

## History of Kamaboko & Suzuhiro

The history of Kamaboko started in the Heian Period (8th century). There is a famous story about a celebration dinner for a Minister at which Kamaboko was served. At that time, Kamaboko was ground fish meat molded onto a bamboo stick before cooking. The shape was similar to “Gama-no-ho” the top of the cattail plant, and so it got its name Kamaboko. This is where the name Kamaboko comes from.

Japan is a country surrounded by the ocean, so of course there are a lot of fish. The Japanese have been thinking about how to prepare delicious fish cuisine and how to preserve fish for a long time. Kamaboko is a traditional food that uses natural ingredients and is preserved using a natural processing method.

Suzuhiro launched production of Kamaboko in 1865. At that time, the main business of Suzuhiro was retailing seafood. The fourth owner of Suzuhiro, Gon-emon Murataya, started making and selling Kamaboko as a side business.

From the end of the 19th century through the first half of the 20th century, the Kamaboko business increased in size. The sixth owner of Suzuhiro expanded the market beyond Odawara to Tokyo, the capital of Japan.

During World War II, it was difficult to keep the Kamaboko business going under the ration system imposed by the government. We were not able to prepare fresh fish and were forbidden to use wooden boards.

After the War, Japan's rapid economic growth allowed us to expand our business. Our main customers at that time were travelers to Hakone, a neighboring town famous for its hot springs. The 7th owner of Suzuhiro often peddled Kamaboko between Odawara and the top of the Hakone Mountains.

Today we still challenge ourselves to produce the world's most delicious and healthy Kamaboko. We also understand the importance of ocean and fish conservation and other global social issues. We consider sustainability to be an important part of who we are at Suzuhiro.



Website & Online Shop  
[www.kamaboko.com](http://www.kamaboko.com)

Suzuhiro Customer Service Center  
0465-24-3141