

To be announced on December 1st (Wed.), 2021

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

OMOTENASHI Selection 2021 2nd Session

90 Recipients including 24 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 90 award recipients (24 Gold Awards, 6 Special Awards of 4 categories) on December 1st (Wed.), 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.

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.

There is also a growing interest in SDGs (Sustainable Development Goals) in Japan, and promoting the goals themselves is trending and a form of business strategy.

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.

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 next session of OMOTENASHI Selection 2022 will start from early January in 2022.

About OMOTENASHI Selection 2021 2nd Session

- Entry period: June 14 (Mon.), 2021 ~ August 23 (Mon.), 2021
- Awards: 90 Awards (24 Gold Awards | 6 Special Awards | 60 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

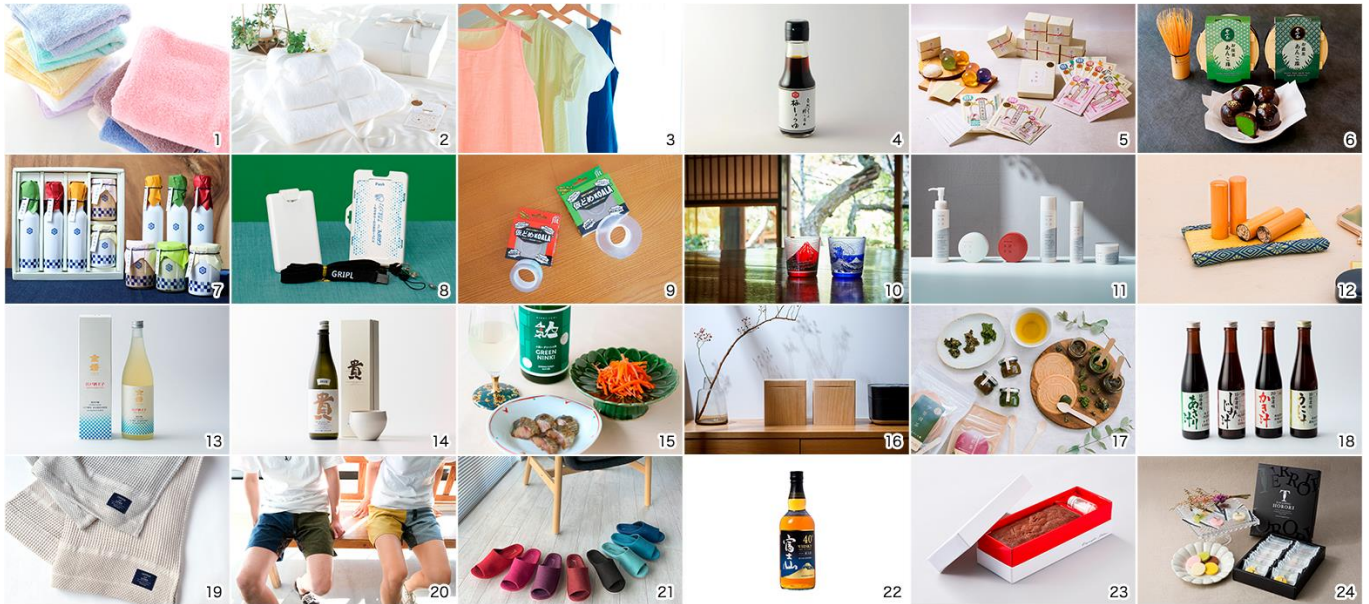
*Please refer to our official website for further information.

<https://omotenashinippon.jp/prize/selection/2021-2-en>

*The release date is December 1st (Wed.), 2021.

