

To be announced on Tuesday, June 4th , 2024
A program that spreads Japan's extraordinary products and services throughout and beyond the country

OMOTENASHI Selection 2024 1st Session

Record-high 150 award recipients from all over Japan!

OMOTENASHI NIPPON Executive Committee

Under the slogan "From Japan's Hospitality to the World's OMOTENASHI," the OMOTENASHI NIPPON Executive Committee is engaged in discovering and recognizing outstanding Japanese products and services, and promoting them both domestically and internationally through the program "OMOTENASHI Selection." On Tuesday, June 4, 2024, they will announce the first phase of the 2024 award recipients, which includes 150 winners, among which 37 will receive the Gold Award and 6 will be recognized in 5 special award categories.



In the first phase of 2024, the increase in inbound tourism due to travel demand recovery and the weak yen provided Japanese companies an opportunity to reconsider their products and services globally. This led to a record-high 150 award recipients from all over Japan.

Among the recipients, the "Grand Gold Award," given to those with particularly high evaluations, went to five products: "NAGURI Santoku Knife" by MURANOKAJIYA(Yamatani Industry Co.,Ltd.), "Kikkomanhonten Goyougura" by Kikkoman food products company, "Ishikawa brand fruits jam" by surrounding Co., Ltd., "Junjo-Mai Iwate 3cubes of rice from Iwate" by JUNJOURMI IWATE CO., LTD., and "KiSEKI "Wood Glass"" by COETECO.

This term, we introduced the "Originality Award" and the "Global Award." The "Originality Award" was given to "THE SCREW," a metal block by DAITEC Co., Ltd. The "Global Award" was given to "Allergen-Free Sweets Factory Omo Ya 545 Donut Set" by omo545 Bakery (FLC design Co., Ltd.), a new type of sweets surpassing dietary restrictions.

*For the list of award recipients, please refer to the following page

The "OMOTENASHI Selection" program offers comprehensive support for award-winning businesses. This includes helping them open stores like "Little Japan by OMOTENASHI Selection" at Narita Airport, join B2B wholesale networks, and exhibit at international trade shows. We aim to boost their sales capabilities through proactive market expansion and promotional activities both domestically and internationally.

OMOTENASHI Selection 2024 1st session Overview *For more details about the application, please refer to the reference material (P.7).

Application Period: January 10, 2024 (Wed) – February 15, 2024 (Thu) 1:00 PM

•**Gold Award:** 37 recipients (including 5 Grand Gold Awards / 4 Consecutive Gold Awards)

•**Special Awards:** 6 recipients in 5 categories

•**General Awards:** 107 recipients (including 7 Consecutive Awards)

*For more details about the award recipients, please visit the official website:

https://omotenashinippon.jp/selection/oms2024_1/

*To be published at 10:00 AM on Tuesday, June 4, 2024.

OMOTENASHI Selection 2024 1st session Grand Gold Award

1. (Niigata) NAGURI Santoku knife : MURANOKAJIYA(Yamatani Industry Co.,Ltd.)

A masterpiece proudly showcasing the craftsmanship of Tsubame-Sanjo, a hub of Japan's leading metalworking techniques. Notable for its luxurious feel, with features such as handle design, the durability and sharpness of SLD steel, and the non-stick properties of pear skin finishing, it epitomizes excellence in user experience.



2. (Tokyo) Kikkomanhonten Goyougura: Kikkoman food products company

Crafted using carefully selected domestic soybeans, wheat, and salt, this product undergoes months of fermentation and aging in cedar barrels to extract deep umami and sweetness. It embodies the pinnacle of soy sauce craftsmanship, utilizing only the finest ingredients to create an unparalleled flavor experience.



3. (Ishikawa) Ishikawa brand fruits jam : surrounding,inc.

This special jam features three exceptionally rare fruits: vibrant "Ruby Roman," elegant "Kaga Shizuku," and well-balanced "Autumn Star Apple," allowing you to savor the unique aroma of each fruit. It embodies the rich nature and culture of Ishikawa Prefecture.



