

The harsh natural environment of
Kita-Sanriku produces
miraculous marine products.



One of the world's top three fishing spots can be found off the coast of Sanriku. Because the area faces the open sea with a range of sheer cliffs, Kita-Sanriku, adjoining Iwate and Aomori prefectures, was not suited for aquaculture. As it was, it was an unexplored, hidden ocean. However, this is one of the factors for why this area was able to produce such miraculous marine products. Fishermen in Kita-Sanriku could not rely on aquaculture, so they continued to source natural seaweed and catch abalone, sea urchin, and sea squirt. Sometimes this was done by free diving, sometimes small fishing boats, and sometimes by traditional Nanbu divers...

Hironoya is in the business of wholesale and processing of marine products. We work with the natural bounty of the Sanriku and the fishermen who risk their own lives to catch fish. As our hopes flutter across the water beyond the sea, we will work to deliver this wonderful Kita-Sanriku coastal seafood to the dining tables of people all over Japan and around the world.

The traditional skill of
Nanbu diving can still be found
in Kita-Sanriku.



Nanbu diving is a traditional technique that has been handed down over the generations in an area called Taneichi, which is where Hironoya is located.

This diving technique shot into fame when it appeared in NHK's morning television drama series, "Ama-chan." In the past, Nanbu diving has been used to dismantle ships, but now it is also used for catching sea squirt. This type of diving technique, which is used to navigate intricate terrain and dive for long periods of time, is vital because human hands are needed to catch natural sea squirt that live at the bottom of the ocean.

At Hironoya, we work with the fisherman that catch sea squirt, including the famous Isozaki brothers who have carried on the tradition of Nanbu diving for generations, protect the beautiful natural environment of Kita-Sanriku, and deliver delicious marine products right to your table.

Main Business Areas contents

- Wholesale of raw materials, such as Kita-Sanriku wakame seaweed and other types of seaweed (Wakame, kelp, funori, mekabu (root of wakame seaweed), suki konbu, laver, other)
- Primary processing of wakame seaweed (Naturally-boiled wakame seaweed, salt processing, cultured and salted cut wakame)
- Processing and wholesale of fish and shellfish (Northern sea urchin, Ezo abalone, natural sea squirt, fresh fish)
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- Manufacture and sale of Kita-Sanriku Factory products



**KITA-SANRIKU
FACTORY**
北三陸ファクトリー

錦巳右屋

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About Hironoya

- Company Name: Hironoya Co., Ltd.
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- Taneichi Factory: Kita-Sanriku Factory, 22-1 Taneichi, Hirono-cho, Kunohe-gun, Iwate Prefecture
- Founded: May 18, 2012



Salted wakame seaweed



Natural Wakame Seaweed

Most of the seaweed at your table is farmed or produced overseas. Wakame seaweed from Iwate holds the top spot in Japan for the amount of seaweed produced, but most of it is farmed. The appeal of natural wakame is that it is about three times as thick as farmed seaweed. The texture is also completely different from farmed wakame. Natural wakame is caught using a traditional fishing technique in which divers dive into the sea and, one-by-one, use a sickle to cut seaweed sticking to rocks. The natural wakame of Hironoya is a high-grade food material that can be eaten as sashimi, instead of an additive, because it is salted when raw.



Northern Sea Urchin

The most important condition for producing delicious-tasting sea urchin is the food fed to them. Sea urchins that eat abundant amounts of wakame and kelp are said to be particularly delicious. The best environment for this is the Kita-Sanriku waters. The waters of Hirono-cho, covered by the clear ocean and thickly overgrown with good quality, edible kelp, are a perfect paradise for sea urchins. We hope you will enjoy the taste of our northern sea urchins that have a fine texture and that melt in your mouth.



Natural Sea Squirt

Sea squirt is popular with a unique texture and moderate bitter taste. However, natural sea squirt can rarely be found in markets around the country. It is unlike farmed sea squirt that is raised by boats because of the danger of diving and the need for labor-intensive work. The natural sea squirt at Hironoya is caught by Nanbu divers, a tradition in Taneichi, Hirono-cho. The natural sea squirt is called, "hoya-sui", and is packed full of umami (good flavor and taste) and a moderate saltiness, surprising people with its unique and incomparable texture and flavor.



Ezo Abalone

Ezo abalone, the pride of Kita-Sanriku, is characterized by a very firm meat, in comparison with other types of abalone. It takes four to five years for abalone to grow because of the low temperature of the waters of the Sanriku. This is why Ezo abalone has a firm, crunchy texture. Its aroma and flavor are also condensed, preferably when eaten with seaweed, such as the high-quality, edible kelp of Kita-Sanriku. Delicious-tasting Ezo abalone can even be eaten as sashimi, steamed with saké, or as steak. We hope you will enjoy the genuine, luxurious taste of Ezo abalone.

