



THE HIROSHIMA BRAND



The very best of Hiroshima





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 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.

The Hiroshima Brand Certification System

Our Hiroshima Brand certification system was established in 2007, and as of March 2023, we have certified the 106 products listed in this booklet.

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.

*Commerce Promotion Division, Industrial Promotion Department,
Economic Affairs and Tourism Bureau, The City of Hiroshima*

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The Hiroshima Brand: Specialty Products That Tell A Story

Fresh flavors raised in the Seto Inland Sea

Traditional craft techniques passed down through the ages

Heartwarming hospitality

Each Hiroshima Brand product has its own unique story to tell;
come and discover Hiroshima with our wonderful range of specialty products.

Enjoy the rich bounty of fruits, vegetables, and seafood born of the Setouchi region

Hiroshima is blessed with the tranquil waters of the Seto Inland Sea and a warm climate which contribute to an incredible variety of high-quality fruits, vegetables, and seafood, including oysters and lemons. In fact, Hiroshima is the top producer of oysters and lemons in all of Japan!

Agricultural/Seafood Products #1

Hiroshima Lemon Akashū

Nutritious and delicious lemons that you can use right down the peel

Hiroshima Fruits Agricultural
Cooperation Association Union



Agricultural/Seafood Products #3

Horiguchi Oysters

High-quality oysters full of rich natural flavors

Horiguchi Kaisan Co., Ltd.



Agricultural/Seafood Products #5

Nitrogen-Frozen Hiroshima Oysters

A unique freezing process for better tasting oysters

Yamashita Suisan Co., Ltd.



Agricultural/Seafood Products #2

Kusatsu Oysters

Brand oysters that are highly acclaimed all over Japan

Kusatsu Oyster Cooperative
(Kazunori Amioka, Muneo Amisaki,
Kazuto Amimoto, Teruhiko Otani, Isamu Oka,
Hisayuki Obatake)



Agricultural/Seafood Products #4

Yoneda Kaisan Hiroshima Oysters

High quality, pure locally-raised Hiroshima oysters

Yoneda Kaisan Co., Ltd.



Agricultural/Seafood Products #6

Ōtagawa River Shijimi Clams

Highly rare and prized shijimi clams

Hiroshima City Inland Water
Fisheries Cooperative



#2

#3

Feel the ocean breeze with these Setouchi specialties!

Here you'll find products that make generous use of fresh Hiroshima seafood. Each one enhances the natural flavors of their chosen ingredients, leaving you to savor the incredible rich flavors that Hiroshima seafood is known for. We hope you and your family will enjoy the riches that the waters of Hiroshima have to offer.

Processed Foods #1 Oyster Rice

Rice seasoning mix bursting with the rich natural flavors of oysters and kombu seaweed

Mishima Foods Co., Ltd.



Processed Foods #2 Hiroshima Oyster Rice Mix

Oyster rice made easy: just mix and steam!

Chinmi-dokoro Nakamura Ltd.



Processed Foods #3 Taste of Hiroshima: Oyster Shigure (Simmered Oysters)

Plump oysters simmered in a sweet and savory sauce: your perfect companion to Japanese sake or beer!

Chinmi-dokoro Nakamura Ltd.



Processed Foods #4 Shamoji Oyster Rice Bentō

Delicious and auspicious: a uniquely shaped bentō full of different ways to enjoy oysters

Hiroshima Ekibentō Co., Ltd.



Processed Foods #5 Eba Senbei (Pressed Oyster Cracker)

The oyster, the whole oyster, and nothing but the oyster

Tomoeya Kiyonobu Ltd.



Processed Foods #6 100% Chirimen (Dried Young Sardines) Crackers

All the great flavors of chirimen, freshly caught and additive free

Ishino Suisan Ltd.





Your bowl of rice will never be lonely again with these perfect partners!

Discover the best of our long selling classics made with local ingredients and traditional techniques for a taste you'll keep coming back to. Each product brings out the natural sweetness in rice and will have you reaching for another bowl!

Processed Foods #7

Hiroshima Oyster-Flavored Seaweed



Savor the rich flavor of oysters with our crisp domestic seaweed

Marutoku Nori Co., Ltd.



Processed Foods #8

Ryokō no Tomo (Furikake)



Calcium-rich furikake that has been loved for over 100 years

Tanaka Foods Co., Ltd.



Processed Foods #9

Komochi Kombu



The great taste of kombu seaweed and simmered cod roe

Hirotsuku Co., Ltd.



Processed Foods #10

Black Sea Bream Miso



A tasty miso full of high-quality Setouchi black sea bream

Setouchi Miso Takamori Honten



Processed Foods #11

Setofumi® Furikake



Packed with nutrition and great natural flavors

Mishima Foods Co., Ltd.



Processed Foods #12

Akimurasaki



Pickled Hiroshima-na greens with the great taste of red shiso

Yamatoyo Co., Ltd.





Hiroshima-na greens, a Hiroshima winter delicacy

Pickles made from Hiroshima specialty leafy vegetable Hiroshima-na are one of the top three best-known pickles in all of Japan. With its beautiful green color, crisp texture, and slightly spicy snap, these pickles are perfect on their own or as accompaniments to main dishes.

Processed Foods #13

Pickled Hiroshima-Na Greens Akina

Fresh taste and texture that comes from traditional methods

Yamatoyo Co., Ltd.



