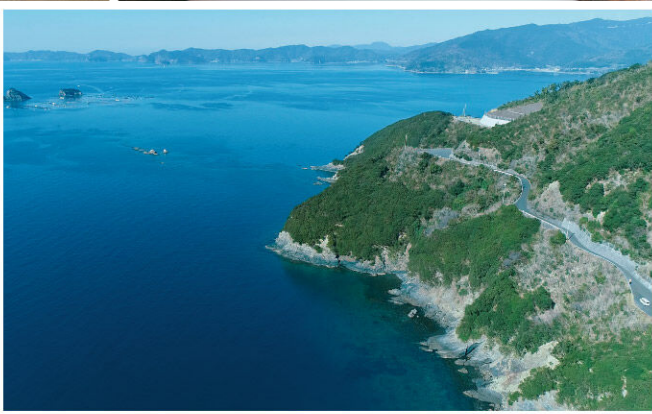
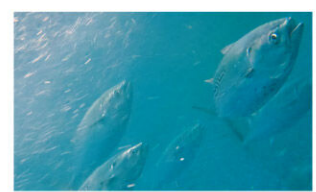
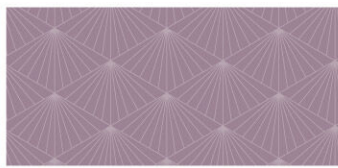
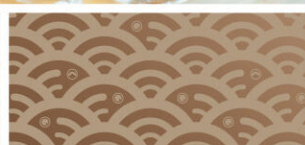
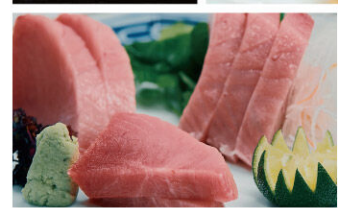


HIMESUMA

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❖ Moderate size making it easy to buy a whole fish

"Himesuma" is the brand name for kawakawa completely farm-raised from birth in Ehime Prefecture. They are raised in the Uwa Sea, which combines a warm water temperature and a variable current. The fish mature faster than other farmed varieties, reaching about 2 kg in 6-12 months after hatching. This moderate size is one of the appealing things about the Himesuma. It's easy to prepare and serve the whole fish without leaving any leftovers.



❖ Combining the best of tuna and bonito

Kawakawa belongs to the Euthynnus genus, in the family Scombridae (the mackerel family), and in the tribe Thunnini (the tunas). It has a striped back, which is a pattern characteristic of mackerel. Its dorsal fin is similar to that of bonito, and its head and tail are similar to those of tuna, but it does not have a fishy smell like bonito, nor does it have sinewy meat like tuna. It's a fish that exhibits only the best traits of bonito and tuna. The flesh at the back of the kawakawa is characterized by a delicate fattiness reminiscent of medium fatty (chutoro) tuna.

❖ First-rate fish with a good yield

Himesuma is a first-rate fish with a good yield: There are no sinewy parts, so you can use every part of the fish from the head to the tail. Not only can it be eaten raw as sushi or sashimi, but it also tastes excellent when cooked. Cooking Himesuma brings out its sweetness, and it gives off a wonderful aroma. It doesn't become too hard when cooked, so it can be used in a wide range of cuisines, such as French, Chinese, and ethnic dishes.



❖ An ingredient enjoyed by everyone

Himesuma doesn't have a fishy smell or flavor and is enjoyed by everyone from children to the elderly. Owing to its light and smooth flavor and texture, it goes well with dry sake or other alcohol such as wine, beer, and shochu.

❖ Melt-in-the-mouth otoro belly meat

The belly of the Himesuma is like extra-fatty (otoro) tuna. Plump throughout the year, the farmed mackerel tuna is rich in fat that simply melts in the mouth. Please enjoy the excellent flavor that is admired by foodies.

The Uwakai Sea serves as the ideal location to raise fish: Its waters are warm throughout the year thanks to the Kuroshio Current, and the coastline is a deeply indented ria coast, providing shelter from wind and waves. Each Himesuma is carefully raised here, and thorough production and quality control is carried out every step of the way, from raising the fish to shipping and delivery.



The Finest-Flavored Fatty Fish

Wild kawakawa (*Euthynnus affinis*) is a rare and highly prized fish.

It is rich in fat and has a soft texture, as if the entire fish were composed of premium fatty cuts so prized in other fish.

Ehime Prefecture has succeeded in completely farm-raising kawakawa from the egg stage.

The farm-raised kawakawa tastes even better than its wild counterpart.

