

To be announced on December 1st (Thu.), 2022

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

OMOTENASHI Selection 2022 2nd Session

106 Recipients including 29 Gold Awards and 6 Special Awards!

OMOTENASHI NIPPON Executive Committee

Working under the motto of "Transforming Omotenashi (Japanese hospitality) into Omotenashi of the World", the OMOTENASHI NIPPON Executive Committee will be announcing this year's 106 award recipients (29 Gold Awards, 6 Special Awards of 4 categories) on December 1st (Thu.), 2022.



 OMOTENASHI SELECTION 2022



OMOTENASHI Selection focuses on sharing Japan's omotenashi culture and promoting the finest products and services to an international audience. It is celebrating its 8th anniversary in 2022.

In the fall of 2022, the Japanese government significantly eased Covid-19 measures and lifted border restrictions, resuming pre-Covid economic activities and reopening the country to inbound tourism.

To prepare for post-Covid domestic and global markets, many companies participated in our program in hopes of expanding their business and reaching their target audience, including foreign tourists and international residents of Japan.

OMOTENASHI Selection will continue to support these ambitious companies and bring Japan's omotenashi products and services closer to local and international consumers.

Please note the second session of OMOTENASHI Selection 2023 will start from January 2023.

About OMOTENASHI Selection 2022 2nd Session

- Entry period: June 13 (Mon.), 2022 ~ August 17 (Wed.), 2022
- Awards: 29 Gold Awards | 6 Special Awards | 71 Awards

*Special Awards

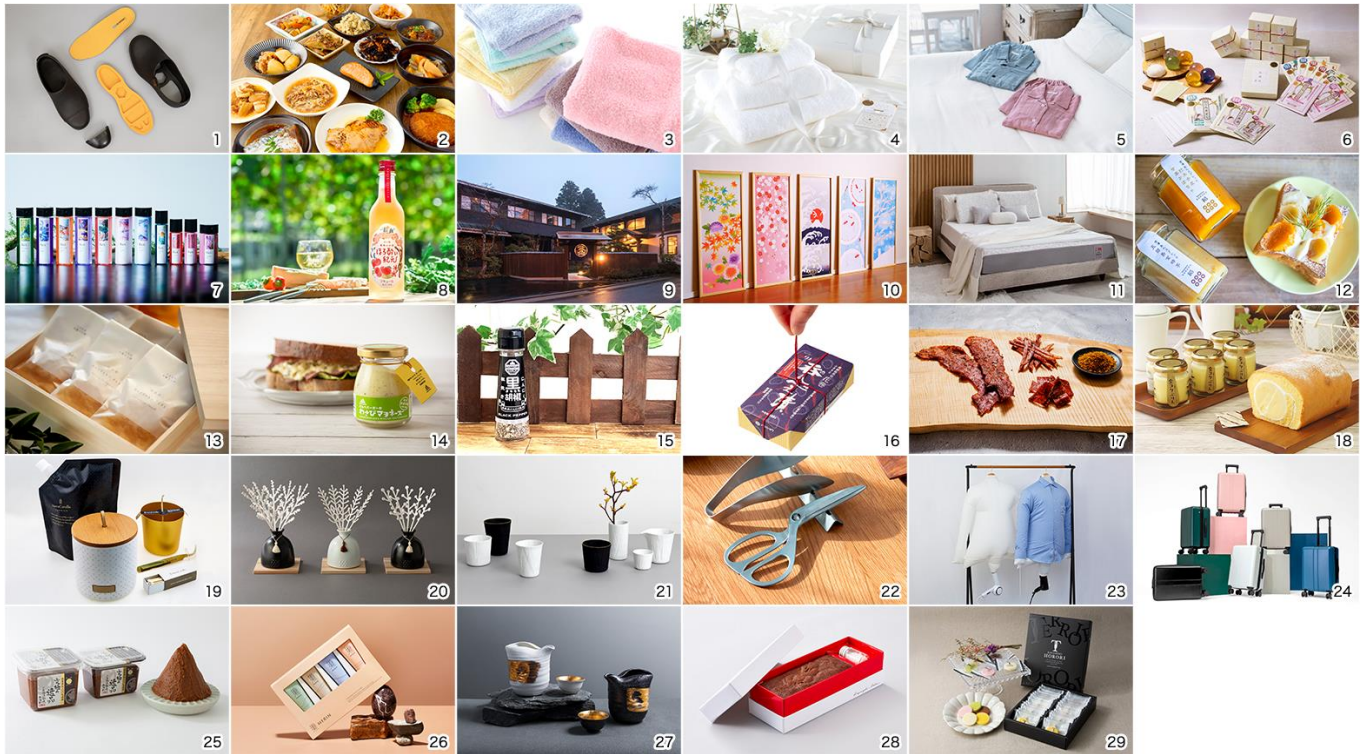
- Japan Post Online Shop Award | 1 Award
- ANA Award | 1 Award
- Judges' Choice Award (Asia) | 2 Awards
- Judges' Choice Award (Europe & North America) | 2 Awards

