



We will provide fresh products of the sea  
from “Seafood Town” Kadogawa, Miyazaki, Japan



**MIZUNAGASUISAN Co., Ltd.**

—旬・鮮・海・幸—



Kadogawa is located in  
the north of Miyazaki,  
Kyusyu, Japan

# Company Philosophy and Business Vision

## Company Philosophy



- Enhance our business with “Integrity”, “Advancement” and “Appreciation” in mind to increase Customer satisfaction
- Strive to be the rewarding company where each employee can carry out his or her work with responsibility making the best use of each expertise
- Contribute to healthy life with richness at heart and food culture, and aim to be the company that earns trust and empathy of local community

## Business Vision

- Our aim is to provide Customer with quality products to respond to Customer requirements with enhancement of processing technology and keeping Customer trust built since the company was established in 1949



# Company Profile

■ **Company Name** MIZUNAGASUISAN Co., Ltd.

■ **Head Office** 9083-1 Ohwaza  
Kadogawa-ozue,  
Kadogawa,  
Higashiusukigun,  
Miyazaki, Japan

Tel: 81-(0) 982-63-1032

■ **Established** April, 1949

■ **Capital** 40 million Yen  
(As of May 2014)

## ■ Business Activities

- Processing marine products from Miyazaki and other area of Kyusyu to produce Chirimen, Hirakiboshi, Maruboshi, Niboshi, etc. and their sales

■ **President** Ryuichi Kurogi

■ **Number of Employee** 66 (including part time)

■ **Major Banks** Miyazaki Bank  
Miyazaki Taiyo Bank



## Origin of Company Logo (History of Sanukiya)

The origin of company logo dates back to the middle of Edo period.

In those days, Sanukiya (trade name ) carried on fishery and ship wholesale business and traded with mainly Kansai area.

㊦ “さ(Sa)” in the logo circle was taken from the initial of “Sanukiya”.

Throughout Meiji, Taisyō and Syōwa period, Sanukiya was engaged in processing of boiled and dried fish in addition to dried bonito.

After the World War II, its fishing method was shifted to round haul net fishing (Makiami) from “bonito catch” and Sanukiya was engaged in processing of fishes like Japanese horse mackerel and sardine.

In 1949, a Limited Partnership Company “Mizunaga Syoten” was established Mr. Sadakichi Mizunaga.

We are committed to inherit challenging spirit and persistent questing mind of our predecessors and aim to provide quality products to give a high level of satisfaction to Customer.



Bonito Facility in the early days of Taisyō Period



Head Office Facility in 1935



Mr. Masutaro Kurogi and Mr. Sadakichi Mizunaga in 1960



# Company History

Incorporation of a  
Limited Partnership  
Company

Incorporation of a  
Joint-stock  
Company

New Processing  
Facilities

## April 1949

Started Marine Products Processing and Sales under Limited Partnership Company "Mizunaga Syoten"

## April 1970

Started Processing of Chirimen (Boiled and Dried Baby Sardines)

## October 1973

Opened a direct-sales depot at Honmachi, Kadogawa

## June 1990

Opened a direct-sales depot at Minamimachi, Kadogawa

## July 1991

Established Limited Liability Company "MIZUNAGASUISAN"

## June 1997

Established Joint Stock Company "MIZUNAGASUISAN"

