

Omiyage

General explanation of the souvenir/ Omiyage custom. To be used to inform foreign visitors for ALL the shops that sell them.

It is a traditional in Japan to give or send food as souvenirs or gifts to friends and family. In Japanese, these souvenirs are called Omiyage. Giving a special local food is a way to share your trip to Marinetown with those you care about.

Japanese people have a tradition of using Japanese confectionery and mochi (pounded rice) as souvenirs from their trips, gifts for celebrations, and offerings to the gods. You can choose an edible souvenir from many of the shops in marinetown. From flavorful sundried fish to carefully crafted sweets, there are omiyage that will delight everyone on your list. The boxed foods packaging shows how many portions are in the box and a suggested expiration date. This helps you plan which omiyage is best for your needs. If you are visiting friends or family later on your trip, omiyage is a great way to bring a little joy to them when you meet.



10. Asagiri Milk

This popular shop offers soft serve ice cream made with milk from the Asagiri Plateau in Shizuoka Prefecture.

This rich soft serve ice cream is very popular, and many Japanese tourists return often to enjoy it. Other sweets such as smoothies, sundaes, and cheesecakes are also available on the menu. You can take out your sweets, so enjoy some of them outside or take them with you as you travel.