

WE DELIVER A PIECE OF NATURE



AgroDirect
FOOD TRADING · WHOLESALE



FRESH WASABI

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.

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SIAL Trade Fair in Paris – Japan Pavilion



Wasabi: spring water cultivation in Shizuoka



Yamaroku Soy Sauce/Shodoshima Island, Japan

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Wasabi and Sashimi



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UMIBUDO (SEA GRAPES)

This species of algae is harvested in the southern Sea of Japan. It has no leaves, but instead is covered with little bubbles whose look and texture are reminiscent of caviar. They burst in your mouth and deliver a concentrated taste of the ocean.



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

Both parts of the plant are very popular in upmarket Japanese cuisine. The aroma is stronger in the flowers, and more complex than it is in the leaves.

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

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

2. MYOGA

Also known as myoga ginger, these are the buds of a species of ginger which is native to Japan.

Taste: Delicate ginger aromas with mild and onion-like nuances. Refreshing.

Uses: Sliced, then used as a garnish or accompaniment. **Tip:** myoga tempura

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

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

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

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

Uses: To accompany grilled meat and fish. **Tip:** Fresh sansho with foie gras.

JAPAN EXCLUSIVE



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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.

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.

PARTNERS



T. Bick and CEO K. Oya (Wagyu Master Europe)



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.

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