

## 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.



### 4. Melrose Market

This store has many delicious boxed sweets that are popular in Izu, as well as jams made with local ingredients. The parent company that runs the store also runs a coffee shop, so their original coffee flavored sweets are unique. There are also miscellaneous goods and clothes in the back of the store.