



#### Discover Ehime specialties, "Sugoaji"



愛媛の逸品を見つけるポータルサイト

愛媛百貨選



"Sugoaji" are specially selected farm produce and foods from Ehime Prefecture, including such delicacies as red sea bream and citrus fruits which can be found on this portal site.

#### Get your favorite speciality food from Ehime



A large variety of items from Ehime including "Sugoaji" can be found here.

#### Check our SNS: Ehime special products are posted as well.

#### We are also sending out "Sugoaji." on SNS!

In order to increase awareness of Ehime Prefecture's product brands, including "Sugo aji", as well as expand sales channels, we continue to provide information on the prefecture's special products and the activities of our sales headquarters. More love from Ehime!



Instagram



@ehime\_eigyohonbu



Facebook



@ehime.sales

#### Inquiries regarding the database and listed companies

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EHIME SUGOAJI



# Ehime Prefecture, The Citrus Kingdom

## Citrus production volume Number 1 in Japan!!

※Specialty Fruit Tree Production Trend Survey(2021)

### Unshu Mikan (Mandarin oranges)



The face of Ehime, known as the Citrus Kingdom. The citrus fruit of this area contains sweet juice encased in soft delicate skin and is a joy to eat. In summer greenhouse-grown Unshu Mikan is the perfect thing to give as gifts.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Harehime



This citrus fruit is a cross between Kiyomi, Osceola and Mikan fruits. It has a refreshing orange flavor and can be peeled by hand and conveniently eaten by its inner sections.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Iyokan



In Ehime, the cultivation first began in Matsuyama in 1889. It has a refreshing sweetness and aroma that fills your mouth.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Ponkan



Native to India, it was eventually introduced to Japan. The skin can be peeled off by hand and the inner sections can be easily eaten. It is characterized by its strong sweetness and aroma.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Shiranui (Dekopon)



Crossbreeding the Kiyomi and Ponkan fruits. The convexity at the top of the fruit is a trademark. The sweet fruit pops in your mouth. It can be peeled by hand and eaten in sections.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Harumi



Dekopon's younger sister citrus was created by crossing Kiyomi and Ponkan fruits. It can be peeled by hand and eaten in sections. It tastes very sweet and is extremely juicy.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Setoka



A cross between Kiyomi, Encore and Murcott fruits. It has received a great deal of attention recently. Perfect as a luxury gift. It is characterized by its juiciness and rich sweetness.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Hassaku



It is characterized by a faint bitterness and unique texture. It has a strong popularity.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Amanatsu



The refreshing taste of sweetness and sourness is a perfect match for early summer.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Haruka



An accidental seedling of Hyuganatsu fruit. It is characterized by a refreshing sweetness delicious aftertaste.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Blood Oranges



The varieties cultivated in Ehime are "Tarocco" and "Moro." It has a distinctive red flesh and flavor. It is ideal for cut fruit and juices.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Kiyomi



Crossbreeding Mikan with standard oranges. It is characterized by rich juice and mellow pulp. Perfect for cut fruit.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Kawachi Bankan



It is called Japanese grapefruit and has a juicy and refreshing taste. Sold under product names such as "Mishokan" and "Uwa Gold."

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Kara (Natsumi)



A citrus fruit that can be eaten like a Mikan fruit in April and May. It is characterized by its juicy texture and rich flavor.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Lemons



A citrus fruit with a sharp sour taste. Lemons with green skin show freshness, and proof of domestic cultivation.

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

## Main original varieties of Ehime

### Ehime Kashi No.28 Beni Madonna (Nanko x Amakusa)



This fruit has a thin skin and a melt-in-your-mouth texture. Perfect for cut fruit. This variety was registered in March 2005. (Developed by Ehime Prefecture)

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Kanpei (Nishinokaori x Ponkan)



It is characterized by its unique texture and rich taste. This fruit is among the highest quality products that meet quality standards and is sold as "Ehime Queen Splash". This variety was registered in August 2007. (Developed by Ehime Prefecture)

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

### Ehime Kashi No. 48 Beni Princess (Ehime Kashi No.28 x Kanpei)



This variety has both the texture of Beni Madonna and the deep sweetness of Kanpei. Trademark application filed in August 2019. (Developed by Ehime Prefecture)

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

# Fishery Kingdom, Ehime

## Marine aquaculture output Number 1 in Japan!!

※Annual Report of Fisheries and Aquaculture Production Statistics (2021)



Marine aquaculture production volume  
Number 1 in Japan (2021)

