



Whitebait



1. Have you ever heard of Hayama, where YUSHIGE-MARU does come from?

For many years, Hayama – mother of sea diamonds, which is a fishery ground of YUSHIGE-MARU, is well known as one of best fisheries of **The White Diamond** (“whitebait” or “the young of the sardine”, known in generally). And due to its more than enough superiority in competitions as a fishery ground, even other competitors are still now attracted to Hayama and their signs of fishing boats are so frequently seen in our sights. During March and December in each year, YUSHIGE-MARU monopolistically enjoys hunting The White Diamond, with great respects and thanks to **mother of sea diamonds, Hayama**.

2. Why our brand, The White Diamond, could be diamonds?

Most of fishing styles for whitebaits are called as “NISOU-BIKI”, which is to hunt whitebaits with 2 fishing boats and needs to spend hours for 1 routine process. However, the style of YUSHIGE-MARU, “ISSOU-BIKI”, which is done with just only 1 boat, needs to spend **just only 6 minutes** in finishing 1 routine and this quickness keeps all whitebaits alive while dazzling white shine and allows keeping the freshness overwhelming. This is the secret why YUSHIGE-MARU could designate it as “The White Diamond”.

3. A simplest magic to brush those up to The White Diamonds

YUSHIGE-MARU never uses additives for bleaching, food coloring and preservatives. YUSHIGEMARU does all the brushing up process without outsourcing it. YUSHIGEMARU does brush whitebaits up only with natural salt and with minerals and calcium, which are secret gift from Sea. YUSHIGE-MARU well understands DIAMONDS is born from Earth, which need nothing from Man-Made.



4. How to keep the Diamonds as diamonds?

YUSHIGE-MARU has developed remarkable preservation method, which enables valuable customers to enjoy brilliant diamonds whenever they wish to enjoy. The method is a combination of “Quick – Freezing by 40 minus” and “a special paper”. By this combination, YUSHIGE-MARU has succeeded in keeping freshness and taste in diamonds and in defrosting those with relevant temperature as absorbing excess of moisture. That’s why we could earn the trust from customers for many years and our brand “The White Diamond” is still highly evaluated by customers for many years.



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