

## 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 food 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.



### 9. ITO MARINESABLE

The sable pastries in retro-style tins are baked in the company's own factory in Ito City.

These sable pastries are the most popular item in the Ito Marine Town online shop. Mari-nyan donuts are sweets with the motif of the main character of Ito Marine Town, and are very popular with children and women. Furthermore, the square cream puffs are not only cute, but also delicious and highly recommended.