

*Plenty of
Recipes*

2014

Gochiso

Ultimate Japanese Gourmet Magazine

*UNESCO Designates Japanese Cuisine
as an Intangible Cultural Heritage*

*A Japanese-Style **Breakfast***

*Easy to make delicious **BOWL***



**Seasonal WAGASHI / Satsuma Age (Fish Cake) / Dried Vegetables
Shirasu (white baby anchovies), Chirimén (dried young sardines) / Gyoza
Natural Shoyu Ikura (salmon roe) / Let's eat plenty of kinoko (mushrooms)!**
Koji / Story of Amazake / Sakana-no-Himono / The Power of Natto



UNESCO Designates Japanese Cuisine as an Intangible Cultural Heritage 2
Basic Information on Japanese Food 6

Seasonal Wagashi 8
Spring, Summer, Fall, Winter

Haru-no-gochiso 12

Ohanami-bento (flower-viewing bento) 14

Story of Amazake 16

Imoten & kakiage 17

Dried Vegetables 18

Chef Sugiura's Special recipes 20

Shirasu, Chirimen 22
(white baby anchovies, dried young sardines)

Story of Tuna 24

Nijiya Farm From the fields of an Organic Farm Edamame 26

A Japanese-Style Breakfast 28

Recommending vinegar consumption 30

Easy to make delicious Bowl 32

Nijiya's Special Dressing Series 34

Kagawa's Sanuki Udon 36

Let's eat plenty of kinoko (mushrooms) 40

Let's eat rice! Takikomi Gohan (flavored rice) 42

Gyoza 44

Koji 46

The Alaskan Story 48

Natural Shoyu Ikura (salmon roe) 50

sakana-no-himono 52

Nijiya's Chicken Kara-age 54

The Power of Natto 56

Satsuma Age (Fish Cake) 58

How Good Noodles Are Made 60

Sweet Potato Sweets & Breads 62

Nijiya Sakekasu 64

Kinki 66

Oshiruko 68

Nijiya Brand Quality Products 70

Nijiya Homemade Shio-Koji 72

Nijiya Homemade Nori Tsukudani 73

Nijiya's Kara-age and Curry 74

Nijiya's Yakiniku Sauce 76

Nijiya's Wafu Dashi Stock 78

Nijiya's Tonyu—Soy Milk 80

Nijiya's Six Great Flour Products 82

Nijiya's Sushi & Bento 84

Nijiya Private Brand 88



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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 thirteen 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.

UNESCO Designates Japanese Cuisine as an Intangible Cultural Heritage

In December 2013, washoku (the traditional dietary culture of the Japanese, or simply Japanese cuisine) was listed as an intangible cultural heritage by the United Nations Educational, Scientific and Cultural Organization (UNESCO). Japan has developed its unique food culture through the combination of the country's diverse natural beauty and four distinct seasons together with the delicate sensitivity inherited by Japanese people since ancient times. Indeed, washoku is a product of the close interaction among people, nature and seasons. Thus, a wonderful blend of distinctive elements is abundantly deserving of its designation as an intangible cultural heritage.

UNESCO's intangible cultural heritage list is intended to include and protect customs, traditional arts and crafts such as dances and songs, and other intangible properties a community or group of people recognize as part of their cultural heritage. Earlier, Mount Fuji was added to the "World Heritage" list, which covers tangible sites, such as natural landmarks and the remains of ancient civilizations.

Surprisingly, it was only several years ago that a "cuisine" or "food culture" was first designated as an intangible cultural heritage. It was the designation of French cuisine, or the "French gastronomic meal," in 2010. The gastronomic meal is a social custom used in celebrations of child-births, marriages, birthdays and other important moments in life by feasting over many hours on elaborately prepared food. Since then, the UNESCO has added Mediterranean cuisine as jointly proposed by Spain, Italy, Greece and Morocco, Mexican cuisine and Turkish traditional dish Keşkek (a type of wheat congee) to its list of intangible cultural heritages.

We wonder how it happened that the Japanese food we eat every day was proposed and designated as an intangible cultural heritage. Living in the U.S., when they say "washoku," we

think of the popular dishes that even the locals love at Japanese restaurants, such as sushi, shabu-shabu and certainly ramen. For those of us who remember what life in the U.S. was like 10 or 20 years ago, the transformation has been remarkable. It's amazing to consider the extent to which Japanese dishes have become part of local food culture. It isn't too much to say that Japanese food has taken root in the U.S.

When the application of Japanese cuisine (as washoku) was filed for inclusion on the UNESCO list, however, the Japanese government didn't mention or include specific dishes like those named above. Neither did it emphasize the global popularity enjoyed by Japanese food today. Instead, Japan referred to all dishes collectively and described "washoku" as a culture—specifically, a "traditional food culture of Japan"—without

regard for how it's viewed in the present day. Furthermore, the cuisine is regarded not as a dish but more characteristically as a custom associated with the consumption of food that reflects the Japanese disposition toward "respect for nature." Four specific characteristics are mentioned:

1. A diverse range of fresh food ingredients and respect for their natural tastes

The archipelago of Japan stretches from north to south. It has coastal areas, mountains and plains blessed with many different natural environments, so it isn't surprising that each region has its own diverse set of food ingredients. Cooking techniques and kitchen utensils/tools have also been developed to make use of the natural flavors of those ingredients.

2. Healthy, nutritionally balanced diet

The traditional menu of Japanese dishes, which basically consists of one soup and three vegetable offerings, is said to provide an ideal nutritional balance. Japanese dishes are also characterized by the clever use of umami (savoriness) to produce flavors with less use of animal-based oil, which certainly contributes to the longevity and healthy fitness of the Japanese.

3. Expression of natural beauty and changing of seasons through food

A unique attribute of Japanese cuisine

is that we believe meals are a way to express our home country's natural beauty and changing seasons. For example, we use seasonal flowers and leaves to decorate the dishes or use seasonal objects or tableware to reflect the season.

4. Closely associated with New Year celebrations and other traditional events

Japan's food culture has developed in close association with traditional events held throughout the year. The food with which nature has blessed us is shared and eaten together by family members and people in local communities, which helps them to build closer bonds.

All these definitions have significant meanings that may sound high-minded. However, when we take time to think about each one of these points we realize that every claim ingeniously expresses the characteristics of washoku that we have come to understand, albeit unconsciously, as we've grown up. Washoku is an integral part of the geography, seasons and lifestyle of Japan and its people.

Geography and Seasons of Japan

The Japanese archipelago has distinct climates enjoyed by the coastal regions on the Pacific side and the Sea of Japan side, as well as different temperatures character-

izing the coastlines and mountain ranges. Each region produces a different set of food ingredients. That's why local specialties have traditionally been held in high regard. Particularly in the Edo period, the Sankin Kotai system—which required local feudal lords to reside in Edo (now called Tokyo) every other year—brought local food cultures to the capital and spread its food culture to different parts of Japan, helping develop a unique food culture.

Japanese today are still interested in the food ingredients and dishes specific to different regions. The number of TV programs and magazine articles introducing local food cultures seems to be ever-increasing. Do a bit of channel surfing on TV, and you'll certainly find a show that explores food. Moreover, the bustling crowds of people at local food fairs, held at department stores in Japan, are something you'll never see here in the U.S. The unique character of the food in each region extends the breadth and depth of Japanese cuisine.

The regional diversity of food ingredients is attributable to geographical factors, particularly the different climates, but the diversity of seasonal food offerings is also treasured in Japan. It is said that Japan has four distinct seasons as compared to other nations. People in Japan, since ancient times, have been aware of and fascinated by the seasons—spring, summer, fall and winter—and found enjoyment in each. For example, the linked verses recorded in "Manyōshū (The Anthology of Myriad





Leaves)” and haiku—whose form was completed in the Edo period—express seasons with the use of kigo, or words and phrases reflecting the season.

Numerous food ingredients available only in specific seasons are precious gifts of nature grown and harvested according to the seasonal cycle. Some items remain in season only for a few weeks or a couple of months—the period called “Shun” in Japan when a seasonal item is the tastiest—which is why Japanese attach importance to the freshness of food ingredients. The phrase, “Shun o ajiwau (enjoy the food in season)” reflects a key element of Japanese cuisine, which is to take pleasure in creating different menus by focusing on “shun.”

Dashi and Food Culture

The Japanese have used dashi (soup stock made from fish, kelp and vegetables) for many years. Dashi is a key to extracting the natural umami (savoriness) from food ingredients. Different components of umami are known today, each associated with a different amino acid. The three key components of umami are glutamic acid, inosinic acid and guanylic acid. They are contained in the representative food ingredients of washoku. Glutamic

acid is contained in kelp, inosinic acid is found in dried bonito and small sardines, and guanylic acid comes from shiitake mushrooms. Whichever the case, the first step is to dry the source ingredient in order to reduce the water content and concentrate the component of umami. The dried ingredient is then cooked or simmered in hot water so that the umami slowly emerges.

It isn’t coincidental that these three components of umami have developed in Japan. Kelp is harvested primarily in Hokkaido and the Hokuriku region, where records suggest that kelp was eaten in Hokkaido as early as in the Jomon period. While inosinic acid can be taken from dried bonito and small sardines, etc., bonito are caught not in the northern region, but mainly in the southern part of Japan around Kagoshima, etc. In the spring, bonito travel north toward the Hokuriku region from the waters south of Kagoshima, and in the autumn they head south. Shiitake mushrooms containing guanylic acid are grown or cultivated in the mountainous regions where airiness and moderate temperatures make for quality produce. Japanese have found umami in different food ingredients produced in geographically different parts of the country, such as its northern and southern waters, and its seas and mountains.

Kelp was transported throughout Japan primarily by sea but not overland. The sea routes along which kelp was transported were called konbu (kelp) roads. A drying method was developed in the Muromachi period, and kelp found its way from Hokkaido to all parts of Japan. A majority of shipments (dried kelp) headed south from Hokkaido along the Sea of Japan coast, going through Shimonoseki and proceeding to Osaka and Kyoto—the center of Kamigata (the current Kyoto and Osaka) culture, where the Imperial Court was located. The remaining kelp was loaded onto vessels and transported to Edo from Osaka. This is cited as a reason that premium-grade kelp product such as Ma Konbu and Rausu Konbu rarely reached Tokyo and why the custom of cooking stock from kelp is found mostly in the Kansai region. Another interesting point is that the prosperous kelp trade between the merchants of Sakai (now Osaka) and their counterparts in Okinawa is attributable to the status of the latter as Japan’s top kelp-consuming prefecture.

So, what does it mean that umami helps “produce flavors with less use of animal-based oil, which certainly contributes to the longevity and healthy fitness of the Japanese”? It is said that umami has the effect of stimulating the satiety center of the

brain. In other words, we could feel full after consuming a small but appropriate amount of food having umami taste. The same meat or fish doesn’t make us feel full if it isn’t cooked in a manner that produces umami, unless such umami-limited meat/fish dish is eaten in a larger quantity. Also, because dashi contains umami extracted from food ingredients, vegetables and other ingredients, it can be cooked deliciously without having to add oil and salt more than necessary, thereby contributing to a healthier, more balanced diet.

Meals and Key Events Throughout the Year

As mentioned earlier, Japanese treasure the four seasons and appreciate food ingredients in shun. Naturally, we have created various dishes for key events held in the respective seasons. For example, it’s customary to eat clams at the Doll’s Festival in March. Clam meat is cooked in clear soup and offered on this auspicious day as a wish for girls to find suitable partners, like clam shells that fit perfectly. On the night of the full moon in autumn (Jyugo-ya, or the fifteenth night from the new moon), tsukimi dango, or moon-viewing dumplings, are prepared—a custom that reportedly began in the Heian period to thank the moon for the harvest, and later became a popular celebration in the Edo period. Fifteen dumplings, each shaped in a perfect sphere like the moon, are stacked up high, as if to reach the moon. The dumplings

are garnished with silver grass to represent stalks of rice. In the Japanese food culture, there is meaning even in the shape of the food and how it is presented, such as in the use of specific plates and decorations.

The most important event of the year for Japanese is arguably the New Year celebration, for which osechi (traditional New Year dishes) are prepared. Various ingredients are used to cook different dishes, each having an auspicious meaning, for good luck. Black beans are eaten for health, hoping that we can work industriously till we become browned under the sun, while tazukuri (small dried sardines caramelized in soy sauce) symbolizes abundant crops because the name sounds like “growing a rice paddy.” Kazunoko (salted herring roe) symbolizes prosperity for descendants, kurikinton (mashed sweet chestnuts) is believed to bring money as the sweets look like golden nuggets, and kamaboko (steamed fish paste) is associated with the first sunrise of the year due to its semicircular shape. A customary rule is to prepare each food in an odd number for good luck and put them in three special lacquered boxes that stack atop each other.

Additionally, since osechi dishes are prepared using the proper seasoning and cooking methods they have great preservation qualities. Thus, the family and friends can spend the first three days of the New Year relaxed, free from cooking

meals. Also, these New Year dishes are prepared from various food ingredients including vegetables, grains, eggs, meat and fish, as well as with different cooking techniques. They are indeed a comprehensive compilation of Japanese cuisine. Osechi has an important cultural meaning in that food ingredients grown and harvested in the range of climates unique to Japan are cooked and shared by many who are united by hope and great prospects for the coming year.

Japanese Cuisine Enjoyed Around the Globe

We now understand that washoku means more than just sushi, tempura and ramen. We probably don’t think about the climate and seasons of Japan or even the cultural meanings of these dishes when we eat them. We also welcome the fact that sushi, tempura and ramen have sparked a boom in Japanese food around the world. However, there are aspects of washoku that aren’t yet familiar to people in other countries. The designation of washoku as a UNESCO intangible cultural heritage is a great opportunity for people the world over to learn what washoku truly means. It’s also a great opportunity for us Japanese to rediscover our cuisine. We should be proud of the long history and uniqueness of washoku. Hopefully, more people around the world will try, and be inspired by, Japanese cuisine. Washoku is a heritage of which we can be very proud of.

SEASONAL WAGASHI

SPRING



KASHIWA MOCHI (RICE CAKES WRAPPED IN OAK LEAVES)

May 5th is “Children’s Day,” and the wagashi traditionally served on this day is kashiwa-mochi. Kashiwa mochi, made from rice flour, joshinko (high quality flour of non-glutinous rice), is enjoyed for the chewiness imparted by the rice and its lightly sweetened taste.

Ingredients: (Makes 6)

- 1/4 cup Shiratamako (refined rice flour)
- 1 cup Joshinko
- 3/4 cup water
- Koshian (strained bean paste) as needed
- Potato starch (use as hand powder) as needed
- 6 oak leaves

Directions:

1. Mix Shiratamako, Joshinko, and water and knead until the mixture is as soft as an earlobe.
2. Steam the dough from Step 1 in a steamer for about 20 minutes.
3. Remove the dough from the steamer and knead thoroughly after it has cooled enough to handle.
4. Divide the dough into 6 equally sized rounded pieces and spread them into oval shapes with a rolling pin.
5. Place the koshian in the center of each piece of dough from Step 4. Wrap each piece of mochi with an oak leaf.

Nijiya's Japanese sweets

Daifuku (soft round rice cake filled with sweet bean paste)

The small size is perfect for easy consumption. This is a refined daifuku filled with bean paste wrapped in the soft and light mochi prepared with just-right sweetness.



KUSA-MOCHI (GRASS MOCHI)

Kusa-mochi, which offers the refreshing fragrance of yomogi (mugwort), can be easily prepared in a microwave.

Ingredients: (Makes 12)

- 1 cup Shiratamako
- 1 cup Joshinko
- 1.5 cups water
- 2 tablespoons dried yomogi (mugwort)
- Koshian as needed
- Kinako (soy flour) as needed

Directions:

1. Soak the yomogi in hot water (to restore) and drain.
2. Divide the koshian into 12 equal portions and roll into balls.
3. Combine the shiratamako, joshinko, yomogi, and water in a heat-resistant dish and mix evenly.
4. Place the mixture from Step 3 in the microwave and warm for 3 minutes. Mix well with a spatula and put back in the microwave to heat for one more minute.
5. Mix again with a spatula and heat again for another minute.
6. Wet a kitchen towel, squeeze out the moisture and place the dough from Step 5 on top. Wrap the dough in the towel and knead until the dough sticks together.
7. Divide the single lump of dough into 12 equal portions. Shape into balls.
8. Spread the dough balls from Step 7 evenly and wrap each with koshian.
9. Sprinkle with kinako.

Ankoro-mochi (bean-paste rice-dumpling)

A generous portion of anko (bean paste) is used to wrap the soft mochi. Ankoro mochi is so good you'll find it irresistible.



SUMMER



MIZU-MANJU (WATER STEAMED BUN)

Manju with plenty of anko inside the bouncy, soft dough. Eat it chilled. Be careful not to burn yourself when you touch the freshly made piping hot manju dough!

Ingredients: (Makes 12 pieces)

- 1 cup water
- 1/3 cup sugar
- 1/4 cup kudzu starch
- koshian (off-the-shelf) (as needed)

Directions:

1. Divide koshian into 12 equal parts and shape into balls.
2. Combine water and kudzu starch. After the kudzu is dissolved, stir in the sugar.
3. Put the mixture from Step 2 into a saucepan and heat over medium till the dough turns transparent. Stir continuously while heating without burning the mixture.
4. Pour half of the dough into a wetted mold and bury the koshian balls from Step 1 into the center of the dough. Pour the remaining dough to cover the koshian balls.
5. Cool in the refrigerator.

Nijiya's Japanese sweets

Warabi-mochi (bracken Fern mochi)

Toppings of aromatic kinako and black molasses on the bouncy, semi-transparent mochi! There are many who enjoy the texture of warabi mochi. You will crave the profound harmony of kinako and black molasses all year round.



Nata-de-coco anmitsu (mitsumame topped with bean paste)

The crunchy and al dente nata-de-coco is substituted in anmitsu for agar-agar. Nata-de-coco is known to regulate the enteral environment and is perfect for dieters. Please enjoy the texture that differs from agar-agar.



KANTEN JELLO (AGAR-AGAR GELATIN DESSERT)

On a hot day, it's good to have a dessert that travels lightly, down your throat. Imagine pebbles in a riverbed as you place rice-flour dumplings and/or koshian at the bottom of the jello.

Ingredients: (Makes 6)

- 1 cup Shiratamako
- 3/4 cup water (for rice-flour dumplings)
- 1 teaspoon green tea powder
- Koshian (off-the-shelf) (as needed)
- 2.5 cups water (for jello)
- 3/4 cup sugar
- 1 square of agar

Directions:

1. Combine shiratamako and water and knead by hand until the dough is as soft as an earlobe. Divide the dough into 2 equal parts. Mix the green tea powder into one of the halves.
2. Shape the dough from Step 1 into 1/3 inch diameter balls to make shiratama. Shape the koshian likewise.
3. Put the shiratama from Step 2 into a large pot of boiling water. Then, cool in iced water.
4. Drain the water from the boiled shiratama and place in a mold with the koshian balls.
5. Drain the softened, agar square that has been soaking in water and put in a saucepan with water and sugar.
6. Boil the mixture from Step 5 over high heat, stirring continuously.
7. Drain using a strainer, gently pouring into the mold and refrigerator.

FALL



KURIMANJU (CHESTNUT BUN)

Kurimanju features an exquisite balance between the crispy, freshly baked cookie-like crust and the warm chestnut inside.

Ingredients: (Makes 10)

- 1 cup cake flour
- 1/2 cup sugar
- 1 tablespoon butter (softened to room temperature)
- 1 egg (large)
- 1 teaspoon baking soda
- 1 teaspoon water
- 1 cup white koshian (off-the-shelf)
- 10 pieces candied chestnuts (off-the-shelf)
- 1 egg yolk
- 1/4 teaspoon mirin

Directions:

1. Divide the white koshian into 10 equal parts. Shape into balls with one chestnut wrapped in the center of each.
2. Combine the softened butter with sugar and gradually add the egg.
3. Add the water-dissolved baking soda to the ingredients in Step 2. Mix in the cake flour lightly so that it does not turn sticky.
4. Place in plastic wrap and chill in the refrigerator for 1 hour.
5. Sprinkle flour (not included with the ingredients) on a tray. Shape the dough from Step 4 into a rectangle and cut into 10 equal bars.
6. Hold each bar of dough from Step 5 in your hand. Place the koshian chestnut ball in the center and wrap. Close the edges by placing the dough face-down and adjusting the shape.
7. Place the pieces of dough from Step 6 on a cooking sheet. Remove any excess flour on the surface and moisten with a sprayer. Once the dough has dried, brush it with the egg yolk dissolved in mirin.
8. Bake in a 350° F oven for approx. 15 minutes.

SATSUMAIMO À-LA SHORT CAKE

A typical fall food satsumaimo is used to make a short-cake-styled confection.

Ingredients: (Serves 8)

- Sponge crust
- 5 eggs (large)
- 1.5 cup sugar
- 1 cup cake flour
- 1/4 cup milk
- 1 tablespoon olive oil

- Cream
- 3 cups whipping cream
- 1/3 cup sugar
- A couple drops vanilla extract

- Satsumaimo cooked in sugar
- 3 large satsumaimo
- 1 cup yellow soft sugar

Approx. 1 cup commercial apple jam



Directions:

1. Wash satsumaimo. Wrap in foil and bake in an oven for approx. 45 minutes. Test for softness with a skewer. Remove from the oven and cool.
2. Dice the baked satsumaimo into 2/3-inch-pieces and stir in the sugar.
3. Combine the eggs and sugar for the sponge crust and whip with a blender.
4. Lightly combine the pre-sifted flour into Step 3.
5. Mix the milk and olive oil into Step 4. Pour into a baking pan and smooth the top with a spatula.
6. Bake about 8 minutes in a preheated 350° F oven. Cool before proceeding to Step 7.
7. Thinly spread the apple jam on top and cut in half.
8. Make the whipped cream by combining all the ingredients for cream.
9. Sandwich the inside of the apple jam surface from Step 7 between the satsumaimo from Step 2 and the whipped cream from Step 8.

Nijiya's Japanese sweets

Ohagi (bean cake)

Ohagi is completely satisfying and filled with plenty of anko for just the right sweetness. It's irresistible for anko lovers. Since the anko is soft, it blends well with the mochi rice inside.



Mitarashi-dango (skewered rice dumplings in a sweet glaze)

The sweet and salty mitarashi-dango is a popular dango item. The mochi is a baked dumpling that is soft and fluffy. A specially-made mitarashi glaze seals the flavor.



WINTER



SAKE MANJU

Manju is a popular traditional wagashi enjoyed by many. Here, we have created sake manju where you can enjoy the aroma of sake with the sweetness of manju.

Ingredients: (Makes 12)

- 3 tablespoons sake-kasu (sake lees)
- 1.5 cups yellow soft sugar
- 3/4 cup sake
- 2 cups cake flour
- 1 tablespoon baking powder
- Wheat flour (for dusting) (as needed)
- Koshian (as needed)

Directions:

1. Divide the koshian into 12 parts and shape into balls.
2. Combine sake kasu, yellow soft sugar and sake.
3. Combine the cake flour and baking powder with Step 2 and knead thoroughly.
4. Divide Step 3 into 12 equal parts and shape into balls.
5. Wrap koshian from Step 1 into the dough of Step 4 and wrap.
6. Steam the manju balls from Step 5 in a steamer for about 20 minutes.



GREEN TEA POWDER AFFOGATO

Pouring espresso on a vanilla-flavored ice cream is popular but this one is à-la Japanese.

Ingredients: (Serves 2)

- 2 teaspoons green tea powder
- 1/2 cup milk
- Azuki-bean ice cream (off-the-shelf) (as desired)

Directions:

1. Heat the milk and gradually add the green tea powder. Stir until any lumps are dissolved.
2. Dish up the azuki-bean ice cream.
3. Pour the contents of Step 1 while hot onto the ice cream from Step 2.

Nijiya's Japanese sweets

Taiyaki & Imagawa-yaki

The history of taiyaki and imagawa-yaki in Japan goes way back. With a crispy, fluffy crust and a generous portion of anko as the filling, these sweets are still enjoyed by many. The key is to eat them piping hot, while you say, "huff-huff."



春 Haru-no-gochiso Springtime Feast

A parade of Gochiso recipes that you'll want to prepare and eat in the springtime – recommended for entertaining guests too.