< OMOTENASHI Selection 2021 2nd Session / 24 Gold Awards >

OMOTENASHI Selection 2021 2nd session Gold Award



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| 1. (Tokyo) | The Miracle Towel®: Super Marshmallow® : UCHINO CO.,LTD. |
| 2. (Tokyo) | BLISSFUL TOWEL® : UCHINO CO.,LTD. |
| 3. (Tokyo) | Marshmallow Gauze® : UCHINO CO.,LTD. |
| 4. (Nagano) | Ume Soy Sauce : Okubo Jozoten |
| 5. (Gifu) | Geroko Monogatari Nagomi Series : OKUDA-MATAEMON-KO HONPO,Inc |
| 6. (Tokyo) | Sweet Bean Paste Ball : Special Matcha Sweets Store Kaminari Issa |
| 7. (Osaka) | Smoked Seasoning Series : KANDA KAMEKICHI |
| 8. (Saitama) | Card holder with Spray bottle : CG Communications Co., Ltd. |
| 9. (Yamanashi) | Koala Reusable Adhesive Tape : JIT Inc. |
| 10. (Tokyo) | Edo Glass Series : Taburo Kobo |
| 11. (Fukuoka) | Shizen Seikatsu Soy Milk Skincare Series : TOFUNOMORITAYA CO., LTD. |
| 12. (Saitama) | Portrait Stamp : TOSYO Inc. |
| 13. (Tokyo) | Kinkon Junmai-Ginjo "Edo Sake Oji" : TOSHIMAYA CORPORATION |
| 14. (Yamaguchi) | Junmai Daiginjo Domaine TAKA : NAGAYAMAHONKE SHUZOJO CO., LTD. |
| 15. (Fukushima) | NINKI-ICHI GREEN NINKI ORGANIC JUNMAIGINJO : NINKI INC. |
| 16. (Toyama) | KIRIFT container series : Bijutsukibako Urata |
| 17. (Mie) | tabino ondo : HINODEYA SEIKA CO., LTD |
| 18. (Tokyo) | Just Add Hot Water Osuimono Soup Series : HIMONOMARU |
| 19. (Osaka) | Sensyu Nanbuori Cotton Linen Honeycomb Waffle Series : FUJIWARASHOKUFU Co., Ltd. |
| 20. (Fukuoka) | KURUME KASURI SHORTS : FLIPWORKS CO., LTD. |
| 21. (Tokyo) | fit it• balance support sole : HONSHU CO.LTD |
| 22. (Yamanashi) | WHISKY THE FUJISAN : Millex Japan Co., Ltd |
| 23. (Tokyo) | Kagurazaka Chocolat : LEGAME Kabushiki Kaisha |
| 24. (Okayama) | Kagamino Horori Cookie : Wakana L.P. |

<OMOTENASHI Selection 2021 2nd Session / 6 Special Awards>

OMOTENASHI Selection 2021 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

25. (Fukushima) Fruit Amazake Series : KOUJIWADAYA CO.,LTD.

■ANA Award

26. (Chiba) Bamboo Toothbrush : Astep inc.

【 Judges' Choice Awards】

■Judges' Choice Award (Asia)

27. (Fukuoka) Chocolate Petals Series : shodai bio nature (agricoeules Co., Ltd.)

