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Sojitz Corporation
Sojitz Tuna Farm Takashima Co., Ltd.
Toshin Sea Foods Co., Ltd.

Sojitz, Toshin Sea Foods Launch Traveling Farmed Bluefin Tuna Cutting Show Service

Providing Safe, Delicious, and Fun Bluefin Tuna

Sojitz Corporation, Sojitz Tuna Farm Takashima Co., Ltd. (a wholly-owned subsidiary of Sojitz Corporation), and Toshin Sea Foods Co., Ltd. will launch a traveling bluefin tuna cutting show service in 2013. The service will prepare and slice the bluefin tuna right in front of customers so they can enjoy the tuna while it is extremely fresh.



Scenes from a Takashima Bluefin Tuna Cutting Show

Sojitz Tuna Farm Takashima began farming bluefin tuna in 2008 and made its first shipments in 2010. Annual production is approximately 100 tons (2011). The company became the first farmed tuna operator to obtain ISO 22000 certification for food management systems. By implementing comprehensive production and shipment management, Sojitz Tuna Farm Takashima provides customers with safe and delicious tuna.

During its more than 60-year history since its foundation in 1949, Toshin Sea Foods

has been involved in the business of providing foods directly to consumers with a focus on seafood distribution and retail sales. The Company sells Takashima bluefin tuna at its own shops and department stores, primarily in the Kanto region.

The impressive tuna cutting show is becoming a popular event for various types of functions such as year-end parties, commemorative parties and other celebrations including conferment of decorations. Customers who had the opportunity to eat Takashima bluefin tuna requested the cutting shows, and in response, Sojitz decided to hold the shows with a limited amount of tuna. For the traveling cutting show service, after a request is received from a customer, tuna is harvested, thoroughly chilled, and shipped directly to the destination so customers can eat fresh tuna with firm meat.

Initially, the service will be offered to companies and individuals in Tokyo with a limit of 200 fish per year (each fish weighs between 30 kg and 50 kg). A cutting show will be conducted and sashimi and sushi will be prepared according to the customer's request. Reservations will be accepted starting in January 2013. The shows will be expanded nationwide throughout the year in the future.

The Sojitz Group and Toshin Sea Foods will continue their efforts to provide customers with safe and delicious bluefin tuna.

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