Processed Foods #14

Kawauchi-Grown Authentic Pickled Hiroshima-Na Greens

Rich and snappy flavors with a crisp and refreshing texture

Hiroshima City Agricultural
Cooperative Association,
Pickled Hiroshima-na Greens Center



A unique collection of local fish cakes, sausages, and more

Hiroshima is home to a wide variety of traditional Japanese products that use finely ground fish and meat known as *nerimono*. From well-known chikuwa fish cakes to kamaboko fish cakes, sausages, and beyond, you'll find great products to be enjoyed on their own, or as ingredients in simmered or sautéed dishes.



Processed Foods #15

Conger Eel Chikuwa

Enjoy our choice chikuwa made of conger eel, a Hiroshima delicacy

Izuno Corporation



Processed Foods #16
Sazare-Ishi

A gourmet kamaboko experience accented by green onions and cheese

Osaki Suisan Co., Ltd.



Processed Foods #17
Shamoji
Kamaboko

Kamaboko shaped like a lucky shamoji rice paddle from Miyajima

Hori Suisan Ltd.



Processed Foods #18
Hama no
Matsutake

Enjoy the elegant aroma of prized matsutake mushrooms in our kamaboko

Osaki Suisan Co., Ltd.



Processed Foods #19

Cherry Blossom-Shaped Sausage

A perfect and adorable addition to any bentō lunch or meal

Fukutome Meat Packers Ltd.



Okonomiyaki: the beloved soul food of Hiroshima

A local favorite turned gourmet sensation, okonomiyaki developed in Hiroshima alongside the recovery of the city after WWII. It differs from Osaka-style in that instead of mixing all the ingredients together, they are layered on top of each other on a hot griddle and use chūka soba noodles.

Processed Foods #20

Mikan Kōbō Chilled Hiroshima-Style Okonomiyaki

Enjoy that fresh off the griddle flavor in your own home using just your microwave!

Satoyoshi Manufacturing Co., Ltd.
Food Products Department (Mikan Kōbō)



Processed Foods #21

Okonomi-Mura Frozen/Refrigerated Okonomiyaki

Handmade by professionals for an authentic taste experience

Sunfoods Inc.



Processed Foods #22

Mitchan Sōhonten Frozen Hiroshima-Style Okonomiyaki

Enjoy the taste of one of the most popular okonomiyaki restaurants in Hiroshima at home

Ise Hiroshima Sodachi Ltd.





#23



#24

A true taste of local Hiroshima food culture

Popular with locals, now you can take home a piece of authentic Hiroshima food culture created by professional chefs using traditional techniques. These culinary delights are sure to satisfy your stomach and your soul.

Processed Foods #23

Usui Artisanal Noodles: Hiroshima Chūka Soba Ramen

Enjoy the authentic taste of Hiroshima ramen stalls of old with this tonkotsu-soy sauce ramen

Usui Chūka Ltd.



Processed Foods #24

Tawara Rice Balls

Like no other: expertly made rice balls with a savory hint of soy sauce

Musubi Musashi Co., Ltd.



Dumpling flour and roasted soybean flour made in Hiroshima

High-quality ingredients mean your dumplings taste better, and we've selected only the best Hiroshima-made dumpling and toasted soybean flours to ensure the best flavors possible. Quality you can count on from ingredients used in local Japanese confectionaries for years.



#27

#26

Processed Foods #25

Dumpling Flour Using Hiroshima-Grown Ingredients

Make flavorful rice dumplings with the perfect soft and chewy texture

UEMAN RYOSHOKU SEIFUNSHO



Processed Foods #26

Roasted Soybean Flour Made in Hiroshima Prefecture

All the natural nutty flavors of soybeans

UEMAN RYOSHOKU SEIFUNSHO



Processed Foods #27

Premium Roasted Soybean Flour

Enjoy the deep, rich flavors of our premium roasted soybean flour

Masuda Seifun Co., Ltd.





Hiroshima confections sure to please

Starting with the popular momiji manjū, shaped like maple leaves (the prefectural tree of Hiroshima), the prefecture is home to a wonderful range of high-quality Japanese confections using anko (red bean paste). Enjoy the natural sweetness of anko paired with cakes of all different flavors and textures.

Confections/Snacks #1 Momiji Manjū

The delicious harmony of anko made from premium azuki red beans and tender castella cake

Nishikidō Co., Ltd.



Confections/Snacks #3 Momiji Manjū (Smooth Red Bean Paste)

An elegant and refined confection made with sarashi-an red bean paste and traditional techniques

Yamadaya Co., Ltd.



Confections/Snacks #5 Momiji Manjū (Smooth Red Bean Paste)

A truly traditional taste with gorgeous light purple anko and tender castella

Fujiya Co., Ltd.



Confections/Snacks #2 New Tale of the Heike (Shin-Heike Monogatari)

An east-meets-west confection that combines German baumkuchen with anko

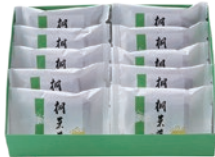
Nishikidō Co., Ltd.



Confections/Snacks #4 Tōyōka

Enjoy the unique chewy texture of this teatime favorite

Yamadaya Co., Ltd.



Confections/Snacks #6 Gosaku Manjū

Enjoy the lovely texture of whole red beans in this filling manjū

Heiandō Umetsubo Co., Ltd.



Specialty confections and snacks made with local ingredients

Enjoy our catalogue of confections and snacks made with local ingredients such as mochi rice, potatoes, and persimmon. Full of great natural flavors, savor the true taste of local Hiroshima.



Confections/Snacks #8

Hiroshima Persimmon Yōkan Gionbō

An exquisite yōkan made with dried Hiroshima persimmon

Heiandō Umetsubo Co., Ltd.



