

To be announced on Thursday, June 1, 2023

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

OMOTENASHI Selection 2023 1st Session

Record-high 134 award recipients from all over Japan!

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 134 award winners (34 Gold Awards, eight Special Awards from a total of six categories) of the OMOTENASHI Selection on Thursday, June 1, 2023.



 OMOTENASHI SELECTION 2023



The OMOTENASHI Selection is a collection of premium products and services from all over Japan that reflect the spirit of omotenashi with the desire to share them with the rest of the world.

In response to signs of inbound recovery, the first session of the year saw a great number of entries from companies aiming at expanding their businesses and increasing their recognition both in Japan and overseas. As a result, the award recipients totaled 134, the largest number ever.

In addition to the Gold Award, Award and Special Award, three new awards have been established this year. The Grand Gold Award, which is given to products/services that have received the highest evaluation among all award winners, and the “Regional Development Award” and “Sustainability Award,” both established as the special awards of the OMOTENASHI NIPPON Executive Committee in response to the recent trend of bolstering efforts to achieve the Sustainable Development Goals (SDGs).

The first Grand Gold Award was given to “NOUGAT° C Sandwich” (Tenma Dining, Inc.), “RYUJIN Series” (Daishin Industry Co., Ltd.) and “SOUP BEAUTE” (Nature Holdings Co., Ltd.). The “Regional Development Award” was given to “SUNTORY SHOCHU THE OSUMI” (SUNTORY LIMITED) for its great commitment to developing products that help create the future of the region. The “Sustainability Award” was won by “Survival Foods - Delicious Foods with 25 Years Shelf Life” by Sei Enterprise, Inc., which stands out for its approach to the SDGs.

*Please refer to the following pages for a list of award recipients.

Now that inbound tourism is back in full swing after the Covid-19 pandemic, the OMOTENASHI Selection is strengthening support for various programs both online and offline offered by its partners with the aim of conveying the appeal of Japanese products and services to the international audiences and tourists visiting Japan. As a means to support expansion into overseas markets, a special page dedicated to the OMOTENASHI Selection will be opened on “Le Marce Paris,” a global ecommerce marketplace operated by Swapsss Co., Ltd. based in France. Sales are slated to begin in late June. In addition, we are also expanding domestic and inbound marketing activities with sales events hosted by our partners scheduled in various locations.

The OMOTENASHI Selection will continue to select and discover products and services imbued with the spirit of omotenashi, which is Japan's unique appeal, and support sales capabilities of the award-winning companies by communicating information domestically and internationally while also proactively expanding sales channels.

About OMOTENASHI Selection 2023 1st Session

■ Entry period: Friday, January 1, 2023 ~ Wednesday, February 15, 2023

■ Award winners:

Gold Awards: 34 (including 3 Grand Gold Award winners and 4 winners of consecutive Gold Award)

Special Awards: 8 (6 categories)

Awards: 92 (including 6 winners of consecutive awards)

*Please refer to our official website for further information.

<https://omotenashinippon.jp/prize/2023-1-en/>

*The release date is Wednesday, June 1, 2023.

OMOTENASHI Selection 2023 1st session Grand Gold Award

RYUJIN Series (Daishin Industry Co., Ltd.)

[Excerpt of evaluation by foreign judges]

"The balance of prices is excellent considering the sophisticated designs and high functionality. You can feel unparalleled Japanese craftsmanship in every aspect."



NOUGAT° C Sandwich (Tenma Dining, Inc.)

[Excerpt of evaluation by foreign judges]

"This nougat was the perfect combination of savory and sweet. It offers a very unique experience as the texture changes with temperature and time. It reflects Japanese ingenuity and omotenashi spirit."



SOUP BEAUTE (Nature Holdings Co., Ltd.)

