



5 Newly Certified Products (FY2025)

Culinary Delights

Hiroshima is a vibrant city where urban energy meets natural beauty. Surrounded by rich nature, the region offers fresh, seasonal ingredients year-round. Here, we invite you to explore "The Hiroshima Brand" Culinary Delights—favorites across Hiroshima.

A crystal of the ocean's bounty, refined by Amabito salt artisans



100g: open price

Amabito no Moshio: Japanese Seaweed Salt

Kamagari Bussan Co., Ltd.

7407-1 Oura, Kamagari-cho, Kure City, Hiroshima Prefecture 737-0402, JAPAN



Made only with Hiroshima oysters and moshio salt—the ultimate secret ingredient



140g bottle: ¥1,620 (incl. tax)

Hiroshima Oyster Concentrate

Kusucan Co., Ltd.

1-16-24 Nakahiro-machi, Nishi-ku, Hiroshima City, 733-0012, JAPAN



A soothing kombu tea with mellow flavor and rich Rishiri kelp umami



Kombu Tea 80g can/Ume Plum Kombu Tea with Fruit Pulp 60g can: each ¥378 (incl. tax)

Kombu Tea Series

Nittou Foods Industry Co., Ltd.

9-30 Hagoromo-cho, Naka-ku, Hiroshima City 730-0814, JAPAN



Crispy karintō bites filled with Hiroshima's finest flavors



1box/5pcs: ¥1,404 (incl. tax)

Hiroshima Karintō: Crispy Sugar-Glazed Snacks

Kobokudo Co., Ltd.

1499-1 Otada, Kurose-cho, Higashihiroshima City, Hiroshima Prefecture 739-2611, JAPAN



Artisan Masterpieces

Hiroshima has carried its traditions forward since the atomic bombing, and the region is widely known for its exceptional craftsmanship. Here, we introduce "The Hiroshima Brand" Artisanal Masterpieces—creations shaped by this enduring heritage.

The spirit of the surviving trees in your hands—Hiroshima's peace for the future



Ballpoint Pen: ¥16,500/Brooch: ¥5,720/Keychain: ¥5,720 /Tie Clip: ¥5,500 / each, incl. tax

Tree of Peace Woodcraft Accessories

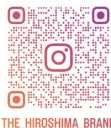
Sakuro Ltd.

4-7-12 Ujina-kanda, Minami-ku, Hiroshima City 734-0004, JAPAN



This is the official Instagram account of The Hiroshima Brand. We share locally loved products filled with the passion of their creators.

Follow "The Hiroshima Brand" on Instagram!



THE HIROSHIMA BRAND

Instagram the_hiroshima_brand search



"The Hiroshima Brand" Logo

This logo expresses Hiroshima's unique character using origami, an idea borrowed from folded cranes, with the letter "h" for Hiroshima folded like origami. It also evokes the Japanese phrase "with a folded certificate," which is used to signify reliability and high quality.

About the Hiroshima Brand

The Hiroshima Brand system certifies particularly outstanding specialty products from Hiroshima and promotes them throughout Japan to improve their name recognition and boost sales, as well as improve the image of Hiroshima, thus aiming to vitalize the regional economy and promote more visitors to Hiroshima.

The Hiroshima Brand Certification System

Our Hiroshima Brand certification system was established in 2007, and as of March 2026, we have certified 123 products.

The City of Hiroshima will review products based on the following criteria and seek input from the Hiroshima City Specialty Products Branding Promotion Council, which is comprised of experts.

Basic Criteria

The product has a natural, historical, traditional, or cultural background or narrative related to Hiroshima, is a safe product, and can be expected to improve the name recognition of the Hiroshima Brand.

