



**BURI**  
JAPAN

**GUIDEBOOK**

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*Japan's unique oceanic delight*

**BURI**



# What is Buri?

Buri is coveted in Japan as one of the most common fish dishes for celebrations since ancient times. Buri is not only great in taste and texture but also rich in nutritional value and contains abundant Omega-3 fatty acids. Japanese Buri is known as a sustainable fish because of its advanced farming style.

## The Secrets of Buri

### 1 Advanced Farming

While wild-caught Buri has not been easily accessible in the United States, farmed Buri is now more widely available than ever. Japanese artisan farmers have evolved farming technology for Buri over 90 years, and they can supply high-quality farmed Buri throughout the year.

### 2 Sustainable Certification

Major Japanese aquaculture producers have been certified by the Aquaculture Stewardship Council (ASC), the world's leading certification for farmed seafood, which evaluates farms as being environmentally and socially responsible.

### 3 HACCP

The secret to the freshness of Buri imported from Japan to the United States lies in the prompt and precise processing of the fish, which maintains the tender texture and preserves freshness under the high sanitary standards of HACCP.

### 4 Rich Nutrition

Japanese Buri is rich in nutritional value and contains abundant Omega-3 fatty acids including DHA and EPA, which are good for brain and heart health.



# Why Top Chefs Recommend Buri?

LA

## Citrin



Chef Josiah Citrin

Two-star Michelin chef of the Los Angeles gourmet dining scene

### Tell us about your special Buri dish

Grilling the Buri collar brings a sweet and rich umami flavor. With carrot escabeche, yuzu mayo, and puffed grains, the dish brings out an intricate umami harmony and melts in your mouth.



Buri Collar  
– Carrot Escabeche, Yuzu Mayo, Puffed Grains –

### Customers' voice about your dish

Our customers love the dish. Some love the taste so much that they come back for more. Even Japanese customers who are used to eating Buri are surprised by our special cooking method and rich flavor. Our Buri menu was very popular and sold out every day during the promotional period.

### Why do you recommend Buri to chefs?

The quality of the fish is high and consistent, which is convenient for restaurants. You can purchase an entire fish instead of fillets and serve it crudo and the collar as grilled fish. In this way, you can minimize the amount of waste. Compared to salmon, the fish has fewer bones, which makes it easier to cook and eat.

LA

## Shibumi



Chef David Schlosser

A Michelin-starred chef and LA's Japanese Kaiseki master

### Tell us about your special Buri dish

I marinate Buri with soy sauce, mirin, and sake overnight and then grill it, which is a classic Japanese cooking style of Buri. Grilling this fish brings rich umami flavor and tender texture.



Grilled Wild Japanese Buri, Dried Persimmon "Hoshigaki", Ginger

### Customers' voice about your dish

Our customers love the Buri dish because of its rich umami flavor. The cooked Buri is not a common dish to our customers since they are used to eating it in a raw style like sashimi. Buri is a good fish for picky eaters, especially people who don't like other seafood like Tuna because of its rich taste.

### Why do you recommend Buri to chefs?

Many chefs may know how to serve Buri in a raw style like sushi or sashimi. I highly recommend chefs to serve Buri in a cooked style since it has rich umami and a strong taste.

# Collaborative Menus



*Chef*  
Andy Kitko

## *Oceans*

*Grilled Japanese Buri, Matsutake Mushrooms, Black Truffle, Peking Duck Broth*

“I love Buri for its meaty texture and smooth supple mouthfeel because I can give the fish a nice char which enhances its texture and adds a smoky flavor. Its high-fat content allows this to happen when grilled over high heat and the fish just melts in your mouth.”



*Chef*  
Daniel Le

## *Essex Pearl*

*Coconut Fish Sauce Braised Buri*

“Our customers mention that they have never had Buri prepared in our special way and how tender the fish was. I love Buri for this dish because of how rich in fat the fish is naturally. It pairs perfectly with sweet and savory coconut fish sauce caramel”



*Chef*  
Hoyoung Kim

## *Jua*

*Slow Cooked Buri with Smoked Bone Sauce*

“For my dish, I always focus on savoriness and the balance of flavors. I cook Buri sous-vide, which sits on top of potatoes, charred leek, pickled shallots, and I pair it with smoked fish bone sauce, leek oil, and caviar. My customers love the taste and texture of Buri with the bone sauce.”



*Chef*  
Ki Kim

## *Kinn*

*Charcoal Grilled Buri with Oyster Cream and Turnip*

“When I developed the recipe, I noticed that grilling Buri with charcoal is the best way of cooking. I loved the fattiness of Buri when it is paired with charcoal. Our customers love our menu!”



*Chef*  
Jorge Espinoza

## *Scarpetta NYC*

*Buri Confit*

“Our guests enjoy our Buri-cooked dish, which is a nice alternative for those who usually enjoy seared tuna. Cooked Buri is more delicate and provides a more elevated and interesting approach for guests in NYC, as they will be surprised with new fish cooking styles.”



JFOODO, The Japan Food Product Overseas Promotion Center, was established in 2017. JFOODO will devote its resources to the branding of Japanese agricultural, forestry, fishery, and food products.

Scan the QR code for more information about Buri.

