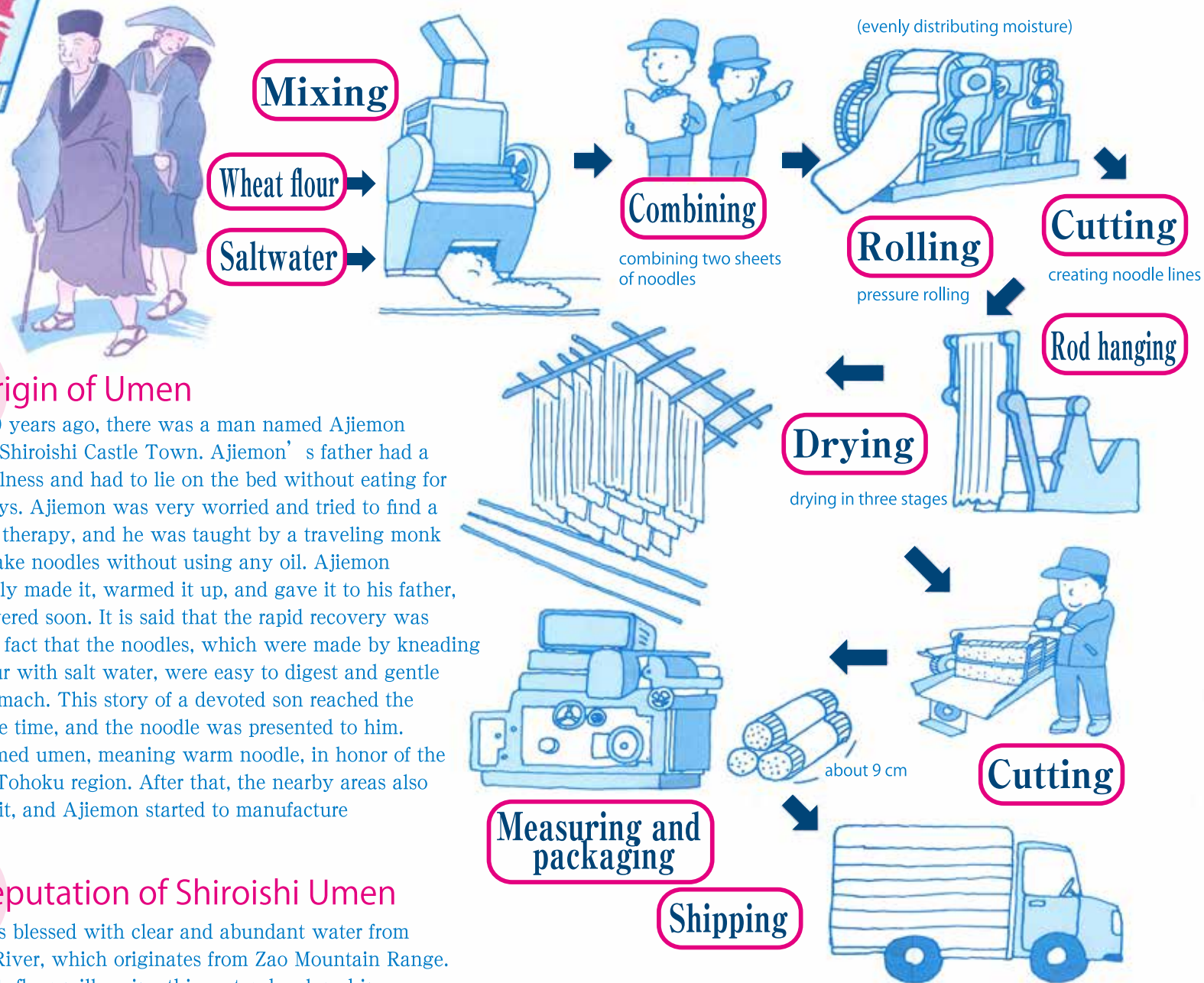


# The Taste of Tradition Nurtured by History

## ~How Shiroishi Umen Is Produced~



### The Origin of Umen

About 400 years ago, there was a man named Ajiemon Suzuki in Shiroishi Castle Town. Ajiemon's father had a stomach illness and had to lie on the bed without eating for several days. Ajiemon was very worried and tried to find a good food therapy, and he was taught by a traveling monk how to make noodles without using any oil. Ajiemon immediately made it, warmed it up, and gave it to his father, who recovered soon. It is said that the rapid recovery was due to the fact that the noodles, which were made by kneading wheat flour with salt water, were easy to digest and gentle on the stomach. This story of a devoted son reached the lords of the time, and the noodle was presented to him. It was named umen, meaning warm noodle, in honor of the people of Tohoku region. After that, the nearby areas also requested it, and Ajiemon started to manufacture

### The Reputation of Shiroishi Umen

Shiroishi is blessed with clear and abundant water from Shiroishi River, which originates from Zao Mountain Range. In the past, flour mills using this water developed in this area. Wheat flour, which is also a raw material for umen, was abundant, along with the water, and the climate is mild and dry, which makes umen so high-quality and delicious. The reputation of umen gradually increased. We would like you to continue enjoying the traditional flavor and rich texture of Shiroishi umen.

A local specialty of the Shiroishi region, Shiroishi umen is a trademark registered under No. 1670230 by the Patent Office and has also been a local specialty of the Shiroishi region for over 400 years. Also, it has received the designation of production area by the National Dry Noodle Cooperative Association Federation. (\*Unauthorized use is a trademark infringement.)

### Storage Method and Period

#### Q: What should I be careful about when storing?

A: Keep away from moisture, high temperature, and direct sunlight, and store together with desiccants in containers such as tea boxes, cans, and bottles. Once opened, please seal it with wrap to prevent moisture.

