

Meet the Exhibitors

The following are the companies participating at the Japanese Food & Sake Festival. Find your company of interest and visit them at their booth!

[CATEGORY]

-  **FOOD COMPANY AND MORE**
-  **ALCOHOL BEVERAGE**
-  **NON-ALCOHOL/HEALTHY BEVERAGE**
-  **RESTAURANT**

City of Kobe

3



The delicacies of Kobe are not limited to its famed Kobe Beef. There are many other specialties that one could enjoy. From the traditional flavors, including the Japanese pizza, Okonomi-yaki, to the worldly desserts crafted by prized pâtissiers, the possibilities are endless. There is also the renowned local winery of Nada Sake. Come visit the invigorating city of Kobe.

Akita Prefecture

1



Akita Prefecture, located in the northern part of Japan, is cherished by the people for its beauty of nature, lively festivals, famous hot springs, delicious seasonal dishes and sake, such as Ginjo-sake. Akitakomachi rice, Inaniwa Udon noodles, Freeze-dried Natto are some of the dishes Akita is known for. Akita proudly introduces a selection of its companies' products.

Den's Tea

4



Den's Tea offers the freshest and most authentic varieties of Japanese green tea available outside of Japan. Den's Peach iced green tea is made with pure tea leaves specially processed to infuse in cool water. This fruitful Peach flavor plays second string to the Sencha flavor. With the first sip you sense a sweet and sour taste then the taste of a premium Sencha comes though.

Asahi Beer U.S.A., Inc.

2



Asahi Beer U.S.A., Inc. has been distributing Asahi Super Dry, Japan's #1 selling beer, since 1998. By introducing Brewmaster's Select, Asahi Beer U.S.A., Inc. plans to aggressively expand its business in the U.S. Asahi Beer U.S.A., Inc. strives to extend its corporate philosophy of quality and challenge to its products and services.

Fuji Water System, LLC.

5



Fuji Water Systems distributes the highest quality Reverse Osmosis systems which feature the most advanced and effective technology in drinking water purification systems. We strive to provide the best level of total service, covering everything from sales, installation and maintenance. That's why lots of our customers are completely satisfied by our service.

Gekkeikan Sake (USA), Inc.

6



Gekkeikan Sake has been brewing high quality sake in Kyoto, Japan for over 370 years. And now, we are brewing high quality sake in Folsom, California with selected California rice from the Sacramento Valley and pure water from the Sierra Nevada Mountain Range. Please enjoy the traditional taste from Kyoto and Folsom.

JAPAN PRESTIGE SAKE INTERNATIONAL, INC.

10



The Japan Prestige Sake Association was founded in Japan in 1975. The initial purpose of the institute was to build a network to provide high quality sake to consumers, who search for quality sake products. We have been working with the traditional sake brewers (Kuramoto), who maintain the culture and tradition of Japanese sake with high by motivated, enthusiastic sake consumers.

HAKUTSURI SAKE OF AMERICA, INC.

7



"Hakutsuru", which means White Crane, symbolizes the grace and the purity of our sakes. In our more than 260-year history, Hakutsuru has always brewed and distributed the highest in quality sake found in Japan. We take pride in using advanced brewing technology to increase product quality while still conserving all traditional brewing knowledge.

JETRO Los Angeles

11



JETRO (Japan External Trade Organization), a Japanese government-related agency that promotes mutual trade and investment between Japan and the rest of the world, has six offices in the U.S. JETRO Los Angeles office is actively committed to promoting the Japanese food industry.

International Marine Products, Inc.

8



International Marine Products provides lots of the healthiest seafood products which include Kona Kanpachi and Teramoto Scallop. They are not only healthy but very delicious. The American Heart Association recommends eating fish, and the best seafood products that IMP recommends are Kona Kanpachi and Teramoto Scallop. Try them and you will taste the difference.

Japan Travel Bureau

12



JTB (aka Japan Travel Bureau) is the largest travel management company in Asia handling all facets of travel arrangements including business, leisure and group travel. Our booth will focus on a variety of leisure travel products including special interest tours on food and sake in Japan. We will also have information on several good hotel properties in Japan.

ITO EN

9



ITO EN, invites you to experience our Oi Ocha (Japan's #1 brand), TEAS' TEA, Dr. Andrew Weil for Tea and Sencha Shot. Our green teas are all natural, unsweetened, and brewed with premium whole loose tea leaves. Experience the refreshing taste and the great health benefits of green tea. For more information, please visit www.itoen.com

KATSU-YA

13



If you are the type of person who likes picking on different things while drinking, KATSU-YA will be the perfect booth to visit. They will be serving "Baked Crab Rolls" and other choices of sushi (Tuna, Yellowtail, Salmon, Shrimp, Albacore, and Unagi). There's no sushi bar counter or chairs, but KATSU-YA's selection of fish never goes wrong.

Kinjirushi Sales Co., Ltd.

14



WASABIA JAPONICA, commonly known as "Wasabi", is a unique plant used as an essential condiment for traditional cuisines such as Sushi. Since 1985, Kinjirushi, the leading Wasabi products manufacturer, has supplied various wasabi products including frozen, grated wasabi and all natural powdered wasabi to U.S. market. Pick your best match with your favorite sushi.