Confections/Snacks #7

Tsurukame Monaka

Embossed with the characters for *crane* and *turtle*, traditional symbols of good fortune

Takaki Co., Ltd.



Confections/Snacks #9

Awasetsuma

A unique confection with a trio of great textures and the brightness of Hiroshima lemons

Fujiya Co., Ltd.



Confections/Snacks #10

Whole Oyster Senbei Crackers

Crispy senbei crackers made with high-quality potatoes and topped with an entire oyster

Maruichi Shōten Ltd.





European-style confections: a combination of Hiroshima culture and European classics

These confections are the crown jewels of Hiroshima-made sweets, incorporating ingredients like local sake and fruits from the Seto Inland Sea region. Highly creative and original in both taste and packaging, each one is full of the flavors of Hiroshima.

Confections/Snacks #11
Baked Mont Blanc



A sensational creation that's crispy on the outside and tender on the inside

Patisserie Alpha



Confections/Snacks #12
Soraguchi Mama's Salty Milk Jam



Additive-free, homemade jam made from fresh local milk

Soraguchi Mama no Milk Kōbō



Confections/Snacks #13
Baumkuchen Moon/Sun (Size 4) Gift



Two distinct baumkuchen inspired by the moon and sun on the Great Tori Gate of the Itsukushima Shrine

Kunugi Co., Ltd.



Confections/Snacks #14
Baked Oatmeal Almond Cookies



The great taste of freshly ground almonds and wasanbon sugar (refined Japanese sugar)

Backen Mozart Corporation



Confections/Snacks #15
Sake no Iro-Iro Monogatari (Tales of Sake): Hiroshima Sake Gelée



A refreshing non-alcoholic gelée made from a variety of well-known Hiroshima sake

Backen Mozart Corporation



Confections/Snacks #16
Kamotsuru Sake Cake



Enjoy the refined flavors of local Hiroshima sake with this tender and delicious cake

Andersen Co., Ltd.



Traditional craft sake, shōchū, and other local beverages

Blessed by the perfect natural climate for fermentation, Hiroshima is famous for its many traditional sake breweries. Our lineup includes many local favorites like sake and shōchū, as well as other beverages made with Hiroshima lemons.



Drinks/Alcohol #1
Honshū-Ichi Muroka Honjōzō Sake

Experience the freshly brewed flavor of true Hiroshima sake

Umeda-Shuzoujou & Co.



Drinks/Alcohol #2
Yahatakawa Kassei Nigori Sake

A refreshingly sweet sparkling nigori sake from a brewery with 200 years of history

Yahatagawa Sake Brewery Co., Ltd.



Drinks/Alcohol #3
Daruma Beni Azuma Authentic Sweet Potato Shōchū

The stunning sweetness of 100% Hiroshima-grown sweet potatoes

SAKURAO Brewery and Distillery Co., Ltd.



Drinks/Alcohol #4
Hiroshima Lemon Cider with Amabito no Moshio Fisherman's Salt

A delightful local cider made with Hiroshima lemon juice

Hiroshima Fruits Agricultural Cooperation Association Union





Seasonings to take your cooking to the next level

Enjoy a wide range of local seasonings full of rich natural flavors made with high-quality local ingredients like oyster extracts and citrus fruits. These seasonings enhance other ingredients without overpowering them, making each one the perfect choice to accent any kind of cuisine.

Seasonings #1 Hōjun Natural Soy Sauce

Brewed using techniques passed down for over 100 years

Kawanaka Shōyu Co., Ltd.



Seasonings #3 Fresh-Squeezed Yuzu Citron Ponzu Soy Sauce

Enjoy the tart and refreshing aroma of Hiroshima-grown Kawane yuzu

Kawanaka Shōyu Co., Ltd.



Seasonings #5 Conger Eel Savory Salt

All-purpose seasoning born in Hiroshima and made using our unique methods; packed with the savory taste of conger eel

Marinestar Ltd.



Seasonings #2 Otafuku Pure Rice Vinegar

A flavorful vinegar made of 100% Hiroshima-grown rice

Otafuku Sauce Co., Ltd.



Seasonings #4 Concentrated Oyster Sauce

Umami-rich and additive-free, made from Hiroshima oyster broth

Hiroshima Fishery Cooperative



Seasonings #6 Miso with Oyster Dashi Stock

Our savory miso blended with an exquisite Hiroshima oyster dashi stock

Shinryo Miso Co., Ltd.



A must in every Hiroshima household: okonomi sauce

A unique sauce made with fruits and vegetables used to top okonomiyaki. With its deep rich flavor, okonomi sauce is perfect for all kinds of cuisine and is sure to become a staple in your home.

Seasonings #7

Otafuku Okonomi Sauce

Dates bring a subtle sweetness to this rich and flavorful sauce

Otafuku Sauce Co., Ltd.



Seasonings #9

Okonomi Sauce Hiroshima Jyaken

The additive-free choice for a healthier okonomi sauce

Sennari Co., Ltd.



Seasonings #8

Otafuku Hiroshima Limited Edition Okonomi Sauce

The ultimate sauce to complement Hiroshima okonomiyaki

Otafuku Sauce Co., Ltd.



Seasonings #10

Mitsuwa Okonomi Sauce

A vegan-version of okonomi sauce made for professional chefs

Sunfoods Inc.





Oyster Hotpot Soup Base: local Hiroshima cuisine made simple

A great and easy way to enjoy a local Hiroshima delicacy, simply pour the base into a hotpot with the ingredients and simmer. The flavors of miso bring out the natural sweetness of oysters and seasonal vegetables in this traditional hotpot.

