



## Totally Natural



- ♦ No Chemicals
- ♦ No CO - No Smoke
- ♦ No Chlorine
- ♦ Skinless, Boneless, 100% Yield
- ♦ Trimmed, No Bloodline
- ♦ Clean & Fresh Taste
- ♦ 100% Natural



## Why do we consider Itsumo Tuna the very best?



- ♦ Hand-line-Caught
- ♦ Sustainable Fishery
- ♦ True Japanese Grade AAA #1 Tuna
- ♦ Itsumo Tuna last 2-3 times longer and retains red colour
- ♦ Antimicrobial Wrap (less shrink and helps maintain freshness and colour)



## Fresh Sashimi Grade Ahi Tuna



*Sustainable  
Wild Caught  
100% Natural  
Bright Colour*

**Itsumo** has re-engineered old Japanese fishing traditions with today's quality control for a sustainable future.



**Itsumo's** own coding system  
traces each loin back to its origin



## Sustainable



*Ocean Wise - recommended*



*Dolphin Safe*



*Hand line Caught*



*Bluefin Safe*



*Earth Safe - Green practices*



*SeaChoice - Best Choice*



*Fair & Equitable Employer*



*Friend of the Sea*



**Itsumo** brand tuna is hand line caught on day boats and then immediately immersed in super-chilled and super Oxygen saturated brine to preserve quality. At the Sashimi plant, tuna is cut into loins/steaks under strict HACCP regulated processing operations in order to prevent bacteria spoilage and to reduce enzymatic degradation and loss of the tuna's red colour and quality. The tuna loins/steaks are then covered in antimicrobial wrap and sealed in bags containing pure Oxygen. The result is better and longer lasting high quality fresh tuna

