



Lavish Japanese Fruits in... ICC Pudu Market?!

Imported by Air Weekly and Taste Heavenly

Dated back to 2015, Fruity Star was founded by an adorable foodie couple, Mr GanLee and Ms Mager. Fruity Star means “fruits of the finest quality”. Behind these two simple and cute English names, there are a lot of concepts that the fresh fruit shop owners want to convey. They are dedicated to providing high grade premium fruits for the Malaysia market.

Located inside ICC Pudu (ex Imbi market), I was shocked to find that Fruity Star offers more than 100 types of fruits from all over the world! Isn't it incredible? And this is why, at Fruity Star, one can easily find avocado from Turkey, grapes from Australia, blueberry from Peru, raspberry from Mexico... the list goes on and on... and of course, not to miss out, the exceptional fruits from Japan.

Japanese fruits, in particular, are not easy to get. From selecting the fruits to importing them to Malaysia, it takes a long process, and Mr GanLee and Ms Mager make sure to participate in every step. From the interview with the owners, I learnt that they are really passionate about fruits and they want to educate Malaysians about the specialty of Japanese fruits with their knowledge. “Why are Japanese fruits so expensive ah?” “Is it worth spending so much money on fruits though?” These are the common questions asked by their customers. Once you have tried it, you will keep coming back for more. “The consumers deserve to get what they pay for, and we want them to get fresh fruits of five-star quality,” they added.

Talking about their trips to Japan, they told me about their experience at the fruits bidding auction in Ota market, Tokyo. Functioning as a wholesale market, it is the biggest market in Japan where approximately 3,600 tons of fruit are traded in one day. One needs a special pass to get in and watch the auction. The price of fruits is determined according to the day's supply and demand of goods. It is very impressive to see all those seasonal products. However, not just to Tokyo, but they have also been to farm trips in Tochigi prefecture (in the Kantō region) and Yamanashi prefecture (in the Chūbu region). Meeting the farmers and seeing how they grew the fruits wholeheartedly, both of them were very touched. All of these experiences accumulated are the motivation for them to appreciate and continue selling Japanese fruits in Malaysia for many years.

Everyday, Mr GanLee and Ms Mager will go live on Facebook, telling their followers what fresh fruits they have got in store on the day, as well as teaching them how to select the good fruits. (Here for you to check out at www.fruitystar.com). Between 2015 to 2017, they were learning about fruits, as well as doing research on their own in order to look for a reliable source to import Japanese fruits. Eventually, they collaborated with the JA Group (Japan Agricultural Cooperative).

In this month's issue, we will introduce you to various types of Japanese fruits. Flip the page to learn more!

Grapes • July



Shine Muscat from Okayama prefecture
The Shine Muscat skin is thin and soft, and can be eaten without peeling. It has a crispy texture, juicy and elegant sweetness, and a noble fragrance. The skin is greenish-yellow and the fruit weighs about 10 to 15 grams. It contains a high level of brix sugar content (18%~20%) and low acidity. The firm flesh is super juicy and has the aroma of Muscat.

Grapes • August



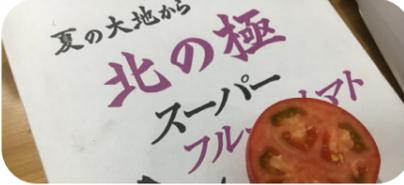
Ruby Roman from Ishikawa prefecture
Ruby Roman is a new type of grape that has been cultivated for 14 years by the Ishikawa Prefectural Agricultural Research Center, Dune Land Agricultural Experiment Station (石川県農業総合研究センター砂丘地農業試験場). It is not only delicious, but also a "dream grape" with grains twice larger than Kyoho grapes and a vivid red color.

Strawberry • January



Yayoihime from Gunma prefecture
Yayoihime is an original variety of strawberry bred in Gunma Prefecture, a cross between Tonehoppe and Tochigi Prefecture's Tochiotome. It has an elegant orange-red color not found in other strawberries (sweet enough even though it is light in color), large and firm flesh, and an excellent balance of sweetness and acidity. As its name suggests, another major selling point is its ability to maintain stable quality in March ("Yayoi"), when the quality of other varieties tends to decline.

Tomato • October



Tomato from Hokkaido prefecture
Hokkaido's tomato production ranks second in Japan, and the town of Hatori in the Hidaka region is one of the leading tomato producing areas in the country.

Melon • September




Yubari melon from Hokkaido prefecture
The Yubari melon is another famous product of Hokkaido. Yubari melons are large, with a skin that has a mesh pattern similar to muskmelons, and bright orange flesh. Its soft flesh and juicy texture make people fall in love and addicted to it.

Raideen Melon from Hokkaido prefecture
Raideen Melon is the pride of Hokkaido and is known as a high-class melon. The difference in temperature between morning and evening, the clean air, and the fertile soil all contribute to its delicious taste.

Strawberry • January



Awayuki from Saga prefecture
Awayuki is a premium light pink Japan strawberry with strong fragrance and sweetness. Even though its colour seems unripe and not so sweet, when you first bite it you will be surprised with the sweetness of Awayuki!

Orange • February



Setoka orange from Saga prefecture
Setoka is a complicated hybrid of various types of oranges and mikan. Seedless and huge, it is one of Japan's juiciest, sweetest citrus. It can easily be differentiated from the normal oranges due to its smooth and beautiful skin as well as unique fragrance.

