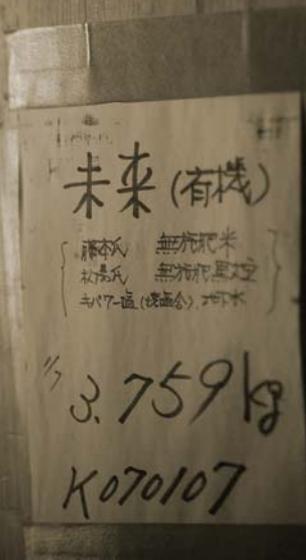


ORGANIC GENMAI and MUGI MISO

CRAFTED BY
MARUKAWA MISO COMPANY



About Marukawa Miso

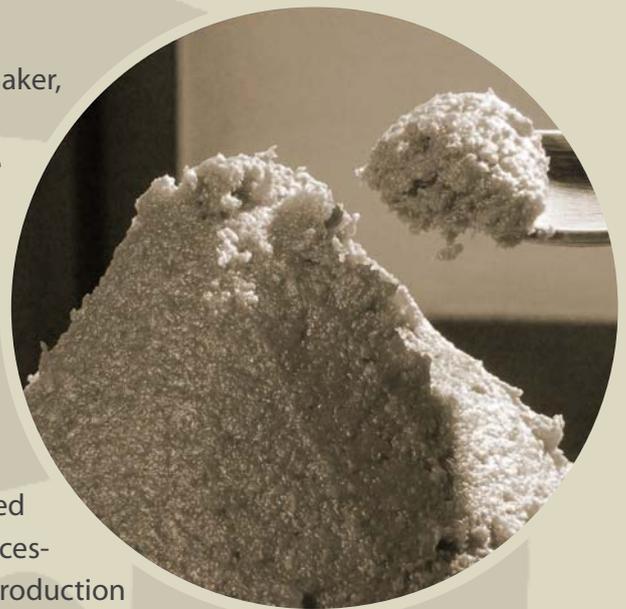
Muso's Organic *Genmai* (Brown Rice) and *Mugi* (Barley) miso maker, Marukawa Miso started their company in 1772 when their founder began rice farming in Fukui Prefecture. By 1914, in the 6th generation, Uemon Kawasaki started the *Koji* making business, and in 1942 he helped establish a local consortium of miso makers. Presently, the 9th generation of the Kawasaki family, Hiroshi is running the company along with his two sons Hironori and Koichiro. This year, 2013, marks the 100 year anniversary of the Marukawa Miso family business.

