



Kyoto Furikake at  
delicacies' place  
「Amazing Sesame」

Sesame Furikake Series

The Gold Award at 2021 Omotenashi Selection

"Amazing Sesame" Furikake Series has 8 flavors with the savory sesame coated with Umami, sourness, sweetness and spiciness.

Our Furikake is not only for sprinkling on rice but also adding to everyday dishes. They help everyday dishes more healthy and delicious.

An great seasoning added for decoration or added flavor to make the daily dishes to the next level.



OMOTENASHI  
SELECTION  
おもてなしセレクション  
2021

金賞

<OMOTENASHI SELECTION>

OMOTENASHI Selection is the award in 2015 with the desire to share the amazing products and services that reflect the spirit of Japanese hospitality to the world.

The evaluation criteria sections "OMOTENASHI" and "GLOBAL" are used to evaluate craftsmanship, thought for the end user, creativity and modern ingenuity through the use of traditional practice and materials.

Furikake of KAI  
put on rice,  
dish more nice



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Kyoto Furikake at delicacies' place



Gold Award at 2021 OMOTENASHI SELECTION

# New packages of 8 kinds of "Amazing Sesame"



ZB-K\_NB40 :  
Sesame with  
dried Bonito

ZB-CP\_NW 40 :  
Sesame with  
Yuzukosyo  
(Yuzu and Chili  
peppers)

ZB-G\_N40 :  
Sesame with  
Garlic

ZB-W\_N40 :  
Sesame  
with Wasabi

ZB-Y\_N40 :  
Sesame with  
Yuzu (Japanese  
lemon)

ZB-U\_N40 :  
Sesame with  
Ume  
(Japanese  
pickled  
plums)

ZB-YUW\_N40 :  
Sesame with  
Yuzu, Ume and  
Wasabi

ZB-KI\_N40 :  
Sesame  
with Kimchi



Bottle packaging  
in 8 flavors



Bottle Gift set of 7  
different flavors



8-piece set of "Kyoto Furikake at  
delicacies' place"



# Sesame seeds as a natural supplement

## Unsaturated fatty acids

The lipid of sesame seeds is called an unsaturated fatty acid that helps lower cholesterol levels, strengthen the immune system and suppress the blood-cholesterol levels.

Sesame seeds has as much protein as meat or fish and contains a lot of essential amino acids that must be gotten from foods. In addition, it contains about 10% dietary fiber which helps the constipation prevention. Minerals such as calcium, magnesium and iron are also contained in good balance.

## Sesame lignan

"Sesame lignan" including sesamin is an excellent antioxidant that suppresses the generation of reactive oxygen species. Recent studies have shown that it has many effects, including reducing cholesterol and promoting lipid metabolism. Sesame lignan prevents the lipid from oxidizing and this is the reason the sesame oil is not oxidized easily. Compared to many other antioxidants that cannot reach the liver because of the water-soluble antioxidants, sesame lignan is one of the few nutrients that can reach the liver.

## Anti-aging

Sesame that has an excellent antioxidant is effective against anti-aging. It is reported that having 60mg of sesamin every day for 4 weeks lower the blood pressure of people with high blood pressure. It is recommended that eating 2 tablespoons of sesame seeds every day for the good health.

Under the theme of "Eat sesame seeds More easily! More deliciously!", we aim for spending the healthy daily life with using sesame seeds in everyday dishes.

# "Kyoto's Kitchen" Nishiki Market KAI

Our store is "櫛(KAI)" which specializes in Furikake, snacks and delicacies, and the store is located in Nishiki Market which is located centrally in Kyoto and known as "Kyoto's kitchen" which has a history of 400 years.

In Nishiki market, not only the local customers but also the visitors from all over Japan. In addition, there are many tourists from overseas to visit us.

Many of customers in Kyoto where our store is located are particular about foods such as "THIS product from THIS store". We are doing our best to be chosen as "THIS product from THIS store"

We value communication with customers to satisfy to purchase through tasting. For the customers from overseas, we have some staffs who can speak language other than Japanese to be able to communicate with them in the same way as the local customers. Despite the differences in food culture, the number of repeat customers from overseas are increasing by telling how to eat or to cook.



# Cooking examples

By sprinkling makes everyday dishes to "the next level"

Just sprinkle on the top.  
Have sesame daily more easily !



Wasabi Sesame : Soba noodle with Japanese radish



Bonito Sesame : Okonomiyaki



Yuzu Chili pepper Sesame : Lotus roots salad



Yuzu Sesame : Rolled sushi with salmon roe and soy-marinated salmon



Kimchi Sesame : Kimchi fried rice



Yuzu Sesame : Boiled vegetables



Yuzu Ume Wasabi Sesame : Pork



Ume Sesame : Bento lunch box



Kimchi Sesame : Bibimbap

# Sales examples

Thank you very much for doing business with us.  
We strive to accommodate your requests.  
We appreciate your continuous support.