*Please refer to our official website for further information.

<https://omotenashinippon.jp/prize/selection/2022-2-en>

*The release date is December 1st (Thu.), 2022.

OMOTENASHI Selection 2022 2nd session Gold Award



1. (Tokyo) STICO NEC-10A (E-ACCESS CO., LTD.)
2. (Hyogo) Set of 15 Uchipac retort-packed side dishes (UCHINO CO., LTD.)
3. (Tokyo) The Miracle Towel®: Super Marshmallow® (UCHINO CO., LTD.)
4. (Tokyo) BLISSFUL TOWEL® (UCHINO CO., LTD.)
5. (Tokyo) Marshmallow Gauze® (UCHINO CO., LTD.)
6. (Gifu) Geroko Monogatari Nagomi Series (OKUDA-MATAEMON-KO HONPO, Inc)
7. (Hyogo) Kuu Aqua free series (Qvou Inc.)
8. (Okayama) Horoyoi Kigen (KIYOTO FARM Kabushiki Kaisha)
9. (Kanagawa) Matsuzakaya Honten Hakone (KINNOTAKE CO., LTD.)
10. (Kanagawa) Picture Tenugui (CASE CORPORATION)
11. (Tokyo) THE GINZA hotelsleep (THE GINZA (KURUKURU Inc.))
12. (Ishikawa) Kanazawa Sweet An-Spread (Sanada An Corp.)
13. (Hiroshima) HASSAKU PEEL (Support Co., Ltd. Shimanamiokashikoubou)
14. (Shimane) SANBE BURGER'S WASABI MAYONNAISE (SANBE BURGER Co., Ltd.)
15. (Aichi) Coarse ground Aomori garlic black pepper (TAKUSEI CO., LTD.)
16. (Iwate) Nonbeezuke Pickles (Sake Lover Pickles) (Hakosho Food Industry Co., Ltd.)
17. (Ibaraki) Fukure Shimotsuma Golden Pork Dried Meat (BUTASHOKUNIN KOUBOU BUU-BU (KURAMOCHIPIGFAUMU Kabusiki Kaisha))
18. (Fukuoka) Premium pudding set (pudding no susume (EAT WELL Co., Ltd.))
19. (Tokyo) Fresh Scented Candle Premium Gift Set (Blooming village co.)
20. (Tokyo) Reed diffuser "WA NO KA (Japan Scent)" (PROMOTOOL Corporation)
21. (Saga) ceramic mimic fabric (BUNZAN LTD.)
22. (Niigata) basislab Table-Scissors (basislab, Inc.)
23. (Aichi) Kotsukan Aero Duct The Long (MARVIN TRADING CO., LTD.)
24. (Tokyo) MAIMO COLOR YOU (MAIMO (KURUKURU Inc.))
25. (Nagano) Two Year Aged Premium Miso (Non-GMO No MSG Preservative Free) (MARUMAN CO., LTD.)
26. (Tokyo) MERIN Woman Periodic Gel Cream Set (MERIN (KURUKURU Inc.))
27. (Gifu) Katakuchi Kinmaki cold sake set (Kurokesshou/Shirokesshou) (Yamai pottery Co., Ltd.)
28. (Tokyo) Kagurazaka Chocolat (LEGAME Kabushiki Kaisha)
29. (Okayama) Kagamino Horori Cookie (Wakana L.P.)

