

メディア名	Zhinxin Garalyn/Instagram
日付	2016.3.19
広告換算額	100,000円／フォロワー数2481より換算



Instagram

検索

ダウンロード ログイン

zhixingeralyn
ABC Cooking St..

フォローする

いいね！ 222件 1週間前

zhixingeralyn Training to be a domestic goddess at today's Tohoku Food Cooking & Tasting Event. First time preparing Japanese cuisine - Harako Meshi 🍣
Rice cooked in salmon & soy stock, served topped with ikura as well as Hiyayakko with tomato & onion sauce
#tohoku #japanesecuisine

geraldkoh987 Nom nom nom
baseballsamurai07 @zhixingeralyn looks nice! Artistic.

ログインすると「いいね！」やコメントができます。

サマリー

本日の東北クッキングイベントで家庭の女神になるべく特訓しています！日本の料理を初めて作りました。はらこ飯です。

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日付	2016.3.19
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The screenshot shows an Instagram post from the user 'zhixingeralyn'. The main image displays a meal consisting of two white oval-shaped bowls filled with salmon rice (Harako Meshi), topped with avocado, tomatoes, and bonito flakes. Accompanying the rice are two small glass cups containing a yellow liquid (Sake Cocktail) garnished with green herbs, and two small white bowls containing a cold dish (Hiyayakko) with tomatoes and onions. The post has 182 likes and was posted one week ago. The caption reads: 'What we made today @ilovesunnysmile !! 🇯🇵 Food products from Tohoku region - Harako Meshi, Hiyayakko with tomato and onion sauce & Sake Cocktail with apple gelee 🍷🍷'. A comment from 'forever5soslover' says 'Looks yummy!!'.

サマリー

今日作ったものです！東北地方の料理：はらこ飯、冷奴のトマトとオニオンソース添え、リンゴゼリー入り日本酒カクテル

メディア名	The Occasional Traveler
日付	2016.3.19
広告換算額	100,000円／フォロワー数623より換算



Instagram

検索

ダウンロード ログイン

jac_theocctrav
ABC Cooking St... [フォローする](#)

いいね！22件 1週間前

jac_theocctrav Cooking up a storm today! Sampling the fare from the Tohoku region in Japan. This is Harako-meshi - salmon with rice cooked from the salmon and soy broth topped with ikura. Oiishi! I am looking forward to food in Japan even if i'm not going to be visiting this particular region! #tohoku

ログインすると「いいね！」やコメントが
できます

サマリー

今日は大量の料理を作っています！東北地方の郷土料理に挑戦しています。日本に行く予定はありませんが日本料理はこれからも食べたいです！

メディア名	Nook mag
日付	2016.3.23
広告換算額	500,000円/ページいいね! 数21,054より換算



0116

Kyodo-ryori : A peek at traditional cuisine from Tohoku, Japan

By Nook Mag | Published 03/23/16

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A Tohoku food and tasting event was held last week at the ABC cooking studio with the aim of promoting products and ingredients produced in 3 prefectures, namely Aomori, Miyagi and Fukushima. The event kicked off with a greeting by the Fukushima Prefectural Government Farm Products Marketing Division Senior Staff Ms. Fujita Sakemi, who gave a brief introduction on the traditional cuisines of a region known as Tohoku. It was followed by a hands-on cooking and tasting session featuring the Kyodo-ryori (or local specialty in Japanese, of the above-mentioned regions in Japan). These dishes included Harako-Meshi, Kyodo-ryori of Miyagi Prefecture, Miyayakko as well as sake cocktail with apple gummies. Guests also had the opportunity to learn more about sake during a seminar held by Sake Sommelier, Ms. Kiyonaga Mariho.



Covering by Air Fujita Sakemi

Tohoku, Japan

Tohoku Region (東北地方, literally "North East Region") consists of six prefectures in the north of Japan's largest island, Honshu. It is well known for its great nature and fresh ingredients from there.




Marking the fifth year of the Great East Japan Earthquake and tsunami that struck Tohoku in 2011, the disaster was the most powerful earthquake ever recorded to hit Japan with a magnitude of 9.0, causing a huge impact on the livelihood of its people and the economy. Accompanied by the level 7 nuclear meltdown of Fukushima Daiichi Nuclear Power Plant, the damage was severe. As a result, Singapore had placed strict food restrictions on imports from Japan in 2011, several of which have now been lifted upon satisfactory results from pre-export tests.

