

To be announced on June 1<sup>st</sup> (Wed.), 2022

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

## OMOTENASHI Selection 2022 1<sup>st</sup> Session

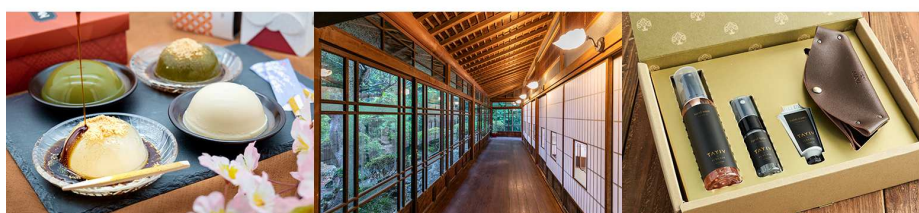
### 98 Recipients including 27 Gold Awards and 6 Special Awards!

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 98 award recipients (27 Gold Awards, 6 Special Awards of 4 categories) on June 1<sup>st</sup> (Wed.), 2022.



 **OMOTENASHI** SELECTION 2022



Celebrating our 8th anniversary in 2022, OMOTENASHI Selection focuses on sharing Japan's omotenashi culture and promoting the finest products and services to an international audience. Since the spring of 2020, the Covid-19 pandemic has had a severe impact on economic activities around the world, but high vaccination rates helped gradually accelerate the economic recovery.

Despite a still challenging economy, many companies participated in our program in hopes to expand their business and prepare for post-Covid-19 domestic and global markets. As a new approach to the domestic market with the limited number of foreign tourists, some of the companies have started targeting international residents staying or living in 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 2022 will start from mid-June in 2022.

#### About OMOTENASHI Selection 2022 1<sup>st</sup> Session

- Entry period: January 7 (Fri.), 2022 ~ February 22 (Tue.), 2022
- Awards: 98 Awards (27 Gold Awards | 6 Special Awards | 65 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

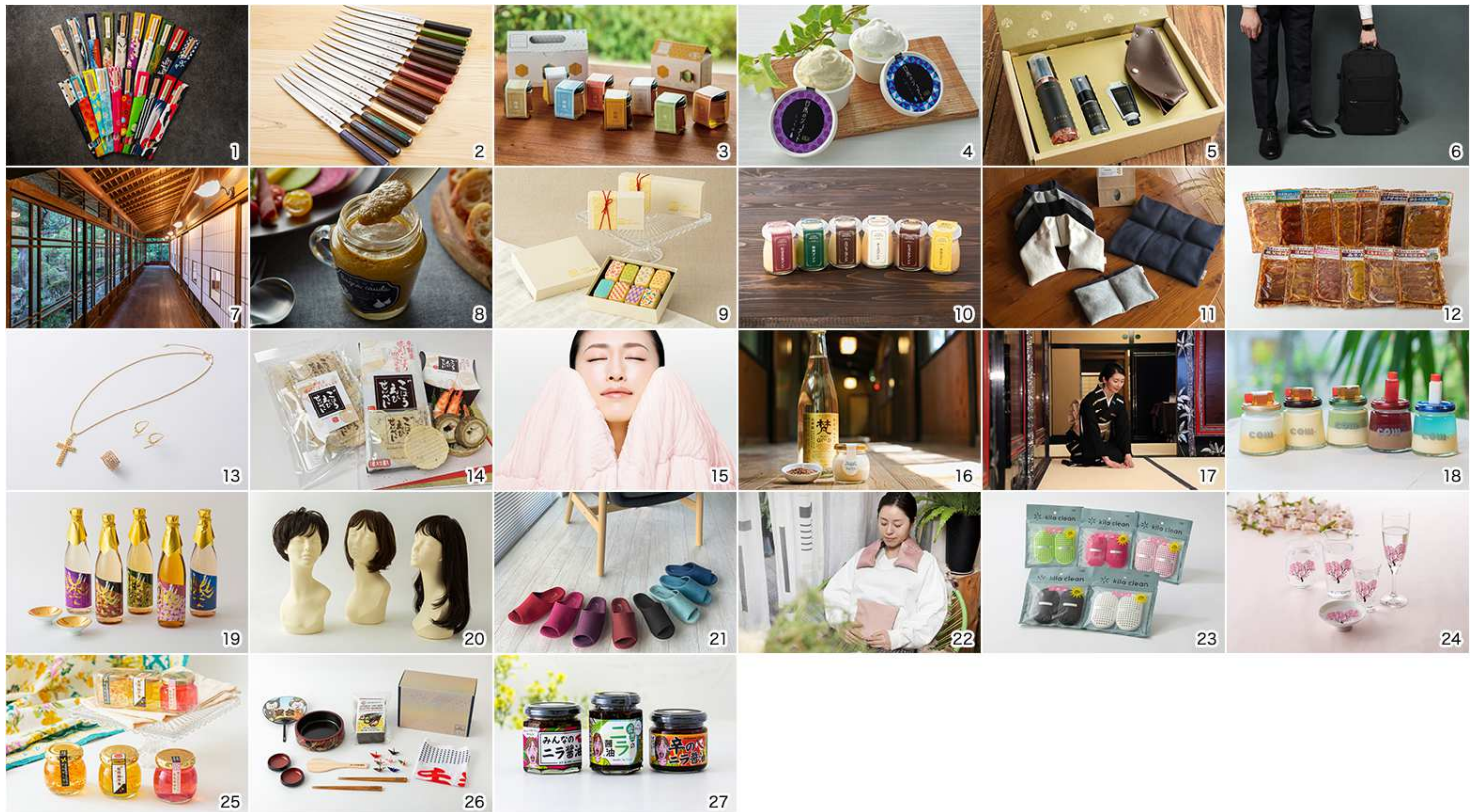
\*Please refer to our official website for further information.

