

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.



11. Izu chuu

Ito City is located on the coast and is famous for its locally caught fish and seafood.

This Ito city based shop is run by a company where fish are processed and dried in the sun the traditional way. This brings out the best flavors of the fish. In addition to dried fish, there is a wide selection of vacuum-packed cooked fish, dried foods, seasonings, and sweets made from processed seafood. Horse mackerel, squid, mackerel, and golden-eyed snapper are local specialties. They offer frozen, refrigerated and room temperature products, and can send them by courier anywhere in Japan.