

To be announced on June 1st, 2021 (Tue.)

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

OMOTENASHI Selection 2021 1st Session

85 Recipients including 21 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 85 award recipients (21 Gold Awards, 6 Special Awards of 4 categories) on June 1st (Tue.), 2021.



 **OMOTENASHI** SELECTION 2021



Celebrating our 7th anniversary in 2021, OMOTENASHI Selection focuses on sharing Japan's omotenashi culture and promoting the finest products and services to an international audience. Despite the pandemic, many companies participated in our first session of the year in hopes to expand their business and prepare for post-Covid-19 domestic and global markets.

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

Please note that the second session of OMOTENASHI Selection 2021 will start from June 14th, 2021.

About OMOTENASHI Selection 2021 1st Session

- Entry period: January 6, 2021 (Wed.) ~ February 24, 2021 (Wed.)
- Awards: 85 Awards (21 Gold Awards | 6 Special Awards | 58 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

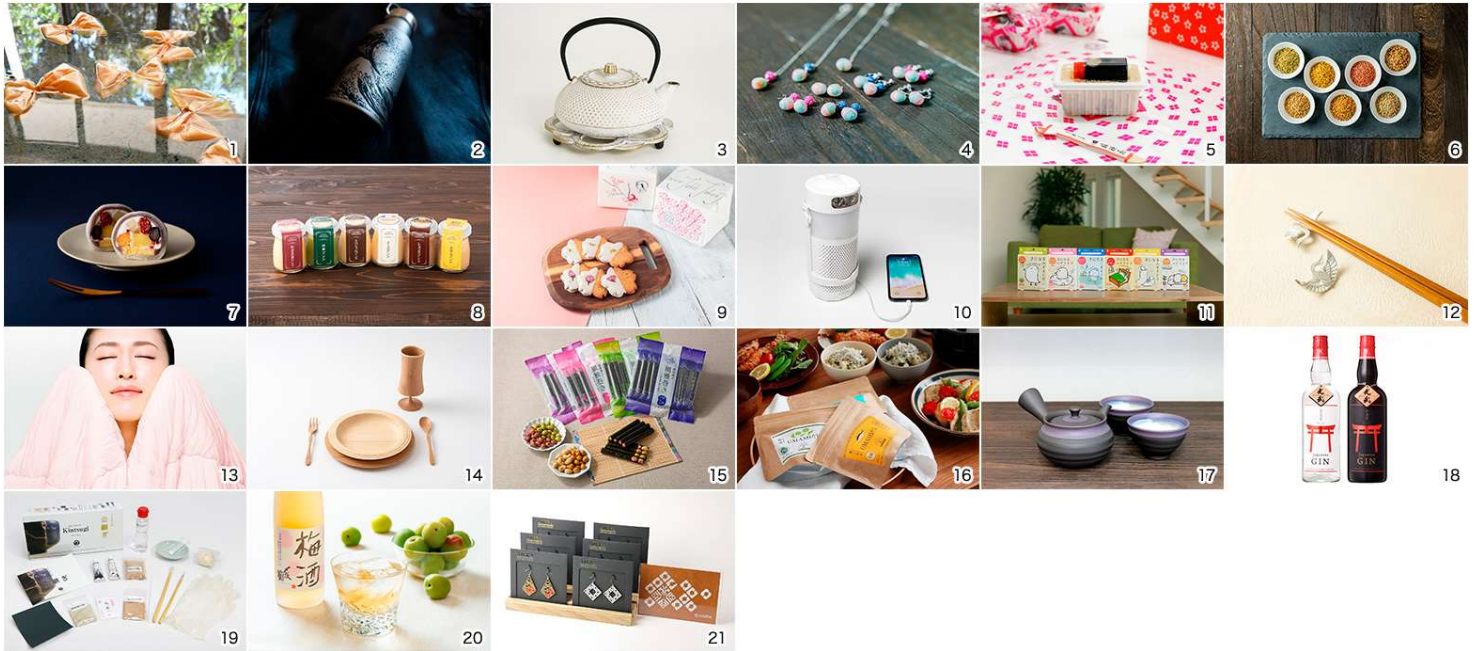
*Please refer to our official website for further information.

<https://omotenashinippon.jp/prize/selection/2021-1-en>

*The release date is June 1st (Tue.), 2021.