Seasonings #11

Oyster Hotpot Soup Base

Made from a blend of three different miso for a rich and complex taste

Shinryo Miso Co., Ltd.



Seasonings #12

Oyster Hotpot Soup Base

Made with sweet miso for an authentic taste experience you can enjoy at home

Masuyamiso Co., Ltd.



Seasonings #13

Hiroshima Ōba Iriko Dashi Stock

A convenient dashi stock pack made with Ōba Iriko, a traditional part of Setouchi food culture

Ajinihon Co., Ltd.



Seasonings #14

Lemosco

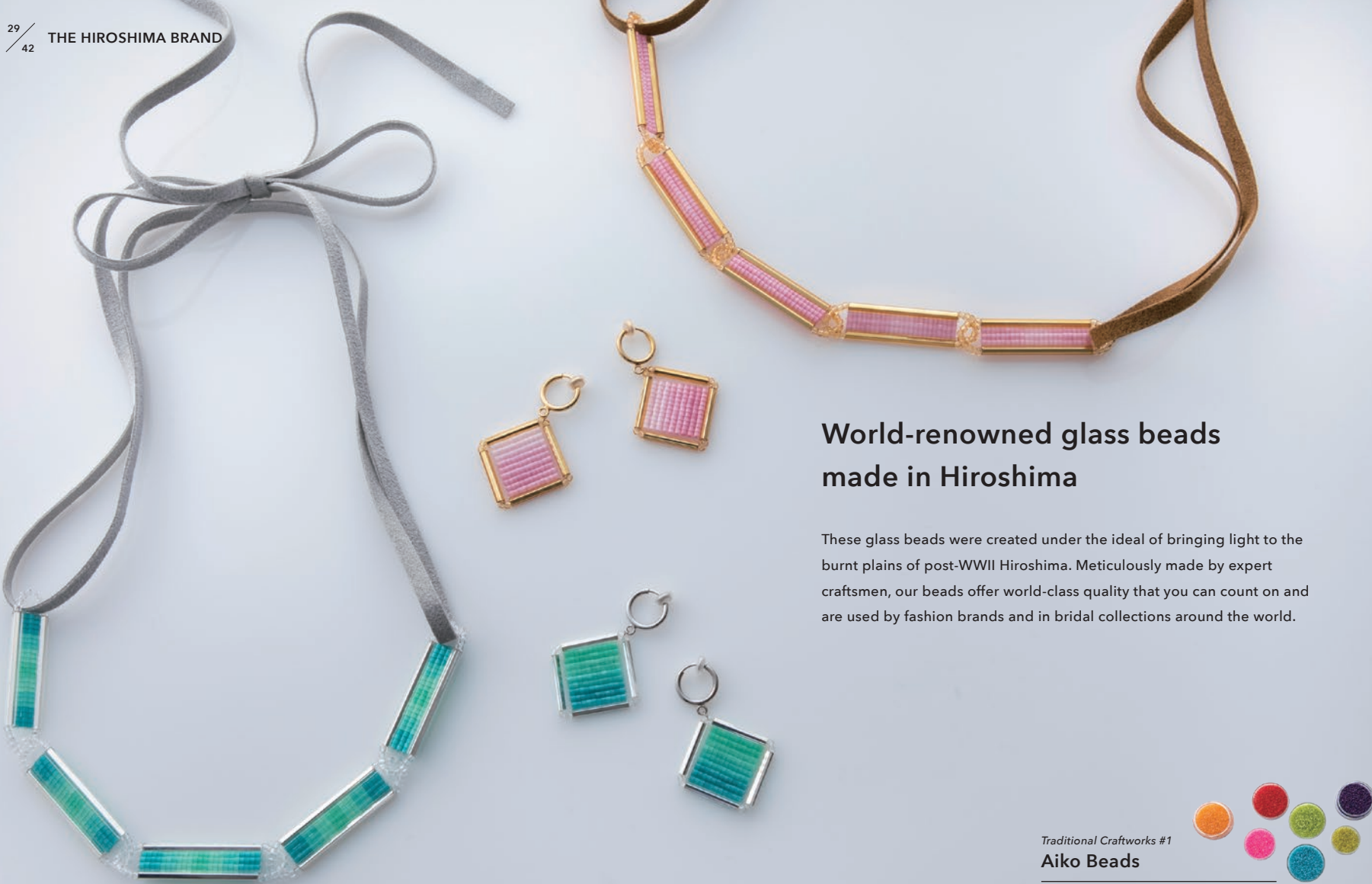
A unique hot sauce made with Hiroshima-grown lemons and green chilies

Yamato Foods Co., Ltd.



Healthy and delicious seasonings from Hiroshima

Enjoy our great lineup of new and exciting seasonings developed in Hiroshima using only the finest ingredients. These products boost flavors without the need for extra salt, making them perfect for those trying to reduce their sodium. Try our innovative seasonings for all the great taste you love with the extra benefit of keeping you healthy.



World-renowned glass beads made in Hiroshima

These glass beads were created under the ideal of bringing light to the burnt plains of post-WWII Hiroshima. Meticulously made by expert craftsmen, our beads offer world-class quality that you can count on and are used by fashion brands and in bridal collections around the world.

Traditional Craftworks #1
Aiko Beads

Beautiful and easy to use world-class glass beads

Toho Co., Ltd.