Ham And Strawberries Appetizer

Ingredients: (Serves 3)

3 strawberries
4 ham slices
3 slices of cheese (any variety you like)
1 celery stalk
Microgreen (garnish)

[Dressing]

3 strawberries
3 Tbsp. olive oil
1 Tbsp. red wine vinegar
1/2 tsp. mustard
1 tsp. honey
Dashes of salt and pepper

Directions:

1. Cut 3 strawberries in half. Stack alternating ham and cheese slices and cut into 6 equal parts. Remove strings from the celery and slice into 6 parts.
2. Grate the three strawberries for dressing. Combine the olive oil, red-wine vinegar, mustard, honey, salt, pepper and blend in the grated strawberries.
3. Skewer the sliced strawberries, stacked ham / cheese, and celery in that order then serve with garnish.
4. Pour the dressing over the skewers or on the side.



Spanish Mackerel, Bamboo Shoot In Deep-Fried Broth

Ingredients: (Serves 4)

1 small boiled bamboo shoot
1/2 cup dashi broth
2 Tbsp. mirin (sweet rice wine)
1 Tbsp. sake
1 Tbsp. soy sauce
2 slices Spanish mackerel (about 8 oz.)
Dashes of salt and pepper
Flour as needed
Frying oil as needed
1/2 pack white radish sprouts (kaiware-daikon)

Directions:

1. Combine soy sauce and mirin and bring to a boil. Add sliced bamboo shoot and cook for 5 minutes.
2. Trim the dark flesh from the Spanish mackerel. Sprinkle with salt and pepper then dredge with flour. Deep fry over medium heat for 3 minutes.
3. Place the Spanish mackerel on a plate and dress with the broth and bamboo shoots from Step 1. Garnish with kaiware daikon.



Pork Kakuni (stew of cubed pork)

Ingredients: (Serves 2)

12 oz. pork ribs, boneless
1 scallion (use the white part as a topping)
1 clove garlic
1 inch piece fresh ginger
1 Tbsp. sake
1 Tbsp. sugar
2 hard-boiled eggs

[Sauce]

1 cup water
1 tsp. sugar
3 Tbsp. sake
5 Tbsp. soy sauce
5 Tbsp. honey

Directions:

1. Cut the pork into large, bite-sized pieces and sauté in a skillet over medium heat until browned.
2. In a large sauce pan, place the green part of the scallion, crushed garlic, ginger with the pork from Step 1 and cover with water (not in the ingredients). Bring the mixture to a boil over high heat, skim the surface, turn the heat to low and simmer for 1-1/2 hours, covered.
3. Leave the pork in the pan and remove the broth to another container (can be used for soup for other dishes). Add the boiled eggs and sauce in the skillet. Simmer for 30 minutes on low heat and occasionally turn over the ingredients.
4. Slice the cooked eggs in half and plate with the kakuni. Pour sauce over the plate and garnish with the white part of scallion in fine strips.



Mame-gohan (green peas rice)

Ingredients: (Makes 3 cups)

5.3 oz. green peas from the pod
1-1/4 cups boiling water
1 tsp. salt
Iced water as needed
3 cups rice
1 piece kombu seaweed (3 x 1.5 inch size)
1 Tbsp. sake

Directions:

1. Put water and salt in a pan and bring to a boil. Add the green peas and boil for 3 minutes.
2. Scoop up the peas and immediately submerge into a bowl of ice water. Set aside the broth left over from boiling the peas.
3. Put the washed rice in a rice cooker, stir in the sake and add the broth from the peas by filling up to the water scale marked "3". Place the kombu into the rice cooker and cook the rice as usual.
4. After the rice is cooked, remove the kombu and mix in the peas.



Chocolate Pudding

Ingredients:

(Serves 4, 3.5 oz. ramekins)

2.5 oz. chocolate bar, chopped
150 ml milk
1/3 cup heavy cream
2 eggs
3 Tbsp. sugar
1/2 tsp. vanilla extract

[Caramel]

5 Tbsp. sugar
1 Tbsp. water
2 Tbsp. boiling water

[Whipped cream]

150 ml heavy cream
1 Tbsp. sugar

[Toppings]

Fruits and shaved chocolate as desired

Directions:

1. Preheat the oven to 320° F (160° C).
2. Make caramel: Combine water and sugar in a saucepan, cook over medium heat and mix by shaking the pan. When the liquid turns brown, add hot water and remove from the heat. Pour into the four ramekins.
3. Add the milk and heavy cream in a pan and heat over medium and remove from the heat right before reaching a boiling point. Add the chopped chocolate to the pan and mix well to dissolve.
4. Add the eggs and the 3 Tbsp. sugar in a bowl and mix well with a whisk (not to make bubble). Gradually add the chocolate liquid from Step 3 and strain to make it smooth. Add the vanilla extract.
5. Pour the mixture from Step 4 equally into a four ramekins. Place the ramekins onto a deep baking tray and pour 158° F (70° C) hot water into the tray to a depth of 1/3 inch. Bake in a preheated oven for 30 minutes. The pudding is done when the surface is firm and does not jiggle when shaken.
6. Once baked, remove from the oven. When the pudding cools down, place in the fridge to chill for at least 1 hour.
7. Pour whipped cream ingredients into a bowl and whip to soft peaks.
8. Immerse the chilled pudding molds in hot water to loosen it. Insert a knife between each mold and the pudding and circle to gently loosen the pudding. Cover the pudding molds with a flat plate and turn upside down to remove. Add the whipped cream with a spoon. Garnish with fruits and shaved chocolates as desired.

Ohanami-bento

flower-viewing bento



Why don't we go out on a sunny day and bring bento! It feels so special to eat bento while appreciating beautiful flowers and breathing in fresh air. Let us introduce how to make temari-sushi bento that is pleasing to the eye as well as the mouth.

Temari-sushi (small, ball-shaped sushi)

Ingredients:

• Sushi toppings:
Tuna sashimi, sushi shrimp, kabayaki eel (grilled eel), salmon sashimi, squid sashimi, tobiko, ikura, yuzu, other ingredients (as desired)

• Sushi rice:
3 cups rice
1/2 cup sushi vinegar

• Specially-made sushi vinegar:
1/2 cup granulated sugar
2 tablespoons salt
Scant 1 cup vinegar
Combine the seasonings by mixing well till the sugar is dissolved and let stand for 24 hours.
This is convenient to make in quantity and store in the refrigerator.

• plastic wrap

Directions:

1. Cut each of the sushi toppings into bite-sized pieces (size to wrap whole)
2. Place a topping on a sheet of plastic wrap; put a sushi rice ball (0.2 oz.) on the topping. Shape the sushi into a ball, twisting the plastic wrap (do not apply too much pressure).
3. Unwrap the plastic wrap; arrange on a plate and serve by garnishing with yuzu, tobiko, ikura, etc., as desired. Be creative and enjoy your favorite toppings.



Japanese pepper steak with beef and bamboo shoots

Ingredients (Serves 4):

2-1/4 lbs. bamboo shoots
For parboiling (1 cup rice bran,
2 red peppers)
10-1/2 oz. beef (for steak)
Salt and pepper (to taste)
Salad oil

• Japanese pepper sauce:
scant 1/2 cup sake
3/4 cup mirin
1/3 cup concentrated soy sauce
1 tablespoons plus 1 teaspoon tamari shoyu
Powdered Japanese pepper (as desired)
Water-dissolved potato starch (as desired)

Directions:

1. Parboil the bamboo shoots (cook for about two hours till tender by putting bamboo shoots, rice bran, and red pepper in water. It's done when an inserted skewer comes out clean). Cool gradually over residual heat.
2. Thoroughly clean the bamboo shoots from Step 1. Cut into bite-sized pieces.
3. Make Japanese pepper sauce. Put sake and mirin in a pan and heat to remove alcohol; pour in concentrated soy sauce and tamari-shoyu and bring to a boil. Add powdered Japanese pepper as desired and thicken with the water-dissolved potato starch.
4. Coat a skillet with salad oil. Sprinkle salt and pepper on the steak, and sauté in the pan until browned. Remove the steak from the pan and pour off the excess oil.
5. Put the Japanese-pepper sauce in the same skillet as Step 4. Bring to a boil. Stir in the bamboo shoots for glazing. After the shoots are glazed, put the steak back in the skillet, dress the sauce around it, and serve. (Garnish with a sheath of bamboo shoot, if desired)



Iidako (ocellated octopus) & scallop salad

Ingredients (Serves 2):

7 oz. iidako
5-1/4 oz. scallop
3 stalks asparagus
1/4 red onion
2 cherry tomatoes
8 shungiku (garland chrysanthemum)

3-1/2 oz. kale (other leafy greens can be substituted)
1/3 daikon
2 eggs
Soy sauce (to taste)
commercial wasabi dressing (as desired)

Directions:

1. Rub salt into raw iidako to remove the sliminess. Cook in boiling water and a drop of soy sauce (1 tbsp. of soy sauce for every qt. of water) for five minutes. Cool quickly in ice water and cut into bite-sized pieces.
2. Slide the scallop into the same pot of boiling water and cook briefly. Cool quickly in ice water and cut into bite-sized pieces.
3. Shred the kale and shungiku into bite sizes and place under running water.
4. Thinly slice the asparagus stalks using a peeler and wrap as in the photo; slice the cherry tomatoes into bite-sized pieces.
5. Chop the red onion and daikon into bite-sized pieces and soak in water.
6. Hard-boil the eggs and strain the egg yolks.
7. Dish up Steps 1-5, sprinkle with 6 and top with the wasabi dressing.



Story of Amazake

Amazake seems to have been a popular drink for quick nourishment in the Edo period. Back then, amazake was drunk cold on a hot summer day. Amazake could be made two different ways: mixing sakekasu and sugar together, or mixing rice and koji together. If made by mixing rice and koji, the rice starch is broken down into glucose and produces delicious zero alcohol amazake.

Efficacy of Amazake

The glucose in the amazake does not contribute to weight gain; instead, it turns in to energy. Amazake contains Vitamin B, necessary for carbohydrate metabolism, lipids and protein. Also, amazake also provides each of the nine essential amino acids. By incorporating these nutrients into your diet, you can expect effects such as: lower blood pressure, lower cholesterol, obesity prevention, amnesia suppression, and heat fatigue prevention. Rather than taking medication after you get sick, we recommend that you eat right and maintain good health so that you are less likely to become sick. Drink amazake every morning and evening, even if it's just a glass for better health.

Let's make amazake!

Ingredients:

Uncooked Rice, 900ml Water, 10-1/2 oz. Kome Koji

Directions:

1. Wash rice in a net and set aside for 20 minutes.
2. Put the rice and water into a rice cooker and make porridge.
3. Mix the cooked rice well. Turn off the heat and wait until the porridge cools to 140°F (60°C).
4. Add the kome koji to the rice and mix well. Using the keep warm mode on the rice cooker, heat for 6-8 hours with the lid slightly open to ferment. Mix every 2 hours.
5. Transfer the mixture into a pot. Bring to a boil to stop fermentation.
6. Transfer to a clean container. Allow it to cool; then store in the refrigerator for about one week.

Please Note:

- * Koji mold is killed at 60°C, because it does not ferment.
- * Because the finished product has a rough texture, blend it down for a smoother product.
- * You may finish without boiling at the end (Step 5). It is possible to eat the amazake without stopping fermentation, but the acidity will be stronger so you should consume it quickly.



Nijiya's Delicious Cold Sweet Potato Amazake

If you use sweet potato instead of rice, the amazake is even healthier. No sugar or alcohol is added, so even small children can enjoy sweet potato amazake! You can enjoy Sweet Potato Amazake as is, dilute it with water, or use as a topping for yogurt.



Sweet potato tempura

■ Ingredients (Serves 2):

1 sweet potato
1.8 oz. Nijiya's organic tempura flour
2-1/3 tablespoons ice water
Oil for frying (as needed)

■ Directions:

1. Scrub the sweet potato well. Cut into 1/3 inch slices with skin on and soak in water.
2. Pour oil in a frying pan and heat to 338°F (170°C).
3. Prepare the batter by putting Nijiya's organic tempura flour and ice water in a bowl and folding in lightly. Dip the moisture-removed sweet potato slices in the batter and slide into the hot oil to fry.
4. Do not touch the tempura until the pieces begin to float to the surface. Then, turn them over and fry the other side.

Freshly-fried tempura is delicious. Let us make tasty tempura by using Nijiya's organic tempura flour.

The secrets to making good tempura are as follows:

- 1) Keep all the ingredients cold. When cold water is used in the batter, it fries nice and crispy. It's even more effective if carbonated water is used.
- 2) Fold in the flour and water quickly. If you over-mix the batter, it gets sticky and heavy.
- 3) Monitor the oil temperature continuously while you fry. The rule of thumb is 320°F (160°C) for leafy greens and 338°F to 356°F (170-180°C) for other vegetables, fish, and kakiage (mixed ingredients). When ingredients are put into the frying pan all at once, the cooking temperature drops. The amount of tempura frying at the same time should occupy no more than half the space in the pan.

Keep these tricks in mind before you start cooking so that you will be able to make delicious tempura with no waste of time.



Imoten & kakiage

(tempura of sweet potato & mixed ingredients)

Kakiage tempura

■ Ingredients (Serves 2):

1/3 sweet potato
1/2 carrot
3 stalks asparagus
4 shrimps
2 oz. Nijiya's organic tempura flour
2-2/3 tablespoons ice water
Oil for frying (as needed)

■ Directions:

1. Scrub the sweet potato and julienne into 1-1/2-inch strips with skin on and soak in water. Drain the sweet potato strips in a colander to remove moisture. Julienne the carrot and asparagus into the same sized strips as the sweet potato. Peel and slice each shrimp into thirds.
2. Pour oil in a frying pan and heat to 338°F (170°C).
3. In a bowl, dredge the ingredients from Step 1 in Nijiya's organic tempura flour. Add ice water and lightly fold to make the batter. With a spoon, assemble the ingredients to the desired size and fry.
4. Wait until the tempura floats to the surface. Then, turn it over and fry the other side.

When making kakiage, the vegetables are usually dipped into the prepared batter and then fried. An alternative is to dredge the ingredients in the tempura flour, then add water and quickly fry. In this method, you can coat the ingredients uniformly and thinly. You'll use less batter, and the kakiage won't spread in the fry pan.

If the oil is too hot initially, the ingredients will spread. As soon as the ingredients are dropped into the oil, the oil temperature drops. Monitor the temperature by maintaining a frying temperature of 338°F to 356°F (170 to 180°C) at all times. When the temperature is too low, the tempura turns sticky and oily.





Dried Vegetables

Dried shiitake mushrooms and kiriboshi daikon (dried, shredded daikon radish) certainly come to mind when you think of dried vegetables. They are among the ingredients treasured for their long shelf life and increased nutritional value in dehydrated form.

Dried vegetables like these are quietly gaining attention. That is because you can easily make them in a small, sunny space in your garden or on your patio without the need for special tools. The dehydration process removes water content from the vegetables and condenses their natural flavors, so they taste even better than in its natural state. Also, there's little waste, since you can nearly use the whole vegetables. The skins and leaves are just as delicious as the main part of the vegetable. Let's enjoy all the taste and the nutrients

dried vegetables have to offer!

Let's Make Dried Vegetables!

Sunlight is essential for drying vegetables. It's best to make them on a clear, sunny day. Simply gather the vegetables you like, and spread them on a utensil that lets air through, such as a flat bamboo basket.

Wash and slice the vegetables. Cut them into rectangular slices, thin slices, or fine strips, depending on their use. Cut into pieces roughly the same size to ensure that they will dry evenly. Wipe off any excess moisture with a paper towel and place them in a flat bamboo basket. To dry the pieces efficiently, be sure to have the damp side up and turn them over when the top side dries. The recommended drying time ranges between three hours and three days, depending on the season, air temperature, and type

of vegetable. Dried vegetable pieces are best suited for cooking in a semi-dried (half-dried) state. If you need to continue drying the vegetables overnight, bring the pieces into the house in the early evening. When the pieces begin to wrinkle or soften it is a good indication that they're done.

If you're making dried vegetables for the first time, mushrooms are recommended because they're easy to prepare.

Leave the mushrooms unwashed. Simply remove the tough stem ends of your favorite variety of mushroom and loosen them. Dry them for two hours or up to a half day under the sun. They're done when the pieces wrinkle. If you're in a hurry, you can dry them more quickly by separating them into smaller portions.



Grilled daikon radish after one day of drying.

The benefits of dried vegetables include the following:

- The dehydration process condenses the umami (a pleasant savoriness) and increases the nutritional value of the vegetables.
- With water content removed, the vegetables require less time to cook.
- The flavors of seasonings are more easily absorbed by the dried vegetables.
- Dried vegetables have umami, so less seasoning is needed.

- They keep for a long time (and can be frozen), although semi-dried vegetables should be stored in the refrigerator and consumed within about 5 days.

Most vegetables can be made into dried vegetables, but those with high water content, such as lettuce and bean sprouts, spoil easily and thus are not recommended for drying. It's always a good idea to try drying a variety of vegetables.

One of the secrets to making delicious dried vegetables is to select vegetables in season. The umami available only from vegetables in season will be further concentrated, which makes them taste even better.

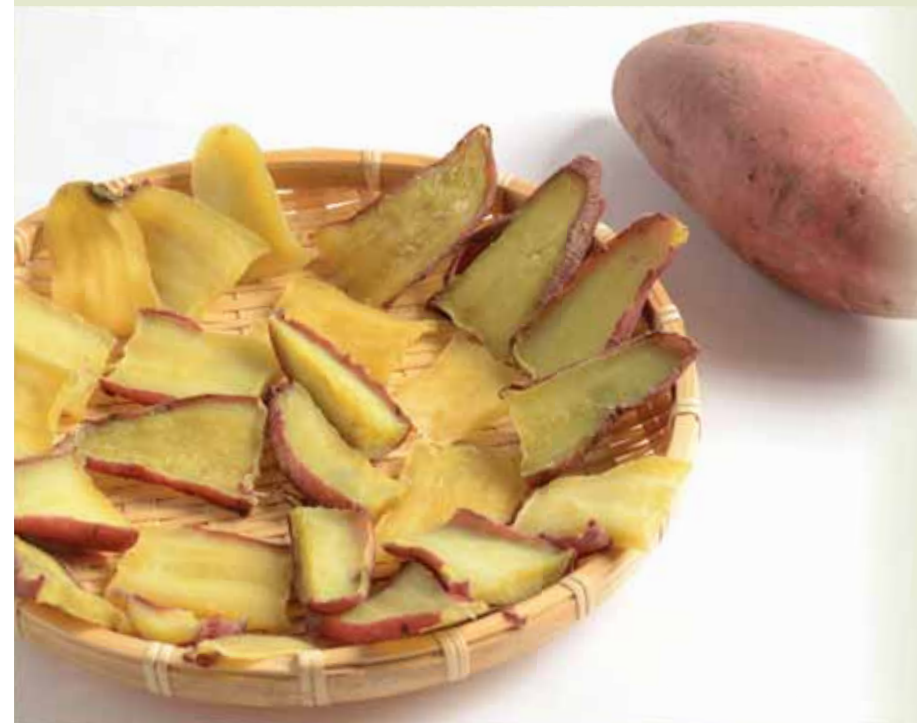
Be sure to check the weather report before you begin in order to avoid damp or rainy weather in the middle of your drying process. That way, you can enjoy making dried vegetables from seasonal produce.

Why not try this once you're familiar with the process!

Dried Potatoes

Directions:

1. Wash a satsuma-imo (Japanese sweet potato) thoroughly and cut it lengthwise into 3 pieces of equal size.
2. Prepare a steamer until it's steaming hot.
3. Wrap a towel around the lid of the steamer.
4. Place the satsuma-imo pieces into the hot steamer, and steam them for about 20 minutes until soft.
5. Once the potatoes are steamed, cut each piece in half lengthwise to make 6 equal-sized pieces. Spread them onto a flat bamboo basket or a net. Dry them in the sun for a day-and-a-half to two days, turning them over occasionally. Store them in the refrigerator overnight.
6. Once they're dried to the desired condition (semi-dried is ideal), place them in an airtight bag.
7. They will keep for up to 1 week in the refrigerator or up to 3 weeks in the freezer. You can enjoy them as is or warm them in a toaster oven.



Chef Sugiur's Special recipes

Yellowtail Carpaccio with Wasabi Soy Sauce

Ingredients (1 Servings):

- Yellowtail (7 slices of 10g each) 70g
- Shiso 4 leaves
- Chives 15g
- Lime peel 10g
- Baby leaves 10g
- Wasabi dressing

Preparation:

- 1 Slice yellowtail into 7 slices of 10g each. Divide each shiso leaf in half. Cut chives into 1" lengths. Peel and julienne the lime peel.
- 2 Place a shiso leaf on a slice of yellowtail. Place the chive and lime peel on top of the shiso and roll.
- 3 Plate as shown in the picture and garnish with baby leaves.
- 4 Whisk dressing ingredients and drizzle about 40ml over yellowtail rolls.
 Apple cider vinegar 300ml
 Marudaizu (whole bean) soy sauce 200ml
 Onion (grated) 1
 Olive oil 1,000ml
 Wasabi powder 40g
 Salt 20g



Caramelized Soy Onion

Ingredients (2 Servings):

- Onion with skin 1 (about 200g)
- Awazuke* 200ml
- Butter 10g

Preparation:

- 1 Cut the onion in half and marinate in Awazuke for about half a day.
- 2 Top with butter, place in a 375°F oven and roast for about 40 minutes.
 (While cooking, top with cheese for a gratin if desired)
 (Marinate the onion sous vide style to increase flavor, if desired)

* What is "Awazuke"? - Awazuke is a traditional Japanese seasoning for pickled vegetables. When soy sauce is heated, bubbles (awa) appear. These awa were skimmed and then used to pickle vegetables, giving "Awazuke" its name.

Mentaiko Canape

Ingredients (1 Servings):

- Baguette 20g
- Scallop 1 (20g)
- Crab meat 20g
- Mentaiko* 15g
- Tube mentaiko* 10g
- Potato salad 10g
- Whole grain mustard 5g
- Mayonnaise 15g
- Dill 1g
- Olive oil
- Black pepper

Preparation:

- 1 Lightly toast the baguette and spread with whole grain mustard.
- 2 Place potato salad on top of baguette.
- 3 Place a 15g slice of mentaiko on the potato salad.
- 4 Cut a 1/5" cube of scallop, toss it with the crab meat, tube mentaiko and mayonnaise, and place on top of the mentaiko.
- 5 Add a little mayonnaise on top and broil in salamander (or oven) until lightly browned. (Mentaiko is best when medium rare).
- 6 Place whole grain mustard and dill on top. Complete the dish by drizzling olive oil and pepper around the baguette.

* What is "Mentaiko (Mentaiko caviar)"? - Mentaiko is a marinated roe of pollack.
 * What is "Tube Mentaiko"? - Tube mentaiko is a form of mentaiko which has been made into a paste and packaged in a tube for your convenience.

Vegetable Soup with Japanese Custard

Ingredients (10 Servings):

- Maguro shirodashi soy sauce (soy sauce with tuna broth) 100ml
- Water 900ml
- Eggs 6
- Vegetable soup
 Amount depends on the size of the bowl about 80ml
- Seasonal vegetables
- Black pepper

Preparation:

- 1 Combine the maguro shirodashi soy sauce, water and eggs. Then, strain the mixture using a chinoise.
- 2 Pour into a bowl, wrap, and steam in a steamer for 15 minutes (Steam for 15-20 minutes at 176°F in a steam convection oven).
- 3 Pour seasonal vegetable soup over custard to complete. (If desired, add seasonal ingredients to the steamed custard or use them to garnish the dish).

