium bento series (just the right amount for women), and countless varieties of the Rice bowl series. For those who prefer noodles, Spaghetti, *Yakisoba*, and Cold Noodles are also delicious choices; for spicy food lovers there's Curry, *Spicy Mabo Tofu*

bowl, and Spicy Chicken Bowl; and for a light snack on-the-go, pick up some rice balls such as Spam *musubi* and *Ten-musu*. Brown Rice bentos are most certainly recommended, as well as the Sushi and Noodle Combination bentos.

Japanese cuisine has built an incredible reputation for offering delicious, healthy, and gourmet selections that are truly one-of-a-kind. It has broadened and developed its expertise outside the realm of traditional Japanese dishes by incorporating dishes from countries in Asia, Europe, and America. Without changing the fundamental nature of such foreign dishes, the Japanese skillfully rearranged and developed the different tastes to incorporate them into their everyday diet. Just stop by and take

a look at the line-up of bentos at any Nijiya store. You'll be amazed to see the rich variety of choices that display the incredible pliability of Japanese cuisine. Even more than the irresistible tastes and flavors of each dish, the wide variety of choices may be the secret to the increasing popularity of Nijiya's bentos.

The countless numbers of bentos are handmade everyday through the hard work, devotion, and heartfelt care of Nijiya's staff. By providing delicious, healthy, and gourmet bentos, we wish to spread the wonderful qualities of Japanese cuisine to as many people as possible.

Come stop Nijiya today, and make sure to pick up our season's selections!



DX SALMON BENTO



COLD BUCKWHEAT NOODLES (OR UDON) COMBO



TOFU AND BROWN RICE BENTO



SPICY CHICKEN BOWL



DX CHICKEN TERIYAKI BENTO



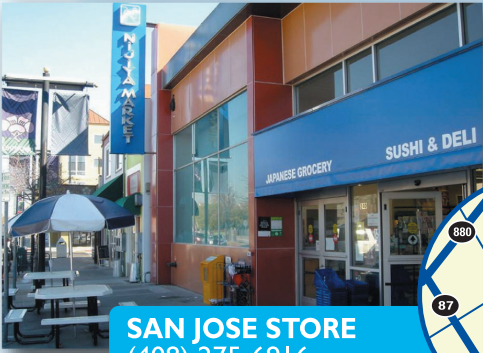
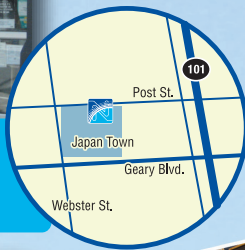
NIJIYA

Fresh and healthy

NIJIYA MARKET specialize in fresh fish (sashimi quality), organic produce, fruits. Our kitchen is always preparing other prepared



SAN FRANCISCO STORE
(415) 563-1901
1737 Post St., San Francisco, CA 94115
Mon.-Sun. 10:00am-8:00pm



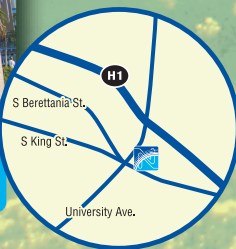
SAN JOSE STORE
(408) 275-6916
240 Jackson St., San Jose, CA 95112
Mon.-Sun. 9:00am-9:00pm



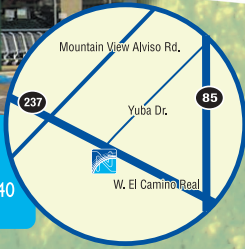
SAN MATEO STORE
(650) 212-7398
1956 S. El Camino Real, San Mateo, CA 94403
Mon.-Sun. 10:00am-9:00pm



HONOLULU HAWAII STORE
(808) 979-8977
1009 University Ave., #1, Honolulu, HI 96826
Mon.-Sun. 10:00am-9:00pm



MOUNTAIN VIEW STORE
(650) 691-1600
143 E. El Camino Real, Mountain View, CA 94040
Mon.-Sun. 9:00am-10:00pm



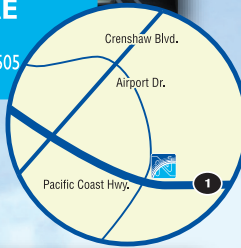
MARKET

produce groceries

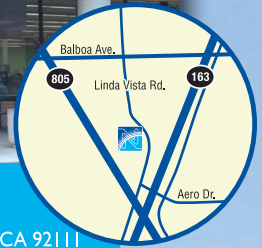
gourmet Japanese ingredients,
ocean products, meats,
and natural ingredients.
fresh sushi, sozai, and
foods daily.



