The sword-tip squid is a delicious and popular high-grade fish which is called “king of squids”. It is often mixed up with the spear squid since there are many species in the same family and it is sometimes called by similar name depending on the region, however, these two are separate species.

• Spear squid: Loligo bleekeri
• Sword-tip squid: Loligo edulis

Sword-tip squids are landed in Nanyo region in Ehimi prefecture from June to August, and once this squid is put on the market, it becomes so popular that the sales of other types of squid will fall.

Larger squids are neatly lined in a package and sent to the market. Their thick meats are tastier and they are very popular as sashimi. When they are dried, sweetness is added to good taste; therefore, they are often processed to dried squids. Smaller ones are fully packed and placed on the market. These are most delicious if cooked in soy source. The small-size sword-tip squids are called “Bara-ken” which means randomly packed “ken-saki” (sword-tip) squids.

To our question about the most delicious recipe of sword-tip squid, most of our field office staff answered “I’ve never eaten it beside sashimi. Sashimi is the best way to eat!” It is convincing that its sashimi is so popular on the market.

Since the sword-tip squid is thicker than the spear squid, it is named “sword” rather than “spear”. However, it originally belongs to the shell family and the structure of the mantle is the same as a shell.
Our Katahara Satellite Office is located just in front of the Imabari Fisheries cooperative association’s building. The fish are caught at the Kurushima Strait and delivered domestic and overseas customers. Around 10 fishermen are registered and 3 to 6 of them go fishing every day. We buy all the catch from them.

From 2 o’clock to 4:30 in the morning, they bring the fish by car. Some are Ikejime, some are kept alive. Our buyer sorts and put the fish into the aquarium. Then he reserves the engaged, and put the prices for the rest to sell on the spot.

—— Slightly boiled Pike Conger By Mail Order Sec. ——

Now we highly recommend this for summer gift-giving season.
In Kyoto, people traditionally eat this Pike Conger on the days of “Gion Festival”.

This fish looks like an eel, but with sharp teeth, fierce character, and rampant vitality. We should be careful not to be bitten when it is alive. The bones are hard and thick, and so many that professional skill is required to eat the fish for cutting the bones into pieces. This is done by our restaurant’s chef.

How is it professional?

The chef incises 26 times in a inch without cutting the skin. When this is put into boiling water, the flesh curls and it looks like a white flower. This occurs only when the fish is fresh. It tastes as good as it looks.

*To overseas clients; sorry, this product is available for the domestic market.
Akase’s Haiku  (Written by Ms Rina Akase)

“Summer sky, mouthful of a seafood sushi roll”

Have you ever tried a seafood sushi roll at the Suishi Suigun restaurant? It is the main item read in this haiku, and is a popular menu at Sushi Suigun. Many customers often compliment that “Sushi Suigun’s seafood roll is really delicious! Full of fish meats and they always taste good!”

Sometimes, we receive customer phone calls telling us that seafood rolls are “Better than the hand-rolled sushi”, but we also recommend hand-rolled sushi since they are very delicious.

Shrimp, squid, salmon, rolled egg and other ingredients are rolled in a seafood roll. One roll has a volume and filling. When I feel like eating something delicious and solid, I reserve a seafood roll for take-out, and bog into it alone in my apartment.

Seafood rolls are always customers’ favorite. Try one under high summer sky.

Additional Haiku

“Oh snail, you might know an eternity”

Long time ago, as I was watching a snail’s slow movement, I felt that this creature might know an eternity. Eternity does not exist, but why this is so slow? The instant I thought so, my heart ached and I felt a little dizzy.
To our customers:
Please fill out the following questionnaire to help us serve you better.

Please circle the number you choose and give us your comments.

1. Are you satisfied with the contents of this month’s newsletter?
   (Tell us why?)

2. Are you impressed by any article?
   1. Factory equipment  2. HACCP article  3. Manufacturing technology  4. Information on seasonal fish
   (Tell us why?)

3. What kind of information you want to read in our newsletter?

4. Do you have any request regarding our newsletter?

5. How often do you read our newsletter?
   1. Every month  2. Every few months  3. Every six months  4. Once a year

6. Do you wish to read our newsletter?
   Yes  No

Please give us your comments on the following matters.

7. Product quality
   (Tell us why?)

8. Price
   (Tell us why?)

9. Delivery schedule
   (Tell us why?)

10. Information service
    (Tell us why?)

11. Attitude toward customer
    (Tell us why?)

12. Give us your further comments.

Thank you for your cooperation. We look forward to a continued business relationship.

› Please return this questionnaire via FAX or MAIL.
For further information, please contact:
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Air Mail from Setouchi  July 2011