

## 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 crafts 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 you 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.



### 13. Izu Baum(Baumkuchen cake)

The back of the store is a factory where they sell freshly baked baumkuchen in cups. When you put the still steaming baumkuchen in your mouth, a sweet aroma and taste will be a real treat. They also use Izu salt as a secret ingredient and they sell other Baumkuchen cake made with local ingredients.