4. (Iwate)Junjo-Mai Iwate 3cubes of rice from Iwate : JUNJOURI IWATE CO., LTD.

Delivered in a 450g (approximately 3 cups) package, this includes three types of rice, including Iwate Prefecture's original rice varieties "Golden Wind," "Galactic Dew," and "Kanfuda Mai Ichinose." Perfect for taste testing comparisons.



5. (Fukuoka) KiSEKI WOODGLASS: COETECO

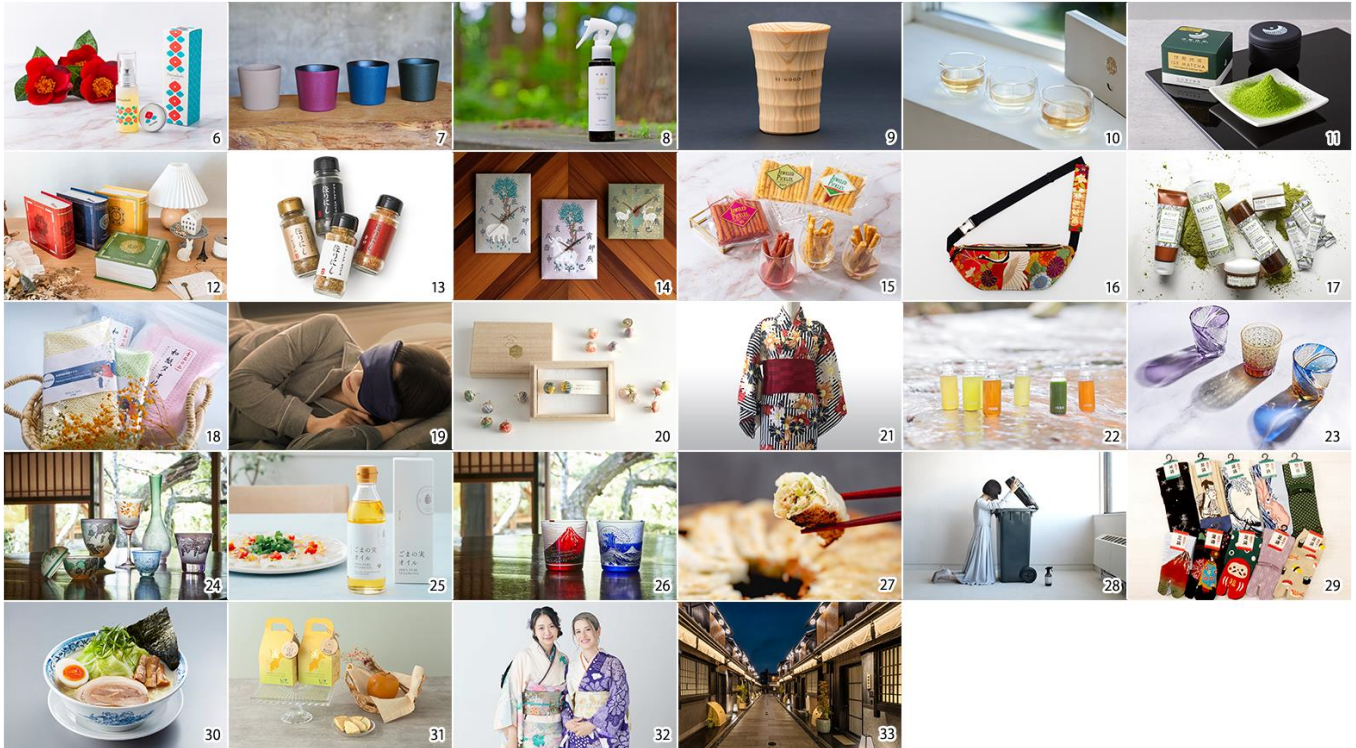
Crafted through meticulous design and traditional craftsmanship, the Wood Glass is a masterpiece that prioritizes domestically sourced materials and Japanese manufacturing processes. Its distinctive feature is its ability to enhance the smoothness of alcoholic beverages while offering the pleasant aroma of Japanese cypress.



