

To be announced on Dec. 1, 2020 (Tues.)

A program that spreads Japan's extraordinary products and services throughout and beyond
the country

「OMOTENASHI Selection 2020 2nd Session」

88 Recipients including 23 Gold Awards and 6 Special Awards!!

Omotenashi Nippon Executive Committee

Working under the motto of 「Transforming Omotenashi of Japan into Omotenashi of the World」, the Omotenashi Nippon Executive Committee will be announcing this year's 88 award recipients (23 Gold Awards, 6 Special Awards of 4 categories) on Dec.1, 2020 (Tues.).



 **OMOTENASHI** SELECTION 2020



Arriving at our 6th anniversary, the goal of 「Omotenashi Selection」 has always been to keep spreading Japan's Omotenashi culture and the finest products and services to the world. For the 2nd session of 2020, even with the ongoing spread of COVID-19 and its effects on the global economy, many companies and partners were determined to keep participating in this project in hopes to keep up the interest in the global market and post-COVID-19 tourism. As a result, we have achieved more awards than in the previous session.

※Please see the following pages for the list of awards.

「OMOTENASHI Selection」 will continue to find and spread the Omotenashi culture of Japan-produced items and services, as well as bring those products closer to consumers and help companies who are looking to make the international market.

Please also note that the 1st session of OMOTENASHI Selection 2021 will start from January 2021.

About OMOTENASHI Selection 2020 2nd Session

■ Entry period

June 1, 2020(Mon.) ~ August 24, 2020(Mon.)

■ Awards: 88 Awards

23 Gold Awards | 6 Special Awards | 59 Awards

*Special Awards

Japan Post Online Shop Award | 1 Award

ANA Award | 1 Award

Judges' Choice Award (Asia) | 2 Awards

Judges' Choice Award (Europe & North America) | 2 Awards

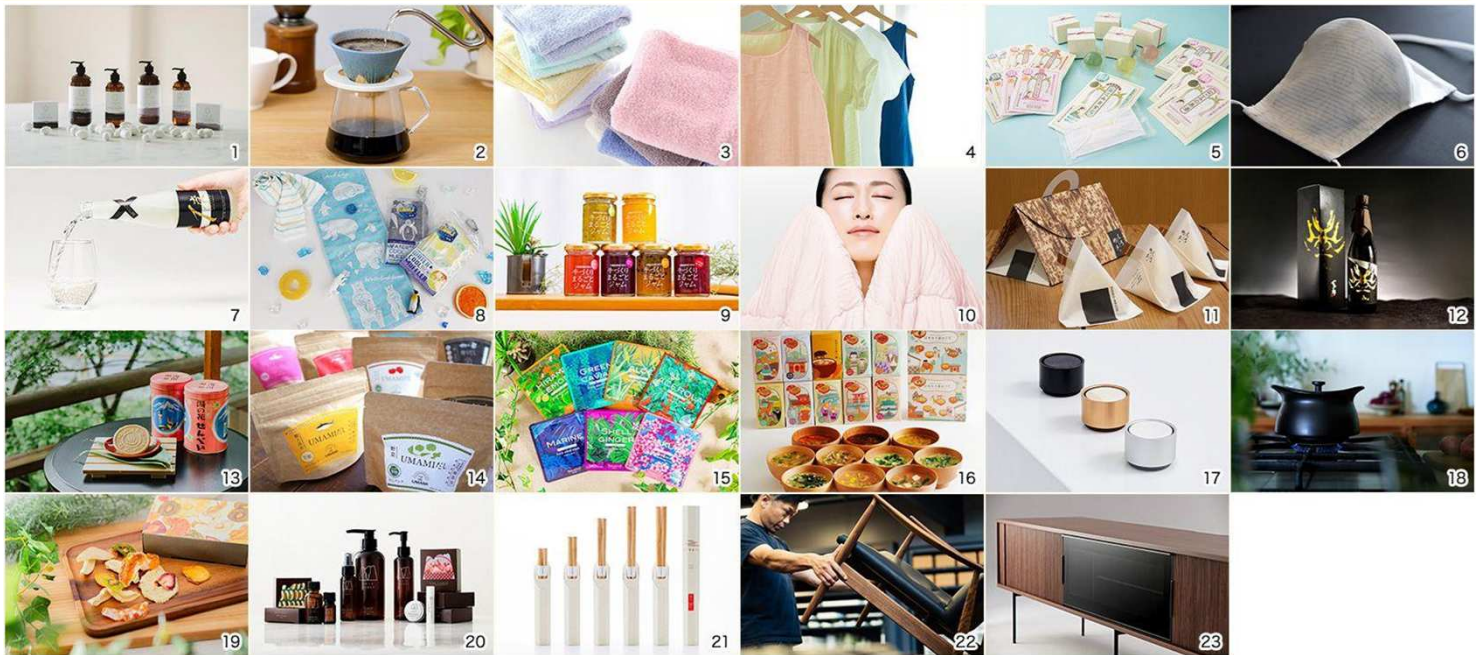
※Please refer to our official website for further information.