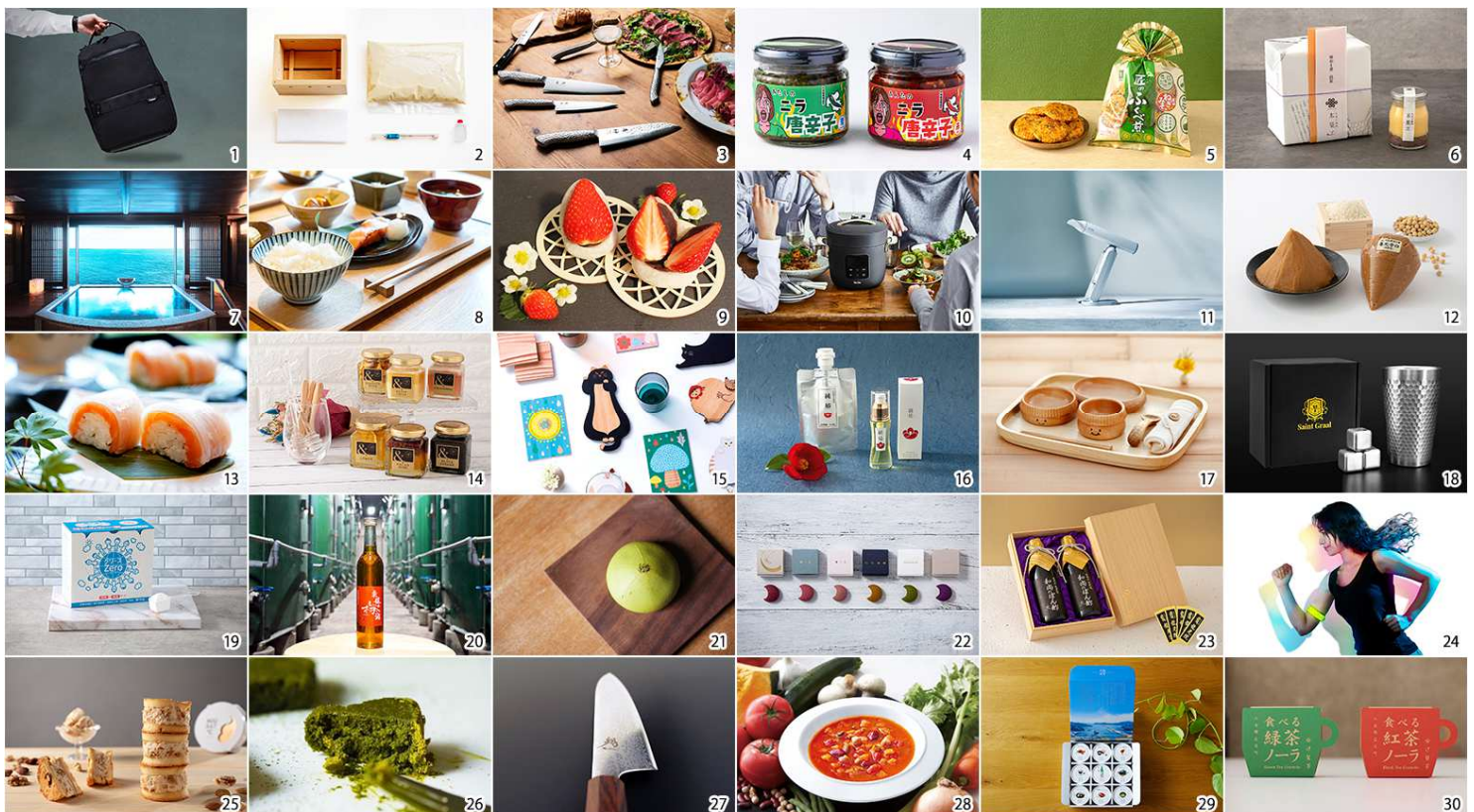
[Excerpt of evaluation by foreign judges]

"Packed full of delicious vegetables, the soups were rich and tasty. The fact that they are easy to prepare and low-carbohydrates while allowing you to consume the recommended servings of vegetables per day reflect the omotenashi spirit unique to Japan."



