



# FUKUOKA CULINARY PROMOTION DINNER

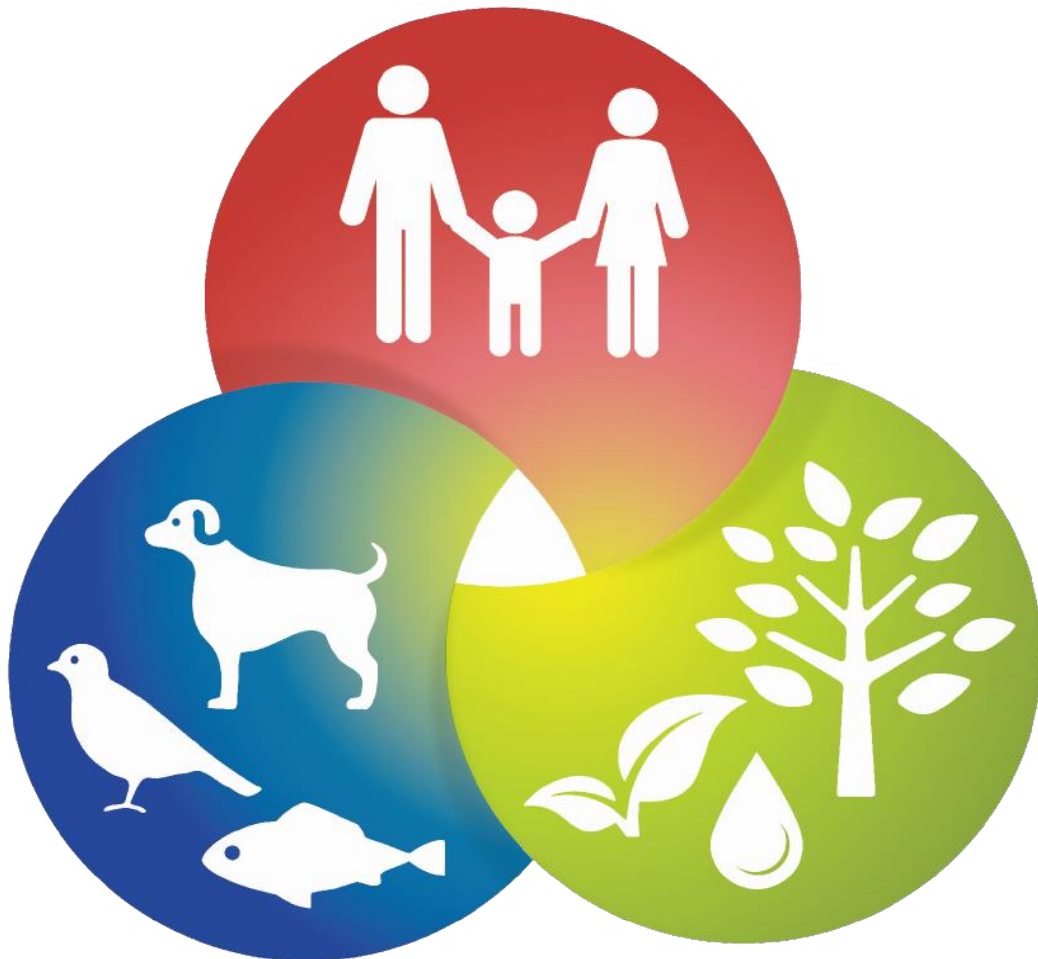
## Fukuoka Specialty Ingredients Catalog

*November 21st, 2024 from 6:00 pm*  
*Lord Jim's, Mandarin Oriental Bangkok*

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# FUKUOKA PREFECTURE ONE HEALTH CERTIFICATION



One Health is a concept that treats “human health”, animal health”, and “environment health” as one health and protects them in an integrated manner. Fukuoka Prefecture is promoting One Health practices in agricultural, forestry, and fishery industries, in order to preserve the environment and sustainable food production for future generations.

As part of this strategy, Fukuoka Prefecture has established the “Fukuoka Prefecture One Health Certification,” the first certification of its kind in Japan.

Today, please enjoy our specially-selected menu which includes dishes made with One Health certificated products.



# Akioh (persimmon)

## A new frontier of Fukuoka-grown persimmons, containing few seeds

Persimmon color represents the fall of Fukuoka. Persimmons are produced in large volume throughout Fukuoka Prefecture as a major fruit of fall, placing the prefecture third in production volume of the fruit in Japan.