Hiroshima Needles: over 300 years of tradition and history

Hiroshima needles are made with traditional craft techniques, making them flexible yet warp resistant, and allowing them to move smoothly through fabric. The history of Hiroshima needles began over 300 years ago when Lord Asano, the ruler of the Hiroshima Domain, introduced needle making to lower ranking members of the samurai class. Northern Hiroshima became a hub for tatara ironmaking using rich iron sands. The irons forged there were transported to Hiroshima City via waterways and became materials for needle making, allowing the industry to grow and flourish. While the atomic bombing caused catastrophic damage to the needle making industry, it managed to recover, and the tradition of Hiroshima needles continues today, with 90% of all domestic hand-sewing needles and marking pins produced in Hiroshima, making it the largest domestic needle producer in all of Japan. In addition, 70% of all needles made in Hiroshima are exported overseas, earning high praise for their quality around the world.



Traditional Craftworks #2
TULIP NEEDLES

Flexible and warp resistant, runs smoothly through fabric

Tulip Company Limited



Traditional Craftworks #3
"HIROSHIMA NEEDLE" HARISHIGOTO

It's very nice gift of sewing needle set from Hiroshima

Tulip Company Limited



Traditional Craftworks #4
Regal Brand Hand-Sewing Needles

High quality hand-sewing needles designed to make sewing easier

BANKOKU NEEDLE MFG. CO., LTD.



Traditional Craftworks #5
ETIMO Rose Crochet Hook with Cushion Grip Set

Naturally fits your hand and easy to hold, offering a smooth crochet hook set experience

Tulip Company Limited





Loved and admired the world over: Kumano *fude* brushes

Crafted in Kumano-cho in Hiroshima, each Kumano *fude* brush is handmade by expert craftsmen using traditional techniques to create a variety of brushes for calligraphy, make-up, and more. The history of these brushes begins nearly 180 years ago as part of an industry promotion initiative by the Hiroshima Domain. Today, Kumano-cho is known as the Brush Capital of Japan as it is the number one domestic producer of calligraphy brushes, art brushes, and make-up brushes. With their incredibly high quality, Kumano *fude* brushes are prized domestically and internationally.

Traditional Craftworks #6

Kumano Calligraphy Brushes

Our high-quality brushes make calligraphy writing easy

Ikkyūen Co., Ltd.



Traditional Craftworks #7

Kumano Calligraphy Brushes

Expertly made by our experienced craftsmen; a masterpiece among brushes made in the Yamato spirit

Hōkodō Co., Ltd.



Traditional Craftworks #8

Kumano Brushes (for Japanese-Style Paintings, Animation, Hand-Painted Postcards, etc)

Express yourself in a wide variety of ways

Shōgetsudō Co., Ltd.



Traditional Craftworks #9

Cosmetic Brushes / Jewelry and Lacquered Cosmetic Brushes

The highest quality in make-up brushes, recognized by beauty experts for their softness

Tanseidō Corporation



Traditional Craftworks #10

Kumano Cosmetic Brushes

Stylish and functional make-up brushes with playful designs

Koyudo Co., Ltd.



Pottery born of the sacred sands of Miyajima, the Island of the Gods

This pottery ware is made using the blessed sands of the Itsukushima Shrine on Miyajima mixed with clay. Its roots are ancient, born of a tradition that began with travelers. They would gather sands from below the Itsukushima Shrine and carry it with them for good luck and safety during their travels. Once they safely returned, they would return the sand along with sand from their destination. Miyajima Osuna pottery, a traditional Hiroshima craft art, has become a symbol of good fortune and is the perfect gift for any occasion.

Traditional Craftworks #11

Miyajima Osuna Pottery

Yamane Kōsai [Taigendō]



Better with age: enjoy the natural progression and beauty of Miyajima woodgrain

It is said that the tradition of Miyajima *rokuro zaiku* came to the island in the mid-1800s. Instead of using lacquer to create brightly colored pieces, this traditional craftwork features the natural beauty of wood, allowing the beautiful woodgrain to take center stage. Each piece features the gentle curves and warmth that only handcrafted woodwork can provide. With each use, the pieces darken in color, becoming more refined. Enjoy the natural progression of each piece as it becomes a permanent part of your home.

Traditional Craftworks #12

Miyajima Rokuro Zaiku (Wooden Lathe Crafts)

Kobayashi Shōsai
[Kobayashi Isshōdō]



Delicate and beautiful lacquer art

Takamori-e techniques are passed down to one successor per generation: the works of the current Ikkokusai (7th generation) are brilliant representations of seasonal Japanese aesthetics, using styles which have been inherited from the very first generation of artisans. Created with unique techniques not often found in the world of Japanese lacquer art, artisans layer lacquer to create 3D designs of flowers, insects, and more, and then add colored lacquer to bring the detailed designs to life. These craftworks are the pride of Hiroshima, portraying the softness of a painting and the hardness of a sculpture all at the same time.

Traditional Craftworks #14

Takamori-e Lacquerware

Kinjō Ikkokusai



Traditional hand-painted carp streamers: carrying over 400 years of history to the present

These streamers, a traditional symbol of success in life, date back to the Edo period and are a part of traditional Japanese culture, flown on Children's Day by parents to symbolize their wishes for the healthy development and success of children. Each one of our streamers is made completely by hand using *washi* paper made by Hiroshima's only *washi* maker, Otake Tesuki Washi. The warmth of *washi* paper hand-painted with bright and lively colors make our hand-painted streamers stand out as one of the last remaining handmade streamers in all of Japan. Enjoy all of the culture and artistry that goes into each of our streamers.