Evaluation Standards

Techniques & Technology

Uses advanced techniques, traditional techniques, or cutting-edge technology

Originality

Uses a manufacturing method or methodology that cannot easily be imitated, or has a unique product characteristic

Consumer Appeal

Has a strongly attractive nature that draws in consumers

High Quality

Has outstanding flavor or functionality

Design

Has outstanding shape or coloring

Essence of Hiroshima

Has a deep narrative associated with Hiroshima and uses raw materials or techniques from Hiroshima

Inquiries

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The Hiroshima Brand search



● The contents and prices listed in this leaflet are current as of March 2026.

● As of March 2026, 123 products featured in this leaflet have been certified.





The Hiroshima Brand Certified Products

Scan the QR code for more details ▶

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味 Culinary Delights

h Agricultural produce/Seafood, etc

Ōtagawa River Shijimi Clams	Hiroshima City Inland Water Fisheries Cooperative
Horiguchi Oysters	Horiguchi Kaisan Co., Ltd.
Kusatsu Oysters	Kusatsu Oyster Cooperative
Yoneda Kaisan Hiroshima Oysters	Yoneda Kaisan Co., Ltd.
Hiroshima Lemon Akashū	JA Hiroshima Fruits Association Co., Ltd.
Nitrogen-Frozen Hiroshima Oysters	Watanabe Reishoku Co., Ltd.
Karuga Eggplant	NPO Karuga
Pure-Bred Hiroshima Wagyu Beef Motonari	Hiroshima Headquarters of the National Federation of Agricultural Cooperative Associations
Akiōta Gionbō Persimmon: Aoshi	Akiōta Gionbō Persimmon Processing and Sales Council
Yano Suisan Hiroshima Oysters	Yano Suisan Co., Ltd.

h Processed goods, etc

Cherry Blossom-Shaped Sausage	Fukutome Meat Packers Ltd.
Akimurasaki	Yamatoyo Co., Ltd.
JA Hiroshima City Kawauchi-Grown Authentic Pickled Hiroshima-Na Greens	Hiroshima City Agricultural Cooperative Association, Pickled Hiroshima-Na Greens Center
Pickled Hiroshima-Na Greens Akina	Yamatoyo Co., Ltd.
Black Sea Bream Miso	Setouchi Miso Takamori Honten
Hiroshima Oyster-Flavored Seaweed	Marutoku Nori Co., Ltd.
Ryokō no Tomo (Furikake)	Tanaka Foods Co., Ltd.
Setofumi® Furikake	Mishima Foods Co., Ltd.
Conger Eel Chikuwa	Izumo Corporation
Shamaji Kamaboko	Hori Suisan Ltd.
Sazare-Ishi	Osaki Suisan Co., Ltd.
Hama no Matsutake	Osaki Suisan Co., Ltd.
Komochi Kombu	Hirotsuku Co., Ltd.
Shamaji Oyster Rice Bentō	Hiroshima Ekibentō Co., Ltd.
Hiroshima Oyster Rice Mix	Chinmi-dokoro Nakamura Ltd.
Oyster Rice	Mishima Foods Co., Ltd.
Dumpling Flour Using Hiroshima-Grown Ingredients	UEMAN RYOSHOKU SEIFUNSHO
Roasted Soybean Flour Made in Hiroshima Prefecture	UEMAN RYOSHOKU SEIFUNSHO
Premium Roasted Soybean Flour	Masuda Seifun Co., Ltd.
Mikan Kōbō Chilled Hiroshima-Style Okonomiyaki	Mikan Kōbō Co., Ltd.
Okonomi-Mura Frozen/Refrigerated Okonomiyaki	Sunfoods Inc.
Mitchan Sōhonten Frozen Hiroshima-Style Okonomiyaki	ISE Hiroshima Sodachi Ltd.
100% Chirimen (Dried Young Sardines) Crackers	Ishino Suisan Ltd.
Eba Senbei (Pressed Oyster Cracker)	Tomoeya Kiyonobu Ltd.
Taste of Hiroshima: Oyster Shigure (Simmered Oysters)	Chinmi-dokoro Nakamura Ltd.
Tawara Rice Balls	Musubi Musashi Co., Ltd.
Usui Artisanal Noodles: Hiroshima Chūka Soba Ramen	Usui Chūka Ltd.
Green Roasted Soybean Flour	UEMAN RYOSHOKU SEIFUNSHO