Harako-Meshi



Magnusopra made from Arita Cesar

The first dish whipped up is Harako-Meshi: rice served with salmon and Arita. Unlike the usual salmon dori, the rice is prepared differently. Salmon dori are cooked in a broth from water, soy sauce, cane sugar as well as sake. The broth is then used to cook the rice. This method of cooking enhances the flavour of the rice, leaving a light fragrance of the broth in the rice. Topped with Arita (salmon roe) marinated with soy sauce and avocado for visual appeal, Harako-Meshi served in magnusopra, a Bento box unique to the Arita Prefecture which is able to serve as a food preservation unit.

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Miyayakko



Miyayakko with tomatoes and leek sauce

The second dish is the Miyayakko, a cold tofu dish drizzled with leek sauce, topped with tomatoes and alfalfa sprouts. The tofu was pre-cooked to ensure that it is of a suitable temperature to complement the warm leek sauce. The sesame oil and the leek provided a savoury touch to the silken tofu, creating a healthy dish that pairs well with sake.

Sake Cocktail with Apple Gummies

Light but not least, dessert: sake cocktail with apple gummies. With a light hint of saltiness with the crisp tart sweetness of apples, this is ideal for even an amateur sake drinker.

To make this cocktail (4 servings):

- Wash an apple and add 4g of gelatin powder to 10ml of water.
- Peel an apple and place the peels in a filter bag.
- Grate the apple, and add the resulting pulp to 200ml of water in a small pot with 30g of sugar and the filter bag of apple peels.
- Cover the pot with a lid and put the flame on high heat until the mixture boils.
- Once it boils, lower the heat and cook for 10 minutes. Use the back of this spoon to press against the bag of peels to release pigment, thereafter remove the bag of peels, and add the gelatin solution into the pot.
- Transfer the mixture from the pot to a tray, and wait until it cools slightly. Place the tray into the fridge for at least 30 minutes.
- Once the mixture forms into a jelly, break it using a fork and evenly distribute the mixture into four glasses.
- Add 2 teaspoons of sake and 1 tablespoon of water into each glass, and mix the contents before garnishing with a mint leaf.

Sake

Four Sake classifications



Sake is no stranger to anyone. Made by the fermentation of rice, water, yeast and mold known as the koji mold, sake is unique to the Japanese culture. During the event, we were privileged to have been able to taste several kinds of sake from the 3 prefectures of Tohoku. The first sake served was Sake Wabi by Akita-ken, from the Miyagi Prefecture. The sparkling sake, with 5% alcohol content, had a pleasant fruity taste, definitely a good start for first timers. Up next was Amnoshu, also from the Miyagi Prefecture, and Rikuseisai Junmai by Chikuzenshu, from the Fukushima Prefecture, both held an alcohol content of 15%. Amnoshu is lighter in taste as compared to Tohoku's Amnoshu, which had a slightly better aftertaste. We also tasted Umeshu by Nambu-ken from the Aomori Prefecture, with a 9%-10% alcohol content. Umeshu is a plum liqueur unlike the previous two sakes, and had a slight sweet and sour taste to it. All the sake names above can be found in Singapore, at Sektan, J Mart, Meidi-ya and DeBakadentes.

メディア名	Nook mag
日付	2016.3.23
広告換算額	500,000円／ページいいね！数21,054より換算

サマリー

先日ABCクッキングスタジオで、東北食材（岩手、宮城、福島）試飲試食会が行われました。はらこ飯、冷奴、そして日本酒カクテルなどの郷土料理の料理教室が行われ、さらには日本酒ソムリエによる日本酒セミナーも行われました。

本記事では、各料理の作り方や材料、そして日本酒の製造方法などが紹介されています。紹介されている宮城県の一ノ蔵すず音Wabi、純米酒、福島県の奥の松 特別純米、岩手県の南部美人梅酒はすべてシンガポールの伊勢丹、J-mart、明治屋、そして折原商店で購入可能です。