In September, such persimmon varieties as Nishimura-wase and Soshu begin to be shipped, followed by Taishu and Matsumoto-wase Fuyu in October and Fuyu in November. A wide variation of the fruit fascinates people according to the progress of the season. Among them, Fuyu is a variety that can be refrigerated, so it is available until February.

In 2012, a new persimmon variety was developed in Fukuoka, a production center of sweet persimmons for a long time. The new variety is named “Akioh,” which means “King in Fall.” Developed for 10 years of efforts at the Fukuoka Prefecture Agriculture and Forestry Research Center, Akioh is the world first persimmon variety whose fruits contain few seeds.

As a hybrid of the major Fuyu variety and the crispy Taishu,” Akioh is one to two percentage points higher than Fuyu in sugar content, with a crispy texture and plenty of juice.

Akioh also features its large fruits, sometimes with a diameter of over 10 cm. This easy-to-eat variety with few seeds has met with a high reputation from many confectioners for its ease to use in both dishes and sweets.

In addition, the beautiful orange-red color like the sunset in fall is also one of the prominent features of Akioh. It is available only for a limited period, about one month from mid-October to mid-November.





# Wild Red Sea Bream

**“King of fish” shining in cherry-blossom color, nurtured by the Tsushima Warm Current flowing off Fukuoka**

Beautifully shining in cherry-blossom color, wild red sea bream grow as large as more than one meter. Their beautiful and thick white meat, which looks like a clear skin color, tastes mild, suitably not only for sashimi but also Western dishes, such as sauté. In Japan, red sea bream have long been an auspicious food that adds brilliance to festive occasions. Their delicious taste is indispensable for both restaurants and households. The wild red sea bream is a representative fish of Fukuoka.

Wild red sea bream are caught in the Genkai Sea northwest off Fukuoka Prefecture. The sea bream caught here is mentioned as a tribute to the Imperial Court in the *Engishiki*, a book compiled in the Heian period, over a millennium ago. This sea area constitutes a continental shelf, with a depth of less than 100 m. With shallows letting light come in deeply, as well as many rocky reefs, this sea is inhabited by a large amount of shrimp and small fish, which are food for wild red sea bream. Therefore, this area is a good fishing ground for the fish variety.

Local fishermen strive to carefully protect not only this marine environment but also wild red sea bream themselves by returning small fish to the sea, thereby contributing to the conservation of marine resources.





## Tokusen Hon-sawara

(Exceptionally fresh Japanese Spanish mackerel)

Line-caught Japanese Spanish mackerel weighing over 2.5 kg  
Freshness preserved through swift *ikijime* (a Japanese method of humane fish preparation that preserves flavor and quality) and bleeding

Itoshima in Fukuoka, which boasts the highest catch of wild Japanese sea bream in Japan, is home to a variety of marine life. In recent years, catches of Japanese Spanish mackerel have increased, so we have created the new brand “Tokusen Hon-sawara” (literally, exceptionally fresh Japanese Spanish mackerel). Japanese Spanish mackerel is especially delicious from late autumn to spring when it develops a generous amount of fat. However, to be called “Tokusen Hon-sawara,” it needs to meet strict requirements.

First, the fish must be caught by line fishing. Second, it must be large, weighing over 2.5 kg. Third, it needs to undergo *ikijime* and be drained of blood quickly on a sponge to prevent the flesh from splitting. Finally, after the blood is thoroughly washed off, the fish must be chilled for more than six hours in a large cooler filled with seawater and ice to prevent the fish body from bending. This process of maintaining the high level of freshness has been confirmed to increase the level of inosinic acid, which is directly linked to the umami flavor of the fish. Tokusen Hon-sawara, processed in this way, have a tag attached to their tail and are shipped nationwide through markets and direct sales outlets.





