

Awards & Global Media Recognition

Hayakawa Shoyu Miso has been widely recognized across the world — from luxury cultural collaborations to leading gastronomy platforms. Our work bridges Japan's 140 years of fermentation heritage with contemporary food innovation.

Showcased at San Sebastián Gastronomika (Spain) - Oct 2025

Recognized among the world's top chefs and gastronomic innovators at Spain's most prestigious culinary congress.

Featured on NHK WORLD-Japan - 2022 & 2024

Introduced to a global audience as a pioneer redefining traditional Japanese miso through modern innovation.

[[Watch on YouTube](#)]

International Media Coverage (2022: Taiwan / 2023: Spain)

Our craftsmanship and Kyushu heritage were featured by prominent digital media, including *All About Japan (Taiwan)* and leading Spanish gastronomy platforms.

[Read the articles → ([Spain](#)) ([Taiwan](#))]

Presented at the French Embassy in Tokyo - May 2024

Miso presented at a molecular gastronomy reception hosted by the Embassy of France, in collaboration with **Prof. Raphaël Haumont**, a leading authority in contemporary food science.

Invited Exhibitor at Food 4 Future (Bilbao) -2023. 2024. 2025

Officially invited for **three consecutive years** as a *traditional yet innovative* food tech company. Bridging natural fermentation and future food solutions.

Selected by The Rolls-Royce Enthusiasts' Club (RREC) - Sep 2022

Chosen as an official partner for the *Platinum Jubilee Celebration Art Book [Strive for Perfection: The Platinum Jubilee Edition]*, curated to commemorate Her Majesty Queen Elizabeth II's 70 years of reign. A testament to craftsmanship and enduring heritage.



THE KYUSHU METHOD

Family-run Hayakawa Shoyu Miso is enhancing Japanese cuisine with its mouthwatering miso and sumptuous soy sauce

THE EXTRAORDINARILY beneficial qualities of Japanese food mean that it is widely considered one of the healthiest in the world. One company that has supported this national food culture for generations is Hayakawa Shoyu Miso, which was founded in Miyazaki on the southern Japanese island of Kyushu more than 130 years ago. It specialises in producing the highest-quality miso and soy sauce, using the finest ingredients and traditional methods that have been perfected through seven generations. The company has now added a new product to its range: a revolutionary miso spice powder called umami-so, which took five years of painstaking research and study to create.

“We make the miso into a powder using only barley, soy bean and salt,” says Kaoru Hayakawa, the seventh generation of Hayakawas to work at the company that carries his family name. “This creates the miso powder. People felt it was impossible to make it into a powder as it was so complicated, but we spent five years researching this. We can use it as a spice for curries and other food, and it is very good for gut health.”

As well as the groundbreaking miso powder, Hayakawa Shoyu Miso continues to produce

exceptional miso and soy sauce. The company was formed in 1885, making it older than the modern Japanese state as defined by the Meiji Constitution. The food produced by Hayakawa Shoyu Miso is rich in health benefits and taste, while reflecting the deep traditions of the company’s location in the south of Kyushu. “Japanese families originally made their own miso and soy sauce in their homes,” explains Kaoru. “We then started making it and distributing it more widely.”

The company’s miso is made from barley in a manner that reflects Kyushu’s food culture, carefully using traditional artisan methods. Similarly, the soy sauce utilises a manufacturing method unique to Kyushu, creating a sweet flavour that differs from national trends. This requires a mixed method, and a mixed fermentation process that focuses on concentrated amino acid solution to break down the soy beans, creating a sauce that is beloved locally and acclaimed internationally. Now with umami-so miso powder, Hayakawa Shoyu Miso has demonstrated a capacity to continue to supply and delight lovers of exceptional food.

www.hayakawa-sm.com