28. (Saga) Onsen Yudofu : HIRAKAWA FOODS COMPANY

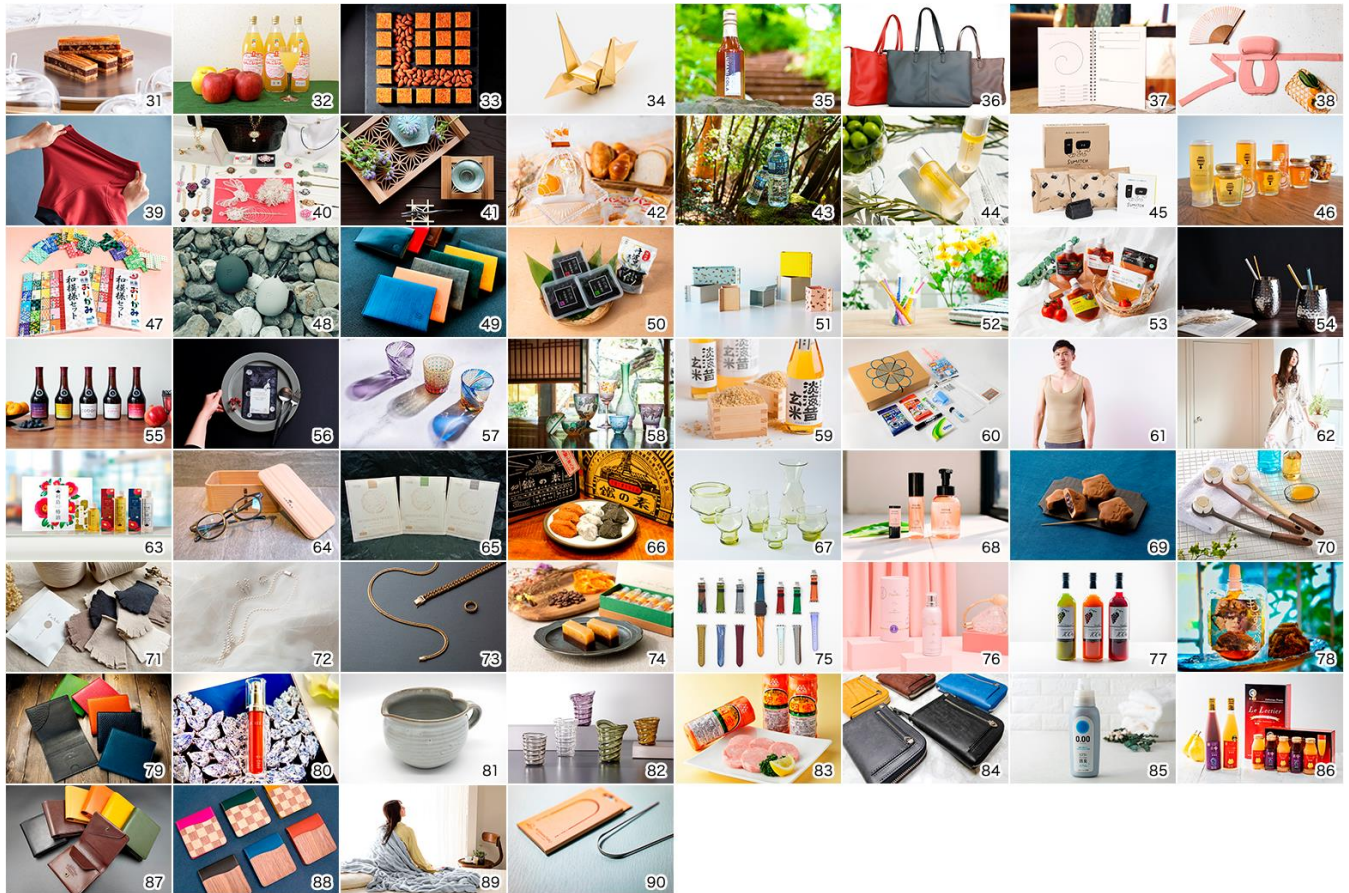
■Judges' Choice Award (Europe & North America)

29. (Chiba) Water Drop : Glass Studio PRATO PINO

30. (Fukuoka) cocolan Muji : SHIRAKI CRAFT& ARTS Co., Ltd.

<OMOTENASHI Selection 2021 2nd Session / 60 Awards>

OMOTENASHI Selection 2021 2nd session Award



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| 31. (Nagano) | The Original TATIN SAND : APPLE & ROSES COMPANY JAPAN |
| 32. (Nagano) | Noufuku Apple Juice : With Farm Co., Ltd. |
| 33. (Kanagawa) | Yokohama BrickStreet : WISHBON Co., Ltd. |
| 34. (Tokyo) | Wakuni Shoten Origami Crane : UCHINOBANKIN CO., LTD. |
| 35. (Tokyo) | UMAMI COLA : UMAMI COLA Inc. |
| 36. (Shizuoka) | NEGAI A3 Size Ethical Leather Bag : Ethical Leather Sobagni |
| 37. (Ibaraki) | Uzumaki task@note : Emmagination LLC |
| 38. (Miyagi) | Datenohizamoto Kimono Obi Belt Helper : M-STUDIO |
| 39. (Osaka) | SURENA : August Kekulé, Inc. |
| 40. (Tokyo) | Mizuhiki Accessories : Origata-Mizuhiki Culture Club |
| 41. (Toyama) | Engi Kumiko ENJU : Kawashima Tategu CO., LTD |
| 42. (Kochi) | Pan Oishiimama : KINOUSOZAI CO.,LTD. |
| 43. (Hyogo) | Kirishima natural mineral water Nomu Silica : Qvou CO., LTD. |
| 44. (Kagawa) | IN-ON all-in-one facial care essential lotion : KINRYO CO., LTD. |
| 45. (Iwate) | SUMITCH : KUJIRA TERRACE CO., LTD. |
| 46. (Shiga) | MITSUHIME Natural Honey : kuma bee farm |
| 47. (Osaka) | Antibacterial Origami Paper : Kowa Product Co., Ltd. |
| 48. (Tokyo) | Pebble : KoH T |
| 49. (Tokyo) | Slide Thumb : sion works Inc. |
| 50. (Ehime) | Domestic Tambaguro Kuromame Series : Shiga Shoten Co., Ltd. |
| 51. (Kyoto) | TOJIHAKO : Shogado Co., Ltd. |
| 52. (Osaka) | The 360 Degree Toothbrush POPOTAN : STI-IR CO., LTD. |
| 53. (Hokkaido) | Best of Tomatoes Series : Cercle CO., LTD. |
| 54. (Osaka) | Pure Titanium Straw : SENSYO CO., LTD. |

