

## ■ Variety



# Awayuki



## ■ Introduction

This is a rare variety with a pale pink color. It is characterized by low acidity and an elegant sweetness for which it is highly popular among women and children.

## ■ Characteristics

Awayuki is characterized by its distinct appearance, as well as its moderate acidity and strong sweetness. Awayuki strawberries offer enjoyment of their appearance, taste and fragrance. Come and try them.

## ■ Packaging



Care taken to:  
Apply original standards during  
the selection process



## ■ Recommended way of eating them

Eat them as they are!

## ■ Best eaten

The strawberries are particularly recommendable from January to February!!

## ■ Export season

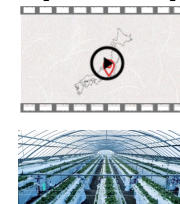
January to April

## ■ Exported to

Southeast Asia, the U.S., the Middle East

## ■ Movie of production and shipment processes

Scan the QR code to enjoy watching a movie of a trip to a farm in the growing region of Tamana City in Kumamoto Prefecture.



■ Name of producer



# Ichigolus Inc.

■ Address

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Kumamoto Prefecture 865-0072

■ Contact information

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■ Export system and facilities

Sales are being expanded to target overseas markets due to the declining domestic population. The company was chosen for the Global Farmers / Fishermen / Foresters / Food Manufacturers Project in FY 2019, and we have been engaging in market surveys and advertising.

■ Overseas PR activities

We have been exporting strawberries to seven countries for many years.



MADE IN JAPAN

■ The characteristics and strengths of producers (the growing region)

Clean water pumped from 200 m underground is used to irrigate reclaimed land, rich in minerals, resulting in the rich taste. The temperature changes characteristic of open fields concentrate the rich taste in the strawberries.

■ Information on production and export quantities

Area planted with variety	Awayuki: 42 ha, Koi Minori: 20 ha	
Production quantity	24 t	
Quantity available for export (annually)	10 t	
Quantity available for export (per export)	100 kg	
Minimum quantity available for export	2.5 kg	
Total export quantity per region	Hong Kong: 1.6 t Singapore: 0.4 t The UAE: 0.3 t	Thailand: 1.2 t The U.S.: 0.8 t

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	None