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For immediate release

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Relaunch of Shimofuri Hiratake Mushroom Curry, Highlighting Ergothioneine

HOKUTO Corporation (Head Office: Nagano City, Nagano Prefecture; President: Masayoshi Mizuno, hereinafter, "Hokuto") has relaunched its Premium Probiotic Curry Made with Whole HOKUTO Shimofuri Hiratake Mushrooms—a luxurious mushroom-based curry made with generous amounts of its uniquely crossbred premium mushroom, Shimofuri Hiratake.

The renewed product will be available on Hokuto's official online store starting **Tuesday, July 15, 2025**.

The packaging now prominently highlights **ergothioneine, a mushroom-derived compound,** positioning the curry as a new take on health-conscious meals.

A New Take on Health and Beauty—Curry with Ergothioneine in the Spotlight



Rich in Ergothioneine

About ergothioneine:

Ergothioneine is a compound gaining attention for its benefits to **health** and **beauty**.

Since the human body cannot produce ergothioneine naturally, it must be obtained through diet. Mushrooms are a rich source of this compound, with Shimofuri Hiratake mushrooms containing particularly high levels.



Each 200g serving of curry contains **12.1 mg** of **ergothioneine** from Shimofuri Hiratake mushrooms.

(Hokuto measurement)



Shimofuri Hiratake Featured on *Ryuji's Buzz Recipe*

Hokuto's Shimofuri Hiratake mushroom was featured on the popular cooking show *Ryuji's Buzz Recipe*.
https://www.hokto-kinoko.co.jp/ryuji-movie/



Made with a generous 100g of Shimofuri Hiratake mushrooms

Each curry pouch contains 100g of Hokuto's premium Shimofuri Hiratake mushrooms. Carefully selected for size, the Shimofuri Hiratake mushrooms are generously chunky, making this a satisfying and hearty product.

Specially blended spices crafted for Shimofuri Hiratake mushrooms

Pursuing not only health but also deliciousness, we created a curry that maximizes the appeal of Shimofuri Hiratake mushrooms. After repeated trial and error, we developed an original spice blend that delivers a rich yet well-balanced spicy flavor.



Product Overview

Product name: Premium Probiotic Curry Made with Whole HOKUTO Shimofumi Hiratake Mushrooms

Price: ¥510 per box (tax included)

Net weight: 200g

Release date: July 15, 2025

Sales channel: Hokuto official online store

▼Hokuto official online store (in Japanese only)

https://www.hokto-onlineshop.jp/