Brown Rice Salad

Ingredients (2 Servings):

- Brown rice 150g
- Hijiki* 10g
- Itakonyaku* 40g
- Firm tofu 50g
- Okra 3
- Mitsuba 5g
- Cilantro 2g
- Red pepper threads 1g
- Black sesame paste 10ml
- Marudaizu (whole bean) soy sauce 10ml
- Pure olive oil 10ml
- Japanese dashi
 Water 1,100ml
 Maguro shiro dashi soy sauce (soy sauce with tuna broth) 110ml
- Sesame dressing
 White sesame paste 45g
 Ground sesame seeds 2g
 Sugar 6g
 Ponzu 42ml
 Mayonnaise 35g
 Shitake tea 2g

Preparation:

- 1 Reconstitute hijiki in water. Cut into 1/5" lengths. Cut itakonyaku into 1/10" lengths.
- 2 Pour olive oil into a frying pan and heat hijiki and itakonyaku. Add brown rice and season with whole bean soy sauce. Add 400ml of Japanese dashi. Bring to a boil, cover, and cook on low heat for 15-20 minutes.
- 3 Drain tofu. Lightly boil okra then plunge into cold water.
- 4 Cut ingredients in step 3 and mitsuba into 1/2" lengths.
- 5 Make the sesame dressing. First combine the mayonnaise, sugar and shitake tea. Then blend in the white sesame paste little by little. Add ponzu sauce little by little and blend to complete. Toss 50ml sesame dressing with ingredients from steps 2 and 4.
- 6 Form and garnish with black sesame paste, cilantro and red pepper threads as shown in the photo.

* What is "Hijiki"? - Hijiki is a kind of seaweed which grows in rocky coastlines. It contains plenty of dietary fiber and minerals.
 * What is "Itakonyaku"? - Konyaku is extremely low in calories and has an abundance of dietary fiber. When it is shaped into a sheet, it is called itakonyaku.

HITOSHI SUGIURA



Before arriving in the United States in 2009, Sugiura studied at various restaurants in the Kansai region and Tokyo for many years. He trained and helped develop products at a one star Michelin restaurant (The Sea Grill) located at Rockefeller Center in New York. After returning to Japan, he worked as a master chef at (WINE CAVE CHATEAU T.S) and also placed in the top 5 of a contest titled (GURUNAVI BEST OF MENU 2010).

Shirasu (white baby anchovies) Chirimen (dried young sardines)

Both shirasu and chirimen are natural foods made of baby sardines. The sardines used are mainly California anchovies, South American pilchards and round herrings. The names differ depending on the size and degree of dryness. For example, "chirimen" in the Kanto region is called "shirasu-boshi" while it's referred to as "chirimen-jako" in the Kansai region. There are many other regional names. In Japanese supermarkets, they are generally classified based on dryness from low to high starting with "shirasu," "shirasu-boshi," to "chirimen (chirimen-jako)" in that order.

At Nijiya Market, shirasu and chirimen products are supplied directly to our stores from processors in Japan. These foods are processed additive-free with no chemical preservatives: the shirasu's natural umami is fully drawn out by the strictest adherence to quality. In addition, the

raw materials for these first-class products are carefully hand-picked in Japan.

What we can proudly recommend without question is our popular "kamaage shirasu" (straight-from-the-pot freshly boiled young sardines). This is a truly tasty shirasu made by quickly boiling raw sardines freshly caught off shore.

Shirasu and chirimen are all so rich in calcium! For those of you who are calcium-deficient, these are the best natural foods because they are small fish that can be consumed whole, bones and all. They are most effective eaten with vinegar, umeboshi, or any citrus food because these help you absorb calcium better. Additionally, these products are rich in DHA (docosahexenoic acid) which enhances learning ability.



Chirimen tsukudani

Ingredients (quantities as desired):

3-1/2 oz. chirimen
6 tablespoons
koikuchi (dark) soy sauce
3-4 tablespoons sugar
6 tablespoons mirin
3 tablespoons sake

Directions:

1. Put the chirimen in a pot, add all the seasonings by lightly mixing to dissolve and leave as is for about 15 minutes.
 2. Bring the mixture to a boil, then lower the heat down to medium. Cook down for about 15 minutes over heat high enough to bubble on the surface.
 3. Reduce the heat to low as the broth thickens; continue simmering to the level of thickness desired. (Be careful not to burn it!)
- *If you add a darker-colored tamari shoyu, you can add a tsukudani-like finishing touch.



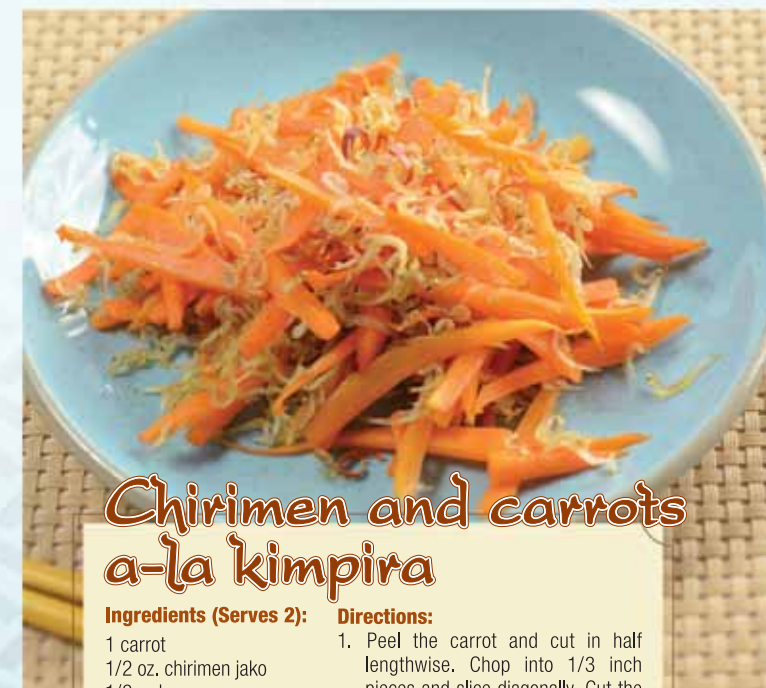
Shirasu tofu burger

Ingredients (Serves 2):

5-1/2 oz. shirasu
1 cake of firm tofu
10 green shiso leaves
3 tablespoons potato starch
2 tablespoons salad oil
Ponzu (as desired)
Ichimi red pepper (as desired)

Directions:

1. Crumble the tofu by hand and let drain in a colander.
2. Finely chop the shiso leaves and mix thoroughly with the shirasu, tofu, and potato starch.
3. Divide into four equal parts and shape into patties. Grill both sides in a pan with salad oil till browned.
4. Pour ponzu and sprinkle ichimi red pepper, as desired.



Chirimen and carrots a-la kimpira

Ingredients (Serves 2):

1 carrot
1/2 oz. chirimen jako
1/2 red pepper
1/2 tablespoon sesame oil
1/2 tablespoon soy sauce
1 tablespoon water

Directions:

1. Peel the carrot and cut in half lengthwise. Chop into 1/3 inch pieces and slice diagonally. Cut the red pepper in half and remove seeds.
2. Heat a skillet with sesame oil and put in the chirimen and red pepper to sauté lightly. Add the carrot. After it has softened, add soy sauce and water to seal in the flavor.



Shirasu pasta

Ingredients (Serves 2):

6 oz. pasta
3-1/2 oz. shirasu
5 cherry tomatoes
3 leaves green shiso
1 red pepper
1 clove garlic
2 tablespoons olive oil
Dashes of salt and pepper

Directions:

1. Add salt to boiling water and cook the pasta as directed.
2. Cut the garlic in half and crush with the back of a knife. Remove seeds from the red pepper and cut into round slices.
3. Put olive oil, garlic, and red pepper in a pan and heat on low.
4. Put the halved cherry tomatoes in the pan and mix lightly. Stir in the shirasu and heat quickly.
5. Add the cooked pasta. Adjust the flavor by adding salt and pepper to taste.
6. Arrange on a plate and garnish with the finely-chopped green shiso leaves.

STORY of TUNA



The tuna as you may have expected, is the most popular fish for sashimi (thinly sliced raw fish) or nigiri-sushi (hand-rolled sushi with raw fish on top). Japan is the world's biggest consumer of tuna; large quantities of tasty tuna, both fresh (raw) and frozen, are shipped to Japan from all over the world.

Surprisingly, the United States is ranked second in tuna consumption. Tuna caught in Micronesian waters are delivered to Hawaii; those caught in the Pacific Ocean to Los Angeles; those caught in the Gulf of Mexico to Miami; and those caught in the Atlantic Ocean (off Canada) to Boston and New York. Additionally, large quantities of tuna caught in the Indian Ocean, the Mediterranean Sea and off the coasts of Africa are transported to the U.S. by air.

The best thing about tuna in the U.S. is that the fish on the market is raw and very fresh. Similar to beef, the maturity period of, and therefore the best time to eat the meat of a giant tuna is within the first week from the day it is caught.

Now, let's talk about the types of tuna. The most expensive grade of tuna is the hon-maguro (blue-fin tuna). It is first-class in all categories, such as color, taste, and texture. Each fish contains akami (red flesh) and toro (fatty flesh). Due to its scarcity, toro is the highest priced section of the tuna fish which also happens to be very fatty and tasty.

Bachi refers to the mebachi-maguro (bigeye tuna), which is similar to hon-maguro in texture. It is also said to taste the best among all types of tuna, depending on the season.

The kihada (yellow-fin tuna) flesh is lighter pink in color and slightly firmer in texture than the hon-maguro. It has a refreshing, tasty red flesh that isn't too soft, like the toro.

We usually have akami and toro of the bachi from Hawaii available at Nijiya Market. The hon-maguro, which is an expensive product, is made available only when the price reaches an affordable range or via special distribution routes.

Many of our customers have attended the hon-maguro cutting and sale event.

The hon-maguro cutting and sale event



San Diego Store



Torrance Store



Little Tokyo Store



San Francisco Store



Mountain View Store



West L.A. Store

有機栽培

ORGANIC
Nijiya Farm

Soybean and edamame (green soybeans) are the same vegetable, but the two names refer to their respective harvest periods. Some records show that people ate boiled soft green soybeans as early as the Heian era (794~1185). Today, with the worldwide popularity of Japanese cuisine, the term “edamame” has become an international word, being a standard part of the vocabulary of English and Spanish.

The soybean has played an important role in the Japanese diet for many years. Of the five grains eaten in Japan, it's the third most popular by consumption after rice and barley. During its long history, Japan has given birth to a number of soybean-based foods, such as miso (bean paste), soy sauce, tofu, natto (fermented soybeans), yuba (bean-curd skin), and other traditional must-haves for Japanese dishes.

It is said that the soybean has its roots in the northeastern region of China and the Amur River basin. The original strain of soybean is the wild tsumamame (*Glycine soja*), which was first cultivated 5,000 years ago. Soybeans were brought to Europe in the eighteenth century and to the United States in the nineteenth century. The United States is currently the largest soybean producer, and Japan is the number-one consumer. The majority of soybeans consumed in Japan are imported from other nations, which makes Japan the number-one soybean importer in the world.

Japan grows more than 300 varieties of soybeans, but the demand far exceeds

EDAMAME

production. Among the domestically produced soybeans, most of the summer crop—beans seeded in April or May—is harvested while it is still soft and young for consumption as edamame. Many soybean varieties are grown specifically for edamame, and they're all competitive in quality. Top brands of edamame are as follows: “Kuro edamame,” which is grown in the Tanba Sasayama region of Hyogo; “Kurosaki chamame,” from Niigata; “Dada chamame,” produced in the Tsuruoka region of Yamagata; and “Tengu-jirushi edamame” from Gunma, among others.

Cultivation

The outdoor cultivation of edamame begins with the preparation of the field. Topsoil is removed to a depth of 12 inches and an ample amount of compost is laid down. Next, the soil is put back and ridges 47 inches wide and 8 inches high are made. Two lines of T-tape for drip irrigation are then installed and thin black mulching film is placed over the soil. This film keeps the soil warm and prevents the growth of weeds.

Plants of the legume family are the breeding ground for the leguminous bacteria (bacteroid) that grow on the roots and live symbiotically with the plants. The leguminous bacteria receive their nutrient—sugar—from the plant and in return contribute fertilizing ammonium nitrate to the plant (via nitrogen fixation). This symbiotic relationship is common in the world of plants, and is taught in any biology textbook. Apparently, it is possible to grow crops without fertilizer by spraying leguminous bacteria over the field.

The more we learn about the function

of leguminous bacteria, the more we are convinced that soybeans can be grown without fertilizer. In reality, though, it isn't quite so simple.

The amount of fertilizer needed to grow highly nutritious edamame is greater than you would think. So, the challenge isn't how effective the function of the leguminous bacteria is. Instead, it's the sheer amount of fertilizer needed, which makes fertilizer-free soybean cultivation difficult. Organic farmers who refuse to use chemical fertilizers need abundant compost. Since soybeans use up all the fertilizer in a field after one season and do not permit continuous cropping, it's sometimes necessary to rotate soybean plantings by maintaining a minimum of three years in between crops.

The timing of seeding has a direct impact on the growth of edamame. Because edamame is harvested after a fairly short period of time, seeding is preferably timed to spread the harvest period over many months. However, that's more easily said than done. Seeds are planted in mid-May first, followed by four rounds of seeding 10 days apart. This pattern of seeding spread out over five rounds allows for a one-month harvesting period. If you miss this seeding window, the natural growth cycle of the soybean is tipped and they won't grow properly. On both sides of each T-tape, four lines of holes are made at 12-inch intervals where one seed is planted in each hole. Within as little as a week, a strong, thick seed leaf comes forth.



Many plants in the legume family need a lot of water to grow, so irrigation and drainage are two key points of managing their cultivation. Thick foliage grows under the summer sun. Soon you'll see many small flowers blooming amid the shadows of the leaves. The flowers turn into small fruits, which quickly grow and assume the rounded shape of the bean. By August, their height (length) is as much as 3.2 feet. Once the leaves have partly turned yellow it's time to harvest. At that time, the stalk is cut just below the first bean and the leaves are removed one by one. It's cumbersome work, making the beans “on the stalk.” However by shipping the beans that way they will neither grow nor die, so they'll stay reasonably fresh. Freshness is paramount for delicious edamame.

Nutritional Value

Everyone knows that summer is the best season to eat edamame. Edamame is basically a prematurely harvested soybean, so quite interestingly it has the nutritional characteristics of a bean as well as a vegetable. In particular, edamame is a better source of β carotene and vitamin C than soybean. Edamame contains less protein, fat, and carbohydrate than a mature

soybean, but an edamame supplies nearly the same amounts of other vitamins and minerals as a soybean.

Edamame contains protein, vitamin B₁, B₂, calcium, potassium, pantothenic acid, folic acid, and zinc, which promote the body's metabolism, convert sugar into energy, prevent obesity, relieve fatigue, support gallbladder function, prevent summer lethargy, demonstrate antioxidant action, and give us energy and stamina. These excellent health benefits make edamame a nutritious appetizer and a great accompaniment to beer or sake.

One key feature of organic farming is that the innate nutritional value of the crop is fully realized. So, you don't want to miss a bag of organic fresh edamame when you see one. You shouldn't worry when the edamame season is gone. You can always enjoy frozen edamame. In fact, frozen edamame is available throughout the year.

How to Cook

In the U.S., fresh edamame is available only in August when the legume plant is in season, and Nijiya Farm is the only supplier of organically grown edamame. Nijiya's

high quality edamame is comparable to any of the premium brands produced in Japan. Because the edamame harvest season is short, you won't see fresh edamame for sale for long. You won't want to miss the opportunity to enjoy Nijiya's edamame.

Various ways to boil edamame are featured in cook books and food magazines. We at Nijiya, however, recommend a simple boiling method that guarantees delicious taste.

- 1) Remove the edamame from the stalk.
- 2) Place the edamame in a pot and pour in just enough water to cover the beans.
- 3) Bring to a boil over high heat. Boil for two minutes and then drain in a colander.
- 4) Sprinkle approximately 3% of salt to the total volume of edamame. Shake the edamame in the colander and let the beans cool.

You won't go wrong with this method, because the beans are cooked slowly and allowed to cool gently in the colander. Since the only addition is a small amount of salt, this cooking method is foolproof. You can cook delicious edamame this way, no matter how small the beans are or even after they've turned, slightly yellowish.



A Japanese-Style Breakfast

The best way to start your day is to have a good breakfast. A healthy, delicious diet will help you maintain stamina and enthusiasm.

Why is breakfast necessary?

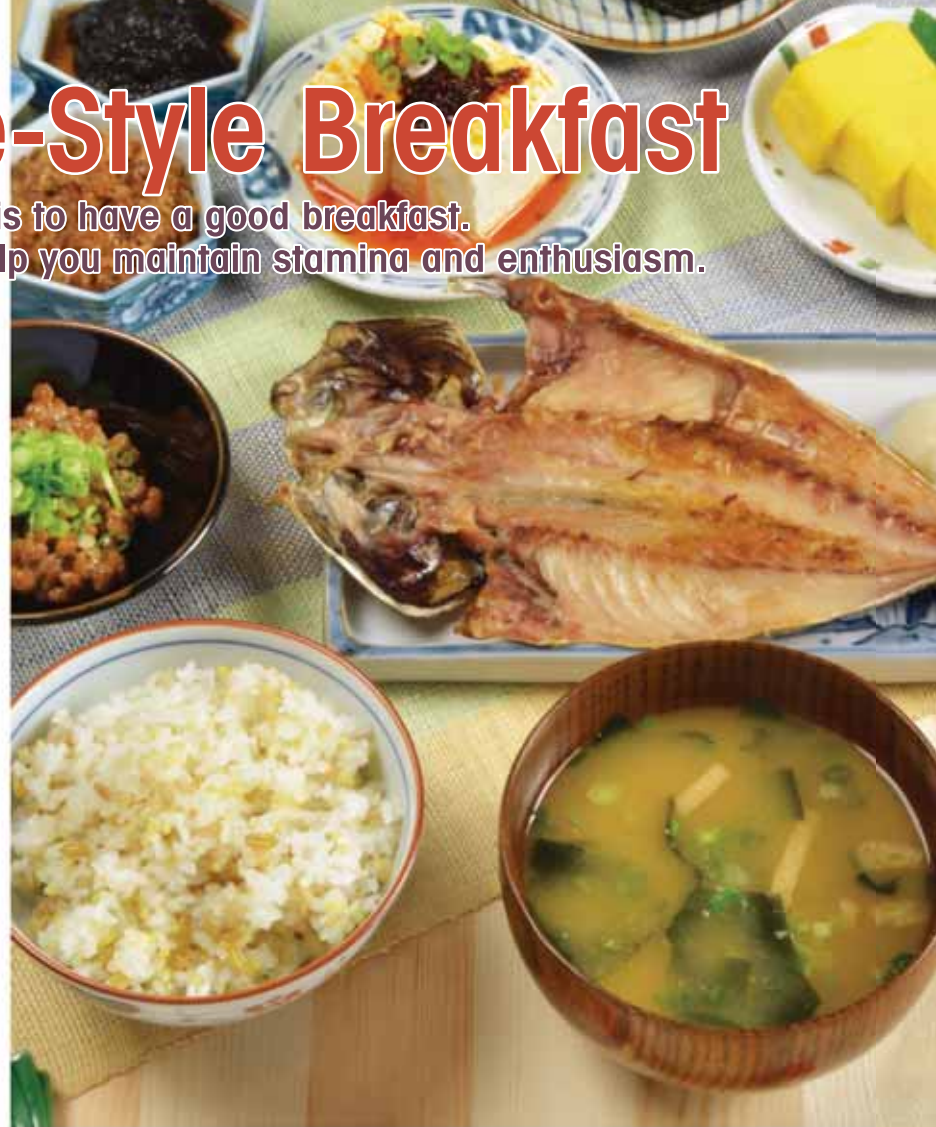
Because adults and children are so busy in today's world, many leave home in the morning without breakfast. However, breakfast isn't just to satisfy hunger. It has a much more important role.

A person's temperature fluctuates throughout the day, declining after about 9 p.m. to enter a resting state for the brain and body. This means that your body temperature is at its lowest point as you wake up in the morning. This may be one of the reasons why people feel so groggy in the mornings. Your body temperature must be raised to start the day's activities. It is said that a warm breakfast is the most effective way to do that.

Breakfast and Dieting

Some of the most common reasons for skipping breakfast are as follows: "I don't have time for it," "I'm not hungry," or "I'd rather sleep in." Some people even skip breakfast for the sake of a "diet." However, the notion that eating less in the morning will lead to weight loss is a misconception. It actually causes decreased activity in the mind and body.

The energy gained from a hearty breakfast fuels the day's activities, and your weight will gradually decrease. With no breakfast, your body senses a deficiency of nutrients and tries to store fat. That's why an evening meal with the same amount of calories as your breakfast results in weight gain, which is the opposite of what dieters hope to achieve. It's important to consume starchy foods such as rice for breakfast and avoid taking in too much fat.



Let's Eat a Hearty Breakfast

Gochiso magazine recommends a breakfast that includes rice. Rice is the basis for a healthy Japanese diet that includes fish, soy, vegetables, and seaweed. The steady chewing of rice at the time of consumption improves blood flow to the brain. It's digested slowly and then absorbed. It gradually increases the blood sugar count, which is then sustained for a prolonged period of time. It provides an extremely stable source of glucose for the brain, and it's linked to improvements in effective learning. A habit of regularly eating rice for breakfast stimulates the intestines, and eating breakfast in a relaxed state aids intestinal function to help prevent or alleviate bloating or constipation.

Rice Recommendations

Those who don't have the habit of

eating rice might find it hard to decide where to start. Rice can be flavored virtually in any way, so you'll never get tired of it. Eating rice for breakfast is a great habit to pick up. If you're busy in the morning or want to keep things simple, try starting with onigiri (rice balls) or okayu (rice gruel). Tofu (bean curd), natto (fermented soybeans), dried marine products and eggs are perfect companions for rice and can be stored for a long time. Using such ready-to-eat foods in clever ways is always an option. Leftovers from the night before or pre-cooked dishes are extremely useful as well.

Meals that revolve around starchy rice supply the brain with its energy source, which is glucose. We recommend eating a good breakfast for heightened concentration so that you can breeze through your workday.

Nijiya's Recommended Breakfast Meals!



- Nijiya Rice + Millet
- Gudakusan (chunky) miso soup (Nijiya miso, powdered soup base, Nijiya's organic tofu, kinoko mushrooms, farm-grown organic vegetables)
- Nijiya's teriyaki nori (teriyaki-flavored seaweed)

- Nijiya's organic natto
- Thick omelet (Nijiya eggs)
- Dried marine products

Pre-cooked dishes: 2 items

Seaweed Boiled Down in Soy Sauce (Serves 6)
Here's a great way to reuse leftover seaweed.
This dish can be kept frozen, too.



- 4 or 5 sheets yakinori (roasted seaweed) (large sheet)
- 2 tablespoons soy sauce
- 2 tablespoons mirin (sweet Japanese cooking wine)

1. Tear the seaweed into large pieces and soak in 7oz. of water.
2. Heat on low, and add the soy sauce and the mirin once some of the water evaporates. Boil down until all the liquid has evaporated.
3. Serve over rice.

Ume Katsuo (plum with dried bonito flakes) (Serves 4)
Can be wrapped and stored in the fridge for up to two weeks.



- 4 pickled plums (large)
- 2 cups katsuobushi (dried bonito flakes)
- 1 teaspoon soy sauce

1. Remove the pit from the plum, and chop the pulp into small pieces.
2. Place in a bowl and mix in the katsuobushi. Add soy sauce and mix well.
3. Serve over rice.

On Busy Mornings, Use Nijiya Products to Make Quick Breakfast Meals.

Morning Curry (with Nijiya's curry sauce)



Ingredients (Serves 1 to 2):

- 1 bag Nijiya's curry sauce
- Vegetables of your choice or leftover vegetables (as desired)
- Salad oil (as desired)
- Pinch of salt and pepper
- 1 to 2 servings of cooked rice

Directions:

1. Heat Nijiya's curry sauce pack in boiling water for 5 minutes.
2. Cut your favorite or leftover vegetables into easy-to-eat pieces, and sauté in a fry pan coated with salad oil. Add salt and pepper for taste.
3. Place the rice in a bowl, pour the heated curry sauce over it, and top off with the sautéed vegetables.

Kara-Age Oyako-Don (with Nijiya's kara-age)
(a bowl of rice topped with deep-fried chicken and eggs)



Ingredients (Serves 2):

- 4 or 5 pieces Nijiya's kara-age
- 2 tablespoons Nijiya Tsuyu Tennen (soup stock made of seasoned soy sauce and dashi)
- 5 tablespoons water
- 2 eggs
- 1 teaspoon starch
- 2 servings of cooked rice
- Green onion (as desired)

Directions:

1. Cut the kara-age into four pieces and heat in the microwave.
2. Pour the Tsuyu Tennen and water into a pot, and place over medium heat. Add the kara-age and let it come to a boil.
3. Add the starch and water mixture to the eggs and mix well. Add to step 2 and stir over high heat.
4. When the egg begins to solidify around the edges, shut off the heat. Pour over the rice, fluids and all. Top with minced green onion.

