

*Plenty of
Recipes*

2012

Gochiso

Ultimate Japanese Gourmet Magazine

SOBA

SEASONAL WAGASHI

(Traditional Japanese Confectionery)

GOYA (Bitter Melon); a Sun-Kissed Summer Vegetable / What is **MACROBIOTICS?**
Sashimi from Copper River **WILD SOCKEYE SALMON** / Power of **KONNYAKU**
Great New Ways To Cook With **EGGPLANTS !** / From the Fields of an **ORGANIC FARM**
Mitsuba / **Matsutake** / Nijiya Brand — **Miso Series** • **Wafu Dashi Stock**



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2180 West 190th Street, Torrance, CA 90504
Phone: 310 787 4800 Fax: 310 787 3399
E-mail: gochiso@nijiyamarket.com
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PUBLISHER: NIJIYA MARKET Saburomaru Tsujino
EDITOR IN CHIEF: Takuya Suda, Chiharu Fukui
ADVERTISING SALES: Yoshie Ozawa
FOOD COORDINATOR: Gochiso Staff
DESIGN: Kaze Kobo, Yukari G
PHOTOGRAPHER: Yukari G, Kaze Kobo, Gochiso Staff
WRITER: Gochiso Staff
SPECIAL THANKS: Fuji Natural Foods
Asuka Hashimoto
Hitoshi Sugiura
Kiyohiko Shiokawa

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.

Seasonal Wagashi

(traditional Japanese confectionery)

Most Japanese-style confections are designed to convey a sense of the season. This is partly due to their connection with the Japanese tea ceremony and its emphasis on experiencing the moment but is also a reflection of the characteristics of the Japanese people, who appreciate the changing seasons and enjoy the visual presentation of food.

Raspberry Daifuku (glutinous rice cake)

Combining fresh fruit and daifuku is a recent trend in Japan.



春
Spring

Spring Wagashi

In spring, cherry blossoms bloom throughout the nation and people hold hanami, or cherry-blossom viewing parties. Spring also marks the beginning of the school year (in the Japanese system of education) and the time to make a fresh start. So, let's enjoy making delicately crafted, colorful spring confections.

Ingredients: (makes 10 pieces)

2/3 cup mochi-ko (glutinous rice flour)
1/3 cup sugar
1/2 cup water

A very small amount of red powder-type natural food coloring (optional)

10 raspberries
9 oz. koshian (smooth azuki bean paste)
cornstarch, as needed

Directions

1. Wash the raspberries and remove moisture with a paper towel.

2. Divide the koshian paste into 10 equal portions. Wrap one raspberry in each portion of the paste. Set aside.

3. In a heatproof bowl, combine the mochi-ko, sugar and food coloring to make mochi (rice cake). Add the water and mix well.

4. Cover the bowl with plastic wrap and microwave for 1 minute.

5. Remove from the microwave and stir thoroughly with a wooden spatula.

6. Repeat steps 4 and 5 until the powdery taste is gone.

7. Transfer the mochi to a shallow pan dusted with cornstarch. Once the mochi is cool enough to handle, divide it into 10 equal portions.

8. In the palm of your hand, flatten and stretch each portion of mochi. Wrap the koshian filling prepared in step 2, and shape it.



Summer Wagashi

Summer in Japan, with its high humidity and scorching temperatures, is the time to enjoy water activities. The best-known summer wagashi are kakigoori (shaved ice) and mizu-yokan (azuki bean jelly), but there are various other refreshing summer wagashi as well.



Cream & Fruit Anmitsu (jelly cubes with fruit and bean paste on top)

Kanten (agar), a jelly made from seaweed, is rich in fiber. It can help regulate the intestinal function.

Ingredients: Serves 4

1/2 cup azuki bean paste (any type)

<Kanten jelly>

1/2 teaspoon kanten powder

2 tablespoons sugar

4/5 cup water

<Kuromitsu (dark syrup)>

3 tablespoons light corn syrup

4 tablespoons dark brown sugar

2 tablespoons water

1-3/4 cups ice cream

Fruits of your choice (as desired)

Directions

1. Combine the ingredients for kanten jelly in a pan; cook over medium heat till it reaches a boil. Lower the heat and simmer for 2 minutes, stirring continuously.

2. Pour the mixture into a mold and refrigerate until set.

3. In a heatproof bowl, combine the ingredients for kuromitsu; stir well and microwave. As soon as the mixture starts to boil, take it out and stir again. Set it aside to cool.

4. Cut the kanten jelly into cubes and distribute into 4 serving bowls. Place the ice cream and bite-sized pieces of selected fruits on top. Drizzle with kuromitsu syrup and serve.

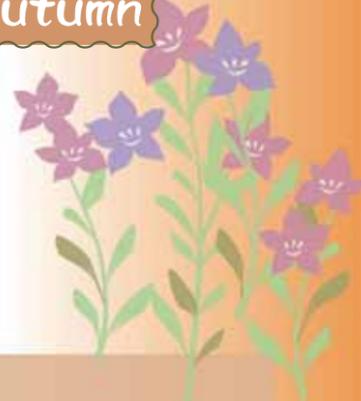




Kabocha Dango (sweet rice dumplings) with Caramel Sauce

In this version, kabocha squash is added to the original version of dango, which is white for "tsukimi (the autumn moon-viewing festival)."

秋
Autumn



Autumn Wagashi

Autumn is the harvest season. It is also known in Japan as "Shokuyoku No Aki (autumn the time for enjoying foods)." Popular autumn wagashi are made with starchy ingredients, such as satsuma-imo (Japanese sweet potato), kabocha squash and chestnuts.

Ingredients: Serves 4

- 12 oz. kabocha squash
- 1/4 cup sugar
- 2 cups cornstarch
- <Caramel sauce>
- 1/2 cup sugar
- 2 tablespoons water
- 3 tablespoons boiling water

Directions

1. Scoop out the seeds from the kabocha squash and rinse; microwave for 5 to 8 minutes or till fork-tender.
2. Remove the skin and mash the kabocha while hot, using a potato masher or similar utensil. Stir in the sugar.

3. Stir in the cornstarch and mix well. Adjust the amount of cornstarch until the kabocha mixture can be handled without sticking to your hands.
4. Knead the mixture and using your hands, form it into a log. Wrap in plastic wrap and cool.
5. In a small skillet or a saucepan, heat the sugar and water to make caramel sauce. Stir to color evenly.
6. Once the color of the caramel is as dark as desired, remove from heat and stir in the boiling water. (Be careful not to get burned from steam.)
7. Boil water in a pot. Shape the kabocha dough prepared in step 4 into bite-size balls. Drop the balls into the boiling water; and cook until the dumplings float to the surface. Scoop the dumplings out of the hot water and distribute into four serving bowls. Pour the caramel sauce over the dumplings and serve.

Chestnuts Yokan



Potato Yokan



Chestnuts Manjyu

Cake-Type Chestnuts Manjyu

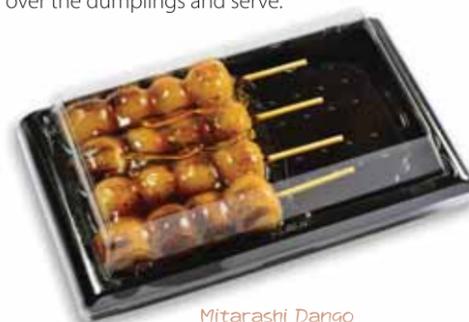
Ohagi



Momiji Manjyu



Assorted Mini Wagashi



Mitarashi Dango



冬
Winter



Dora-yaki (pancake filled with azuki bean paste) with Cream Cheese & Azuki Bean Paste Filling and Pecan Nuts

Incorporating Western ingredients is another recent trend with wagashi.

Winter Wagashi

Northern Japan is blanketed with snow during the winter months. During the year-end holiday season, the streets are busy with crowds of people preparing for the main winter events: Christmas and New Year's Day. How about indulging in some warm wagashi treats in a cozy room, sheltered from cold temperatures and the hustle and bustle of the outside world?

Ingredients: (makes 5 pieces)

- 3 tablespoons pecan nuts, roasted and roughly chopped
- 1 cup Nijiya Hotcake Mix
- 1/2 cup water
- 1 egg
- 1-1/2 tablespoon honey

<Filling>

- 5 tablespoons cream cheese, brought to room temperature
- 2 tablespoons powdered sugar
- 1/4 teaspoon vanilla extract
- 5 tablespoons azuki bean paste

Directions

1. Preheat a griddle (hot-plate) to 300°F.
2. In a bowl, combine the Hotcake Mix, egg, honey and water; mix well.
3. On the heated griddle surface, pour the batter to make a circle approximately 4 inches in diameter.
4. Cover with a lid. Once small bubbles start to form on the surface and the underside is golden, flip the pancake.
5. Transfer the pancakes into plastic bags to keep them from drying out; leave to cool.
6. Combine the cream cheese and powdered sugar, and mix well to make icing; stir in the vanilla extract.
7. Place one pancake in the palm of your hand. Place 1 tablespoon of cream cheese icing and 1 tablespoon of azuki bean paste in the center. Cover with another pancake and pinch the edges slightly to close.



Imagawa-Yaki



Taiyaki



Dora-Yaki



Manjyu



Assorted Mini Yokan

Ama Nattou

Let's Eat Homemade

Soba!

(Buckwheat Noodles)



Soba is best served in the so-called San-tate way, which is comprised of hiki-tate (just ground), uchi-tate (just kneaded and cut) and yude-tate (just boiled). Among traditional Japanese foods, soba has a particularly long history. Buckwheat seeds have even been found in relics from the Jomon period.

Soba requires only a short time to prepare and has a pleasant aroma and delicate taste on the palate. For a long time, soba was eaten in the form of soba-gaki (buckwheat dumplings). It wasn't until the Edo period that soba was served in the form of noodles, the way we do today. Back then, the city of Edo experienced a boom in the popularity of soba noodles. Soba noodles started as Juuwari soba, made of 100 percent soba flour, until wheat flour was used as a binder. Soba made of 80 percent soba flour and 20 percent wheat flour was called Ni-hachi (two-eight) soba. Soba has been an essential part of the Japanese food scene since that time.

Soba in grain form can be easily damaged by heat and should therefore be milled slowly on a grindstone. The white powder produced during the initial stage of the milling process is called the first-milling flour. White-colored soba, such as Sarashina soba, is made entirely of the first-milling flour. This is followed by the second-milling flour, which gradually turns darker in color as the milling process continues. The product from the last stage of the process is inaka-style (country-style) soba flour.

Soba is rich in nutrients. It contains proteins, hemicellulose (a dietary fiber), vitamins, choline (which protects the liver) and rutin (a polyphenol effective in removing active oxygen). Soba is the only member of the grain food group that contains rutin. Once soba is boiled, much of the nutrients are dissolved into the water, or soba-yu. This means that soba-yu contains abundant nutrients, so it's highly recommended to finish your soba meal with soba-yu.

Cold soba is given various names such as zaru-soba, mori-soba and seiro. Soba is best enjoyed cold, because that way you can savor more of its firm texture and aroma along with a delicious dipping sauce. Although a simple dish, the world of soba is much bigger and deeper than you might have thought.

Some of the great condiments for soba are wasabi, ichimi togarashi (Japanese red pepper flakes), shichimi togarashi (Japanese seven-spice mixture), thinly sliced green onions and grated daikon radish. Excellent toppings include tororo (grated mountain yam), nameko mushrooms, duck meat, tempura, tamago-toji (egg drop), fried green-onion flakes, sansai (mountain vegetables), abura-age (fried bean curd) and kamaboko (Japanese fish cake).

Hiki-tate (just ground) soba may be a bit difficult to find in the U.S., but if you get to enjoy uchi-tate (just kneaded and cut) and yude-tate (just boiled) soba, you'll discover a new world of soba.

Let's make homemade soba noodles!



Ingredients (easy-to-handle amounts)
7 oz. soba (buckwheat) flour
3.2 oz. hard flour
The ratio of soba flour to hard flour = 7:3
About 3/5 cup water
(about half the volume of the mixed flour)



Kneading soba dough



Combine and sift dry ingredients (flours).

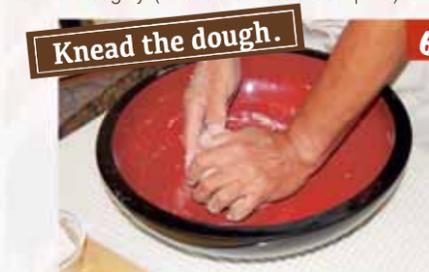


Add water.

Add the measured water in three parts or so, and mix the dry ingredients and water thoroughly. (This is the most critical part.)



Once the dough starts to come together and grain-sized pellets grow into the size of macadamia nuts, gather everything into a lump.



Knead the dough.

Knead vigorously for 5 to 10 minutes.



Roll out the dough.

Place the dough on a clean, well-floured work surface and roll it out using a rolling pin. (There are also other methods.)



Continue to roll out evenly until the dough is 1/8 inch thick.



Slice the dough.

Fold the rolled dough in thirds, and slice it. Refrigerate for 30 minutes to an hour. Boil right before serving.



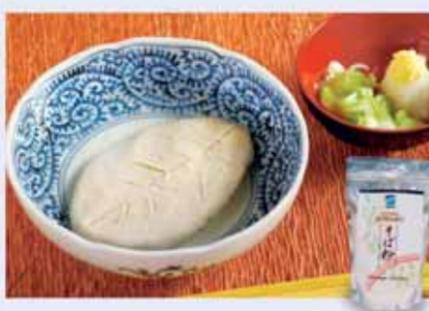
Boiling soba

In a large pot, boil water with a few drops of vinegar added. (Vinegar gives the soba a chewy texture.)

Add the noodles little by little, as you loosen them with your hands. Boil the noodles for approximately 40 seconds and then remove them from the pot. (Do not stir the noodles in the water.) Immediately rinse with cold water and then place into ice water to tighten the noodles.



Eat right away with your favorite dipping sauce and condiments. (Remember to finish the meal with soba-yu!)



An easy way to enjoy soba

Those of you who think making soba noodles from scratch seems time-consuming and painstaking might want to try soba-gaki instead.

Soba-gaki (buckwheat dumplings)

[Ingredients]
3.5 oz. soba (buckwheat) flour
2/3 cup water

Enjoy with condiments of your choice, such as soy sauce, wasabi, soba-tsuyu (soba dipping sauce), green onions, grated ginger and grated daikon radish.

[Directions]

1. Boil the measured water.
2. Add the hot, boiled water to the soba flour and stir well with chopsticks to make a dough smooth in consistency.
3. Boil additional water in a separate pot. Shape the dough into appropriate-size pieces and drop them into the boiling water. Cook for about 30 seconds. Remove the dumplings while saving the boiled water, and place them a serving bowl. Pour the saved hot water over the dumplings.

Let's Make Kazari Makizushi!

Sushi is representative of Japanese culture. As you probably know, it's a unique, traditional Japanese food that is recognized around the world. Makizushi (rolled sushi), as one of the most time-honored forms of sushi, is customarily made with wishes for agricultural fertility, health and longevity, and appreciation for the deities. There are many versions of makizushi enjoyed by those outside Japan: the California roll (the favorite in the U.S.), the caterpillar roll, the rainbow roll and the Philadelphia roll. The caterpillar roll is especially entertaining

to look at: it's a makizushi that demonstrates a sense of fun.

Did you know that fun makizushi can also be found in Japan? These are called kazari (decorative) makizushi. At first glance they seem difficult to make, but kazari makizushi are simply the sum of different parts such as a mound of sushi rice (shari) on nori (dried seaweed), nori placed inside the rice, or swirls, all joined and rolled together within the makizushi. Once you get used to han-

dling sushi rice, it's fairly easy to make kazari makizushi.