Oyster Soy Sauce-Flavored Nori Seaweed	Hiroshima Nori Co., Ltd.
Miyake Umai de Gansu® Fried Fishcake	Miyake Suisan Co., Ltd.
Sake Lee Flakes	Nakamoto Honten Co., Ltd.
King-Ken Soupleless Tan-Tan Noodles	Himawari Foods Co., Ltd.
Hiroshi®	Mishima Foods Co., Ltd.
Akiōta Gionbō Persimmon Dried Persimmon	Akiōta Gionbō Persimmon Processing and Sales Council
Crunchy Hiroshima-Na Greens	Yamatoyo Co., Ltd.
Wasabi-pickled Daikon Radish	Uemoto Wasabi Honpo Co., Ltd.
Maku Furikake (Rice Seasoning Wraps)	Tanaka Foods Co., Ltd.

h Seasonings, etc

Oyster Hotpot Soup Base	Masuyamiso Co., Ltd.
Oyster Hotpot Soup Base	Shinryo Miso Co., Ltd.
Concentrated Oyster Sauce	Hiroshima Fishery Cooperative
Fresh-Squeezed Yuzu Citron Ponzu Soy Sauce	Kawanaka Shōyu Co., Ltd.
Hōjun Natural Soy Sauce	Kawanaka Shōyu Co., Ltd.
Lemosco	Yamato Foods Co., Ltd.
Conger Eel Savory Salt	Marinestar Ltd.
Otafuku Okonomi Sauce	Otafuku Sauce Co., Ltd.
Mitsuwa Okonomi Sauce	Sunfoods Inc.
Okonomi Sauce Hiroshima Jyaken	Sennari Co., Ltd.
Otafuku Hiroshima Limited Edition Okonomi Sauce	Otafuku Sauce Co., Ltd.
Otafuku Pure Rice Vinegar	Otafuku Sauce Co., Ltd.
Miso with Oyster Dashi Stock	Shinryo Miso Co., Ltd.
Hiroshima Rice Vinegar	Sennari Co., Ltd.
Chikara Dashi Stock	Chikara Co., Ltd.
Hiroshima Lemon Hotpot Soup Base	Yoshino Miso Co., Ltd.
Shōkon: The Spirit of Soy Sauce	Yūmen Shōyu Co., Ltd.
Amabito no Moshio: Japanese Seaweed Salt	Kamagari Bussan Co., Ltd.
Hiroshima Oyster Concentrate	Kusucan Co., Ltd.

h Beverages/Alcohol

Hiroshima Lemon Cider with Amabito no Moshio Seaweed Salt	JA Hiroshima Fruits Association Co., Ltd.
Honshū-Ichi Muroka Honjōzō Sake	Umeda-Shuzoujō & Co.
Yahatakawa Kassei Nigori Sake	Yahatagawa Sake Brewery Co., Ltd.
Daruma Beni Azuma Authentic Sweet Potato Shōchū	Sakurao Brewery and Distillery Co., Ltd.
Lemon Drink Vinegar	Sennari Co., Ltd.
Yamato Ramune Soda	Nakamoto Honten Co., Ltd.
My Flora (Fermented Vegetable Juice)	Nomura Dairy Products Co., Ltd.
Kombu Tea Series	Nittou Foods Industry Co., Ltd.

h Sweets

Momiji Manjū	Nishikido Co., Ltd.
Momiji Manjū (Smooth Red Bean Paste)	Fujiya Co., Ltd.
Momiji Manjū (Smooth Red Bean Paste)	Yamadaya Co., Ltd.
Gosaku Manjū	Heiandō Umetsubo Co., Ltd.
Tsurukame Monaka	Takaki Co., Ltd.
New Tale of the Heike (Shin-Heike Monogatari)	Nishikido Co., Ltd.