Traditional Craftworks #13

Hiroshima Carp Streamers

Sugimoto Umi
[Hiroshima Koinobori]



A culmination of traditional craftworks

The history of Hiroshima Buddhist altars begins with the spread of Pure Land Sect Buddhism beginning in the 13th century. This traditional craft developed further in the Edo period as it became easier to move materials and ship completed altars out using the waterways of Hiroshima castle town. In the Taisho era, Hiroshima became the number one manufacturer of Buddhist altars, with a specialization in gold-leaf Buddhist altars. However, after the atomic bombing in 1945, the so-called Buddhist Altar Row (comprised of many altar manufacturers) was completely destroyed. The industry was able to recover from the bombing, and today, the tradition of Hiroshima Buddhist altar-making continues. This traditional craftwork is the culmination of seven different traditional handcrafts, and each piece is the careful work of a master. With praise for its coating and gold-leaf techniques, the gloss of the heavy black lacquer adds a dignified sophistication while the gold leaf brings warmth and tranquility, and the intricate carvings will leave you in awe of the beauty of Japanese aesthetics.

Traditional Craftworks #15

Hiroshima Traditional Craft Buddhist Altar

Hiroshima Religious
Implements Commerce and
Industry Co-op





Processed Foods #1

Oyster Soy Sauce-Flavored Nori Seaweed

A Hiroshima favorite full of rich oyster umami

Hiroshima Nori Co., Ltd.



Confections/Snacks #2

Nama Momiji

A delightfully chewy taste experience

Nishikidō Co., Ltd.



Drinks/Alcohol #3

Lemon Drink Vinegar

A flavorful lemon vinegar drink made with 100% Hiroshima lemon juice

Sennari Co., Ltd.



Processed Foods #4

Green Roasted Soybean Flour

A beautiful pale green roasted soybean flour made exclusively from green soybeans

UEMAN RYOSHOKU SEIFUNSHO



New Products In April 2021, nine new products were recognized under the Hiroshima Brand.

Processed Foods #5

Red Wine & Lemon Bamboo Shoot Pickles

Enjoy the rich aroma of red wine and the refreshing taste of lemons with these crunchy bamboo shoot pickles

Takehara Kyushoku Co., Ltd.



Confections/Snacks #6

The Original Hassaku Daifuku

Enjoy the refreshing sweet and tangy taste of hassaku citrus fruit, sweet white bean paste, and mikan mochi in this Hiroshima specialty

Kashihara Co., Ltd.



Seasonings #7

Hiroshima Rice Vinegar

The original additive-free rice vinegar made with 100% Hiroshima-grown white rice and natural spring water from the northern part of Hiroshima

Sennari Co., Ltd.



Drinks/Alcohol #8

Yamato Ramune Soda

A traditional soda enjoyed by the sailors aboard the Japanese battleship, Yamato

Nakamoto Honten, Co., Ltd.





In April 2022, seven new products were recognized under the Hiroshima Brand.

New Products

Processed Foods #1

Miyake Umai de Gansu® Fried Fishcake

A delicious way to use the ground fish leftover during kamaboko fishcake production, this Hiroshima original fried fishcake gets its name from an older form of Hiroshima dialect

Miyake Suisan Co., Ltd.



Seasonings #2

Chikara Dashi Stock

Enjoy traditional dashi stock made by expert craftsmen at famed udon restaurant, Chikara, in your own home!

Chikara Co., Ltd.



Agricultural/Seafood Products #3

Karuga Eggplants

Beautiful and delicious, Karuga Eggplants are grown with less pesticides and less nitrogen fertilizer in the town of Karuga outside of Hiroshima City

NPO Karuga



Agricultural/Seafood Products #4

Pure-Bred Hiroshima Wagyu Beef Motonari

Motonari Beef comes from a superior bloodline that can be traced back to the oldest wagyu cattle in Japan and is known for its tender and supple texture

Hiroshima Headquarters of the
National Federation of Agricultural
Cooperative Associations



Traditional Craftworks #5

TOHO BEADS

High quality glass beads used to bring sparkle and glamour to dresses and more. These beads are known for their precision form and color, and are created to stand the test of time

Toho Co., Ltd.



Traditional Craftworks #6

Kawajiri Traditional Craft Calligraphy Brush Gikō

Brushes created from start to finish, a process with over 70 steps, by third-generation master Kawajiri brush craftsman Yoshiyuki Hata and his son, Koso

Yoshiyuki Hata
[Hata Bunshindou]



Traditional Craftworks #7

Hiroshima Urushi Lacquerware

Traditional craftwork by lacquer artisan Naoya Takayama that combines beauty with everyday functionality

Naoya Takayama
[Hiroshima Urushi Lacquerware]



New Products In January 2023, nine new products were recognized under the Hiroshima Brand.



Processed Foods #1
Sake Lee Flakes

Easy-to-use flakes made from highly nutritious sake lees. A perfect topping for salads, pasta, and more

Nakamoto Honten Co., Ltd.



Processed Foods #3
Hiroshi

The perfect addition to rice featuring the unique flavor and gorgeous green color of Hiroshima-na greens

Mishima Foods Co., Ltd.



Seasonings #2
Hiroshima Lemon Hotpot Soup Base

This hotpot soup base balances the refreshingly tart flavor of Hiroshima-grown lemons and the umami of salt kōji.

Yoshino Miso Co., Ltd.



Processed Foods #4
King-Ken Soupleless Tan-Tan Noodles

Enjoy the taste of Hiroshima's soul food, King-ken's Soupleless Tan-Tan Noodles!

Himawari Foods Co., Ltd.