With a little creativity, you can make a variety of patterns of kazari makizushi. Let's start with Nonoji Maki, a basic form that even a beginner can make!



Nonoji Maki

- Ingredients**
 1 sheet sushi nori (dried seaweed)
 2.8 oz. sushi rice*
 2 to 3 shrimp (boiled and deveined)
 1 4-inch-long cucumber
 Tobiko (flying-fish roe) (as needed)
 Mayonnaise (as needed)

* Because the size of the nori varies depending on the maker, prepare some extra sushi rice.



Directions

- Cut off the shrimp tails with a knife. (Cutting off the tails will refine the final look).
- Cut the cucumber in half vertically, then cut each piece into thirds and remove the seeds.
- Place the nori on the rolling mat (makisu). Position the knots of the rolling mat string toward the back. Place the nori rough-side up (the smooth side should face the bottom).
- Scoop up some water with the second joint of your middle finger, and spread it thinly over your hand. (Use caution, because too much water can dilute the taste of the sushi rice.)
- Using the palm of your hand, lightly press the sushi rice into a barrel shape.
- Divide the sushi rice into three equal portions and spread it evenly on the mat. (This will prevent it from becoming smashed).
- Place your hands on the ends as shown in the photo, and be sure the rice is packed in tightly so that the final product looks clean.
- Place the cucumber, shrimp and tobiko in the order shown in the photo, and spread the mayonnaise over the tobiko to prevent it from falling apart.
- While holding down the ingredients, wrap until you've reached the end of the ingredients.
- Wrap once again to the end of the nori (Now wrap in a circular shape to the end of the nori).
- Reshape the circular roll into a teardrop shape (if rice spills out the sides, push it back in).
- Finally, cut the roll into appropriate-size pieces and display them in a circle.

Now that you've mastered the basic roll, let's try the Panda next, which is a bit more advanced. The panda's expression will vary slightly, depending on how it's rolled. Children love it!

Panda

Ingredients

- Five 1/4 sheets sushi nori, one 1/2 sheet and one 1/6 sheet
 12 oz. sushi rice*
 2 or 3 mountain burdock roots
 1 teaspoon ground black sesame seeds
 1 teaspoon yukari (red perilla seasoning)



Directions

- Mix the ground sesame seeds and yukari into the sushi rice.
- Prepare the five 1/4 sheets of nori.
- Place 1 oz. of the sushi rice on two of the nori sheets from Step 2, and make two rolls as in Photo 2. (This will be "nori roll 1.")
- Place 1.5 oz. of the sushi rice from Photo 2 on top and make a circular roll, as in Photo 4.
- Cut the left-over nori as shown in the photo. (This will be "nori roll 2.")
- Using a 1/4 sheet of nori from Step 2, cut a burdock root to the same length, and wrap it as the nori roll core. Cut any extras away with a knife.
- Wrap 1 oz. of sushi rice in a circular shape, as shown in the photo. (This will be "nori roll 3.")
- Reshape "nori roll 1" into a teardrop shape.
- Cut "nori roll 3" in half.
- Prepare the 1/2 and 1/6 sheets of nori and connect them using sushi rice, as shown in the photo.
- Spread 3.5 oz. of sushi rice atop the connected nori, leaving 1.5 inches of space at both ends.
- Place 1.5 oz. of sushi rice in the center of the sushi rice, as shown in the photo.
- Place the teardrop-shaped "nori roll 1" and the burdock root on top.
- Place 0.5 oz. of sushi rice on either side of the burdock root.
- Place "nori roll 3," which was cut in half earlier, on top as shown in the photo, forming the panda's nose.
- Place 0.75 oz. of sushi rice on the panda's muzzle section.
- Lift the nori at both ends as you form the roll.
- Cut the panda's face section to 0.6 inch thick. (It is less prone to coming apart if wrapped in plastic wrap.)
- Cut "nori roll 2" 0.6 inch thick—the thickness should be same as that of the panda's face—and adjust/set it to the ear positions.
- Thinly slice the burdock roots, place them on the panda's eye section, and you're done.



Great New Ways To Cook With Eggplants!



Eggplants are said to have originated in India. Today, numerous varieties of eggplant are grown throughout the world and enjoyed in a variety of international dishes.

Eggplants come in different shapes, colors and sizes. They can be round, long or oval. They vary in color from purple to white, yellow, green or spotted. Small eggplants weigh less than 1 oz. and larger ones can weigh more than 10 oz.

Japanese people enjoy eggplants grilled, pickled, deep-fried in tempura, or simmered in broth. Eggplants are popular in other countries as well. Why don't we discover more about this vegetable and add some international recipes to our usual menus?

Eggplant and Nagaimo Gratin (Japanese Mountain Yam)



Ingredients (Serves 2):
1 eggplant
2 slices bacon
8 oz. nagaimo (about 4 inches)
2 eggs
1 tablespoon ketchup
salt and pepper (to taste)

Directions:

1. Roughly chop the eggplant, and cut the bacon into 3/4 inch pieces. Sauté them together in a skillet. Sprinkle lightly with salt and pepper and set aside to cool.
2. Peel the nagaimo and grate it into a bowl. Add the eggs, ketchup, a pinch of salt and pepper and mix well.
3. Heat the oven to 400°F. Combine the ingredients of Step 1 and 2 and place em in an oven-proof baking dish. Bake for about 30 minutes.

Eggplant Bolognese



Ingredients (Serves 2):
1 eggplant
7 oz. ground beef
1/3 onion
2 oz. canned tomatoes (diced)
1 clove garlic
3 tablespoons grated cheese
1 tablespoon olive oil
salt and pepper (to taste)
2 servings of pasta

Directions:

1. Roughly chop the eggplant into bite-size pieces, mince the onion and garlic.
2. In a skillet, heat the olive oil and gently fry the garlic until it is fragrant. Add the onion and continue cooking over low heat. Add the ground beef and cook over medium heat.
3. Add the eggplant and continue sautéing until the eggplant is soft. Stir in the canned tomatoes and cook for 10 minutes.
4. Sprinkle grated cheese into the skillet, season with salt and pepper. Dress the cooked pasta with this Bolognese mixture.



Miso Marinated Eggplant, Green Pepper and Shrimp

Ingredients (Serves 2):
1 eggplant
1 green pepper
10 shrimp
2 tablespoons sesame oil (divided)
salt (to taste)
Marinade:
1 tablespoon miso
1 tablespoon mirin
1 tablespoon sake

Directions:

1. Cut the eggplant and green pepper into 2-in. pieces. Peel and devein the shrimp.
2. Heat a skillet with 1 tablespoon sesame oil over high heat. Stir-fry the green pepper, followed by eggplant, and then shrimp.
3. Add the remaining sesame oil, pour in the marinade and cook until the sauce is reduced.

Eggplant and Sesame Paste Dip

Ingredients (Serves 2-3):
1 eggplant
1 green pepper
10 shrimp
2 tablespoons sesame oil (divided)
salt (to taste)
Marinade:
1 tablespoon miso
1 tablespoon mirin
1 tablespoon sake

Directions:

Grill and peel the eggplant. Cut into small pieces. Mince the garlic. Mix all ingredients and blend in a food processor until smooth.



Sweet and Sour Eggplant Chinese Style

Ingredients (Serves 2):
2 eggplants
Sauce:
1 tablespoon vinegar
1 teaspoon sugar
1 teaspoon sesame oil
1 teaspoon Nijiya Tsuyu Tennen (Natural soup stock)
sesame seeds for garnish
sliced red pepper to taste
salt (to taste)

Directions:

1. Peel the eggplant and cut length-wise into quarters. Cut in half cross-wise and run through water. Place the eggplant on a plate, loosely cling wrap, heat for 5 min. in a microwave.
2. Combine the sauce ingredients and pour onto the eggplant.

Cream of Eggplant and Chickpea Soup

Ingredients (Serves 2):
1 eggplant
4.5 oz. canned chickpeas, drained
1/3 onion
1 clove garlic
1 tablespoon olive oil
17 oz. water
1 teaspoon soup stock powder
1 tablespoon heavy cream
salt and pepper (to taste)
paprika (to taste)

Directions:

1. Peel the eggplant and roughly chop into bite-size pieces. Thinly slice the onion and garlic.
2. Heat olive oil and garlic in a pan and gently fry over low heat until fragrant. Add onions and eggplant and cook over medium heat until tender. Add chickpeas, water and soup stock. Cook for 15min. Set aside to cool.
3. Transfer the contents of the pan into a blender and purée until smooth. Transfer back to the pan, stir over heat until warm. Add cream and season with salt and pepper. Sprinkle with paprika.



Matsutake



The relationship between the Japanese people and mushrooms has a long history. Many pieces of mushroom-shaped earthenware have been found in ruins of the Middle Jomon Period (3500-1500B.C.E.). The Japanese classic Manyoshu poetry anthology contains tanka (thirty-one syllable poems) featuring the matsutake mushrooms on Takamatoyama (Mt. Takamato) in Nara, while poems about matsutake are also found in other classical anthologies such as the Kokinshu and the Kokinwakashu. People around the world acknowledge that the love of Japanese for matsutake is imprinted in their DNA. The scientific nomenclature of this mushroom, “Tricholoma matsutake,” even uses its Japanese name.

Matsutake is a wild seasonal mushroom having an intense aroma, distinctive texture and natural flavor. Matsutake, grows in relatively dry soil containing few nutrients. It is found in the autumn in single-tree forests of Japanese red pine, Yezo spruce (*Picea jezoensis*), etc., or in mixed forests of primarily needle-leaved trees.

Many matsutake gatherers go into the evergreen-clad mountains and pick wild matsutake mushrooms. In North America, the matsutake harvest starts in September in Canada and Washington State. The matsutake harvest travels south to Oregon and then California with the advance of the cold front and lasts until December or so. Because the mushrooms aren't visible on the surface of the soil, matsutake is one of the most difficult mushrooms to harvest. It's said that at least several years experience—plus the right hunch—are required to find matsutake.

Because of its environmental requirements, matsutake is considered impossible to farm: attempts to cultivate



it have failed. That's why all matsutake mushrooms available on the market are wild. Like seafood, matsutake must be fresh in order to be flavorful. The challenge of supplying wild matsutake lies in how to keep the mushrooms fresh as they're transported from the mountains.

Nijiya has a team of transporters—including a relay of trucks and planes—working day and night to ship fresh, fragrant matsutake to our store. Try our savory matsutake, shipped directly from the producing region.

Notes on the preparation of matsutake

- Shave off the tough stem ends of matsutake thinly, like shaving a pencil.
- Wash matsutake in a bowl of dilute salted water by gently massaging the surface.
- If the cap of the matsutake is clean, don't wash the mushroom. This will help retain the flavor. If the cap is open, however, gently rinse in salted water to remove any sand that may be stuck inside.

Matsutake Rice

Ingredients (Serves 4):
3 cups rice
1 matsutake
1 abura-age (deep fried tofu)

[Dashi]:
1 packet Nijiya Natural Soup Stock
19 oz. water
1 tablespoon sake
1 tablespoon soy sauce

Directions:

1. Rinse the rice with water, drain and set aside for 30 min.
2. Remove dirt from the matsutake with a damp cloth or paper towel. Remove the tough end of the stem and slice the matsutake.
3. Slit the abura-age pouch open and cut each half into thin strips.
4. Combine the rice and dashi in the rice cooker. Place matsutake and abura-age on top and cook.
5. Let the cooked rice steam for 15 min. before opening the rice cooker. Stir and fluff before serving.



Matsutake and Shrimp in Clear Broth

Ingredients (Serves 4):
1 matsutake
8 shrimp
small amount of sake
mitsuba for garnish

[Dashi]:
1 packet Nijiya Natural Soup Stock
17 oz. water
1 teaspoon soy sauce
Salt (to taste)

Directions:

1. Remove dirt from the matsutake with a damp cloth or paper towel. Remove the tough end of the stem and slice the matsutake.
2. Devein the shrimp and marinate in sake before cooking.
3. Combine the dashi ingredients in a pan and bring to a boil. Add shrimp and cook until it boils. Add matsutake and cook quickly.
4. Serve in a bowl with mitsuba on top.



Matsutake Tempura

Ingredients (Serves 4):
2 matsutake
(Other ingredients for tempura of your choice)
Nijiya Tempura Batter
Mix as needed
cold water as needed
oil for deep-frying

Directions:

1. Remove dirt from the matsutake with a damp cloth or a paper towel. Remove the tough end of the stems and cut into thick slices. Prepare other ingredients for tempura.
2. Roughly mix the tempura batter mix with cold water in a bowl. Dip each ingredient in batter and deep fry in oil.



Grilled Matsutake Nigiri-Sushi

Ingredients (Serves 4):
1 small matsutake
sushi rice as needed
salt to taste
yuzu pepper to taste

Directions:

1. Remove dirt from the matsutake with a damp cloth or paper towel. Remove the tough end of the stems and slice into 4 pieces. Place the matsutake on aluminum foil and lightly sprinkle salt on top.
2. When the salt has absorbed moisture and formed water drops, lightly grill the matsutake in an oven toaster.
3. Prepare sushi rice. (Mix sushi vinegar into freshly cooked rice) Hand-roll the rice into 4 pieces.
4. Place grilled matsutake on each portion of sushi. Sprinkle with yuzu pepper if desired.



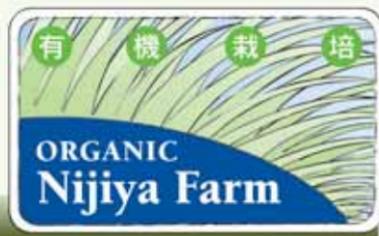
Matsutake and Potato Gratin

Ingredients (Serves 4):
2 matsutake
1 potato
0.7 oz. butter
0.7 oz. flour
8.5 oz. milk
salt and pepper to taste

Directions:

1. Peel the potato and cut into 3/4 in. squares. Boil in water with a pinch of salt (not listed above). Drain and set aside. Remove dirt from the matsutake with a damp cloth or paper towel. Remove the tough end of the stems and slice the matsutake.
2. Heat butter in a frying pan and cook the matsutake briefly, transfer to a plate and set aside. Add flour into the same pan over low heat. Gradually add milk while stirring continuously. Season with salt and pepper to make a white sauce.
3. Cook until the white sauce thickens. Stir potatoes and matsutake into the pan and pour the mixture into an oven-proof dish. Bake for 15 min. in a toaster oven.

Satsuma-imo Sweet Potato



Advocating for Seasonal Harvest

People used to coexist more closely with Mother Nature and conducted their lives by adapting to the changing seasons. Thus the seasonal harvest is a kind of food culture based on coexistence with nature. A diet consisting of foods created by nature through the four seasons of spring, summer, autumn and winter contributes to a lifestyle that matches the human biorhythm. Organically grown seasonal produce protects our life and health and enriches our way of living.

Spring is the season to harvest sprouts, leafy vegetables, stem vegetables and flowering vegetables. Eating these vegetables in spring helps promote our metabolism, which is relatively slower during the winter. Bitter-tasting alkaloid, plentiful in sprouts and flowering crops, promotes cell division.

Summer is the time when “hanging” vegetables hit the market. The summer heat could disturb metabolism and harm one’s health. Hot summer weather could make you consume too much water and salt, which would strain your heart and cause high blood pressure and swelling. The potassium abundant in hanging vegetables helps the body excrete salt while it speeds metabolism. Vitamins A and C prevent the fatigue due to summer heat.

Autumn is the colorful harvest season that produces yellow and green vegetables, root crops and globular leafy vegetables. This season offers a wide selection of seasonal harvests such as persimmons, pears, tangerine oranges, chestnuts and matsutake mushrooms.