OMOTENASHI Selection 2022 2nd session Special Distinction Award

Japan Post Online Shop Award

ANA Award

Judges' Choice Award (Asia)

Judges' Choice Award (Europe & North America)



【Special Awards by Gold Partners】

■Japan Post Online Shop Award

30. (Tokyo) Colorful Chocolat (-CHOCOLATE DE FAMILIA-)

■ANA Award

31. (Tokyo) Laundry-net Bag (carewill, INC.)

【Judges' Choice Awards】

■Judges' Choice Award (Asia)

32. (Osaka) The 360 Degree Electric Toothbrush Models (STI-IR CO., LTD.)

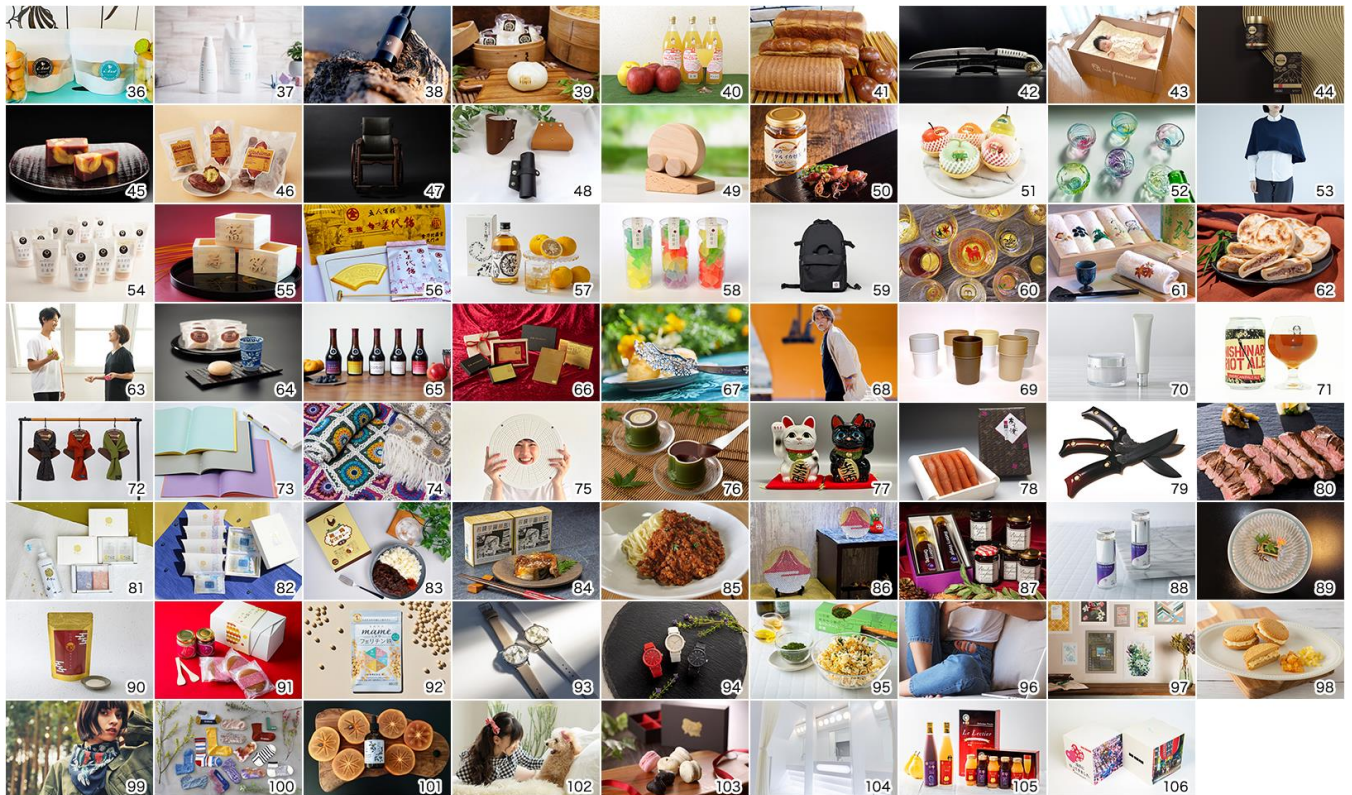
33. (Ehime) Kami-daru Paper Platter Barrel (TAMU Kabushiki Kaisha)

■Judges' Choice Award (Europe & North America)

34. (Kagawa) Udon Honjin Yamadaya Flavorful Frozen Udon Bowls
(UDON HONJIN YAMADAYA (YAMADAYABUTURYU Co., Ltd.))