OMOTENASHI Selection 2024 1st session Gold Award

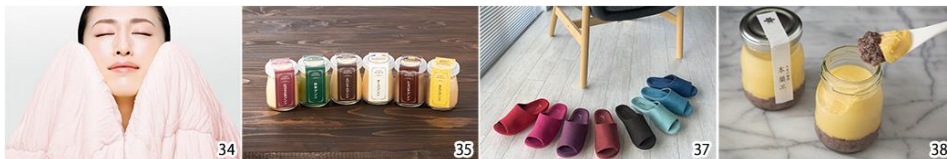
- 6.(Nagasaki) ONTSUBAKI Moisture Care Set : NOSEYA (Nose Construction Co.)
- 7.(Kyoto) Shinku-Urushi Tumbler-KISSUL : COCOO LLC
- 8.(Akita) Akita cedar leaf Aroma spray : Atelier Andante
- 9.(Shiga) RE:WOOD 「NAJIMU」 : RE:WOOD (Tsuchiyama Mokukyo Corporation)
- 10.(Tokyo) YOHAKU DRIP : Kikkoman food products company
- 11.(Mie) Stone ground isematcha : Isematcha Co., Ltd.
- 12.(Osaka) MAI story~The Story of Rice in Japan~ : Kabushiki Kaisha MAISHOAN
- 13.(Wakayama) OUTDOORSPICE Horinishi : Mimona Co., Ltd
- 14.(Kyoto) Yukyu clock made with Kyo Karakami paper : Yamazaki Shoten Co., Ltd
- 15.(Tochigi) JEWELLED PICKLES : OBANEYA Co., Ltd.
- 16.(Miyagi) Kimono Body-bag : obico
- 17.(Osaka) KITAO MATCHA : KITAO MATCHA(Kitao Cosmetics Co., Ltd.)
- 18.(Osaka) Platinum Nano Washi Towel : AOISHI Co., Ltd.
- 19.(Osaka) nerugoo Rechargeable Wireless Hot Eyemask : LULU Co., Ltd.
- 20.(Chiba) Yaya's handiwork 「bright future/earrings」 : yaya no teshigoto
- 21.(Aichi) Separate Yukata : NIWAKO CO., LTD.
- 22.(Tokyo) ISSO TEA ~Contemporary Organic Japanese Tea~ : ISSO Corporation

- 23.(Tokyo) TABLEAU Edo Kiriko : Taburo Kobo Tableau Co., Ltd.
 24.(Tokyo) TABLEAU Chokoku Glass : Taburo Kobo Tableau Co., Ltd.
 25.(Tokyo) Hulled-sesame Oil : Kadoya Sesame Mills Inc.
 26.(Tokyo) TABLEAU Edo Glass : Taburo Kobo Tableau Co., Ltd.
 27.(Gunma) KINSEI SHOKUJIN TOKUSEN NAMA GYOZA SERIES : KINSEI SHOKUJIN Co., Ltd
 28.(Kyoto) NIOCAN : DKS Co., Ltd.
 29.(Nara) TABI WAGARA SERIES : KUWA MERIYASU co. Ltd
 30.(Aichi) Thick and oily pork bone style ramen : Yamamotoseifun Co., Ltd.
 31.(Chiba) The kingdom of Japanese pears (Premium fruit chocolate) : VALSTACK Co., Ltd.
 32.(Tokyo) 3minkimono 「Let's make kimono」 : 3minkimono INC.
 33.(Shiga) Nazuna Kyoto Tsubaki St. : Nazuna Co., Ltd.



OMOTENASHI Selection 2024 1st session Winner of Consecutive Gold Awards

- 34.(Tokyo) TOROKERU FUTON® enifea II : D-BREATH CO., LTD.
 35.(Kagoshima) Natural Alkaline Hot Spring Water, Zaiho Onsen : ZAIHO CO., LTD.
 37.(Tokyo) fit it・balance support sole : HONSHU CO., LTD.
 38.(Kyoto) MOTOSUE Pudding : MOTOSUE LTD.