OMOTENASHI Selection 2023 1st session Gold Award

- 1.(Tokyo) Evoon MULCH BUSINESS RUCK AIR 2.0 (Gerbera Co., Ltd.)
- 2.(Shiga) Homemade Tofu Kit (IKKYUAN Co., Ltd.)
- 3.(Niigata) RYUJIN Series (Daishin Industry Co., Ltd.)
- 4.(Oita) Garlic chives with chili peppers from Oita, Japan (LogStyle Co., Ltd.)
- 5.(Tochigi) Master Fukube Rice Cracker in Rich Cibol (NISSINSEIKA Kabushiki Kaisha)
- 6.(Kyoto) MOTOSUE Pudding (MOTOSUE LTD.)
- 7.(Kanagawa) Luxury Wa Hotel Kaze-no-Kaori UMI (Sanza Co., Ltd.)
- 8.(Hokkaido) Zen (WOODWORK CO., LTD.)
- 9.(Miyagi) Lounging Strawberry Daifuku (SANSANEN)
- 10.(Tokyo) Re De Pot Electric Pressure Cooker 2L (A-Stage Inc.)
- 11.(Tokyo) Re•De Hairdry (A-Stage Inc.)
- 12.(Saitama) Joutaichi Zenkoji Koshi White Miso (TANAKA TOKUBEI SHOUTEN Co., Ltd.)
- 13.(Aichi) Salmon Bettara sushi (Kagurakyo)
- 14.(Ehime) &HONEY (UWAJIMANOUSAN CO., LTD.)
- 15.(Hiroshima) Ten&O Art+Craft Wood Plate Collection (TENOU CO., LTD.)
- 16.(Miyagi) Jun Tsubaki 100% Camellia Oil (Tsubakiya Honpo CO., LTD.)
- 17.(Hokkaido) Friends from the Forest (Chiemoku Inc.)
- 18.(Osaka) Stainless steel tumbler & ice cube set (Saint Graal)
- 19.(Niigata) Grease Zero (Sakihanakanko Hotel Yugen Kaisha)
- 20.(Aichi) Azumaryu Umeshu (TOSHUN SHUZO Co., Ltd.)
- 21.(Kyoto) Kyono Marumaru Matcha Milk Manju (Tsuruya Chousei Co., Ltd.)
- 22.(Tochigi) Moon Incents (Rantotsuki Co., Ltd.)
- 23.(Nara) OSHO Special Ponzu Sauce (OSHO Kabushiki Kaisha)
- 24.(Aichi) RUN-MARKER CHARGE (HAPPY JOINT CO., LTD.)
- 25.(Tokyo) NOUGAT° C Sandwich (Tenma Dining, Inc.)
- 26.(Tokyo) Rokusui ren matcha chocolate cake (TOP SART, INC.)
- 27.(Kanagawa) SHOW "Damascus" (Nenohi Cutlery Co. Ltd.)
- 28.(Osaka) SOUP BEAUTE (Nature Holdings Co., Ltd.)
- 29.(Iwate) SanRiku GELATO (Kamaishi DMC Co., Ltd.)
- 30.(Fukuoka) Edible Green Tea Granola / Red Tea Granola (YUGE SEICHA)



OMOTENASHI Selection 2023 1st session Winner of Consecutive Gold Awards

- 31.(Kagoshima) Zaiho Premium Pudding (ZAIHO CO., LTD.)
- 32.(Tokyo) TOROKERU FUTON® enifea II (D-BREATH CO., LTD.)
- 33.(Tokyo) fit it• balance support sole (HONSHU CO., LTD.)
- 34.(Gifu) Sakura Magic Series (MARUMO TAKAGI CO., LTD.)



OMOTENASHI Selection 2023 1st session Special Distinction Award

Japan Post Online Shop Award ANA Award

Judges' Choice Award (Asia) Judges' Choice Award (Europe & North America)

Sustainability Award Regional Development Award

【Special Awards by Gold Partners】

■Japan Post Online Shop Award

- 35.(Mie) Heiji Fisherman Hat Cracker (HEIJI SENBEI HONTEN Co., Ltd.)

■ANA Award

- 36.(Osaka) Osho sandals (YONEMARU SHOJI Inc.)

