

## 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 tradition 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.



## 12. Gion

A long-established bento (take-out) shop in Ito City that has been in business for over 70 years. The most popular item on the menu is inari sushi. Inari sushi is a Japanese comfort food that has been around since the Edo period. Inari tofu is a Japanese dish made with tofu that has been deep-fried in a light batter and then simmered in a sweet sauce. It is often served as part of a bento box lunch or as an appetizer. (Inari tofu is made by first frying the tofu in a light batter, then simmering it in a sweet sauce made with mirin, sugar, and soy sauce. The dish is named after Inari, the Shinto god of rice.)