<https://omotenashinippon.jp/prize/selection/2020-2-en>

※Expected release date is 1st of December (Tues.)

< **OMOTENASHI Selection 2020 2nd Session / 23 Gold Awards** >

OMOTENASHI Selection 2020 第2期 金賞



1. (Kumamoto) COKON LAB : ATSUMARU HOLDINGS INC.
2. (Saga) COFIL fuji : IMARITOGEI Co. Ltd.
3. (Tokyo) The Miracle Towel ®: Super Marshmallow® : UCHINO CO.,LTD.
4. (Tokyo) Marshmallow Gauze® : UCHINO CO.,LTD.
5. (Gifu) Geroko Monogatari Nagomi Series : OKUDA-MATAEMON-KO HONPO, Inc
6. (Shizuoka) Japanese Spirit IKI Face Mask : kikuichirin
7. (Tokyo) ICHID° Premium Sparkling Sake : SAKE Generation, Inc.
8. (Osaka) Eco de cool series : JOGAN CO., LTD
9. (Okinawa) Homemade whole fruit jam : Shirakawa Farm Co., Ltd. (Agricultural Corporation)
10. (Tokyo) TOROKERU FUTON enifea II : D-BREATH CO.,LTD
11. (Niigata) SHIRO-MECHI。 : HASETOMO CO., LTD.
12. (Gifu) HYAKUJURO Junmai Daiginjo New moon : Hayashi Honten Co., Ltd.
13. (Mie) Yunohana senbei : Hinodeyaseika Co., Ltd.
14. (Niigata) ON THE UMAMI dashi Packs : FUTABA Co., Ltd.
15. (Okinawa) Ryu Spa Face Mask : POINT PYURU CO., LTD.
16. (Tokyo) Nippon Misogura Meguri : MISOGEN (SHOKOKUBIMI)
17. (Gifu) Aroma Diffuser : MUSEE CORPORATION
18. (Mie) best pot : MOLATURA CO., LTD.
19. (Tokyo) SENKA NO IRODORI Dried Fruits : YARN HOUSE Co., Ltd.
20. (Toyama) LALAHONEY : YABUUCHI SHOKAI CO.,LTD.
21. (Kumamoto) okaeri chopsticks : YAMACHIKU Co., Ltd.
22. (Fukuoka) ITOSHIMA SEASIDE FACTORY : Ritzwell & Co.
23. (Fukuoka) JABARA AV BOARD : Ritzwell & Co.

<OMOTENASHI Selection 2020 2nd Session / 6 Special Awards>

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【Special Awards by Gold Partners】

■Japan Post Online Shop Award

24. (Tokyo) The Exclusive and Rare Japanese Tea Series: Chilty Co., Ltd.

■ANA Award

25. (Ishikawa) Wajima urushi hashi WabiSabi Kohaku: Hashimoto Kosaku Shikkiten Co., Ltd.

【 Judges' Choice Awards 】

■ Judges' Choice Award (Asia)