Winter is the season of root crops and leafy greens, above all else. Daikon radish, for example, aids in the digestion of starchy carbohydrates and proteins. It’s a savior for often overworked stomachs

during the winter season of holiday parties. Pumpkin, wild yam and sweet potato, which give strength and stamina to the body, are believed to prevent one from catching a cold when they’re consumed in midwinter. Mitsuba (an herb commonly known as Japanese parsley), shungiku (garland chrysanthemum) and spinach cleanse the blood as they neutralize and detoxify substances that inhibit cells, thereby helping to build a strong body that’s tolerant to cold.

Root Crops

Root crops are excellent vegetables, often called the treasure house of nutrition. Many root vegetables are harvested during autumn or winter. Crops that store nutrition in roots under the soil include daikon radish, turnip, carrot, gobo (burdock root) and sweet potato. Those that store nourishment in underground stems include lotus, potato and taro root. Examples of edible underground bulbs made of transformed leaves are onion, garlic and rakkyo (scallion).

Potatoes, which make up the majority of root-crop production, and globular leafy vegetables complete their life cycles as they produce seed potatoes or bulbs and the above-ground parts of the plants die. These plants, if left unattended, will bud on their own when the next season comes and can again be harvested as root vegetables. If the plants are replanted elsewhere by human hands, they will also bud eventually. Root vegetables stay alive and can be stored for long periods. If stored properly they can be eaten throughout the year.

Potatoes and sweet potatoes are foods that are considered a staple diet in some countries. Sweet potatoes, in particular, carry such special meaning for Japanese people that they evoke emotional sentiments and heart-warming scenes.

Sweet Potato

The sweet potato (satsuma-imo) is native to Mexico and the surrounding tropical American region. Diploid *Ipomoea trifida*, which belongs to the family Convolvulaceae, has been identified as a wild ancestor of the sweet potato. Today’s sweet potatoes are believed to have been developed through artificial selection as a result of mutation and cross breeding with wild species. Whether artificial or spontaneous, a great number of sweet potato species have been created throughout the long history of its cultivation. Different regions grow varieties befitting their geographical needs. In fact, sweet potatoes are grown in most of the tropical, subtropical and temperate zones around the globe today. For that reason the sweet potato comprises an astonishing array of varieties, with new types being developed one after another.

The sweet potato was introduced in Japan in about 1609, and cultivation began in Ryukyu and Satsuma. Growing techniques were then improved, and a technique similar to that used today was developed in the middle of the Edo period. Sweet-potato cultivation subsequently spread to the Kanto region. The story of sweet potatoes saving people from famines is well known in Japan.

Breeding techniques for crop improvement have advanced significantly during recent years, in which there has been a sharp rise in demand. These techniques have been used to develop many new varieties of sweet potato. The mega-hit varieties are “Beni Azuma” and Koukei No. 14, also known as “Kintoki.” These two are the most popular sweet potatoes among many varieties, accounting for more than 50 percent of all sweet potatoes sold as fresh produce in Japan today.

Purple Sweet Lord

The color of the purple sweet potato comes from anthocyanin, known to provide antioxidant and anti-mutation properties and help prevent high blood pressure. For that reason, products made from processed purple sweet potatoes have been developed and manufactured in increasing numbers. However, the purple sweet potato has little sweetness so it isn’t suitable for consumption as fresh produce. This has created a mission to develop new varieties.

The “Purple Sweet Lord” is a new variety developed by crossing a purple sweet potato from Kyushu as the female partner with the mixed pollen from multiple male plants, including Kintoki. The outside skin is deep reddish purple, while the flesh is purple. The Purple Sweet Lord was registered as Norin No. 56 in 2002. It is much more suitable for eating than conventional purple sweet potato varieties and provides a better yield.

This variety of purple sweet potato is grown in North Carolina (albeit in small amounts), where it’s simply called “Purple.” Nijiya Farm seems to have all the conditions required to grow tasty sweet potatoes. We can think of many such conditions, but the first is that our farm has the ideal climate for sweet potatoes because it’s located close to the native origin of this plant. The farm gets very little rain, which makes it possible for us to control the amount of water supplied to crops. The soil is right for sweet potatoes, and the variety we grow is well suited to the soil. Above all else, Nijiya Farm provides the environmental conditions in

which organically grown plants can thrive as healthy, strong crops.

Cultivation of Sweet Potatoes

In January, seed potatoes are “laid” into trays or some sort of container in which to grow many seedlings. In or around June, the seedlings are planted in the fields as if one were planting a cutting from a tree. The planted seedlings are well irrigated and grow numerous stems that look like vines. Then, the chlorophyll in the leaves increases carbon anabolism. Sunlight, water from underground and the carbon dioxide in the air synthesize carbohydrates (or starch), which helps leaves, vines and roots grow and make sweet potatoes.

Once the stems and leaves above ground grow to a certain size, the characteristics of this short-day plant cause the first root from the rootstock to store nutrition. This root swells and turns into potatoes when the plant’s water content reaches a certain level and a certain temperature is reached. The same process occurs with the second, third and subsequent roots.

Some of the sweet potatoes harvested are stored as seed potatoes, which will be used to initiate the next year’s cultivation. The sweet potato, although it is a flowering plant, doesn’t go through the same process of blossoming, pollination and fruit bearing the way that fruit vegetables generally do. It’s a wonder plant that neither passes pollen from the stamen to the carpels nor grows seeds but continues to multiply according to its DNA programming.

Although flowers aren’t commonly associated with sweet-potato cultivation,

the Purple Sweet Lord grown at Nijiya Farm blooms with many flowers that look like morning glories. Abundant flowering has no direct connection with harvesting but is proof of the perfect environment our sweet potatoes have for their growth.

Nutrition

Even when steamed or baked, Purple Sweet Lord maintains the sweetness unique to a sweet potato and remains moist and delicious. Its flavor can surpass that of the Kintoki sweet potato. Because of its beautiful color, Purple Sweet Lord is also great as an ingredient for processed foods. The sweet potato is rich in nutrients that are otherwise hard to get as part of our daily diet. In fact, it’s said that eating a sweet potato a day can prevent all adult diseases. The nutrients in sweet potato include a high amount of dietary fiber; sucrose (which helps regulate intestinal function); vitamin C and other vitamins that are resistant to heat; beta carotene; pantothenic acid; folic acid; and many minerals unique to root vegetables: calcium, iron, magnesium, phosphorus, potassium and zinc. Purple Sweet Lord is also rich in anthocyanin, an antioxidant created when beta carotene turns purple. Thus it’s believed to encourage blood circulation.

The basis of organic growing lies in accepting Mother Nature as she is, encouraging the unique characteristics and growing ability of each plant, and maintaining and promoting the endless cycle of nature. That makes it possible for us to harvest crops without losing their natural flavor and nutrition, and to enjoy the blessings of each season to the fullest.

Mitsuba

~ Aromatic Herb of Winter ~

Winter brings a variety of delicious leafy vegetables, which make nutritious additions to hot pots. Leafy vegetables, with their vivid green color, make us feel healthy just by looking at them. Among all the leafy vegetables, mitsuba is the one we'll feature here.

Mitsuba, which means "three leaves," was named after the shape of its leaf, which is divided into three parts. Its leaf and stem are edible. Mitsuba is a perennial umbellifer plant grown in Japan. Umbellifers are herbs characterized by a refreshing aroma. The aroma comes from substances called cryptotaenene and mitsubaene, which have the effects of calming the nerves, relieving stress, curing insomnia and stimulating the appetite. These are also known sedatives effective in treating sleeplessness and irritation/frustration.

Additionally, mitsuba contains beta carotene, calcium and potassium, among which potassium is particularly beneficial in improving the balance of the components of the blood.

Among herbs, mitsuba--characterized by its unique aroma and mild taste that everyone loves--is widely used as a condiment and in osui-mono (clear soup), ohitashi (boiled, seasoned vegetable dish), chawan-mushi (pot-steamed egg custard), etc. One word of caution when cooking mitsuba is not to overheat it, because doing so will reduce its aroma

and crispness. When you put mitsuba into soup, etc., do so after the heat is turned off.

Mitsuba is often sold with roots attached. Rooted mitsuba will last many days as long as it's protected from drying. To keep mitsuba fresh, spray it with a mist of water and then place it in a sealable plastic bag. It's important that mitsuba be kept from exposure to air.

Good mitsuba gives off an intense aroma and has a vivid green color. Be sure to choose fresh mitsuba without discolored stems.

Mitsuba warms the body and suppresses coughs due to illness. When you start to feel ill, we recommend making a hot drink with mitsuba, ginger, and Tokyo-negi mixed with hot water.



Japanese Pasta

Ingredients (Serves 2):
2-3 bunches mitsuba
1 abura-age
7 oz. pasta
2 pinches of salt
1 teaspoon Nijiya Japanese soup base powder
2 tablespoons soy sauce
black pepper as needed
olive oil as needed
1 clove garlic, minced

Directions:

1. Remove excess oil from the abura-age and cut into 1/4 in. thick strips. Cut the mitsuba into 2 in. lengths. Separate the stalks with the leaves. Mince the garlic.
2. Heat olive oil and garlic in a pan and gently fry over low heat until fragrant and fry the abura-age until crisp.
3. Bring a large pot of water to a boil, add salt and cook the pasta 1 min. less than directed on the package. Reserve 1/2 cup pasta water.
4. Drain the pasta. Add the mitsuba stalks to the pan with the abura-age and cook briefly. Add the pasta.
5. Pour pasta water into the pan, season with dashi, soy sauce and black pepper, tossing until pasta is well coated.
6. Transfer to a dish and garnish with mitsuba.



Mitsuba and Garlic Tempura

Ingredients (Serves 2):
4-5 sprigs mitsuba
2 cloves garlic, julienned
0.4oz. chirimen-jyako (dried whitebait)

Tempura batter as needed
Oil for deep frying

Directions:

1. Prepare a deep-fryer.
2. Cut the mitsuba into 3/4 in. lengths. Cut into thin strips. Prepare tempura batter with adequate amount of cold water. Combine garlic, mitsuba and chirimen-jyako into the batter and roughly mix together.
3. Heat oil to 340°F (170°C). Use a spoon to gather the battered vegetables together and deep fry on both sides until crisp.



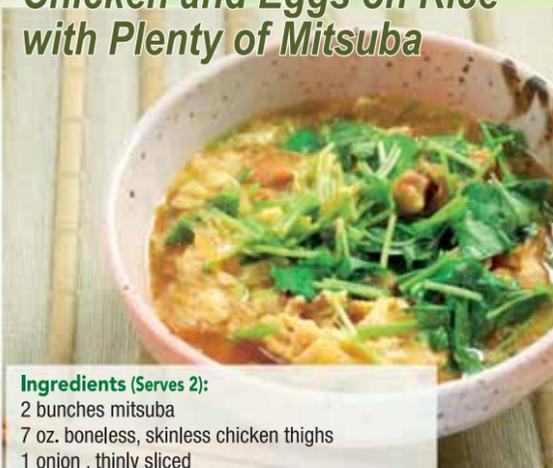
Chicken and Eggs on Rice with Plenty of Mitsuba

Ingredients (Serves 2):

2 bunches mitsuba
7 oz. boneless, skinless chicken thighs
1 onion, thinly sliced
4 eggs
1/2 teaspoon Nijiya powdered Japanese soup base
10 oz. water
2 tablespoons soy sauce
1 tablespoon sugar
1 tablespoon mirin

Directions:

1. Slice the chicken diagonally into bite-size pieces.
2. Loosely beat the eggs in a small bowl. In a pan, combine dashi, water, soy sauce, sugar, mirin, onions and chicken and cook until onion are tender. When the chicken is cooked through, pour half of the egg mixture over the surface and cook to a boil.
3. Pour the remaining eggs into the pan. Cover with a lid and turn off the heat. Add mitsuba and close the lid again to let steam.



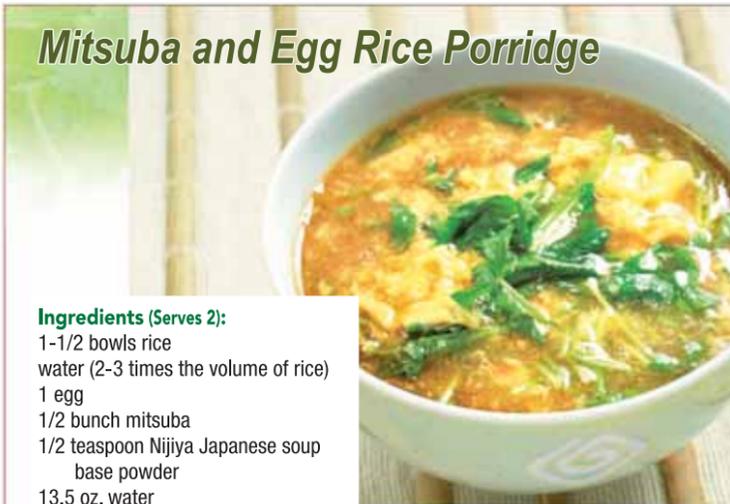
Mitsuba and Egg Rice Porridge

Ingredients (Serves 2):

1-1/2 bowls rice
water (2-3 times the volume of rice)
1 egg
1/2 bunch mitsuba
1/2 teaspoon Nijiya Japanese soup base powder
13.5 oz. water
1 tablespoon soy sauce
A small amount of Katakuriko (diluted with an equal amount of water)

Directions:

1. Place rice and water (2-3 times the volume of rice) in a pan. Mix roughly to break up the rice. Simmer over low to medium heat until the rice porridge reaches the desired thickness. Set aside.
2. Beat the egg in a small bowl. Cut the mitsuba into 3/4 in. lengths.
3. In a separate pan, heat water to a boil and add Nijiya Japanese soup base powder. Reduce heat to low and simmer.
4. Pour in the katakuriko mixture to thicken. Stir in the egg. Add mitsuba and turn off the heat.
5. Transfer the rice porridge to a bowl and pour the egg sauce on top.



Mitsuba and Chicken with Ume Dressing

Ingredients (Serves 2):

1 bunch mitsuba
1 pack enoki mushroom
1 teaspoon salt
2 pieces large chicken tenders
2 teaspoons cooking sake
2 umeboshi
2 teaspoons mirin

Directions:

1. In a pan, bring water to a boil and add cooking sake. Boil the chicken and turn off the heat. Let cool.
2. Cut mitsuba and enoki into 2 in. lengths. In another pan, heat water to a boil, add salt and boil mitsuba and enoki for a few seconds. Soak in water and drain. Gently squeeze out excess water.
3. Prepare the umeboshi. Remove the pit and chop umeboshi into a paste. Transfer to a large bowl and add mirin. Shred the chicken into strips. Combine mitsuba, enoki and chicken into the umeboshi dressing.
4. Toss gently to coat just before serving and transfer to a serving dish.



Vermicelli and Mitsuba Salad

Ingredients (Serves 2):

1.4 oz. vermicelli
1/2 bunch mitsuba
4 cherry tomatoes
Dressing:
2 tablespoons soy sauce
2 tablespoons vinegar
1 tablespoon mirin
black sesame to taste

Directions:

1. Soak vermicelli in water according to package directions. Cut into lengths that are easy to eat. Quarter the cherry tomatoes. Set aside a few mitsuba leaves for garnish, and par-boil the rest. Soak in cold water and wipe with a paper towel. Cut the mitsuba into 1 to 1.5 in. lengths.
2. Mix dressing in a large bowl and add the ingredients from Step 1. Gently toss to mix. Transfer to a serving dish. Sprinkle with black sesame and garnish with mitsuba.



Nijiya Brand

Miso Series



Traditionally many fermented products have been eaten in Japan, because the climate encourages the growth of microorganisms. These fermented products reflect the wisdom of Japanese people accumulated over centuries of experience. In particular, the idea of fermenting soybeans, which are rich in nutrients but difficult to digest, has created natto (fermented soybeans), soy sauce and miso (fermented soybean paste). As they say, "A bowl of miso soup a day keeps the doctor away." Miso has been a health secret of the Japanese for many years.

