



森松水産より

瀬戸内

エアメール

2011
8
August

Air Mail from Setouchi

We deliver seasonal seafoods from the bounty of the sea all over Japan

Imabari, Ehime

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The 13th
Japan International
Seafood &
Technology Expo

応援の海産物日本
第13回「ジャパン・インターナショナル・シーフードショー」
The 13th Japan International Seafood & Technology Expo
同時開催 全国すし商生活衛生同業組合連合会
「全国 美味しい 美しい 伝統の技 日本のすしコンクール」
2011年7月27日(木) ~ 29日(金)
10:00~17:00 2011年 秋田県 東京ビッグサイト(東5・6ホール)

~Tokyo Seafood Show~

Written by Ms Sasaki

“The 13th Japan International Seafood Show in Tokyo” was held at Tokyo Big Site in Odaiba from July 27 to 29. Five members from Morimatsu Suisan attended the company booth: Beside president Morimatsu, Mr. Kaga, Ms Kawamata and Sasaki (the writer of this column) attended from the Head Office, and Ms Yamamoto participated from the Tokyo Sales Office.

We brought in the “Soft-to-the-bone Sea Bream Rice” and the “Lightly-grilled yellowtail” (Yellowtail tataki) for tasting. The sea bream rice gave the customers a pleasant surprise because of its special feature that it could be eaten to the bones. Its sophisticated taste seemed to be well accepted by the customers and they were reading our leaflet with keen interest. The “Lightly-grilled yellowtail” is our unique product. It was the first time for many customers to see yellowtail cooked in the tataki style. Once they tasted, “Delicious!” was their comment. This product is not yet widely recognized but its taste seems to be well-received.

I found that it was very encouraging to hear the comments directly from the customers. I would never know if I had stayed in the office. Furthermore, I was able to objectively see our products through the conversation with the customers. Meeting with customers is very valuable. I would like to have as many opportunities as possible in the future.



Ikuko Kawamata Satoshi Morimatsu
Tomoko Sasaki Tomoaki Kaga Kazuko Yamamoto





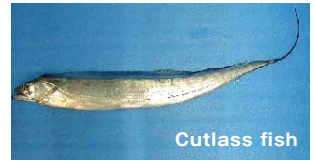
Local fish market Catch Best

20

By Ms. Hosokawa



| | | | | | |
|------|-----------------------|-------|-----------------------------------|-------|-------------------------------|
| No.1 | Cutlass fish →1 | No.6 | Pike conger ↗9 | No.11 | Bigfin Reef Squid ↗24 |
| No.2 | Sea bream →2 | No.7 | Black scraper ↘5 | No.12 | Marbled rockfish ↗23 |
| No.3 | Octopus →3 | No.8 | True squid ↘4 | No.13 | Crimson sea-bream ↘8 |
| No.4 | Spotted Shark ↗6 | No.9 | vertical striped cardinalfish ↗13 | No.14 | Rigthead flounder ↘14 |
| No.5 | Shorttail stingray ↗7 | No.10 | Shrimp →10 | No.15 | Sillago ↗21 |
| | | | | No.16 | Haplogeny mucronatus ↗28 |
| | | | | No.17 | Black cow-tongue ↗19 |
| | | | | No.18 | Japanese black porgy ↘17 |
| | | | | No.19 | Conger myriaster ↘14 |
| | | | | No.20 | Susgrundus meerdervoortii →20 |



Cutlass fish



Spotted Shark



Pike conger

Ranking 1 to 3 are the same as before. Total catch in July is less than the one in June. The reasons seem that the rainy season affected the flow of the tide and the heavy typhoons.

Speaking of summer fish, it reminds us of Pike conger. At the end of the rainy season, it is prized and highly valued in the market. It tastes simple but unexpectedly rich in fat and nutritious. Now the season begins.

Our recommendation (Domestic mail order)

Lightly-grilled Yellowtail

Written by Ms. Shigemi

Using Rumijapan's leading product yellowtail, "Lightly-grilled Yellowtail" is a fast-rising star with appetizing grilled flavor and rich taste. Being processed to prevent from color change of the flesh and to take out the fishy smell, the block surface is slightly burnt. Its garnish vegetable is included in the same package. Now, Attention the source! This source is blended by the previous president who knew thoroughly yellowtail. It is a little bit sweet, and it is mixed with soy source. Its harmony with our grilled yellowtail is so good. Now, let me suggest you one variation of this source. When you are wilting in the summer heat, squeeze some lemon or any citrus in the source. I am sure your appetite will recover!

The product is available all year round.



Contents

- . Lightly grilled Yellowtail 500g
- . Vegetables (sliced onion, chopped chive)
- . Source 100cc
- . Grated garlic

Best use in 7 days after manufactured (Keep below 10 degrees C)



Akase's Haiku (Written by Ms Rina Akase)

“Grilling squids, an old man calls in the customers with sticky voice”

Although born in summer, I am not fond of summer because I hate to become sweaty. On the other hand, I love seasonal features of summer such as wind bells, yukata (summer cotton kimono) and fireworks. They truly remind me of traditional Japanese touch.

For me, August is the month of festival. I wrote the above haiku when I was watching the fireworks displayed at nearby river during my school days. Under the summer night sky, several fishing boats were floating in the river with their lights glittering so bright. The scene was really fantastic.

There were many stalls which were selling the crashed ice desert, grilled corns, apple candies, etc. Among them, I was impressed by the voice of an old man who was grilling squids. Those squids looked and smelled really delicious as they were grilled on the cast-iron pan with juicy sound and rising smoke. The old man kept working until the end of the festival selling with a sticky voice, “Came on in fellows! Buy a grilled squid!”

As I was writing this column, I felt like going to see the fireworks wearing a yukata.

About the Season Words

The season word for the month of August on the Chinese lunar calendar is “Hazuki” (the month of leaves). August on the lunar calendar corresponds to the period from early September to early October on the solar calendar. The ancient people considered that the most suitable object or scenery characteristic of the season was the moon. At present, the word “August” reminds us of the heat and humidity, however the word “Hazuki” sounds very cool. Is it because the combination of the words “Ha” (leaves) and “Tsuki (or zuki)” (the moon)? It sounds so delicate and beautiful.



We have newly set up a **facebook** page.

<http://www.facebook.com/rumijapan>  LIKE!!





QUESTIONNAIRE

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?**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied
(Tell us why?)

② **Are you impressed by any article?**

1. Factory equipment 2. HACCP article 3. Manufacturing technology 4. Information on seasonal fish
5. Expo notice or report 6. System related information 7. Morimatsu Suisan's company events 8. Others ()
(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**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied
(Tell us why?)

⑧ **Price**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied
(Tell us why?)

⑨ **Delivery schedule**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied
(Tell us why?)

⑩ **Information service**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied
(Tell us why?)

⑪ **Attitude toward customer**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied
(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.

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