

To be announced on June 1st, 2020 (Mon.) !

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

「OMOTENASHI Selection 2020 1st Session」

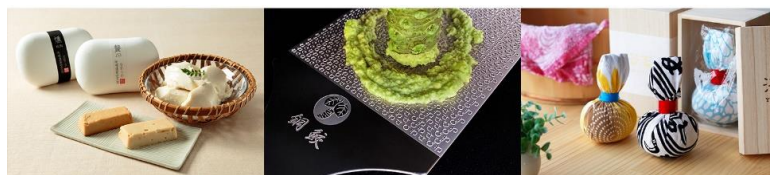
68 Award winners including 17 Gold Awards and 7 Special Awards

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 68 Award winners (17 Gold Awards, 7 Special Awards) of this year's 1st Session at the “OMOTENASHI Selection” Awards Ceremony on June 1st, 2020. The “OMOTENASHI Selection” project discovers and spreads Japan's outstanding products and services within and beyond the country's borders.



 OMOTENASHI SELECTION 2020



In this year, which will mark the 6th year anniversary of the award, the Committee are operating the biggest project ever since the establishment with Sogo & Seibu, Odakyu Department Store and other new cooperating companies and sponsored companies. Making full use of the strengths, the Committee have been working on this project to appeal the attractiveness of Japan's products and services to overseas and foreign tourists visiting Japan.

The Committee prepared Gold Award for the most highly rated products overall, the Special Award for the products selected by sponsored companies, and the Judges' Choice Award (Asia) and the Judges' Choice Award (Europe & North America) for the products highly rated by the judges from Asian countries or Europe & North America.

*Please refer to the following pages for the list of the Award winners.

In addition, the “OMOTENASHI Selection 2020 2nd session” will begin to accept the applications from June 1st, 2020. Although the spread of the new coronavirus are affecting Japan's economy and the global economy, overseas expansion and sales expansion for foreign tourists are still an important theme for Japanese companies. The Committee will continue to deliver excellent Japanese products by transmitting information to domestic/overseas and actively expanding sales channels by selecting and discovering the products filled with the unique Japanese culture “OMOTENASHI” along with the enhance of the sales capabilities of the Award winners.

About OMOTENASHI Selection 2020 1st Session.

■ Entry period: December 2nd(Mon.), 2019 ~ February 21st(Fri.), 2020

■ Awards: 17 Gold Awards | 7 Special Awards | 44 Awards

***Special Awards (5 categories)**

Japan Post Online Shop Award/ 1 Award

NIPPON EXPRESS Cross-border EC Express Service Award/ 1 Award

ANA Award/ 1 Award

Judges' Choice Award (Asia)/ 2 Awards

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

※ Please refer to the official website for further information.

<https://omotenashinippon.jp/prize/selection/2020-1-en>

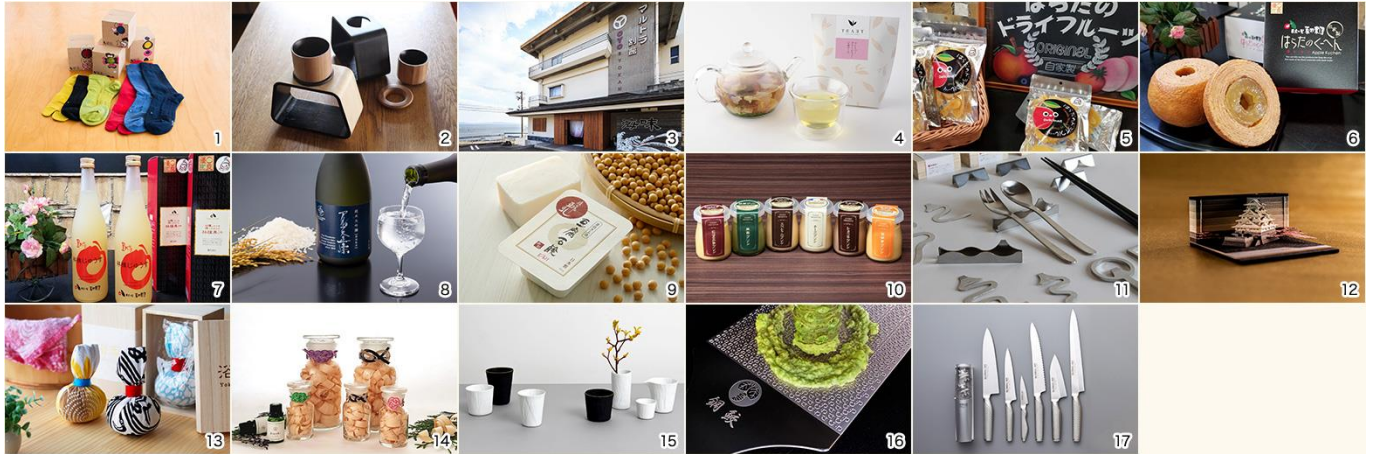
※ Expected release date is June 1st (Mon.)