Hiroshima Persimmon Yōkan Gionbō	Heiandō Umetsubo Co., Ltd.
Tōyōka	Yamadaya Co., Ltd.
Sake no Iro-Iro Monogatari (Tales of Sake): Hiroshima Sake Gelée	Backen Mozart Corporation
Baked Mont Blanc	Pâtisserie Alpha
Soraguchi Mama's Salty Milk Jam	Soraguchi Mama no Milk Kōbō
Baked Oatmeal Almond Cookies	Backen Mozart Corporation
Kamotsuru Sake Cake	Andersen Co., Ltd.
Whole Oyster Senbei Crackers	Maruichi Shōten Ltd.
Awasetsuka	Fujiya Co., Ltd.
Baumkuchen Moon/Sun (Size 4) Gift	Kumugi Co., Ltd.
The Original Hassaku Daifuku	Kashihara Co., Ltd.
Nama Momiji	Nishikido Co., Ltd.
Rice Paddle Cookies	Fujiya Co., Ltd.
Sakagura Street Amazake Tart	Mike Co., Ltd.
Kappa Ebisen Takumi (Shrimp Crackers)	Caibee Inc.
Cream Buns	Hattendō Co., Ltd.
Hiroshima Karintō: Crispy Sugar-Glazed Snacks	Kobokudo Co., Ltd.

匠 Artisan Masterpieces

h Craftwork, etc

Takamori-e Lacquerware	Kinjo Ikkokusai
Cosmetic Brushes/Jewelry and Lacquered Cosmetic Brushes	Tanseido Corporation
Kumano Cosmetic Brushes	Koyudo Co., Ltd.
Kumano Calligraphy Brushes	Ikkyūen Co., Ltd.
Kumano Calligraphy Brushes	Hōkodō Co., Ltd.
Kumano Brushes (for Japanese-Style Paintings, Animation, Hand-Painted Postcards, etc)	Shōgetsudō Co., Ltd.
Miyajima Rokuro Zaiku (Wooden Lathe Crafts)	Kobayashi Isshōdō (Shōsai Kobayashi)
Miyajima Osuna Pottery	Taigendō (Kōsai Yamano)
Aiko Beads	Toho Co., Ltd.
Hiroshima Traditional Craft Buddhist Altar	Hiroshima Religious Implements Commerce and Industry Co-op
ETIMO Rose Crochet Hook with Cushion Grip Set	Tulip Company Limited
"HIROSHIMA NEEDLE" HARISHIGOTO	Tulip Company Limited
Regal Brand Hand-Sewing Needles	BANKOKU NEEDLE MFG. CO., LTD.
TULIP NEEDLES	Tulip Company Limited
Hiroshima Carp Streamers	Hiroshima Koinobori (Umi Sugimoto)
Hiroshima Urushi Lacquerware	Kiyoshi Takayama Co., Ltd. (Naoya Takayama)
TOHO BEADS	Toho Co., Ltd.
Kawajiri Traditional Craft Calligraphy Brush Gikō	Bunshindō Hata Seihitsu-sho (Yoshiyuki Hata)
Miyama Japanese Cypress Front Door	Yuda Wood Product Co., Ltd.
Gold and Silver Leaf Paper Gift Set	Rekiseisha Co., Ltd.
Baby Keepsake Calligraphy Brushes	Kōbundō Co., Ltd.
Dōchū Copperware Beer Cup: Ikuma	Nishii Mfg. Co., Ltd.
Traditional Lacquer Art Fountain Pen: Iro Miyabi	The Sailor Pen Co., Ltd.
MUGEN MUSOU Kendama	Iwata Co., Ltd.
HIROSHIMA Armchair	Maruni Wood Industry Inc.
Tree of Peace Woodcraft Accessories	Sakuro Ltd.