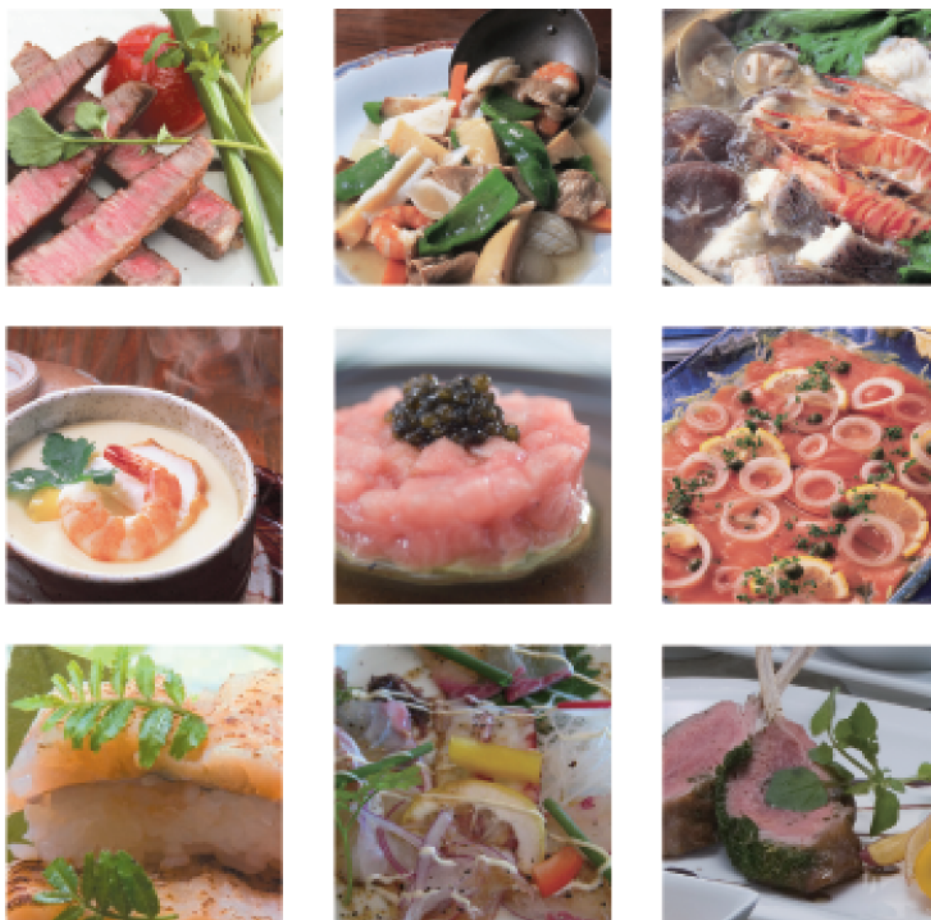


THE SECRET INGREDIENT OF THREE-STAR RESTAURANTS

MAKES THE MOST OF INGREDIENTS, BRINGS OUT UMAMI, AND BALANCES FLAVORS
A CHEF'S TRUE CO-STAR IN THE KITCHEN



Ayu Fish Sauce Advantages in cooking

● Makes the most of ingredients

Normally, all cooking ingredients have both good flavors and bad flavors contained within them. While it is true that bad flavors may be hardly present in a given ingredient, after being subjected to the stresses of cooking even this small amount may manifest itself on the palate. Ayu Fish Sauce contains large amounts of amino peptides that don't mask bad flavors; they react and effectively reduce and remove them. By bringing only the best flavors to the forefront of your cooking, Ayu Fish Sauce reveals the true taste of the ingredients at hand.

Soy sauce is generally known for having a distinctive odor that permeates the cooking it is used in. As a result, the other flavors of the dish are diminished. In contrast to this, Ayu Fish Sauce leaves barely a trace of fish flavors, as it instead brings out the pure flavors and aromas of the dish. It truly makes the most of your ingredients.

This flavor enhancing ability is the primary reason why Ayu Fish Sauce is preferred by top professional chefs.

(Example dishes) Carpaccio, sautéed onions, steaks, marinades, etc.

● Brings out umami

Umami, also known as the "fifth taste", describes the savory sensations of food that cannot be classified into the traditional four tastes of sweet, salty, sour, and bitter. Umami flavors are created through the presence of amino acids, and these usually can be found in small amounts in all foods. Ayu Fish Sauce contains a markedly high amount of amino acids for a seasoning, with twice the amount of amino acids found in soy sauce. When these amino acids blend with the other amino acids of the ingredients of a dish, the umami flavor is amplified and brings a whole new level of taste to any cooking.

(Example dishes) Stewed fish, hot pot, soups, etc

● Balances flavors

It could be said that Ayu Fish Sauce is not just a seasoning, but also a "flavor balancer". When added at the end of the cooking process, various disparate flavors are unified, creating a well-balanced, delicious dish.

(Example dishes) Stews, broths, rice dishes, noodles, etc.

(Food preparation) Ayu Fish Sauce can be used as a high-quality additive in the preparation of dried fish, packaged or processed meats, etc.

A natural seasoning born from Ayu fish and salt.



ayu gyosyo

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A new taste sensation in the world of cooking.

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