Loquat • March



Loquat from Nagasaki prefecture
A loquat is called "Biwa" in Japanese. It is one of Nagasaki Prefecture's representative specialties. This is a very sweet high-quality fruit. Wrapped in the breeze from the sea, the Nagasaki loquat is grown well with the blessings of the pouring sun.

Fujigaki • November



Fujigaki from Ehime prefecture
Some of the largest Fuji persimmons weigh 600-700 grams, which is large enough to fit in the palm of an adult's hand. The taste is mild and you can enjoy the change in taste and texture as the days go by. When they are ready to eat, they have a mango-like texture with a unique sweetness.

Mango • May

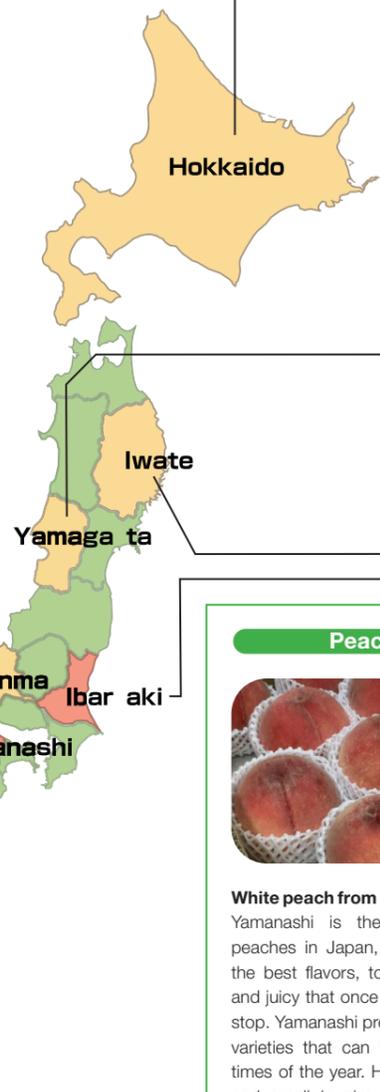


Egg of the Sun Mango from Miyazaki prefecture
Said to be the world's most expensive mango, Miyazaki mangoes are extra sweet and tasty. Due to the tight quality control, a good Miyazaki mango has a certain level of brix sugar content (15%) and a minimum weight at 350g.

Special thanks to Fruity Star:

Address: 1, Jalan 1/77C, Jalan Pelanduk, Pudu, 55100 KL
Operating hours: Tuesday~Sunday, 5am~ 2pm
f fruystar.my

Photo credit to: Fruity Star shop



Cherry • April



Cherry from Yamagata prefecture

Peach • June



White peach from Yamanashi prefecture
Yamanashi is the largest producer of peaches in Japan, and accordingly offers the best flavors, too, with flesh so sweet and juicy that once you start, it's difficult to stop. Yamanashi prefecture cultivates many varieties that can be enjoyed at different times of the year. Hikawa Hakuho is sweet and small in size. Hakuho is delightfully juicy. Meanwhile, Asama Hakuto has a smooth texture.

Grapes • June



Kyoho grapes from Yamanashi prefecture
The Makigaoka area in Yamanashi is known as the holy land of Kyoho grapes. With an altitude of over 600 meters, a large temperature difference between day and night, this area has been producing delicious Kyoho grapes. The sweetness that lingers gently and the aroma of grape that you feel afterwards is addictive. It is a flavor that leaves you craving for more and more.

Pear • December



Pear from Iwate prefecture
The pear is ready to eat when the shaft is soft and fragrant. The melt-in-your-mouth taste is superb, just the right amount of sweetness!

Apple • December



Fuyukoi Apple from Iwate prefecture
With lemon yellow skin, rich fragrance and crisp texture, Fuyukoi (aka Haruka) are sweet apples with juice condensed in the center, almost like honey. The sweetest apples with lots of "honey" are sold under this name!

Watermelon • August



Japanese Sweet Kids Kodama Watermelon from Ibaraki prefecture
It is characterized by its high sugar content of 12 to 13 degrees and thin skin, and is popular for its delicious taste right up to the skin and its reasonable size that can be fit in the refrigerator.

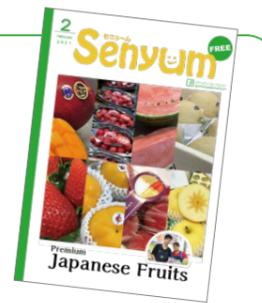
Strawberry • January



Ibarakiss from Ibaraki prefecture
The main feature of Ibarakiss is its high sugar content, well-balanced acidity, and rich taste. It also has a juicy texture with moderate firmness. The shape is rather long and the skin is dark red and shiny.

EDITOR'S NOTE

As foreigners, many might wonder why the domestically produced fruits are so expensive in Japan. Fruits are seen as luxury items and are literally being treated like jewellery. Well, it's a combination of factors. The landmass of Japan is approximately 80% mountains, which means that there isn't a lot of room for fruit crops. Also, there are certain regulations set by JA (Japan Agricultural Cooperative) on size, colour and taste. Of course, the more perfect it is, the more expensive the Japanese fruits get. Japanese farmers are very dedicated to their job, which makes the fruits grown very well and tasted superb. Personally, I have tried Japanese fruits a few times, and trust me, it is worth every penny. Do visit Fruity Star at ICC Pudu! Fresh Japanese fruits are imported weekly and the friendly owners will definitely assist you to find something that you want.



Excited by something we've published? Send us your experiences with a simple description coupled with a photo, and include the location to senyum.marketing@senyumpress.com

(Vendor♡)