メディア名	Singapore Keizai Shimbun
日付	2016.3.28
広告換算額	200,000円

海外 | シンガポールのビジネス&カルチャーニュース ホーム | ニュース

シンガポール経済新聞

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2016年03月28日

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シンガポール高島屋内ABCクッキングスタジオ (391 Orchard Road #03-12 TEL 6694-6104) で3月18日、東北の郷土料理を使った料理教室が行われた。主催は農林水産省。

東北の地産の説明 [写真を拡大](#)

東北に伝わる昔ながらの郷土料理をシンガポールに広く知らせる目的で行われた同イベント。特に岩手、宮城、福島を

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みんなのトピックス

船橋でクマヤキなし味殻売ジャガーの赤ちゃん披露 駒沢で男性限定ヨガイベント 厚岐・観光協会職員募集 青物横丁のイタリアンが新装

小倉の商店街新テナントビル 26°C 運開予報

みんなのトピックス

船橋でクマヤキなし味殻売ジャガーの赤ちゃん披露 駒沢で男性限定ヨガイベント 厚岐・観光協会職員募集 青物横丁のイタリアンが新装

小倉の商店街新テナントビル

立川の無料イベントが2周年

田園調布にサンドイッチ店 秋葉原にスライムの大群 松山に唐揚げ食堂 慶應日吉で親子向け音楽会

タモリ俱樂部が京阪電車口

調布に木島平ショップ2号店

東京にウォーリー6000人 町田2大学フェア、全米優勝トビル

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メディア名	Weekender Singapore
日付	2016.3.30
広告換算額	500,000円




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Recipe: Salmon Bento (Harako-meshi) From Tohoku, Japan

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Recreate this easy-to-make bento speciality from Tohoku, Japan



The *harako-meshi* (rice cooked in a salmon and soy stock, topped with ikura) may look like a typical seafood don, but don't be mistaken — this speciality dish from the Miyagi Prefecture in Tohoku region features rice cooked with salmon broth. This results in a base of flavourful rice, which pairs well with the soft and tender strips of salmon.

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サマリー

日本の東北地方のはらこめしのレシピ

はらこめし（サーモンといくらを乗せたライスの丼）はまさに海鮮丼のように見えます。

しかし誤解してはいけません、東北地方、宮城県のこの特別な料理は、サーモンのだし汁でご飯を炊いています。それがとても味のしみこんだお米となり、柔らかいサーモンとの相性がよくなります。

メディア名	xdanthemanx online
日付	2016.4.7
広告換算額	300,000円

XDANTHEMANX ONLINE

Professional and independent coverage of Japanese pop culture events in Singapore written in good English.

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Thursday, April 07, 2016

Tohoku Kyudo Ryori & Sake is so Good! Unique Flavours from Japan's North-East!

by xdanthemanx [1] [0] [0]

Diaper Chen writes



Featuring Kyudo Ryori (御膳) or traditional local cuisine, from the Tohoku region, in particular, Iwate, Miyagi and Fukushima Prefecture.

11 March 2011 - A great magnitude 9 earthquake struck the Pacific Coast of Tohoku, Japan. The largest earthquake to have ever hit the island nation, it triggered a massive tsunami which brought great devastation upon the region, wrecking properties, taking lives, and sparking several nuclear accidents.

Five years have passed since the incident and the people are slowly recovering. With their scrupulous methods to maintain food quality, the export of food maintains its high quality and standards.

XDanthemanX Online was extremely honored to be invited to the Tohoku "Full Bloom" Food Cooking & Tasting Media Event on 18th March at ABC Cooking Studio, a popular Japanese-style cooking studio in Takashima Singapore.

Mr Fujita Takashi, Fukushima Prefectural Government Farm Products Marketing Division Senior Staff kicked things off with a greeting before the emceeds enlightened us with a quick introduction of the Tohoku (North East) region of Japan, an area consisting of six prefectures in the north of Japan's largest island, Honshu.

Mr. Takeshi sharing about several dishes from Fukushima Prefecture



Programme for the day



The highlight for the day was Kyudo Ryori, which meant "local specialties" in English, from the Tohoku Region. An extremely eye-opening experience for everyone, we were not only able to sample the cuisine, but also take home its recipes and learn how to prepare it. We were greeted with neatly arranged ingredients on our tables before the cooking demonstration began.



Apples, Avocado and everything else!

Tohoku Kyudo-Ryori

The menu for the day consisted of the main dish Harako-meshi, the side dish Hiwayakko with Tomato and Onion Sauce and the dessert, Sake Cocktail with Apple Gelee.