Recommending vinegar consumption

During the summer months, it seems that many people complain of tiring easily, using up more stamina than usual, and feeling out of sorts with no just cause. This is said to be due to our bodies' becoming acidic because of changes in modern eating habits. It is known that the body's natural healing power is strongest when the body maintains a slightly alkaline state. In other words, those whose physical

constitution is slightly alkaline are less vulnerable to fatigue, disease and/or injury because of an enhanced natural healing power. Conversely, those whose bodies are acidic have their natural healing power compromised, becoming easily tired and taking more time to recover from diseases. What can we then do to make the body slightly alkaline? The answer is simple – vinegar, to be exact!

As you already may know, vinegar offers many benefits. As long as you consume the required amount, the body can be maintained in a slightly alkaline condition. That's because the body's citric acid plays a major role. Vinegar contains 2% organic acid among its components. Though the amount is rather negligible, acetic acid as the

main component of vinegar and other organic acids convert into acetic acids in the body. The State of Vermont in America is known for many residents who live well into old age. This is where apples are grown in abundance. Residents of Vermont often drink what they refer to as "Vermont Drink" by mixing apple vinegar and

honey diluted with water. While they enjoy this delicious drink, they maintain their health without really knowing it. In addition, vinegar comes with sterilizing power and deodorizing benefits. It gives more peace of mind than using chemicals in the kitchen to sterilize a cutting board or deodorize a fishy smell, etc.

Seafood marinade

Ingredients (Serves 4):
4 scallops (sashimi grade)
8 pieces white fish sashimi
4 shrimps
1/2 octopus tentacle
1/4 onion
4 cherry tomatoes

Marinade:
5 tablespoons vinegar
4 tablespoons olive oil
1 tablespoon yuzu pepper
Dashes of salt and pepper

Directions:
1. Thinly slice the onion, rub in salt, soak in water, and drain. Cut the cherry tomatoes in half.
2. Peel and devein the shrimp and boil quickly in salted water. Cut the scallops in half. Chop the octopus into 1/3-inch pieces.
3. Combine the ingredients for the marinade in a bowl and mix thoroughly with all the other ingredients.

*The dish can be served right away, but is even more delicious if left to marinate for 2 to 3 hours in the refrigerator.



TRIVIA

- Calcium is compatible with vinegar. When calcium is consumed, the body eliminates most of it. However, when vinegar is taken with calcium, the body absorbs almost all of it.
- If we consume one tablespoon (15ml) of vinegar a day. It is supposed to be beneficial for stiff shoulders, poor circulation, constipation, etc.

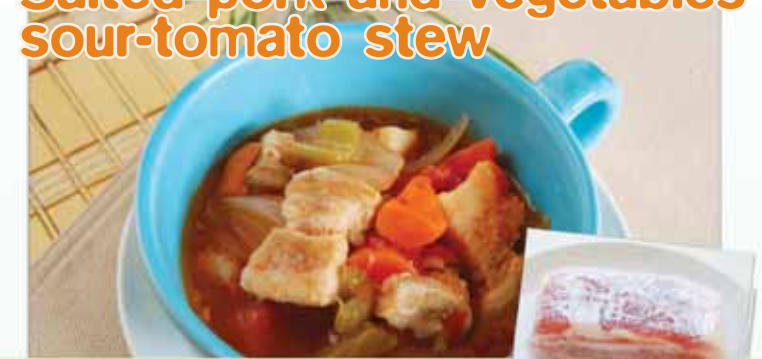
Chicken wings cooked in sweet vinegar



Ingredients (Serves 4):
12 chicken wings
2 tablespoons white sesame seeds
1 tablespoon salad oil
2 tablespoons sake
Dashes of salt and pepper
lemon peel (as desired)
<Sauce>
3 tablespoons vinegar
2 tablespoons soy sauce
2 tablespoons sugar

Directions:
1. Score along the bones on the back of the chicken wings in two places and sprinkle with salt and pepper.
2. Heat salad oil in a skillet and grill the chicken wings skin side down until browned and then grill the other side. Add sake and cover to steam over medium heat.
3. Add the sauce ingredients and mix in. After the sauce thickens, reduce over high heat and pour the sauce over the wings. Quickly stir in the white sesame seeds. Garnish with lemon peels as desired.

Salted pork and vegetables sour-tomato stew



Ingredients (Serves 4):
Salted pork:
7 oz. boned pork rib
2 teaspoons salt
1 onion
1 carrot
1/2 celery stalk
2 cloves garlic
1 can whole tomatoes (14.5 oz.)
1 cup water
1/2 cup vinegar
1 tablespoon olive oil
Dashes of salt and pepper

Directions:
1. Rub salt onto the pork rib and tightly wrap in cellophane. Refrigerate for 3 days to make salted pork.
2. Finely mince the garlic and chop the carrot and celery. Cut the onion in half and then into eight pieces. Slice the pork into bite-sized pieces.
3. Put olive oil in a pot and add the garlic, pork, and vegetables in that order. Sauté until the vegetables are tender. Crush the whole tomatoes by hand, and add to the pot. Add water and vinegar and cook for 20 minutes over low heat.
4. Adjust the flavor by adding salt and pepper (as salt comes from the salted pork, taste to see if needed).

Fruit vinegar



Ingredients (Serves 4):
18 oz. seasonal fruits
*Apples, pineapples, strawberries, bananas, papaya, etc. but you can substitute any fruit
17 oz. vinegar
17 oz. crystal sugar
(Use the ratios of 1/1/1 as a rule of thumb for fruit, vinegar, and sugar. You may use less sugar to reduce sugar intake)

Directions:
Wash a wide-mouthed jar and sterilize by boiling. Wash and cut the fruit. Put fruit and crystal sugar in that order in the jar and pour in vinegar. Leave in a cool, dark corner

for one week to cure. Remove the fruit from the jar after 2-3 weeks (although the fruits can be consumed, they are sour, and so are recommended for use in jams and/or blended juices). * Fruit vinegar can be preserved in the refrigerator for 2-3 months. Fruit vinegar can be diluted in milk, soda, or water to taste and can be enjoyed by adding shochu, wine, and spirits. Try using it in any recipe that calls for vinegar.

White fish steamed in spicy leaves



Ingredients (Serves 4):
1 whole or 4 fillet of seasonal white fish
1/2 Tokyo leek
1-inch piece of ginger
Cilantro (as desired)
<Marinade>
1 green part of Tokyo leek
1-inch piece of ginger
2 tablespoons sake
Dashes of salt and pepper
3 tablespoons sesame oil
<Sauce>
1 tablespoon soy sauce
2 teaspoons vinegar
1 teaspoon mirin
A dash of pepper
1 tablespoon sesame oil

Directions:
1. Remove the scales from the fish, cut out the guts, and score several notches on the fish.
2. In the case of fillet of fish, score as well.
3. Place the fish in the marinating sauce and let the flavors seep in. Soak in the marinade for 30 minutes on both sides. In the meantime, thinly slice the white part of Tokyo leek into 3-inch pieces to make fine strips of leek, cut ginger into thin slices and soak both in water.
4. Place a steaming stand in a Chinese wok. Add water and bring to a boil. Steam the fish on a plate on top of the steaming stand for 10 to 13 minutes.
5. Remove the fish with the plate as is and pour the sauce on top.
6. Arrange the vegetables with the fish. Drizzle the sesame oil heated in a sauce pan and sprinkle with cilantro leaves to serve.



Una Tama Bowl (Eel and Egg)

Ingredients: (Serves 4)

- 1 unagi kabayaki (glazed grilled eel)
- 6 eggs
- 2 oz. men-tsuyu, 3 times concentrated type (Japanese soup base made from soy sauce, mirin, sake, and dried bonito)
- 7 oz. water
- 2 tsp. sugar
- 2 Tbsp. sake
- 1 mitsuba (trefoil)
- Japanese sansyou pepper powder (optional)
- 4 servings of cooked rice



Unagi kabayaki

Directions:

1. Slice the unagi kabayaki (eel) into bite-size pieces. Slice the mitsuba into 1 inch lengths and separate the leaves.
2. Mix the water, men tsuyu, and sugar in a pot.
3. Add the unagi kabayaki (eel).
4. Pour in the eggs and sprinkle in the mitsuba stems. Remove from heat when the eggs start to cook.
5. Serve over rice with garnish of mitsuba leaves.



Nijiya brand men-tsuyu
(3 times concentrated type)

Easy to make delicious BOWL

These recipes demonstrate how quick and easy it can be to create a bowl. Please enjoy trying each one!!

Tomato Tuna Bowl

Ingredients: (Serves 2)

- 1 large tomato
- 1 can (5 oz.) tuna
- 2 handfuls sliced lettuce
- 1 Tbsp. miso
- 1 Tbsp. olive oil
- 2 servings of cooked rice

Directions:

1. Cut the tomato into cubes.
2. Pour off the liquid in the tuna can.
3. Mix olive oil and miso to make the dressing.
4. In serving bowls arrange the lettuce, tomato and tuna on top of the rice.
5. Drizzle the dressing over the dish.



Nijiya brand tuna flake



Tofu Mentaiko Bowl

Tofu Mentaiko Bowl

Ingredients: (Serves 2)

- 1 pkg. tofu (14 oz.)
- 1 mentaiko (spicy cod roe) (1-1.5 oz.)
- 1 myoga (Japanese ginger)
- Soy sauce (according to taste)
- 2 servings of cooked rice

Directions:

1. Cut the tofu into bite-size pieces.
2. Remove the skin of mentaiko.
3. Slice the myoga.
4. In each serving bowl, place all the ingredients on top of the rice. Add soy sauce as desired.



Nijiya brand tofu



Myoga

Beef Bowl

Ingredients: (Serves 4)

- 10 oz. thin sliced Beef
- 1 large onion
- 1 cup. water
- 2 tsp. Wafu dashi
- 3 Tbsp. white wine or Japanese sake
- 2 Tbsp. sugar
- 1 Tbsp. mirin (sweet rice wine)
- Salt (according to taste)
- 4 Tbsp. soy sauce
- 1 tsp. grated ginger
- Pickled red ginger (optional)
- 4 servings of cooked rice



Directions:

1. Slice the onion then place into a sauce pan with the water and Wafu dashi. Cook over medium heat until the onion becomes tender.
2. Cut beef into bite-size pieces. In a prep bowl, quickly marinate with white wine, sugar, mirin, salt, and soy sauce.
3. Add the beef mixture to the onions pan and heat for 5 minutes.
4. Serve on top of rice.



Nijiya brand Wafu dashi
(Instant Japanese broth powder)



Beef Bowl

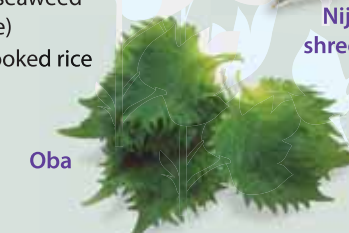
Zuke (Soy Sauce Marinated) Bowl

Ingredients: (Serves 2)

- 1 block fish sashimi (6 oz.)
- 1 avocado
- 5 oba leaves (perilla)
- 2 Tbsp. soy sauce
- 1 Tbsp. sake
- 1 Tbsp. mirin (sweet rice wine)
- Shredded nori seaweed
- Wasabi (to taste)
- 2 servings of cooked rice



Nijiya brand
shredded nori



Oba



Directions:

1. Heat the sake and mirin in a prep bowl by microwave. When the liquid starts to bubble, stop cooking. Add in the soy sauce and let cool.
2. Slice the sashimi and place it into the sauce from Step 1.
3. Slice the avocado and cut oba into a chiffonade.
4. Place rice in serving bowls, sprinkle the shredded nori on the rice.
5. Arrange the sashimi and avocado on top of the nori, then top with oba and wasabi.

Nijiya's Special Dressing Series

For your fresh salad, wouldn't you want a fresh dressing?
A variety of tasty dressings based on original recipes
are now available at Nijiya Market.

Shio-Koji Ginger Dressing

This item is a healthy non-oil dressing with the rich flavors of shio-koji (salted rice malt) and ginger. The stinging taste of ginger brings a refreshing accent to the taste. This dressing is excellent not only for salads but also for cold tofu, sashimi, yakiniku, and broiled fish dishes.

Chinese Dressing

This item is a soy sauce based dressing with the appetizing scent of sesame oil. A subtle flavor of mustard accents the taste. This dressing is excellent not only for salads but also for Hiyashi Chuka (chilled ramen noodles), steamed chicken, and somen salads.

Asian Sweet Chili Dressing

Similar in taste to many Thai dishes, this item has a sweet, spicy, and ethnic flavor. Fish sauce brings forth the delicious taste. This dressing is excellent not only for salads but also for Japanese vermicelli and spring rolls! This dressing goes well with fried dishes too.

Shio-Koji Ginger Dressing

Shoga Yaki



Ingredients (Serves2):

5.3 oz. pork loin
specially sliced
1/4 onion
5 tablespoons
Nijiya shio-koji shoga dressing
1 tablespoon cooking oil
salt and pepper (to taste)

Directions:

1. Lightly season the thin-cut pork with salt and pepper. Marinate the pork and sliced onions in the shio-koji shoga dressing for 30 mins.
2. Put oil in a fry pan on medium heat. Add the pork and then the onions.
3. Pour the dressing from Step 1 over the pork and onions and serve.

Katsuo Tataki Salad



Ingredients (Serves2):

5.3 oz. katsuo tataki
(seared bonito)
2~3 leaves lettuce
kaiware daikon
(daikon radish sprouts)
(as needed)
4 tablespoons
Nijiya shio-koji shoga dressing

Directions:

1. Cut the katsuo into 0.2 inch pieces. Marinate it in the shio-koji shoga dressing for 10 mins.
2. Arrange the lettuce leaves on a plate. Place the katsuo tataki over the lettuce, and garnish with the kaiware daikon. Top off the dish with the dressing.

Nijiya's Special Dressing Series

Chinese Dressing

Shirataki Noodle



Ingredients (Serves2):

1 pack (330g) shirataki
1/8 red paprika
1/8 green pepper
1 teaspoon soy sauce
1 teaspoon sesame oil
6 tablespoons
Nijiya Chinese style dressing

Directions:

1. Cut the red and green peppers into small pieces and marinate in a mixture of the sesame oil and soy sauce.
2. Boil the shirataki, rinse out the water, and season with Chinese style dressing.
3. Top the noodles with the ingredients from Step 1.

Teriyaki Chicken



Ingredients (Serves2):

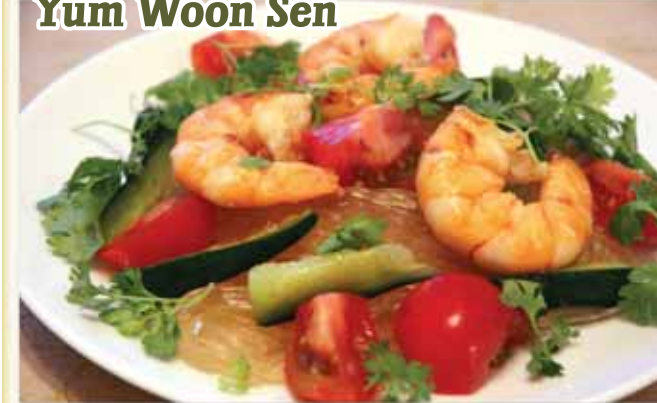
2 chicken thighs
salt and pepper (to taste)
1/8 green pepper
3 tablespoons
Nijiya Chinese style dressing
1 tablespoon cooking oil

Directions:

1. Stab the chicken thighs with a fork several times to make holes, and add the salt and pepper. Marinate the chicken in the Chinese style dressing for about 30 mins.
2. Put the oil in a frying pan on medium heat. Place the chicken into the pan. When one side lightly browns, flip it over.
3. Remove the chicken from the oil. Serve it with the dressing.

Shio-Koji Ginger Dressing

Yum Woon Sen



Ingredients (Serves2):

6 Shrimp
1.8 oz. harusame
(clear noodles)
1/4 cucumber
1/2 tomato
2 sprigs cilantro
2 tablespoons
Nijiya Asian sweet &
chili dressing
1 tablespoon sesame oil
pepper (to taste)

Directions:

1. Cut the cucumbers lengthwise and season with salt. Cut the tomatoes into bite-size pieces. Separate the cilantro leaves from the stems. Peel the shrimp and rinse well. Season with salt and pepper.
2. Spread the sesame oil in a frying pan and cook the shrimp on medium heat. (Cover the pan with a lid to make sure the center of the shrimp heats thoroughly.)
3. Cook the harusame. Rinse well. Put the harusame and ingredients from Steps 1 and 2 in a bowl. Add the Asian sweet & chili dressing, and the pepper. Mix well and serve.

Kara-age Salad



Ingredients (Serves2):

5 Nijiya chicken kara-age
4 leaves cabbage
10 grape tomatoes
4 tablespoons
Nijiya Asian sweet & chili
dressing

Directions:

1. Julienne the cabbage and spread it on a plate. Surround it with grape tomatoes.
2. Cut each piece of Nijiya Karaage into 2 to 3 pieces and arrange on the plate from Step 1. Top with Asian sweet and chili dressing.

Kagawa's Sanuki Udon



Kagawa Prefecture is located roughly at the center of Setonaikai National Park in the northeastern part of Shikoku Island. Although it's the smallest prefecture in Japan, it is abundant in natural beauty. Kagawa borders the Seto Inland Sea on the north and the green Aso Mountain Range on the south. In between, it has the Sanuki Plain, with its many reservoirs. The great natural beauty of Kagawa delights us with different expressions in each of the four seasons.

When the name Kagawa is mentioned, we think of sanuki udon (Sanuki-style udon). Sanuki udon is famous not only in Japan but also here in the U.S. The region covered by what is now Kagawa Prefecture was called "Sanuki" in olden times, so the udon originating from this region is known as "sanuki udon."

The people of Kagawa have traditionally made udon by hand to welcome guests or to celebrate other joyous occasions. Reportedly, there

were already udon restaurants about 300 years ago. A favorable climate and the local availability of quality flour and salt are believed to be the reasons udon became popular in Sanuki so long ago.

The main characteristics of sanuki udon is the amount of salt used depending on the seasons and the stepping method used in the kneading process. Udon is made of flour, water, and salt, but the ratio of water and salt is very important to the flavor of this seemingly simple noodle. In fact, the water-to-salt ratio is changed each season according to the temperature and humidity.

The traditional know-how of adjusting the salt content is strictly followed even today, not only by udon restaurants but also by those who make udon at home. Dough prepared with just the right amount of salt for each season is wrapped in a straw mat and stepped on. This step is essential in giving the noodles their koshi (firm texture), which is the soul of sanuki udon.



SANUKI UDON

Ingredients (Serves approximately 6):
 9 oz. Nijiya organic flour/hard flour
 9 oz. Nijiya organic flour/soft flour
 7/8 cup water
 2 teaspoons salt



Mix ingredients and knead the dough

Place the flour in a bowl and lift it with both hands with fingers wide, then drop to mix the flour with air. Repeat this action several times while adding 1/3 to 1/4 of the pre-mixed salt water each time until all the water is used. Knead the dough with your hands until it forms a mass. (It'll be fine once it roughly comes together, so don't worry if you still have some crumbs.)

Tips

Ratio of salt and water
 • Summer Salt : Water = 1 : 9
 • Winter Salt : Water = 1 : 15
 • Spring, autumn Salt : Water = 1 : 11

Weighing the salt water
 The ratio of salt water to flour also varies depending on the season from 42% (summer) to 46% (winter). Assuming that 9 ounces of flour will be used, this ratio and corresponding amount of salt water change as follows:
 • Summer 42%: 9 oz. x 0.42 = 3.7 oz. salt water
 • Winter 46%: 9 oz. x 0.46 = 4.0 oz. salt water
 • Autumn, spring 44%: 9 oz. x 0.44 = 3.9 oz. salt water

Step on the dough

Place the kneaded dough into a strong plastic bag. Step on the dough evenly over the plastic bag with your heels, using a circular motion. Continue for 5 to 6 minutes. If the dough becomes too flat, fold it in half and half again and continue stepping. Repeat this folding-and-stepping process three times or so until the dough becomes firm.



Let the dough rise

1. Fold the flattened dough in thirds and thirds again.
2. Put inside a plastic bag and remove the air inside.
3. Let the dough rise. (Let the dough rise for 30 minutes to an hour in summer, 1 to 2 hours in spring or autumn, and 2 to 3 hours in winter.)

Make noodles

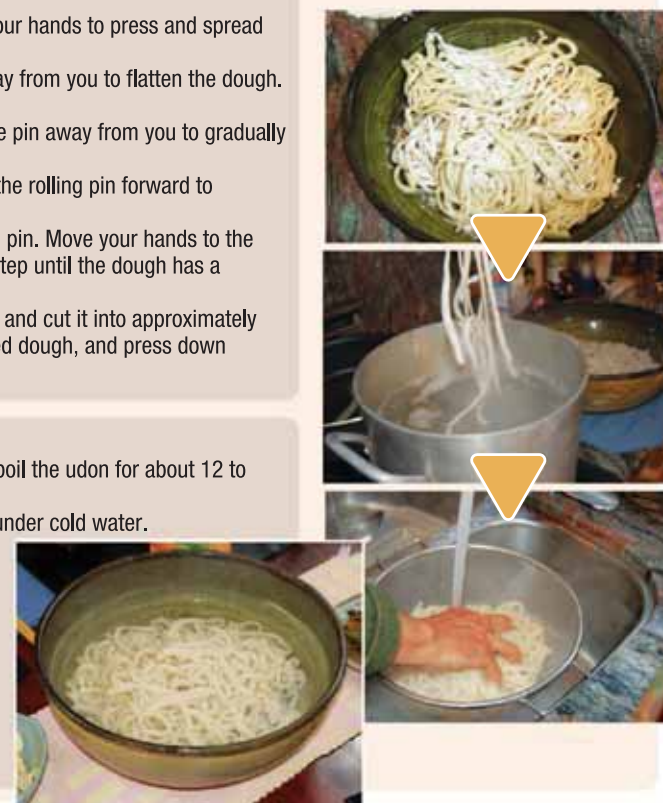


When the dough has risen enough, cut it in half with a knife and make noodles from the two halves in two separate sessions. Sprinkle flour on the table, place the dough on top, and use the palms of your hands to press and spread the dough. Place a rolling pin at the center of the dough, and push and roll the pin away from you to flatten the dough. Grab the far end of the dough and flip it toward you. Again, place the rolling pin at the center of the dough, and push and roll the pin away from you to gradually flatten the dough. Roll the dough forward over the rolling pin and then roll it out as you push the rolling pin forward to carefully flatten the dough. Place your hands at the center of the dough that is rolled around the rolling pin. Move your hands to the left and right to push the dough outward while rolling the pin. Repeat this step until the dough has a uniform thickness of approximately 0.1 inch. Sprinkle enough flour on the table and fold the dough like a folding screen, and cut it into approximately 0.1-inch strips. Apply the knife perpendicularly to the top plane of the folded dough, and press down (vertically) to cut the dough into thin strips from one end to the other.

Oil the noodles

1. Separate the noodles.
2. Boil ample water in a large pot, add a teaspoon of salt, and boil the udon for about 12 to 15 minutes until the noodles become roughly transparent.
3. When the noodles are done, drain and rinse them promptly under cold water.

* Enjoy the noodles as kamaage udon (udon noodles eaten straight from the pot of hot water), hiyashi udon (cold udon) or nikomi udon (udon simmered in broth) with condiments, such as chopped green onion, ginger, dried seaweed, sesame, kinshi tamago (thin strips of scrambled egg), stewed shiitake mushroom, nagaimo (Japanese mountain yam), shishito (small green pepper), etc.
 * If you don't plan on eating the noodles right away, do not boil them. Instead, sprinkle them with cornstarch or katakuriko (potato starch) and freeze. You can keep the noodles frozen until you are ready to use them.



Let's prepare dashi stock (dashi soup stock).