<https://omotenashinippon.jp/prize/selection/2022-1-en>

\*The release date is June 1<sup>st</sup> (Wed.), 2022.

# < OMOTENASHI Selection 2022 1<sup>st</sup> Session / 27 Gold Awards >

## OMOTENASHI Selection 2022 1st session Gold Award



1. (Niigata) Yukata fabric chopstick case with Echigo cedar chopsticks (R4Yours LLC)
2. (Osaka) SAKAI TAKAYUKI NANAIRO Yanagi-knife (AOKI-HAMONO SEISAKUSHO CO., LTD)
3. (Gifu) Hachimitsu Days (AKITAYAHONTEN CO., LTD.)
4. (Fukuoka) Japanese Gelato (ASAKURACHOMIRYO Kabushiki Kaisha)
5. (Tokyo) TAYIV Hand Care Gift Set (IVRESSE CO.,LTD.)
6. (Tokyo) Evoon MULCH BUSINESS RUCK2.0 (Gerbera Co.,Ltd.)
7. (Yamanashi) Ebisuya Guest House (KAKURINSHOUJA Kabushiki Kaisha)
8. (Tottori) Kani Miso Bagna Cauda (Kadonaga Select Co., Ltd.)
9. (Kyoto) "Kimono" petit cakes with Japanese auspicious patterns (Kyomatoikashi Cacoto)
10. (Kagoshima) Zaiho Premium Pudding (ZAIHO CO., LTD.)
11. (Kumamoto) YOHEHO (Sunrockhacci)
12. (Tokyo) Selected Seasoned Domestic Pork Loin Series (Misozuke/Marinade Sauce) (JA ZEN-NOH MEAT FOODS CO.,LTD.)
13. (Tokyo) 18K Gold Cut Ball Jewelry Series (JEWELLERY AIWA CO.,LTD.)
14. (Kyoto) Horikawa burdock and shrimp cracker (TANIGUCHI Co.,LTD.)
15. (Tokyo) TOROKERU FUTON® enifea II (D-BREATH CO., LTD.)
16. (Fukui) Rich Pudding SOBA+BORN (Night Sweets Bar Salice)
17. (Tokyo) Nihon Kindai Reiho (Japanese Etiquette for Modern Times) (Nihon Kindai Reiho)
18. (Kagoshima) com- Low Carb Minamikaze Pudding (Patisserie Le Vert)
19. (Gifu) Hyakujuro emotion series (Hayashi Honten Co., Ltd.)
20. (Hyogo) Relaxing Hat Wig (PRISILA CO.,LTD.)
21. (Tokyo) fit it• balance support sole (HONSHU CO., LTD.)
22. (Tokyo) Waonko herbal heating pads (MavivRe CO., LTD.)
23. (Fukuoka) Kila clean (MaSSC FUJICO Co., Ltd.)
24. (Gifu) Sakura Magic Series (MARUMO TAKAGI CO., LTD.)
25. (Yamanashi) Marmellata Jam Series (NPO South Alps Farm Field Trip)
26. (Saitama) Hand-rolled sushi party experience kit (LAC,Inc.)
27. (Oita) Garlic chives with soy sauce from Oita, Japan (LogStyle Co., Ltd.)

