

# Venturing Into a New Era Report 3

What's HOT at the 32ND MUTUAL TRADING JAPANESE FOOD & RESTAURANT EXPO

一新紀元～新たな時代へ新たな挑戦 日本食レストランエキスポ レポート3  
注目された話題の商品

After a three years' hiatus, Mutual Trading's Japanese Food & Restaurant Expo (JFRE) returned to the Pasadena Convention Center. Over 150 suppliers joined to inspire the nearly 2,500 guests with ideas and new products showcased to help businesses develop new concepts and trends. Likewise, on the east coast, New York Mutual Trading reached an all-time high with nearly 1,900 guests, featuring 153 suppliers.

Mutual Trading continues to pledge fostering Washoku business growth by bringing suppliers and food trade professionals closer, all under one roof, to what's now become the largest and longest running trade show of its kind outside of Japan. In 2024, the Cherry Company in Honolulu plans to host the Show in late spring, followed by New York and Los Angeles in September.

3年振りにバサデナ・コンベンション・センターで開催されたMutual Trading日本食レストラン・エキスポ (JFRE)。150社以上のサプライヤーが参加し、約2,500人の来場者に企業の新しいコンセプトやトレンドの開発を支援するアイデアや新製品が紹介された。同様に東海岸のNew York Mutual Tradingでは153社のサプライヤーが参加し、約1,900人のゲストを迎え、過去最高の数字を記録した。

Mutual Tradingはサプライヤーと食品業界関係者を一堂に集め、この種のトレードショーにおいては日本国外で最大かつ最も長い歴史を持ち続けながら、和食ビジネスの成長を促進するということを誓い続けている。2024年には、ホノルルのCherry Companyが晩春に、そしてニューヨークとロサンゼルスが9月にエキスポを開催する予定だ。

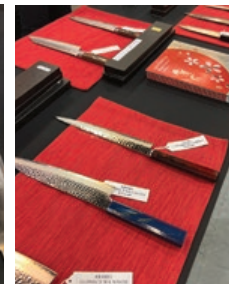


## Attention Grabbers

### Aoki Hamono



Wa-Bocho engravings, designed and hand-etched by Michiko Kubota of Aoki Hamono.



### Kuramoto Ice



### Kuramoto Ice Series:

10/3 # Cube #13678  
8/2.82 # Sphere L \$78679  
12/2.29 # Stick \$78687

Junpyo, the hand-crafted pure-ice, imported from Japan. Aesthetically-shaped, dense-frozen for a slow-melt, and clear of impurities and micro-air bubbles for a clean taste. Comes in a variety of shapes and sizes: sphere, cube, stick.

## NEW from KINJIRUSHI



### Kin Yuzu Oil

16/5.07 fl oz #20725  
Just the Yuzu essence and aroma, without the sour taste.

### (Left) Kin Wasabi Soy Sauce Power

30/2.12 oz #33334



### (Center) Kin Yuzu Salt

30/3.53 oz #33614  
(Right) Kin Wasabi Shio  
30/3.5 oz #30622

## Noritilla by Takaokaya



A modern twist to traditional Nori sheets, in 18 cm and 9 cm rounds. Good to wrap and stuff, taco-style or into a cone.

### Taka Noritilla

10/50 pcs x 18cm #62966  
10/200 pcs x 9 cm #62967

## Miyako Plant Based Gyoza



### Miyako Plant Based Gyoza

10/17.9 oz #72959

For an easy vegan menu listing. They're ready to cook, delicious vegetable gyoza, free of animal ingredients.

## Vegan Mayo from Kewpie



### Kewpie Vegan Mayonnaise

6/64 fl oz #45102

The ever-so-popular Kewpie Mayonnaise now comes in an all-vegan alternative.

## NEWLY ARRIVED

### YUZU - PRODUCT EXTENSIONS



### Yuzu Cocktail Syrup from Kuzu Fuku & Sons

12/24.7 fl oz #20793

All natural, cane sugar sweetened syrup that's sweet, with refreshing acidity and a slight bitterness. Easy to use, versatile for foods and drinks.



### Suigei Kaju 39

12/720 ml #10546  
Yuzu liqueur 9% ABV, brewed by Suigei Brewery of Kochi, known for their popular Drunken Whale Sake line.

## Okuaizu Premium Natural Mineral Water by Harves Co., Ltd.

From Japan's one and only natural, soft and sparkling water, bottled at the source. Served at state dinners to international dignitaries and at over 30 Michelin-starred restaurants, Okuaizu is a brand known as the finest throughout Japan's hotel and restaurant communities.



### Mineral Water Blue

12/16.7 fl oz #11013

### Sparkling Mineral Water Red

12/16.7 fl oz #11012



## ON THE RAMEN FRONT

### Kyoto Katsubushi



A number of Ramen product-line suppliers drew heightened interest, each proposing quality and unique propositions for the Ramen industry's ever-growing business expansion.

### Wakou USA



Introducing Dashi base ingredients specifically suitable for Ramen soups.

Highlighting Vegan Ramen soup bases.

### Somi Foods



Providing a wide variety of ready-made Ramen soup bases.

### Shinmarusho Co., Ltd.



Presenting flavored oils to accentuate Umami-richness, and to create unique, signature soups.