

Oct. 23th, 2019

Unrivaled Japanese attention to quality and safety
Hosting Japanese "TAMAGO" Event in Hawaii



- After 14 years of negotiations, fresh eggs from Japan can now be imported to the United State.
- A special limited time only "TAMAGO" station will be available at DECK.'s Sunday brunch.

The Japan Poultry Association (Chuo-ku, Tokyo; Chairman: Toshiaki Saito) has announced that it will hold a food industry invitation only event to promote the appeal of TAMAGO (Japanese eggs) and accelerate the exports of Japanese agricultural, forestry and fishery products and foods in Hawaii.

~After 14 years of negotiations, fresh eggs from Japan can now be imported to the United State~



In October 2018, the Ministry of Agriculture, Forestry and Fisheries of Japan announced an agreement with the US government to export eggs with fresh shells. This is popular in Hawaii as “TKG” (Tamago Kake Goman = egg over rice), and it is expected to give a boost to achieving the government goal of surpassing 1 trillion yen in exports of agriculture, forestry and fishery products and foods while spreading the food culture unique to Japan.

The export condition is that it is to be refrigerated at 7.2 degrees for 36 hours until it is transported to the United States. This event is to convey the appeal to Japanese restaurants and supermarkets in Hawaii, and work to expand recognition of Japanese eggs.

~Bringing trusted and safe “Eggs that can be eaten raw” to Hawaii~



The export of Japanese eggs increased 49.4% in 2018 from the previous year. This is thought to be a result of increase in foreign tourist to Japan and experiencing eating eggs that are raw or half cooked which many Japanese cuisines uses, and create an appetite for such cuisines even when leaving Japan. Eggs are produced all over the world, but strict hygiene management is necessary in order to be able to eat raw and/or half-ripe eggs, and there are almost no countries other than Japan that can manage these eggs.

The Japan Poultry Association’s definition of “Japanese eggs” are 1) Eggs that can be eaten raw, 2) All chickens have been treated against Salmonella 3) The GP Center* is thorough in pre-shipment quality control, and 4) are shipped with safe and confident level.

* Note * GP Center (abbreviation for Grading & Packing) is a facility that cleans and sterilizes eggs and grade them by weight and packed for shipping.

~Food Industries Representative Event & limited time TAMAGO Station promotion for the public~



On November 4th, 2019, DECK. Bar & Grill, with its famous view of Diamond Head from the 3rd Floor of the Queen Kapiolani Hotel, will hold an event for food industries representatives from hotels, restaurants, supermarkets and others to promote Japanese eggs by The Japan Poultry Association. The event will have a presentation of business related to Japanese egg exports, a TAMAGO tasting menu specially prepared for this event, as well as meeting and consultation meeting space. There will also be a special promotion for the general public will be held in the Sunday brunch (QUEEN'S BRUNCH) for a limited time. There will be an egg station using Japanese eggs which customers can order their request on the spot to the chef such as Sunny Side Up, Scrambled eggs, Omelet and more to enjoy the quality of the taste difference. Please don't miss this opportunity to try out the Japan's world famous "TAMAGO" in Hawaii.

<< Event Overview for Food Industry Representatives >>

- Event Name: Japanese "TAMAGO" business briefing & tasting event
- Venue: Deck. (150 Kapahulu Ave. Honolulu, HI 96815) Queen Kapiolani Hotel 3F
- Date and time: Monday, November 4, 2019. 10:30AM sign-in, event starts from 11:00 and to end around 13:00 (tentative)*
Pre-events for media representatives will take place from 10:00 on the same day.
- Number of people: 25 groups/ 50 people, invited guests only.
- Inquiries: JTB Hawaii DMC Department Secretariat: Jimmy / Kawanabe
TEL: 808-922-0200 E-mail: info@hawaii-event.com

<< Sunday Branch for General Public >>

- Name: "TAMAGO" Station Fest
- Venue: Deck (150 Kapahulu Ave. Honolulu, HI 96815) Queen Kapiolani Hotel 3F
- Date and time: November 10th (Sunday), November 17th (Sunday), November 24th (Sunday), December 1st (Sunday).
* Brunch Hours: 11:00 AM-3:00 PM
* Media briefing event will be held from 10:00 on the same days.
- Price: Adult (13 years old and over) \$ 55.00 (excluding tax) ~
- Inquiries: Deck. Reservation: TEL: 808-707-9388 E-mail: deck.reservejpn@plandosee.com

= Inquiries =

Japanese Egg Promotion Administration
TEL : 808-922-0200 E-mail : info@hawaii-event.com
Office Hours : Weekdays 9:00 am~5:00 pm (HST)