OMOTENASHI Selection 2024 1st session Special Distinction Award

【Special Awards by Gold Partners】

■ ANA Award

43.(Tokyo) koguMi Suitcase series UKU・priMo : koguMi (KURUKURU Co., Ltd)

■ Japan Post Online Shop Award

44.(Kumamoto) Amakusa Natural Salt Caramel Baum : BONGOUT Inc.

【Special Awards by OMOTENASHI NIPPON Executive Committee】

■ Sustainable Award

39.(Nagano) Yama-Biko-Basket : Mountain Craft sha., Ltd

42.(Shizuoka) Ultra Long 5X Toilet Paper : Marutomi Seishi Co., Ltd.

■ Originality Award

40.(Aichi) THE SCREW : DAITECH CO., LTD.

■ Global Award

41.(Okayama) omoya545 Bakery donuts-set : omoya545 Bakery (FLC design Co., Ltd.)

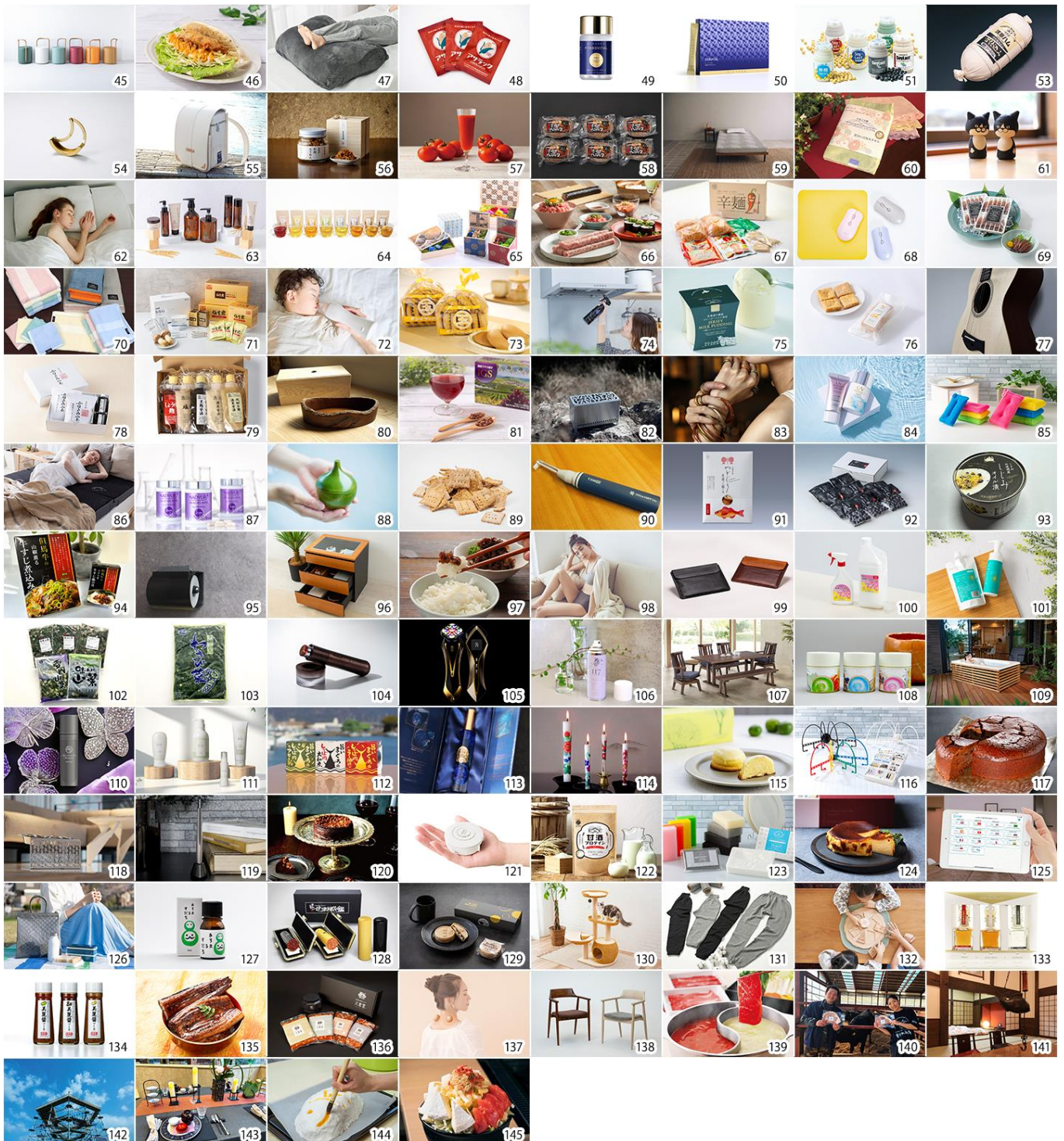


OMOTENASHI Selection 2024 1st session Award

- 45.(Tokyo) Carry stool : HIROSHO CO., LTD
- 46.(Saitama) paopao : ICHIKAWA Co., Ltd.
- 47.(Fukui) ASHIMOTTI : Luckyspread Inc.
- 48.(Osaka) asaluck:Kaynex, inc
- 49.(Tokyo) BIOAGEN OVAVITAL : TOKIRIN Co., Ltd
- 50.(Tokyo) BIOAGEN PYRROVITAL PRO : TOKIRIN Co., Ltd
- 51.(Fukuoka) Lactobacillus fermented soy milk : Agapefarm Co., Ltd.
- 53.(Tokyo) Cloth-wrapped Aged Ham made in the traditional way : ASAKUSA HAM CO., LTD.
- 54.(Ishikawa) Mosquito coil holder MIKADZUKI MINI : INAVANCE (INABA ENGINEER Co., Ltd.)
