

AOMORI
MASSHIGURA RICE
道産米 真澄丸

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Aomori Mashigura, beautiful kernels, beautiful appearance with Japanese rice standard

Mashigura Rice from Aomori Prefecture. There is just the right amount of flexibility, less sticky and it has a light flavor when cooked. It will be shiny white and has uniform grain appearance. It is planted in a wide area in Aomori Prefecture. It gives a lot of yield and has excellent properties for mixing with other rice. Mashigura variety is one of Aomori's branded rice products. Although it is a relatively new rice product introduced in 2006, it is now popular in various regions in Aomori Prefecture. It is a variety that has ingredients suitable for the soil of the Tohoku region. It can be called Toku Special. Not only is it highly resistant to disease but it also has a high yield and excellent taste. The name comes from the idea of seeking precise taste and quality.

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IWATE
GINGA-NO BRIZUKU RICE
道産米 銀波

IWATE
GINGA-NO BRIZUKU RICE
道産米 銀波

Iwate Ginga no Brizuku was developed over a period of about 10 years with the goal of being the ultimate rice varieties. It is the first traditional variety developed by Iwate Prefecture to secure a "Special A" highest rating in the rice taste testing.

Rice grows abundantly from spring to autumn. And receive blessing from the seasons while keeping nature pristine and beautiful beside the sea. The tradition of cultivating rice with sincerity is the result of a spirit of research that seeks new delicacies. Put the thoughts of the Iwate people into each seed. We always select the best rice for our customers. Specific features: 1) The kernels are clear and beautiful according to standards. 2) Even after cooking them, it won't harden and remains delicious. 3) Easy to pair with a variety of foods. 4) Light texture

IWATE
GINGA-NO BRIZUKU RICE
道産米 銀波

Kitoku Shinyo Co., Ltd.
as one of the representative rice wholesalers in Japan, has been running for over 130 years.

For overseas consumers to experience all the good things about rice, we work hard on the export business as well. We steadily support the whole world's healthy and enjoyable food diet through our rice business.

We exported approximately 5,000 metric tons of Japanese rice in 2020, year by year our export volume has been increasing steadily and delivered to all over the world.

Having built trust relationships through our long business history, we collect many kinds of rice from all over Japan.

The rice mills set the same standards to produce stable products. We aim for a stable product supply.

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Kitoku Shinyo Co., Ltd.
Premium Japanese Rice Distributor since 1882

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Premium - Grade Japanese Rice from prefectures in THE TOHOKU AREA & NIIGATA PREFECTURE

MADE IN JAPAN

Leaflet : Kitoku Leaflet 2025 แนวำพันธุ์ข้าว (Inner) / Size : W29.7xH21cm / Dicut : พันธุ์ข้าว

YAMAGATA
TSUYAHIME RICE
道産米 つや姫

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Yamagata Tsuyahime guaranteed deliciousness to premium grade. How delicious is Yamagata Tsuyahime? Firstly, specific cultivation areas. The delicious Tsuyahime rice can only be grown in areas of Yamagata Prefecture. Suitable weather & topography are the main reasons why Yamagata rice can grow. Tsuyahime meets standards and is delicious. Second, principles of cultivation that preserve nature. Dedicating agricultural land to emphasizing the use of organic fertilizers rather than using chemical fertilizers. The proportion of agriculture is unique. Third, local products from certified farmers only. Tsuyahime rice is certified by the previous farmers who use technology according to advanced standards. Fourth, check the deliciousness every time before sending the product. The procedure is a standard test by Yamagata Prefecture to maintain the quality and deliciousness of Tsuyahime.

YAMAGATA
TSUYAHIME RICE
道産米 つや姫

FUKUSHIMA
TENNOTSUBU RICE
道産米 天の穂

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TENNOTSUBU RICE
道産米 天の穂

Fukushima Tennotsubu rice variety that was certified and released in 2011 after more than 10 years of development. The Tennotsubu rice grows in plains, hills, and all of them. The brilliant of the rice grain is very beautiful. The white color of Tennotsubu rice is classified as not very sticky compared to other varieties. The rice aroma will grow with the best cooking when measured by Japanese taste testing standards. There is an overall balance in the rice. It can be applied to a variety of menus whether it's mixing rice with oil, vinegar, or various condiments. Including those used in fried rice or donburi dishes as well as sushi rice. Apart from this, it is also commonly used to make onigiri rice balls and Onigiri. Because the taste will still be delicious even if time has passed or the rice has cooled down.

FUKUSHIMA
TENNOTSUBU RICE
道産米 天の穂

NIIGATA
KOSHIIBUKI RICE
道産米 越前産 越前産

NIIGATA
KOSHIIBUKI RICE
道産米 越前産 越前産

Niigata Koshiibuki, the dream of Niigata rice that is with world class deliciousness

"Koshiibuki" was named after the results of the prefecture's selection. It means a new breath of life from Edo. It has a bright and lively image inherited from Koshiibuki and is suitable for rice to be eaten in the 21st century. Koshiibuki is characterized by its aroma, shine, and toughness. In addition, the deliciousness of Koshiibuki. It is a popular type of rice because it is lighter than Koshiibuki. Each grain of rice is firm and not sticky. Therefore, it is easy to mix with food and does not clump with the taste of the food. It's reasonably priced and is the perfect choice for home use. Even after it cools down, it won't harden and retains its deliciousness. Therefore, it is also recommended for use in lunch boxes.

NIIGATA
KOSHIIBUKI RICE
道産米 越前産 越前産

AKITA
AKITAKOMACHI RICE
道産米 秋田産 秋田産

AKITA
AKITAKOMACHI RICE
道産米 秋田産 秋田産

The Utsunomachi Japanese Rice from Akita. This rice is well-balanced in terms of shine, aroma, stickiness, without sweetness, making it easy to enjoy without being too sticky.

This rice variety was developed under the slogan of "Delicious Koshiibuki-type rice that can be cultivated in the cold climate of Akita Pref." Since its debut in 1964, it has become one of the most popular and well-known rice varieties in Japan. Its name is inspired by the legendary beauty Onuma Koshiibuki, who is said to have been born in Akita Pref. Akita Komachi is as beautiful as an "Akita beauty." Specific features: 1) Beautiful and shiny appearance, a beautiful fragrance, and consistently high quality. 2) Frequently selected as "Special A," the highest grade in taste ratings. 3) Delicious when freshly cooked and remains tasty even when cooled, making it ideal for lunch boxes and the like.

AKITA
AKITAKOMACHI RICE
道産米 秋田産 秋田産

MIYAGI
HITOMEBORE RICE
道産米 ひとめぼれ

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The name "Hitomebore" which means "rice at first sight", reflects the rice's glossy appearance and exquisite taste, with a wish for it to be beloved by people across Japan.

Hitomebore ranks second after Koshiibuki in terms of popularity and is cultivated across various regions in Japan. This variety was developed at the Fukushima Agricultural Experiment Station in Miyagi Pref. by crossbreeding Koshiibuki as the mother variety and Hitomebore as the father. It debuted in 1991 as a replacement for Koshiibuki, the signature rice variety of Miyagi.

Specific features: 1) A perfect balance of stickiness, taste, fragrance, and aroma. 2) Moderate stickiness with a refreshing texture. 3) Different deliciousness even when cooled. 4) Larger grains compared to Koshiibuki with a soft, non-overpowering sweetness. 5) Can be cooked with relatively short cooking times.

MIYAGI
HITOMEBORE RICE
道産米 ひとめぼれ