Omotenashi Nippon Executive Committee

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< OMOTENASHI Selection 2020 1st Session/ 17 Gold Award winners >

OMOTENASHI Selection 2020 Gold Awards



1. (Nara) Tsukareshirazu socks (anti-fatigue socks) : ECONOLEG CO.,LTD.
2. (Nagano) NOKO's coffee dripper & stand : OHKOCHI FURNITURE STUDIO Co. Ltd.
3. (Tokyo) OYO Ryokan : OYO Hotels Japan G.K.
4. (Kagoshima) Flavor green tea Osumi series : Kagoshima Horiguchi seicha Co., Ltd
5. (Gunma) Semi Dry Apple : KAJITSUNOSATO HARADANOUEN
6. (Gunma) Harada's Apple Baumkuchen : KAJITSUNOSATO HARADANOUEN
7. (Gunma) Apple juice : KAJITSUNOSATO HARADANOUEN
8. (Nagano) Alps Masamune Junmai Daiginjo : Kametaya syuzoten CO.,LTD.
9. (Osaka) TOFU SOAP : COGIT co.,ltd
10. (Kagoshima) Zaiho Premium Pudding : ZAIHO CO.,LTD.
11. (Shizuoka) Koukin Fuji : Sanko-seisaku.CO.,LTD
12. (Osaka) OMOSHIROI BLOCK : TRIAD Inc.
13. (Chiba) Yokudama : BATHLIER CO., LTD.
14. (Okayama) hinoki LAB potpourri set : hinoki LAB Co.,ltd.
15. (Saga) ceramic mimic fabric : BUNZAN LTD.
16. (Shizuoka) Wasabi grater HAGANE-ZAME : YAMAMOTO FOODS CO., LTD.
17. (Niigata) GLOBAL-IST : YOSHIDA METAL INDUSTRY CO., LTD.

< OMOTENASHI Selection 2020 1st Session/ 7 Special Award winners >

OMOTENASHI Selection 2020 Special Awards (5 categories)



ANA Award



Japan Post Online Shop Award



NIPPON EXPRESS Cross-border
EC Express Service Award



Judges' Choice Award (Asia)



Judges' Choice Award
(Europe & North America)



18



19



20



21



22



23



24

【Special Awards by Gold Partners】

■Japan Post Online Shop Award

18. (Tokyo) 0.6 RICE BRAN OIL "Drinkable Rice Bran" : SHINMEI KITCHEN Co.,LTD.

■ NIPPON EXPRESS Cross-border EC Express Service Award

19. (Tokyo) Neck Cooler Neo : THANKO,inc.

■ANA Award

20. (Tokyo) JAPANESE TRADITIONAL INSTRUMENTS : Heart Tree Co.,Ltd.

【Special Awards by Foreign Judges】

■Judges' Choice Award (Asia)

21. (Tokyo) No Tie Shoelace COOLKNOT : COOLKNOT JAPAN CO.,LTD.

22. (Tokyo) Tofu Misozuke Series : WAKANA CO.,LTD.

