WE DELIVER A PIECE OF NATURE





FRESH JAPANESE WASABI

AgroDirect and fresh wasabi are inextricably linked. Regardless of our other offerings, fresh wasabi is our core product, and it's what we're famous for.

The history of wasabi (Wasabia japonica) begins over 1000 years ago in Japan.

CULTIVATION

The cultivation of high-quality Japanese wasabi is a painstaking task which takes place in the higher mountain regions of Japan. Fresh spring water with its specific set of nutrients is exclusively used for this purpose, and in this way the plant can grow without being exposed to any fertilisers or pesticides. Climatic factors are also important for successful cultivation.

Growing wasabi requires a great deal of time and effort, and there are several areas where it's cultivated in Japan. Wasabi from the mountainous regions of Shizuoka and Nagano is of a particularly high quality.

We collaborate with the most celebrated growers in these two prefectures, and this means we only deliver the very best wasabi.

THE TASTE

Genuine freshly grated wasabi has a taste that's hot and spicy, aromatic and fruity. It brings out the aroma of numerous dishes and cannot be compared with readymade products which have been artificially produced

Wasabi is a perfect match for many dishes, and not just sushi and sashimi.



OUR TIP

Wasabi and Sashimi

Wasabi and Sushi



Wagyu beef with ponzu sauce & fresh wasabi



ABOUT US

AgroDirect was founded in 2010.

Thomas Bick has a degree in Business Studies and is a former banker. He was inspired by friends living in Japan, and fell in love with the country and Japanese cuisine (washoku).

AgroDirect has established itself over the years as a commercial business and importer of first-class and very exclusive Japanese foods which embody traditional Japanese cuisine.

We deliver specialties from Japan!

Our products are cultivated by producers who can lay claim to a rich tradition

We know our suppliers, and carefully nurture relationships with the producers and farmers we collaborate with. We also have good contacts with Japanese prefectures.

Regular visits to Japan enable intercultural exchanges, while promotional events in Europe which involve producers and suppliers from Japan allow those attending to get to know the people behind the products.

AgroDirect is particularly well-known for fresh Japanese wasabi, although its range of products has been gradually expanded over the years. For some time now we've also been offering some accompanying products that aren't of Japanese origin, although we have deliberately restricted their number

EUROPE-WIDE SALES

AgroDirect primarily supplies delicatessen wholesalers. hotels, and a multitude of the top Japanese restaurants throughout Europe.







Wasabi: spring water cultivation in Shizuoka



Yamaroku Soy Sauce/Shodoshima Island, Japan



FRESH JAPANESE WASABI

AgroDirect and fresh wasabi are inextricably linked. Regardless of our other offerings, fresh wasabi is our core product, and it's what we're famous for.

The history of wasabi (Wasabia japonica) begins over 1000 years ago in Japan.

CULTIVATION

The cultivation of high-quality Japanese wasabi is a painstaking task which takes place in the higher mountain regions of Japan. Fresh spring water with its specific set of nutrients is exclusively used for this purpose, and in this way the plant can grow without being exposed to any fertilisers or pesticides. Climatic factors are also important for successful cultivation.

Growing wasabi requires a great deal of time and effort, and there are several areas where it's cultivated in Japan. Wasabi from the mountainous regions of Shizuoka and Nagano is of a particularly high quality.

We collaborate with the most celebrated growers in these two prefectures, and this means we only deliver the very best wasabi.



THE TASTE

Genuine freshly grated wasabi has a taste that's hot and spicy, aromatic and fruity. It brings out the aroma of numerous dishes and cannot be compared with readymade products which have been artificially produced.

Wasabi is a perfect match for many dishes, and not just sushi and sashimi.



Wasabi and Sushi

















BANDO YUZU JUICE / SUDACHI JUICE (150 ml)

100% fruit. Fresh and high-quality. To be stored in the refrigerator, even if unopened. Free of additives.

YUZU (Citrus junos) or Japanese lemon is typical of Japan. The skin, flesh and juice are used. Highly complex citrus aroma with notes of lime, mandarin and grapefruit. Popular in haute cuisine, although its uses are almost limitless.

SUDACHI – an example of Japanese citrus fruits. Sudachi can be translated as 'vinegar fruit'. **Tip:** adding a few splashes of the juice to grilled or raw fish will enhance the smell. Ensures a pleasant, spicy and refreshing taste.

EXCLUSIVE



YAMAROKU 'SPECIAL' SOY SAUCE (145 ml) (Tsuru Bishio/4 years old)

Traditionally made. Matured for up to 4 years in cedar wood barrels, thereby giving this soy sauce a very intense aroma with plenty of 'umami'. Unlike many industrial products, Yamaroku Soy Sauce doesn't have a pungent salty taste, and is recognized all over the world for its excellent quality.

YAMAROKU PONZU SAUCE (145 ml)

Combines the taste of high-quality soy sauce with citrus notes (yuzu/sudachi) and ingredients such as bonito fish extract. A Japanese condiment that superbly complements meat & fish dishes, salads, soups, and more.



1A. SHISO LEAVES (OHBA)/1B. SHISO FLOWERS (HANAHOJISO)

is stronger in the flowers, and more complex than it is in the leaves.

Uses: Similar to culinary herbs – for that little touch of Japan.

3A. SANSHO PEPPER / 3B. SANSHO LEAVES (KINOME)

Taste: A mixture of mint, cinnamon, coriander and basil.

2. MYOGA

Both parts of the plant are very popular in upmarket Japanese cuisine. The aroma

Also known as myoga ginger, these are the buds of a species of ginger which

Taste: Delicate ginger aromas with mild and onion-like nuances. Refreshing. **Uses:** Sliced, then used as a garnish or accompaniment. Tip: myoga tempura

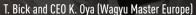
Sansho is probably the oldest Japanese spice (Jomon period up to 300BC).

Taste: Citrus-like with a hot pepper finish. Tingling sensation on the tongue. (3A)

From a botanical perspective, not part of the group of pepper spices.

PARTNERS







MEAT - ONLY THE BEST!

WAGYU MASTER EUROPE imports top-grade Japanese wagyu.

WAGYU MASTER EUROPE

WE LIKE

IRISH DRY-AGED BEEF FROM JOHN STONE.
With over 100 years' experience of dry maturing.



THIS BROCHURE SHOWS YOU ONLY A SELECTION OF OUR PRODUCT RANGE.

GET IN TOUCH WITH US IF YOU'D LIKE TO RECEIVE OUR COMPLETE LIST OF PRODUCTS.

CONTACT

AgroDirect

Food Wholesaler and Retailer

Thomas Bick - CEO

Bergweg 19 - 63322 Rödermark - Germany

 $in fold a grodirect. de \cdot www. a grodirect. de \\$

Tel. +49 (0) 6074.7286828 - Fax +49 (0) 6074.7285268