< OMOTENASHI Selection 2021 1st Session / 21 Gold Awards >

OMOTENASHI Selection 2021 1st session Gold Award



1. (Tokyo) HINOKI RIBBON(HINOKI=Re;Born) : IVRESSE CO., LTD.
2. (Ishikawa) Yamanakanuri Stainless Steel Bottle : enne Inc.
3. (Iwate) Nambu Ironware Kettle Reiwa Arare with pot stand : OITOMI CO., LTD.
4. (Ishikawa) OTEMARI : KANAZAWAFUZAIBU HANABUSA
5. (Yamanashi) Kikyou Shingen Mochi : KIKYOUYA
6. (Kyoto) Sesame Furikake series : kyoto Nisiki Market KAI
7. (Osaka) Kounoike Hanabi : GOJODO
8. (Kagoshima) Zaiho Premium Pudding : ZAIHO CO., LTD.
9. (Toyama) sakura sablé : SAKURA SWEETS
10. (Tokyo) Magnesium Charger : STAYER Holdings Inc.
11. (Osaka) Nioitori : TAIYO CO., LTD.
12. (Toyama) Tin Sculpted Chopstick Holder : Takenaka Bronze Works Co., Ltd.
13. (Tokyo) TOROKERU FUTON® enifea II : D-BREATH CO., LTD.
14. (Tokyo) bamboo based tableware for sustainable living : Nakayoshi Shoji Co., Ltd
15. (Kumamoto) Fugamaki : Fuga Co., Ltd.
16. (Niigata) ON THE UMAMI Dashi Packs : FUTABA Co., Ltd.
17. (Aichi) Tokoname ware purple mud fukugata teapot set : MIZUMOTO TOUEN CO., LTD.
18. (Saga) Japanese GIN Aka Torii : MITSUTAKE SHUZOJO CO., LTD.
19. (Fukui) Kintsugi set : Minowa Shikko Co., Ltd.
20. (Niigata) SHIMEHARITSURU'S UMESHU (PLUM WINE) : MIYAO SAKE BREWING CO., LTD.
21. (Tokyo) Paper Accessories AIGRA : UNIFORM-NET Co., Ltd.

<OMOTENASHI Selection 2021 1st Session / 6 Special Awards>

OMOTENASHI Selection 2021 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

22. (Okayama) Made-in-Japan Fruit Jelly : FRUITS JAPAN Co., Ltd.

■ANA Award

23. (Osaka) Smartphone case made of TATAMI : amtsumg

【 Judges' Choice Awards】

■Judges' Choice Award (Asia)

24. (Kochi) Marushin Makoto Series : TADOKORO CUTLERY

25. (Hokkaido) Hokkaido special seafood soup curry : NEXTLEVEL inc. Okushiba Shoten

