

KIWI Liqueur



The Unexpected Charm of Kiwi in Japanese Cuisine

By adding a kiwi sauce to teriyaki chicken, an unexpected tanginess and depth are introduced to the soy-based sauce, dramatically enhancing the complexity of the dish. Moreover, the delicate acidity of kiwi instantly lightens the fattiness of sashimi, becoming a new accent in Japanese cuisine that further highlights the flavor of fresh fish.

The Traditional Culture and Untold Story of Japanese Kiwis

Japanese kiwi cultivation has developed as a new agricultural culture distinct from traditional fruit tree cultivation. Behind this lies a strategic shift from citrus farming and a skillful incorporation of international branding strategies. The "cultural adaptability" and "multi-use characteristics" of this fruit become key to expanding possibilities in product development and pairing.

Kiwi Meets Japan: An Unexpected Introduction Route

Kiwi fruit is often thought to be native to New Zealand, but it actually originates from China. Its introduction to Japan began during the Meiji era with seedlings imported from China. Initially used for ornamental purposes, it began to be cultivated for food due to its high nutritional value, and through variety improvement, it has become the sweet and large fruit we know today.

Kiwi Cultivation Masters: Tradition and Innovation

Japanese kiwi cultivation has been supported by the tireless efforts and innovations of predecessors. It began in the 1970s as a crisis management strategy for citrus farmers. Triggered by an oversupply of mandarin oranges, regions like Ehime and Fukuoka, blessed with warm climates, developed unique cultivation techniques. They established labor-intensive cultivation methods such as trellis cultivation, fruit thinning, and bagging. By applying traditional trellis cultivation techniques and improving New Zealand-style pruning methods, they have developed a unique management approach that produces high-quality kiwis.

Kiwi and Food Culture: An Unexpected Marriage with Japanese Cuisine

Kiwi can be used not just in desserts, but in cooking as well. Its acidity suppresses the fattiness of meat and fish dishes, creating a refreshing aftertaste. It is recommended to combine with Japanese cuisine. For example, you can enjoy unexpected pairings like tofu shirowae with kiwi or teriyaki chicken with kiwi.

The Future of Kiwi: Fusion of Tradition and Innovation

In recent years, with the rising health consciousness, the nutritional value of kiwi is being re-examined. Rich in vitamin C and dietary fiber, it is attracting attention as a fruit that is good for beauty and health. While preserving traditional cultivation methods, research into new variety development and processing techniques is also progressing.

The true value of Japanese kiwis lies not in being mere fruit, but in the aspect of a "cultural device" where agricultural technology, food culture, and environmental consideration are united. This multilayered nature can be converted into a product concept, holding the potential to be utilized as a material for creating "dining experiences with a story".