❖ Wild kawakawa is a rare and highly prized fish that was occasionally caught in fixed nets or when fishing for bonito and tuna. Ehime Prefecture, which produces the most farmed fish in Japan, had the know-how that made it possible to completely farm-raise the kawakawa from the egg stage. In November 2019, the fish began to be sold as "Himesuma," a brand name coined from Ehime and the Japanese name for the fish. The fish's elegant flavor, produced by its high-quality fat, ranks highly among top-class chefs.

❖ Analysis carried out by Japan Food Research Laboratories attests to the quality of Himesuma. Studies conducted by the facility found that the fish contains high levels of fat and histidine, one of the essential amino acids found in abundance in other blue-backed fish such as tuna, bonito, amberjack, and mackerel, which is believed to improve cognitive function and reduce fatigue.

When considering a good ingredient, the culinary possibilities are endless

Akordu, meaning "memory" in the Basque language, is a modern Spanish restaurant that stands on the former site of Todaiji Temple in Nara. Chef Hiroshi Kawashima, who works on dishes that combine culture, history, tradition, and novelty under the concept of "Regression and Memory," talks about Himesuma mackerel tuna as an ingredient.

Reliable flavor and excellent fat; an ingredient whose purity shines through

The first thing I noticed when trying Himesuma for the first time was the quality of the fat and the flesh. There is also no fluctuation in flavor, meaning I can always reliably serve the same-tasting fish. The enticingly smooth mouthfeel of the fat is another good point. People have a preconception that high-fat foods will leave the inside of the mouth feeling coated with fat, but this is not the case with Himesuma. I felt that the fat was elegant, and there was nothing disagreeable about it at all. You could say that it's a very pure fish. We serve the fish as part of a multi-course meal at the restaurant, and we've heard very good things about the flesh and the fat of the Himesuma from our customers as well.

Himesuma is quite a unique fish that is not quite like bonito; nor is it like tuna. Moreover, the flavor, aroma, and flesh change with each passing day. For instance, in the case of Japanese cuisine, when making a sashimi dish, you may want to consider how to make it based on aging, because a Himesuma aged for three days will taste different to one aged for two days, and so on. It is an ingredient with the potential to be made into any number of dishes, the only limit is the chef's imagination. The average size of the fish is around 2 kg, which is just right for a restaurant like ours. We're able to use it all up.

Reveals different characteristics depending on how you approach the fat

I used to mainly serve Himesuma mackerel tuna raw, but I've recently begun experimenting with various cooking methods. You can eat it as it is; you can cook the fat out, and it's still delicious; or you can even combine it with other fats. Lightly cooked, it is evocative of meat, whereas adding it to a broth lends it a unique presence. I think Himesuma reveals different characteristics depending on how you approach the fat in your cooking. If you merely regard it as a fish, then your choices are limited, but if you think of it as an ingredient that contains delicious fat, then you have far more possibilities. As freezing technology advances and more people realize the importance of using sustainable fish, I think chefs in countries other than Japan will also want to start using this ingredient.

Hiroshi Kawashima

After an active career as a French chef at hotels and restaurants around the Kanto and Kansai regions, such as Hotel Seiyō Ginza, Chef Kawashima went on to train at the famous modern Spanish restaurant Mugaritz in the Basque Country, Spain. He opened Akordu in Tomio, Nara, in 2008, before moving it to its present location on the former site of Todaiji Temple in 2016. In 2018, he won the Chef of the Year Award from the French restaurant guide Gault & Millau, an acclaimed publication worldwide. Akordu was even awarded two stars in the MICHELIN Guide Nara 2022.



04 Himesuma at 38 degrees Celsius, with iodine

Himesuma marinated in a saumur solution, or milk and water, at 35°C for 3 hours to remove the fat, then grilled over rice straw and flavored with rosemary oil and balsamic vinegar. Smoked milk foam really brings out the flavor of the Himesuma.



03 Fried Himesuma in marmitako-style sauce with bell pepper and tomato extract

Himesuma deep-fried in brioche breadcrumbs, served with polenta and a sauce made from tomato extract and bell pepper juice. A dish in which you can enjoy the sweet aromas of the brioche and the Himesuma.

02 Himesuma crudo: Inspired by the cold ocean in spring

Raw Himesuma served with a stock extracted from kelp and wakame seaweed. Avocado puree, Ehime finger limes, cucumber granité, and Akai Shizuku strawberry gelato add delightful accents.

01 Ceviche with Himesuma belly meat and Ehime citrus fruit

A ceviche made with the belly part of the Himesuma, marinated in ripe lemons and limes from Ehime Prefecture, the citric acid serving to regulate the fat of the fish. Served with sweet potato cooked in Beni Madonna orange juice.



Chef Kawashima creates four Himesuma dishes based on the keyword, "native and elegant."