Marukome USA Inc.

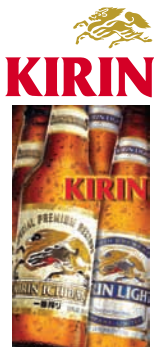
18



MARUKOME USA, is the American division of Marukome Co. Ltd., one of the oldest (established 1854) and largest Miso maker in Japan. It was the first Japanese Miso company to manufacture Miso paste in the U.S. and to earn the ISO certificate in the industry. Marukome is leading the way to healthy and delicious Miso flavors to please the burgeoning American market.

Kirin Brewery of America LLC

15



Kirin Ichiban is one of Japan's most acclaimed beers-- its unique and luxurious single press brewing process gives it a refined depth and straight finish without a cloying aftertaste. Kirin Light is the best-selling Japanese Light Beer in the U.S., and features an enticing hop aroma and surprisingly smooth, full bodied taste with only 95 calories.

MARUTOMO CO., LTD.

19



MARUTOMO CO., LTD. will bring you "Chinmi", meaning rare and delicate taste. There are many kinds of "Chinmi" in Japan, but Marutomo's "Chinmi" is made from seafood (seaweed, shellfish, fish egg, etc.), and no MSG is added. It is the perfect Japanese appetizer that goes perfectly with Sake.

Kitayama

16



In 1989, Kitayama opened its doors in Newport Beach. We operate 'Izakaya Kiichi' in West Hollywood and also have an affiliated company, International Marine Products Inc., a wholesaler of fish since 1968. In Japan, such cities as Ginza, Shinjuku, Aoyama, Machida in Tokyo are homes to our other 20 restaurants from traditional Japanese restaurants to more modern restaurants.

Mishima Foods USA, Inc.

20



Mishima Restaurant has been introducing traditional Japanese food for 11 years and is located across the street from the Beverly Center. From all natural seaweed broth noodle soup, tofu salad (chosen to be L.A.'s #1 choice by Los Angeles Times), sushi to vegetable appetizers, you can enjoy a wide range of healthy Japanese food everyday with just under \$15.

G.T.Japan, Inc. / Maeda-en, USA

17



Maeda-en initially began in 1984 with loose tea leaves imported directly from Japan to America. Since then, Maeda-en has expanded its products from tea bags, instant teas, and drink mixes to Green Tea Ice Cream with its own source of matcha and Mochi Ice Cream. Enjoy Maeda-en's authentic & traditional Japanese Green Tea and Ice Cream.

Miyasaka Foods Co.

21



Miyasaka Foods Co. is a Miso manufacturer, which was founded in 1662 in Nagano, Japan. The major active ingredients of Miso are protein, vitamin B2, 12, E, enzymes, and dietary fiber. They help decrease cholesterols, lower blood pressure, and prevent cancer. We thrive on keeping our quality while being gentle on people and the environment.

Musha Tokyo Cuisine

22



Named after a sound that's made while chewing, Musha is known as one of Southern California's premier Tokyo-style Izakaya restaurants. The menu contains a variety of Japanese tapas that not only goes well with drinks, but is healthy for you as well. With a lively atmosphere and traditional but fashionable interior, this is the place to enjoy your evening.

OZEKI SAKE (U.S.A), Inc.

26

OZEKI SAKE
Taste the Difference



Founded in 1711, Ozeki produces rich Sake with its latest technology and most importantly, the spirit and the techniques of the ancestors. Ozeki will be introducing their super-premium sake, Osakaya Chobei, and Hana Awaka at the festival. Come and compare these very different sakes and pick the one that matches you the best.

Mutual Trading Co., Inc.

23



"Bringing the Flavors of Japan to the People of the World"! Mutual Trading Co., Inc. is an importer and distributor of fine Japanese foods. We will be bringing JIZAKE fine artisan sake, all natural brew and no sulfites; COLD MOUNTAIN Miso soybean paste, fresh protein booster; and SOBA buckwheat noodles, that aids cholesterol reduction and is a diabetes fighter. www.lamtc.com

Pacific International Liquor, Inc. (PIL)

27



Since its establishment in 1997, Pacific International Liquor, Inc. (PIL) has been an internationally acknowledged corporation that specializes in import and export of a variety of Asian liquors. Our goal is to find the best quality liquors and introduce them to consumers all over the world. We bring these yet "undiscovered" treasures to you at reasonable prices.

Nishimoto Trading Co., Ltd.

24



NISHIMOTO TRADING Co., LTD. since 1912



Nishimoto Trading Co., Ltd, known for "Shirakiku" brand, was established in 1912 and is one of the oldest importer and distributor of Asian food products in North America. We also provide kitchenware, household products, hair products and cosmetics. We are constantly monitoring our products to ensure that we only provide the highest quality to our customers.

San Shi Go Japanese and OkiDoki Asian

28



San Shi Go Japanese and OkiDoki Asian will be serving not just sushi, but other varieties of appetizers as well. If you could only think sushi when you think of Japanese food, you have a lot to catch up. Come visit booth 345 and satisfy your taste buds with some tasty Japanese food after a sip of sake.

