

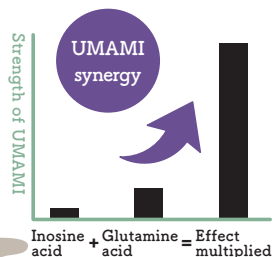
Once in a lifetime deliciousness

Charm and character of Edo-mae Chiba NORI

What makes NORI so delicious? The crispness? The tenderness? We hear many different opinions, but above all, we believe “Flavor and fragrance” are the most important! Chiba NORI’s pursuit of “Flavor and fragrance” mean research and efforts are being made daily for quality improvement. The high quality of the fragrance of Chiba NORI is guaranteed; and regarding the Flavor, it melts on the tongue and UMAMI taste spreads throughout your mouth.



The key to the Flavor is the “UMAMI component” of NORI. As in Konbu (Kelp), NORI contains a rich supply of the UMAMI component of glutamine acid. Also, in the process of drying raw NORI, Inosine acid is said to become more abundant, and the combination of Glutamine acid and Inosine acid create an “UMAMI synergy” and an even richer Flavor is born.



One of the points of commitment during the production of Chiba NORI is “changing the nets frequently”. By the NORI fishermen spending time changing the nets, freshly sprouted NORI can be cultivated more frequently, allowing for cultivation of a higher quality and tender NORI. “Edo-region Chiba NORI” will continue to evolve and pursue even further delicious Flavor, while appreciating the blessings of nature such as the abundant nutrients poured into Tokyo Bay from the Kanto Plain and the tranquil tidal flats suitable for cultivating NORI.

Best storage method of NORI

The greatest enemies of NORI are humidity and oxidation.

- Once the package has been opened, consume NORI as soon as possible. (Except for the aluminium bag, humidity and oxygen can penetrate and cause staling.)
- In the case that you cannot consume the entire contents, tightly seal the bag and store in the refrigerator. Storage in an air-tight aluminium tin is also acceptable.
- For long-term storage, keep bag unopened, or tightly seal the bag and store in the refrigerator. Note: When removing from the refrigerator or freezer, ensure the package remains sealed until it is brought to room temperature before opening.



A little luxury Always Chiba NORI

Edo-mae
(Tokyo) (region)
Chiba NORI
(Chiba prefecture) (Dried seaweed sheet)



Chiba prefecture
Mascot character
CHI-BA+KUN

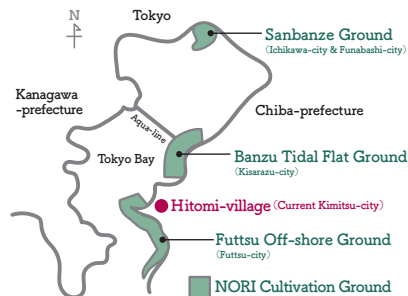
Continuing to preserve the Edo(Tokyo)-mae(region) tradition for 200 years

The Chiba prefecture NORI cultivation was started in 1822 in Hitomi-village (now Kimitsu-city) by Oumiya Jinbei, a NORI wholesaler from Edo (now Tokyo) Yotsuya.

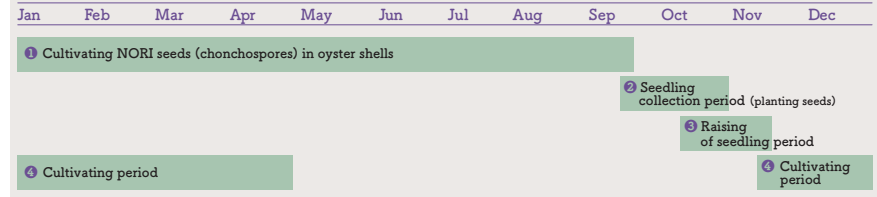
Since then, NORI cultivation spread to the surrounding villages and gained name recognition throughout the country as Kazusa NORI.

Tokyo came first in the nation in NORI production value until the 1930's, but Chiba prefecture overtook Tokyo to be number one in 1940.

By the early 1960's, Tokyo's NORI cultivation had all but disappeared, and at present, 97% of Edo (Tokyo)-mae(region) NORI is cultivated by approximately 200 of the Chiba prefecture NORI fishermen protecting and carrying on the tradition.



How to produce Chiba NORI



Start

- 1 Specially selected outstanding variety of free filaments are planted on oyster shells.



★ Free filament : Summer stage of NORI

Oyster shells are hung from poles, and water temperature and light are adjusted as seeds are cultivated in a tank.



Around August, the oyster shells become black, covered in NORI seeds.



★ Left photo is right after planting seeds; right photo is shell covered in NORI seeds.

- 3 NORI nets are spread across the sea and NORI is cultivated.



* Nets are spread across the sea's surface for a set amount of time to dry out and create strong NORI seed nets. Once the NORI grows to 1cm, the nets are preserved in a freezer.

- 2 The NORI seeds (chonchospores) cultivated in the oyster shells are planted onto NORI nets.



* The tank below contains oyster shells with NORI seeds. By wrapping the NORI net around the wheel mechanism above, the seeds come out from the oyster shell onto the NORI net.

- 4 Once the NORI grows to 15-20 cm, it can be harvested. 4-5 rounds of harvesting can take place using one net.

Commitment point

In order to cultivate more tender NORI, "Edo-region Chiba NORI" frequently change the nets.



NORI is harvested using a purpose-built boat. It lifts up the NORI net and trims off the NORI with a cutter.

* When you imagine that it was historically hand-picked, it must have been cold and very tedious work.



The cultivated NORI is carefully washed by the NORI fisherman. A machine processes it like paper and dries it.



The dried NORI, after a grade inspection by the Fisheries Cooperative Association, will be put out for bidding at the cooperative market. Brokers (NORI wholesaler) will look at samples and make successful bids on the NORI they would like to purchase.



The successfully bid NORI is taken to each respective factory to be processed and commoditized into roasted NORI and Flavored NORI, and onto supermarkets, school lunches, and to your dinner tables.



Goal

CHI-BA+KUN
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