## October 1997

Established New Facility at Minamimachi

## August 1998

Opened No.2 direct-sales depot in Miyazaki-city

## October 2000

Opened No.3 direct-sales depot in Miyazaki-city

## March 2004

Opened Processing Facility of Boiled and Dried Baby Sardines in Nobeoka -city

## October 2010

Opened No.4 direct-sales depot in Shintomicho

## July 2011

Established a new processing facility at Head Office site



## November 2012

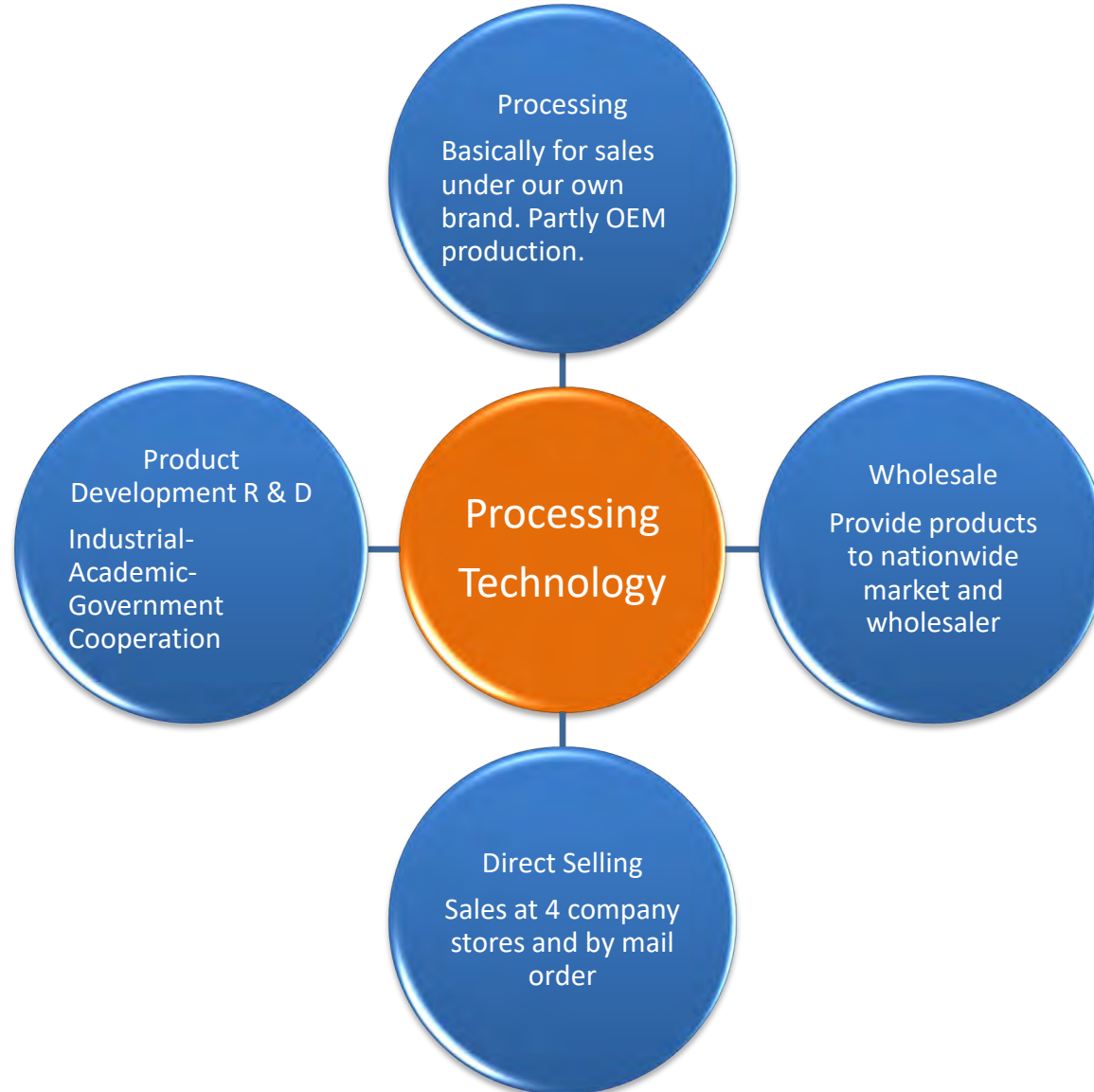
Started sales of dietary supplement "Jakorimento"

## February 2015

6 products were selected in "Fast Fish" promoted by the Fisheries Agency

# Business Activities

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# Product Line-up ①



## Whitebait Related Products

- The product is made at our own facility from fresh baby sardines caught in Hyuga-nada Sea, off the coast of Miyazaki under severe quality control



The Japanese Revolution woven by the harmony of "shirasu" and "cottonseed oil"  
Product "Oil Chilimen"

High-quality shirasu with three flavors from Hyuga-nada  
A gem that is mellowly finished with cottonseed oil



It is a product that combines natural shirasu and extra virgin olive oil.

The flavor of sardines is soaked in the oil, giving it an elegant finish.

