

The Keys to Kamewa Shouten's Success

Meticulous hygiene

It goes without saying that all of the fish suppliers in Tsukiji fish market take great care to make sure the seafood they deliver is free of harmful bacteria. But the people at Kamewa Shouten are absolutely meticulous.

At Kamewa, fresh fish undergo processing in three stages, with each stage subject to stricter hygiene control than the last. To enter the cleanest room of all, first you must don a clean white coat and special hat. You disinfect your boots at the entrance. Then you wash your hands with soap and water, rinse them with alcohol and blow dry them before donning a pair of plastic gloves. Now you're ready to open the door to the clean room itself. As you do so, you'll notice that air is flowing out of the room. The air-conditioning is set up so that no outside air can enter.

All of these precautions are taken to avoid the slightest possibility that fish will leave the premises contaminated in any way. And to make sure those precautions are working, the Kamewa Shouten staff themselves conduct a careful hygiene check every month.

Is this set-up unusual in Tsukiji? "I think it may even be unique," says Kamewa President Kazuhiko Wada. So why is this special degree of care necessary? "Because we have to maintain the trust of Tokyo's top hotels and restaurants, which buy from Kamewa every day. Kabukiza is a regular client, too."

Clearly, Kamewa enjoys a privileged position in Japan's seafood hierarchy. But just one bad fish could seriously undermine the company's peerless reputation. Kamewa's clients are equally conscious of that fact, and that's why they themselves frequently conduct random tests at the Kamewa premises to make sure that seafood is being processed in accordance with their own strict requirements.

Irresistible seafood

The Hotel Okura or the Park Hyatt Tokyo wouldn't buy regularly from Kamewa Shouten unless they were confident they were getting the world's very best seafood, and now Kamewa products are available directly to you. That's fantastic news right there – but it gets even better so don't go shopping just yet!

One of Kamewa's flagship products is wild King Salmon from Alaska, and it's unique. This salmon is caught one at a time by teams fishing in crew-of-three vessels, using special techniques perfected over nearly three decades by Bruce Gore, a true master of salmon fishing. Each fish is processed with the greatest care and frozen at sea less than two hours after being caught.

The techniques used by Bruce Gore, his family, his friends and their families have been granted special recognition by a global organisation that monitors the use of seafood resources. Each Bruce Gore salmon carries a Marine Stewardship Council label, a guarantee that the stock is being fished sustainably. Unlike other fish populations, so many of which are under threat all over the world, these salmon are being fished in a way that will offer your children and their children the chance to enjoy one of the greatest seafood experiences on the planet: wild King Salmon from Alaska.

So what are you waiting for? You're just a couple of clicks away from enjoying that experience yourself!