Ingredients (per 4 cups water):

0.9 oz. kezuribushi (shaved flakes of dried mackerel, round herring, etc.)
Pinch of kezuribushi (thin-shaved flakes of dried bonito)
0.9 oz. niboshi (dried sardine)
0.9 oz. konbu kelp

How to make dashi stock

Place the konbu kelp and niboshi in a pot and soak in water for 30 minutes to 2 hours.
Heat the pot. Just before the water starts to boil, remove the konbu kelp and niboshi and lower the heat.
Place the kezuribushi (dried mackerel, round herring, etc.), and cook on low heat for 15 to 20 minutes.
Place the other kezuribushi (thin-shaved flakes of dried bonito) and cook for 5 minutes to add flavor.
Let the stock sit for 3 to 5 minutes.
Once all the kezuribushi have sunk to the bottom of the pot, strain the stock through cheese cloth and add a pinch of salt.



Make the soup for kitsune udon (udon with deep-fried sweet bean curd) or tempura udon (udon with deep-fried shrimp and vegetables).

Ingredients:

4 cups dashi stock
3 tablespoons light soy sauce
Approximately 1 teaspoon salt

Directions:

Add the light soy sauce and salt to the dashi stock and mix well. Heat the soup right before the noodles are ready, and pour it over the hot noodles.

Shoyu udon (udon in soy-sauce soup) is a popular way to eat sanuki udon in Kagawa because the soy sauce brings out the flavor of the noodles. Let's make dashi shoyu (dashi stock and soy sauce mixture) for shoyu udon.

Ingredients:

4/5 cup light soy sauce
4/5 cup sake
1/2 cup mirin
2-inch konbu kelp
0.5 oz. katsuobushi (dried bonito flakes)
10 niboshi (dried sardines)

Directions:

Place all the ingredients in a pot and let the mixture sit for about an hour. Cook on low heat for about 10 minutes while stirring occasionally. Do not let the liquid boil.

Let the dashi shoyu cool and strain it through cheese cloth or a paper towel.

Now that you've made tasty noodles, you'll want to make a great soup or dipping sauce to go with them.



Use the dashi stock to make the dipping sauce for kamaage udon or zaru udon (udon served in a bamboo draining basket).

Ingredients:

4 cups dashi stock
4 cups koikuchi soy sauce (regular soy sauce)
2 teaspoons tamari soy sauce (darker, milder, more aromatic soy sauce)
2 tablespoons sugar
4 teaspoons mirin (sweet Japanese cooking wine)
2 teaspoons salt

Directions:

Add all ingredients to the dashi stock and then heat. Frequently remove the scum as it rises to the surface and turn off the heat just before the stock starts to boil. Let the stock cool and then store in the refrigerator. Keep the dipping sauce refrigerated.

* As a rough guide, use approximately 3/8 cup of dipping sauce per serving.



Among the various types of udon, sanuki udon is particularly firm-bodied. This comes from the stepping to knead the dough process, which develops gluten that strongly binds the particles of starch together. As a result, sanuki udon digests more slowly than other varieties of udon, which means it takes longer for the sugar to break down and be absorbed into the body, where it eventually becomes fat. Udon also keeps your stomach full so you won't feel hungry for a longer time, which is great when you're trying to lose weight. Udon becomes firmer when it's cold than when it's hot because the starch bonds with the gluten more strongly at low temperature and firmer noodles promote the body's metabolism. You can make an udon meal healthier by using condiments and toppings that are good for your body. When you step on the dough, move your body to music as if you're dancing. It's a good way to burn calories! Why not eat these delicious noodles and be healthy?

Let's eat plenty of kinoko (mushrooms)!

A number of recent research studies demonstrate the benefits of eating mushrooms. In addition to their nutritional content, mushrooms are generally low in calories. So let's find out more about the health and dietary benefits of mushrooms.



tific classification, since a mushroom doesn't possess chlorophyll like a plant or demonstrate the migratory behavior of an animal, it belongs to a third group, "fungi," which is neither plant nor animal. However, not all fungi are "mushrooms" but can also belong to the species of the phylum Basidiomycota and part of the phylum. Ascomycota are referred to as "mushrooms," generically.

The main body of a mushroom comprises a row of thin, thread-like cells linked in a multitude of ways and referred to as fungi. Mushrooms normally exist in the form of fungi in trees or in the soil and are not visible to the human eye. When they are stimulated by environmental conditions such as temperature or moisture, a part of the body of the fungi transforms into fruiting bodies unique to each species. Spores that were created on top of the crease of a fruiting body scatter by landing on a new location. These grow as fungus threads, forming more

fruiting bodies. Thus, mushrooms propagate through generations.

There are all kinds of mushrooms. Some of the varieties we are familiar with and can easily obtain are shiitake, shimeji (brown beech mushrooms), king trumpet mushrooms, maitake, and nameko mushrooms.

At Nijiya Market we also make porcino, truffle, and even matsutake available for our customers, although on a limited basis seasonally.

Mushrooms come in various shapes and forms. Depending on the variety, there are differences in components, but common to all mushrooms are the following characteristics:

- ◆ Low in calories
- ◆ Rich in vitamins (B1/B2, D, niacin, ergosterol), minerals (potassium, phosphorus, etc.)
- ◆ Lots of dietary fiber
- ◆ β glucan, an immune system enhancer

Many types of mushrooms reduce cholesterol and blood sugar levels: others possess substances to prevent hardening of the arteries and high-blood pressure.

It is recommended that you consume mushrooms after thoroughly cooking and simmering. Many varieties of mushrooms release beneficial nutrients that dissolve in broth during cooking, so don't not throw away the cooking or soaking water.

Moreover, mushrooms are foods that require "chewing well" because they offer a lot of dietary fiber besides their nutritional value.

Quick & easy mushroom and nagaimo gratin



- **Ingredients (Serves 4):**
3.5 oz. king trumpet mushrooms / 3.5 oz. shimeji / 1 onion / 4 sausages / 2 eggs / 7 oz. nagaimo / 1/2 cup soy milk / 2/3 teaspoon salt / a dash of pepper
- **Directions:**
1. Cut stems off the shimeji and divide into sections. Cut the king trumpet mushrooms into 1/3-inch round slices.
 2. Slice the onion and cut the sausages into tiny pieces.
 3. Remove fibrous roots from the nagaimo, and grate with skin on. Combine the nagaimo with the soy milk, salt, pepper, and eggs. Add the sausages.
 4. Arrange the mushrooms and onion in an ovenproof dish. Pour in the nagaimo mixture, and bake in an oven for 10 minutes till browned.

Brown shimeji muffins



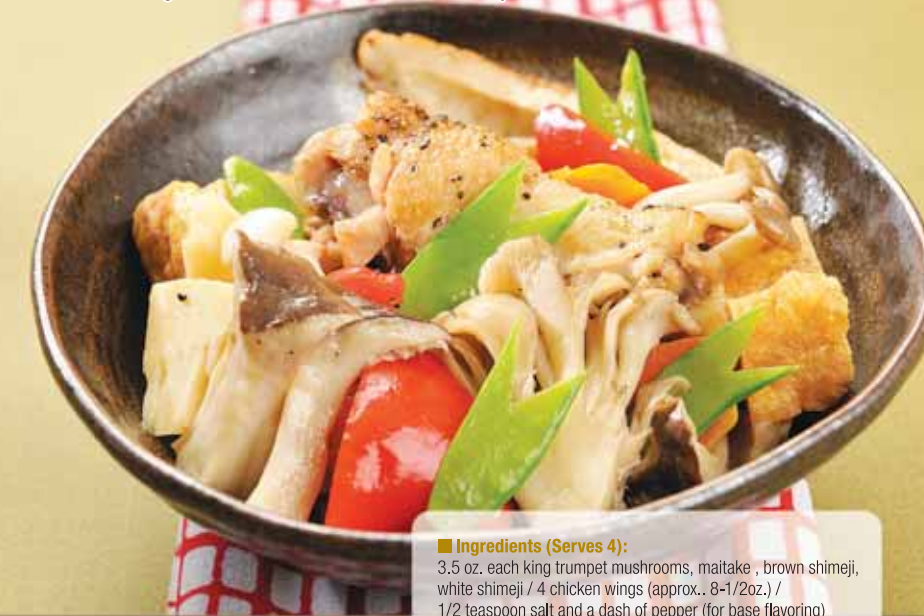
- **Ingredients (Serves 4):**
3.5 oz. brown shimeji / 0.2 oz. unsalted butter / a pinch of salt / 2 oz. unsalted butter / 2 oz. granulated sugar / 1 whole egg / 1 egg yolk / 1 cup cake flour / 1 teaspoon baking powder / 3 oz. yogurt / 1/2 cup raisins
- **Directions:**
1. Put the butter (0.2 oz.) in a heated skillet and sauté the stem-cut and loosened brown shimeji. Sprinkle with salt and cool.
 2. Preheat an oven to 350°F (180°C) and soften the remaining butter (2 oz.) at room temperature.
 3. Mix the butter and sugar in a blender: slowly add the whole egg. Blend well by adding the egg yolk and yogurt. Sift in the flour and baking powder and mix further.
 4. Add raisins to the mixture from Steps 1 and 3 and pour into a mold approx. 3/4 full.
 5. Bake for 20 to 25 minutes.

Tofu steak topped with kinoko soboro (powdered fish)



- **Ingredients (Serves 4):**
3.5 oz. each king trumpet mushrooms, maitake, brown shimeji, white shimeji / 7 oz. ground beef / 2 cakes of firm tofu / Nijiya yakiniku sauce (as desired) / potato starch or flour (as desired) / sesame oil (as desired) / green onion (as desired) / 1 red pepper
- **Directions:**
1. Drain the tofu. Cut the mushrooms into rough small pieces.
 2. Cut the tofu in half diagonally, sprinkle with the potato starch. Grill in the sesame oil, and arrange on a plate.
 3. Heat a skillet with sesame oil: sauté the red pepper and then the ground beef. Add the mushrooms continuing to sauté and season by adding the yakiniku sauce.
 4. Add Step 3 on top of Step 2 and sprinkle with finely-chopped green onions.

Chicken wings & kinoko cooked in ponzu



- **Ingredients (Serves 4):**
3.5 oz. each king trumpet mushrooms, maitake, brown shimeji, white shimeji / 4 chicken wings (approx. 8-1/2oz.) / 1/2 teaspoon salt and a dash of pepper (for base flavoring) / 2 chikuwa (tube-shaped fish paste cake) / 1 atsu-age (thick deep-fried bean curd) / 2 oz. bamboo shoot (cooked in water) / 2 oz. carrot / 1/2 red paprika / 3 oz. snow peas (or sugar snap peas), strings removed / dashes of salt and pepper / 200ml water / 5 tablespoons ponzu soy sauce
- **Directions:**
1. Sprinkle salt and pepper on the chicken wings and grill in a skillet until browned.
 2. Add the chopped bamboo shoots, carrot, and atsu-age cut into bite sizes, red paprika, mushrooms, and chikuwa cut diagonally in half, and sauté. Season with salt and pepper, pour in the water and simmer covered for 3-4 minutes.
 3. Add ponzu soy-sauce twice separately.
 4. After the flavors blend, add the snow peas cut in half. Don't overcook. Ingredients should be colorful when served.





Let's eat rice!

Takikomi Gohan (flavored rice)

Takikomi gohan is a wholesome fare that offers both nutrients and umami (savoriness). Here are several takikomi gohan recipes that can be easily prepared in a rice-cooker.



Takikomi Gohan with Chestnut and Pork

Ingredients: (Serves 3-4)

- 2 cups rice
- 11 oz. chestnuts (with skin)
- 7 oz. thinly sliced pork
- 8 green beans

[A]

- 2 Tbsp. soy sauce
- 1 Tbsp. mirin

[B]

- 1 Tbsp. sake
- 1/2 tsp. salt
- 1 tsp. soy sauce

Directions:

1. Wash the rice and soak in water for about 30 minutes.
2. Soak the chestnuts in boiling water to soften the skins. Cool briefly, then peel with a knife and soak in water. Cut the pork into bite-sized pieces.
3. Put the chestnuts and pork in a bowl and flavor with the seasonings in [A].
4. Drain the water from the rice and place in a rice cooker, adding the seasonings [B]; add the chestnuts and pork with the liquid. Pour water into the rice cooker to the 2-cup mark. Turn on the rice cooker and cook as usual.
5. Remove strings from the green beans. Cook in boiling water with a pinch of salt (not listed with the ingredients). When the beans are cooked, drain the water. Cool briefly, and then cut the beans diagonally into 1/3-inch slices.
6. After the rice is cooked, lightly mix in the green bean slices and let stand for 10 minutes.



Chicken Gomoku Okowa (glutinous rice with mixed ingredients)

Ingredients: (Serves 3-4)

- 2 cups mochi-gome (glutinous rice)
- 1 chicken thigh
- 1/4 burdock
- 1/2 carrot
- 2 shiitake mushrooms
- 1/2 deep-fried tofu

- [Seasonings]
- 1 Tbsp. sake
 - 1 Tbsp. soy
- [sauce]
- 1/4 tsp. salt
 - 1 Tbsp. mirin
 - 1 tsp. sesame oil
 - 1 tsp. wafu dashi

Directions:

1. Wash the mochi-gome and soak in water for about 30 minutes.
2. Cut the chicken thigh into bite-sized cubes. Slice the burdock and carrot into long-thin shavings. Thinly slice the shiitake mushrooms. Pour hot water over the fried tofu to remove excess oil, and then slice into thin strips.
3. Combine all the ingredients from Step 2 with the seasonings.
4. Drain water from the mochi-gome and place in a rice cooker. Put the ingredients from Step 3 with the liquid into the rice cooker.
5. Add water up to a little less than the 2-cup mark. Turn on the rice cooker and cook as usual.
6. After the rice is cooked, lightly mix the rice and stand for 10 minutes.



Nijiya Organic Mochi-gome (glutinous rice)



Nijiya brand Wafu dashi (Instant Japanese broth powder)



Asari Clam Gohan

Ingredients: (Serves 3-4)

- 2 cups rice
- 11 oz. asari clams (with shells)
- 1 cup water
- 2 Tbsp. sake
- 1 Tbsp. soy sauce
- 1 Tbsp. mirin
- 1 tsp. salt
- 2 Tbsp. ginger (fine strips)
- Mitsuba (as desired)

Directions:

1. Wash the asari clams to remove sand.
2. Place the washed clams in a pan with 1 cup water and sake. Bring to a boil. As soon as the clams begin to open, remove from heat.
3. Drain the clams, and discard the shells. Reserve the broth and strain.
4. Wash the rice and place in a rice cooker. Add the soy sauce, mirin, salt, and strained clam broth. Add water up to the 2-cup mark and cook the rice as usual.
5. Once the rice is done, mix the clams and ginger into the rice. Let stand for 10 minutes.
6. Garnish with mitsuba to serve.



Curry Takikomi Gohan

Ingredients: (Serves 3-4)

- 2 cups rice
- 3 oz. wiener sausages
- 1/2 carrot
- 1/4 small onion
- 2 tsp. curry powder
- 1-1/2 cups soup stock
- 1 tsp. salt
- A dash of pepper
- 2 Tbsp. white wine
- 1 Tbsp. butter
- 1 Tbsp. finely chopped parsley

Directions:

1. Wash the rice and drain in a colander.
2. Cut the sausages into 1/3-inch pieces. Finely chop the carrot and onion.
3. Combine the washed rice, curry powder, soup stock, salt, pepper, and white wine in a rice cooker. Add water to the 2-cup mark.
4. Place the sausages, carrot, and onion on top of the rice and cook as usual.
5. Once the rice is cooked, add the butter and stir. Arrange in a bowl and garnish with the parsley.



Takikomi Gohan with Octopus and Daikon

Ingredients: (Serves 3-4)

- 2 cups rice
 - 3 oz. boiled octopus
 - 3 oz. daikon radish
- [Seasonings]
- 2 tablespoons soy sauce
 - 1 Tbsp. sake
 - 1 Tbsp. mirin
 - 1 tsp. wafu dashi
 - Chopped green onions (as desired)

Directions:

1. Cut the octopus tentacles into 1/3-inch pieces.
2. Chop daikon into 1/3-inch cubes.
3. Wash the rice and put in a rice cooker, add the wafu dashi, sake, mirin and soy sauce. Pour water up to the 2-cup mark. Add the octopus and daikon and cook as usual.
4. Once the rice is cooked, let stand for 10 minutes. Serve in a bowl and garnish with the chopped green onions.

Salmon Takikomi Gohan

Ingredients: (Serves 3-4)

- 2 cups rice
- 1 sliced salmon fillet
- 1 tsp. wafu dashi
- 1 Tbsp. sake
- 1 Tbsp. soy sauce
- 4-5 oba leaves (as desired)



Oba (perilla)

Directions:

1. Wash the rice and place in a rice cooker.
2. Combine the wafu dashi, sake, soy sauce, and pour water into the rice cooker to the 2-cup mark and stir lightly.
3. Place the sliced salmon on top as is. Turn on the rice cooker and cook as usual.
4. Once the rice is cooked, take out the salmon. Remove the skin and bones. Shred the salmon and mix it into the rice.
6. Serve in a bowl and garnish with green oba leaves.

Gyoza

Crisply pan-fried skin, wrapping a hot juicy filling is the perfect dish to accompany rice or to have as a snack with beer. One menu item popular with kids and adults alike is, of course, gyoza (dumplings).

Making the filling

1. Mince the cabbage (or hakusai), garlic chives (or green onions), garlic and ginger.
2. Place the cabbage (or hakusai) into a bowl, add 1/3 teaspoon of salt (not included in recipe). With your hands, thoroughly rub salt into the cabbage. Once water seeps out of the cabbage and it becomes soft, wrap in a paper towel and drain thoroughly.
3. In a separate bowl, mix the ground pork and seasonings until sticky. Once the fat in the meat is broken down and the meat begins to appear whitish, add 2 tablespoons of water. Continue mixing until it becomes stickier.
4. Add the cabbage (or hakusai), garlic chives (or green onions), ginger, and garlic to the meat mixture, and mix until the ingredients are fully combined.
5. Refrigerate the mixture for about an hour to let the flavors blend.

Wrapping

1. Hold a gyoza wrapper in the palm of your hand, add some filling mixture, and moisten the edges with a bit of water.
 2. Fold the gyoza in half and pinch the edge closed.
 3. Fold the edges to form a pleat with your left index finger, and pinch it with your right index finger.
 4. Create 1/4-inch pleats while pinching the top wrapper tightly against the bottom wrapper. Continue until the pleats completely close the seam.
 5. Sprinkle potato starch on a tray and arrange the gyoza without letting them touch each other.
- * It is best to pan-fry the gyoza as soon as they are wrapped. If you don't plan to cook them right away, cover with plastic wrap and store in the refrigerator.



Dipping sauce



Dipping sauce should not be overlooked as an accompaniment to gyoza. The popular choice is a combination of vinegar and soy sauce with a few drops of chili oil, but with a bit of ingenuity you can enjoy a variety of flavors.

Dipping Sauce Variations

Directions:

Add the ingredients in the order described for each sauce. Be sure to mix well each time an ingredient is added.

The amount specified is for reference. Use more or less depending on your likings.

■ **Yuzu pepper sauce** (citrusy Japanese hot sauce): It offers a taste adults enjoy and is the perfect match for beer.

1 tablespoon ponzu (citrus accented, seasoned soy sauce) / pinch of yuzu pepper

■ **Taberu-rayu** (Japanese-style thick, crunchy chili oil): Nijiya's Taberu-Rayu will transform a typical dipping sauce into a sumptuous sauce packed with a blend of many ingredients!

1 tablespoon of Nijiya's Taberu-Rayu / 1 tablespoon ponzu

■ **Salt-based sauce with green onions:** The simple, salty taste will encourage you to keep eating the gyoza.

1/4 green onion (finely chopped) / 1 tablespoon sesame oil / 1 tablespoon lemon juice / 1/2 teaspoon salt / pinch of pepper / ground white sesame (to taste)

■ **Wasabi oil sauce:** The (nasal) pungency of the Japanese horseradish is sure to become addictive.

1/2 tablespoon wasabi paste / 2 tablespoons olive oil / 1 tablespoon vinegar / salt and pepper (to taste)

■ **Sweet vinegar sauce:** It'll be a hit with the kids!

1 tablespoon tomato ketchup / 1 tablespoon vinegar / 1 tablespoon sugar / salt (to taste)

Pan-frying

1. Have some vegetable oil, sesame oil and hot water ready.
2. Heat a fry pan over medium heat, and lightly coat with vegetable oil.
3. Shake off any excess starch from the gyoza. Arrange them in the pan so that they do not touch each other.
4. Pour about 1/2 cup of hot water over the gyoza and quickly cover with a lid.
5. Steam-fry until most of the hot water has evaporated. Uncover, turn up the heat, and remove the excess water while shaking the pan.
6. Once the water has completely evaporated, drizzle the gyoza with sesame oil and turn up the heat.
7. Continue to cook for another 1 to 2 minutes. When the bottoms become golden brown and crispy, the gyoza are ready to serve.

Enjoy them hot with your favorite dipping sauce.



You may think that gyoza originated in China, but surprisingly, similar foods have existed for a long time in other countries, such as India, Nepal, and Mongolia. This is believed to be because the growing of wheat, which started with the Mesopotamian civilization, spread through out exchanges between countries along the Silk Road and various rivers. The wheat-eating cultures that reached China influenced gyoza-making. In

China, gyoza usually refers to a sui-gyoza (boiled dumpling), but pan-fried gyoza (pot-sticker gyoza) is the more popular choice in Japan. It comes in a variety of forms and flavors, with various regions marketing their own local versions. It has become a mainstay of Japanese cuisine and continues to be a favorite among many.

You can enjoy gyoza with a wide variety of flavors simply by using different fillings. Use a generous

portion of meat if your looking to satisfy your hunger stomach. For healthy eating, use vegetables as the main ingredient. The possibilities are endless when you eat gyoza with different dipping sauces.

If you want to enjoy freshly cooked, hot gyoza to your likings, it's definitely best to make them at home. Here we'll show you how to make pan-fried gyoza step by step, with all the important details.

Ingredients

(Makes 25 pieces)

With cabbage, your gyoza will be refreshing and crunchy.
With hakusai (Chinese cabbage), it'll be sweet and juicy.
Simply choose the one you like.

25 gyoza wrappers
 5.25 oz. ground pork
 3.5 oz. cabbage (or hakusai)
 1 oz. garlic chives (or green onions)
 1/2 clove garlic
 1 small chunk ginger (1/2 oz.)

<Seasonings>
 1/2 teaspoon salt
 1 teaspoon sake
 1 tablespoon soy sauce
 1 tablespoon sesame oil
 Pinch of pepper

For wrapping
 potato starch (as needed)
 For pan-frying
 vegetable oil, sesame oil (as needed)
 1/2 cup of hot water





Koji



A variety of fermented foods such as sake, soy sauce, and miso have been supporting the diets of Japanese people since ancient times. An essential ingredient in these fermented foods is the edible fungus called koji (*Aspergillus oryzae*). Shio-Koji, made with salt, and Shoyu-Koji, made with soy sauce, are both handmade by Nijiya. Shio-Koji is made with Kome-Koji (rice malt) that breeds from koji on steamed rice. We do not use any unnecessary ingredients. The result is a safe and secure all-purpose seasoning.

Koji is good for beauty and health and contains the nine essential amino acids. Women may especially favor these benefits:

- 1: Relief of Fatigue (through vitamin B6)
- 2: Stress Reduction (through amino acids such as GABA)
- 3: Eliminate Constipation (through lactic acid bacteria)
- 4: Anti-Aging (through antioxidants)
- 5: Fair Skin Effect (through antioxidants and improvements to intestinal flora)

Koji is not only good for your body but it tastes good too. It is said that products using koji, enhance the immune system and help remove allergens. That is why we recommend eating Koji every day even if it's only a small amount.

Cooking with koji makes foods last longer without preservatives. The addition of koji in recipes creates a richer taste. Koji can be used with any cuisine as an all-purpose seasoning.