# Yellowtail

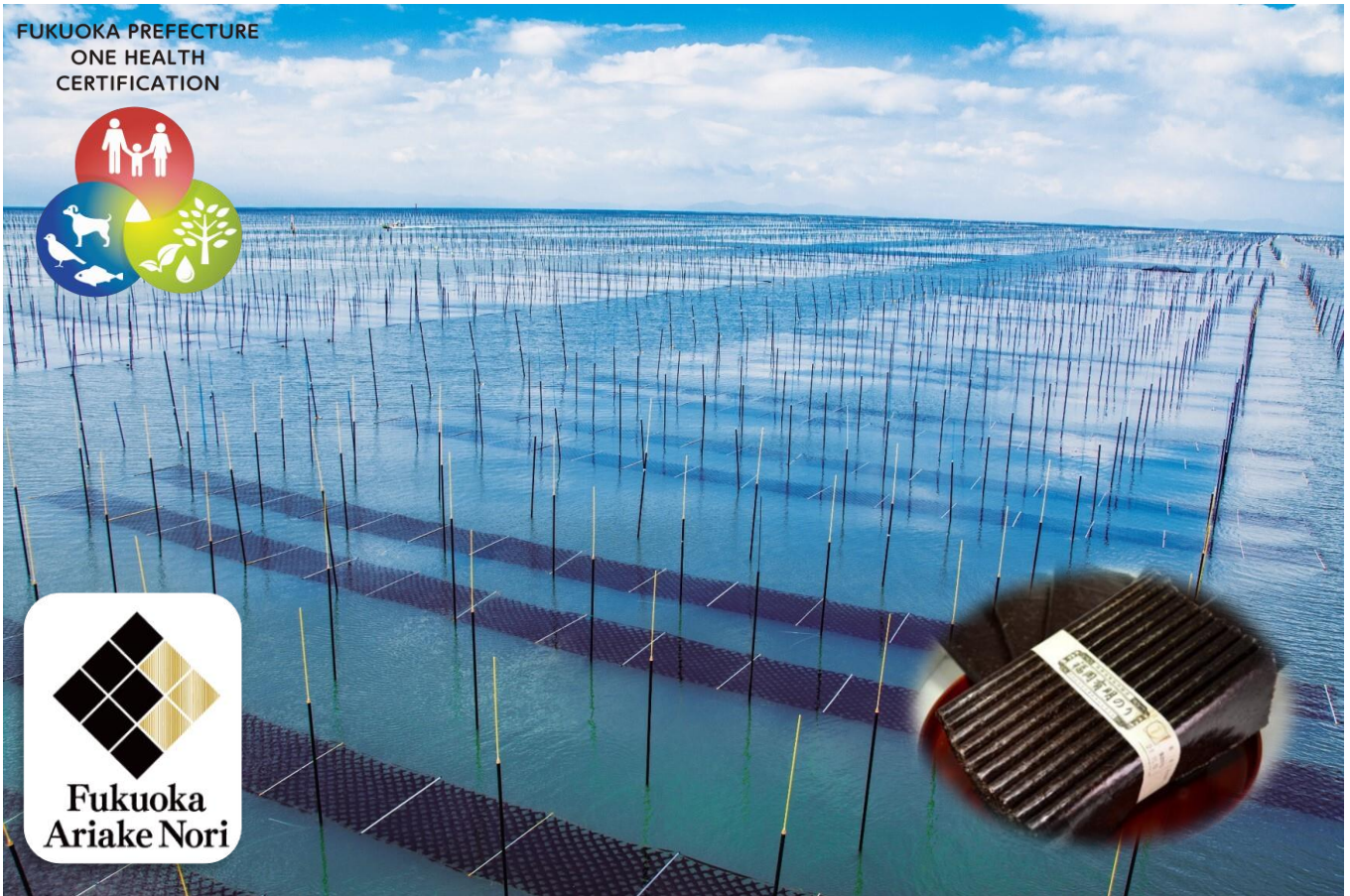
All yellowtails in Fukuoka are wild-caught, none of them farmed. The largest ones exceed 1 meter in length and 10 kg in weight. It is called a “*Shusse-uo*” (Promotional Fish) because it changes names as it grows bigger.

Yellowtail is a fatty and delicious fish species unique to Japan.

In Chikuzen Sea, close to Fukuoka Prefecture, yellowtails are caught by various fishing techniques, such as purse seine, fixed trap nets, longline, gillnets and pole fishing.

In Fukuoka, yellowtail is the key ingredient for New Year dishes because it is a “Promotional Fish” and a sign of auspiciousness.