Why don't we review our basic diet and add miso soup to our daily menu?



Additive-Free, Unprocessed Miso

This is unprocessed miso made from organic whole soybeans. Yeast and enzymes, which remain alive in unprocessed miso, are directly absorbed into our body and are effective in maintaining and promoting health. Keep miso in the refrigerator to prevent it from fermenting further.

USDA-certified organic soybeans and rice. No additives or preservatives are used. Slowly aged rice-malt miso lets you enjoy the natural flavor.

Organic Miso/ Komekoshi (Pureed Rice)

This organic miso is made from USDA-certified organic soybeans and rice. No additives or preservatives are used. Enjoy the smooth texture of light-colored komekoshi miso made by pureeing rice-malt grains.



Miso Soup Made with Organic Miso

This instant miso soup is ready to enjoy almost immediately. Our Organic Miso/Aged Koji is blended with additive-free dashi stock and other carefully selected natural ingredients. You'll never tire of the natural flavor. Our Organic Miso/Aged Koji is highly recommended, especially when you have no time to cook.



Organic Miso/ Aged Koji (Rice Malt)

Our organic miso is made from

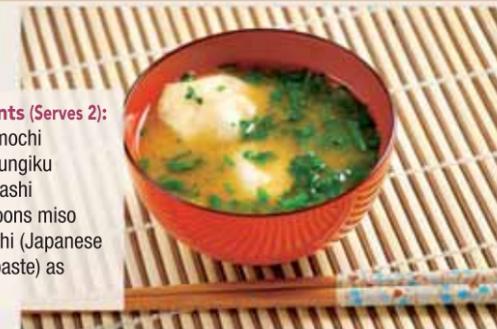


Grilled Mochi and Leafy Green Miso Soup

Ingredients (Serves 2):
 2 pieces mochi
 1.8 oz. shungiku
 11.8 oz. dashi
 2 tablespoons miso
 neri karashi (Japanese mustard paste) as desired

Directions:

1. Cut mochi in half and grill until lightly browned.
2. Bring a pan of water to a boil and quickly boil the shungiku. Drain, squeeze out excess water and finely chop the shungiku.
3. Heat dashi in a pan. Stir in miso and cook over low heat for 2-3 min.
4. Place mochi and shungiku in a soup bowl and pour in the miso soup. Add neri karashi as desired.



Pan Fried Miso Marinated Chicken

Ingredients (Serves 2):
 2 pieces mochi
 1.8 oz. shungiku
 11.8 oz. dashi
 2 tablespoons miso
 neri karashi (Japanese mustard paste) as desired

Directions:

1. Cut mochi in half and grill until lightly browned.
2. Bring a pan of water to a boil and quickly boil the shungiku. Drain, squeeze out excess water and finely chop the shungiku.
3. Heat dashi in a pan. Stir in miso and cook over low heat for 2-3 min.
4. Place mochi and shungiku in a soup bowl and pour in the miso soup. Add neri karashi as desired.



Salmon, Butter and Miso Rice Ball

Ingredients (Makes 8 Rice Balls):
 8 portions of cooked rice
 1 fresh salmon
 A pinch of salt
 1 tablespoon butter
 2 in. green onion
 3 tablespoons miso
 1/2 teaspoon sugar
 1 tablespoon sake
 Ao-nori as needed

Directions:

1. Remove skin and bones from the salmon. Diagonally cut the salmon into thick slices. Sprinkle with salt and set aside.
2. Finely chop the green onions.
3. Melt butter in a pan and cook the salmon, while breaking into flakes. Add green onions and stir fry.
4. Combine miso, sugar and sake in a small bowl.
5. Make 8 rice balls. Fill with the salmon and green onion mixture.
6. Coat each rice ball with ao-nori. Spoon miso paste over each rice ball.



Miso Simmered Mackerel

Ingredients (Serves 2):
 1/2 of one mackerel filleted into two pieces
 0.35 oz. ginger
 5.4 oz. water
 1 tablespoon soy sauce
 1 teaspoon mirin
 1 teaspoon cooking sake
 1/2 teaspoon sugar
 miso to taste

Directions:

1. Cut mackerel fillet in half. Insert a knife blade on the skin side and slit cross-wise. Slice the ginger into thin strips. Heat water in a pan to a boil. Add ginger, soy sauce, mirin, sake and place the mackerel fillet skin side up and simmer for a while.
2. Skim foam from the surface. Add sugar and continue cooking.
3. Gradually stir in miso, a small amount at a time. Check to taste. Continue simmering until the liquid thickens. Coat and glaze the mackerel with the sauce.



Niku-Miso (Miso Flavored Ground Beef)

Ingredients (Makes 1 batch):
 5.30 oz. ground beef
 <Marinade >
 1 clove garlic, grated
 1/2 tablespoon sake
 1/2 tablespoon soy sauce
 A pinch of pepper
 1-1/2 teaspoons tobanjan
 2 teaspoons sesame oil

1/2 onion
 5-6 green chili peppers (jalapeños)
 2-3 tablespoons ground white sesame
 4.2 oz. miso
 1 cup water
 1-1/2 tablespoons sugar
 1-1/2 tablespoons sesame oil

Cooked rice
 Sunny lettuce

Since it is an almighty niku-miso, it is very convenient when you make them in large amounts and kept frozen. Niku-miso goes well with soba and somen as well as rice.

Directions:

1. In a shallow pan, combine ground beef and marinade. Mix well with your hands. Leave for 10 min. Mince the onion and green chili pepper.
2. Cook the ground beef over medium heat, mixing with a spatula so that there are no lumps. Add miso and water, continue to cook while stirring.
3. Add onion and green chili peppers, lower the heat and continue stirring until the liquid thickens. Add sugar. (Adjust the amount of sugar according to the amount of miso)
4. Stir with a spatula until the sauce thickens. Add white ground sesame and sesame oil and continue stirring without burning the mixture.
5. Cooking is done when the ground beef mixture becomes as thick as miso paste. Transfer to a dish.
6. To serve, spoon rice over a lettuce leaf, and top with the niku-miso.



A Story of Fish Roe

~ Delicious, Nutritious Fish Roe ~

Fish roe is literally fish eggs. Given that every species of fish in the world has a different type of roe, there are many different kinds and qualities. Some roe is more expensive than the fish (or parent) that produces it. A good example is caviar, which is sturgeon roe. Caviar is known as one of the world's three greatest delicacies. Other well-known fish roe are karasumi, which is mullet roe, and kazunoko, or herring roe. In this issue we'll talk about fish roe in general. Fish roe seldom appears as a main dish, but it certainly spices up the table. It's also a wonderful accompaniment to white rice. It's no wonder the Japanese love fish roe! There are so many types to enjoy, including Ikura (cured salmon roe), kazunoko, tarako (cod roe) and mentaiko (marinated cod/pollock roe). We can enjoy fish roe in nimono (simmered dishes) and yakimono (grilled dishes), and it can also be eaten raw. This article features some of the more familiar fish roe.

IKURA



You already know that ikura is salmon roe, but did you know the word "ikura" is Russian? In Russia, the term "ikra" refers to fish roe in general.

While salmon roe has been eaten in Japan for a long time, we began calling it ikura during the Meiji era (1868-1912). It is said that during the Russo-Japanese War (1904-1905), the preserved loose salmon roe Russian soldiers ate found their way to Japan, together with the name "ikra," which later became "ikura."

Ikura, as a preserved food, was initially salty. Today, slightly sweetened ikura and ikura marinated in soy sauce have become the mainstream form of this roe. Ikura is a very nutritious food, as even one tiny roe contains many nutrients. Ikura is rich in vitamins, and recent studies have shown that it's a plentiful source of DHC,

known as a brain-stimulating fatty acid. For this reason, ikura is also called "brain-stimulating fish roe."

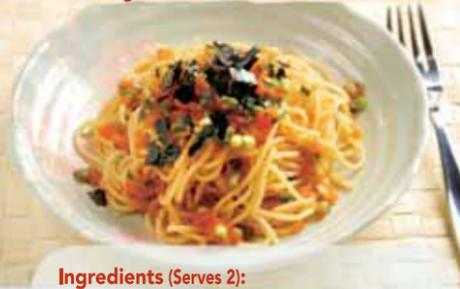
The ikura sold at Nijiya Market is our original "Shoyu Ikura (salmon roe marinated in soy sauce)," which uses a unique Nijiya sauce. This ikura, made only from natural salmon roe shipped from Alaska, is really delicious and a very popular item. It tastes so good, you'll want to ask for a second bowl of rice.

MASAGO



Do you know what fish masago comes from? The answer is the shishamo smelt. However, the term "masago" doesn't refer exclusively to shishamo roe but instead means "foodstuff that is very small, like sand on the beach." Masago has a long history, and the Japanese have loved this fish roe since ancient times. Today,

Masago (Smelt Roe) Pasta



Ingredients (Serves 2):
1/3 package masago
2 green onions, finely chopped
1 tablespoon olive oil
1 tablespoon butter
1 teaspoon soy sauce
5.6 oz. pasta
shredded nori, for garnish

Directions:

1. Combine masago, green onions, olive oil, butter and soy sauce in a large bowl.
2. Cook pasta according to package directions.
3. Add the drained pasta to the bowl and toss evenly to coat.
4. Top with shredded nori to serve.

Tobiko and Avocado Dip



Ingredients (Serves 2):
tobiko as needed
1/2 avocado
2 tablespoons mayonnaise (adjust the amount to taste)
A dash of lemon juice
salt and pepper to taste

Directions:

1. Peel and mash the avocado in a bowl. Drizzle with lemon juice. Add mayonnaise and mix until well blended. Season with salt and pepper.
2. Transfer to a serving dish. Garnish with tobiko.
3. Serve the dip with bread or crackers.

masago is usually made from seasoned shishamo roe. We often see masago in gunkan-maki rolls (battleship-shaped sushi rolls). It's rich in protein, a life supporting nutrient and in sodium, which helps the body absorb nutrients. Try masago in your next sushi or marinated dish!

TOBIKO



Tobiko (or tobikko) is literally an egg of the tobiuo (flying fish). This roe is clear, with a golden hue. Tobiko adds a colorful accent to the table. It has a pleasant texture and bursts in the mouth when crushed. Tobiko is a bit sweeter than ikura. The Japanese, who have been eating fish for centuries have developed a culture of marinating tobiko in salt. Tobiko contains vitamins and protein, but it's also a feast for the eyes. Why don't you enjoy chirashizushi (vinegared rice with pieces of raw fish and other ingredients arranged on top), including succulent tobiko that pops in your mouth? You'll love it!

Kazunoko Salad Chinese Style



Ingredients (Serves 4):
2.8 oz. marinated herring roe, cut into bite-size portions
7 oz. daikon, julienned
2.8 oz. carrot, julienned
1 cucumber, julienned
white sesame seeds, to taste
<A> For the dressing
3 tablespoons sesame oil
1 tablespoon vinegar
1 tablespoon sugar

Directions:

1. Mix <A> in a small bowl. In a medium bowl, place daikon, carrot and cucumber and pour <A> dressing over the vegetables. Toss until well blended. Let stand for a while.
2. Mix in the kazunoko and sprinkle with sesame seeds to taste.

KAZUNOKO



Kazunoko (herring roe) is a fixture in every home during the New Year celebration period. Kazunoko was so named because herring was called kadoiwashi long ago in Japan. Roe, or "ko (child)," of kadoiwashi, or "kadoonoko," became "kazunoko" over the years. We don't know exactly when, but, because a block of kazunoko contains so much roe, the Japanese began eating kazunoko as a good luck dish to bring many offspring. As this roe pops in the mouth, it makes a crunchy sound and releases a savory flavor. Rich in DHA, EPA and vitamin E, kazunoko is not only delicious but highly nutritious too.

We receive many boxes of shio-kazunoko (salted herring roe) specially selected for Nijiya at the end of the year. Try Nijiya's kazunoko for your New Year's dishes!

TARAKO/MENTAIKO



Tarako is an egg of the tara (cod/pollock). Tarako is one of the fish roe commonly eaten today, but it has a relatively short history. The Japanese

Tarako and Mentaiko Tempura



Ingredients (Serves 2):
0.7 oz. tarako
0.7 oz. mentaiko
4 shiso leaves (Japanese green perilla)
1/8 lemon wedge
A pinch of salt
<Tempura Batter>
tempura flour as needed
water as needed

Directions:

1. Cut tarako and mentaiko in half. Wrap each piece with a shiso leaf and secure with a toothpick.
2. Prepare the tempura batter. Dip each piece in the batter and deep fry in oil.
3. Serve with salt and lemon wedge.

began eating tarako regularly in the Meiji era. In those days, Pacific cod were scarce and fishermen began fishing for Alaskan pollock instead. Thus we started to eat Alaskan pollock roe. Tarako and mentaiko both contain vitamins known to maintain youthful skin and prevent cancer. Nijiya Market sells tarako and mentaiko without artificial colorants. Our tarako products are especially flavorful, thanks to a process of one week of aging and the addition of yuzu citrus . . . a secret ingredient! Try Nijiya's tarako and mentaiko!

UNI



It may not be fish roe in the strict sense, but the yellow or orange flesh of uni is also a form of roe. That's because what we commonly know as uni

is actually the ovary/testis of uni. One uni produces only four to five edible parts (blocks of roe), so it's understandable that uni is expensive. Uni is rich in vitamin A, B1, B2, iron, glutamic acid and protein, among other nutrients. Given its high nutritional value, uni is an excellent food for those who are recovering from illness.

Ichigo-ni



Ingredients (Serves 4):
1 large ababi (abalone)
1-2 boxes uni (sea urchin)
shiso leaves as needed
4 cups kombu dashi (kelp soup stock)
1 teaspoon salt

Directions:

1. Cut the abalone cross-wise into thin slices. Finely chop the shiso leaves into thin strips.
2. In a pan, combine dashi broth with salt. Add uni and warm the broth over low heat.
3. Place ababi in each bowl and pour dashi broth before serving. Garnish with shiso leaves.



How Bean Sprouts are Made

Bean sprouts have been prized since ancient times, not only in Japan but also in China, Korea and Southeast Asia, as a remarkable food that helps build the body. Now that bean sprouts can be mass-produced in factories, they're back in the spotlight as a hygienic, safe sprout vegetable. They can be produced with great flavor and abundant nutrition regardless of the season, and are grown using only fresh water with no chemical fertilizers or pesticides.

Nutritional Value

Bean sprouts are an extremely healthy food bursting with a variety of nutrients. As bean sprouts grow, latent nutrients, such as the starch, fat and protein stored in its seed, are hydrolyzed, releasing energy while developing cells and cell bodies to become a bean sprout. New nutrients are introduced and combined in this metabolic process. Vitamins and free amino acids are some of the nutrients that multiply to the greatest degree. These are combined through sprouting.

Vitamin C, asparagines, asparagine acid and γ -amino butyric acids (GABA) are present in scarce amounts in the bean state, but with the generation of sprouts they increase rapidly. There are complicated, almost mystical, reactions that occur throughout the sprouting process: all this is far beyond one's comprehension. Fiber is also abundant in bean sprouts, as well as vitamin B2, a vegetable protein that speeds up the metabolism of fat and is perfect for dieting or preventing obesity. Bean sprouts are rich in nutrition, which is hard to imagine based on its slender white form alone. In Japan, people who are pale and weak, thin, or children who aren't tan because they don't play outside, are referred to as moyashikko (bean-sprout-like sheltered kid), but perhaps these moyashikko actually contain extraordinary powers inside.