# お客様の声



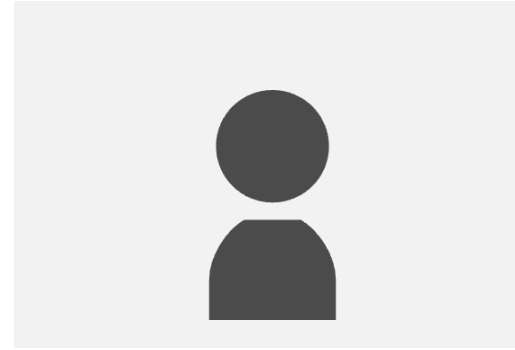
Ms Kaori Ito/Tokyo/24  
years old

I have liked these products since I was a university student in Kyoto.  
And, freeze-dried squid with its guts called "Ikashita Shiokara" is the best! It is eaten as it is.  
I always visit when I go to Kyoto because there are many things I have never seen in other store!



Ms. Jun/Kyoto/25  
years old

I found "Goma Katsuo" 5 years ago. I was surprised at how crispy and savory this was. The staff at the store explained nicely, and gave some flavor samples. I make my bento by myself, so "Goma Katsuo" and "Shiso Hijiki" are still my essential items.



Ms. Mariko Nogami/Hyogo  
/57 years old

I like the spiciness of "Goma Wasabi", and I think it goes well with Tofu salad and seafood salad.  
There are some kinds of the gift set, and I enjoy thinking about which is the best for people who get.



Ms. Haruko Masakado/  
Kyoto/73 years old

I have been visiting KAI two to three times a month for about 20 years. I often buy as a souvenir to my friends, and they also like the products. In the past few years, several flavors are came out, but my favorite is still "Goma Katsuo". I hope KAI to have the same tastes and services as it does now.

**Thank you for your support.**

# Product Details



Expiration Date :  
120 days

Product name	Product Description	Ingredients	Allergen	Nutrition Information(Per 100g)
Goma Wasabi/ Sesame with Wasabi	The spiciness of Wasabi stimulates your appetite. It goes well with Soba noodles, Udon noodles and granted yam potatoes. It can be sprinkled evenly and the dishes look more beautiful.	Roasted sesame, Salt, Saccharide (sugar, oligosaccharide), Wasabi powder/Seasonings (Amino-acid), Cyclic oligosaccharide, Food coloring (gardenia), Food flavouring, Acidifier, Spice extract	Sesame	Energy : 471Kcal Protein : 14g Fat : 37.2g Carbohydrate : 20g Salt equivalent : 4.9g
Goma Katsuo/ Sesame with dried Bonito	This is our best-selling product. In2014, it is featured on TV program called よーいドン(Yoi Don), and chosen as the top 3 items which received inquiries the most. The savory sesame is mixed with bonito fish and this makes the dishes more flavorful.	Rosted sesame, Bonito flakes, Soy sauce, Salt, Glucose, Sugar, Fermented seasonings, Yeast extract, Spices/Seasonings(Amino-acid), Spices/Seasonings(Amino-acid), Antioxidant(V.E), Sweetener(Stevia)	Wheat • Soybean • Sesame	Energy : 546Kcal Protein : 27.8g Fat : 39.7g Carbohydrate : 19.3g Salt equivalent : 7.3g
Goma Ume/ Sesame with Ume (Japanese pickled plums)	The savory sesame is coated with the refreshing and sour Ume flavor. The color makes the dishes more beautiful. It goes well with rice balls, rice porridge, Somen noodles and Udon noodles.	Roasted sesame, Salt, Saccharide(sugar, oligosaccharide), Fermented seasoning, Bonito extract, Pickled Ume(Japanese apricot produced in Kishu area)/Seasonings (Amino-acid), Acidifier, Food coloring(monascus color, red cabbage color), Shiso (Perilla) flavoring	Seasme	Energy : 482Kcal Protein : 27.8g Fat : 39.7g Carbohydrate : 17g Salt equivalent : 4.7g
Goma Yuzu/ Sesame with Yuzu (Japanese lemon)	The refreshing sourness of 100% of Kochi Prefecture's yuzu juice adds the refreshing flavor to the dishes. It goes well with rice, salad and hot pot dishes.	Roasted sesame, Hydrolyzed protein, Yuzu juice(from Kochi prefecture), Saccharide (sugar,oligosaccharide), Salt/Seasonings (Amino-acid), Food flavouring, Food coloring(gardenia)	Soybean • Seasme	Energy : 469Kcal Protein : 14.8g Fat : 37.3g Carbohydrate : 18.7 Salt equivalent : 5.4g
Goma Yuzukosyo/ Sesame with Yuzu and Chili Peppers	The savory sesame is coated with the spiciness of green chili peppers and the flavor of Yuzu. This is recommended for the people who like spicy foods. It is not only for rice but also for meat dishes.	Roasted sesame, Yuzu pepper(Chili pepper, Yuzu peel, Salt), Starch hydrolysate, Yuzu pepper powder/Seasonings (Amino-acid)	Sesame	Energy : 553Kcal Protein : 19.1g Fat : 42.3g Carbohydrate : 24.0g Salt equivalent : 6.6g