# ① Whitebait(Shirasu) Related

## Processing fresh whitebait at our own facility

- After freshly boiled, straight-from-the-pot whitebait is mechanically dried or sun-dried under severe quality control

## Product Line-up

- Shirasu-boshi、Kamaage-Shirasu、Jyokan-Chirimen、Kaeri-Chirimenn

## How to eat

- Shirasu-Gohan: Put Shirasu on rice
- Side dish: Mixed with grated daikon radish or with soya sauce
- Ingredients for omelet, okonomiyaki, chirimensansyo





## ② "Oil Chirimen" series

Hyuga Nada's Shirasu, rich and umami cottonseed oil

- It is a blend of fresh "shirasu" with black pepper, basil flavor, yuzu pepper flavor, and mentai flavor. Rich and delicious cottonseed oil is intertwined

Product Line-up

- Oil chirimen (black pepper and basil) (yuzu pepper flavor) (shirasumentai)

How to eat

- Serve with pasta, vegetable salad, canapes and wine



## ③ Whitebait(Shirasu) Ahijo

### Product Features

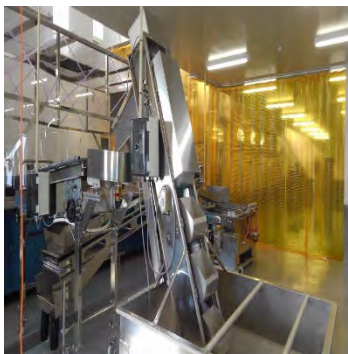
- The combination of extra virgin olive oil and natural shirasu makes it the finest ajillo.
- The umami of shirasu is added to the oil, making it very delicious.
- After freshly boiled, straight-from-the-pot whitebait is mechanically dried or sun-dried under severe quality control

### How to eat

- Pasta , Wine , Sarad , Bread



# New factory introduction



Automatic kettle



Automatic dryer

## Factory overview

- **HACCP compliant facility maintenance business for export of food industry**

We will strive to make Miyazaki's "delicious shirasu" enjoyable by many customers through a safe and secure production process.

## detail

- **Site area ⇒ ⇒ ⇒ ⇒ ⇒ 5,451 m<sup>2</sup>**
- **Steel-framed one-story building ⇒ 1883.54 m<sup>2</sup>**
- **We make Shirasu related products.**
- **Scheduled to acquire HACCP for the US**

## Award from National Board of Review for Processed Marine Products

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- 2000** National Processed Marine Product Association, The Chairman's Award (Urume Maruboshi)
- 2001** National Processed Marine Product Association, The Chairman's Award (Aji Ichiyaboshi)
- 2002** Japan Fisheries Association , The Chairman's Award (Chirimen)
- 2003** Director General of the Fisheries Agency Prize (Kamasu Ichiyaboshi)
- 2006** Japan Fisheries Association , The Chairman's Award (Seasoning for Kamaage-Shirasu-don)
- 2007** National Processed Marine Product Association, The Chairman's Award  
(Yakijyouzu ▪ Tachizakuraboshi)
- 2008** Minister of Agriculture, Forestry and Fisheries Prize (Himukano Tojinboshi)
- 2009** Governor of Tokyo Prize (Seasoning for Kamaage-sirasu )
- 2010** Japan Fisheries Association , The Chairman's Award (Ika Shiokara Moromizuke)
- 2015** National Fisheries Processing Products Examination Committee: Received the National Fisheries  
Processing Association Chairman's Award (Kaoru Himono)
- 2016** National Fisheries Processed Products Examination Committee: Received the Youth Award (Oil Chirimen  
Pepper Basil)
- 2017** National Fisheries Processed Products Examination Committee: Tokyo Governor's Award (ginger mackerel)

## Award from National Board of Review for Processed Marine Products

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- 2020 National Fisheries Processed Products Examination Committee: Received the Fisheries Agency Commissioner's Award (dashi stocked mackerel)**
- 2021 National Fisheries Processed Products Examination Committee: Received the Youth Award (Dashi Stock Mackerel)**
- 2022 National Fisheries Processing Industry Cooperative Association Chairman's Award (Dried sardines)**

# Contact Us

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