

J Sights Corporation

Fascinating Namibian Lobster

Feb 21, 2025

J Sights Corporation | Y.Shimao

ENQUIRY

※Revised some expressions on May 16, 2025.

We are pleased to introduce NAMROCK brand lobsters, for which our company serves as The Sole Exclusive Importer.

Namibian Lobster can be called Ise Ebi?!

The Namibian *Jasus lalandii* belongs to the Palinuridae family, just like Japanese famous Ise Ebi. While Ise is the name of a Japanese city, it can be referred to as a "Namibian Ise Ebi."



Luxurious Shrimp Shinjō (fishcake)
by a long-established, Michelin-listed
restaurant in Osaka

Why Namibian Lobster?

Compared to other Palinuridae species from Tristan da Cunha, Saint Paul, and Madagascar, NAMROCK's lobsters are known for their exceptional quality. They undergo a 72-hour purging process before being carefully steam-boiled and frozen, ensuring no odor upon thawing and minimal drip. Their rich umami and sweetness make them perfect for various dishes. With their vibrant red color, they are ideal for festive occasions like New Year celebrations and weddings.

As we welcomed the New Year, we explored different ways to enjoy Namibian lobster and are excited to share our experience with you!



Just taken out of the bag
Frozen



After Reboiling
Beautiful Red



Halved | Rich Tomalley



With White Sauce
and Cheese



Baked in the Oven



Special Thermidor

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Thick, Juicy Meat



Mixed with Avocado
and Butter



Lobster Roll



Stretched Meat



Tempura Soba



Namrock's main sides are
S/ M that cater to the
Japanese market's demand
as we cooked L size,



Simmered for
a Rich Bone Broth



Post-New Year's Indulgence
Lobster Umami Curry

Currently, it is peak fishing season in Namibia. We are grateful for this bounty from afar that brings color to tables in Japan, and we will continue to share the charm of Namibian lobster.



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