

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

## OMOTENASHI Selection 2025 1st Session

### 233 award recipients from all over Japan!

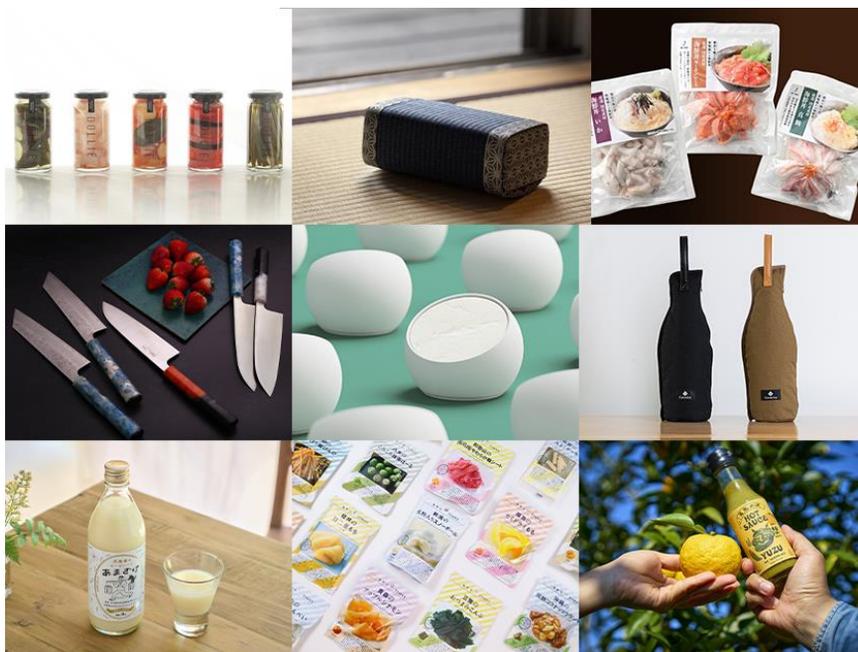
Under the slogan "From Japan's Hospitality to the World's OMOTENASHI," the OMOTENASHI NIPPON Executive Committee is engaged in discovering and recognizing outstanding Japanese products and services, and promoting them both domestically and internationally through the program "OMOTENASHI Selection." On Thursday, June 12, 2025, the committee will announce the first session of the 2025 award recipients, recognizing 233 outstanding products. Among them, 74 will receive the Gold Award, and 9 will be honored with the prestigious Grand Gold Award, selected for their exceptional quality, innovation, and embodiment of Japan's unique spirit of hospitality.



OMOTENASHI  
SELECTION  
2025

第1期  
受賞対象決定!!

全233対象



Since the fall of 2022, Japan has witnessed a record-breaking surge in international visitors, driven in part by a favorable exchange rate. Following the 2013 recognition of *washoku* (traditional Japanese cuisine) as a UNESCO Intangible Cultural Heritage, global interest in Japanese food has steadily expanded beyond sushi and tempura to include affordable, everyday favorites such as *gyoza* and *takoyaki*. Japan's culinary culture is capturing hearts worldwide for its depth, variety, and approachability.

At the same time, Japan's enduring tradition of craftsmanship continues to earn global acclaim. From handmade goods to regional artistry, the fusion of time-honored techniques with distinctive Japanese design remains a hallmark of reliability, beauty, and authenticity.

Over the past decade, the OMOTENASHI Selection has recognized more than 1,500 exceptional products and services that embody the spirit of Japanese hospitality. In recent years, as inbound tourism has grown, so too has the number of entries from businesses eager to introduce their offerings to global audiences. Many of these award-winning items reflect a fresh take on Japan's culture—uniquely crafted and globally relevant.

Whether you're already familiar with Japan or just starting to explore its culture, OMOTENASHI Selection offers a curated opportunity to experience Japan's signature spirit of thoughtful hospitality through outstanding products and services.

If you're a buyer, retailer, or journalist interested in bringing these award-winning products to your market, we'd love to hear from you.

For inquiries, please contact:

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■ About the award-winning products of “OMOTENASHI Selection 2025 1st session

A total of nine products were selected for the “Grand Gold Award,” which is given to products that received particularly high evaluations out of all the award winners.