Confections/Snacks #5
Rice Paddle Cookies

Cookies shaped like rice paddles, a specialty product of Miyajima and a symbol of victory

Fujiya Co., Ltd.



Confections/Snacks #6
Sakagura Street Amazake Tart

A delightful tart made with sake, sake lees, and amazake from Saijo, one of the top three sake-producing areas in Japan! (Contains 0% alcohol)

Mike Co., Ltd.



Drinks/Alcohol #7
My Flora (Fermented Vegetable Juice)

My Flora is a plant-derived probiotic drink made by fermenting vegetable juice with plant-derived lactic acid bacteria.

Nomura Dairy Products Co., Ltd.



Traditional Craftworks #8
Gold and Silver Leaf Paper Gift Set

A gift set containing approx. 30 types of gold and silver leaf paper

Rekiseisha Co., Ltd.



Traditional Craftworks #9
Miyama Japanese Cypress Front Door

These wooden doors only grow more beautiful as the years go on. Hiroshima is rich with natural forest resources, and our company works to pass on the techniques and the spirit of woodworking

Yuda Wood Product Co., Ltd.



P4	Hiroshima Lemon Akashū.....	Hiroshima Fruits Agricultural Cooperation Association Union
	Kusatsu Oysters	Kusatsu Oyster Cooperative
	Horiguchi Oysters	Horiguchi Kaisan Co., Ltd.
	Yoneda Kaisan Hiroshima Oysters	Yoneda Kaisan Co., Ltd.
	Nitrogen-Frozen Hiroshima Oysters	Yamashita Suisan Co., Ltd.
P5	Otagawa River Shijimi Clams	Hiroshima City Inland Water Fisheries Cooperative
	Oyster Rice	Mishima Foods Co., Ltd.
	Hiroshima Oyster Rice Mix.....	Chinmi-dokoro Nakamura Ltd.
	Taste of Hiroshima: Oyster Shigure (Simmered Oysters)	Chinmi-dokoro Nakamura Ltd.
	Shamoji Oyster Rice Bentō	Hiroshima Ekibentō Co., Ltd.
P6	Eba Senbei (Pressed Oyster Cracker)	Tomoeya Kiyonobu Ltd.
	100% Chirimen (Dried Young Sardines) Crackers	Ishino Suisan Ltd.
	Hiroshima Oyster-Flavored Seaweed	Marutoku Nori Co., Ltd.
	Ryokō no Tomo (Furikake)	Tanaka Foods Co., Ltd.
	Komochi Kombu	Hirotsuku Co., Ltd.
P7	Black Sea Bream Miso.....	Setouchi Miso Takamori Honten
	Setofumi® Furikake	Mishima Foods Co., Ltd.
	Akimurasaki	Yamatoyo Co., Ltd.
	Pickled Hiroshima-Na Greens Akina	Yamatoyo Co., Ltd.
	Kawauchi-Grown Authentic Pickled Hiroshima-Na Greens	Hiroshima City Agricultural Cooperative Association,Pickled Hiroshima-na Greens Center
P10	Conger Eel Chikuwa	Izuno Corporation
	Sazare-Ishi	Osaki Suisan Co., Ltd.
	Shamoji Kamaboko.....	Hori Suisan Ltd.
	Hama no Matsutake	Osaki Suisan Co., Ltd.
	Cherry Blossom-Shaped Sausage	Fukutome Meat Packers Ltd.
P12	Mikan Kōbō Chilled Hiroshima-Style Okonomiyaki	Satoyoshi Manufacturing Co., Ltd.
	Okonomi-Mura Frozen/Refrigerated Okonomiyaki	Sunfoods Inc.
	Mitchan Sōhonten Frozen Hiroshima-Style Okonomiyaki	Ise Hiroshima Sodachi Ltd.
	Usui Artisanal Noodles: Hiroshima Chūka Soba Ramen.....	Usui Chūka Ltd.
	Tawara Rice Balls	Musubi Musashi Co., Ltd.
P14	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.
	Momiji Manjū	Nishikidō Co., Ltd.
	New Tale of the Heike (Shin-Heike Monogatari)	Nishikidō Co., Ltd.
P16	Momiji Manjū (Smooth Red Bean Paste)	Yamadaya Co., Ltd.
	Tōyōka.....	Yamadaya Co., Ltd.
	Momiji Manjū (Smooth Red Bean Paste)	Fujiya Co., Ltd.
	Gosaku Manjū	Heiandō Umetsubo Co., Ltd.
	Tsurukame Monaka.....	Takaki Co., Ltd.
P17	Hiroshima Persimmon Yōkan Gionbō.....	Heiandō Umetsubo Co., Ltd.
	Awasetsuma.....	Fujiya Co., Ltd.
	Whole Oyster Senbei Crackers	Maruichi Shōten Ltd.
	Baked Mont Blanc	Pâtisserie Alpha
	Soraguchi Mama's Salty Milk Jam	Soraguchi Mama no Milk Kōbō
P20	Baumkuchen Moon/Sun (Size 4) Gift	Kunugi Co., Ltd.
	Baked Oatmeal Almond Cookies	Backen Mozart Corporation
	Sake no Iro-Iro Monogatari (Tales of Sake): Hiroshima Sake Gelée	Backen Mozart Corporation
	Kamotsuru Sake Cake.....	Andersen Co., Ltd.
	Honshū-Ichi Muroka Honjōzō Sake.....	Umeda-Shuzoujou & Co.
P22	Yahatakawa Kassei Nigori Sake	Yahatagawa Sake Brewery Co., Ltd.
	Daruma Beni Azuma Authentic Sweet Potato Shōchū.....	SAKURAO Brewery and Distillery Co., Ltd.
	Hiroshima Lemon Cider with Amabito no Moshio Fisherman's Salt.....	Hiroshima Fruits Agricultural Cooperation Association Union