35. (Chiba) Kameyama Onsen's Yunohana 100% hot spring soap
(KAMEYAMA ONSEN HOTEL CO., LTD.)

OMOTENASHI Selection 2022 2nd session Award



- 36. (Hyogo) Acorn Baby Castella (i.b&d (yuukou Kabushiki Kaisha))
- 37. (Miyagi) AZspread natural enzyme water for bath ~ofuro ni ireru~ (AZseed Japan Inc.)
- 38. (Miyazaki) Arita Sauce (Arita Beef Co.)
- 39. (Kumamoto) Kumamoto's Horse Meat Nikuman (ICHIHARA FARM Inc.)
- 40. (Nagano) Noufuku Apple Juice (With Farm Co., Ltd.)
- 41. (Ehime) Brown Sugar Loaf Bread (Uchidapan Yugen Kaisha)
- 42. (Osaka) Japanese sword-shaped paper knife (airprotection Co., Ltd. HITOFURI project)
- 43. (Yamagata) QUICK BASE BABY (SPACK Kabushiki Kaisha)
- 44. (Osaka) SANJUNBI NMN SUPPLEMENT 12000+ (Emotion Co., Ltd.)
- 45. (Gifu) Kuri mushi yokan (MINOYA CO., LTD.)
- 46. (Kagoshima) 100-Day Aged Yakiimo (KAIREN CO., LTD.)
- 47. (Hokkaido) Beautiful Wooden Wheelchair (KAGUKOUBOU TABISURUKI)
- 48. (Tokyo) Gutto mask holder stand (Leather Craft yino)
- 49. (Kyoto) Kururin Car (Woodentoy Letwoodbe)
- 50. (Toyama) Smoked firefly squid marinated with oil and smoked oyster marinated with oil (KYOKICHI CO., LTD.)
- 51. (Kyoto) Fruit À La Mode Jelly (KYOJYURAKUAN Co., LTD.)
- 52. (Tokyo) EDO KIRIKO guinomi SUIKYO series (KIRIKO TORIKO (Nakamiya KIRIKO koubou))
- 53. (Tokyo) Arm Sling Cape (carewill, INC.)
- 54. (Fukushima) Fruit Amazake Series (KOUJIWADAYA CO.,LTD.)
- 55. (Gifu) Ukibori Masu Carved Cup (Kodamakogyosyo Co., Ltd.)
- 56. (Kagawa) Kamiyo Ame Candy (GONINBYAKUSHO)
- 57. (Gifu) Nagaragawa Marugoto Yuzu (Komachi Sake Brewing Co., Ltd.)
- 58. (Ishikawa) Kohakuto "edible jewelry" (SAIKADOU LTD.)
- 59. (Tokyo) Float Life Rucksack (Saibou Digital Inc.)
- 60. (Akita) Kawatsura Maki-e Lustrous Lacquered Glass (Sakaida CO., LTD.)
- 61. (Osaka) Shisyuoshibori & Shikioshibori (Shisyuoshibori.com Kabushiki Kaisha)
- 62. (Tochigi) Shiawase Oyaki (SHIBUYA Kabushiki Kaisha)
- 63. (Miyagi) Relive Shirt (Physio Function Research Institute Co., Ltd.)