Production of Bean Sprouts

The wish for people living in the U.S. to enjoy fresh, tasty bean sprouts has traveled across the ocean from Japan. Fuji Natural Foods arrived in Ontario, California about 30 years ago after searching for a location rich in quality groundwater. They put the utmost care into maintaining their factory's hygiene and equipment, and are deeply and lovingly involved in bean sprout production through repeated testing and thorough sanitary management. For these reasons, they're able to provide a stable supply of bean sprouts throughout the year.

Steps to Growing Good Bean Sprouts









- Take carefully selected green beans stored in a refrigeration warehouse and disinfect, place in a preparation tank, and soak in lukewarm water.
- In a darkened cultivation facility, pour sterile mineral-rich groundwater on the beans several times a day. Continue this for six to seven days in an environment with stable temperature and humidity levels.
- Wash with clean water while removing the small roots. Inspect daily, and ship only those that pass inspection.

For better results!

For your meal to look and taste great, pre-cooking preparation is very important.

Odors can be eliminated by removing the white fibrous root and black-bean skin. This will enhance the crispy texture. You'll see a big difference in the taste and overall results by following these simple guidelines. Let's give it a try!!



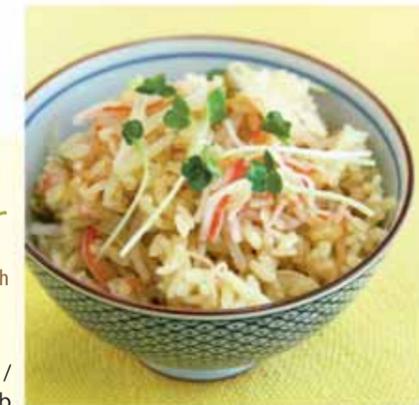
Crisp Bean Sprout and Green Onion Salad

Ingredients (serves 2)

1/2 pack bean sprouts
2 stalks green onions
Nijiya Sesame Dressing (to taste)

Directions:

- Remove the fibrous root from the bean sprouts. Quickly immerse (30 seconds) in boiling water with salt (the amount of salt used here isn't included in the list of ingredients), then drain well with a strainer.
- Thinly slice the green onions the same length as the bean sprouts and toss together. Add the sesame dressing.



Bean Sprout and Crab Stick Takikomi-Gohan

(Rice Seasoned and Cooked with Various Ingredients)

Ingredients (serves 4)

2-1/3 cups uncooked rice / 1 oz. bean sprouts / 4 crab sticks / 0.1 oz. ginger / 1.5 cups water / 1 teaspoon Nijiya Wafu Dashi stock / 1 tablespoon soy sauce / 1 tablespoon mirin (sweet Japanese cooking wine) / kaiware daikon (radish sprouts) as needed

Directions:

- Wash the rice and drain in a strainer 30 minutes prior to cooking. Dilute the wafu dashi stock with water, mix with the soy sauce and mirin, and stir into the uncooked rice in the rice cooker.
- Slice the ginger into fine strips. Slice the bean sprouts and crab sticks into 1.2-inch pieces, scatter over the rice, and cook.
- After the rice is cooked, mix the contents and serve in a bowl. Slice the kaiware daikon into small pieces and use as a topping.

Moyashi Q & A



Q: When I wash the bean sprouts prior to cooking, they become bubbly. Do you use some sort of chemical in the water when growing them?

A: No bleach or chemicals are used on the bean sprouts from Fuji Natural Foods. The bean sprouts are washed thoroughly before shipment, so you can use them right out of the bag or rinse them lightly if preferred. Old bean sprouts may get bubbly, but as long as you wash them well before cooking there should be no problem.

Q: Can you eat bean sprouts raw?

A: Yes. They can be eaten raw, but quickly immersing the sprouts in boiling water will enhance their crispness.

Q: Please give me some tips on how to make a crispy bean sprout stir-fry.

A: When cooking at home, first stir-fry the bean sprouts for three minutes over low heat. Once some water is released, stir-fry over high heat for two minutes to let the water evaporate. Too much water will be released if you stir-fry longer than two minutes, so turn the heat off before then.

Bean sprouts are low in calories and light in flavor, so they go with any dish and have a flavor you won't tire of, even if you have them every day. Try including them in your daily dining routine!



Bean Sprout and Ground Chicken Tomato Soup

Ingredients (serves 2)

1 oz. bean sprouts / 2.8 oz. ground chicken / 1 tomato / 1/2 clove garlic / 1 teaspoon olive oil / 1.5 cups water / 0.3 oz. soup base / Salt and chili pepper to taste / Cilantro leaf to taste

Directions:

- Slice the bean sprouts about 0.5 inch wide. Slice the tomato into approximately 0.5-inch squares, and mince garlic.
- Over low heat, stir-fry the garlic in olive oil. After the aroma arises, add the ground chicken and stir-fry over medium heat. Add the bean sprouts and tomato, and continue to stir-fry. When the mixture starts getting watery, add the water and soup base.
- When the mixture comes to a boil, remove the froth and adjust the flavor with salt and chili pepper. Serve in a bowl, and add the cilantro as a topping.

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, chawan-mushi (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.

Dashi Simmered Nira (Chinese Chives) and Enoki Mushroom

Ingredients (Serves 2):
2 oz. nira
3.5 oz. enoki
[A] For the marinade
5 oz. water
1 pack Nijiya Japanese soup stock
1 tablespoon soy sauce
salt (to taste)

Directions:
1. Slice the enoki mushrooms in half. In a shallow pan, combine [A] and enoki and heat to a boil. Set aside to cool.
2. Par-boil the nira and soak in water to cool. Use a paper towel to wipe excess water from the nira and chop into 2-in. lengths. Combine the nira with the cooled dashi. Let soak for a while before serving.

Lightly Simmered Asari (clams) and Asparagus

Ingredients (Serves 2):
9.5 oz. asari
6 asparagus
6 cherry tomatoes
1 clove garlic (crushed)
1/4 pack Nijiya Japanese soup stock
4 tablespoons water
salt and pepper (to taste)
olive oil (as needed)

Directions:
1. Soak asari in water to remove sand. Remove the tough ends of the asparagus and cut the stems in half. Cut the cherry tomatoes in half.
2. Heat pan with olive oil and crushed garlic over low heat until fragrant. Add cherry tomatoes and cook quickly. Add water, dashi, asari and asparagus and cover with a lid. Cook on high heat.
3. When all the asari have opened, sprinkle salt and pepper to taste.

Curry Udon Japanese Style

Ingredients (Serves 1-2):
3.5 oz. sliced beef plate or sliced beef flank
[A] For the sauce
1 pack retort curry
(or leftover homemade curry)
1/4 pack Nijiya Japanese soup stock
11.8 oz. water
1 tablespoon soy sauce
1 tablespoon mirin
1 pack udon
scallions as needed
salt and pepper (to taste)
shichimi (to taste)

Directions:
1. Heat a skillet with a small amount of oil and cook the beef quickly. Season with salt and pepper and set aside.
2. Combine [A] into a pan over medium heat. When the curry sauce reaches a boiling point, add the beef and bring to a boil.
3. Place the boiled udon in a serving bowl and pour the mixture from Step 2 over the noodles. Scatter finely chopped scallions on top. Sprinkle with shichimi as desired.

Daikon with Ground Chicken

Ingredients (Serves 2):
3-in. daikon
3.5 oz. ground chicken
1 small chunk ginger
1 teaspoon salad oil
2 tablespoons katakuriko saturated in 2 tablespoons water
Daikon stem (if available), as needed
[A] For the sauce
6.8 oz. water
2/3 pack Nijiya Japanese soup stock
1 tablespoon soy sauce
1 tablespoon mirin
salt (to taste)

Directions:
1. Peel the daikon, cut into 0.8 in. blocks. Chamfer the edge on both sides of each slice and par-boil.
2. Chop the ginger into thin strips. Heat oil in a pan and cook ground chicken with ginger. Add [A] and daikon and cook over low heat. Simmer until daikon is tender.
3. Chop the daikon stem and add to the ingredients in the pan. When the mixture comes to a boil, stir in the saturated katakuriko to thicken.

Octopus Rice

Ingredients (Serves 2-3):
2 cups rice
4.5 oz. boiled octopus
[A] For the sauce
1 pack Nijiya Japanese soup stock
10.8 oz. water
1 tablespoon soy sauce
1 tablespoon mirin
2 teaspoons sake

2 shiso leaves
sesame seeds (as needed)
crushed nori (as needed)
Directions:
1. Rinse the rice and drain for 30 minutes.
2. Slice the octopus diagonally.
3. Combine rice, [A] dashi mixture and octopus in a rice-cooker and cook as usual.
4. Stir and fluff the cooked rice. Serve the rice in a bowl with sesame, crushed nori and thinly chopped shiso leaves on top.

Pork and Onion Stir-Fry with Ginger

Ingredients (Serves 2):
7 oz. pork loin (thinly sliced)
1/2 onion (thinly sliced)
1 small chunk ginger (grated)
[A] For the marinade
1/4 pack Nijiya Japanese soup stock
1 tablespoon sake
1 tablespoon soy sauce
1 tablespoon mirin
2 teaspoons salad oil (divided)

Directions:
1. Combine the ginger with [A]. Pour the marinade over the pork.
2. In a skillet, heat 1 teaspoon oil over medium heat. Drain excess marinade from the pork and cook the meat on both sides. Transfer to a serving dish.
3. Clean the pan with a paper towel and pour in the remaining oil. Cook the onions quickly over high heat and place on the pork. Pour the marinade into the pan and simmer until the liquid becomes a thick sauce. Pour the sauce over the pork and onion to serve.

Nijiya's Special Japanese Style Delicatessen

A wide assortment of sushi, lunch boxes and sozai dishes (side dishes) is always available at Nijiya Market so that our customers can enjoy the flavors of Japanese cuisine at any time. They're all specially and exclusively made by Nijiya as part of our deep commitment to develop healthy, delicious food products. Our Japanese-style deli dishes are made with additive-free seasonings. We can proudly recommend any of our dishes, including our hijiki seaweed, kiriboshi daikon (dried daikon radish strips) and kinpira gobo (sautéed carrot and burdock root)—the three dishes that represent the best of Japanese sozai—as well as our newly improved gyudon (beef bowl). Wherever possible we bring out the natural flavors of individual ingredients by using only additive-free seasonings, without relying on MSG or other chemical seasonings.

■ Simmered Hijiki Seaweed

There are basically two types of hijiki seaweed. Naga-hijiki (long hijiki) is the hijiki stalk which is cut into long pieces and then dried. It is also called "kuki-hijiki (stalk hijiki)." Another type is me-hijiki (bud hijiki), which is the one generally referred to as hijiki and the one used by Nijiya.

Hijiki contains an astonishing amount of nutritional value. It is particularly high in calcium, iron and potassium. It also contains substantial amounts of vitamin A, iodine and dietary fiber.

To cook hijiki, put the hijiki, carrots and abura-age (fried bean curd) into a large pot with cooking oil, and stir-fry the mix for a while. Add natural seasonings and simmer for about 15 minutes. The secret is to use a lot of abura-age, since it goes very well with hijiki. That is the way we make Nijiya's savory simmered hijiki.



■ Kinpira Gobo (Sautéed Carrot and Burdock Root), Inaka Kinpira (Country-Style Sautéed Carrot and Burdock Root)

Two types of kinpira gobo are available at Nijiya stores: one is the regular, thin-type generally known to the public, and the other is "Inaka kinpira (country-style kinpira)" developed by the Nijiya Sozai Team. Here, we'd like to talk about the latter. Inaka kinpira is characterized by the way the vegetables are cut. The burdock root is cut lengthwise into four to six equal-sized sticks in the thicker parts and into halves in thinner parts, resulting in very thick sticks. Then they're cut into equal lengths, about 2 inches (6 to 7 cm). The process is like making small sticks of firewood.

Carrot and konnyaku (a jelly-like food made from konnyaku potatoes) are also cut into the same lengths and sizes as those of the gobo. First we stir-fry the carrots in a pot with small amounts of sesame oil and vegetable oil. Once the carrots are cooked a little, they're removed from the pot. Next we stir-fry the konnyaku thoroughly and add the gobo sticks to further stir-fry them together. Then, we add natural seasonings and simmer until the gobo is cooked through. The carrots are returned to the pot, and now the dish is complete.



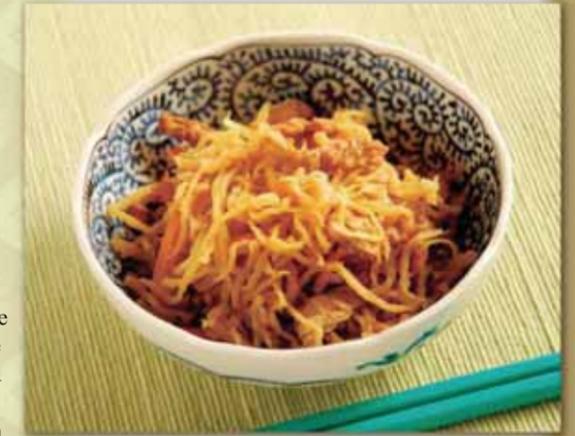
■ Kiriboshi Daikon (Dried Daikon Radish Strips)

Kiriboshi daikon is made simply by drying daikon radish strips. How, then, do they get that distinctive flavor and texture? Let's look at the table below to compare the nutrients in raw daikon radish to those of kiriboshi daikon:

Nutrient	Kiriboshi daikon (dry food) 3.5 oz. (100 g)	Daikon (peeled, raw) 3.5 oz. (100 g)
Protein	0.2 oz. (5.7 g)	0.014 oz. (0.4 g)
Carbohydrate	2.4 oz. (67.5 g)	0.14 oz. (4.1 g)
Dietary fiber	0.73 oz. (20.7 g)	0.046 oz. (1.3 g)
Calcium	0.02 oz. (540 mg)	0.0008 oz. (23 mg)
Phosphorus	0.0074 oz. (210 mg)	0.0006 oz. (17 mg)
Sodium	0.0095 oz. (270 mg)	0.0006 oz. (17 mg)
Potassium	0.11 oz. (3200 mg)	0.008 oz. (230 mg)
Magnesium	0.006 oz. (170 mg)	0.00035 oz. (10 mg)

From Standard Tables of Food Composition in Japan, Fifth Revised Edition

As you can see, simply cutting and drying daikon increases its nutritional value substantially. Particularly, the amount of calcium increases to a staggering five times that of milk. This is why kiriboshi daikon is one of the sozai dishes we'd like everyone—even young children and the elderly—to enjoy in large amounts. Kiriboshi daikon is cooked in a manner similar to hijiki: It's stir-fried and then simmered in additive-free seasonings. Nijiya's kiriboshi daikon is cooked with sliced, dried shiitake mushrooms and is thus infused with the delicious, natural shiitake flavor.



■ Gyudon (Beef Bowl)

This year we started using Nijiya's original gyudon recipe. We proudly present this recipe as a masterpiece developed (through considerable testing) by the Nijiya Sozai Team. Onion and beef are simmered together in the ratio of two-thirds onion to one-third beef. The sweetness of the onion and savory flavor of the meat blend well, producing a delightful taste. Try our newly improved gyudon today!



By using natural konbu (dried kelp), katsubushi (dried bonito flakes), niboshi (dried sardines), fish sauce, dried shiitake mushrooms and other organic ingredients in abundance, we have been able to create delicious flavors you'll never tire of. We achieve this without the use of chemical seasonings (including MSG) or synthesized extracts. It's no surprise that by using ingredients rich in natural amino acids it's possible to make delicious sozai dishes.



Katsuobushi

A Report from Makurazaki, "Town of Katsuobushi"

Katsuobushi (a smoked, dried and fermented bonito) has natural umami (savoriness), is high in nutrition, and can be stored for a long time. Ancient wisdom and techniques are passed down to this day with katsuobushi, which is essential to Japanese food culture.