- 55.(Hiroshima) Canvas school bag "Ransack" : Saikobo Co., Ltd.
- 56.(Kyoto) Tajima Beef Chirimen : Sanmikouan Co., Ltd.
- 57.(Osaka) KAGOME TOMATO BEAUTE : Nature Holdings Co., Ltd.
- 58.(Miyazaki) Miyazaki Beef Tegone Hamburger Steak : Nogami Foods Co., Ltd.
- 59.(Chiba) nemuli Personal Mattress : nemuli inc.
- 60.(Nara) Yamatomomen Soragocochi : FUJII Co., Ltd.
- 61.(Yamagata) Necokeshi : katomokko
- 62.(Chiba) THE PILLOW : MAKURA Inc.
- 63.(Iwate) and OHU : YAKUODO Co., Ltd.
- 64.(Kanagawa) Japanese Herbal Tea「Ohanacha」 : MonoProgram Co.,Ltd.
- 65.(Tokyo) Belles Fleurs Tokyo RIN : Belles Fleurs Tokyo
- 66.(Shizuoka) Negitorobo (Minced tuna stick) : Oriental Foods Co., Ltd.
- 67.(Hiroshima) Karamen (noodles made with chili peppers) : Masuman Foods LLC
- 68.(Tokyo) EGRET Rechargeable Silent Wireless Mouse : EGRET (Business Harmony Co., Ltd)
- 69.(Toyama) Firefly Squid from Toyama Bay : Daiichi Foods Co., Ltd.
- 70.(Osaka) ERASE Antibacterial and deodorant towels : Koushin CO., LTD
- 71.(Tokyo) Agaricus Mushroom SEN-SEI-RO : SSI Inc.
- 72.(Tokyo) SUUPY Dendou Hanasuiki : TOKIO Lab Co., Ltd.
- 73.(Okinawa) Marutama Tannafakuru : Marutama Co., Ltd
- 74.(Gifu) GURIPON professional : Keinan Clean Co., Ltd
- 75.(Hokkaido) JerseyBrown Jersey milk pudding : Tokachi Milky Llc

