

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.



14. Izukougen Pudding

A pudding made carefully in-house in Ito City.

It comes in a special jar and is very popular on social media. There are more than 10 varieties in the lineup, so it's fun to find your favorite flavor. Consider buying some pudding to take to the second floor terrace to enjoy with a high view of the sea.