【Special Awards by OMOTENASHI NIPPON Executive Committee】

■Judges' Choice Award (Asia)

- 37.(Osaka) Set of selected local delicacies (DIGITAL AXE CO., LTD.)
- 38.(Fukuoka) ZOONUTS (Dolce di Rocca Carino)

■Judges' Choice Award (Europe & North America)

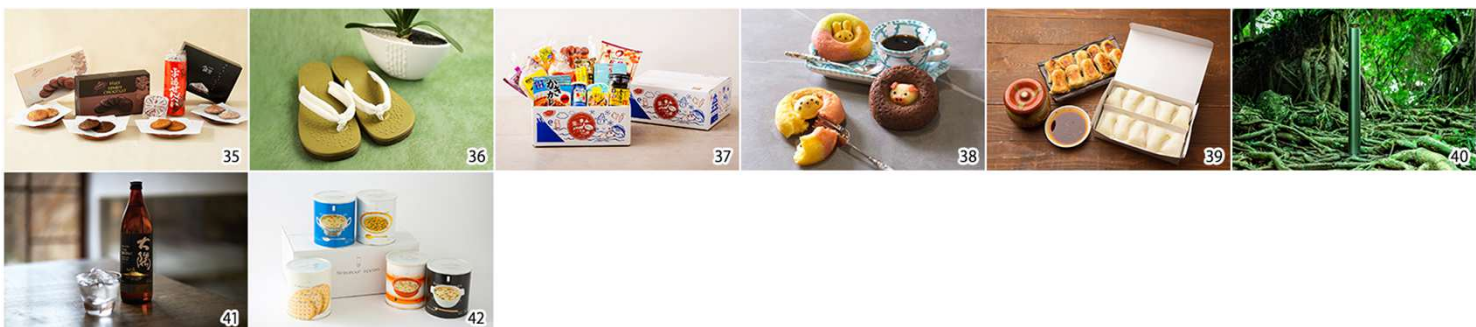
- 39.(Osaka) Kofun Gyoza (Tsumuha)
- 40.(Okinawa) TINA AUDIO (Tina Audio Co., Ltd.)

■Regional Development Award

- 41.(Tokyo) SUNTORY SHOCHU THE OSUMI (SUNTORY LIMITED)