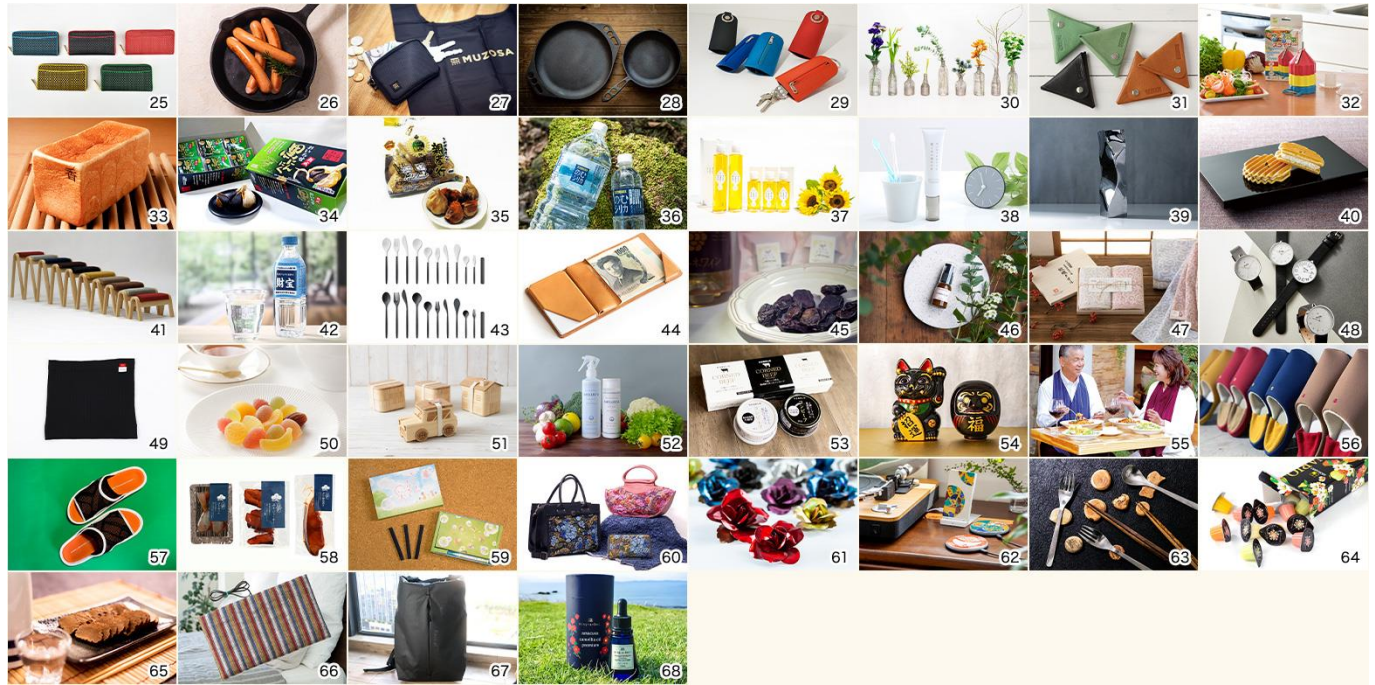
■Judges' Choice Award (Europe & North America)

23. (Nagano) MIZU Luxury Soap : ASAGI Co., Ltd.

24. (Tokyo) Croissant loaf : ORENO Corporation

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OMOTENASHI Selection 2020 Awards



