



OMOTENASHI SELECTION

OMOTENASHI Selection is a collection of products and services that reflect the spirit of Japanese hospitality. We started the award in 2015 with the desire to share these amazing products with the rest of the world.

OMOTENASHI Selection works together with over 20 privately owned companies. Accreditation is awarded through a combination of physical inspections by international residents of Japan and quality inspections by Japanese specialists. The evaluation criteria sections "global" and "omotenashi" are used to evaluate craftsmanship and thought for the end user. They also consider creativity and modern ingenuity through the use of traditional practices and materials.

The OMOTENASHI Selection Award is given to products and services that are recognized to be "overflowing with the unique charms of Japan that should be shared with the world".





TRIAD Inc.



MIYAO SAKE BREWING CO.,LTD



BUNZAN LTD.



YOSHIDA METAL INDUSTRY CO., LTD.



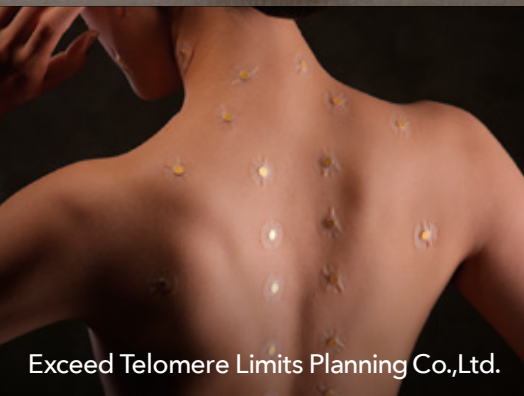
ZIKICO INC



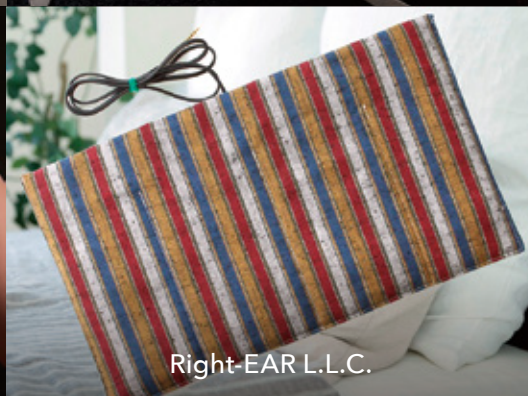
Mutou Company



ICCIKU Culture Value Inc.



Exceed Telomere Limits Planning Co.,Ltd.



Right-EAR L.L.C.



PROMOTOOL Corporation



ASAGI Co., Ltd.



newlogic.Co.,LTD



Kashiwazaki Seika CO., LTD.