- 76.(Ishikawa) Seasoned rice cake inari for school lunch : KENKO FOODS CO., LTD.
- 77.(Aichi) Magic pick guard : Takahashi Kouondou
- 78.(Shiga) Omigyu Roast beef : Kanekichi Yamamoto Foods Co., LTD.
- 79.(Ishikawa) Koji 5 types set : Yoshiichi
- 80.(Hokkaido) Natural Edge Bowl : ki-kiru atelier
- 81.(Osaka) syunmebudousyusi iGS : merrymart Co., Ltd.
- 82.(Saitama) AVANT GARDE secondary combustion bonfire stand : AVANT-GARDE Co., Ltd
- 83.(Yamanashi) BIAL "Thick Ring & Bangle / Thin Ring & Bangle" : BISO co., ltd
- 84.(Shizuoka) UV PROTECT SERIES : CHANSON COSMETICS
- 85.(Osaka) "Ochimas"sponge : MARUZENKAKO CO., LTD.
- 86.(Tokyo) SEIMIN Relaxing Gel Mattress : GOKUMIN (KURUKURU Co., Ltd)
- 87.(Tokyo) NADYUP : Vie・magique Co., Ltd
- 88.(Ishikawa) YUIYU KYUKON : APLUS Co., Ltd.
- 89.(Kochi) ZAKUBIS : SANKANYA Kabushiki Kaisha
- 90.(Okayama) TAPG-03 : Office HAT Inc.
- 91.(Shimane) Nodoguro ginger rice base : HIRANO KANZUME CORPORATION
- 92.(Shimane) Lake Shinji Shijimi Clam Large Grain : HIRANO KANZUME CORPORATION
- 93.(Shimane) Lake Shinji Shijimi Clam marinated in oil : HIRANO KANZUME CORPORATION
- 94.(Hyogo) Tajimafoodslabo Tajimagyuunokaoru gohanno otomaset : TAJIMAFOODSLABO LLC
- 95.(Gifu) Friends Roll : slow forms
- 96.(Osaka) Display Storage「comodino」 : TAKENAKA MOKKO
- 97.(Miyagi) A5 Sendai Beef Highest Grade Special Sukiyaki in a Can : NIKUNO ITO(WIDEFOOD CO., Ltd)
- 98.(Fukui) hinna Water Absorbent Sanitary Shorts Daily : hinna (ELLEROSE CO., Ltd.)
- 99.TAIWAN n max n Genuine Leather Sleeve case "Fleeve" for laptop : NTPPON Co., Ltd.
- 100.(Tokyo) Kireini clean Pa! : miki industrial Co., Ltd.
- 101.(Miyagi) AZspread dry shampoo for pets : AZseed Japan Inc.
- 102.(Niigata) Matsumi Sangyo Sansai(Wild Vegetable) Series : Matsumi Sangyo Co., Ltd.
- 103.(Niigata) Matsumi Sangyo Ohitashi-Wasabina : Matsumi Sangyo Co., Ltd.
- 104.(Gifu) The Horuseye : A. GLOBAL Co., Ltd.
- 105.(Gifu) ZeusⅢ : A. GLOBAL Co., Ltd.
- 106.(Osaka) The Deaiwo 117 Hair Color Spray : Deaiwo Co., ltd.
- 107.(Osaka) Aika : JAPANITURE (WeDO Style Co., Ltd.)
- 108.(Kanagawa)WACHA Three Color Matcha : WACHA
- 109.(Okayama) HAKOBUNE : SUEMOKKO CO., LTD.
- 110.(Osaka) MAYUMI perfect serum : spirituelle beaute co. ltd
- 111.(Osaka) Natural Relieve Hair Tech Japan Co., Ltd.
- 112.(Shizuoka) Tasty Tuna Tail Meat : FUKUICHI FISHERY CO., LTD
- 113.(Saitama) NOZ TIMEPIECES Fragments of Time Oil Perfume : ALSERU Co., Ltd.
- 114.(Fukuoka) Aizu-style Wax Candle : Aizu-style Wax Candle Specialty Shop Ozawa Rosokuten
- 115.(Okinawa) Hiram lemon Cake : oHacorte (chewi-choak Co., Ltd.)
- 116.(Kanagawa)skyibis Magnet Arch hanger : skyibis ibis co.,Ltd.
- 117.(Gunma) Mon Conamon Rice Flour Gateau Chocolat : Mon Conamon
- 118.(Hokkaido) MOPET : monozukuri
- 119.(Aichi) explorica pen : explorica(TOKAI RIKI DENKI SEISAKUSYO Co., Ltd.)
- 120.(Okayama) omoya545 Bakery donuts-set : omoya545 Bakery (FLC design Co., Ltd.)
- 121.(Tokyo) Scented portable air purifier "OiSHi" : ataraina (CREATIVE TRADING Co.)
- 122.(Tokushima)AMAZAKE PROTEIN : SHIKOKU AWA HASYA
- 123.(Tokyo) SUNSUN SPONGE & Sunseven HighR Solid Detergent : Dainichi Corporation
- 124.(Niigata) Sasagawanagarenosio Burnt Basque Cheesecake : Bit Co., Ltd.
- 125.(Tokyo) Mieru Tsuyaku (Video communication interpretation services) : Terilogy Serviceware Corporation
- 126.(Okayama) NICHIDO Co., Ltd.Arch handle cool bag : NICHIDO Co., Ltd.
- 127.(Tokushima)Sudachi aroma essential oil : IKEDA YAKUSOU Co., Ltd.
- 128.(Kyoto) YUGAHU STAMP : INKAN NO NISHINO ONLINE KOUBOU Co.,Ltd.
- 129.(Miyagi) BUTTER MONAKA : EISENDO Yugengaisya
- 130.(Tokyo) SUMIKA ratanto!series Washable cat tower 「Myalta」 : SUMIKA (TIRAMISU Co., Ltd.)
- 131.(Nara) Rakura ōganikkubinchoutan'nittopantsu : rakura marueiknit Co., Ltd.
- 132.(Tokyo) Wooden Fruits Cake Puzzle : besitos Co., Ltd.
- 133.(Tokyo) CAVA DE ORO ASIA Mini Bottle Collection : CAVA DE ORO ASIA Co., Ltd.
- 134.(Tokyo) brayzhang yakuzen sauce : showajisho co.,ltd brayzhang project