Many of the products selected in this round evoke a strong sense of Japanese identity through their ingredients and fragrances. Natural elements such as *hinoki cypress*, *green chili peppers*, *yuzu citrus*, and *ume plums* are especially popular with international audiences, as they offer a sensory connection to Japan’s rich natural environment and cultural atmosphere—often associated with healing, authenticity, and place-based experience.

In addition, handcrafted items that incorporate traditional Japanese motifs, patterns, and dyeing techniques—while being thoughtfully adapted to suit contemporary lifestyles—received high praise from the selection committee. These pieces reflect a harmonious blend of heritage and modern design sensibility, resonating with today’s global consumers.

< Grand Gold Award >

Kagura Nanban green pepper oil | WATAYA CO., LTD. < 1 >

<https://omotenashinippon.jp/selection/en/prize/2500-01-001/>

Kagura Nanban green pepper oil is a premium condiment crafted by the century-old soba restaurant Wataya, using carefully selected Kagura Nanban peppers grown in the earthquake-affected Shiotani area of Ojiya City. This vibrant green oil delivers a mild yet flavorful spiciness by removing seeds and pith, making it suitable even for those sensitive to heat. It pairs exceptionally well with soy-based dishes such as soba and udon, and also complements salads and Western cuisine as a colorful olive oil alternative.



Patterns of Happiness from Japan | Fuwa Market (Fuwa Company Co., Ltd.) < 2 >

<https://omotenashinippon.jp/selection/en/prize/2500-01-002/>

“Patterns of Happiness from Japan” is an original series by Fuwa Market that harmonizes traditional Japanese motifs with Scandinavian-inspired design. Each item conveys not only aesthetic charm but also heartfelt wishes embedded in the patterns. The line includes hand-dyed paper goods, such as notebooks and temple stamp books crafted at a Kyoto yuzen wash studio, and fabric goods like handkerchiefs and tote bags dyed by artisans in Kyoto. All products are carefully handcrafted, and inspection and packaging are carried out in partnership with welfare facilities. These designs offer a fresh, modern take on Japanese tradition that appeals globally.



[ KIMONO TRAY / MEISEN TRAY ] | sotansha SADAEMONSHOTEN(8.bit Co., Ltd.) < 3 >

<https://omotenashinippon.jp/selection/en/prize/2500-01-003/>

KIMONO TRAY / MEISEN TRAY is an innovative tableware piece developed by sotansha SADAEMONSHOTEN (8.bit Co., Ltd.) that upcycles antique kimonos through a fabric lamination technique, integrating traditional beauty into daily life. The tray is coated in plastic resin, making it food-safe, washable, heat-resistant up to 110°C, lightweight, and durable. Each piece features a unique kimono fabric pattern with a luxurious texture on the surface and a vibrant lining-inspired design on the back. This product offers both functionality and aesthetic charm while preserving Japanese cultural heritage in a contemporary form.



Mochitsuki Senbei (Glutinous Rice Cracker) | Merchen Plaza Co. < 4 >

<https://omotenashinippon.jp/selection/en/prize/2500-01-004/>

ochitsuki Senbei is a gluten-free rice cracker made with 100% Himenomochi glutinous rice from Shinjo Village, Okayama Prefecture, offering a safe and energy-rich option for those with wheat sensitivities. Developed in collaboration with Kurashiki Aizen Co., it uses carefully selected local ingredients, preserving natural flavors and supporting regional sustainability. The packaging, designed by Total Design Center Co., features a charming motif of a rabbit pounding rice cakes, inspired by Japanese folklore, and each cracker is stamped with “MOCHI-HACHI,” adding a playful touch. This product combines health, tradition, and local pride.



Heart Food “ONIGIRI” rice ball storable for 5 years in room temperature | ROHTO Pharmaceutical Co., Ltd. < 5 >

<https://omotenashinippon.jp/selection/en/prize/2500-01-005/>

Heart Food “ONIGIRI” is a long-term storable rice ball developed with the concept of being “ready to eat immediately and ordinarily delicious,” suitable for both emergency preparedness and daily use. It is made with domestically produced non-glutinous rice using a patented method, offering a chewy texture and a shelf life of 5 years and 6 months at room temperature. This product helps reduce food waste by promoting rolling stock practices and can be consumed without water, heating, or utensils. It is hygienic, allergen-free, and designed for safety, convenience, and everyday familiarity.