■Sustainability Award

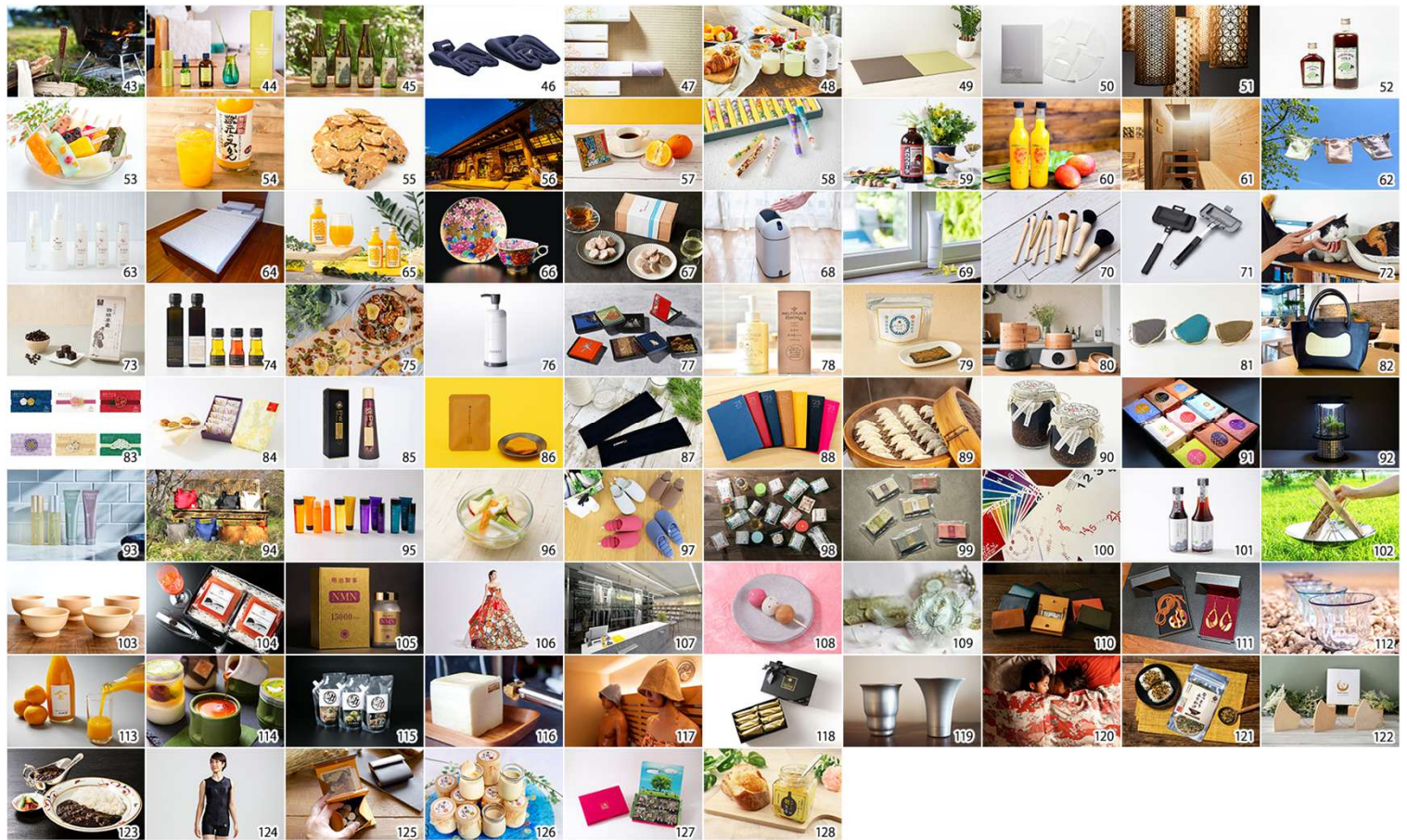
- 42.(Tokyo) Survival Foods - Delicious Foods Having 25 Years Shelf Life (Sei Enterprise, Inc.)