Today, the world is shining a spotlight on the umami created by Japanese ingredients such as katsuobushi, kombu (dried kelp) and dried shiitake mushroom. Japan takes pride in katsuobushi, an all-natural health food that can be stored safely for an extended period of time.

The History of Katsuobushi

The exact origin of katsuobushi is not known, but the word katsuo (鰹) originated from the name kata-uo (literally, hard fish in Japanese), which appeared in Japan's oldest book of history called "Kojiki (Record of Ancient Matters)," dating from the year 712.

Katsuobushi became widely used as a food for soldiers during Japan's civil war era called the Warring States period. Because the Japanese word katsuobushi (written as 鰹節 in Japanese kanji) can also be written as 勝男武士 (literally, winning man/samurai), this dried fish has long been considered a symbol of good luck.

Today's katsuobushi making is based on the baikan (smoke and dry) method, which was developed more recently and has since advanced with the introduction of a mold-growing technique.

Ingredients

Most katsuobushi is made from fresh bonito (also called skipjack tuna). Bonito thrive in the waters off Japan and in various other parts of the world. The ideal bonito for katsuobushi is

not the fatty one that makes delicious sashimi but is instead the firm one with less fat. This type is processed into high-grade katsuobushi.

The Makurazaki and Yamakawa ports of Kagoshima Prefecture, located near the Kuroshio Current, have the largest harvests of bonito in Japan. Fresh bonito caught with rod and reel in local waters is said to be the best source of katsuobushi, but today bonito with less fat caught from deep-sea fishing are gathered from all over the world and brought to Kagoshima for processing. Fish species such as mackerel, sardine, tuna and flying fish are also processed into katsuobushi for use in special dishes.

The Art of Making Katsuobushi

Considerable time and effort are required to make katsuobushi. In fact, it takes roughly half a year to produce one block of katsuobushi.

First, the raw bonito is cut into blocks. The fish blocks are lined up in a netted basket and carefully boiled to perfection in water. The boiled blocks are then moved to a well ventilated area, where the fish is deboned and shaped. The bonito is then smoked to allow moisture to escape. This process, called baikan (smoke and dry), constitutes the primary part of katsuobushi making. Repeating baikan 10 to 15 times adds a distinct flavor to the bonito and eliminates the fishy smell. The block of bonito processed up to this point is called

arabushi (smoked and dried bonito) and is often used to make Hanakatsuo or petals of shaved katsuobushi.

The katsuobushi making process involves further steps, the next of which involves mold growth. Simply put, this is fermentation. The block of bonito that has been sun-dried once is placed in a room with the temperature and humidity perfect for mold growth. You may have a negative impression of the word, but katsuobushi mold is a good mold just like that of natto (fermented soybeans). After the mold has developed, the bonito is sun-dried again. Then, it's allowed to grow mold again and is sun-dried another time. This process is repeated from two to five cycles. Soon the fish protein turns into inosinic acid, giving the katsuobushi more umami. The moisture content eventually drops below 20%, and the block of bonito no longer grows mold. The more often the mold growth process is repeated, the higher the grade of the final katsuobushi and the more umami it will have. Blocks of bonito that have gone through the mold-process are called hongarebushi and karebushi.

Judging Katsuobushi

Decades ago, each family had a block of katsuobushi in the home. Resembling a piece of hardwood, it was shaved into flakes for use in cooking. Today, thanks to improvements in packing technology, all katsuobushi

blocks are shaved into flakes, which are dispensed in convenient packs for various purposes.

Katsuobushi taste differently, depending on the quality, firmness, color and flavor of the fish: and on the shape, the amount of mold growth and other features of the production process. Blocks of bonito are judged and classified into different grades, but packaged katsuobushi flakes cannot be properly judged on their appearance alone. Because the packaged flakes can only be judged by their color, ingredient labels and prices, you must choose a reliable katsuobushi producer.

This is why Nijiya carefully selects katsuobushi producers, builds relationships on trust and imports directly from them.

We are pleased to introduce Southern Foods' Mamapack katsuobushi from Makurazaki, Kagoshima Prefecture. This delicious genuine katsuobushi, with its rich flavor, will certainly satisfy your taste buds. For the best flavor, use the product as soon after purchase as possible.

Makurazaki, Kagoshima Prefecture

Katsuobushi sellers and processors are concentrated in Tokyo, but Kagoshima Prefecture's Makurazaki and Yamakawa as well as Shizuoka Prefecture's Yaizu are said to be the three largest katsuobushi producers. Coastal and deep-sea fishing is thriving in Makurazaki, called the "Town of Bonito." There the local delicacies include

katsuo tataki (seared bonito), harasu yaki (grilled belly) and katsuobushi ramen noodles. Makurazaki produces 40 percent of all katsuobushi in Japan.

Southern Foods' shaved bonito flakes are made entirely of ingredients from Kagoshima Prefecture. All its katsuobushi is manufactured, processed and sold in Kagoshima Prefecture. Moreover, Southern Foods was one of the first to be certified by the renowned HACCP food safety system of the United States government. This katsuobushi producer operates under proper sanitary control, which is essential in food handling, and its employees have high levels of awareness concerning hygiene. Southern Foods provides safe, flavorful products to customers.



Product Description

● 5-Pack Mamapack Kezuribushi (Five packs of shaved flakes of smoked, dried bonito)

This product contains five convenient 0.1-oz (3-g) packs of smoked, dried bonito flakes made only of ingredients from Kagoshima Prefecture, the home of katsuobushi. It's offered at a reasonable price.



● Mamapack Hanakatsuo (shaved petals of smoked, dried bonito)

Hanakatsuo, which is also made of ingredients from Kagoshima Prefecture, can be used for a wide range of purposes. These shaved petals of smoked, dried bonito are a perfect seasoning and condiment for a variety of uses. For example, Hanakatsuo can be used to make dashi stock and complement okonomiyaki, or it can be cut into smaller pieces and used as a garnish to ohitashi (boiled, seasoned vegetable dish).



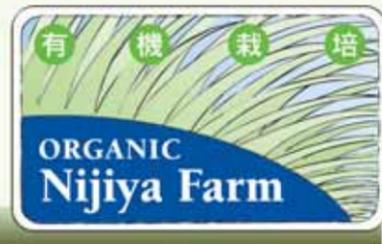
● 10-Pack Mamapack Hongare Kezuribushi (10 packs of shaved flakes of smoked, dried, fermented bonito)

This product contains shaved flakes of katsuobushi that have been fermented for added umami. This type of katsuobushi is characterized by its mild flavor. This mature katsuobushi is also offered at a reasonable price. It's recommended for use as a garnish to hiyakko (chilled tofu), ohitashi and other everyday dishes, to which it brings added umami.



FROM THE FIELDS OF AN ORGANIC FARM

Goya (Bitter Melon), a Summer Vegetable



Among summer vegetables, this bumpy, warty-skinned vegetable is a relative newcomer. In the past few years, however, goya's health-enhancing properties have drawn attention throughout Japan.

Because goya can be grown in home gardens during the peak summer season, it has become a popular vegetable. In fact, goya is now so popular that its seeds sell out quickly at garden centers.

In Okinawa, known for the longevity of its population, goya has been a regular part of the diet for a long time. The popularity of goya among the islanders is based on its health benefits and irresistible bitterness. The recent boom has increased goya consumption to 15,000 tons per year. Okinawa alone accounts for 40 percent of the total production in Japan. Goya and mozuku seaweed are the most famous specialty health foods in Okinawa.

Goya is also called niga-uri (bitter gourd) for its distinctive bitterness (niga-mi in Japanese). Bitterness is one of the five basic tastes, and due to the bitterness of goya, people either love the vegetable or hate it. However, when people who hate goya discover that the bitterness can be relished along with the health benefits, they come to enjoy a renewed sense of taste and eventually find the bitterness irresistible.

Goya is an annual vine of the Cucurbitaceae family native to either tropical Asia or Africa. Goya is also grown and eaten in India, Thailand, Vietnam, the Philippines and China. The Japanese word for goya is tsurureishi, and historical records indicate that the vegetable already existed in the city of Edo. The people of Edo, however, used goya for medicinal purposes only. Goya came to Okinawa during the Ryukyu period. In Okinawa, where the idea that "medicine and food come from the same source" was widespread, goya was readily accepted as a food and later became a local specialty.

The Okinawa Prefectural Agricultural Research Center has for many years worked to develop new varieties of goya by collecting goya from around the world. Their research led to the development of the murubushi in 1991 and the shiokaze in 1995, both of which have enjoyed broad acceptance.

A Shade-Producing Plant that Can Block Sunlight

The cultivation of goya starts with seeding in early March. Because it's native to the tropics, the plant can't survive cold temperatures: consequently, a warm germination room and greenhouse are essential. The goya seed has a hard shell and may not germinate if sown as it is. Thus the shells are first lightly cracked with pliers before planting. After about ten days in temperatures above 77°F (25°C), strong shoots start to pop up. The root is the first to emerge: the way it pushes open the shell toward the sky conveys a feeling of energy and vitality.

The sprouts will be approximately 8 inches in length after 20 days or so,

indicating that they're ready to be transplanted. If you continue to grow them any further in the germination room, tendrils will develop and the seedlings will get tangled with one another, which is troublesome.

To transplant the seedlings, raised beds are constructed for soil containing a sufficient amount of compost, which is then covered with black mulch to ensure an even ground temperature. A trellis net is secured to five-foot posts placed in a row approximately 16 feet apart. Preparation is then complete.

The seedlings are transplanted at two-foot intervals. Now that they're free from their small germination pots, the goya start to grow vigorously in the spacious beds.

Like the morning glory and luffa, goya is a vine plant, so it's also grown for the purpose of creating shade during the hot summer season. The plant quickly produces many leaves and spreads over a wide area to receive all the sunlight it needs for efficient carbon assimilation. These leaves provide abundant shade. This growing pattern characterizes the plant's survival strategy.

Vine plants grow by twining their stems around posts and other plants. Tendrils, which are modified leaves, are slightly curled when they emerge from the leaf axils. Then, they start growing like slender moustaches. Tendrils keep growing in their attempt to find a support to twine around, all the while swaying their tips from side to side.

When a tendril contacts a support, it wraps around it and pulls the vine closer. The tendril spirals and serves like a coil spring, anchoring itself loosely to the support. Because the tendril is a modified leaf, it has front and back sides. When



one side of the leaf is stimulated, it coils. However, if the tendril continues to coil in one direction only, it won't have the elasticity needed to absorb tension. So, once the tendril coils in one direction it then coils in the opposite direction, as if designed by nature to withstand pulling forces.

In 60 days or so, the entire trellis will be covered in green with a scattering of small dots of yellow flowers. Goya grow female and male flowers, and the female flowers become fruit. Once pollination has been carried out by such insects as bees and gnats, male flowers disappear. Many miniature-sized goya now form from female flowers, which can be seen among the green leaves. In about 10 days they grow large enough to harvest.

Nijiya Farm's Organic Goya

The peak harvest is from July to September, during which vibrant green, plump, bumpy-skinned goya can be harvested at the rate of two to three per plant per week. Nijiya Farm's goya are far superior in color and shape to those produced by other farms. With the distinctive flavor of organic produce and abundant nutrients, they're indeed a pride

of Nijiya Farm.

Approximately one in 500 harvested goya has a partially white or whitish appearance. It tastes the same as regular goya, though, so only the color is different. This is believed to be a pattern of mutation. Sometimes, a region of the DNA in a gene that determines plant pigment moves to a different location, causing changes in the color of the crop. A gene invaded by a new gene is further

stimulated and disrupted, resulting in irregular coloration. This phenomenon is called a transposon, or a jumping gene.

Transposons are used to create color variations of morning glories and other flowers. Similarly, if you pick seeds of the goya in which a transposon has occurred and cultivate them through generations, you should eventually be able to produce white goya.

Although during peak season, goya is worthy of being called a shade-producing plant with its abundant large leaves producing forest-like effects, by October it has exhausted all the nutrients in the soil. With the cooler temperature, the fruit becomes smaller. Those marked for seed collection for next year have ripened to a beautiful yellow and are nearly to the bursting point. If these goya aren't picked soon they'll become overripe and expose their seeds. Before it becomes overripe, if you pick the goya and cut it in half, you'll see the bright-red interior of a fully ripened goya. The seeds are then washed clean, dried and saved for next year.

Nutrients of Goya

There are countless catch phrases to promote goya, such as "goya for fighting summer fatigue," "goya is a source for a long,

healthy life," "goya health method," "the goya diet" and so on. So, what nutrients are found in this amazing vegetable?

The bitterness comes from the substances momordicin and charantin, which can increase appetite and decrease blood glucose level. For that reason these substances are also called plant insulin.

Goya is rich in vitamins. For example, its vitamin C content is four times greater than that of spinach and three times greater than that of a lemon. It is said that goya contains 76 mg of vitamin C per 3.5 oz (100 g). Other nutrients of goya include beta-carotene (vitamin A), vitamins B1, B2, E and K, potassium, calcium, folic acid, pantothenic acid, copper, etc. Surprisingly, even its seeds and pulp contain linoleic acid, which is known to help break down body fats and turn them into energy. Another noteworthy fact is that goya contains abundant soluble dietary fiber, which is essential to the human body. With this much nutrition packed inside, it may well be possible for goya to help prolong life expectancy as a health-promoting vegetable. In fact, among all the prefectures in Japan, Okinawa, where goya has long been eaten, has the highest percentage of people aged over 100 years in relation to total population. This is further proof of the incredible power of goya.

The best way to grow goya, a vegetable with excellent nutritional value, is farming without the use of synthetic fertilizers or pesticides, by which we mean organic farming.

The beauty of organic farming is that it can naturally produce the nutritional values inherent in vegetables that support health circulation.

The basis of organic growing lies in accepting Mother Nature as she is, encouraging the unique characteristics and growing ability of each plant, and maintaining and promoting the endless cycle of nature. That makes it possible for us to harvest crops without losing their natural flavor and nutrition, and to enjoy the blessings of each season to the fullest.



Goya (Bitter Melon); a Sun-Kissed Summer Vegetable

Goya became popular in the last ten years or so, thanks to a boom in Okinawan cuisine. Originating in tropical Asia, it is a summer vegetable grown mainly in Okinawa and southern Kyushu prefecture.

Goya's signature bitterness comes from a compound that helps prevent cancer cells from multiplying. Rich in vitamins, beta carotene, minerals and dietary fiber, goya contains more vitamin C than strawberries. Its nutrient value remains even after cooking. This amazingly healthy vegetable is the star of the summer greens.

Choose a goya that has a deep color with strong irregular ridges and bumps on the surface. It should feel heavy. Keep goya in a plastic bag or wrap them before storing in the vegetable drawer of your refrigerator. As they lose freshness, their warty-looking surface will wilt, but lighter color goya means that they are ripe, so you can still enjoy eating them.

To prepare a goya, cut in half length-wise and scrape off the seeds and pith with a spoon. Sprinkle with salt and let it stand for a while before rinsing, or par-boil before cooking. This treatment will reduce the bitterness.

The most well-known goya dish is goya-champuru. The mild flavor of bean curd and eggs neutralize and complement the bitter taste of goya. Why not go a step further and create new dishes using this beloved vegetable? Let's prevent summer fatigue by consuming plenty of goya!



Goya and Pear Pickles

Ingredients (Serves 3-4):
1 goya
1/2 pear
Marinade:
6.8 oz. vinegar
3.4 oz. water
1.7 oz. white wine
2 tablespoons sugar
1/2 teaspoon salt

Directions:
1. Cut the goya in half length-wise, remove seeds and pith. Chop into 2 inch long sticks, 0.8 inches in width. Rub in some salt. Rinse, drain and pat dry. Remove the core of the pear and cut into 6 wedges. Pack the goya and pear in a sterilized jar.
2. Pour the marinade ingredients into a pan and cook over high heat. Bring to a boil. Pour the marinade into the jar over the goya and pear. Close the lid. This can be refrigerated for up to 2 weeks.