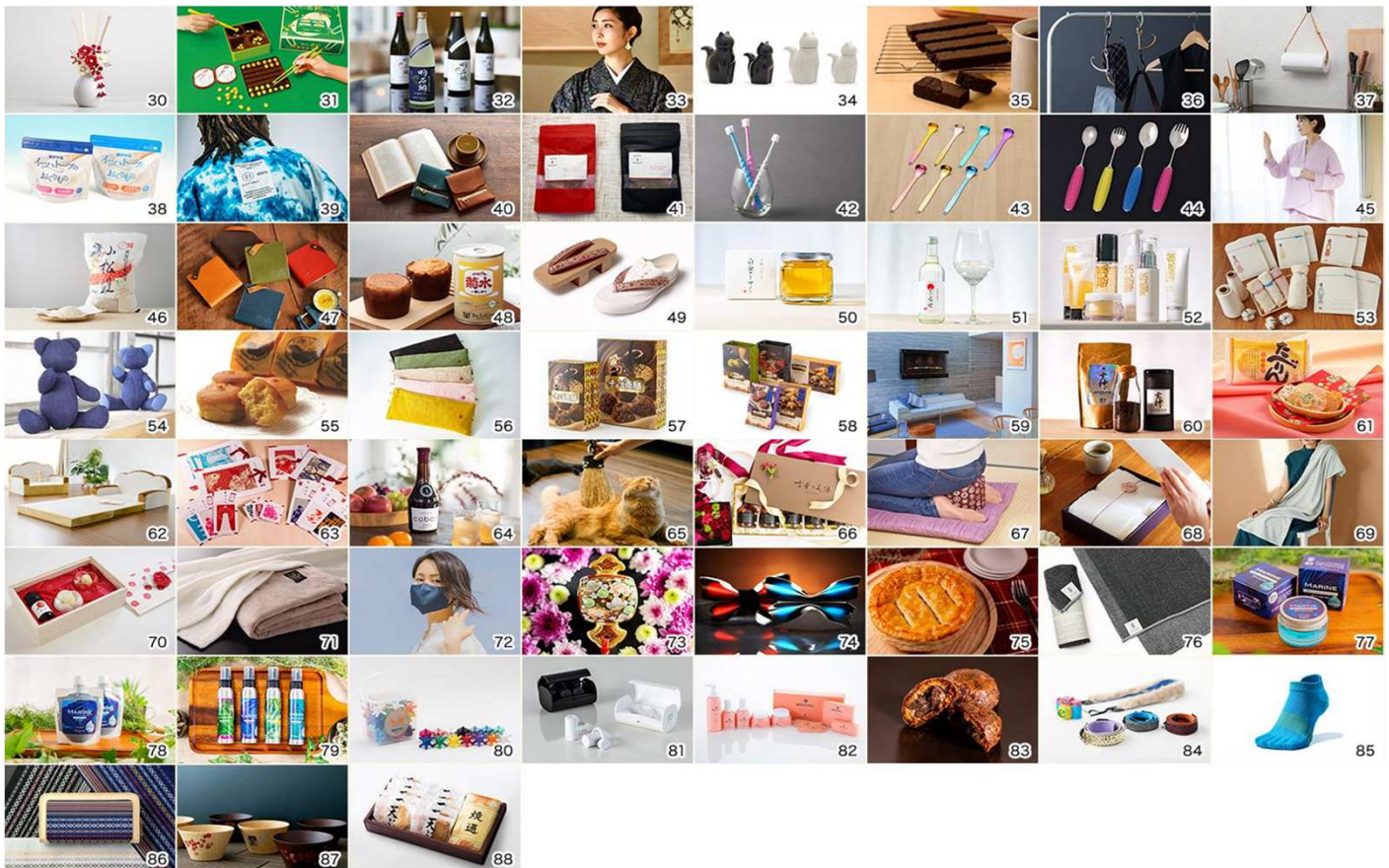
25. (Hokkaido) Kombu vinegar Kiwami: SAKURAI SHOUTEN (TRI-LANE INC)

26. (Miyazaki) Canned Pickled Daikon Radish: MICHIMOTO FOODS CO., LTD.

■ Judges' Choice Award (Europe & North America)

27. (Ishikawa) SHIRASAGI sibo series: Shirasagi Mokka Co., Ltd.

28. (Kagawa) ecuvo, : FUKUSHIN CO., LTD.

