

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.



16. Izu Shizen Seikatsu

A store run by a company that owns a craft beer brewery in Ito City. They have a selection of original craft beers to suit various tastes. In addition, the Japanese liquor section has a wide selection of adult beverages such as sake, shochu, and plum wine. In addition, the company operates a spa in Ito City, so they also have a wide selection of bath goods. They also sell popular boxed sweets, ingredients that go well with rice and pasta, and instant dashi (soup stock) that makes it easy to make delicious Japanese food.