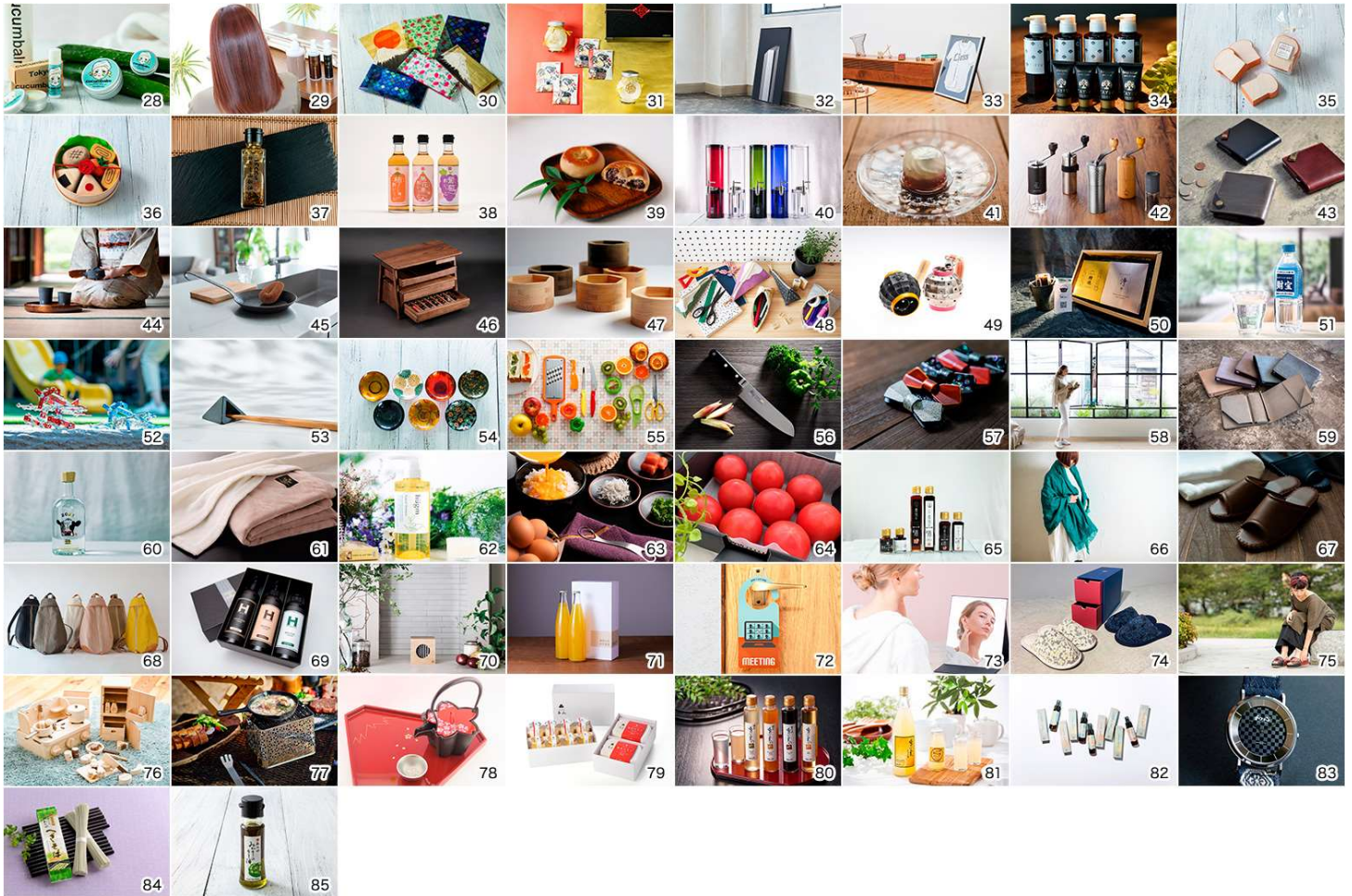
■Judges' Choice Award (Europe & North America)

26. (Tokyo) Wooden straw : AQURA HOME CO., LTD.

27. (Ishikawa) SOGEN SAMURAI Series : Sogen Sake Brewery Co.,Ltd.

<OMOTENASHI Selection 2021 1st Session / 58 Awards>

OMOTENASHI Selection 2021 1st session Award



- 28. (Tokyo) cucumbalm-tokyo : ISM Co., Ltd.
- 29. (Yamanashi) Three-piece haircare set for beautiful hair : AQUA VISION CO., LTD.
- 30. (Tokyo) Kore, Hoshikatta! (Antibacterial mask case and bag-in file) : Add WA! TOKYO Inc.
- 31. (Tokyo) The Earth (Izumo matchmaking rice & shijimi miso soup) : Add WA! TOKYO Inc.
- 32. (Saitama) ALUMIUM picture frames series : Aluna Co., Ltd.
- 33. (Saitama) Aluminium frame series for sports uniform : Aluna Co., Ltd.
- 34. (Tokyo) TAYIV (hotel cosmetics) : IVRESSE CO., LTD.
- 35. (Hiroshima) Toast Domino : ICHIBA MOKKO CO., LTD.
- 36. (Hiroshima) Tree's bento box : ICHIBA MOKKO CO., LTD.
- 37. (Tokyo) Itteki-Hassanya Special : Itteki Group Inc.
- 38. (Hiroshima) Onomichi Zosu Vinegar Drink (Fig, Persimmon, Grape) : ONOMICHIZOUSU Co.,LTD
- 39. (Nagano) Korewaumai : KAIUNDO CO., LTD.
- 40. (Fukuoka) KAGURA decanter : KAGURA FEAST CORP.
- 41. (Oita) Rare cheese mizumanju : KANEI CO., LTD.
- 42. (Niigata) MILLU CERAMIC MILL SERIES : KAWASAKI PLASTICS CO., LTD.
- 43. (Chiba) Mini Wallet Kotowari μ : Life with Leather
- 44. (Shizuoka) SUIGA series : KAWARAIKI CO., LTD.
- 45. (Wakayama) Palm Tawashi : KITAYAMA MASATSUMU SHOTEN CO., LTD.
- 46. (Kyoto) nepros neXT Walnut Series : KYOTO TOOL CO., LTD.
- 47. (Hiroshima) HEXa : GRIND ARCHITECTS TAKADA+MAEDA
- 48. (Kagawa) Mt.case / Mt.case(s) : grasspool
- 49. (Yamanashi) CHOCHIRIN : KoaCute
- 50. (Fukui) Shojin & Kiyome : cozy coffee