# Fukuoka Ariake Nori (seaweed)

**Plenty of blessings from the Ariake Sea: Highest-quality product nurtured by the sea and fishermen**

In the Ariake Sea, *nori* seaweed is cultivated on nets extended between 10-meter-high pillars, taking advantage of the largest tidal range in Japan. Therefore, *nori* seaweed is exposed to warm winter sunshine at low tide and is soaked in nutritious seawater at high tide, thereby growing soft and delicious.

To maintain the beautiful color and shine of high-quality *nori* seaweed, fishermen harvest it at night in the freezing cold winter, relying only on the light shed on their hands.

The excellent flavor of Fukuoka Ariake Nori is a product of the unique natural environment of the Ariake Sea and the fishermen's sustained efforts and great skills.





# Hakata Wagyu (beef)

**Growing up eating rice straw in Fukuoka Prefecture:  
Wagyu beef that benefits from the rice-growing tradition of Fukuoka**

The Hakata Wagyu brand was established in 2005. Of all Japanese Black cattle that certified farmers in the prefecture carefully raise spending more than 12 months, “Hakata Wagyu” denotes only cattle ranked as grade 3 or higher in terms of meat quality. About 3,000 head of Hakata Wagyu cattle are shipped annually.

It grows while eating plenty of rice straw grown in the prefecture. For cattle as a herbivorous animal, rice straw is an important feed that assists in digestion and absorption and makes its stomach suitable for its growth. Fukuoka Prefecture is one of the leading rice-producing prefectures in western Japan. Therefore, local stock farmers can feed their cattle with plenty of safe and secure locally grown rice straw to raise it into high-quality Wagyu. In addition, local people are also striving to ensure that rice is provided as feed grains that can lower the melting point of cattle fat and improve its mouth feel. They are also working on resource circulation within the local community by offering compost produced on the ranches back to the fields where the rice straw and feed rice were harvested.

Thanks to the passion and affection of stock farmers and the blessings of Fukuoka as a rice-producing prefecture, tender and juicy Hakata Wagyu beef is popular at hotels and restaurants inside and outside Fukuoka Prefecture, as shown by various high awards it has won.



## Yamecha (green tea) and Traditional Authentic Yame Gyokuro

**Sweet, full-bodied and rich Japanese tea from the place of origin of Japanese tea culture**

Described as “home to a female deity” in the *Nihonshoki*, a history book written in the 8th century, the Yame area is abundant in natural features. With the clear waters of the Chikugo and Yabe Rivers gathering in this flat area leading to hills and the Chikugo Plain, local people cultivate a wide variety of agricultural products. With the mild climate of the Ariake Sea coast and the cool mountainous climate overlapping, this area is often foggy, which is a suitable condition for tea cultivation. Thanks to these natural conditions and fertile soil, the Yame area has become a leading tea production center in Japan. Local farmers’ passionate and careful efforts in tea cultivation, with higher priority placed on quality over quantity, have underpinned the sweetness, full body and rich flavor of Yamecha from Fukuoka, which has long been renowned as high-quality tea.

Every year, the first crop of Fukuoka’s Yamecha leaves is harvested from mid-April, and its peak comes in early May. It is followed by the second tea crop from mid-June to early July, and third tea crop from mid-July to early August. In FY2021, 1,650 tons of Fukuoka’s Yamecha were produced, fascinating people around the world with its high quality. Yamecha farmers mainly cultivate Yabukita as a variety for ordinary use and Saemidori as a high-quality *gyokuro* variety. Gyokuro tea is produced in large volume in Kurogi-machi, Joyo-machi, and Hoshino-mura in Yame City.

Traditional Authentic Yame Gyokuro is produced in the Yame area by a unique traditional production method dating back to the Meiji era (19<sup>th</sup> century), including using rice straw as a cover and picking tea leaves by hand. In recognition of the traditional cultivation technique and artisanship underpinning the product, Traditional Authentic Yame Gyokuro has won the Minister of Agriculture, Forestry and Fisheries Award, the highest award, as well as the Production Area Award, many times at the National Tea Competition. In December 2015, Traditional Authentic Yame Gyokuro was the first to be registered in the “Tea” category under the Geographical Indication (GI) system.





# Sake

**Sake as a good companion to delicious food in Fukuoka:  
Locally brewed sake, made from locally grown Yamada Nishiki and  
Yume-ikkon rice, brings you fortune**

Probably because Kyushu is often associated with *shochu*, few people may know about sake brewed in Fukuoka. However, Fukuoka Prefecture has a long history of sake brewing and has the fifth largest number of sake breweries in Japan. The Jojima area in the middle basin of the Chikugo River, in particular, is home to many sake breweries, and it used to be known as a major sake production center along with Nada and Fushimi.