OMOTENASHI Selection 2022 2nd session Award

64. (Hiroshima) Houka Series – Fragrant Japanese Matsutake Gelato Monaka (SERANODAICHI Co., Ltd.)
65. (Shizuoka) cobon N series (Daiichikobo Corporation)
66. (Aichi) GOLD ENGRAVING (DAITECH CO., LTD.)
67. (Saitama) D·ecru Tongs (DAIDO KIKO Co., Ltd.)
68. (Aichi) Japanese Linen/Ramie Haori Light Jacket (TAKEMURA CO., LTD.)
69. (Ehime) paper dust box TRASH POT (TAMU Kabushiki Kaisha)
70. (Osaka) Deaiwo Serum Cream, Deaiwo Special Cream (DEAIWO CO., LTD.)
71. (Osaka) Nishinari Riot Ale (Derailleur Brew Works)
72. (Kagawa) Compact Muffler (TERAICHI CO., LTD.)
73. (Tokyo) PAPER STAPLER NOTEBOOK (NAKASHOSHIKO Co., Ltd.)
74. (Miyagi) Motif Blanket (Knit Studio Amour)
75. (Aichi) Face down pillow base RAKUMA (JAPAN ELECTRONICS TECHNICAL CO., LTD.)
76. (Ishikawa) Noto Mizu Yokan (Noto jyounetu wagashiten Sugimori)
77. (Aichi) Tokoname Ware Manekineko Set (Size 4, Right and Left Hand Raised, White and Black) (BAIGETSUTOMIMOTONINGYOEN CO., LTD.)
78. (Fukuoka) Premium Natural Mentaiko Cod Roe “Kiwametsuke” (Hakata Akizu (BE-AZ CO., LTD.))
79. (Gifu) Salamander Knife (PUZZLCE INC.)
80. (Iwate) Aged beef tongue slices seasoned with salt from Sanriku Miyako (HAMASHOKU CO., LTD.)
81. (Mie) AminoArea neo (PQ TECHNO CO., LTD.)
82. (Mie) AminoArea MinimalHygiene (PQ TECHNO CO., LTD.)
83. (Ishikawa) Kanazawa Chicken Curry (FOOD·ONE Co., Ltd.)
84. (Fukui) Space Mackerel Can (FUKUI BUSSAN CO., LTD.)
85. (Akita) Set of premium Akita Beef meat sauce and Noshiroccine pasta (butchrno)
86. (Kyoto) Gold Gilded Red Fuji Glass Plate (Huduru Craft)
87. (Gifu) BLUEBERRY FACTORY Series (BLUEBERRY FACTORY GIFU)
88. (Tokyo) QUEENS ESSENCE (proro-kenbido (Lifepromote Co., Ltd.))
89. (Oita) Bungo Tiger Puffer Sashimi Set (Yanai Shouten)
90. (Yamaguchi) Yamaguchi no horidashimono soup stock (Peptiderip Co., Ltd.)
91. (Osaka) Handmade Dorayaki Set (Houraidou)
92. (Tokyo) mameLAB Soybean Ferritin Iron Supplement (mameLAB (KURUKURU Inc.))
93. (Tokyo) LOV-IN BOUQUET BOTANICAL FLOWER Watch (Maruzeki Co., Ltd.)
94. (Tokyo) KAORU Japanese Fragrance Watch (Maruzeki Co., Ltd.)
95. (Aichi) I'm poppin' every Microwave (MIYAGAWA SANGYOU CO., LTD.)
96. (Toyama) nobelt (Miyamoto Design co.)
97. (Osaka) Relief (YAMAZOE PRINTING INC.)
98. (Kagawa) Sanuki Lemon & Obara Beniwase® Mikan cream sandwich biscuits (Yumekabou Takara Kabushiki Kaisha)
99. (Kanagawa) EXTREME SILK DuRē (YOSHIMASA Co., Ltd.)
100. (Tokyo) rasox (Rasox Japan Co., Ltd.)
101. (Gifu) HALIYO KAKI VINEGAR (Rivercresc CO., LTD.)
102. (Tokyo) Matching Pet Ribbons (Ribbon Knot (KURUKURU Inc.))
103. (Shimane) Radish Island Macaron (Ryoushimura Co., Ltd.)
104. (Saitama) HIYOSHI Japanese-style hotel (HIYOSHI Japanese-style hotel)
105. (Niigata) Set of Lelectier and Kyoho juice (Le Verger Yamayo Yamayo Orchard)
106. (Tokyo) GORO MEMO (WACO Kabushiki Kaisha)