



Crown Toro Hamachi

Cho-Rei-Kun frozen Hamachi begins with artisan quality fish, demonstrably healthier, fattier, stronger and yielding the firmest fillets. Ranches on Uwajima to optimum levels the fish have the highest fat counts (30%), less moisture (winter time), yielding the firmest fillets (fresh frozen). All Crown Japanese Hamachi are ranches. Local fishermen capture wild juveniles, known as mo-jako, which are then brought to a network of small farms. After extreme care and the young fish are healthy and acclimated, they are raised to an eventual market size of 4.5 to 5 kg (dressed). Whereas all (Carbon Dioxide) CO2 gas-treated Hamachi is illegal in Japan, as well as Canada and Europe too, Hamachi processed with the Crown Toro Hamachi technique is permitted and is currently sold across the country. Instead of treating the fish flesh with gas, Crown Toro Hamachi has developed a special smoke-satu-rated solution that is injected into the fish at the time of harvest, resulting in clean, firm, bright fish that can withstand deep freezing without oxidation. Crown Toro Hamachi is the ONLY treated (by definition "smoked") Hamachi product sold in Japan.

CHO-REI-KUN

Crown has developed a patented technology, known as Cho-Rei-Kun, which has been used in Japan since 2009. The Crown technique consists of multiple, precise steps during harvest that result in a frozen Hamachi that is bright in color, higher yield, longer shelf life, and with no sour aftertaste.

Live fish are first transferred to the harvest site, then allowed to swim in oxygenated water for 16 hours before harvest. When the fish are moved from one pen to another, they can become stressed and build up higher levels of lactic acid in their muscles. The extended time in the oxygen-rich water relaxes the fish. When fish are harvested with lower levels of lactic acid the cellular structure remains intact and the resulting meat has a firm texture.

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 annual flavor of 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 and Western menus, there is no equivalent (fresh or frozen).

SUPERIOR QUALITY & TASTE

Best results for defrosting

For best results in your kitchen and your dining room, thaw fish while still in the pack, in 35 degree refrigerator (walk-in cooler) overnight. This gradual thawing allows for the fillet to pass through rigor, to relax and open much like a fine wine or cheese does. This ensures the highest possible quality. You can thaw quickly in a sink with hotel pan while running cold water over the product. This will give you more in the bite, firmness, a crunch.

Problem solution

Crown Toro Hamachi allows chefs to have a premium Japanese hamachi fillet, frozen at the peak flavor moments (late winter), without the use of CO, with a fresh harvested quality sushi fish flavor, available 52 weeks a year.

- Superior fish with superior qualities
- A sharp maroon blood line
- The fillet has a bright pure white color, with big fat (30%)
- Clean fresh fish flavor
- Absent of blood and lactic acid elevates flavor

IKE JIME

Immediate spinal cord destruction in the procedure known as Ike Jime, the entire spinal column is immediately removed from the fish. This means that there is no possible way for the spinal cord to send distress signals to the muscles, which would lead to the production of lactic acid. It also effectively slows adenosine triphosphate (ATP) transfer, the chemical that activates rigor mortis. This slows cellular breakdown and assures better flavor by eliminating sourness.

- 99.5+% of blood is bled out from the fish within 15 minutes of harvest. After the Ike Jime process, the fish is bled and injected with the Crown Toro Hamachi patented solution, resulting in a clean, blood-free Hamachi. With this step, the Hamachi retains its natural color, has an increased shelf-life and higher yield at the kitchen level.
- Harvest to frozen process takes 2 hours 30 minutes to complete Crown Toro Hamachi's patented process is 80% faster than that used by competing companies from Japan, the fish is processed and frozen before the onset of rigor mortis.

Wheeler Seafood is the exclusive agent.

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