Shio Koji Mayo Potato Salad

Ingredients: (Serves 4)

- 1 potato
- 10 clusters of broccoli
- 2 boiled eggs

[Sauce]

- 2 Tbsp. mayonnaise
- 1 Tbsp. shio koji
- 1/2 Tbsp. whole-grain mustard

Directions:

1. Peel the skin from the potato, and cut into bite-size pieces. Boil until soft, drain out the boiling water and put the pot on high heat till the remaining water evaporates.
2. Before the potato cools, mix the sauce ingredients together and blend half of it with the potato.
3. Cut the broccoli into easy-to-eat pieces and boil. Put the broccoli into a strainer and let it cool under some running water, then dry.
4. Separate the egg whites and the yolk from the boiled eggs (boiled in medium heat for 12-13 minutes). Mix the remaining half of the sauce, broccoli and egg whites (torn into small pieces) with potato from Step 1.
5. Serve in a bowl and sprinkle the boiled egg yolk on top.



Kinoko Gohan

Ingredients: (Serves 4)

- 21oz. rice
- 7oz. your favorite kinoko (mushrooms)

[A]

- 1-1/2 Tbsp. shio koji
- 1 Tbsp. shoyu
- 1-1/2 Tbsp. mirin (sweet cooking rice wine)
- 1/2 Tbsp. sesame oil
- 864ml of water (Adjust scale marks /refer to the rice cooker level)

Directions:

1. Put the rinsed rice into the net. Cut the mushrooms into small pieces.
2. Put all the ingredients in [A] into the rice cooker. Add water, and then add the rice. Mix well. Add the mushrooms and cook the rice.



Shio Koji Mitarashi Dango

Ingredients: (Serves 4)

- 4 oz. dango flour
- Warm water (as needed)

[Sauce]

- 1 Tbsp. shio koji
- 1 Tbsp. soy sauce
- 1 Tbsp. sake
- 2 Tbsp. sugar
- 2 Tbsp. mirin (sweet cooking rice wine)
- 2 Tbsp. potato starch



Directions:

1. Follow the instructions on the package of dango flour for the amount of water. Knead. Roll into 1 inch diameter balls.
2. Boil the dango in a pot. When they start to float continue boiling for another 2 minutes. Remove with a slotted spoon or strainer, rinse with water, and then slide 3 to 4 dango onto a skewer.
3. Put the sauce ingredients except potato starch in a pot, and heat on medium. When the mixture starts to boil, lower the heat, and mix in the potato starch dissolved in water (1 to 1 ratio) to thicken the sauce. Coat the dango with the sauce and serve.



Grilled Salmon Shoyu Koji Pasta

Ingredients: (Serves 2)

- 1 fillet grilled salmon
- 6 oz. pasta
- 10 stalks mitsuba
- 1 clove garlic
- 1 Tbsp. olive oil
- 1-1/2 Tbsp. shoyu koji



Directions:

1. Cut the grilled salmon into easy to serve pieces. Cut the mitsuba into pieces of about 1 inch. Slice the garlic. Cook the pasta according to package directions.
2. Spread olive oil in a pan; add the sliced garlic on low heat. When the garlic becomes aromatic, raise the heat and add the cooked pasta with 4 tablespoons of cooking water. Add the other ingredients and serve.

Tataki-Cucumbers and Kani-kama Shoyu Koji Salad

Ingredients: (Serves 2)

- 1 Japanese cucumber
- 2 pieces kanikama (imitation crab meat)

[Sauce]

- 1 Tbsp. shoyu koji
- 1 tsp. vinegar
- 1 tsp. mirin
- 2 tsp. sesame



Directions:

1. Cut the cucumbers into easy-to-eat pieces and sprinkle with salt. Wait a few minutes. Then wrap the cucumbers in a paper towel and press to remove moisture. Peel the kani-kama into thin strings.
2. Mixing the sauce ingredients together. Add the cucumbers and the kani-kama to the sauce.

Recommended!! Spicy Garlic Shoyu Koji

Put round slices of togarashi (red chili pepper) and one garlic clove (sliced) into the Shoyu Koji bottle. Shake well. Refrigerate overnight.

It goes well with a bowl of rice or can be used as seasoning for dishes that need some spicy garlic flavor and aroma.



The Alaskan Story

It is well known that in 1867, the United States, in its 190th year of independence, purchased from Russia the territory of Alaska for 7.5 million dollars. People jokingly said, “The U.S. bought a big refrigerator.” That might have been so initially because, after the purchase, Alaska served as a hunting ground for oil-bearing marine animals and hide-bearing land animals. The territory was considered to have little or no economic value.

Everything changed in 1896, when gold was discovered. The legendary Alaskan Gold Rush transformed Juneau, Fairbanks, and Nome into flourishing gold towns that received an influx of immigrants and investments.

Alaska became the forty-ninth U.S. state in 1959. Given that official recognition, Alaska set forth the “Constitution of the State of Alaska,” prohibiting the random hunting of fish and wild animals and requiring the conservation of the natural environment. Looking at Alaska’s constitution now from the twenty-first century, when environmental damage is understood as a serious issue, we find that the state had great wisdom and foresight. Alaska has designated and operated environmental protection areas and national parks that have captured the hearts of people around the world. Many visitors to Alaska are fascinated and deeply touched by the traditional cultures of indigenous people—the Eskimos and Native Americans. That’s why the Alaskan fisheries, which focus on both marine resource conservation and environmental sustainability, have been maintained.

Subsequent to the discovery of an oil field in 1968 near Prudhoe Bay in

northern Alaska, pipelines were laid to the Pacific Coast and excavation of the undersea oil field began. Overnight, Alaska became a wealthy state.

In 1977, when the 200-nautical-mile exclusive economic zone was adopted by the international community, Japan — a major consumer of seafood — stopped investing in deep-sea fishing and salmon/trout fishing vessels. Instead, it began to invest directly in Alaska and other regions whose waters provided abundant fish resources. Because Americans ate relatively little fish then, the majority of Alaska’s salmon and pollock were assumed to be shipped to Japan.

People throughout the world have become increasingly health-conscious over the years, and consequently the demand for seafood is rising. Other U.S. states and many countries are paying attention to the quality seafood products Alaska can offer.

Fishery Management

To promote the fishing industry while protecting the environment, the State of Alaska has developed unique aquatic-resource management systems not found elsewhere in the world. Some of these systems are explained below:

1) Fish swimming upstream are counted at 15,000 points around the mouths of rivers and other key locations to ensure that a minimum number of salmon and other species of fish that journey upstream to spawn is maintained. The fish catch is then determined and set area by area, according to this count. The minimum may be set to 30,000 fish a day, for example: fishing vessels can set out to sea once this threshold is met.

2) All types of fishing, including commercial fishing and recreational sport fishing, are controlled by licenses. Catches, sizes, fishing locations, fishing methods/types of equipment, etc., are managed, and the reporting of each catch is mandatory. Licensees who violate the rules are reported to the authorities.

3) Young fish are released from the hatchery with an otolith marker (a bar code embedded in the ear of the fish by the irradiation of light), CWC (a microchip or other marker embedded in the head of the fish), cut-fin marker (in which a small fin between the dorsal fin and the caudal fin is removed without affecting the growth of the fish), or other marker placed on the body. By checking captured fish that bear one of these markers, researchers can identify their origins and migration routes.

4) Naturally bred young fish are captured and embedded with a microchip in order to track their migration routes via satellite.

5) The discharge of wastewater that can pollute seawater is controlled. Specifically, water to be discharged into the ocean is checked for 44 types of hydrocarbons, heavy metals, agricultural chemicals, and PCBs, etc., to prevent sea pollution. The seafood harvest in Alaska is also inspected to confirm the absence of listeria, E-coli, salmonella, and other harmful bacteria.

6) Fish farming is banned in order to prevent seawater pollution from feedings and chemicals. This is one reason why Alaskan seafood is sought after as clean and chemical-free.



Fresh Fish from Alaska, Specially Selected for Nijiya

Lightly Salted Wild Salmon from the Copper River



We recommend Copper River salmon because of its low sodium content, which is good for the body. The Copper River is known for its long, treacherously choppy waves. Salmon must consume and store a lot of nutrition in order to complete their journey upstream in this river. As a result, the fat content of salmon in the Copper River is approximately 2.5 times that of regular salmon. For this reason, Copper River Salmon is famous world wide. Each year during the season of peak freshness, Nijiya produces enough lightly salted Copper River salmon for the entire year. Because we keep ample stock, customers know they can enjoy delicious Copper River salmon throughout the year. In June and July, when Copper River salmon is in season, fresh (unsalted) salmon is delivered from Alaska by air to our store, where we offer it to you.

Natural Shoyu Ikura



We marinate the choicest ikura (salmon roe), from carefully selected fresh Alaskan salmon roe in our special sauce. It’s the perfect accompaniment to rice or sushi. You won’t find this delicious, natural shoyu ikura (salmon roe marinated in soy sauce) anywhere else.

Unbleached Salted Kazunoko



Kazunoko (herring roe) is an auspicious food eaten at the end of the year in Japan. Kazunoko from gigantic Alaskan herring are big, crunchy, and full of nutrients. Normally, kazunoko is bleached for a more presentable appearance, but Nijiya insists on our non-bleaching recipe to bring you kazunoko that is authentic in taste and good for the body. Be sure to include our kazunoko on your shopping list for the New Year season.

Natural Kazunoko Konbu



Kazunoko konbu (herring roe on kelp) is herring-spawned, wild-harvested kelp. The magnificent natural world of Alaska provides the perfect environment for herring to spawn, and innumerable herring swim to Alaska to lay their eggs each year. Nets from vessels guide schools of herring to an underwater forest of konbu (kelp) where the herring spawn thus producing natural kazunoko konbu. The goodness of nature, combined with the wisdom of fishermen, gives us the ultimate kazunoko konbu.

Enjoy the crunchiness and delicious flavor of kazunoko and konbu that blend together in perfect harmony. It’s a great dish to enjoy with sake and also a good accompaniment for sushi. Of course, you can enjoy kazunoko konbu with all the other traditional year-end dishes.

Nijiya’s Special Satsuma-age Using High-quality Minced Fish



Nijiya’s satsuma-age (fried fish cake) is made from the highest-quality Alaskan pollack. The fish meat is minced on the fishing boat while fresh: you can tell the freshness from the texture of our satsuma-age. We’re proud of the recipe we’ve developed through trial and error. To draw out the natural flavor of the fish, no chemical seasonings are used, so our satsuma-age is a healthy choice.

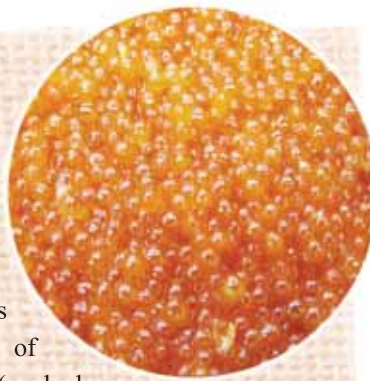
King Crab



King crab is popular as taraba-gani in Japan. As the name suggests, it’s the top crab in the sea, known for its sweet, flavorful quality.

Normally, king crab sold in the U.S. is already boiled, but Nijiya imports and sells fresh frozen king crab. We recommend cooking our king crab in mizutaki (a simple hot-pot dish) with vegetables as the best way to enjoy the natural flavor of the crab. Roasting is also a great option. Once you taste our king crab, you’ll be hooked. Nijiya’s king crab is available at the beginning of December every year.

Natural Shoyu Ikura (salmon roe)



Nijiya's Shoyu Ikura is produced using only Alaskan natural salmon. During the height of season in the summer, salmons are carefully screened to extract roe and the roe is frozen on the spot. Roe that is preserved at its freshest can be served and enjoyed all year round. Sorting

the original eggs requires the skill of an artisan and is conducted following strict standards. The ones that are selected as the best quality are processed into roe products for Nijiya. Nijiya experts travel regularly to the processing plant to gather information from the producer. What sets ours apart from other roe are the freshness and flavor of our products. To season our Shoyu Ikura, we use an original sauce that is neither too sweet nor salty, with a taste that perfectly complements the roe. Nijiya's natural Shoyu Ikura is such a popular product that consumers say they

can eat endless helpings of "gohan" (cooked rice) by putting the roe on top.

Many people think, "I like ikura but doesn't that make me fat?" This is a mistaken notion. Ikura has a rich source of unsaturated fatty acids called DHA and EPA. These unsaturated fatty acids reduce cholesterol levels by burning fat; in other words, they contain the most effective ingredients for weight control. Also, compared to other fish, salmon contains more of the nutrients the human body requires such as vitamins A, B2, B6, D, calcium, taurine, etc.



Ikura dip

Serve on crackers as an appetizer



Ingredients:
2 tablespoons ikura / 1/2 cucumber / 1 avocado / lemon juice (to taste) / 3 tablespoons cream cheese / dash of salt / 2 tablespoons water

Directions:
1. Finely slice the cucumber, rub in salt to soften. Remove the seed from the avocado. Chop and sprinkle with lemon juice.
2. Soften the cream cheese by adding salt water.
3. Combine the cucumber, avocado, and ikura.

Ikura chirashi



Ingredients (Serves 4):
Sushi rice (3 cups rice / 4-inches kombu / 3 tablespoons sake / 3 cups water / 5 tablespoons vinegar / 1-1/2 tablespoons sugar / 2 teaspoons salt / 2-1/2 teaspoons mirin) / 7 oz. ikura
8 snow peas / 3 shiitake mushrooms
A (2 teaspoons soy sauce / 2 teaspoons sugar / 1 teaspoon mirin / 3/4 cup soup stock)
8 deep-water shrimp, kinshitamago (thinly shredded egg omelet) (as desired) / vinegar (to taste) / salt (to taste)

Directions:
1. Sushi rice: wash the rice and set aside for 30 minutes. Add all the ingredients for sushi rice and cook. Once cooked, mix together and allow to steam.
2. Remove stems from the mushrooms and thinly slice. Cook them in a pot with the ingredients from A.
3. Remove strings from the snow peas, thinly slice, rub in a dash of salt, quickly cook in a pot of boiling water and drain in a colander.
4. Arrange sushi rice on a plate and aesthetically garnish with the ikura, peas, mushrooms, and shrimp.

Harako-meshi

Harako-meshi is a well-known dish of Miyagi Prefecture. In that region, ikura is called "harako."



Ingredients (Serves 4):
2 cups cooked rice / 3 slices fresh salmon / Harako (ikura) (as desired)
[A] Slightly less than 1/2 cup soy sauce / 4 tablespoons sake
3 tablespoons mirin / 2 tablespoons sugar

Directions:
1. Peel the skin from the salmon slices and thinly slice the flesh at an angle. Save the skin to be used in the broth.
2. Pour [A] in a skillet. Add the salmon skin and heat to a boil to draw out umami from the skin. Bring it to a boil a second time, and remove the skin.
3. In the skillet from Step 2, place salmon slices so as not to overlap and cook. Remove the salmon from the skillet. Serve the cooked rice in a bowl. Pour the broth on top and mix it into the rice. Place the desired amount of salmon and ikura on top and the dish is ready to serve.

Ikura temaki



Ingredients:
Ikura, sushi rice, lettuce, nori

Directions:
On a sheet of nori, place a lettuce leaf. Spread the sushi rice on top. Add a layer of ikura and wrap.

Ikura nama-harumaki (fresh spring roll)



Ingredients:
Ikura, imitation crab meat, lettuce, cucumber, nori, fresh spring rolls, Nijiya Brand Goma Dare (sesame sauce)

Directions:
1. Finely slice the cucumber.
2. Place the ikura, imitation crab meat and cucumber on the lettuce and wrap with nori.
3. Reconstitute the fresh spring rolls according to package directions. Stuff with the ingredients from Step 2.
4. Serve with Nijiya Brand Goma Dare.

Oyako pasta



Ingredients (Serves 2):
6 oz. spaghetti / 4 tablespoons soy-sauce marinated ikura
2 slices salmon (marinated overnight in a sauce of 1 tablespoon each of sake, mirin, soysauce)
1 pack king trumpet mushrooms / 1/2 bunch spinach / 2 tablespoons white wine
1/2 clove garlic / 2 tablespoons olive oil / Dashes of salt and pepper / Dab of butter

Directions:
1. Cut the salmon slices into largish bite-sized pieces. Tear the king trumpet mushrooms by hand. Quickly cook the spinach in a pot of salted boiling water, and cut into bite-sized pieces. Finely mince the garlic. Cook the spaghetti.
2. Place the olive oil and garlic in a skillet and heat. When the aroma begins to rise, add the salmon pieces and sauté. When the color begins to change on the surface, add the wine, mushrooms, cooked spaghetti, and spinach. Adjust the flavor by adding salt, pepper, and butter to taste.
3. Serve on a plate generously garnished with ikura.

Strictly selected natural foodstuff, “sakana-no-himono”

Himono refers to a method of food preservation that has existed since the Jomon Period (14,000–300 BC). This method is excellent and convenient as it allows many types of fish to be preserved for consumptions all year round. Himono values the process of “drying” where the umami of the fish is extracted by exposure to the sun’s rays.

The history of himono

Sakana-no-himono is now widely available in the supermarket. The method of preserving fish as himono has apparently been practiced since the Jomon Period (14,000–300 BC): fossils of dried fish and mollusks have been discovered from that period. During the Nara Period (710–794), himono appears to have been used as an offering. The products of the sea harvested in various

regions of Japan were preserved in order to be offered as gifts for travel to Nara where the Court resided. Manuscripts collected in the Shosoin Treasure House, an eighth century repository on the grounds of the Todaiji temple in Nara, records that fish was preserved by salting and drying after boiling. This method is not too different from the processing method of today. In addition, during the Heian Period (794–1185), himono was highly desired as appetizers at the feasts of the nobility. It was not until the Edo Period (1603–1868), however, that himono became available to the masses, when the diet of common people improved. Himono today is now lighter in salt consisting mainly of fish dried overnight or nam-aboshi (lightly salted and semi-dried).

Nutrients of himono

Himono is processed simply by slicing open a fish to dry under the sun. Ultraviolet rays sterilize the fish, and umami is intensified as the surface decomposes protein into amino acids.

Himono contains a lot of DHA, essential to the human body but which we are unable to produce on our own. DHA appears to benefit brain activity and purification of the blood. In addition, himono increases the amounts of calcium, phosphorus, iron, and potassium available from fish. Calcium works to strengthen the bones and stabilize the mental state. Phosphorus build bones and aids in metabolizing fats. Iron produces red blood cells, and potassium releases unnecessary sodium.



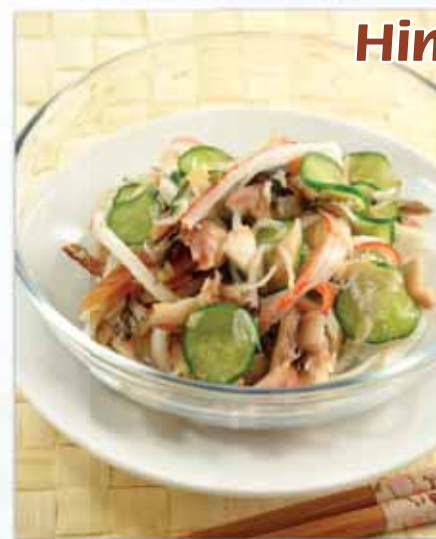
Himono ratatouille

Ingredients (serves 4):

- | | |
|----------------------------|--------------------------|
| 1 himono | 1/2 onion |
| 1 can tomatoes | 1 bell pepper |
| 2 consomme cubes | 1 pack shimeji |
| 2 teaspoons honey | 1 eggplant |
| 3 tablespoons olive oil | 2 tablespoons white wine |
| Salt and pepper as desired | a clove of garlic |

Directions:

1. Thinly slice the vegetables.
2. Cut the himono at a 1-inch thickness diagonally.
3. Put olive oil in a skillet and grill the garlic over low heat.
4. When aroma begins to rise, insert the himono with the skin side down and grill till golden brown.
5. Add the white wine and release any fishy smell.
6. Turn over the fish and add the vegetables and grill lightly.
7. Add the tomato can, consommés, honey stirring in and cook for 5 minutes over medium to low heat covering it.
8. Once the sauce has thickened to half, adjust the flavor by adding salt and pepper as desired.



Himono-no-sunomono

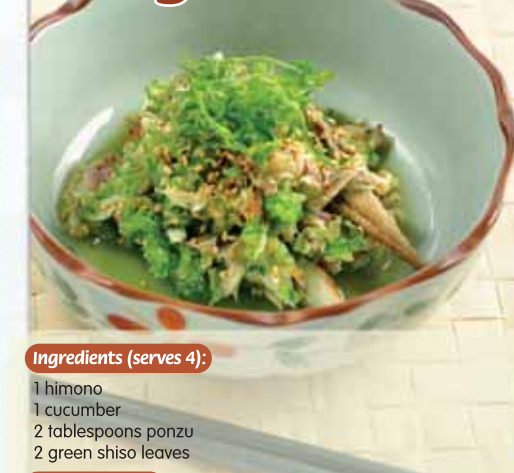
Ingredients (serves 4):

- 1 himono / 2 cucumbers / 3 tablespoons chirimen-jako / 6 pieces kani-kama
 Sanbaizu (mixture of vinegar, soy sauce and sugar):
 0.8 cup broth / 5 tablespoons vinegar / 2 tablespoons sugar / 1 tablespoon soy sauce / 1/2 teaspoon salt

Directions:

1. Slice the cucumber and rub salt onto cucumber.
 2. Grill the himono and shred the flesh off the bone.
 3. Restore chirimen-jako in hot water and drain in a colander.
 4. Shred the kani-kama by hand.
- Make sanbai-zu:**
5. Combine the broth, sugar, salt and soy sauce in a pan and once boiled, stir in the vinegar and after that boils again, remove the pan from the heat and cool.
 6. Squeeze moisture from the cucumbers and place in a bowl and mix in the himono, kani-kama, chirimen-jako and pour the sanbaizu over the top and sprinkle with sesame seeds.

Himono mixed with grated daikon

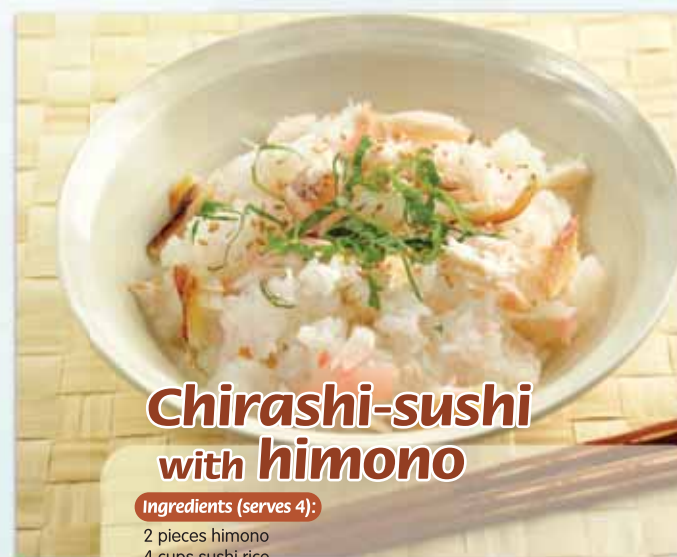


Ingredients (serves 4):

- 1 himono
 1 cucumber
 2 tablespoons ponzu
 2 green shiso leaves

Directions:

1. Grill the himono and flake the flesh off the bone.
2. Grate the cucumber.
3. Combine the grated cucumber and himono by adding ponzu and dish up on a plate by mixing and garnish with finely-chopped green shiso leaves.



Chirashi-sushi with himono

Ingredients (serves 4):

- 2 pieces himono
 4 cups sushi rice
 3 tablespoons sushi ginger
 4 green shiso leaves
 2 tablespoons sesame seeds

Directions:

1. Grill the himono and shred by scraping off the skin and removing the small bones.
2. Finely chop the sushi ginger and green shiso leaves.
3. Sprinkle with green shiso leaves by adding the sesame seeds.



Fried dried fish

Ingredients (serves 4):

- 4 himono pieces
 Flour as needed
 Frying oil as needed

Directions:

1. Thinly dredge both sides of himono with flour.
2. Heat oil up to 338°F (170°C) and fry slowly till it turns golden brown (till the emerging bubbles turn smallish).
3. Thoroughly drain the oil; serve by spraying kabosu and/or lemon, etc. as desired.