OMOTENASHI Selection 2020 第2期 受賞


- 30. (Kyoto) Room fragrance HANA-kanzashi: ART LAB. CO., LTD.
- 31. (Tokyo) Manners Mame Beans: EYEUP CO., LTD.
- 32. (Hyogo) JUNMAI DAIGINJO GENSHU AKASHI-TAI: AKASHI SAKE BREWERY Co. Ltd
- 33. (Tokyo) KIRIE BIJOU: Atelier TanTan
- 34. (Gifu) Cat Soy Sauce Dispenser: ARTHA Co., Ltd.
- 35. (Tokushima) Kito Yuzu Chocolate Brownie: Ichioka Seika Co., Ltd.
- 36. (Tokyo) Tsunageru komono hanger (Connectable hanger): Inataya
- 37. (Tokyo) Paper roll hanger: Inataya
- 38. (Iwate) Gift from Ihatov: Iwate Milk Co., Ltd.
- 39. (Aichi) VEDUTA: VEDUTA
- 40. (Tokyo) Single leather compact wallet ICHI: OURSE
- 41. (Gumma) PORK JERKY: A&V Project Co., Ltd.
- 42. (Osaka) The 360 Degree Toothbrush POPOTAN: STB Higuchi Co., Ltd
- 43. (Niigata) Kokketo Premium Tongue Cleaner: OKABE YOSHOKKI CO., LTD.
- 44. (Niigata) Flex Metal Spoon·Fork: OKABE YOSHOKKI CO., LTD.
- 45. (Osaka) wazarashi gauze pajamas panema: KADONO SARASHISOME CO., LTD.
- 46. (Gumma) Sanada's Komatsuhime Koshihikari Premium Quality Rice: KANAINOUE Co., Ltd. (Agricultural Corporation)
- 47. (Chiba) Kotowari® Mini Leather Wallet: Life with Leather
- 48. (Niigata) FUNAGUCHI Sake-Kasu Brioche: KIKUSUI SAKE CO., LTD.
- 49. (Kyoto) HANAO SHOES®: KYOTO TRADITIONAL CULTURE INNOVATION LABORATORY/Whole Love Kyoto
- 50. (Iwate) White Birch syrup "Shirogane no Shizuku": KUJIRA TERRACE CO., LTD.
- 51. (Iwate) White Birch Sparkling Water "Shirase": KUJIRA TERRACE CO., LTD.
- 52. (Miyagi) MARINUS fucacollagen cosmetics series: KESEMO MARINUS Ltd.
- 53. (Tokyo) Four seasons knitted belly warmer: Gennai Seiyaku Co., Ltd.
- 54. (Saitama) Ai Bear: Kojimasenshoku Co., Ltd.
- 55. (Tokushima) Atelier Ichi Narutokintoki Sweetpotato: Gosenfu Co., Ltd.

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- 56. (Tokyo) Rice Bran Pad: KOBARISEIMAITEN Co., Ltd.
- 57. (Iwate) Choconanbu: Komatsu Seika Inc.
- 58. (Iwate) Choconanbu PREMIUM: Komatsu Seika Inc.
- 59. (Kanagawa) KATANA BAKO -LACQUER-: Circumo.inc
- 60. (Tokyo) TOMO GENSHIN: JAT Inc.
- 61. (Aichi) Taberin: SUGISEIKA Co., Ltd.
- 62. (Kanagawa) Bread sofa bed and sofa: CELLUTANE CO., LTD.
- 63. (Kyoto) OFUKI series: SOMARU
- 64. (Shizuoka) cobon N series: Daiichikobo corporation
- 65. (Iwate) Nambu grooming broom for dogs and cats: Takakura Kogei Inc.
- 66. (Tokyo) Inishie no Bishu: Takumi Sousei Inc.
- 67. (Hyogo) WAZAMARUKUN Nishijin brocade cover: Tatsuno Cork Kogyo Co., Ltd.
- 68. (Ehime) sara-la towel gift "en": TAMATEX CO., LTD.
- 69. (Ehime) Premium Cotton: TANGO Inc.
- 70. (Ehime) Koharu Tobe ware aroma stone (Red and white camellia Japonica): TSUBAKI NO
OMOTENASHI
- 71. (Tokyo) Silk Aura TAKUMI PREMIUM: D-BREATH CO., LTD.
- 72. (Ishikawa) Cool Linen Mask: Texsil
- 73. (Aichi) Magic wishing mallet (Japanese Kutani ware): Dream, Inc.
- 74. (Ibaraki) Metal Butterfly: Nissei Inc.
- 75. (Gumma) Homemade Apple Pie: Highness Co., Ltd.
- 76. (Wakayama) KISHU BINCHO CHARCOAL & CORN FIBER BODY TOWEL: HARADA ORIMONO CO.
LTD.
- 77. (Okinawa) Ryu Spa Botanical All-in-one Gel: POINT PYURU CO., LTD.
- 78. (Okinawa) Ryu Spa Botanical Face Soap: POINT PYURU CO., LTD.
- 79. (Okinawa) Ryu Spa Botanical Mist Lotion: POINT PYURU CO., LTD.
- 80. (Tokyo) Tsunotsuno Dice and Tetra: Borndea Co., Ltd.
- 81. (Tokyo) earsopen PEACE TW-1: BoCo Inc.
- 82. (Hokkaido) GREFAS ROYAL Skin Care Series: Hokkaido Natural Bio Group Co., Ltd.
- 83. (Gumma) Karinto Manju: Marukyu Bussan Co., Ltd.
- 84. (Kyoto) CRAZY STRAP: MARUSHIN Co., LTD.
- 85. (Niigata) CARE: SOKU series: Yamachu Co. Ltd.
- 86. (Okinawa) Hakata-ori zipper wallet: REOKINAWA
- 87. (Wakayama) Wooden bowl Maki-e: Wakacho Co., Ltd.
- 88. (Osaka) YAKITOHSHI baked fish paste: Wadahachi Kamaboko Seizo Co., Ltd.