- 25. (Tokyo) Long Wallet : MAEKAWA leather crafts CO.,LTD
- 26. (Kanagawa) Porkwiener grobe : ATSUGIHAM CO.,LTD.
- 27. (Tokyo) MUZOSA & NYLON ULTRALIGHT BAG : UNLOCK TOKYO G.K.
- 28. (Aichi) Omoino Frying Pan : ISHIKAWA CHUZOH CO.,LTD
- 29. (Kagawa) sliding keys cloche : VINTAGE REVIVAL PRODUCTIONS
- 30. (Shizuoka) SPRING SPRING : Enshu Spring Co.,Ltd
- 31. (Aichi) 【entokaku】Gibier Leather Coin Case : ENTOKAKU.org
- 32. (Niigata) Kurukuru Vegetable Slicer : OKABE YOSHOKKI CO., LTD.
- 33. (Tokyo) Ginza's Bread -Kaori- : ORENO Corporation
- 34. (Aomori) Oirase Black Garlic : Kashiwazaki Seika CO., LTD.
- 35. (Aomori) Grandma Fude's black garlic bulbs : Kashiwazaki Seika CO., LTD.
- 36. (Hyogo) Kirishima natural mineral water Nomu Silica : Qvou CO., LTD.
- 37. (Kagawa) MANNO SUNFLOWER OIL : Green Park Manno Co., Ltd.
- 38. (Tokyo) Montmorillonite, silver and water toothpaste : KURUMU.,CO.LTD
- 39. (Osaka) KANAMO : CHROMES Corp.
- 40. (Kyoto) Senju-Senbei : Kogetsu Co., Ltd.
- 41. (Hokkaido) Matryoshka stool : SAITOH SEISAKUSHO CO.,LTD
- 42. (Kagoshima) Natural Alkaline Hot Spring Water, Zaiho Onsen : ZAIHO CO.,LTD.
- 43. (Tokyo) SUMU Cutlery Series : ZIKICO INC
- 44. (Tokyo) HITOE fold wallet : SYRINX
- 45. (Hiroshima) Dried Pione Grapes : Jinsekikogen Tiergarten.Co.Ltd
- 46. (Tokyo) scerscin Rich moisture serum : Scramble.Inc
- 47. (Osaka) IMABARI KINSEI MONORI TOWEL : STYLEM CO.,LTD.
- 48. (Osaka) KLON AUTOMATIC WATCH : Titan Art Co., Ltd.
- 49. (Tochigi) RH comfort & care product series : TOKYO-SUZURAN CO.,LTD
- 50. (Saitama) Fruits Jelly Collection : Saika no Houseki : Tomizen Foods Co., Ltd
- 51. (Tokyo) agney* -Natural bamboo lunch box series- : Nakayoshi Shoji Co.,Ltd.
- 52. (Tokyo) SHELLISTA : newlogic.Co.,LTD
- 53. (Hokkaido) Tokachi-herb-beef's corned beef white & black : Nobels Food Co., Ltd.
- 54. (Gifu) MADNESS JAPAN MADE CARBON : FUTABA MODEL PRODUCTION INC.
- 55. (Tokyo) Table with : FOOTMARK CORPORATION

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OMOTENASHI Selection 2020 Awards

56. (Tokyo) SURIPPA by Houstable. JAPAN : HONSHU CO.LTD
57. (Tokyo) fit it / TWO THOUSAND TWENTY : HONSHU CO.LTD
58. (Toyama) Matsumoto Uodonya Himi Buri Selection (buri jerky/buri ham/buri teriyaki)
: Matsumoto Uodonya
59. (Saitama) Secret conversation : Marukanou Murata CO., LTD.
60. (Osaka) decobranche KYOUKA series : MARUFUKU SHOTEN CO.,LTD
61. (Tokyo) the BLOSSO : Myu-tech 35 Inc.
62. (Ishikawa) Kutaniyaki Wireless charger : Milantee Japan CO.,LTD
63. (Hokkaido) Kowa chopstick rest : Mutou Company
64. (Kumamoto) Soy Milk Pudding : MONARIO capital foods co., ltd.
65. (Akita) Iburi gakkō : Yamada Farm
66. (Shizuoka) Pillowspeaker : Right-EAR L.L.C.
67. (Kyoto) Unicorn Backpack : Rasical Japan, Inc.
68. (Kumamoto) Amacusa camellia oil premium : Ring-a-Bell

For further information, check the official website below.

<https://omotenashinippon.jp/prize/selection/2020-1-en>