



Yamamori Trading Co. Ltd.

YTC NEWS LETTER

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Japanese Cooking Show at Institute of Food and Product Development (IFRPD), Kasetsart University



On February 22, 2012, YTC provided a Japanese cooking show to Food Science & Technology teachers and crew members at Institute of Food Research and Product Development, Kasetsart University in order to introduce the company's products and provide knowledge of the simple way to cook Japanese dishes. Furthermore, the other purpose of this demonstration was to generate ideas on the way to make dishes for all individuals. At the end of show, sample free gift sets were given to all audients who were attending the course for cooking at home.

Sriracha Japan Festival



On March 3, 2012, YTC sponsored of "Sriracha Japan festival". YTC booth was set to introduce the company and promote the cooking battle program on J - Channel in which Yamamori is the main sponsor of the show.

This show gives an opportunity for listeners of 93.75MHz to show theirs creative cooking skills with using Yamamori Japanese soy sauce and Japanese seasoning sauce in the recipe'.

More information on 93.75 MHz, J - Channel and Youtube (linked website of J - Channel).

Cooking food is easy and fun with Yamamori sauce.

SYC Ceremony

On March 30, Siam Yamamori (SYC) held the factory expansion ceremony.

The Expansion is to contribute production capacity for increasing demand of Japanese food in Thailand.





Technical Information

Japanese restaurants are mushrooming worldwide. The increasing number of Japanese restaurants in Bangkok is very good example. Then nowadays, many Japanese food terms are frequently used without any translation worldwide. And also, the overseas interest in Japanese food culture is accordingly rising.

Meanwhile, our main products are Japanese soy sauce and seasoning sauce, and the main readers for YTC News Letter are probably engaging the works concerned with Japanese foods and supposedly very interested in Japanese foods and its culture.

Therefore, the following article-(1) & (2) are picked up as the topics in this volume.

1. Definitions of Japanese food terms to frequently be used as talking about Japanese soy sauce and seasoning sauces.
2. Definition of “JUKUSEI” (Aging or Maturation)

1. Definitions of Japanese food terms to frequently be used.

- (1) “Shoyu” in Japanese means Japanese Soy Sauce.

Needless to say, “Shoyu” is one of most important ingredients to make authentic Japanese taste. “Shoyu” is produced from soybeans and wheat to be fermented with Koji mold, and it is largely categorized into two kinds by its color, KOIKUCHI and USUKUCHI. About details, please refer to YTC News Letter Vol.-11 and Vol.-14.

- (2) “Tsuyu” : Generally, “Tsuyu” means Japanese style soup.

“Tsuyu” is usually prepared by mixing soy sauce, sweetening (including Mirin or sweet cooking rice wine) and Japanese style broth, which is called as “Dashi” in Japanese. “Tsuyu” is, for example, Udon noodle Tsu-yu (soup), Soba noodle Tsu-yu (soup), Ramen noodle Tsu-yu (soup), Oden Tsu-yu (soup), Nabe (Japanese hot-pot) Tsu-yu (soup) etc.



- (3) “Tare” : Generally, **“Tare”** means Japanese style seasoning sauce. “Tare” is usually prepared by mixing soy sauce, sweetening and so on. Depending upon its purpose of use, it sometimes has some viscosity to easily stick to materials. Tare is for example, Yaki-niku Tare (sauce), Teriyaki Tare (sauce), Kara-age Tare (sauce) etc.



Soy sauce for “Tare” and “Tsuyu”

“Tare” and “Tsuyu” are prepared directly from Japanese soy sauce mixed together with sugar, Mirin (cooking rice wine) and the other flavoring materials. But **“Hon-Kaeshi”** is sometime to be used instead of soy sauce.

- **HON-KAESHI** is a traditional Japanese seasoning sauce to be made by re-boiling soy sauce with Mirin, sugar and so on.
- After the above process, it shall be storage for more **than 10 days for aging**.
- When preparing TARE and/or TSUYU, **by using HON-KAESHI as base sauce**, the aged mellow taste and flavor are to be given to TARE and TSUYU.

2. Definition of “JUKUSEI”

This word, “JUKUSEI” is very frequently used to talk about Japanese taste. “JUKUSEI” in Japanese means “Aging”, “Maturation”, “Conditioning” and/or “Ripening” in English. At any case (any word may be referred as translation), “JUKUSEI” means that the quality is changed to be better.

The aged mellow taste and flavor of “Hon-Kaeshi” mentioned above are very good example to see the meaning of the word of “JUKUSEI”.

We believe that the taste and flavor of “JUKUSEI” may help your R&D work to make more authentic Japanese food with Japanese “Tsuyu” and “Tare”.



New Easy Recipe'

from YTC

yamamori

J-Sauce
World!

อร่อยจากธรรมชาติ



Saba Nitsuke



Songkran Festival is the Thai traditional New Year and family gathering days for celebrating and paying respect to elders.

As the traditional way in celebrating with elders, YTC would like to suggest a simple healthy menu for your beloved elders. This healthy dish is cooked by fresh Saba fish combining with the traditional Japanese Yamamori soy sauce which gives Umami taste, a little bit of salty and aroma that would help you to create an ordinary and easy Japanese dish "Saba Nitsuke" to be a sign of your love and care to your beloved ones for this Song Kran Festival.



1. Prepared fresh saba like a picture.



2. Mixed Hon-Kaeshi (Sweetened soy sauce) and water , boiling.



3. After boiling, put fresh saba and ginger slice.



4. Boiling until cooked (about 1-2 minute). Ready to serve.



Ingredients

- | | |
|------------------------------------|--------|
| 1.Fresh Saba | 400 g |
| 2.Ginger, thinly slice | 35 g |
| 3.Hon-Kaeshi (Sweetened soy sauce) | 250 cc |
| 4.Water | 250 cc |

Tips

*With the Umami taste and aroma of Japanese soy sauce, "Honkaeshi" helps Saba fish to have more delicious in taste and less salty when it is absorbed into fish meat and that is what Thai people like.