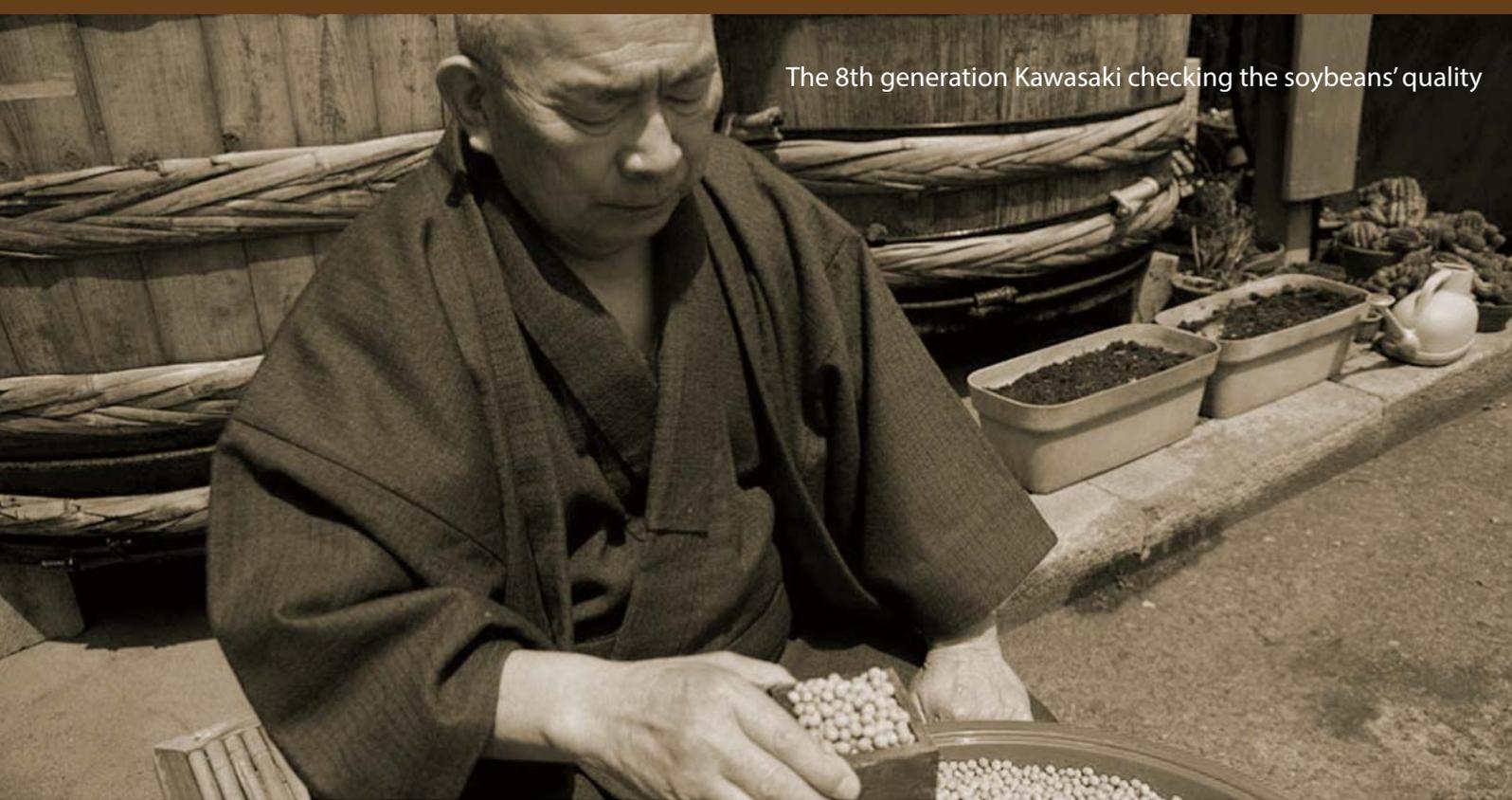
The principles behind the Marukawa Miso company are focused on preserving the traditional and natural processes of their ancestors and using the highest quality organic ingredients in the production of their miso. When Hiroshi Kawasaki first discovered the book: *Silent Spring* by

Rachel Carson, his world view was totally transformed. He recognized the delicate balance we have with nature and the importance of using wholesome and organic products in all aspects of his miso making process.



The Marukawa Miso company believes that respect for their customers and mother nature come before the focus on return on their investment and profit motive. The Kawasaki family proudly state: "there can be no compromise in our miso making processes or ingredients because food is the essence of life." Their philosophy is simply: "We make miso only with ingredients and artisan methods that are as natural and traditional as possible."





About their authentic production and etc,

Muso's Marukawa Organic Mugi and Genmai Miso are crafted according to traditional methods of natural brewing. The natural brewing process respects the time and primal forces of nature; no external or artificial sources of heat are applied during the fermentation and aging periods. Just like all living organisms, miso requires a particular length of time for aging and maturing. Thus the Marukawa Miso is fermented and aged for a minimum of 12 months. This natural brewing method brings out the true flavor and high quality of their traditionally made miso.

Another unique feature in Marukawa's traditional miso making is the use of well water. Their manufacturing facility is located high in the snow country, where abundant snow melt water collects in their wells and is used in their miso. Since miso is between 40-50% water, it is essential to use the highest quality water in its preparation.

Other important features...

Marukawa Miso is naturally aged and ripened in the traditional-style wooden *OKE* barrel (Marukawa has 70 such *OKE* barrels) for at least for 12 months. Their miso is never brewed in plastic, stainless, or porcelain enamel tanks. Many beneficial lactobacilli, enzymes, and other vital microorganism thrive in the wooden *OKE* barrel, all of which add healthful properties and unique flavors to the miso.

Wild and naturally occurring *Koji* molds thrive in the environment of Marukawa's traditional "brewing warehouse," known as *KURA*. It has always been part of the family tradition to harvest the wild *Koji* mold living in their *KURA* and use it for their Miso making.

Over the years, they have developed their own technique of collecting wild koji mold by using soybeans as the culture medium. The carefully collected wild *koji* mold is the source of the special taste and flavor of their miso. Collecting their own koji mold takes thousands of man-hours and requires particular skills, but they have practiced this traditional process for the last 4 generations and are dedicated to imparting the knowledge and techniques of this process to future generations.