# Product Details



Expiration Date :  
120 days

商品名	商品説明	原材料	アレルギー	栄養成分表示 (100gあたり)
Goma Sansai/ Sesame with Yuzu, Ume and Wasabi	This has the sourness and sweetness of Yuzu and Ume and the spiciness of Wasabi, and makes the dishes more colorful with the color of red, green and yellow. It goes well with rice, and can be used as a topping for salad or Tofu.	Roasted sesame, Hydrolyzed protein, Yuzu juice, Salt, Sugar, Oligosaccharide, Bonito extract, Fermented seasoning, Pickled plum/Seasonings (Amino-acid), flavoring, Acidifier, Wasabi Powder(cyclic oligosaccharide, food flavoring), Spice extract, Food coloring(gardenia), Food coloring(monascus color, red cabbage), Shiso flavor	Soybean・ Sesame	Energy : 535Kcal Protein : 16.1g Fat : 42.8g Carbohydrate : 21.5g Salt equivalent : 5.4g
Goma Kimchi/ Sesame with Kimchi	The savory sesame is coated with flavorful Kimchi flavor. It has the authentic Kimchi flavor with the spiciness and sweetness. It is used for stir-fried vegetables, Ramen noodles and meat dishes.	Roasted sesame, Saccharide (sugar, oligosaccharide), Garlic paste, Salt, Soy sauce, Hydrolyzed protein, Chili pepper, Bonito extract/Seasonings (Amino-acid), Food coloring(paprika), Acidifier,, Sweetener(Stevia)	Wheat・ Soybean・ Sesame	Energy : 592Kcal Protein : 18.9g Fat : 46.9g Carbohydrate : 23.7g Salt equivalent : 5.5g
Goma Garlic/ Sesame with Garlic	The sesame is coated with spicy black peppers and garlic. It goes well with rice, and can be seasoned fried rice easily.	Roasted sesame, Garlic paste, Saccharide (sugar, oligosaccharide), Salt, Hydrolyzed protein, Black pepper/Seasonings (Amino-acid)	Soybean・ Sesame	Energy : 546Kcal Protein : 27.8g Fat : 39.7g Carbohydrate : 19.3g Salt equivalent : 7.3g
Goma Sansyo/ Sesame with Sansyo (Japanese peppers)	Under development			

# Price list

Expiration  
Date : 120 days

Bag with zipper(NEW) : LLDPE (Linear Low Density Polyethylene) Length 19.7cm / width 11.8cm / height 0.6cm Tare weight 6g

Product Number	Name	Product Image	JAN code	Contents (g)	Reference price (Yen : tax-excluded)	Price (Yen : tax-excluded)	Quantity per case	Lot	Packaging Image
ZB-K_NB40	Goma Katsuo/ Sesame with dried Bonito		4573516815902	40	500	Nonpublic	12 bags	8 cases	 <ul style="list-style-type: none"> <li>● Case box (Cardboard box) Weight 80g Length 17.5cm / width 22.5 cm / height 6.0cm</li> <li>● Total weight (Products + Box) : 650 g</li> </ul>
ZB-G_N40	Goma Garlic/ Sesame with Garlic		4573516810969	40	500	Nonpublic	12 bags	8 cases	
ZB-CP_NW40	Goma Yuzukosyo/ Sesame with Yuzu and Chili Peppers		4573516816206	40	500	Nonpublic	12 bags	8 cases	
ZB-Y_N40	Goma Yuzu/ Sesame with Yuzu (Japanese lemon)		4573516810976	40	500	Nonpublic	12 bags	8 cases	
ZB-U_N40	Goma Ume/ Seasme with Ume (Japanese pickled plums)		4573516810983	40	500	Nonpublic	12 bags	8 cases	
ZB-YUW_N40	Goma Sansai/ Sesame with Yuzu, Ume and Wasabi		4573516810990	40	500	Nonpublic	12 bags	8 cases	
ZB-W_N40	Goma Wasabi/ Sesame with Wasabi		4573516811003	40	500	Nonpublic	12 bags	8 cases	
ZB-KI_N40	Goma Kimchi/ Sesame with Kimchi		4573516811072	40	500	Nonpublic	12bags	8 cases	



# We are looking forward to doing business with you.

Regarding sales, we accommodate your requests such as the products image, our company's logo data, Youtube videos and POP data. Please feel free to contact us.

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Instagram



@NISIKIKAI

A variety of dishes using "Amazing Sesame" series are posted.

LINE



Various information are delivered



珍味処の京ふりかけ



K A I  
Nishiki Ichiba