

II . Our Mission

Together with local producers. "We can see each other's faces and talk to each other." We want to spread the taste of Japanese products and Tokyo products. That is, the pursuit of safe, secure, and "nostalgic" tastes. Many of our products are made with the "careful, delicate, and beautiful" quality that is unique to Japan. Beef such as the representative Matsusaka beef, rice such as Koshihikari, strawberries such as Tochiotome, and more. The commitment to Japanese quality is recognized worldwide. This also applies to wheat, eggs, salt, and camellia oil. Tokyo is a world-famous metropolis. However, Tokyo is a treasure trove of livestock, agricultural, and marine products, with everything from mountain villages with springs of fresh water to active volcanoes. Each region has a wide variety of ingredients. It is also a city rich in locally produced ingredients that you won't find in New York or Beijing. Source: Tokyo Metropolitan Bureau of Industrial and Labor Affairs, TOKYO Ilishina



The reason for Tokyo's abundance of locally produced ingredients is that during the Edo period (1603-1867), the city of Edo had waterworks, and agricultural products that had been rooted in the land for a long time, as well as agricultural products from all over the country that daimyo brought with them on their alternate attendance trips, gathered in Edo and took root there. Another reason is that during the Meiji period (1868-1912), the predecessor of Shinjuku Gyoen, the national "Naito Shinjuku Experimental Station," was established. With the blossoming of Western culture, Western food culture, vegetables, fruits, etc. were brought from all over the world from here, and it served as a base from which they were spread throughout the country. Tokyo is also a city that has been rich in ingredients since the Edo period to the present day, from freshwater fish to marine products from the Pacific Ocean, thanks to the Tama River that runs east to west through Tokyo and the Ogasawara Islands that stretch north to south.