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EHIME SUGOAJI

# Kingdom of Citrus

# #1 in Japan for citrus production

※Specialty Fruit Tree Production Trend Survey(2021)

## Unshu Mikan (Mandarin Oranges)



The face of Ehime, the Citrus Kingdom. Sweet and juicy with a soft, delicate skin — a joy to eat. Unshu Mikan grown in greenhouses are the perfect gifts in the summer.

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

## Harehime



Cross between Kiyomi, Osceola and Mikan. It has a refreshing flavor and can be peeled by hand. It's segments are easy to eat.

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## Iyokan



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

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## Ponkan



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

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## Shiranui (Dekopon)



Cross between Kiyomi and Ponkan. Recognizable for the bump at the top. 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, cross between Kiyomi and Ponkan. 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



Cross between Kiyomi, Encore and Murcott. 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. Incredibly popular.

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

## Amanatsu



The refreshing taste of sweetness and sourness is perfect 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 sweet 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.

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## Kiyomi



Cross between Mikan and Orange. It is characterized by rich juice and mellow pulp. Perfect for cut fruit.

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## Kawachi Bankan



It is called Japanese grapefruit and has a juicy and refreshing taste. Also sold "Mishokan" and "Uwa Gold."

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

## Kara (Natsumi)



Can be eaten like Mikan 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. Green lemons are fresh and can only be found in Japan.

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

## Unique 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 and sold as "Ehime Queen Splash". This variety was registered in August 2007. (Developed by Ehime Prefecture)

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### Ehime Kashi No. 48 Beni Princess (Beni Madonna 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

# Kingdom of Fish

# #1 in Japan for fish production

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



#1 in Japan (2021) for amount harvested

## Striped Jack

Source: Agriculture, Forestry and Fisheries Statistics



#1 in Japan (2021) for amount harvested

## 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

#2 in Japan (2021) for amount harvested

## Yellowtail



Source: Agriculture, Forestry and Fisheries Statistics



## Mahata (Convict Grouper)

Ehime Farm-Raised Fish  
Rising Star



## Suma (Eastern Little Tuna)

## Bluefin Tuna



## Ehime Farm-Raised Fish Selection



Fruits



Mangoes

Chestnut



Domestic Naturally Grown Avocado



Rainbow Kiwi

Vegetables



Fresh Shiitake Mushrooms



Iyo-Bijin Taro

Kinukawa Eggplant



Asparagus

Dairy/Eggs



Komekko Eggs



8020 Yogurt

Processed/Fish



Kezuri Kamaboko (Shredded Fish Paste)



Ganso Fish Sausage



Jakokatsu (Fried Mincd Fish Cutlet)



Jakoten (Fried Mincd Fish)

Livestock Products



Himekko Jidori (Free-range Chicken)

Seafood



Uwajima Sea Bream Rice



Cooked Sea Bream Rice



Boiled Whitebait

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Tofu/Side Dishes



Gance (Mincd Fish Fried with Bread Crumbs)

Tofu with Scattered Topping



Matsuyama Age (Fried Tofu Sheet)

Yawata Shumai (Steamed Meat Dumpling)



Bread/Jam



Mandarin Bread

Honey from Mandarin Orange Blossoms



Karitto Curry (Curry Bread) Jakoten (Fried Mincd Fish)



Marmalade & Jam

Mandarin Melon Bread



Tai-no-Tai (Fried Sea Bream)



Setouchi Bar (Sea Bream and Dried Tomatoes in Basil Olive Oil)



Marutotto



Bone-Cut Ham Conger Eel



Whole Dried Round Herring



Hohoh Caviar



Ehime Akane Wagyu Beef



Ehime Amatoro Pork

Rice/Rice Accompaniment



Himeno-rin (Rice)

Hime-mochi-mugi (Pure Barley)



Sardines Marinated in Anchovy Oil



Seasonings



Salted Mandarin Dressing



Barley Miso



Soy Sauce with Pheasant Broth



Kodomo Ketchup (No Artificial Sweeteners)



Hamo (Conger Eel) Soup Stock

Noodles



Matsuyama Nabeyaki Udon Noodles



Pure Barley Pasta



Okomen (Rice Noodles)

Dried Foods



Iriko (Small Dried Sardines)



Dried Tomatoes

Organic Log Dried Shiitake Mushrooms



Kinu-aonori (Dried Seaweed)

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Dogo Pickles



Pickled Amanatsu Oranges and Daikon Radish



Toshima Yellowtail Marinated in Olive Oil

Sesame Sardine Tsukudani Marinated in Soy Sauce



Pickled Foods



Blood Orange Salted Chocolate



Vegilico (Small Dried Sardines Coated in Vegetable Powder)



Small and portable for cycling, hiking, and more!

Replenish your energy with yokan

Up-cycle Yokan (Sweet Bean Jelly)

Sweets



Kozakana-no Futanani (Small Dried Fish Marinated in Soy Sauce)



Komatsu Pudding



Premium Micchan Daifuku



Italian Gelato



Shirokawa Original Mont Blanc



Suclair (Semi-dried Fuji Persimmon)



Frozen Mandarin Oranges



Futami Mandarin Orange Juice



Camp GIN



Sakurahime Sake Series

Dogo Beer

Beverages



Aka-no-Genki (100% Tomato Juice)



100% Straight Orange Juice