KAICHI no UME · SORACHI no UME | Seawings International Co., Ltd. < 6 >

<https://omotenashinippon.jp/selection/en/prize/2500-01-006/>

“KAICHI no UME” and “SORACHI no UME” are premium whiskey umeshu made with the finest Kishu Nanko Ume, blending rich plum flavors with award-winning Japanese whiskey. “KAICHI no UME” combines KAICHI whiskey, aged in Mizunara oak barrels, with umeshu, offering elegant notes of sandalwood, peach, and dried fruits. “SORACHI no UME” features SORACHI whiskey aged in hinoki casks, delivering a crisp and refreshing finish. Both were honored at the WORLD WHISKIES AWARDS 2024 and reflect a delicate harmony of Japanese tradition and refined taste.



Aooni’s Tear Drop (Yuzu Craft Hot Sauce) | YUZU FUMIKO & SONS < 7 >

<https://omotenashinippon.jp/selection/en/prize/2500-01-007/>

Aooni’s Tear Drop (Yuzu Craft Hot Sauce) is a vegan-friendly, sugar-free Japanese hot sauce that delivers a bold harmony of umami and refreshing citrus heat, crafted without any chemical additives, preservatives, or colorings, using only pesticide-free domestic ingredients carefully grown by YUZU FUMIKO & SONS in Fukuoka. Rooted in over 50 years of traditional yuzu pepper-making techniques, this artisanal sauce reflects a deep commitment to natural flavors and makes a refined, health-conscious souvenir choice.



Japanese Cypress Aroma Sachets & Bath Scent with Hinoki oil | KAZUO Mokuzai(Koba Kazuo Lumber Shop Ltd.) < 8 >

<https://omotenashinippon.jp/selection/en/prize/2500-01-008/>

Japanese Cypress Aroma Sachets & Bath Scent with Hinoki oil is a natural wellness product crafted by Koba Kazuo Lumber Shop Ltd., a trusted wood specialist since 1957 in Nagasaki. Made from rare, domestically grown cypress and free of synthetic additives, it is gentle on sensitive skin, children, and pets. Rich in phytoncide and hinokitiol, it offers calming, antibacterial, and deodorizing effects. The bath scent recreates a forest bathing experience at home, while used sachets can be repurposed for fragrance or pest control. This eco-conscious product promotes sustainable forestry and the thoughtful reuse of natural materials.



Tsushima Ocean Knife | MUSASHI JAPAN (TAIMATSU Co., LTD.) < 9 >

<https://omotenashinippon.jp/selection/en/prize/2500-01-009/>

Tsushima Ocean Knife is a sustainable Japanese knife series developed by MUSASHI JAPAN in collaboration with Tsushima CAPP and Tsushima City. It features blades handcrafted by skilled artisans and handles made from recycled marine plastic collected from Tsushima’s shores. The thick-wall molding technique enables the transformation of mixed plastics into lightweight, colorful handles with unique textures. Each knife includes an NFC chip, allowing users to access product and environmental information via smartphone. With five blade types and nine handle colors, this series combines traditional craftsmanship with environmental innovation, offering global users both functionality and purpose.



### <Special Awards by OMOTENASHI NIPPON Executive Committee >

- Global Award : CHA Series | UCHINOCHAHO (UCHINO LTD.) < 75 >
- Sustainable Award : Hinohikari (white rice) | Kubosanchinookome Kabushiki Kaisha < 76 >
- Originality Award : out-of-the-box Hina-Dolls | Wineeds Holdings Corporation < 77 >



### <Special Awards by Gold Partners >

- ANA Award  
MUDITA HILL | Okaki Ohmi Wagyu Leather and Takashima Canvas Bag Series | Cogocoro < 78 >
- Japan Post Online Shop Award  
GOYOTEI CHEESECAKE | KURAYA Co., Ltd. < 79 >



For details, please visit the official website.

URL: <https://omotenashinippon.jp/selection/en/>



### ■ Outline of OMOTENASHI Selection 2025 - 1st Session

Application period: January 9 – February 21, 2025

Selection process: The evaluation was conducted in two stages: a document screening followed by a hands-on evaluation by committee members.

Awardees: A total of 233 items were selected for awards, including:

- 74 Gold Award winners
- 9 Grand Gold Award winners (the highest honor within the Gold category)
- 2 Consecutive Gold Award winners (recognized for two sessions in a row)
- 5 Special Award winners in five unique categories
- 154 additional awardees, including 9 repeat winners

For details, please visit the official website.

URL: <https://omotenashinippon.jp/selection/en/>