Goya Pizza Toast

Ingredients (Serves 2):
2 inches goya
2 thin slices of bread
2 tablespoons tomato sauce
1/4 cup shredded cheese
1 sausage, sliced thinly

Directions:
1. Cut the goya in half, remove seeds and pith. Thinly slice and rub in some salt. Rinse, par-boil, drain and pat dry.
2. Spread the tomato sauce onto each slice of bread and top with goya, cheese and sausage. Bake in a toaster oven until golden.



Goya with Sesame Sauce

Ingredients (Serves 2):
1/2 goya
2 teaspoons salt
<Sauce>
2 tablespoons ground sesame
1 tablespoon Nijiya tsuyu tennen (natural soup stock)
1 tablespoon mirin

Directions:
1. Cut the goya in half, remove seeds and pith and rub in some salt. Par-boil, drain and pat dry.
2. Combine the sauce ingredients in a bowl. Add goya and mix well.



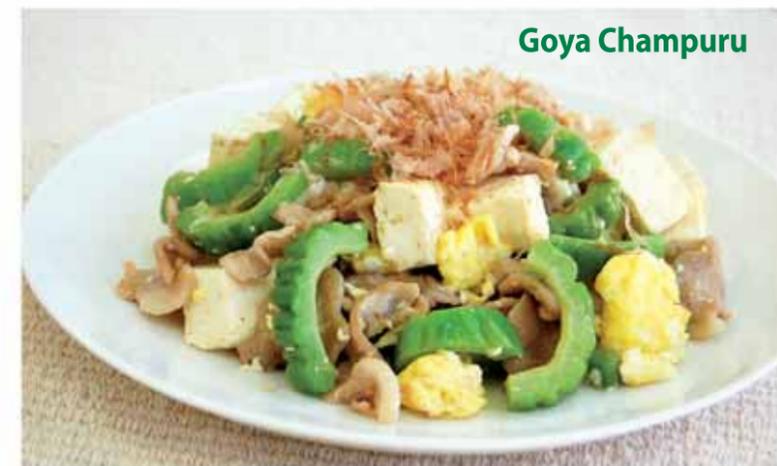
Nijiya tsuyu tennen



Flower Shaped Goya Hamburger

Ingredients (Serves 2):
1/2 goya
3.5 oz. ground beef and pork (mixed together)
1/8 onion
3/4 inch carrot
1 teaspoon flour plus additional flour for sprinkling
Salt and pepper (to taste)

Directions:
1. Cut goya into 0.4 in. thick slices remove seeds and pith and rub in some salt. Rinse, drain and pat dry.
2. Mince onion and carrot and place in a bowl. Combine ground beef and pork, 1 teaspoon flour, salt and pepper. Mix until well blended. Make golf-ball-size meatballs.
3. Sprinkle a little flour onto each goya and press a meatball into the center from one side. (One side will be covered with meat, the other side will look like a goya flower with the meat in the center)
4. Heat a frying pan with oil. Place the flower-side goya down and cover with a lid. Steam-fry both sides until fully cooked.



Goya Champuru

Ingredients (Serves 2):
1 goya
3.5 oz. thinly sliced pork
1/2 cake firm tofu
1 egg
2 teaspoons sesame oil (divided)
1 teaspoon oyster sauce
1 teaspoon soy sauce
Salt and pepper to taste
Bonito flakes as needed

Directions:
1. Cut tofu into bite-size pieces and drain excess water using a strainer. Cut goya in half, remove seeds and pith and rub in some salt. Rinse, drain and pat dry.
2. Heat a pan with 1 teaspoon of the sesame oil. Cook a runny scrambled egg and set aside.
3. In the same pan, add the remaining sesame oil and fry the pork, goya and tofu in order.
4. Return the scrambled egg to the pan and add oyster sauce and soy sauce. Season with salt and pepper. Serve with bonito flakes on top.

Sashimi from Copper River Wild Sockeye Salmon

Salmon sashimi-- much loved around the world--is a popular item at sushi restaurants. However, most salmon are farmed, so it's rare that we encounter the wild species. Retail outlets have difficulty offering wild salmon that can be eaten raw, simply because it's a challenge to source fresh wild salmon, let alone to ensure quality and stability of supply.

Copper River Sockeye Salmon, Selected with Pride

When we say "salmon," we're really talking about a group of fish species that number around 30 in the northern hemisphere alone. Among others, chum salmon is frequently found on dinner tables, while Atlantic salmon is well known here in the U.S. Sockeye salmon has the reddest flesh among all species; it's popular as high-end salmon, offering quality meat and great flavor. Nijiya Market looked for the best-quality sockeye salmon and eventually found it in the Copper River. Lightly salted salmon fillet has been very popular and is now a hit product at Nijiya Market. The secret of our delicious, lightly salted salmon fillet lies in the environment of the Copper River, where our salmon originates.

Copper River

The Copper River is a long stream that

flows toward beautiful Prince William Sound in the northern Gulf of Alaska, with the upstream reaching as far as near Fairbanks in the central part of the state. Known for its rapid waters, the river is 460 kilometers (approximately 285 miles) in length. Snowmelt from the Wrangell Range has eaten away soil over many thousands of years and formed the meandering river we know today. The swift current of the Copper River, flowing through the wilderness, is also home to some of the world's most flavorful salmon.

Distinctive Flavor

The sockeye salmon swims vigorously up the natural streams of the Copper River. Because salmon don't eat during the journey upriver, the fish must ingest and store all the nutrition they need before starting the trip. A lot of nutrition is needed to travel through 460 kilometers of rapid water; this is why the Copper River sockeye salmon is so

prized. The longer the river, the more fat the salmon must store in its body. While the fat content of normal salmon is 6% to 8%, at least 12% fat is found in Copper River sockeye salmon. Therein lies the reason for the succulent taste that differs from other salmon in so many ways.

Steady Sourcing and Supply

Nijiya Market has worked consistently to source quality Alaskan salmon without compromise. Our staff members have visited the producing regions to inspect the local fish with their own eyes. This has allowed us to develop products with the support of the processor and to establish our own distribution channels. Through these efforts we can now supply quality salmon from Alaska all year round.

Nutritional Value of Sockeye Salmon

Salmon, compared to other fish, is richer in quality protein, which can be digested and absorbed quickly into our body. In addition to this quality protein, the fish is rich in nutrients such as calcium, which has a calming effect; vitamin A, which is good for the skin; vitamin B1, which is known to relieve stress; vitamin B2, which boosts immunity; DHA, which keeps our brains active; EPA, which prevents arterial sclerosis; and minerals, which are essential to health. Salmon, rich in all these nutrients, is ideal for people of all ages, from children to the elderly.



Salmon Tartare

Ingredients (Serves 2):
2.8 oz. salmon sashimi
1/2 avocado
1/2 tomato
leafy salad greens (as needed)

[A] For the sauce
1/2 teaspoon soy sauce
1 teaspoon lemon juice
Wasabi to taste
Salt and pepper to taste

Directions:
1. Roughly chop the salmon into cubes and place [A] on the cutting board. Continue chopping as you mix together all ingredients until well blended.
2. Slice the avocado. Cut the tomato into cubes. Place the salad greens, avocado and tomato on a plate and serve with the salmon tartare.



Salmon and Orange Marinade

Ingredients (Serves 2):
2.8 oz. salmon sashimi
1 small orange
1/6 onion
1/3 lemon juice
salt and pepper (to taste)

Directions:
1. Thinly slice the salmon and onion. Peel the orange and divide into pieces.
2. Combine all ingredients and marinate in the refrigerator.
* Serve with pink pepper if available.



Chilled Salmon Pasta

Ingredients (Serves 2):
5.3 oz. salmon sashimi (thinly sliced)
5.6 oz. pasta

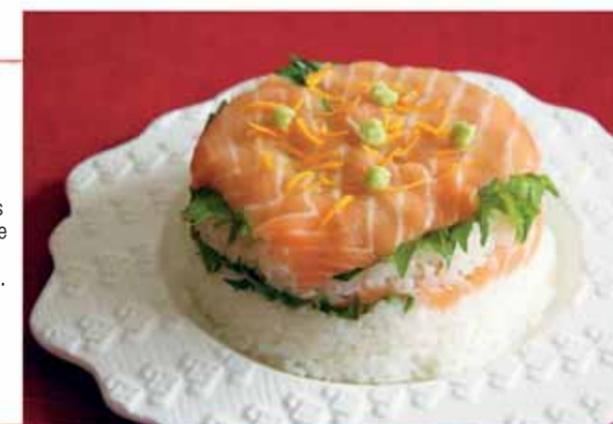
[A] For the sauce
6 tablespoons plain yogurt
5 tablespoons mayonnaise
1 tablespoon capers
salt and pepper (to taste)
dill (optional)

Directions:
1. Bring water for pasta to a boil. Add a pinch of salt and cook pasta slightly longer than directed on the package. Place the pasta in chilled water and then drain.
2. In a large bowl, mix together the sliced salmon and [A]. Add the pasta. Toss to coat. Transfer to a serving dish and top with some dill as desired.

Salmon Pressed Sushi

Ingredients (Serves 2):
2.8 oz. salmon sashimi
6 shiso leaves
1 cup cooked rice
2 tablespoons sushi vinegar
wasabi (to taste)
1 orange (optional)

Directions:
1. Mix sushi vinegar with the freshly cooked rice. Set aside to cool.
2. Thinly slice the salmon and spread half the portion into the bottom of a Tupperware container. Cover the salmon with 3 shiso leaves to make a second layer. Place 1/2 cup sushi rice to make the third layer. Repeat the process.
3. Cover the top layer of sushi rice with cling wrap. Place a same size Tupperware container on top and press the sushi layers gently but firmly.
4. Turn upside down to transfer the pressed sushi onto a serving plate. Serve with wasabi and garnish with a thinly sliced orange (optional).



Power of Konnyaku

(a jelly-like food made from konnyaku potatoes)

Konnyaku, with its unique texture--elastic and chewy but slightly firm--is actually a very modest cooking ingredient that never brings itself to the forefront. However, it contains a surprising amount of power inside. Let's see just what this "konnyaku power" is.

About Konnyaku

Konnyaku is a processed food made from an araceous plant called the konnyaku potato. It is said to be native to Indochina, where a variety of konnyaku potatoes grows wild to this day. That variety is different from the Japanese breed, however, and isn't suitable for the making of konnyaku. Japan and a part of China are the only regions that cultivate konnyaku for consumption. Moreover, it has become a food staple only in Japan, so it can be said that konnyaku is unique to Japan.

The konnyaku potato is very delicate and therefore difficult to grow. It's cultivated mostly in the northern Kanto regions of Gunma, Tochigi and Saitama. The distinct elasticity of konnyaku is caused by the transformation by lye (aku in Japanese), of a dietary fiber called konnyaku manan, an alkaline substance. In the old days it was common to use konnyaku potatoes raw, or boiled, peeled and grated. Today it's more common for konnyaku potatoes to be thinly sliced, dried and made into a fine powder. Konnyaku potatoes spoil easily, so, in the old days, they were consumed only in the fall, but thanks to this processing method it is possible to make konnyaku all year round.

Konnyaku potatoes are intensely bitter, which causes the mouth to feel tingling with even a small bite. They can't

be eaten by simply boiling or baking like other potatoes. The bitterness is caused by oxalic acid and phenol derivatives. Lye is used to neutralize and remove these components, and it also works to solidify the konnyaku. In the past, plant ash was used instead of lye, but in modern days hydrated lime (calcium hydrate) or soda (sodium carbonate) is used.

The advanced detoxifying effect of konnyaku mannan

Konnyaku has always been referred to as "the stomach's sand remover" or "the stomach's broom." This is because, by eating fiber-rich konnyaku, one can rid the body of wastes. Even if a harmful substance gets into the body, the fiber contained in konnyaku (the konnyaku manan) can decrease its time in the intestines and thus minimize any damage to the body. Also, because it's mostly water and is a low-calorie food, you can have the satisfaction of feeling full but still reduce your overall calorie intake. Furthermore, the konnyaku manan, which is what creates the distinct texture, helps to increase the "chew count," making it possible to achieve a full feeling quickly. It also works to maintain regular cholesterol levels.

Eat slowly to feel fuller

The more you chew konnyaku, the more flavorful it becomes. This encourages you to eat slowly. By chewing a

lot, you stimulate the satiety center in the brain's hypothalamic region. You can obtain a feeling of fullness with only moderate consumption. In Japan it is said that a moderate diet keeps the doctor away. There is also "Fletcherism" (the Fletcher method of eating) in the U.S., which states that humans have a tendency to overeat, and that overeating is unhealthy. According to Fletcherism, everything should be chewed 100 times before it is swallowed. Konnyaku is ideal for this method. The calcium in konnyaku is easily dissolved by acid, which facilitates absorption by the body.

How to spot good konnyaku

As konnyaku ages, it becomes subject to the phenomenon of moisture loss. Konnyaku decreases in size with age: its surface stiffens and its texture hardens. The following are signs of good konnyaku:

- ◆ Appropriately springy to the touch
- ◆ Not too watery but not too soft
- ◆ An elastic chewy texture when eaten
- ◆ Doesn't shrink too much when boiled

As long as these four points are considered, you can't go wrong.

Konnyaku manan, the main component of konnyaku, has no odor or flavor, but the lye that causes the bitterness, and the calcium hydrate used as the coagulator, cause the signature odor and slimy texture. Put plenty of salt on konnyaku and rub well with your hands, then wash with water and boil for about five minutes before cooking.

How to store konnyaku

If leftover konnyaku is placed in the fridge as is, it will dry up. So, store it in a container and soak it in water. This way it'll last for three to four days.

Different types of konnyaku

Konnyaku consists of dark and light types.

When refined flour from konnyaku potatoes is used, the konnyaku becomes light: when raw potatoes are used the potato skins mix in and turn the konnyaku dark. Today it's more common for refined flour to be used for dark konnyaku as well, and powder from seaweed such as arame or hijiki is used to give it the dark color.

Ita Konnyaku:

This is a type of konnyaku that is shaped and solidified using a flat board. It can be cut to suit the type of dish you're making.



Recipe: Chicken Wing and Konnyaku Umani (Boiled Mixture)

Simply boil chicken wings and konnyaku after marinating in Nijiya Tsuyu Sauce and adding water, and you've got a healthy dish rich in collagen and fiber. Add some chili pepper to create the perfect snack!

Tama Konnyaku:

A type of konnyaku that isn't shaped using a mold but is simply rolled into a ball and boiled.



Recipe: Yamagata-Style Tama Konnyaku

Ingredients (serves 2)
One bag (14 oz.) Tama konnyaku
4-5 tablespoons Soy sauce
1/4 sheet Dried squid
(The leg portion may also be used.)



Directions:

Wash the tama konnyaku, boil in a pot with enough water to soak, cut the dried squid into pieces of appropriate size and add, then add the soy sauce and cover with a drop-lid (otoshibuta) to boil. Once it boils, turn the heat to medium or high and boil until most of the broth has evaporated.

Shirataki, Ito Konnyaku:

This is a type of konnyaku that has been run through thin holes as it is boiled while still in paste form, making slender, string-like strips. When made from refined flour it looks almost like a waterfall of white strings, which we call shirataki (white waterfall). It soaks up flavor in a short amount of time, so it's well suited for sukiyaki or other marinated foods.