OMOTENASHI Selection 2023 1st session Award

43.(Niigata)	Bushcraft Knife Prominence MH-001 (KOBAYASHI TOOL MFG. CO., LTD.)
44.(Tokyo)	IGUNEMU Rush Grass Aroma Series (Aroma Gift)
45.(Shimane)	Nishiki (MIYAKO-NISHIKI SAKE BREWING LTD.)
46.(Tokyo)	Sit Air (IMPHY)
47.(Ehime)	sara-la Imabari towel gift “-saki-” (Tamatex Co., Ltd.)
48.(Tokyo)	Protein-dokoro Latte-an (Digitame Inc.)
49.(Osaka)	DAIKEN Tatami Mat (DAIKEN CORPORATION)
50.(Shimane)	KAMOHADA Premium brew Mask (OKUIZUMOSYUZO CO., LTD.)
51.(Kyoto)	KUMIKO Light (MURAYAMA MOKKO Inc.)
52.(Mie)	ISE Cardamon Cola (FLOWNAL Ltd.)
53.(Kanagawa)	KuzuBar (Sanshudo Kabushiki Kaisha)
54.(Ehime)	Brewery’s mandarin orange liqueur (EIKOH SAKE BREWERY INC.)
55.(Kyoto)	Kyo Komaru (broad beans, peas, peanuts, black beans) (SEKISEIKAHONPO INC.)
56.(Kanagawa)	Hotel & Spa Anda Resort Izukogen (Sanza Co., Ltd.)
57.(Ehime)	Botchan Coffee (Cafekobo Matsuyama LTD.)
58.(Hyogo)	Flower painted Japanese candle (Matsumoto Shouten Co. Ltd.)
59.(Tokyo)	Mellow Cola (Mamamoon Inc.)
60.(Okinawa)	Miyakojima Shiawase Mango Juice (Tida Factory CO., LTD.)
61.(Tokyo)	yksi SAUNA & STAY (Ivresse Hospitality LLC.)
62.(Ehime)	Hanafu Organic Cotton Kids Funties (hanafu CO., LTD.)
63.(Gumma)	Silk Fantasy (Laviedor CO., LTD.)
64.(Akita)	Camel Mattress (ITOKENYU CO., LTD.)
65.(Mie)	100% Mikan Juice (Sasanouchi Nouen)
66.(Saga)	“Toki-Shirase” coffee cup series (Kinryu Kiln Co., Ltd.)
67.(Tokyo)	Truffle Boro Cookies (NIHONBASHIOIKAWA Kabushiki Kaisha)
68.(Saitama)	POI-IT (BLUEFOREST TRADING LTD.)
69.(Osaka)	Whip Cleansing Foam (Excess Beauty Co., Ltd.)
70.(Osaka)	Vegan makeup brushes (Excess Beauty Co., Ltd.)
71.(Niigata)	4w1h Hot Sand Solo Sandwich Maker (TSUBAMESANJO KITCHEN LABORATORY CO., LTD.)
72.(Hiroshima)	Nekojasuri Cat Groomer (Wataoka co., Ltd.)
73.(Hyogo)	Coffee Yokan (Kobe Coffee Co., Ltd.)
74.(Kagawa)	Olive Products (namiliva (NAMIDA ORIGINAL))
75.(Gifu)	NATURANOLA (KOI KINGS CO., LTD.)
76.(Hyogo)	Katwra Frotter A (katwra cosmetics co., ltd.)
77.(Ishikawa)	Wajima Lacquerware Compact Mirror (Okagaki Shikkiten Inc.)
78.(Tokyo)	MELTCRACK BABYCREAM (ACTYFREE CO., LTD.)
79.(Aichi)	Kanzuri Nori (Yamayo Sakakibara Shoten Co., Ltd.)
80.(Tokyo)	O’MUSU (OCRASI Co., Ltd.)
81.(Shimane)	K-iwami pochette (K-iwami (Murataya Co., Ltd.))
82.(Aomori)	Black Leather Kumamoto Tatami Tote Bag (NAKAMURA TATAMI FACTORY)
83.(Tokyo)	WANOWA Mizuhiki Band (NB CO., LTD.)
84.(Kagoshima)	Anno-imo Potato Pie / Murasaki-imo Purple Potato Pie (KASIDOKOROWATANABE Co., Ltd.)
85.(Tokyo)	PW HERB ACNE WATER (ACTYFREE CO., LTD.)
86.(Tokyo)	taneco Wonky Dried Baked Anno-imo Sweet Potato (SINTITULO Co., Ltd.)
87.(Kanagawa)	Leg Comfort (VENEX CO., LTD.)
88.(Osaka)	ACTIO NOTEBOOK DIARY DESIGNARE (EDUL Design CO., LTD.)
89.(Aichi)	Kotobukiya Gyoza (Kotobukiya (Shoju Kabushiki kaisha))
90.(Ishikawa)	Kosaku’s Spoonful: Imura Soy Sauce and Brown Rice Malt (Farmers & Condiments Kosaku (General Incorporated Association Suginomizu))