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OMOTENASHI Selection 2021 1st session Award

51. (Kagoshima) Natural Alkaline Hot Spring Water, Zaiho Onsen : ZAIHO CO., LTD.
52. (Tokyo) Zaoh Block : Zaoh Industries,Ltd.
53. (Kanagawa) HINATA stone chopstick rest -Small Mountain OYAMA on the table- : Sunny-on
54. (Fukushima) SISUI hai : SanYoshi Lacquerware Co., Ltd.
55. (Niigata) Fru-Veggie Series : Shimomura Industrial Co., Ltd.
56. (Niigata) MURATO Classic Series : Shimomura Industrial Co., Ltd.
57. (Tokyo) CONCERTO : Social Design Co., Ltd.
58. (Tokyo) Washable Lace Dress : JiyuJisai Co., Ltd.
59. (Tokyo) HITOE® FOLD ARIA : SYRINX, Inc.
60. (Okinawa) 2021 MIRACLE-KUN Oriental Zodiac Bottle Ox 35° 500ml :
Chuko Awamori Distillery Co., Ltd.
61. (Tokyo) Silk Aura® TAKUMI PREMIUM : D-BREATH CO., LTD.
62. (Shizuoka) hugm Natural Shampoo : Tea Life Co., Ltd.
63. (Tokyo) toki-cocochi : TONESEISAKUSYO CO., LTD.
64. (Tokyo) SAYAMARU (Fruit tomato from Nagano) : JAPAN POST Co., Ltd.
65. (Niigata) Saigo-no-itteki : Nousui Shoten Co.,Ltd.
66. (Aomori) Your own comfort linen scarf : handsome linen KOMO
67. (Osaka) Pansy Premium Style Standard : PANSY CORPORATION
68. (Ibaraki) Berry plus : Hanp Bag Trocco
69. (Kyoto) COLLECTION 1899 KYOTO : Hisada Art Industry Co., Ltd.
70. (Kanagawa) j.air : FORESTWELL CO., LTD.
71. (Nara) Amanatsu Natural Wine : Masanobu Fukuoka Natural Farm (Nihon sogo engei Co., Ltd.)
72. (Tokyo) Door Knob Plate : HEXAGON Co., Ltd.
73. (Osaka) Napure® FOLDING MIRROR : HORIUCHI MIRROR INDUSTRY CO., LTD.
74. (Tokyo) SURIPPA by Houstable. JAPAN : HONSHU CO., LTD.
75. (Tokyo) WABISABI+ : HONSHU CO.LTD
76. (Osaka) IKONIH : MARUBENI LUMBER CO., LTD.
77. (Kumamoto) STEN FLAME Bonfire Grill : MARUYAMA STAINLESS INDUSTRY CO., LTD.
78. (Toyama) Sake Pitcher : MIYAZU Co.,Ltd
79. (Fukushima) Set of Onsen Tamago and Yuan Pudding : Moriyama Co., Ltd.
80. (Chiba) Arinomi vinegar series : YOZAEMON Co., Ltd.
81. (Chiba) 100% Arinomi Pear Juice : YOZAEMON Co., Ltd.
82. (Fukui) words Erinome series : RelationKaoriLabo rerashionkaorirabo
83. (Saitama) Wacocoro Tatami : Wakoh Co., Ltd
84. (Niigata) Japan-made Hegi-soba dried noodles : WATAYA CO., LTD.
85. (Niigata) Kagura Nanban green pepper oil : WATAYA CO., LTD.