P24	Hōjun Natural Soy Sauce	Kawanaka Shōyu Co., Ltd.
	Otafuku Pure Rice Vinegar	Otafuku Sauce Co., Ltd.
	Fresh-Squeezed Yuzu Citron Ponzu Soy Sauce	Kawanaka Shōyu Co., Ltd.
	Concentrated Oyster Sauce	Hiroshima Fishery Cooperative
	Conger Eel Savory Salt	Marinestar Ltd.
P26	Miso with Oyster Dashi Stock	Shinryo Miso Co., Ltd.
	Otafuku Okonomi Sauce	Otafuku Sauce Co., Ltd.
	Otafuku Hiroshima Limited Edition Okonomi Sauce.....	Otafuku Sauce Co., Ltd.
	Okonomi Sauce Hiroshima Jyaken	Sennari Co., Ltd.
	Mitsuwa Okonomi Sauce.....	Sunfoods Inc.
P27	Oyster Hotpot Soup Base.....	Shinryo Miso Co., Ltd.
	Oyster Hotpot Soup Base.....	Masuyamiso Co., Ltd.
	Hiroshima Ōba Iriko Dashi Stock	Ajinihon Co., Ltd.
	Lemosco	Yamato Foods Co., Ltd.
	Aiko Beads.....	Toho Co., Ltd.
P30	TULIP NEEDLES.....	Tulip Company Limited
	"HIROSHIMA NEEDLE" HARISHIGOTO.....	Tulip Company Limited
	Regal Brand Hand-Sewing Needles	BANKOKU NEEDLE MFG. CO., LTD.
	ETIMO Rose Crochet Hook with Cushion Grip Set	Tulip Company Limited
	P31 Kumano Calligraphy Brushes	Ikkyūen Co., Ltd.
P32	Kumano Calligraphy Brushes	Hōkodō Co., Ltd.
	Kumano Brushes (for Japanese Style Paintings, Animation, Hand-Painted Postcards, etc)	Shōgetsudō Co., Ltd.
	Cosmetic Brushes/Jewelry and Lacquered Cosmetic Brushes.....	Tanseidō Corporation
	Kumano Cosmetic Brushes	Koyudo Co., Ltd.
	P33 Miyajima Osuna Pottery.....	Yamane Kōsai [Taigendō]
P34	Miyajima Rokuro Zaiku (Wooden Lathe Crafts)	Kobayashi Shōsai [Kobayashi Isshōdō]
	Hiroshima Carp Streamers	Sugimoto Umi [Hiroshima Koinobori]
	Takamori-e Lacquerware	Kinjō Ikkokusai
	Hiroshima Traditional Craft Buddhist Altar	Hiroshima Religious Implements Commerce and Industry Co-op
	P36 Oyster Soy Sauce-Flavored Nori Seaweed	Hiroshima Nori Co. Ltd.
P37	Nama Momiji.....	Nishikidō Co., Ltd.
	Lemon Drink Vinegar.....	Sennari Co., Ltd.
	Green Roasted Soybean Flour.....	UEMAN RYOSHOKU SEIFUNSHO
	Red Wine & Lemon Bamboo Shoot Pickles.....	Takehara Kyushoku Co., Ltd.
	The Original Hassaku Daifuku	Kashihara Co., Ltd.
P38	Hiroshima Rice Vinegar.....	Sennari Co., Ltd.
	Yamato Ramune Soda	Nakamoto Honten, Co., Ltd.
	P37 Miyake Umai de Gansu® Fried Fishcake.....	Miyake Suisan Co., Ltd.
	Chikara Dashi Stock	Chikara Co., Ltd.
	Karuga Eggplants	NPO Karuga
P39	Pure-Bred Hiroshima Wagyu Beef Motonari	Hiroshima Headquarters of the National Federation of Agricultural Cooperative Associations
	P38 TOHO BEADS	Toho Co., Ltd.
	Kawajiri Traditional Craft Calligraphy Brush Gikō.....	Yoshiyuki Hata [Hata Bunshindou]
	Hiroshima Urushi Lacquerware	Naoya Takayama [Hiroshima Urushi Lacquerware]
	P39 Sake Lee Flakes	Nakamoto Honten Co., Ltd.
P40	Hiroshima Lemon Hotpot Soup Base	Yoshino Miso Co., Ltd.
	Hiroshi.....	Mishima Foods Co., Ltd.
	King-Ken Soupless Tan-Tan Noodles	Himawari Foods, Co., Ltd.
	Rice Paddle Cookies	Fujiya Co., Ltd.
	Sakagura Street Amazake Tart	Mike Co., Ltd.
P42	My Flora (Fermented Vegetable Juice).....	Nomura Dairy Product Co., Ltd.
	Gold and Silver Leaf Paper Gift Set	Rekiseisha Co., Ltd.
	Miyama Japanese Cypress Front Door.....	Yuda Wood Product Co., Ltd.



Be sure to check our official website and social media for Hiroshima Brand updates!

Official Website ——— <https://www.city.hiroshima.lg.jp//site/hiroshima-brand-en/>



Facebook ——— <https://www.facebook.com/hiroshimabrand/>



Instagram ——— https://www.instagram.com/the_hiroshima_brand/



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