Recipe: Fried Shirataki Stew

Ingredients (serves 2)
Nijiya shirataki: 1 bag
Cooking oil: 1/2 tablespoon
<Flavoring>
2 tablespoons Soy sauce
2 tablespoons Cooking sake
2 tablespoons Mirin (sweet Japanese cooking wine)
1/2 tablespoon Sugar
1 teaspoon Butter
Scallion, as desired

Directions:

1. Cut the shirataki in half, immerse in boiling water for about 3 minutes, and drain using a strainer.
2. Heat oil in a frying pan, then stir-fry the shirataki from Step 1 and add all the flavoring ingredients except for butter. Place the lid on the pan and boil over medium heat until the broth is gone. Once the fluid is gone, add the butter and mix thoroughly, then serve on a plate with konegi sprinkled on top, as desired.

Sashimi Konnyaku:

This type of konnyaku contains more water than others and can be eaten as is. Handmade konnyaku can be eaten like sashimi too, as long as it's freshly made.



Recipe: Sashimi Konnyaku Natto (fermented soybeans)

Ingredients (serves 2)
1 pack natto / Sashimi konnyaku as desired / Small amount of katsuobushi (dried bonito flakes) / Umeboshi (pickled plum with pit) or bainiku (pickled plum) as desired / Green onion as desired

Directions:

Thinly slice the sashimi konnyaku and drain. Slice small pieces of pickled plum and thinly slice the green onion. Mix all the ingredients together.

Soba Konnyaku:

This is a Nijiya specialty in which buckwheat is combined with konnyaku to create a soba noodle-like konnyaku. The sauce is a refreshing vinegar flavor. You can wash quickly under running water and eat as is.



Directions: Eat with a variety of toppings, like hiyashi-chuka (cold noodles topped with a variety of ingredients).

Konnyaku has very few calories, so no matter how much you eat you won't gain weight. On top of this you can enjoy a satisfied full feeling, and the fiber will help your intestines to flush out wastes, so it's a strong dietary ally. You should, however, balance your diet with more than just konnyaku. In order to maintain beautiful skin, hair, healthy organ functions and a stable hormone balance, you must have protein, fat, and starch as well as vitamins. So, consider your nutritional balance as you think of creative cooking methods and flavorings. Eat konnyaku for a full feeling to avoid overeating, and use it to clear out your intestines. This is the smart way to use konnyaku.

Incorporate an ample amount of konnyaku into your daily diet, and it'll help you build a healthy body!



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 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 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 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.

NIJIYA-BRAND



Nijiya Organic Soymilk

We have been providing organic soymilk long before soymilk 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 soymilk, the original taste of the soybeans remains intact. There are two types: regular and sweet. The regular soymilk is particularly useful for baking (sweets, etc.) and cooking.



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.

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.

Macrobiotics



Menus

- Chinese-style brown rice bowl with cucumber and abura-age (fried bean curd)
- Sweet corn & zucchini potage
- Azuki & tofu ice cream

What is Macrobiotics?

The term “macrobiotics” comprises of three parts: “macro (large or great),” “bio (life)” and “tics (theory or practice).” The word was coined from ancient Greek and means “a way of life in keeping with nature.” Macrobiotics was founded and advocated by a Japanese named Yukikazu Sakurazawa (1893 - 1966) as a “practice of promoting health by means of a diet.”

The core of macrobiotics is its unique dietary practice, which recommends grains and vegetables as the ideal diet. Macrobiotics advocates a dietary style based on two principles: shindo fuji, or oneness of body and soil (eating seasonal harvests of the land where one lives) and ichibutsu zentai, or wholeness (eating whole foods just as Mother Nature created them with nothing removed). Specifically, a macrobiotic diet begins with choosing organic produce natural foods and processed foods that contain no chemical additives. Macrobiotics recommends hulled rice and other whole foods as opposed to refined foods. Such a diet provides better nutrition and creates less waste in the process of food preparation. Organic vegetables taste better when you eat them whole, and of course you’ll save time and effort in preparing them. People tend to think a macrobiotic diet is hard to follow, but actually you can prepare simple, delicious dishes simply by choosing quality ingredients. Processed

foods that are carefully handmade through a combination of time and effort—such as fermented seasonings and products such as soy sauce and miso made with time-honored techniques—already come with sufficient flavor and nutrition. Our bodies rely on what we eat each day. Isn’t it natural to choose quality products with value for our bodies? Some people may not be able to buy high quality products for every single ingredient of the meals they make, but keeping quality seasonings in your kitchen will make a huge difference. You can also try purchasing other quality foods, such as organic vegetables, whenever possible. Macrobiotics isn’t about defining the “correct” diet and having to follow strict rules. Instead, it’s a proposition that says, “Here are some dietary options we can use if we look at our diet and life from a certain perspective.” So, instead of deciding not to give it a try because you can’t do the whole thing, why not start by doing as much as you can? Macrobiotics will become a viable proposition when people start practicing the dietary options they think they can follow. After all, for each and every one of us, good health is essential for the enjoyment of life. Macrobiotics offers us a wonderful opportunity to learn, discuss and share the safety and greatness of food, the importance and beauty of life and the need for a natural environment.

Chinese-style brown rice bowl with cucumber and abura-age

Cucumbers are flavorful when eaten raw, but they can also be delicious when cooked, stir-fried or braised.



- Ingredients (Serves 4):**
- cooked brown rice (as needed)
 - 2 cucumbers
 - 2 green bell peppers
 - 1/2 zucchini
 - 2 tablespoons canola oil
 - 0.35 oz. garlic
 - 0.35 oz. ginger
 - 2 pieces abura-age (fried bean curd)
 - 1-1/2 pinches of salt
 - pepper to taste
 - 2 tablespoons soy sauce
 - 0.35 oz. katakuri-ko (potato starch) (dissolved into 4/5 cup water)
 - Green onions (as needed)
 - 2 tablespoons canola oil
 - Nori (roasted seaweed) (as needed)

- Directions:**
- 1 Cut the cucumbers, green bell peppers and zucchini into julienne strips. Mince the ginger and garlic. Pour boiling water over the abura-age to remove any excess oil, and then cut the abura-age into strips about the same size as the cucumber strips.
 - 2 In a skillet heated over low heat, pour the canola oil and then add the garlic and ginger. Once the aroma rises, add vegetables and stir-fry over medium heat. When water is released from the vegetables, season with salt and pepper and then add the abura-age; continue to stir-fry. Once the vegetables and abura-age are well mixed, add the soy sauce and lower the heat. Cover and steam for 4 to 5 minutes.

- 3 Stir in the katakuri-ko dissolved in water and cover. Simmer over low heat for about 5 minutes. Scoop brown rice into serving bowls and place the cooked vegetables on top. Garnish with chopped green onions and nori.

Sweet corn & zucchini potage

Soup is an excellent way to get children who are fussy eaters to eat vegetables. This potage can be stored in the refrigerator or freezer.



- Ingredients (Serves 4):**
- 1 onion
 - 7.0 oz. corn kernels (cut from the cob)
 - 1/2 zucchini
 - 2 bay leaves
 - 1-1/2 pinches of salt
 - pepper to taste
 - 1-3/4 cups water
 - 4/5 cup soy milk
 - 2 tablespoons olive oil

- Directions:**
- 1 Chop the onion and dice the zucchini. Cut the kernels of sweet corn from the cob.
 - 2 Pour the olive oil into a pan heated over low heat and sauté the onion till softened. Add the corn and zucchini, and stir-fry over medium heat. (Do not over-mix but gently stir to mix together.) Once the water is released from the zucchini and the vegetables start to become tender, season with salt and pepper. Add the bay leaves and water. Bring the mixture to a boil, then reduce the heat to low and cover; simmer for 10 to 15 minutes.
 - 3 Remove the mixture from the heat and allow it to cool. Remove the bay leaves and pour the mixture into a food processor. Blend until smooth and then strain through a sieve (to remove the skin of the corn kernels).

- 4 Return the mixture to the pan. Add the soy milk and heat. Serve with your choice of toppings.

* Also delicious served cold.

Azuki & tofu ice cream

Cold ice cream is yummy! But with white sugar and additives, it can be highly stimulating and cause strain on the body. So, why not make ice cream at home, using natural ingredients?



- Ingredients (Serves 4):**
- 3.0 to 3.5 oz. azuki (red beans)
 - A scant pinch of salt
 - 0.7 oz. beet sugar
 - 1.8 oz. maple syrup
 - 3.5 oz. momen-dofu (firm tofu) (Place the tofu in a strainer and press with a weight to remove excess water.)
 - 3/5 cup soy milk
 - A few drops of vanilla extract

- Directions:**
- 1 Prepare the azuki. Wash the red beans, soak them in water overnight (for 6 hours), and then drain. Place the beans in a pot and add water to cover. Turn on the heat and bring it to a boil. Add water (approximately a cupful). When it returns to boiling, lower the heat and cover. Simmer for about 40 minutes or until the beans are tender. If the liquid evaporates, add more water. Season with salt and beet sugar.
 - 2 Combine the cooked azuki, tofu and soy milk in a food processor and blend until smooth. Add the maple syrup and vanilla extract, and continue to process until mixed well. Pour the mixture into a freezer-safe pan and freeze.
 - 3 Take out the frozen mixture, thrust with a fork to stir well and then return to the freezer.
 - 4 Scoop to serve the ice cream into bowls.

Nijiya's Special Dressing Series

A variety of tasty dressing based on original recipes is available at Nijiya Market.

Yakiniku (Korean-Style Barbecue) Sauce

Fresh pears are shredded and mixed to make this authentic yakiniku dipping sauce. Pears are abundant in the enzyme that helps promote the digestion of meat dishes. To marinate the meat, mix two parts yakiniku sauce to one part water. Marinate overnight and the meat will become very tender. Enjoy restaurant-grade yakiniku in the comfort of your home!



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.



Sesame Dressing

This gourmet sesame dressing is made by roasting white sesame seeds to enhance the flavor and then milling them into powder in a food processor. Our sesame dressing goes with any salad, but we recommend it as a dip for vegetable sticks (carrot, celery, cucumber, etc.). The ready-made salads sold in our deli department come with a packet of this dressing. Our sesame dressing transforms simple salads into delicious dishes that even those who don't like vegetables can enjoy. To make the experience even better, use organic vegetables!



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.



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.



Sweet Hot Drink

AMAZAKE

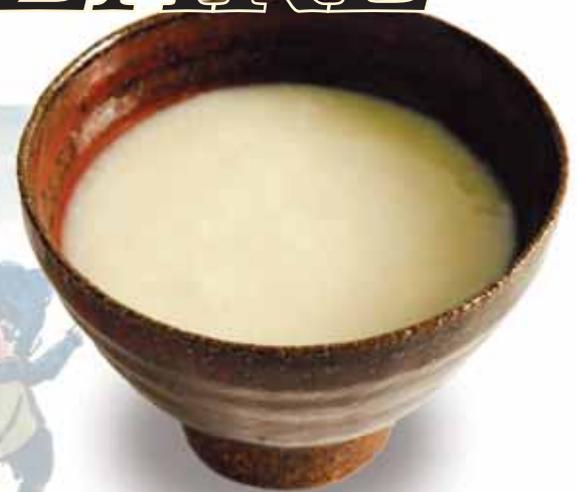
In Japan, *amazake* (hot sweet sake) is sometimes served during the New Year's visit to a shrine or the Girls' Festival in March. Many of us remember drinking a cup of hot amazake on a cold day around a bonfire, and feeling energy welling up inside. Surprisingly, however, amazake is a seasonal word for summer. During the Edo era there were merchants who hawked amazake as a nutritional supplement during summer to people who were prone to exhaustion or lost appetite due to the intense heat.

Amazake contains 20% or more of glucose and is a rich source of the vitamins so essential to a healthy life. When *Aspergillus oryzae* grows, vitamin B₁, B₂, B₆, pantothenic acid, inositol, biotin and many other forms of naturally absorbed vitamins are produced and stored in the malted rice, and these vitamins are eluted into the amazake. *Aspergillus oryzae* also produces many varieties of enzymes such as proteolytic enzymes (protease) and lipolytic enzymes (lipase) and is therefore called the "treasure chest of enzymes."



The dietary fiber and oligosaccharide contained in the malt regulate the functions of the intestines to prevent or improve various unwanted conditions caused by irregular bowel movements such as constipation and rough skin. Additionally, they help rid the body of harmful substances.

By the way, did you know there are two types of amazake?



One type is made from malt, and the other type is made from diluted sake lees.

Many of you may believe that amazake is made from sake lees, but actually the true recipe uses malt. Amazake made from sake lees does not become sweet unless sugar is added, but the sweetness of amazake made from malted rice is not derived from added sugar. It comes from reducing the sugars (such as maltose and glucose) produced through the saccharification of starch in rice or glutinous rice by amylase, an enzyme contained in malted rice.

Amazake Products Recommended by Nijiya

This authentic amazake is made only from malted rice and rice. No preservatives or additives such as sugar are added. This is a traditional recipe, so it contains no alcohol. You don't have to worry about your children drinking it!



Nijiya's Amazake

Nijiya's special amazake is produced from organic ingredients. The malt in amazake is still alive, so Nijiya keeps this product in a freezer to maintain quality. The amazake, once defrosted, should be consumed within a week.



Kunigiku Amazake

This is an all-natural amazake made from 100% malted rice. It has the authentic taste created by a sake brewery. Please note that once the bottle is opened the amazake will quickly deteriorate. So, be sure to keep the bottle in a refrigerator and consume it within a week to 10 days. If you keep amazake too long, it will turn sour. You can still drink it, but it won't taste good.

[Kurogome Amazake]

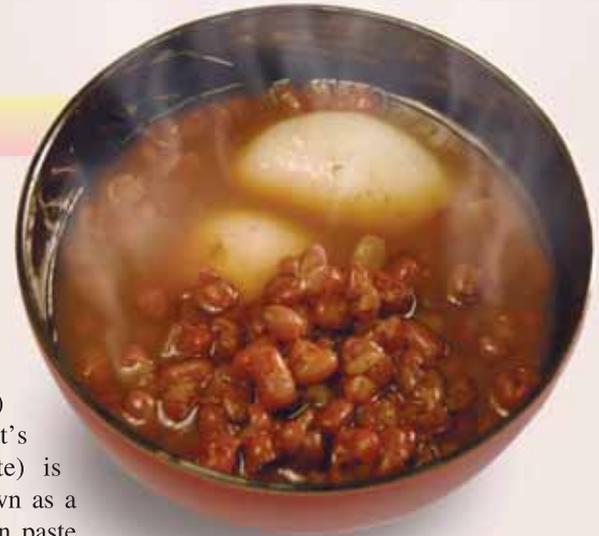
Kurogome (black rice), which is categorized as *kodaimai* (ancient rice), has been known since the old days as a grain that is beneficial to beauty and health. Enjoy the perfect sweetness and flavor produced through a combination of malt and kurogome.

[Hatsuga Genmai Amazake]

This amazake contains additional 10% of *hatsuga genmai* (germinated brown rice), which makes it a healthier drink. You can actually "chew" this tasty amazake!

OSHIRUKO

(Red Bean Soup with Rice Cakes)



complicated, as there are other distinctions such as *gozen shiruko* and *inaka shiruko*.

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

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 pickled 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.



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!

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

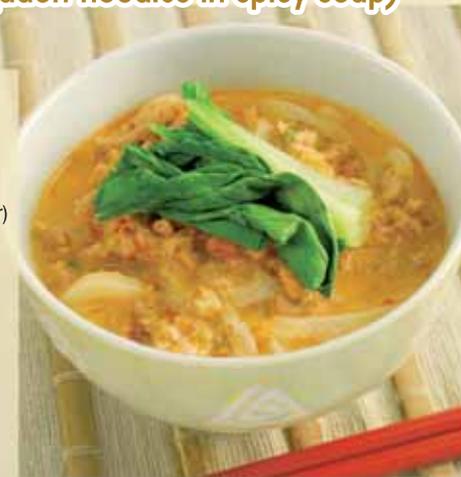


beverage; you can just drink it as it is, or use it in dishes and desserts.

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.

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.