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(310) 534-3000
2533B Pacific Coast Hwy., Torrance, CA 90505
Mon.-Sun. 10:00am-9:00pm



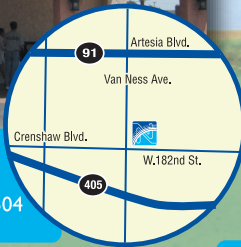
SAN DIEGO STORE
(858) 268-3821
3860 Convoy St., #109, San Diego, CA 92111
Mon.-Sun. 9:00am-10:00pm



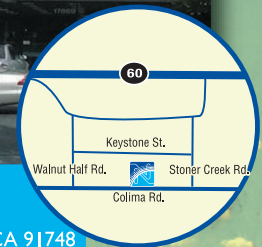
WEST L.A. STORE
(310) 575-3300
2130 Sawtelle Blvd., #105, West L.A., CA 90025
Mon.-Sun. 10:00am-11:45pm



TORRANCE STORE
(310) 366-7200
2121 West 182nd St., Torrance, CA 90504
Mon.-Sun. 9:00am-10:00pm



PUENTE HILLS STORE
(626) 913-9991
17869 Colima Rd., City of Industry, CA 91748
Mon.-Sun. 10:00am-8:00pm



LITTLE TOKYO STORE
(213) 680-3280
124 Japanese Village Plaza Mall, Los Angeles, CA 90012
Mon.-Sun. 9:00am-9:00pm



HARTSDALE NY STORE
(914) 949-2178
18 North Central Ave., Hartdale, NY 10530
Mon.-Sun. 9:00am-8:00pm



NIJIYA Private Brand

What is Private Brand?

“Private Brand” products are those purchased in bulk usually by a large retailer from the manufacturer and distributed under the retailer’s name only at specific stores.

Historically, private brand products started appearing more and more around the 1980s, and were typically positioned as lower-priced but inferior in quality compared to national brand products. However, recently many private brand products are being positioned as “premium” brands to compete with national brands because of more freedom and flexibility in pricing and product development, and more control over the products’ quality as well as the inability to reduce the quality gap between them.

There are various benefits of private brand products to everyone in the distribution channel. One of the benefits for the consumers is lower-pricing, which often contributes to consumers switching to private brands from national brands if the quality of private brand products is the same or superior

Nijiya Brand

Nijiya Market is making a daily effort to provide safe, healthy and delicious food products to our customers because we believe that consuming a better quality of food items helps us become healthier in body and mind. As a part of this effort, we have been developing

“Nijiya Brand” products starting with “Nijiya-mai” rice, and we now offer more than 100 varieties of “Nijiya Brand” products at our stores. Our main focus in creating Nijiya Brand products is to develop those that are not only safe, healthy and delicious but are also traceable (knowing the origin) and made with selected or premium ingredients. We set a high standard in product quality, and only the products that have passed our guidelines are available at the stores. Some of our products have taken years to achieve this process, from finding the right ingredients, to developing the products, to being available on our store shelves while many items haven’t made it due to unsatisfactory quality results. Because we are very serious about developing the Nijiya Brand to provide better products for customer satisfaction, we proudly offer Nijiya Brand products.

Nijiya Market offers various private brand products including rice, nori (seaweed), miso (soy bean paste), tofu, soy sauce, soup stock, soy milk, natto (fermented soy bean), eggs, coffee, and so on. One of our popular Nijiya brand products is our rice; Nijiya-mai, Akita Komachi, and Koshihikari rice. Our rice is cultivated by our contracted, organic-certified farm in California to ensure a quality product. Akita Komachi and Koshihikari are premium short grain rice that are well suited for sushi rice. The newest variety of our rice, Koshihikari is

one of the most popular varieties of rice in Japan. Our Koshihikari is very smooth on the tongue, has delightful texture and sweeps the palate with its sweetness, which is an enjoyable experience.

Our nori (seaweed) products are another popular product line at our stores. Nori is typically used to wrap sushi or onigiri while seasoned nori is more likely consumed as a snack or garnish. We offer sushi nori as well as crispy organic sushi nori and kizami nori (shredded seaweed) at affordable prices. Because our organic nori is grown and manufactured by OCIA (Organic Crop Improvement Association), a certified grower and processor in China, our high-quality nori is offered at lower prices than that in Japan. Nori is a good source of rich nutrients. It contains protein, dietary fiber, vitamins, and a great deal of calcium and iron. Because the grade and price of nori are determined by the production site, species, texture, color, crispness and other factors, and because it is also hard to tell or see the differences amongst similar grades of nori, please try our nori product line and discover what you like.

Nijiya Market offers more than 100 Nijiya Brand products, all of which can not be introduced here. If you are concerned about where your food comes from or how it is handled, or if you are health conscious or agree with our belief that consuming a better quality of food items helps us become healthier in body and mind, please try our selected product lines and enjoy our organic products. You will enjoy the real flavor of authentic Japanese cuisine enhanced by the natural and healthy food products of the Nijiya brand. d products of Nijiya brand.

