



CROWN TORO HAMACHI

Crown Toro Frozen Hamachi begins with artisan quality fish, demonstrably healthier, fattier, stronger and yielding the firmest fillets. Harvested only in the Winter at their peak fat content (30%) and lowest moisture level insure a rich concentrated flavor. Crown Toro Hamachi are ranced. Local fishermen capture wild juvenile Hamachi, Mojako, that are distributed to a network of small farms. The farmers carefully acclimate the young fish and grow them to a market size of near 5 kg. Unlike most frozen Hamachi sold in the United States, Crown Toro Hamachi is not treated with carbon dioxide gas to enhance color and does not suffer its side effect of reduced flavor and sour aftertaste. Carbon dioxide enhanced Hamachi is illegal in Japan, Europe (EU) and Canada. Crown Toro Hamachi embraces a different philosophy for processing. The fish are gently harvested and injected with a tasteless smoke which prevents oxidation from freezing and locks in the natural bright color, firm texture and rich flavor. Other techniques for hamachi processing diminish these qualities. The Crown Toro technique is exclusive and our hamachi are sold throughout Japan.



CHO-REI-KUN

Crown developed and patented Cho-Rei-Kun technology in 2009. A technique of multiple precise steps employed during harvest that result in a frozen Hamachi brighter in color, higher in yield and a longer shelf life. It also eliminates the signature sour aftertaste present in conventional frozen Hamachi. When Hamachi are transferred from growing pen to harvest site they become stressed. Stress produces lactic acid in their muscles which damage the cellular structure of the flesh reducing color, flavor and shelf life. Cho-Rei-Kun interrupts this process. The fish are transferred from the growing pen and swim in oxygenated water for 16 hours prior to harvest. This extended time in oxygen rich water relaxes the fish significantly reducing the harmful lactic acid. Low levels of lactic acid insure an intact cellular structure with a firm fleshed colorful meat.



CULINARY FAVORITE

Crown created the Cho-Rei-kun (チョー・レイ・クン) process for one purpose: to capture the moment of peak flavor in their Yellowtail Hamachi, creating an edible experience that elevates naturally beautiful-tasting yellowtail to perfect "Toro Hamachi," and supply it 52 weeks a year.

Perfect for all Eastern & Western menus, there is no equivalent (fresh or frozen).



EXPERIENCE SUPERIOR QUALITY AND TASTE

CROWN TORO HAMACHI DELIVERS EXCELLENCE WITH SIMPLICITY

Crown Toro Hamachi allows you to experience the peak moment of fresh harvested flavor 52 weeks a year. The late Winter harvest and thoughtful processing allow both restaurant and home chef an uncompromising dining experience combined with ease of use. Enjoy the superlative qualities that define Crown Toro hamachi.

- Eye appeal. Pure white flesh contrasted with a sharp maroon bloodline
- Rich flavor. Buttery, unctuous mouth feel from the 30% fat content
- Clean. Elevated fresh fish flavor from careful harvesting

DEFROSTING OPTIONS

For best results, thaw the Hamachi while still in the package in your refrigerator (walk in cooler) overnight set below 40 degrees, 38 degrees is optimum. This allows Crown Toro to gradually thaw and relax for a silkier texture and opens up the flavor to its fullest potential. But you can also thaw quickly, in the package, in a sink using running cold water immersed in a pan. This adds a firmer bite, crunch, to the rich flavor of Crown Toro Hamachi.

THE ARTISANAL FINESSE OF "IKE JIME"

The finest fish in Japan are killed using an ancient and humane method perfected by fisherman over the centuries. Ike Jime, "closing the fish" is a process performed in seconds by the expert hands of the processors at Crown Toro Hamachi. The fast dispatch of the fish immediately interrupts the stress signals to the muscles of the fish that produce lactic acid. Lactic acid causes cellular breakdown and has detrimental consequences to the flavor, texture and shelf life of a fish.

- Amazingly, 99.5% of blood is removed within 15 minutes from harvest! The fish is now clean and blood free and our patented solution is injected to lock in the natural color, moisture and maximum shelf life.
- From harvest to frozen in only 2 1/2 hours. Crown Toro Hamachi's patented process is 80% faster than that used by competing companies in Japan.

AVAILABILITY & PACK INFORMATION

Fish Arrives Weekly: Into Boston, Los Angeles & San Francisco

<i>Fillet</i>	<i>Loins</i>	<i>Collars</i>
<i>Size: 4 lb avg (1800 gr/package; 6pc)</i>	<i>Size: 1.6 lb avg. (14-20 loins per case, +-700gr)</i>	<i>Size: 150-270gr each (4 pieces per vacuum pac)</i>
<i>Case Pack: 22 lbs</i>	<i>Case Pack: 22 lbs</i>	<i>Case Pack: 22 lbs (9-16 vacuum packages)</i>

AVAILABLE ALL YEAR ROUND (52 WEEKS)

MORE ABOUT CROWN TORO HAMACHI

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BRINGING A WORLD OF ARTISAN SEAFOOD TO NORTH AMERICA



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Wheeler Seafood is the exclusive agent.

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