

## BINCHOTAN COMPANY'S FLAGSHIP PRODUCT

### WHY IS OUR BINCHOTAN CHARCOAL SUPERIOR TO OTHER CHARCOAL?

Binchotan is highly valued in Japanese cuisine for grilling, especially for dishes like yakitori (grilled chicken skewers) and other barbecue items. It's considered the "Rolls Royce" of all charcoals. It is an essential key element utilized by Japanese and Korean restaurants to achieve the highest quality barbeques without the taste of gas and other artificial flavors.

### KEY BENEFITS

- Consistent and Long-Lasting Heat:** Binchotan charcoal burns at a steady, high temperature for a longer duration than other types of charcoal. This makes it ideal for grilling, as it provides consistent heat that is perfect for searing meats and achieving a good char.
- Clean Burning:** Binchotan produces minimal smoke and very little ash. This results in a cleaner grilling experience, with less mess and fewer off-flavors imparted to the food.
- Enhanced Flavor:** The clean, even heat from binchotan helps to develop better flavors and textures in grilled foods. It's particularly valued for its ability to provide a perfect sear without overwhelming the taste of the food.
- No Chemical Additives:** Unlike some other charcoal, binchotan is made from natural materials without any chemical additives or binders. This ensures that the flavor of the food remains pure and untainted by artificial substances.
- Efficient Burning:** Binchotan has a high carbon content, which means it burns more efficiently. This can lead to less waste and a more economical grilling experience, as you need less charcoal to maintain a high temperature.
- Environmental Benefits:** Binchotan is often produced using traditional methods that have a lower environmental impact compared to some other charcoal production methods. The use of sustainable wood sources and traditional kilns helps reduce its ecological footprint.
- Aesthetic Appeal:** The bright white glow of binchotan charcoal can add a certain aesthetic appeal to the grilling experience, and it's often appreciated by grilling enthusiasts for its performance and visual characteristics. Overall, binchotan charcoal is highly regarded in the grilling world for its performance, flavor quality, and clean-burning properties, making it a favorite among restaurants, serious grillers and chefs.



ASH CONTENT	0.8%	THIS PRODUCT COMES IN <b>22 LBS. BOX</b> <b>11 LBS. BOX</b>
MOISTURE	2%	
FIXED CARBON	90%	
CALORIFIC VALUE	8000KCAL/KG	
BURNING TIME	4-5 HOURS	