Nijiya's Chicken Kara-age

Fried chicken with vinegar and tartar sauce

◆ Ingredients (Serves 2):

8.7 oz. Nijiya's Chicken Kara-age

(vinegar sauce)

120ml vinegar
30ml water
1-1/2 tablespoon sugar
1 tablespoon mirin
2 teaspoons soy sauce

(tartar sauce)

3-1/25 oz. mayonnaise
2 boiled eggs
1 tablespoon sweet pickles
1oz. onion
1 teaspoon parsley
1 tablespoon lemon juice
Salt, pepper (as desired)

◆ Directions:

- ① Mix all the listed ingredients for the vinegar sauce and set aside.
- ② Mince the boiled egg, onions, and parsley.
- ③ Put the ingredients from step 2, mayonnaise, and lemon juice into a bowl and mix well. Add salt and pepper.
- ④ Pour the vinegar sauce and the tartar sauce over the heated kara-age.



Nijiya's Kara-Age is hand-made and fried with care.

Fried foods are best when fresh, but our workers strive to make Nijiya's Kara-age taste delicious even when it's reheated.

Secrets to the Delicious Taste

It is said that the secret to the delicious flavor of Nijiya's Kara-age comes from its sauce. The chicken is marinated in a sauce overnight. This technique gives the chicken its exceptional flavor.

We adjust the oil temperature when we fry it, and we fry each piece twice. Allowing time between the first and the second frying sessions makes the chicken crispier.

Although it's delicious served alone, with these simple recipes, you will find even more enjoyment from Nijiya's Kara-Age.

Kara-age with Tarako-Mentaiko Salad

◆ Ingredients (Serves 2):

7 oz. Nijiya's Chicken Kara-age
0.5 oz. mentaiko
3 oz. mayonnaise

◆ Directions:

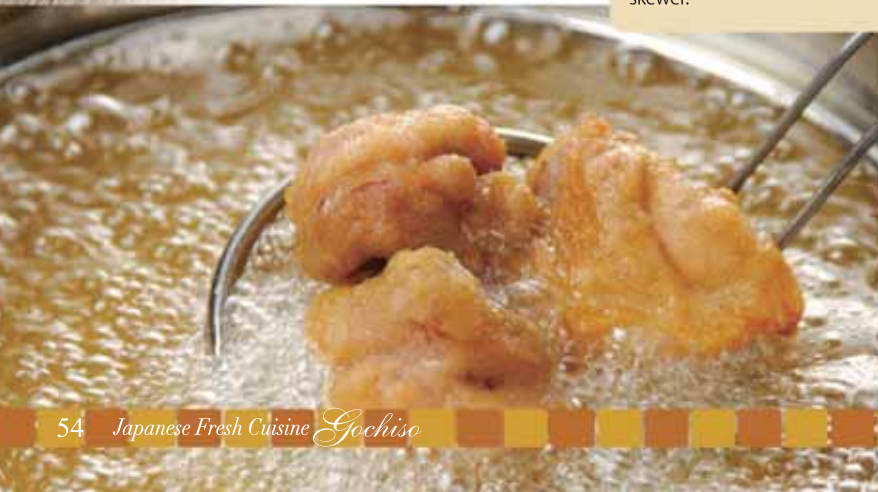
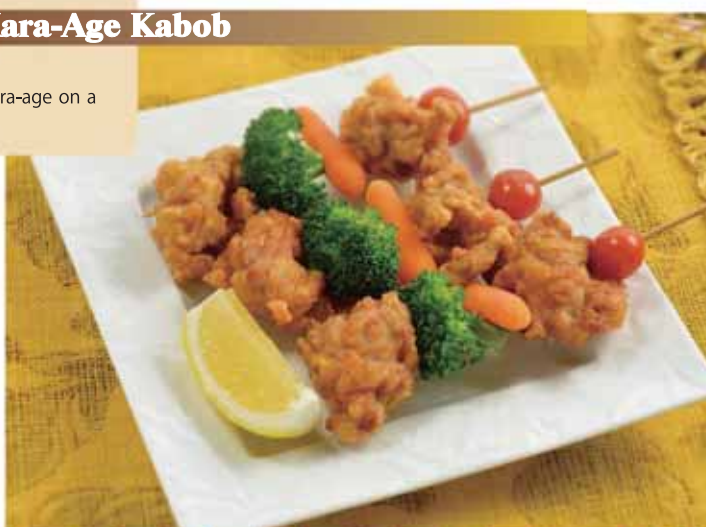
- ① Mix together the mentaiko and mayonnaise.
- ② Pour the sauce over the heated Kara-age and vegetables (optional).



Vegetable and Kara-Age Kabob

◆ Directions:

Assemble the vegetables and kara-age on a skewer.





Nijiya's Chicken Kara-age

Fried chicken with vinegar and tartar sauce

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(vinegar sauce)

120ml vinegar
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1 tablespoon mirin
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(tartar sauce)

3-1/25 oz. mayonnaise
2 boiled eggs
1 tablespoon sweet pickles
1oz. onion
1 teaspoon parsley
1 tablespoon lemon juice
Salt, pepper (as desired)

◆ Directions:

- ① Mix all the listed ingredients for the vinegar sauce and set aside.
- ② Mince the boiled egg, onions, and parsley.
- ③ Put the ingredients from step 2, mayonnaise, and lemon juice into a bowl and mix well. Add salt and pepper.
- ④ Pour the vinegar sauce and the tartar sauce over the heated kara-age.



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Kara-age with Tarako-Mentaiko Salad

◆ Ingredients (Serves 2):

7 oz. Nijiya's Chicken Kara-age
0.5 oz. mentaiko
3 oz. mayonnaise

◆ Directions:

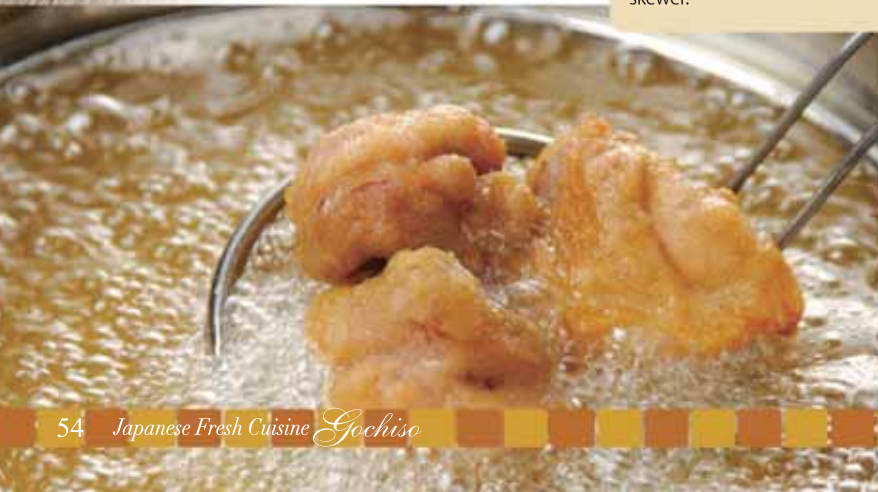
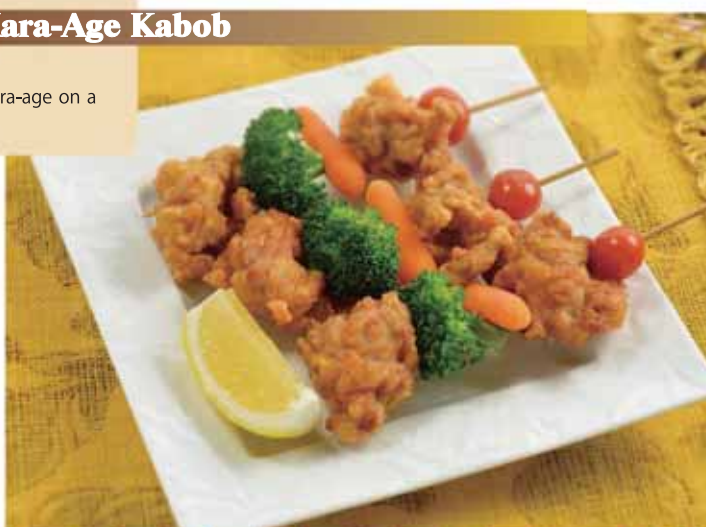
- ① Mix together the mentaiko and mayonnaise.
- ② Pour the sauce over the heated Kara-age and vegetables (optional).



Vegetable and Kara-Age Kabob

◆ Directions:

Assemble the vegetables and kara-age on a skewer.



The Power of Natto

(fermented soybeans)

Natto is one of the most unique Japanese foods. You either love or hate it for its hallmark stickiness, long trailing threads, and distinctive smell. However, natto consumption is ever soaring now that natto's hidden, astonishing power has begun to be discovered. Let us now reveal the latent power of natto.

The history of natto

The cultivation of soy and other beans is said to have started during the Yayoi Period (300 BC to 300 AD), and that is also when the history of natto supposedly began. The pit-dwelling houses of the Yayoi period had a hearth and a floor lined with straw and dried leaves for warmth. This way of living provided just the right temperature and humidity for the growth of bacillus natto. In fact, it is the most desirable environment for producing natto. No wonder it has been said that natto was a product of chance: boiled soybeans dropped on the straw turned into fermented "natto" by accident. People appreciated the taste and the fact that natto preserves well. Over the centuries, manufacturers developed different natto producing methods and achieved the level of quality we now enjoy. Today, natto is recognized as a valuable source of protein.

The efficacy of natto

Natto retains the nutritional value of soybeans, its main ingredient. Added to this are the health benefits

derived from bacillus natto, unique to natto. Bacillus natto aids in stabilizing good bacteria such as lactic-acid bacteria and bifidobacteria in the intestines and functions to remove harmful, bad bacteria. Nattokinase is an enzyme that bacillus natto produces. It aids the function of the thrombolytic enzyme, improving blood flow, and is also effective in maintaining body temperature. Another valuable component of natto is the polyglutamic acid that causes its stickiness. Polyglutamic acid promotes calcium absorption and moisture retention. The Vitamin K2 in natto helps build bones and along with polyglutamic acid prevents osteoporosis. Because of these effects, natto is known to be good for the bones. Other nutritional components of natto are too numerous to mention, but these include lecithin, harmless saponin, dietary fiber, polyamine, and isoflavin.



Ume Okaka Natto

Ingredients: (Serves 2)

2 packs Nijiya Brand organic natto / 1 large umeboshi (pickled plum) / katsuobushi (dried bonito flakes) (to taste) / soy sauce (to taste) / white sesame seeds (as desired)



The correct way to eat natto

By mixing natto well, more threads will trail; this increases umami. Mix and stir natto 50 to 100 times to make it sufficiently stringy. It's best to add condiments such as soy sauce, chopped green onions, mustard, etc., after thoroughly mixing and stirring the natto. As some of the nutrients in natto may be vulnerable to heat, it's advisable to eat natto as is or, if heated, to keep the temperature to a minimum. Green onion is a condiment typically added to natto and offers the best combination nutritionally. If you have an aversion to natto's distinctive smell, you may do well by preparing it with chopped green onions because the allysine in green onions neutralizes the smell. The excellent amino-acid balance of natto complements rice well. The amino acids lacking in rice are supplied by natto while the amino acids lacking in natto are provided by rice. Eaten together, they mutually compensate for the shortcomings of the other and produce an ideal amino-acidic balance.

Directions:

1. Remove the pit from the umeboshi and mince the flesh.
2. Combine the natto, umeboshi, and katsuobushi in a bowl and mix well.
3. Season with soy sauce. Place in a serving bowl, and sprinkle with white sesame seeds.



Natto Tamagotoji Bowl

Ingredients: (Serves 2)

2 packs Nijiya Brand organic natto / 3 tablespoons Nijiya Brand Tsuyu Tennen / 1 teaspoon sugar / 1/2 onion / 2 eggs / Nijiya kizami-nori (shredded nori) (as desired) / salad oil (as desired) / 2 bowls of cooked rice

Directions:

1. Slice the onion and stir fry in a skillet till tender. Set aside in a container to cool.
2. Crack eggs in a bowl and mix with the natto and the onion from Step 1.
3. Heat the salad oil in a skillet. Stir in the ingredients from Step 2 and mix with big strokes till half-cooked.
4. Put rice in a bowl and top with the ingredients cooked in Step 3.
5. Pour Tsuyu Tennen and sugar into the same skillet. Mix lightly and bring to a boil. Pour on top of the dish and sprinkle on kizami nori.



Natto Avocado

Ingredients: (Serves 2)

2 packs Nijiya Brand organic natto / 1 avocado / 1 onion / 4 tablespoons Nijiya Brand Soba Tsuyu (undiluted type)

Directions:

1. Peel the avocado, remove the seed, and cut into bite-sized pieces. Finely chop the onion and soak in cold water.
2. Drain the onion. Put the avocado, onion and natto in a container. Pour in Nijiya Brand Soba Tsuyu and mix the avocado as if cutting with a spoon.



Nijiya Brand Soba Tsuyu (undiluted type)

Natto Grilled Curry Rice

Ingredients: (Serves 1)

1 pack Nijiya Brand organic natto / 1 pack Nijiya Brand curry / 1 egg / pizza cheese (to taste) / dried parsley (to taste) / 1 bowl of cooked rice / butter (as desired)

Directions:

1. Preheat the oven to 350° F (180° C).
2. Grease a heat-resistant dish with butter. Put in the cooked rice. Empty the package of curry on top of the rice to completely cover the rice. Add natto and mix slightly with the curry.



3. With a spoon, make a dent in the middle of the mixture and drop in the egg. Sprinkle the top with cheese.
4. Bake in the preheated oven for about 10 minutes. When the surface of the egg turns white and the cheese begins to grill, remove from the oven. Sprinkle with dried parsley to serve.



Tuna in Grated Daikon with Natto

Ingredients: (Serves 3-4)

1 pack Nijiya Brand organic natto / 18 oz. tuna sashimi / 1/4 onion / 1/2 pack kaiware-daikon (white radish sprouts) / 3 tablespoons grated daikon / 1 tablespoon soy sauce / wasabi (as desired) / ponzu (as desired)

Directions:

1. Cut the sashimi tuna into bite-sized pieces and rub in the soy sauce and wasabi.
2. Slice the onion and soak in water with kaiware-daikon.
3. Stir the sauce into the natto.
4. Mix the ingredients from Steps 1, 2, and 3 onto the grated daikon and serve with a drizzle of ponzu.

Natto Minced Beef

Ingredients: (Serves 2)

2 packs Nijiya Brand organic natto / 1/4 onion / 3 pieces Chinese cabbage / 3-3/4 oz. ground beef / 1 green onion / dashes of salt and pepper / Panko, flour, beaten egg, frying oil (as needed)

Directions:

1. Finely mince the Chinese cabbage, boil, and squeeze out excess moisture. Mince the onion and green onion. Cut the natto into small pieces and mix with the provided sauce.
2. Combine all the ingredients in a bowl and divide into four parts. Roll into oblong shapes. Dredge each piece in flour, beaten egg, and panko, in that order. Deep fry in oil at 338° to 356° F (170° to 180° C) for 4 to 5 minutes.



Satsuma Age (Fish Cake)

It is said that Satsuma-Age was first made over 160 years ago in Okinawa. Fried fish was known as “Chikiagi” and spread to Kagoshima. From Kagoshima it spread all over the country and has different names in different parts of Japan. Generally, it is called “Satsuma Age” (fish cake) in Eastern Japan and is considered a form of “tempura” in Western Japan.

Satsuma age has as much protein as an egg. Furthermore, its fish protein is of better quality than that of meat. It also includes plenty of calcium, which is said to be deficient in many people, and is low-calorie and low-fat. Even better, it is a healthy food unique to Japan.

Secrets to Its Taste

Nijiya is particular about the ingredients in its homemade Satsuma age. We use expensive Alaskan Pollock for the Surimi (fish paste). To create a smooth texture, we carefully knead the fish for a long time. When it

becomes smooth, we add seasonings. Nijiya's Satsuma age has no MSG and it is good for your body. It can be eaten by itself, with wasabi or mustard, so sauce, or you can include it in oden!



Nijiya's Satsuma Age

Vegetable



This version is made from onions, carrots, potato, and gobo. Very healthy.

Shrimp and Green Onions



The scent of shrimp and green onions is irresistible. It's the Satsuma age with the flavor of seafood.



Nijiya Satsuma Age Oden

Ingredients (Serves 2):

2 pieces of Nijiya Satsuma Age
1/2 Konnyaku
1 Chikuwa
(a tube of seasoned ground, pressed fish)
2 Hard-boiled eggs
2 1-inch thick pieces of Daikon Radish

[Soup]

800ml Dashi
4 Tablespoons Soy Sauce
2 Tablespoons Sake
2 Teaspoons Sugar

Directions:

1. Make cross cuts in the daikon radish and then boil. Cut the konnyaku into triangles and boil. Peel the eggs. Pour hot water onto the Satsuma age to remove excess oil.
2. Put the ingredients for the soup into a pot. Add everything from Step 1 and simmer for 30 to 60 minutes.



Nijiya Satsuma Age and Shrimp Sauté

Ingredients (Serves 2):

1 piece of Nijiya Satsuma age
6 shrimp
2 teaspoons sesame oil
salt (to taste)
pepper (to taste)

[marinade]

1 tablespoon sake
1 teaspoon mirin
1 teaspoon soy sauce

Directions:

1. Peel the shrimp and pickle them in the marinade for 15 minutes. Cut the Satsuma age into easy-to-eat pieces.
2. Use sesame oil to fry the pickled shrimp in a frying pan. Lightly season with salt and pepper.
3. Add Satsuma age to the mixture and fry a little more.



Nijiya Satsuma Age and Shungiku Nibitashi

Ingredients (Serves 2):

2 Nijiya Satsuma age
4 Shungiku (garland chrysanthemum)

[Japanese soup stock]

1 cup dashi soup
1 tablespoon soy sauce
1 tablespoon sake
1 teaspoon sugar

Directions:

1. Mix all the ingredients for the soup stock in a pan. Bring to a boil and then cool.
2. Boil water in a different pan and briefly boil the shungiku. Plunge the boiled shungiku into cold water. Squeeze the shungiku to remove the water and cut into 5 equal parts.



How Good Noodles Are Made

The Japanese have traditionally consumed soba (buckwheat flour noodles) and udon (thick wheat noodles) as much as rice, so noodles are a favorite dish for many. Even in the U.S., the population of Japanese ramen-noodle lovers among the Asian community continues to increase. Whether its ramen, soba, or udon, noodles play a key role in Japanese cuisine.

There is a factory in Rancho Domingues, California that looks small and unassuming, but its interior is packed with rows of Japanese noodle-making machinery.

The factory interior is extremely hygienic, and close attention is paid to temperature management.

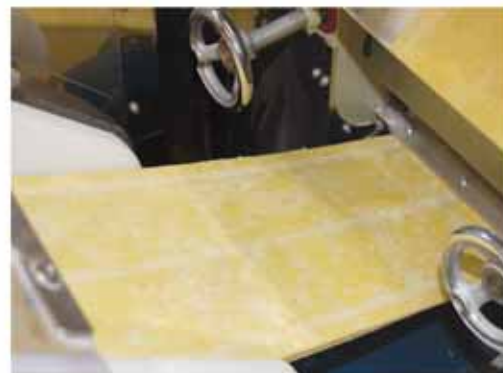
Many different noodles are made here. Currently, about 150 different types of noodles are made in response to various requests. The factory operates for more than 10 hours a day and produces approximately 25,000 servings of noodles daily.

Water plays an essential role in the art of noodle making. It is said that good noodles exist wherever there is good water. A special machine at this factory purifies tap water. The slightest difference in the type or the blending-ratio of flour—the other key ingredient in noodles—will dramatically change the result.



Use Clarified water.

1 The ingredients are mixed.



2 Clusters that form in the mixture fall and are churned by the machinery.



3 Pieces of dough are pressed into a sheet.

4 The sheet is wrapped around a roller.

5 The sheet is allowed to sit for a while so that it can mature.



Noodles Q & A

- Q:** There are many types of ramen noodles, but what are the differences?
- A:** The main ingredients are mostly the same, but a variety of noodle types can be made by varying the amount of each ingredient. For example, a mixture with less water makes noodles with a firm, powdery consistency. The thickness and waviness can be altered by using special cutters.
- Q:** Is there a difference in how organic and non-organic noodles are made?
- A:** Organic noodles use organic flour as the base, and the amounts of other ingredients used differ from regular flour. There is no difference in the method of preparation, but organic noodles are the first to be made in the factory on any given day so that other flours don't mix in. Again, sanitary control is a priority.
- Q:** Can raw noodles be stored in the freezer? How long do they last?
- A:** Frozen storage is possible. The flavor should remain intact for about three months. However, once the noodles are defrosted they must be stored in the refrigerator and consumed within a week. Please don't refreeze them.
- Q:** Are ramen and soba noodles boiled differently? What's the best boiling technique?
- A:** There is no real difference in how the noodles are boiled. Both should be cooked in a generous amount of boiling water. The noodles should "dance" in the pot. Follow the package instructions for the boiling time. You can adjust the time to achieve the desired firmness. After soba has been boiled, it should be "tightened" with cold water. For warm soba dishes, boil again for a few seconds after the cold-water rinse.



Noodle cutter blades.



6 The sheet is stretched and then cut into thin slices. By changing the cutter at this point, one can change the thickness or variety (straight or wavy) of the noodles.



7 The noodles are then packed in boxes.

8 The boxes are placed in the cooling room, where the temperature is gradually decreased.

9 Once the temperature is sufficiently cool, the noodles are stored in a refrigerator or freezer.



Easy Tsuke-Men (Dipping Noodles)

Ingredients: (Serves 2)

1 pack Nijiya ramen (soy flavor)

<Toppings> (all ingredients as desired)

- Naruto (sliced fish cake)
- yakinori (roasted seaweed)
- menma (pickled bamboo shoots)
- hardboiled egg
- chashu (marinated pork slices)
- green onion.

Directions:

- 1.** Boil a generous amount of water.
- 2.** While the water comes to a boil, make the dipping sauce. Prepare a bowl that's a size smaller than the ramen bowl, pour in the ramen soup mix, and stir with 3/4 of a cup to 1 cup of boiling water to dissolve (use as desired).
- 3.** Boil the noodles for approximately two minutes with the remaining hot water (adjust the time according to your firmness preference).
- 4.** While the noodles boil, place all ingredients, except the yakinori and green onion, into the dipping sauce.
- 5.** Transfer the boiled noodles to a strainer and immediately rinse with cold water. The noodles will cool more quickly if they're loosened by hand as you rinse them.
- 6.** Be sure the water is well drained, and place the noodles on a plate.
- 7.** Place the yakinori and green onion in the dipping sauce right before you eat, and then place the noodles in the sauce. Add some *taka-no-tsume* (chili peppers), garlic chips or *kezuriko* (powdered flakes of smoked, dried bonito) for desired flavor.

INTRODUCING SWEET POTATO SWEETS & BREADS

FROM CAKE KOBO & CHERRY BLOSSOM!

Sweets and Breads made with organic Kintoki (yellow) & purple sweet potatoes from the Nijiya Organic Farm come from Cake Kobo & Cherry Blossom.

Sweet potatoes are rich in Vitamin C and fiber, which help prevent lifestyle-related disease and maintain healthy stomach flora. Furthermore, purple sweet potatoes contain the antioxidant "Anthocyanin", an anti-aging chemical. We are pleased to contribute to better and healthy eating with our delightful foods. Enjoy!



Purple sweet potato Cake roll

This is a cake roll with Purple sweet potato whipped cream. Sesame seeds enhance and balance the flavor.



Purple sweet potato Cupcake



Purple sweet potato as an ingredient in both the cake and the frosting make a naturally sweet, unique, and satisfying treat.



Kintoki sweet potato Cupcake

Kintoki sweet potato as an ingredient in both the cake and the frosting make a naturally sweet, unique, and satisfying treat.

Cherry Blossom

Purple sweet potato

Sweet potato is a very popular item for Japanese people. Purple sweet potato is significant with its beautiful color and rich nutrients.



Kintoki sweet potato

Sweet potato is a popular food in Japan. Kintoki sweet potato is distinctive for its sweetness and simple taste.



Kintoki sweet potato Bread



This bread, made from an original Nijiya recipe, is beautifully marbled with Kintoki sweet potato paste. If you store it in the refrigerator, it stays fresh a long time.

Purple sweet potato Bread



This bread, made from an original Nijiya recipe, is beautifully marbled with Purple sweet potato paste. If you store it in the refrigerator, it stays fresh a long time.

*Item may vary depending on participating stores or seasons.