### Striped Jack

Source: Agriculture, Forestry and Fisheries Statistics



Marine aquaculture production volume  
Number 1 in Japan (2021)

### Red Sea Bream

Source: Agriculture, Forestry and Fisheries Statistics



愛媛で育てた魚です

愛育フィッシュ

### Yellowtail

Marine aquaculture production volume  
Number 2 in Japan (2021)



Source: Agriculture, Forestry and Fisheries Statistics



### Mahata (Convict Grouper)



### Suma (Eastern Little Tuna)

### Bluefin Tuna



### Various "Aikku Fish"



### Japanese Jack Mackerel



### Umazurahagi (Black scraper)



### Isaki (Chicken grunt)

### Kue (Longtooth Grouper)



### Flounder



### Chub Mackerel



### Hiramasa (Yellowtail Amberjack)



### Sea Bass



### Kanpachi (Greater Amberjack)



### tiger pufferfish

### Spotted Knifejaw





## Fruits



Chestnut



Domestic Naturally Grown Avocado



Rainbow Kiwi

Mangoes



## Vegetables



Fresh Shiitake Mushrooms



Kinukawa Eggplant



Iyo-Bijin Taro



Asparagus



Komekko Eggs



8020 Yogurt

## Dairy products/Eggs



Kezuri Kamaboko (Seasoning made with Kamaboko Fish Delicacy)



Jakokatsu (Fried Minced Fish Cutlet)

Ganso Fish Sausage



Jakoten (Fried Minced Fish)

## Paste



## Livestock Products



Himekko Jidori (Free-range Chicken)



Ehime Akane Wagyu Beef



Ehime Amatoro Pork

## Seafood



Uwajima Sea Bream Rice



Cooked Sea Bream Rice



Boiled Whitebait



Tai-no-Tai (Fried Sea Bream)



Setouchi Bar - Sea Bream and Dried Tomato with Basil Olives



Marutotto



Bone-Cut Ham Conger Eel



Round Herring Whole Dried



Hohoh Caviar

# Ehime - The King of Ingredients



Gance (Minced Fish Fried with Bread Crumbs)

## Tofu/Side Dishes



Tofu with Scattered Topping

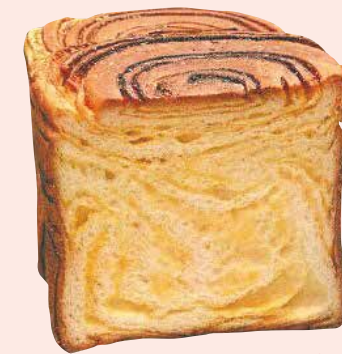


Matsuyama Age (Fried Tofu Sheet)

Yawata Shumai (Steamed Meat Dumpling)



## Bread/Jam



Mandarin Bread

Honey from Mandarin Orange Blossoms



Carri-to-curry (Curry Bread)



Jakoten (Fried Minced Fish)



Marmalade & Jam

Mandarin Melon Bread





# Rice/Rice Accompaniment



Himeno-rin (Rice)

Hime-mochi-mugi (Pure Barley)



Sardines marinated in Anchovy Oil



# Seasonings



Salted Mandarin Dressing



Soy Sauce with Pheasant Broth



Kodomo-Ketchup (Naturally sweet)



Barley miso



Hamo (Conger Eel) Soup Stock

# Noodles



Matsuyama Nabeyaki Udon Noodles



Okomen (Rice Noodles)



Pure Barley Pasta

# Dried Foods



Iriko (Small Dried Sardines)



Dried Tomatoes

Organic Log Dried Shiitake Mushrooms



Kinu-aonori (Dried Seaweed)

# Ehime - The Kingdom of Ingredients SUGOAJI



Dogo Pickles



Amanatsu-daikon Radish



Toshima Yellowtail Marinated in Olive Oil

Sesame SardineTsukudani (Marinated in soy sauce)



# Pickles



Blood Orange Salted Chocolate



Vegilico (Small dried sardines coated with vegetable powder)



Portable palm-sized for cycling, hiking, etc.

Replenishing carbohydrates with yokan

Up-cycle Yokan (Sweet bean jelly)

# Sweets



Kozakana-no Futanani (Small dried fish marinated in soy sauce)



Shirokawa Original Mont Blanc



Komatsu Pudding



Suclair (Semi-dried Fuji Persimmon)



Micchan Daifuku Premium



Italian Gelato



Frozen Mandarin Oranges

# Beverages



Futami Mandarin Orange Juice



Camp GIN



Sakurahime Series

Dogo Beer



Aka-no-Genki (100% Tomato juice)



100% Straight Juice (Orange)