With steps that were fairly easy to follow and clear instructions, we were able to prepare the dishes easily.

Harako-meshi (Harako Rice)

Misugi (located at the southern Tohoku region) is famous for its production of seafood and its most honorable dish is the Harako-meshi. Significantly different from a typical seafood don (rice bowl), the salmon is cooked before the rice here.

Slicing the salmon



Salmon simmering in the soy stock



Thereafter, the rice is cooked using the salmon broth, giving it a very nice texture and unique flavor. The taste of the rice is dependent on the broth and thus, the taste differs when it is prepared differently by different families.

Little orange grass of flour



Harako-meshi topped with ikura, seaweed and avocado



Hiwayakko with Tomato and Onion Sauce

The cold toba which the Japanese like does not only contain dried bonito and soy sauce but also other ingredients which they love. In this event, tomatoes and broccoli greens were used, along with a special onion sauce which could be easily prepared using the microwave.

The toba sooths in your mouth while the onion sauce enhances your appetite. The mild taste of the onion sauce tingles and sooths your taste buds before the smooth texture of the toba flows down your tongue and completes this unique dish perfectly. What's more, this healthy dish goes extremely well with sake!

Hiwayakko with Tomato and Onion Sauce



Sake Cocktail with Apple Gelee

The colour of the cocktail is dependent on the skin of the apple here, as it is what gives it its colour. The cocktail is made easy for those who are drinking Japanese sake for the first time. The apple was sweet and the sake was not too heavy.

Preparing the Apple Gelee!



The combination of the sweet fruit and light sake was nicely balanced in such a way where one experience the sweetness of the apple first before the sake creeps in at the back, accentuating the apple flavor, making it an absolute must have dessert to end this unique and refreshing meal!

Before the sake is added



Sake Cocktail with Apple Gelee topped with mist leaves



While we savoured the dishes which we had prepared, a glass of sake (Japanese rice wine) was presented in front of everyone. With that, the Sake Seminar, presented by Japan's fifth largest Sake Sumo and Sake Sommelier, Masahito Kiyonaga was off to a start.

Sharing deep insights into sake making and its other related aspects such as rice polishing, she offered an enriching and entertaining segment with very clear-cut explanations.

The sake that had been presented was the SUZUNE WABI by ICHINOKURA<MIYAGI>. A sparkling sake that was very refreshing to drink. It was very light, with an alcohol content of only five percent. It is made from Tenmeishiki awamori rice with a polishing ratio of 65%.

SUZUNE WABI - The Sparkling Sake



We were treated to another sake next, the JUNMAISHU<MIYAGI>, with an alcohol content of 15.5%. The rice used this time was different, Manashime, although it had the same polishing ratio of 65%. Boasting a high impact when drunk, it delivers an unforgettable punch as it enters your mouth.

JUNMAISHU <MIYAGI>



We got to sample the TOKUBETSU JUMMAI by OKUNOMATSU<FUKUSHIMA> next. With 15% alcohol content, it is made by fermenting Menkoha rice with a polishing ratio of 60%. A faint sweetness could be tasted and it took a spot among our favourite sakes.

TOKUBETSU JUMMAI



Lastly, we had the UMESHU (plum liquor) by NANBUBIUN<IWATE>, with an alcohol content hovering only between nine and ten percent. It is made with the Jumanishu Ume (plum). The plum's taste was very distinct and the alcohol was not overwhelming at all. Strongly recommended for all plum lovers!

UMESHU



The sales may be found at several Japanese supermarkets and specialty stores in Singapore.

- 1) ISEYAN -> <http://www.iseyan.com.sg>
- 2) MITSUYA -> <http://www.mitsuya.com.sg>
- 3) J-MART -> <http://www.pasop.asia/jmart>
- 4) ORIHARASHOTEN -> <http://sg.oriharashoten.jp/>

After getting the opportunity to savour the delectable Tohoku Kyudo-Ryori, we have certainly developed a greater appreciation for the region's cuisine.

Though it is well-known for mainly sushi and ramen, Japan has plenty of amazing and unique fare from its many different communities waiting to be experienced by you.

If we had the chance, we would most certainly love to experience their rich culture and cuisine.

Would you?

All the food and sake!