Nijiya Sakekasu

Sakekasu is made from steamed rice and kome-koji (rice malt). During the fermentation process that produces sake, the solids, or lees, that remain after the liquid is captured is called sakekasu.



Sakekasu has health as well as cosmetic applications. It contains protein, carbohydrates, dietary fiber, vitamins, organic acids, and minerals. It also provides folic acid and amino acid peptides, Aspergillus, and yeast-derived β -glucan. Sakekasu may also prevent osteoporosis and constipation and may lower bad cholesterol levels. Since it is said to fight against modern disease, sakekasu is a food that we want to eat routinely. It also has benefits as a skin moisturizer and is widely used as a raw material in soap and cosmetics. Sakekasu can be used as a face pack and in bath water. By using a great deal of sakekasu, you'll see effects inside and out.



Kasu Jiru

Ingredients (Serves 4):

1/2 pack Nijiya Sakekasu	2 Taro
2 slices Salmon	1/4 Burdock
2 leaves Chinese Cabbage	1/2 Pack Shimeji
1/6 Daikon	1 Tablespoon Miso
1/3 Carrot	1 Pack Nijiya Wafu Dashi
	750ml Water

Directions:

1. Put in sakekasu and 250ml of water into a pot and let it dissolve on medium heat.
2. Cut the salmon into bite-size pieces and the cabbage into 2cm widths. Slice the daikon and carrot as desired. Cut the taro into bite size, then quickly boil. Slice the burdock thinly and soak in water. Trim the ends of the shimeji.
3. In another pot, put in the rest of the water and the dashi. Add all the other ingredients except the salmon. Cook on medium heat. When the vegetables soften, put the salmon in.
4. Put in the sakekasu from Step 1. Stir in the miso, and serve.

[Preservation Method]

Store it in a cool and dark space such as the refrigerator. If you notice a white powder appearing on the surface, it is just crystallized tyrosine, an amino acid. This is not a problem. For large quantities of sakekasu, it's a good idea to freeze it in small portions soon after purchase.

—Nijiya Amazake—

Amazake can be made with water and sakekasu in a pot by adding sugar, etc., but with Nijiya's amazake, you can have delicious rice wine easily – just heat it up!



Kinki



American Kinki

The kinki (channel rockfish) is in the Scorpaenidae family. The formal Japanese term for it is kichiji, but it appears on the market in Japan under a more popular name: kinki. The fish has become a luxury, as the amount that

can be caught in Japan has been reduced in recent years. The delicious kinki however, can also be caught here in America. They make their habitat as far north as Alaska, as well as on the West and East coasts of the continent, and many are exported to Japan. Fatty,

frozen kinki from Alaska, as well as those fresh-caught locally, arrive at Nijiya stores. The kinki, among white fish is exceptionally fatty and juicy, and its intense sweetness is delicious. It is perfect for nabe (one-pot dish) during the cold months.

Simmered Kinki (Channel Rockfish)

● Ingredients: (Serves 2)

2 kinki fillets
1 package of hon-shimeji mushrooms
6 green beans
Small amount of finely cut strips of ginger
2 tablespoons mirin (sweet Japanese cooking wine)
100ml sake
4 tablespoons soy sauce
1.4 oz. sugar
200ml water

● Directions:

1. Combine all the seasoning ingredients and the ginger in a pot and boil until the alcohol evaporates.
2. Add the kinki to the pot, and simmer over low heat for about 20 minutes with a drop lid (or a sheet of aluminum foil) placed directly on the ingredients.
3. Remove the drop lid, add the hon-shimeji mushrooms and simmer for another 10 minutes, while pouring the broth over the ingredients.
4. Quickly cook the green beans in the remaining broth. Arrange the fish and the hon-shimeji mushrooms nicely on a plate, and garnish with the beans.



The kinki is a bottom fish found at depths that range between 200 and 500 meters. It primarily feeds on shrimp, in which a color pigment called astaxanthin is found and is said to provide the red color in the fish. Astaxanthin has this natural pigment and with properties similar to those of β -carotene, is considered to be nature's most powerful antioxidant.

The kinki is believed to be most delicious during the winter season. When simmered, the IPA and DHA contained in the fish are released and absorbed into the broth. Cooking it with ingredients that contain a lot of dietary fiber, such as wakame (brown seaweed) and gobo (burdock), make the dish nutritious and seal in the umami (a pleasant savoriness).

OSHIRUKO

(Red Bean Soup with Rice Cakes)

Excellent dessert

Oshiruko, or *zenzai*, is one of the desserts we crave during a cold winter. By the way, do you know what the difference is between *oshiruko* and *zenzai*? Actually, they both vary depending on the region and can be defined in many different ways. Therefore, when people who are reading this article hear about *oshiruko* or *zenzai* as mentioned here, what they'll picture in their minds may differ according to the part of Japan they call home.

Generally, in the Kanto region a soup

dish containing "bean paste" made of red beans is referred to as *shiruko*, whereas in the Kansai region a dish that doesn't have any granularity (strained red bean paste) is called *shiruko* and a dish that's granular (crushed red bean paste) is called *zenzai*. Since *zenzai* is known as a rice-cake dish served with red bean paste in the Kanto region, you can see how different the definitions can be. Also in Kanto, this becomes even more complicated, as there



are other distinctions such as *gozen shiruko* and *inaka shiruko*.

OSHIRUKO

Ingredients (serves 4):

4/5 cup (roughly 5 oz.)

Nijiya's organic azuki beans
(red beans)

3/5 cup (roughly 2.5 to 4 oz.) sugar

Pinch of salt

Adequate amount of round or square rice cakes



How to Cook

1. Removing scum

Wash the red beans thoroughly while changing the water two or three times.

Place the beans in a pot. Add 3 cups of water and cook over high heat.

Once it is brought to a boil, pause for a minute and drain the beans in a colander to remove the scum (this process is referred to as *yude kobosu*.)

2. Simmering beans

Put the red beans back in the pot and add just enough water to cover (5 to 6 cups). Cook over medium heat and bring to a boil. Then, lower the heat so that the beans are no longer jumping up and down in the boiling water. Cover with a paper lid (drop lid) and simmer until the beans become tender (as a guideline, about 40 minutes after the water is brought to a boil). This process can be easier with the use of heat-retaining cookware or a pressure cooker. You can also make this by transferring the ingredients to an electric water heater/warmer. Refer to the instruction manual for whichever equipment you decide to use, since the cooking time varies with the equipment.

3. Seasoning beans once they become tender

Once the beans feel tender and have a soft center when you pinch and press them lightly with your fingertips, add sugar and salt and continue to simmer while stirring occasionally.

4. Broiling rice cakes

When the soup begins to thicken, add the perfectly browned rice cakes in the soup to complete the dish.

Mochi (rice cakes)

Rice cake is the most essential ingredient. There is a wide range of recipes, from those that instruct you to broil square rice cakes first and add them to the soup, to others that would have you cook round rice cakes without broiling them first.

Shiratama (rice-flour dumplings)

The recipe is simple.

- 1 Put 5 oz. of rice flour into a bowl. While adding 130 cc of water a little bit at a time, knead the dough until it is the consistency of your earlobe.
- 2 Shape into round balls approximately 2 cm in diameter, and cook them in boiling water for about 3 minutes.
- 3 Once the shiratama balls float to the surface, continue cooking for another minute or so. Scoop out the balls and cool them in cold water.



Sobagaki (buckwheat flour kneaded with hot water)

Knead buckwheat flour with hot water to make sobagaki balls, and put them in *oshiruko*.

Kuri Kanroni (candied chestnuts)

Use a jarred or canned *kuri kanroni* (candied chestnuts) to make this dish. It's easy!

Kabocha (kabocha squash)

Cut kabocha into bite-size pieces and cook them for about 15 minutes. Legend has it that you won't catch a cold if you eat *oshiruko* made with kabocha on the winter solstice.

Satsumaimo (sweet potatoes)

Steam the potatoes and cut into large cubes for use in this dish.



Tsukemono (pickles)

As a side item, serve sweet *oshiruko* with a few pieces of well-pickled vegetables or picked radish to complement the flavor.

FUN RECIPE

This is a fun and unusual recipe. Try it with your family for a year-end or New Year's celebration.

Yokan Oshiruko

- 1 To make *oshiruko*, pour 2 cups of water per 5 oz. of *yokan* (sweet confection made of red bean paste and agar) into the pot, and cook over heat until the *yokan* melts.
- 2 Broil rice cakes and put them into a bowl. Add *oshiruko* soup to the bowl to complete the dish.



Nijiya offers a variety of ingredients for *oshiruko*, along with ready-to-enjoy instant *oshiruko* products.

Nijiya Brand



Nijiya Brand ~Quality Products~

Products that are safe and reliable: foods that provide an excellent source of nutrition while offering distinctive, traditional flavors: one of Nijiya Market's main efforts lies in the development of private brands that demonstrate such qualities. Since we released Nijiya (Organic) Rice, our first private-brand product, we have continued to expand our selection of Nijiya brand products. Currently we have about 100 types of original products on our store shelves. We strive to develop products that will make customers say, "No matter what the choice, we can't go wrong with a Nijiya product".

The characteristics of quality Nijiya-brand products are:

- They're healthy.
- They can be consumed with no concerns.
- The manufacturer, factory and production process are transparent.
- The ingredients are carefully selected.
- They're delicious.

We adhere strictly to these guidelines. Nijiya brand products are created and placed in stores only after passing a rigorous internal inspection process. Some products go through the research and development process repeatedly over a period of several years, and others are regrettably canceled in the final stages because of a compromise we choose not to make. These carefully developed Nijiya-brand products come to fruition in the hands of satisfied customers. Below,

we introduce some of the quality products that bear the Nijiya name.

USDA-Certified Nijiya Products

Among the many Nijiya brand products, some carry USDA organic certification.

In the United States, organic food certification is conducted by the Department of Agriculture (USDA) and the National Organic Program (NOP). Government-approved examiners inspect the products to ensure that standards are met. A report must be submitted each year. Only products having at least 95% organic content can receive the USDA organic mark (label), and they must also pass a very strict inspection. A tough approval system means that the resulting mark can be trusted.



NIJIYA-BRAND



Nijiya Organic Miso

This is a carefully made organic miso (fermented soybean paste) that uses organic soybeans and organic rice as basic ingredients. It's completely free of additives and preservatives. The two types available are Aged Koji (rice malt) and Komekoshi (pureed rice). Aged Koji is aged slowly to create the traditional flavor of miso. Komekoshi is a miso that uses rice malt to make a finely textured, light-colored miso.



Nijiya Organic Soy milk

We have been providing organic soy milk long before soy milk became widely popular. Our product has many loyal, long-term fans. Only carefully selected, non-genetically modified organic soybeans are used. Because it is a plain soy milk, the original taste of the soybeans remains intact. There are two types: regular and sweet. The regular soy milk is particularly useful for baking (sweets, etc.) and cooking.



Nijiya Organic Tofu

We carry the kinu-goshi (silken) and momen (firm) types of tofu, which are both commonly used in Japanese cuisine. They're made from tasty, carefully selected organic soybeans, which are of course non-genetically modified. Even you eat Nijiya organic tofu as is, you can enjoy its traditional taste and natural soybean flavor.




Nijiya Organic Nori (Dried Seaweed) Series

Nori (dried seaweed) is a nutritious staple of Japanese cuisine. Because it contains protein and is rich in vitamins, we recommend regular consumption for health benefits. Among the Nijiya seaweed products, those that have received USDA certification are the sushi nori and kizami (chopped) nori. Take a bite, and the aroma and natural flavors come to life.



Nijiya Flour Series

We carry hard and soft flours. We carefully select high-quality organically grown wheat -always the very best obtainable. Our Tempura Batter Mix (powder), Okonomiyaki Mix, Takoyaki Mix and Hotcake Mix use this organically grown wheat.

The list of Nijiya-brand products goes on. So, try the products with the  mark at your nearest Nijiya store. You'll be sure to enjoy the fine-quality products offered, with pride, by Nijiya.

Nijiya Homemade Shio-Koji

Shio-koji is a popular element of Japanese cuisine. Shio-koji is a Japanese seasoning made by fermenting and maturing a mixture of rice malt, salt, and water. Traditionally, it is used in pickling vegetables and fish. Today, shio-koji is known as the “magical ingredient that makes any food delicious” and is used in many different ways. It

can be used to pickle vegetables, fish, meat, and tofu. It can also be used as an ingredient in stewed dishes, fried dishes, pasta, and even dessert. For example, to tenderize and add flavor to meat or fish, spread one or two tablespoons of shio-koji on the slice of meat or fish, cover in plastic wrap, and refrigerate for 12 – 24 hours.



Nijiya Homemade Nori Tsukudani



New items added to our popular “Nijiya Small Bottle” series are Nori Tsukudani and Nori Tsukudani with Shiitake. Nori tsukudani is made with simple ingredients-nori seaweed and seasonings; Nori Tsukudani with Shiitake has added shiitake mushrooms. Nori seaweed is rich in protein, vitamins, and minerals. We make it without MSG and thickener so you can feel its natural, smooth texture.

Enjoy Nijiya homemade Nori Tsukudani on steamed rice and of course with onigiri (rice balls)!



Nori Tsukudani and Mushroom Rice

Ingredients (Serves 3-4):

2 cups rice
3 tablespoons Nori Tsukudani with Shiitake mushrooms (as needed)
mitsuba (trefoil) (as needed)

Directions:

1. Put rice into your rice cooker as you normally do. When it is ready to cook, add Nori Tsukudani with Shiitake and raw mushrooms. Mix well with rice and turn on the rice cooker.
2. Scoop out the rice when it's done and sprinkle with mitsuba to serve.



Nori Tsukudani Rolled Egg

Ingredients (Serves 2):

3 eggs
1 tablespoon Nori Tsukudani
Salt and pepper (to taste)
Oil (as needed)

Directions:

1. Break eggs into a bowl. Add salt and pepper. Mix well.
2. Pour oil in a frying pan over medium heat. Add seasoned eggs little by little. As they cook, continuously roll the eggs to the side of the pan. While rolling the eggs, add Nori Tsukudani little by little. Continue rolling until eggs are fully cooked.
3. Put the cooked eggs on a plate.



Many of our customers enjoy the Kara-age and Curry selections from the Nijiya deli. That is why we always strive to add a touch of refinement to make these dishes even tastier!

Nijiya's kara-age (deep fried chicken) is made from fresh, richly flavorful chicken meat. The meat is cut by hand instead of being put through a machine. This ensures that only the most delicious pieces are selected.

Creating a tasty batter is something we're also very particular about. As a result, we have developed a coating that isn't too thick or too strongly seasoned so that the umami (a pleasant savoriness) of the chicken itself is maintained.

It takes a long time to produce the large quantity of kara-age our customers expect each day. We make every effort to perform the cooking process—from marinating the chicken to frying it—as efficiently as possible so that the meat is kept fresh and is perfected into savory Nijiya kara-age.

Nijiya's Kara-age and Curry

Nijiya's original chicken and beef curry dishes are made with plenty of meat and vegetables. At first glance, the curries may appear to have no vegetables, but they actually contain an abundance of onions, carrots, celery, and garlic, which are slow-cooked until melted. You can enjoy the umami (a pleasant savoriness) and get abundant nutrients in a Nijiya curry!

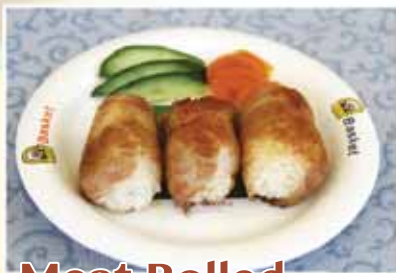
Preparation is easy. Simply warm the sauce package in boiling water or transfer the sauce into a dish and microwave it.



NIJIYA'S YAKINIKU SAUCE

Nijiya's special yakiniku sauce invokes the sensations of homemade flavors. The secret ingredients that create the unique taste are freshly grated pear and additive-free seasoning. Pears have a lot of digestive enzymes, which promote the digestion of meat dishes.

It would be a shame to use the sauce for only Yakiniku! The carefully blended flavors of Nijiya's Yakiniku Sauce go with many other dishes. Here are some recipes you may try with Nijiya's Yakiniku Sauce!



Meat Rolled Fried Rice Ball

Directions:

1. Sprinkle sesame seeds onto cooked rice and make a rice ball. Wrap meat around it.
2. Spread sesame oil on a frying pan and grill the rice ball.

Ingredients (Serves 4):

10-1/2 oz. sliced pork
2 servings of rice
sesame seeds
5-6 tablespoons
Nijiya Yakiniku Sauce
sesame oil



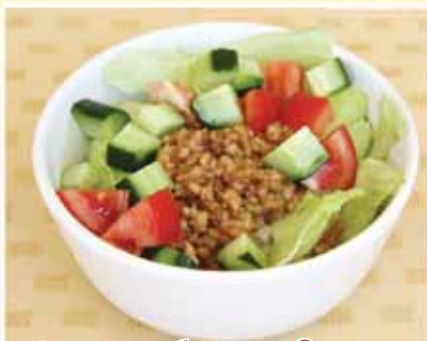
Yaki Udon

Ingredients (Serves 3-4):

3-1/2 oz. pork
1 carrot
1/2 onion
1/4 cabbage
3 serving of udon noodles
200 ml Nijiya Yakiniku Sauce
salt and pepper (to taste)

Directions:

1. Slice the pork thinly. Cut the carrots into 0.4 inch lengths. Slice the onions, and cut the cabbage into 0.4 inch widths.
2. Spread oil onto the frying pan and add the ingredients from Step 1.
3. Add the udon and the sauce.



Ground Beef Salad Bowl

Directions:

1. Mince the garlic and ginger and cook in a frying pan with sesame oil. Add the meat. When the meat is cooked, add the Yakiniku Sauce.
2. Mix the potato starch with 2 teaspoons water, and stir it into the pan.
3. Arrange the lettuce on the rice and top with the meat. Slice the tomato and cucumber into 0.4 inch lengths and sprinkle over the meat.

Ingredients (Serves 4):

1/2 head of lettuce
3-1/2 oz. ground beef
1 clove garlic
1 clove ginger
4 tablespoons
Nijiya Yakiniku Sauce
1 tablespoon sesame oil
2 teaspoons potato starch
1 tomato
1/2 cucumber
4 serving of cooked rice



Niku-Jaga (Meat and Potato Stew)

Ingredients (Serves 4):

7 oz. beef
2 potatoes
2/3 carrots
1 onion
1/2 shirataki (konnyaku noodles)
1 tablespoon oil
2 cups hot water
5 tablespoons of
Nijiya yakiniku sauce

Directions:

1. Slice the beef and the potatoes into bite size pieces, and rinse with water. Slice the carrots and onions. Pour the hot water over the shirataki and cut.
2. Put oil in a pot, and cook the potatoes, carrots, and onions. Add water to the shirataki, and let stand 5 minutes.
3. Add the meat to the pot and cook on high heat.
4. Add the Yakiniku Sauce, and lower the heat. Simmer until the vegetables become soft.

Teriyaki Chicken

Ingredients (Serves 4):

17-1/2 oz. chicken thighs
yakiniku sauce (to taste)
salt and pepper (to taste)
oil

Directions:

1. Slice the meat into easy-to-eat pieces. Add salt and pepper.
2. Pour oil into a frying pan, and cook the meat.
3. Pour Nijiya Yakiniku Sauce onto the meat, and serve.



Nijiya Brand

Additive-Free

Wafu Dashi Stock

(Japanese-Style)



Makurazaki City, in Kagoshima Prefecture, is known as Japan's top producer of katsuobushi (smoked, dried bonito). Our Wafu Dashi stock is made with an abundance of katsuobushi, produced in Makurazaki without the use of chemical seasonings (including MSG), artificial colors, etc. Thus it boasts more savory character (umami), flavor and mellow sweetness that come from quality fish and natural ingredients. In this article we'll talk about this additive-free Nijiya Wafu Dashi stock.

“Arakibushi” – Makurazaki Brand Katsuobushi

Arakibushi is a type of katsuobushi made from one whole bonito fish (honbushi) that doesn't undergo the mold-growth process. (Smoked, dried bonito produced without the mold-growth process is called arabushi.) A unique feature of katsuobushi made in Makurazaki is that as much as possible of the dark meat is removed to minimize the fishy smell and allow the pure, savory character (umami) of the bonito to concentrate. Another feature of Makurazaki's katsuobushi is the use of the baikan (smoke and dry) method called the “Makurazaki Method,” by which the fish is dried over smoke that rises naturally, creating intense flavor and aroma.

Nijiya additive-free wafu dashi stock uses quality low-fat bonito, caught in warm seasons. Low-fat bonito is ideal for making katsuobushi because the smell of the oxidized fat generated in the smoking process affects the bonito's natural flavor. A problem in producing dashi is that when dried fish is crushed into powder,

the smoky aroma released from the surface of katsuobushi may become too intense. Our dashi stock shaves a thin layer from the smoked surface to maintain a delicate balance of the authentic bonito flavor and the smoky aroma. When katsuobushi with the mold-growth process is crushed into powder, the unique flavor created by that process is often lost and only the smell of the mold remains. This is why our dashi stock uses mold-free katsuobushi. This attention to detail helps maximize the natural bonito flavor.

Blending Shiitake Mushroom and Konbu Dashi Stock

Nijiya additive-free wafu dashi stock is blended with shiitake mushroom extract and konbu (dried kelp) extract for added umami. Katsuobushi, shiitake extract and konbu extract contain different substances (amino acids) that create flavor. The source of umami is inosinic acid from katsuobushi, guanylic acid from shiitake, and glutamic acid from konbu. One characteristic of amino acids is that when combined, they enhance the resulting

flavor and savory character. This synergistic effect of multiple umami sources ensures the rich, delicious taste of our dashi stock.

Granular-type Dashi Stock That's Easy to Use

Nijiya additive-free wafu dashi stock comes in granules that dissolve easily. The powder type sometimes collects at the bottom of the pan, if the powder isn't fully dissolved. Our granular type eliminates this problem and can be used in all kinds of dishes such as miso soup, chawanmushi (pot-steamed egg custard), noodles and other dishes where dashi stock plays an important role, as well as nimono (simmered dishes) such as nikujaga (Japanese-style beef-and-potato stew), and takikomi-gohan (rice seasoned and cooked with various ingredients).

Dashi stock is the basic ingredient of Japanese cuisine, so we all want easy to use dashi stock that creates traditional flavor. We highly recommend our additive-free wafu dashi stock because it's made with great attention to convenience, satisfaction and food safety.

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.



Kintoki-imo Pudding (Japanese sweet potato)

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.



Six Great Flour Products from Nijiya Taste and Safety Guaranteed!

Hard flour (organic)



Grown for rich flavor and perfect chewiness
Ideal for baking bread
Make your own bread filled with the wholesome goodness of nature.
Made from 100% organically grown wheat

Soft flour (organic)



Doughy soft but doesn't lump together.
For cakes, white sauce, batter for frying and meuniere
Mix with hard flour to make all-purpose flour for noodles and suiton (flour dumplings boiled in soup).
Made without harmful agrochemicals, so you can eat it every day.
Made from 100% organically grown wheat

Tempura flour (organic)



You can make crispy restaurant-quality tempura without the hassle.
Enjoy freshly-fried, steaming tempura in the comfort of your home.
Made from 100% organically grown wheat

Okonomiyaki flour



Making fluffy okonomiyaki has never been this easy.
Made from 100% organically grown wheat and dashi (soup stock) as well.

Takoyaki flour



Enjoy a festival right at home!
Making takoyaki (octopus filled dumplings) has never been easier!
Made from 100% organically grown wheat--a perfect combination with Nijiya's succulent octopus.

Pancake mix



Simply add water, and you can make delicious pancakes in no time.
Also ideal for cupcakes, doughnuts, and pastries
Of course, it's made from 100% organically grown wheat!

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



BROWN RICE
VEGERABLE ROLL



SHRIMP TEMPURA ROLL



KAISEN CHIRASHI



CALIFORNIA SPICY ROLL
WITH NIGIRI



DIAMOND
CHIRASHI



DX SALMON BENTO



TOFU AND BROWN RICE BENTO



SPICY
CHICKEN BOWL



COLD BUCKWHEAT NOODLES
(OR UDON) COMBO



DX CHICKEN TERIYAKI BENTO

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!

*At participating stores only.

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.

