



# TASTE THE DIFFERENCE



## ABOUT OUR PRODUCT

1. Ecologically sustainable = unique and technologically advanced aquaculture technique controlled by HACCP.
2. balanced fat-to-meat ratio due to proprietary feed, giving it a rich, mouth-watering taste
3. CO-free = Shoku En buri is not treated with Carbon Monoxide to maintain freshness longevity; rather, a unique 3D freezing process is utilized that captures taste and quality of prime-season buri year round
4. Nutritionally rich in unsaturated fat and DHA with lower histamine levels than global standards
5. being discarded

## ABOUT SHOKU-EN

SHOKU EN Co., Ltd. was established in May 2013, with the support of Shingu-City and Kinki University and with investments from leading domestic aqua farming companies as well as major public companies. With this support and investments, the company is forging ahead to build their business scheme. Shoku En's factory, the base of

countries. Our company is aiming to make Japanese aqua farming a growth industry, starting with our Buri, by





## NUTRITIONAL SUPERIORITY AND VERSATILITY

Using available Japanese data provided by The Seventh Revised Nutritional Data compiled by the Ministry of Education and Science of the Japanese Government, Shoku En's Buri has been shown to have a higher level of healthy fats, which inhibit the formation of LDL Cholesterol and neutral fat. Buri has also been shown to have higher levels of many other nutritional factors:

(G/100G)	SHOKU EN BURI	JPN STANDARD*
Fat	21.1	17.6
Cholesterol	3.5	5.1
Unsaturated Fat	12.67	8.08
EPA (Elcosapentaenoic acid)	1.11	0.94
DHA (Docosahexaenoic acid)	1.86	1.7
Oleic Acid	4.47	2.4
Linolenic Acid	0.17	0.09
Linolic Acid	1.36	0.19

\*Data by Japanese government

Helps with brain growth  
Lowers blood pressure  
Reduces Arteriosclerosis  
Antioxidant

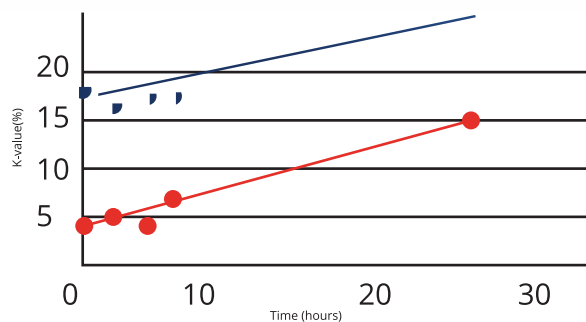
## K VALUE - FRESHNESS INDEX

The K-value is a tool unique to the Japanese meat industry. The lower the K-value, the fresher the product.

When comparing a third-party's analysis of Shoku En's non-carbon monoxide (non-CO) treated product and a competitor's CO-treated product, Shoku En's product maintains lower K-values over the life of the product. At Shoku

CO damages both the texture and the grain of the meat. Moreover, a CO-treated product often has a unique smell and taste that is from fresh/fresh-frozen non-treated Buri. CO-treated may sometimes be an unnatural reddish/pink color.

### Comparison of K-value Freshness



\*Samples are frozen immediately after processing and thawed after 3 months.

\*Below 20%: Suitable for Sashimi; 21%-59%: Good for products with heat application

\*Results reported on April 22, 2016 by Japan Food Research Laboratories

The analysis clearly shows that not only is Shoku En Buri fresher than products where CO is applied, but they are safer and higher in quality.

## EFFECTIVENESS OF SHOKU EN FILM

Visual inspection of 0.4" thick slice thawed products:  
6 hours after unpacked and stored for 6 hours at 39F.  
(Stored for 1 month at -13F).

Because CO gas damages the cells in meat, CO applied and more rupture in meat.

### Shoku En Film



### CO Gas Applied