Otafuku Foods Inc.

25



Otafuku Foods Inc. is known for its flavorful sauce that can be used for Japanese pancakes, Okonomiyaki, and Japanese pan-fried noodles, Yakisoba. The sauce is made in Japan and imported into the U.S. to deliver the real Japanese flavor directly to you. Come and taste the true Japanese home-style cooking.

Sapporo USA., INC.

29



Sapporo Premium has been the #1 Asian beer brand in the U.S. and Sapporo Light is known for its low calories (96 calories), low-carbohydrate, and genuine flavor (almost 4% alcohol). But don't forget Sapporo's Yebisu beer as well, the 100% malt premium beer. You don't know Sapporo until you've tried them all. Let the beer sizzle in your mouth and find your beer of choice.

Shiga Prefecture

30



Shiga prefecture will bring to you several treasures of Ohmi (former name for Shiga prefecture). Ohmi's sake is made out of Goshu rice and infiltrated water that flowed into their sacred lake. They will be bringing this sake and other appetizers from their homeland for you to try. Take this rare opportunity to taste the history of this prefecture.

Sushi Roku Innovative Dining Group

34



Especially after sake booth hopping, you definitely need to cool off your body with something light and refreshing. Sushi Roku's booth will feature their "Octopus Handroll with Yuzu Pepper" and "Yellowtail Diced Chili with Yuzu Dressing". Octopus and Yuzu pepper will match perfectly!

SHINOZAKI CO.,LTD.

31



SHINOZAKI is a traditional sake brewery that produces high quality sake, shochu, liqueurs and Amazake (a sweet drink made from rice) since Edo era (1603-1868). Shinozaki will present "ASAKURA" DAIGINJO premium sake "ASAKURA" MIYABI (aged 100% barley Soju) Amazake, and KUNIGIKU DAIGINJO, that won 2007's "National New Sake Awards".

Suzumo International Corporation

35



Suzumo International Corporation is the world's first sushi machine manufacturer. The machine wraps each sushi individually so it can be kept clean, and convenient for take out, parties or catering. Suzumo International Corporation will be making sushi nigiri and cut rolls with this machine out of fresh ingredients and freshly grated wasabi.

Smart Assist, LLC.

32



Smart Assist introduces the boutique sake from the different regions of Japan. We carefully choose premium quality and unique sake. We believe that our policy and effort will bring happiness to your dining table. We also bring the products for daily healthy diets.

TAKARA SAKE USA INC.

36



Established in 1982, Takara Sake USA is known for its best selling sake in the U.S., "Sho Chiku Bai". "Takara Mirin" and their Plum wine are also well known. Takara Sake USA has taken pure snow from the Sierra Nevada Mountains and superior rice from the fertile Sacramento Valley to create its products with traditional sake-making craftsmanship and modern technology.

SUN NOODLE

33



Come try Sun Noodle's Ramen, Japanese noodle soup, and Yakisoba, Japanese stir-fried noodle. The Ramen noodle is served to you with shoyu (soy sauce) or miso (soybean paste) flavored soup. The Yakisoba noodle is seasoned with a special sauce that will surely make you crave for another. Choose your favorite noodle and satisfy your appetite.

Tokyo Table Restaurant & Bar

37



Tokyo Table offers a unique dining experience featuring contemporary Japanese cuisine, or what has been called, Japanese soul food. The restaurant has carved out a dining niche that offers authentic tastes of Tokyo with a menu of Japanese and ethnically-inspired family-style dishes that have emerged as the new trend in Japanese cuisine. *Step into Tokyo. Step in Tokyo Table.*

Tsukiji International, Inc.

38



Tsukiji Int'l, Inc. is a specialist of very unique sushi-topping products. Tsukiji group has over 30-years experiences in this industry to develop sushi market in the world. Try our 100%-yeiled- new products that are made from fresh material and processed under the highest sanitary condition. Now you are a "SUSHI CHEF"!!

Yakult U.S.A., Inc.

40



Yakult is committed to researching the endless applications for probiotics, with more than 70 years of scientific study and investigation. Yakult contains 8 billion *Lactobacillus casei Shirota*, our exclusive "friendly" bacteria that effects the digestive system and overall health maintenance. Daily consumption helps balance the digestive system and support immune function.

YAEGAKI Corporation of USA

39



"MU"sake is American favorite Junmai Daiginjo Sake. From your first sip, you will be satisfied by the brilliantly aromatic and complex flavor of Junmai Daiginjo. This aroma from this sake is not cloying, but rather leaves a smooth, light, and refreshing taste.

YAMAMOTOYAMA of America

41



Yamamotoyama is one of the oldest Green Tea and Sushi Nori maker in Japan. The company is over three centuries old and it originated as a Green Tea merchant in Edo (Tokyo). Yamamotoyama is proud to introduce its "Soy Wrappers" along with its tastefully refreshing Iced Green Tea. The colorful soy wrappers are made entirely from non-GMO Soybean and other natural ingredients.