# < OMOTENASHI Selection 2022 1<sup>st</sup> Session / 6 Special Awards >

## OMOTENASHI Selection 2022 1st 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

28. (Nara) Kamekudo Yoshino Kudzu Sweets Collection (KAROKUEN Co., Ltd.)

#### ■ANA Award

29. (Tokyo) Niigata Jizake Cosmetics Series (TSUTSUWABI CO., LTD.)

### 【Judges' Choice Awards】

#### ■Judges' Choice Award (Asia)

30. (Osaka) CHOPLATE (KAWABE SHOKAI CO.,LTD.)

31. (Tokyo) Arenca (SUGINO CO., LTD.)

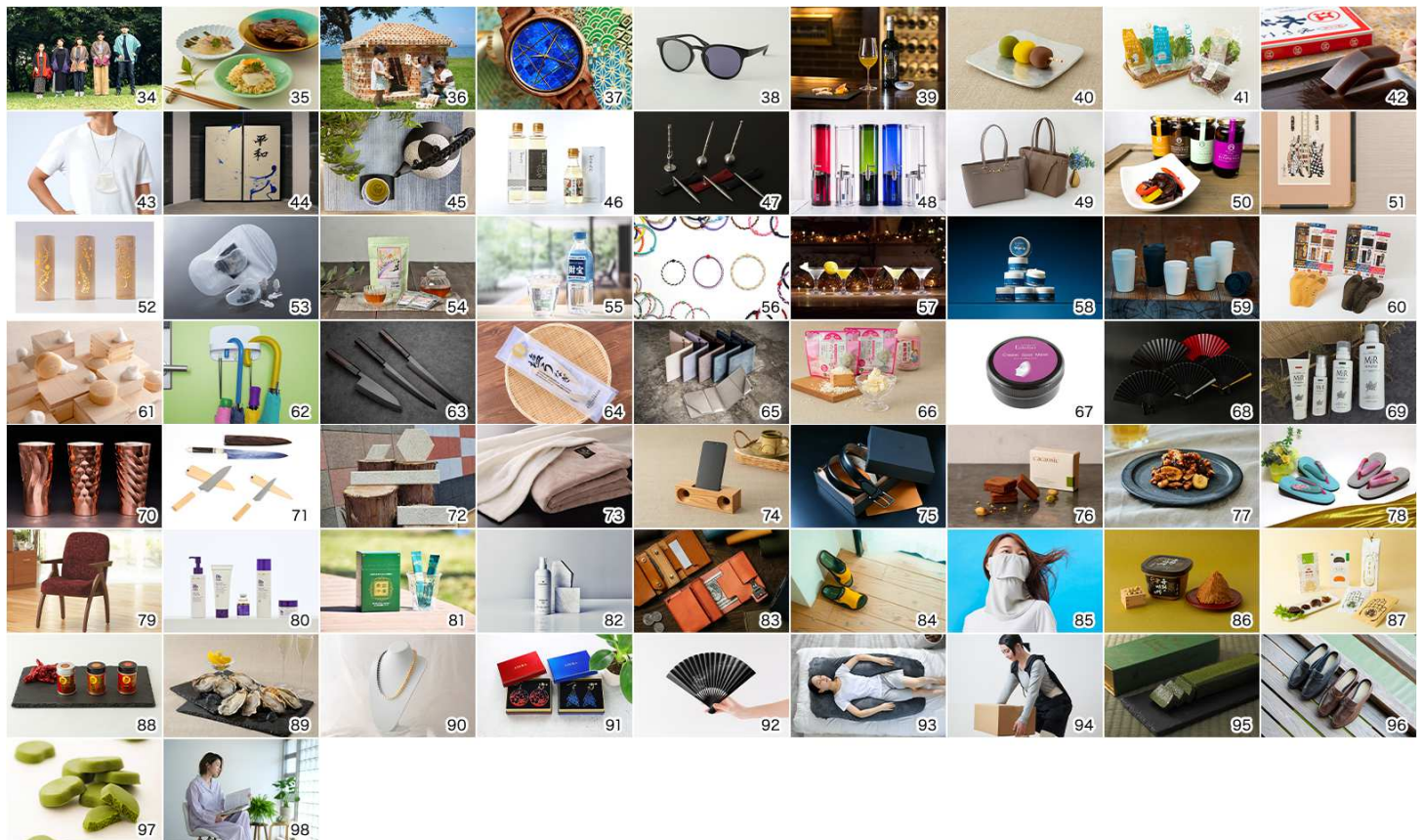
#### ■Judges' Choice Award (Europe & North America)