<OMOTENASHI Selection 2021 2nd Session / 60 Awards>

OMOTENASHI Selection 2021 2nd session Award

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| 55. (Shizuoka) | cobon N series : Daiichikobo Corporation |
| 56. (Osaka) | WELLMETHOD Supplements and Cosmetics :
Healthcare SBU WELLMETHOD team, DAICEL CORPORATION |
| 57. (Tokyo) | Edo Kiriko Series : Taburo Kobo |
| 58. (Tokyo) | Choukoku Glass Series (Engraved Glassware) : Taburo Kobo |
| 59. (Shiga) | Oumiseki Brown Rice Vinegar : TANKAISU Co., Ltd. |
| 60. (Tokyo) | Cardboard Pillow : Tsubokawa seihakosho CO., LTD. |
| 61. (Tokyo) | NoPoints Innerwear Ver.3 : TENKODO, LTD. |
| 62. (Fukui) | SAISA : TOUGOU SHOUTEN CO., LTD. |
| 63. (Tokyo) | Kamiyotsubaki : Toshima Agricultural Cooperative |
| 64. (Fukuoka) | Handmade Buffalo Horn Eyeglass Frame : Optique Nakanishi |
| 65. (Yamagata) | BROWN RICE NOODLE : Natural Rice Field Satoiro |
| 66. (Hokkaido) | TETSUNOMOTO COOKIES : Bakery Naninani |
| 67. (Tokyo) | Tsukime Ware : NIIJIMA GLASS ART CENTER |
| 68. (Fukuoka) | SHINE BABY&KIDS : Nishikawa Co., Ltd. |
| 69. (Hiroshima) | Nama Momiji Manju : NISHIKIDO CO., LTD. |
| 70. (Osaka) | Body Care Brush : NIHON CLEAN-TECH CO., LTD. |
| 71. (Ehime) | SuWashi Toe Socks : hatena kikaku |
| 72. (Tokyo) | Akoya Pearl Jewelry : BIJOUPIKO GROUP (G・T・B・T Co., Ltd.) |
| 73. (Tokyo) | Kihei Jewelry : BIJOUPIKO GROUP (G・T・B・T Co., Ltd.) |
| 74. (Ibaraki) | Cafe de Oranget : HITACHIFUGETSUDO Kabushiki Kaisha |
| 75. (Kyoto) | Chameleon Band for Apple Watch : Hineno Katsujiro Syoten Ltd. |
| 76. (Yamanashi) | PureBio One : purely Co.,Ltd. |
| 77. (Yamanashi) | YAMANASHI KAJITSU Premium Line Straight Grape Juice : HILLS FIRM Inc. |
| 78. (Okinawa) | Okinawan seaweeds facial pack : Family Planning CO., LTD. |
| 79. (Aichi) | most SW : Fream Japan Co., Ltd. |
| 80. (Osaka) | JURELACTO® : PENIVIA Co.,Ltd. |
| 81. (Fukui) | Egg Mixing Bowl : HOUSAIGAMA |
| 82. (Tokyo) | Tsuyu Cup : Honda Plus Co., Ltd. |
| 83. (Gifu) | Meiho Ham : Meiho Tokusanbutsukakou Kabushiki Kaisha |
| 84. (Tokyo) | Shiza Scissor Door Medium Wallet : METALSTIC |
| 85. (Tokyo) | SOFLAN Premium Deodorizer Ultra Zero : Lion Corporation |
| 86. (Niigata) | Set of Lelectier and Kyoho juice : Le Verger Yamayo Yamato Orchard |
| 87. (Kagawa) | Minitto : Ruboa co.,ltd. |
| 88. (Tokyo) | Equip wallet : LEATHER DEVELOPMENT CO., LTD. |
| 89. (Kyoto) | Whipped Cream Cotton Blanket : Romance Kosugi Inc. |
| 90. (Tokyo) | “Made in TSUBAME” Certified Pure Titanium Tongue Cleaner : WATARU BRIDGE |