91.(Yamagata)	"Komeiro" Yamagata rice variety tasting set (Ogata Rice Merchant LLC)
92.(Shizuoka)	Home Lantern Terrarium Green (SYSTEC Corporation)
93.(Aichi)	NiNE Styling Care Multi Styling Oil (Hoyu Co., Ltd.)
94.(Kagawa)	Cherry Blossom Mini Cargo Bag (KAMAKURA HANDS CRAFT)
95.(Osaka)	Purefactor (MIKUCHI INDUSTRIAL CO., LTD.)
96.(Tokyo)	Mizu Kimchi (Daiichibussan Co., Ltd.)
97.(Osaka)	JyabJyab Soft Waffle Slippers (Okumura Kabushiki Kaisha)
98.(Niigata)	Sado Megumi Tea Series (Brilliant)
99.(Tokyo)	Kinetsuki Tenoshi Mochi (SENJIRO Hasagakemai)
100.(Osaka)	DOING DRAWING CALENDAR (DOING Inc.)
101.(Tokushima)	Yamani's sea bream fish sauce / Yamani's sea bream ponzu sauce (YAMANISANGYO CO., LTD.)
102.(Aichi)	makitate (DAISHIN CO., LTD.)
103.(Hokkaido)	Ezomatsu Bowls (OKECRAFT)
104.(Kanagawa)	100% KANGEKI Watermelon Juice (YAMAWAKA FARM)
105.(Toyama)	MEIJISEIYAKU NMN 15000 PLUS (Meiji Pharmaceutical Co., Ltd.)
106.(Osaka)	KIMONO Monjuan's Kimono Dress (UNOSIYOU CO., LTD.)
107.(Kanagawa)	Laundry Brothers Cleaning Service (Cleaning LIVRER)
108.(Ehime)	Umega Soy Sauce Mochi (UTSUBOYA CO., LTD.)
109.(Hokkaido)	CucuCharm® (Mille Heureux LLC)
110.(Iwate)	dritto 3 (PLOWS Co., Ltd.)
111.(Ehime)	Curved Marquetry JuJu (Atelier Chihara)
112.(Okinawa)	Vintage iced tea glasses (Ryukyu Glass Studio Glass32)
113.(Kagawa)	100% pure mikan juice (Fujikawakajuen (Fujikawakajuen CO., LTD.))
114.(Shizuoka)	Shuzenji pudding (Shuzenji pudding factory (Izubound GIA))
115.(Fukuoka)	DASHI RIKI Simmer Soup Stock / Tsuyu Sauce / Hot Pot Ponzu Sauce (Hakata Hamaya)
116.(Fukuoka)	Snowflake Bread Loaf (ECORA CO., LTD.)
117.(Ibaraki)	Sauna Forest Sauna Hat Mebuka (Dias, Inc.)
118.(Tokyo)	Bicerin coffee sandwich biscuits (BICERIN ASIA PACIFIC AND MIDDLE EAST CO., LTD.)
119.(Tokyo)	TASHIKA Cup (TAKAHASHI SHIBORI KOGYO Co., Ltd.)
120.(Hokkaido)	KINUCO PREMIUM (K Company Corp.)
121.(Tokushima)	HASYA Natto Furikake (SHIKOKU AWA HASYA)
122.(Saga)	MOKU-NUNO mask (Mt. Blue, LLC)
123.(Mie)	Black Curry (TOYOKEN Co., Ltd.)
124.(Shizuoka)	SAMURAI MOVE GEAR (SAMURAI MOVE GEAR (N.G.M Co., Ltd.))
125.(Tochigi)	NotS Compact Wallet (UNDERCOOLED)
126.(Yamaguchi)	Shiawase Pudding (NAKAYA KASHITEN)
127.(Chiba)	Chocolat À Riz-Gâteaux (ARIGATO CO., LTD.)
128.(Chiba)	Spoonful of Ginger (NARITASHOKURYO KABUSHIKI KAISHA)



OMOTENASHI Selection 2023 1st session Winner of Consecutive Awards

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| 129.(Ehime) | Botchan dango (UTSUBOYA CO., LTD.) |
| 130.(Aichi) | MyStar (Oyagiseisakusho Co., Ltd.) |
| 131.(Kagoshima) | Natural Alkaline Hot Spring Water, Zaiho Onsen (ZAIHO CO., LTD.) |
| 132.(Tokyo) | Silk Aura® TAKUMI PREMIUM (D-BREATH CO., LTD.) |
| 133.(Tokyo) | Bb lab. (Bb. LABORATORIES INCORPORATED) |
| 134.(Niigata) | Double Cloth Colorful Stole (ARCLEAD Kabushiki Kaisha) |