The reasons why sake production has been so popular here include that Fukuoka Prefecture has long been one of the leading rice producers in western Japan and that the prefecture has major rivers, such as the Chikugo River, which is the largest in Kyushu, as well as the Yabe and Onga Rivers, all of which have been a source of water indispensable for sake brewing.

Even now, Fukuoka Prefecture is one of the largest producers of Yamada Nishiki, a major rice variety suitable for sake brewing. The prefecture also produces Yume-ikkon, an original rice variety developed by the prefectural government, and Gin-no-sato, a sake rice variety developed by a national organization, which is suitable for cultivation in Kyushu.

Local sake brewers cherish an essential desire to produce sake that can complement delicious foods produced in Fukuoka. Sake brewed in Fukuoka is produced not just as a mere alcoholic drink that makes people drunk but as a joyful complement to the specialties of Fukuoka, such as fresh fish, *mizutaki* (stewed chicken), and grilled chicken.

# Sake Introduction

## ① Kitaya Junmai Daiginjo/Kitaya

Enjoy the harmony of its fruity aroma and rich, deep flavor.

ingredient rice: Yamadanishiki and Omachi

rice polishing ratio: 50%, taste: slightly dry, alcohol content: 15%



## ② Bandai Junmai Dry Hakata no Mori /Kobayashi Shuzou Honten

A very dry but easy-to-drink, refreshing junmai sake with a great flavor.

ingredient rice: Yamadanishiki and Yumeikkon

rice polishing ratio: 60%, taste: very dry, alcohol content: 15%



## ③ Niwanouguisu Junmai Ginjo 60 /Yamaguchi Shuzoujou

Fresh, mildly acidic, dry sake with a delicious rice flavor.

ingredient rice: Yamadanishiki and Yumeikkon

rice polishing ratio: 60%, taste: dry, alcohol content: 15%



## ④ Asahigiku Junmai/Asahigiku Shuzou

It has a rich, mellow flavor that can be enjoyed when the sake is heated.

ingredient rice: Yumeikkon

rice polishing ratio: 65%, taste: dry, alcohol content: 15%



## ⑤ Wakanami Junmai Ginjo /Wakanami Shuzou

Refreshing banana-like fruit aroma. The elegant sweetness and acidity are in harmony with the fresh taste.

ingredient rice: Yamadanishiki and Yumeikkon

rice polishing ratio: 55%, taste: slightly sweet, alcohol content: 15%





# Liquer Introduction

## ⑥ Amaou Umeshu/Shinozaki

The mellow “strawberry” and plum wine weave an exquisite harmony of sourness and sweetness.  
(alcohol content: 15%)



## ⑦ Tsukushi Umeshu /Nishiyoshida Shuzou

The plum grown in Yame City, Fukuoka Prefecture, brings out the full flavor of itself. The harmony of refreshing sourness and subtle sweetness is exquisite.  
(alcohol content: 15%)



## ⑧ Milky Mango Umeshu/Kenjo

Fresh mangoes, refreshing milk, and sweet and sour plums match very well to create a uniquely sweet, easy-to-drink, and delicious mango umeshu.  
(alcohol content: 15%)



## ⑨ Japanese Tea Sake/Kitaya

Sake flavored with “hojicha”:roasted green tea. Enjoy the good harmony of rich taste of sake and aromatic body of hojicha.  
(alcohol content: 12%)



# Contact Information

If you would like to purchase Fukuoka Prefecture ingredients, please contact the following suppliers.

## Fruits, Seafood, Meat, and Japanese Tea

### **Todokeru Foods**

<https://todokerufoods.com/>



## Sake and Liquer

### ①~③ and ⑨ **SCS Trading**

<https://www.sakeforest.com/>



### ④ **OT PROMOTION**

<https://otpromotion.co.th/>



### ⑤ and ⑥

### **KOBE-YA SHOKUJIN KOGYO**

<http://kobe-ya.co.th/>



### ⑦ **Shibataya**

<https://shibataya-th-web.jimdosite.com/>



### ⑧ **Asan Service**

<https://www.asanservice.co.th/>