- 135.(Fukui) Unagikabayaki : Shioso Syoten Co., Ltd.
 136.(Fukuoka) HAKKEIDO Enzyme Kimchi : Hakkeido.Co., Ltd.
 137.(Osaka) ATEX LOURDES femontec ONKYU : Atex Co., Ltd.
 138.(Hokkaido) FUGA Chair : Itsuki-Kobo Co., Ltd.
 139.(Osaka) Washoku SATO 「SATO Shabu Beef&Pork Premium Course」 : Washoku SATO (SATO FOODSERVICE CO.,LTD.)
 140.(Hokkaido) Beloved Wagyu Beef : Beloved Wagyu Beef (ENDO LIVESTOCK FARM)
 141.(Saitama) Chichibu Resort HANANOYA : Chichibu Resort (Shibakikaku Ltd.)
 142.(Okayama) SEA DRAGOON : UMINONAKAMICHI ATHLETIC PARK Co., Ltd.
 143.(Osaka) table coordination : Le Reve Corporation Ltd
 144.(Mie) MARUKINMARU Fishing Experience & grilled or broiled in a salted pot & Swim with thousands of sea bream : MARUKINMARU Yuuei-suisan
 145.(Tokyo) Premium Mentaiko Mochi Monja with Four Kinds of Cheese : TSUKISHIMAMEIBUTSU MONJA DARUMA (DARUMA Co., Ltd.)



OMOTENASHI Selection 2024 1st session Winner of Consecutive Awards

- 146.(Tokyo) Silk Aura® TAKUMI PREMIUM:D-BREATH CO., LTD.
 147.(Kagoshima) Natural Alkaline Hot Spring Water, Zaiho Onsen : ZAIHO CO., LTD.
 148.(Saitama) Specialty jumbo savory egg custard : Tonden Kabushiki Kaisha
 149.(Kanagawa) saunality : nature pods (Soltelas Co., Ltd.)
 150.(Yamaguchi) Tsukimichiru series : Green Heart Co., Ltd.
 151.(Tokyo) Bb lab. : Bb. LABORATORIES INCORPORATED
 152.(Osaka) DAIKEN Tatami Mat : DAIKEN CORPORATION