32. (Okinawa) Okuhara Glass Ramune Blue series (OKUHARA GLASS CO., LTD.)

33. (Gifu) Medicated Bath Powder YUYAKU (YoungVenus Co., Ltd.)

# <OMOTENASHI Selection 2022 1st Session / 65 Awards>

## OMOTENASHI Selection 2022 1st session Award



- 34. (Niigata) Double Cloth Colorful Stole (ARCLEAD Kabushiki Kaisha)
- 35. (Hyogo) AKASHI MEDETAIYA sea bream tasting set  
(AKASHI MEDETAIYA (NISHIAKASHIKOUGYOU Co., Ltd.))
- 36. (Shiga) Zurenga Natural Wood Blocks (Asao Co., Ltd.)
- 37. (Saitama) NOZ timepieces made of natural wood and stone (ALSERU Co., Ltd.)
- 38. (Tokyo) Outdoor Sunglasses Sorge × Re: (ICHIBANBOSHI CO., LTD.)
- 39. (Osaka) AS GOTAS DE NI'HONTCHA-ESPECIAL GYOKURO (UJIEN CO., LTD. )
- 40. (Ehime) Botchan dango (UTSUBOYA CO., LTD.)
- 41. (Tokyo) AML Nutri-rich Vegetables (AML Plant Laboratory CO., LTD.)
- 42. (Fukui) Egawa Mizu Yokan (EGAWA Co.)
- 43. (Tokyo) HOTFAB 3D Mask with strap (FO.P CO., LTD.)
- 44. (Gumma) Blue Fusuma Japanese Sliding Door with Avant-Garde Calligraphy  
(MAT First-Class Architect Office Co., Ltd.)
- 45. (Iwate) Nambu Ironware Kettle Yin and Yang Leather Handle (OITOMI CO., LTD.)
- 46. (Kyoto) KYOTO YOHEI'S SUSHIZU (OUGISAKAYADO CO., LTD.)
- 47. (Aichi) MyStar (Oyagiseisakusho Co., Ltd.)
- 48. (Fukuoka) KAGURA decanter (KAGURA FEAST CORP.)
- 49. (Osaka) Business Tote Bag (CARRIRARE CO., LTD.)
- 50. (Oita) Pickled Kikurage (Wood Ear Mushroom) (Kyueifarm Kabushiki Kaisha)
- 51. (Tokyo) Personalizable Edo Town Firefighters Nishiki-e Prints  
(Kyohashi Matsukin Store (KIN-YOSHA PRINTING CO., LTD.))
- 52. (Kumamoto) Bamboo light (GreeNexus CO., LTD.)
- 53. (Hiroshima) EarZzz (Globalroad Inc.)
- 54. (Osaka) POWERFULUP TEA® (Cyberbeauty Co., LTD.)
- 55. (Kagoshima) Natural Alkaline Hot Spring Water, Zaiho Onsen (ZAIHO CO., LTD.)
- 56. (Hiroshima) annieu series (SIGNTY.inc)
- 57. (Tochigi) Cocktail Glass For Kids (SAKAE INDUSTRY INC.)

