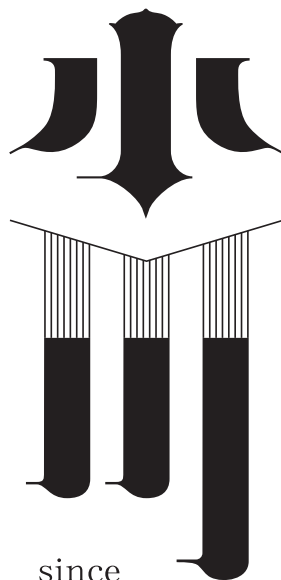
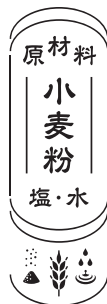


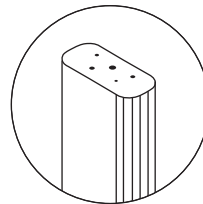
TENOBE INNOVATION  
Inaniwa UDON OGAWA

美泡が生まれて  
コシが生まれる



since  
1982

MADE IN JAPAN  
[www.ogawaudon.com](http://www.ogawaudon.com)



稲庭うどん



小川

材料  
小麦粉  
塩・水

美味  
美泡  
麵



since  
1982

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TENOBE INNOVATION  
Inaniwa UDON OGAWA



Through a delicate process of traditional hand-pulling, air bubbles in the udon noodles are formed which enhances the chewy texture.

Our goal is to preserve the traditional taste of “Inaniwa Udon” born in Inaniwa, Akita Prefecture; our leading ambition when founding Inaniwa Udon Ogawa.

Essential to Inaniwa Udon is it’s raw, local ingredients.

Domestically produced wheat, natural sea salt, and pure spring water from the snowy area of Mt. Kurikoma. Perfected by the wind, time and air of Inaniwa.

Hand-kneaded by “Shokunin” craftsmen and then left to settle to produce silky udon, white as snow.

Through a process of letting the udon noodles settle five times, air bubbles are formed creating a bouncier chew to the texture. The temperature and humidity during the drying process are adjusted accordingly to the season. No additional oils or additives are included anywhere in the process.

With thorough craftsmanship, patience, and care Inaniwa Udon Ogawa is made; reflecting the traditional texture and taste that will continue to bring joy to the dining table.





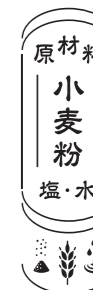
Oil-free.  
Chewy and Silky without additives.

The Ingredients for Inaniwa Udon Ogawa is flour, water, and salt.

The wheat is one the founder, Nobuo Ogawa, discovered when in search for the right fit to create Inaniwa Udon.

The water used is a renowned pure spring water from the Akita cedar forest in Mt.Kurikoma, connected to the heavy snowfall area of Inaniwa.

Oil is not used in the hand-pulling process.



Shokunin make udon by hand-kneading the dough, not only once but twice.

Ogawa's Inaniwa Udon is carefully crafted to create a final product reflective of the traditional Inaniwa taste.

Salt water is then added to the flour and left to rest for an entire day. The dough is then rounded by hand. After the dough is left to sit for an hour it is kneaded once again.

By doing this "twice-knead" process, the gluten in the flour surrounds the air bubbles preventing them from breaking.





Swirl noodles, let settle. “Ayakake,” let settle.  
Flatten, let settle.  
Repeated with craftsmanship.

The udon dough is then flattened with a stick and cut into pieces about 3cm in width. While sprinkling flour, to prevent the dough from sticking to each other, the dough is rolled into “strings,” making noodles. Then the noodles are placed into a bowl to form a swirl.

The bowl is then sealed tight and left to rest until the next morning. Using the udon noodles, a process called “Ayakake” is done to dry them out. Two sticks are laid out parallel to each other and the noodle is wrapped around them in a figure 8. Then laid out into a wooden box and left to sit once more.

The noodles are again sprinkled with flour and spread with a rolling pin, then pressed flat. Flat noodles are unique to Inaniwa.



## Using the seasonal temperature and humidity to our advantage.

It is said that how well the noodles are laid down to rest has a drastic effect on the quality of Inaniwa Udon.

The settling process varies depending on the season, temperature, humidity and weather.

Therefore, the condition of the udon noodles is checked daily throughout the day to ensure the udon noodles dry just right.

The degree of drying varies depending on the thickness of the noodle, the way the noodle is hung and the position it is hung in.

Shokunin check the degree of drying by touching the noodles directly and changing the placement throughout the day to ensure the moisture is even on both the surface and inside.

This process results in the signature straight and silky white, Inaniwa Udon.







Inaniwa is a heavy snowfall area.  
Within the snow white Inaniwa Udon  
there are “Biho” beautiful bubbles.

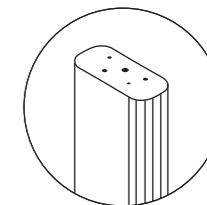
Inaniwa Udon’s silky white noodles resemble the snow,  
giving it it’s renowned name.

The pure spring water from Mt.Kurikoma, and the fine adjustments made  
during the settling and drying process is what makes Inaniwa Udon  
Ogawa unique.

The process takes approximately 4 days.

The udon noodles are settled over a period of five times which gives rise  
to small bubbles inside. This is Ogawa’s “Bi-Awa,” beautiful bubbles.

The Akita Prefectural Food Research Institute produced experiment results  
that show that the presence of “Biho” lessens the time it takes to boil the  
udon noodles and gives a uniquely strong elasticity and texture.





Founded in 1982, Ogawa's Inaniwa Udon became the first specific JAS certified company.

Ogawa's Inaniwa Udon started when the founder, Nobuo Ogawa, began searching for the ideal udon flour blend. In 2004, specific JAS extended its reach to hand-stretched dried noodles.

Among the Japanese Agricultural Standards, the specific JAS is applied to products that manufacturing technique and raw ingredients are unique to the brand to help consumers as well as users understand their products better.

Because of our particular choice of raw ingredients and unique method of stretching and preparing our dough in combination with our high standards of quality and cleanliness, we became the first specific JAS certified company in Japan.

We are happy to share this honor with our customers.



Warm  
Inaniwa Udon



Cold  
Inaniwa Udon



# How to Boil to Taste Delicious

## 1. Boil the noodles until they are milky white

Boil at least 1 liter of hot water for 80 to 100g of noodles (a serving for one person).

### Estimated Boiling Time

Somen noodles : Around 1 and a half minutes

Udon noodles : Around 3 minutes

Boil until milky white while stirring with chopsticks.

START OF BOILING



END OF BOILING



## 2. Wash the noodles by rubbing them in cold water

After boiling, please place the noodles in a colander and fully wash them by rubbing them in cold water.

### For warm noodles:

After boiling, please blanch and warm the noodles.

### For cold noodles:

Please prepare ice water in advance in a bowl. After boiling, if you tighten the noodles, you can enjoy the strength of the body even more.

## 3. Arrange

Please add condiments to your taste depending on the season and eat with warm noodles, cold noodles or tsukemen (cold noodles served with separate dipping sauce).

We recommend green onions, shichimi (blend of seven spices), dried seaweed, cut tripodish and Japanese ginger as condiments.

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REPRESENTATIVE CEO Hirokazu Ogawa  
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稲庭うどん



小川