



WELCOME TO HINOMOTO CEREALS FLOUR MILLING CO., LTD.

HINOMOTO CEREALS FLOUR MILLING CO., LTD. established in 1887 is a leading RICE FLOUR solutions company. We produce GLUTINOUS RICE FLOUR, NON-GLUTINOUS RICE FLOUR, ALPHATIZED GLUTINOUS RICE FLOUR and ALPHATIZED NON-GLUTINOUS RICE FLOUR that are used by customers everyday who make WAGASHI (Japanese confectionery), cake and bread.

MESSAGE FROM PRESIDENT

For centuries the Japanese have enjoyed WAGASHI (Japanese confectionery) in their daily lives, especially during seasonal festivals. The Japanese developed a WAGASHI culture in which the following products evolved: Sakura Mochi is a glutinous rice cake filled with bean jam and wrapped in a cherry leaf for the Doll's Festival in March, Kashiwa Mochi is a non - glutinous rice cake filled with bean jam wrapped in an oak leaf for the Boy's Festival in May, Ohagi is a glutinous rice dumpling covered with bean jam which is offered during Buddhist services that are performed during the equinoctial week, and Tukimi Dango is a rice dumpling that is offered to the harvest moon.

HINOMOTO CEREALS FLOUR MILLING CO., LTD has played an important role in this tradition through the manufacturing and marketing of RICE FLOURS for more than 130 years. We have observed this time-honored tradition, and have always responded quickly through rapid innovations and development of our equipment, technologies and human resources to satisfy the demands of Japan's diversifying food culture.

We accept our many customers' challenges by providing innovative ideas and highly technological skills, creating value for each customer.

As a traditional food company playing a significant role in the development of a food culture in Japan, our mission at HINOMOTO CEREALS FLOUR MILLING CO., LTD. is to harness our energy to develop solutions that our customers from all over the world require.

Hiroshi Kuroda

President



WAKONA

WAKONA is our brand name. "WA" means harmony and Japanese tradition and "KONA" means rice flour. Our brand name shows our idea that our products are built on good relationship with customers, partnership with rice growers and unity of our company members.



WAKONA

PRODUCT LINE

We would like to introduce some of our typical products as follows. We can provide each solution to each customer, please feel free to contact us.

KYO-JOYOKO

KYO-JOYOKO is NON-GLUTINOUS RICE FLOUR made from carefully selected short grain non-glutinous rice (Uruchi Rice).

It is mainly used to make Joyo-Manju which is a top-quality rice cake filled with bean jam.

KYO-JOYOKO provides excellent flavor, a beautiful white luster and smooth texture to the Joyo-Manju.



HABUTAEKO

HABUTAEKO is fine GLUTINOUS RICE FLOUR made from carefully selected short grain glutinous rice (Mochi Rice).

It is mainly used to make a top-quality rice cake such as Habutae-Mochi.



KANBAIKO

KANBAIKO is alphasized GLUTINOUS RICE FLOUR that is obtained by grinding, steamed, kneaded and roasted premium glutinous rice (Mochi Rice).

It is mainly used to make coated beans and peanuts (Mame Gashi).





SOIE LISSE

SOIE LISS is fine NON-GLUTINOUS RICE FLOUR made from carefully selected short grain non-glutinous rice (Uruchi Rice).

It is mainly use to make a bread and sponge cake.



SOIE DOUCE

SOIE DOUCE is NON-GLUTINOUS RICE FLOUR made from carefully selected short grain non-glutinous rice (Uruchi Rice).

It is mainly use to make a cookie.



SOIE MOCHIKO

SOIE MOCHIKO is GLUTINOUS RICE FLOUR made from carefully selected short grain glutinous rice (Mochi Rice). It can provide elasticity to bread dough.

CONTACT US

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Vegetable-Driven Le Jardinier Opens in NYC

The chef at the helm is a 21-year Robuchon vet.

Made by Hinomoto Flour



Citizens of New York, behold: there's a fancy new bi-level restaurant from Joël Robuchon veteran [chef Alain Verzeroli](#) opening in Midtown Manhattan today. [Le Jardinier](#), located on the corner of East 53rd Street and Lexington Avenue, puts a laser focus on vegetables, making this a bit of a diamond in the Midtown-dining-scape rough.

Le Jardinier is the first restaurant for Verzeroli, who was director of culinary operations at Château Restaurant Joël Robuchon in Tokyo, which earned three MICHELIN stars for 11 years in a row. Designed by Joseph Dirand, the space houses 62 seats, an indoor garden, green marble walls and floor-to-ceiling windows. As for the food, "I created the concept for Le Jardinier based upon the way I like to eat and what I've seen diners gravitating towards—more vegetable-focused, with smaller portions of protein," says Verzeroli. "I wanted the menu to be light and refined, but also unpretentious and approachable."



The aforementioned vegetable-driven menu includes dishes like heirloom tomatoes paired with stone fruits and burrata; Montauk fluke crudo with Persian cucumber and crispy black rice; and Dover sole for two with lemongrass and leeks. Desserts, by **pastry chef Salvatore Martone** (of two-MICHELIN-starred **L'Atelier de Joël Robuchon New York**), include lemon meringue tart with citrus marmalade and warm rhubarb pie with rhubarb buttermilk sherbet. "He specifically focuses both on organic ingredients and more 'organic' presentations," adds Verzeroli. "What's most important is clarity of flavors—for example, if it's a strawberry dessert, all of the preparations of that ingredient and the additional components should work to heighten and accentuate the purest strawberry flavor." As a bonus, five out of the seven desserts are gluten-free.

Made by Hinomoto

There's also an entirely gluten-free bread program at Le Jardinier by master baker Tetsuya Yamaguchi (also of L'Atelier de Joël Robuchon New York). It's a first for him—it took five months to recipe testing to perfect a unique bread basket. The ancient grain baguette is a mixture of buckwheat, brown rice flour, white sorghum, teff and **rice flour**, while the mini Parker House rolls consist of **Japanese rice flour** and white sorghum. "I use the **Japanese [flour]** because it's different than the US rice flour—it's very very fine and the method to make the flour is very different," Yamaguchi says. "Japan is a rice culture rather than wheat—they study how to work with rice. It gives it an airy texture—not so chewy—and makes the bread moist and fluffy."



second

Originally, the floor of the space

was supposed to house chef Robuchon's iconic and eponymous fine-dining restaurant. "The concepts have changed completely over the past year," says Verzeroli. "Upon **chef Robuchon's passing** last August, we made the decision not to move forward with opening his Joël Robuchon Restaurant. This was both out of respect to chef Robuchon as well as looking at the current New York dining scene and wanting to offer an elevated experience, but at a slightly lower price point than that concept commands." The second level will be home to the contemporary French-meets-Japanese restaurant Shun, inspired by Verzeroli's years of living in Tokyo, slated to open in June. "Shun is the Japanese philosophy that each food should only be eaten in its proper season, at the peak of freshness," he adds. "Le Jardinier is a bit more casual, while Shun will be fine dining."

Le Jardinier is located at 610 Lexington Avenue and open for dinner on Monday through Thursday from 5:30 p.m. to 10:00 p.m. and Friday and Saturday from 5:30 p.m. to 10:30 p.m.

Photos by Nicole Frantzen.