## <OMOTENASHI Selection 2022 1st Session / 65 Awards>

### OMOTENASHI Selection 2022 1st session Award

58. (Kanagawa) Thank You Bayu (Sante Fresco inc.)
59. (Fukushima) R+E Tumbler (Sanyoshi Lacquerware Co., LTD.)
60. (Tokyo) Refresole (C&K Corp.)
61. (Hyogo) FLORADIANCE SERIES (GE Wellness Co., Ltd.)
62. (Osaka) Magnet Multi Hook (Seeders Inc.)
63. (Osaka) GINZA Series (JIKKO Incorporated)
64. (Kochi) Special Mild Salt Flavor Eel (SHIMANTO UNAGI HANBAI CO.,LTD.)
65. (Tokyo) Hitoe® Fold Less (SYRINX, inc.)
66. (Kagoshima) Satsuma-no-yuki freeze dried amazake cubes (SHOJO FARM CO., LTD.)
67. (Tokyo) TAKANOYURI EstheFact Cream Spot Mask (Swiss Cell Lab. Japan Co., Ltd.)
68. (Aichi) KOKUSEN Series (SUEHIRODO CO., LTD)
69. (Aichi) Mimamor (SOTOH CO., LTD.)
70. (Gumma) Copper Design Tumbler (DAITOH SPINNING CO., LTD.)
71. (Osaka) Japanese kitchen sharp knives made in Sakai city (Takahashikusu Co., Ltd.)
72. (Nagano) LENO BLOCK (TAKEMURA INDUSTRY CO., LTD.)
73. (Tokyo) Silk Aura® TAKUMI PREMIUM (D-BREATH CO., LTD.)
74. (Hiroshima) Ten&O Wooden Speaker Stand “Tenuto” (TENOU CO., LTD.)
75. (Tokyo) Relax Leather Belt (NAGASAWABELT Industry Ltd.)
76. (Tokyo) cacaosic (Niche Kabushiki Kaisha)
77. (Tokyo) hybrid SPICY NUTS (hybrid Co., Ltd.)
78. (Nara) SAIUN (Hajime Co., Ltd.)
79. (Osaka) Posture Support Chair (Handi Network International Co., Ltd.)
80. (Tokyo) Bb lab. (Bb. LABORATORIES INCORPORATED)
81. (Kagoshima) HYAKUYOU-AOJIRU (HYAKUYOU-BIJIN CO., LTD.)
82. (Tokyo) FUKUBISUI (FUKUBIGIN CO.)
83. (Iwate) dritto 2 (PLOWS Co., Ltd.)
84. (Tokyo) fit it/TTT TWO THOUSAND TWENTY (HONSHU CO., LTD.)
85. (Aichi) Yakenu UV protection mask (standard type) (MARUFUKU CO., LTD.)
86. (Okayama) Miracle Miso (MARUMIKOUJI CO., LTD.)
87. (Nara) Naraduke (Vegetables pickled in sake lees) (MORINARADUKETEN CO., LTD.)
88. (Kagawa) Kagawa Hontaka “Oni Bikkuri” Chili Pepper Series (Yamasei Co.)
89. (Okayama) “Kitaki-kaki” Oysters (YUWA FISHERY)
90. (Mie) Shikisai (UNION PEARL CO., LTD.)
91. (Tokyo) Lacquered Paper Accessories AIGRA -nuri- (UNIFORM-NET Co., Ltd.)
92. (Kyoto) Japanese Folding Fan with Silver Leaf “Hakuzu” (Kinsai Workshop Yonehara)
93. (Fukui) Hugmotti (Luckyspread Co., Ltd.)
94. (Tokyo) Rakuemon (RAKUEMON CO., LTD)
95. (Saitama) Flavor Terrine (Ristorante Renata)
96. (Tokyo) TATAMI LOAFER SLIPPERS (Liberato)
97. (Kyoto) KYOEKUBO (Wakou Co.,Ltd.)
98. (Yamanashi) MEHOME WEAR stripes smooth pajamas (WATAAKI ORIMONO)