#### Q: I have heard that it tastes better when stored for a long time. Is that true?

A: This is one of the wisdoms of life that has arisen from human experience and is not wrong. It is a fact that the noodles become bouncier and that the texture becomes better when stored for a long time. There is a suggested expiration date, so please refer to it. The taste of freshly cooked noodles is exceptional.

#### Q: How long does it keep?

A: The shelf life varies depending on the thickness. Thick noodles like udon and kishimen are usually about a year. Noodles called hiyamugi, which are thin, are about 1 and a half years. Somen are approximately 2 years as a rough guide.

### Types of Dried Noodles

#### ● Udon

Generally made from a mixture of wheat flour, salt, and water, and formed into a noodle shape. Thick noodles have a cut about 2.5 mm, thin noodles about 1.5 mm, and round noodles about 2.5 mm. Originally, it was one of the Chinese-style sweets that was brought from China during the Nara period.

#### ● Hiramem (Kishimen)

The ingredients are the same as udon, and it is thinly and flatly cut. It is also called himokawa because it was made as a specialty of the old Tokaido Road, the Imokawa in Mikawa. It is believed that the name Imokawa became himokawa.

#### ● Hand-stretched Somen

The feature is that the oil, such as cottonseed oil or soybean oil, is applied to the noodle and dried when it is stretched by hand. This oil leaves a unique flavor during the cooking process. High-quality somen is thin, white, and does not thicken when cooked.

#### ● Hiyamugi

Originally, it was called "atsumugi" when eaten hot and "hiyamugi" when eaten cold. The name hiyamugi was passed down as it is to later generations, and now it is thinner than the narrow udon noodles, with a square shape of 1 cm and a round shape.

#### ● Somen

The thinnest dried noodle is somen. The ingredients use wheat flour with a slightly higher gluten content than udon. It was one of the Chinese-style sweets that was brought from China during the Nara period and was also called muginawa. It later became the origin of the dried noodle-making method from hand-stretched somen.

#### ● Soba

Soba is made by mixing buckwheat flour with wheat flour as a binder, adding salt and water, and kneading into a noodle shape and drying it. The history of soba is old and is said to have been brought from the northern continent through Korea to Japan in the eighth century.