Chef's tips on preparing Himesuma mackerel tuna

Himesuma has moderate fat throughout the whole fish and has the advantage that it does not become tough when cooked. It tastes great stewed in soy sauce, perhaps with a little ginger added, and won't become hard even after it cools down. Chef Masaya Tsuji of Wankyu gives some tips on how to cook Himesuma, which is also perfect in take-out dishes.



Masaya Tsuji

After working at prestigious restaurants such as Ningyocho Imahan, Hanamura, and Ryotei Takikawa, Chef Tsuji joined Wankyu, eventually taking over management of the restaurant in 2017 to become its third proprietor.

3 tips

01 Eat it as sashimi

The whole fish is rich in fat, so you're assured to get a premium fatty cut suitable for sashimi no matter where you cut it. Since it has no sinews, it's okay to slice it thickly. If you make sushi with it, you can enjoy the full flavor of the Himesuma. If you are concerned about the fat, I recommend adding some grated daikon radish, salt, lemon, ginger, or wasabi, or even mincing it and combining it with miso paste.



02 Enjoy it grilled

If grilling, I recommend searing the fish. Chill in the fridge for about an hour, then take it out and cook over high heat, only cooking the exterior surfaces. In order to retain the umami, there is no need to plunge it into an ice bath to stop the cooking. If you want to cook it teriyaki style, I recommend marinating it for a longer period or using a stronger teriyaki marinade, to bring out the inherent flavor of the Himesuma.



03 Savor it fried

When deep-frying Himesuma, it is important to get the temperatures right from the beginning. For example, if you want to bread and fry it, allow the fish to return to room temperature before frying it. Frying it when the temperature is the same throughout results in Himesuma that is still pink and juicy on the inside. Tempura is also a recommended frying method, but the important thing is not to overcook it. The secret to good flavor is cooking at an appropriate temperature.



How to store it

Put it in a food storage bag and then wrap that in cling film so that it is not exposed to the air. If you want it to last for a few days, sprinkle some salt on it. This removes excess moisture and transforms the flavor to be like aged meat.

How to defrost

Take the block of frozen Himesuma and first submerge it in salt water. Remove the fish, wipe off the water, and then place it in the fridge to defrost. If it has been flash-frozen, the key is to run some water over it and defrost it as soon as possible.

Wankyu

A long-established kaiseki restaurant that first opened in Tokyo's Shibadaimon district* in 1979. Renowned for its elaborate dishes made with seasonal ingredients and the attentive service of its staff, Wankyu is loved by many people, including some important figures. It boasts a wide selection of sake and shochu, which you can enjoy paired with the food.

FISHERIES KINGDOM
EHIME Website

Information about Ehime's fish, recipes, and more



FISHERIES KINGDOM
EHIME Official
Instagram Account

Appealing information about Ehime's fish, including which fish are in season and easy recipes



Himesuma
Introductory Movie

The appeal of Himesuma and the passion with which it is raised, as told by the people involved



Himesuma Recipe

Cooking Expert Miho Kawakami

Himesuma Tagliata !!

Himesuma 1 block
Cherry tomatoes 90g
Red onion 30g
Italian parsley 2g
Salt 1-2g
Lime juice •• 5g (juice from about 1/8 of a lime)
Tabasco a drop
Olive oil 20g
Capers 4g
Dill to taste



- Slice the Himesuma into pieces about 7 mm thick.
- Place the fish in block form on a baking tray and sear the skin with a kitchen blowtorch.
*If you don't have a blowtorch, push 3-4 skewers into the block and quickly sear over a direct flame. Slice thinly. Arrange the slices flat on a plate.
- Chop the cherry tomatoes, red onion, Italian parsley, and capers, then add the salt, lime juice, and tabasco to taste, and mix.
- Once mixed, add the olive oil, and place an appropriate amount of the mixture over the Himesuma arranged on the plate.
*Adjust the amount of sauce according to the amount of Himesuma. Sprinkle with dill and serve.

Himesuma Skewers !!

Himesuma 1 block
Salt 1g
Cumin seeds 2g
Paprika 1.5g
Chili powder 0.3g
Grated garlic 8g
Olive oil 15g



- Cut the Himesuma into decent-sized chunks.
- Mix the rest of the ingredients together, add the Himesuma to the mixture, and chill well in the fridge.
- Push the mackerel tuna onto skewers, then quickly sear the outside of the fish either with a blowtorch held at a distance or over a hot grill.
*In the photo, it is served on a bed of salad with coriander. It makes a great accompaniment.

Cooking Expert/
Food Director

Miho Kawakami

Going independent after serving as a chef and sommelier at restaurants in Tokyo and Italy, she is now featured as a culinary specialist in many forms of media including television and commercials, books, and magazines. She has become known for recipes and styling that are simple yet tell a story.

