



# OMOTENASHI SELECTION



OMOTENASHI Selection is an award for a collection of products and services that reflect the spirit of Japanese hospitality. We started this award to share these amazing products with the rest of the world. From global perspectives, each product is judged by international residents living in Japan.

OMOTENASHI Selection will continue to promote the Omotenashi culture of Japan-made products and services, as well as bring those products closer to international consumers and help manufacturing companies seeking to make the international market.



ICHID® Premium Sparkling Sake



Washable Lace Dress



Pillowspeaker



Café GENSHIN



the BLOSSO



Wow! Case (Antibacterial mask case and file folder)



Yamanakanuri Stainless Steel Bottle



Smartphone case made of TATAMI



Nioitori



COLLECTION 1899 KYOTO



KAGURA decanter



Paper Accessories AIGRA



ON THE UMAMI Dashi Packs



ATTE chouchou



Artisan teapot



Yunohana senbei



Kintsugi set



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