

In January 25 2023, nine new products were recognized under the Hiroshima Brand

1 Food Products (7 items)

	Product Name・Company Name	Photo	PR
1	Sake Lee Flakes Nakamoto Honten Co., Ltd. [Kure City]		<p>Sake lees are well-known as a highly nutritious fermented food. We've taken these lees and turned them into easy-to-use flakes that can be used as toppings for salads and many other dishes. Super convenient to use, these flakes are a revolutionary product that allow you to enjoy the nutritious benefits of sake lees, as well as their mellow flavor and umami. Perfect as a topping for salads, tofu, pasta, soups, and more, it can be used as a substitute for parmesan cheese. Made with sake lees from Hiroshima, one of the most famous sake producers in Japan, this new product aims to enrich the lives of consumers through the power of fermented foods.</p>
2	My Flora (Fermented Vegetable Juice) Nomura Dairy Products Co., Ltd. [Fuchu-cho, Aki-gun]		<p>Nomura Dairy Products, Co., Ltd. was founded in 1897 with a mission to help consumers balance their digestive systems. Using a unique fermentation process cultivated by Nomura Dairy Products, My Flora is a new kind of lactic acid bacteria drink that was jointly developed with Hiroshima University. Compared to standard lactic acid bacteria drinks that ferment milk with animal-derived lactic acid bacteria, My Flora ferments vegetables with plant-derived lactic acid bacteria. The result is a refreshing drink that balances the natural sweetness of carrots and the yogurt-like tang of lactic acid bacteria. Every 100 ml of My Flora contains 100 billion of the <i>Lactobacillus Plantarum</i> SN13T/SN35N probiotic strain! Experience the difference My Flora can make in your life.</p>
3	King-Ken Soupless Tan-Tan Noodles Himawari Foods Co., Ltd. [Hatsukaichi City]		<p>King-ken (opened in 2012) has become a well-known restaurant serving one of Hiroshima's most delicious soul food: soupless tan-tan noodles, and Himawari Foods has been providing King-ken with excellent noodles since the restaurant began. Beginning in 2014, Himawari Foods developed and sold a refrigerated version of soupless tan-tan noodles, and then in 2020, under the supervision of King-ken, they developed an improved version with tastier soup and noodles that could be stored at room temperature. The box includes a beautiful design of the famed Great Torii Gate, as well as saiwai-gami, a traditional Miyajima good luck charm said to ward off evil spirits and protect against fires.</p>

	Product Name* Company Name	Photo	PR
4	Rice Paddle Cookies Fujiya Co., Ltd. [Hatsukaichi City]		Rice paddles are symbols of many things: safety for your family, good fortune in love, business prosperity, and good luck in exams. Our rice paddle-shaped cookies, made with care using only the finest ingredients, bring these auspicious blessings of good fortune to you. Rice paddles have long been a symbol of victory on Miyajima (owing to a linguistic double entendre about scooping rice and victory against enemies) and are one of the island's best known handicrafts. We hope that you'll scoop up good fortune and happiness with each bite of our cookies. Made with only sugar, flour, eggs, and starch syrup, these cookies are a snack choice that's good for you.
5	Sakagura Street Amazake Tart Mike Co., Ltd. [Higashihiroshima City]		This product was created to help advertise Saijo in Higashi-Hiroshima, one of the three most famous sake producing areas in Japan, to people inside and outside of Hiroshima. A combination of crunchy tart dough and a cheesecake-like batter made with two types of <i>amazake</i> and other ingredients from Hiroshima, it's baked at a high temperature to burn off the alcohol (contains 0% alcohol) so that even children and those who don't like to drink can enjoy it. The sake, rice flour, amazake, and sake lees are all made in Higashi-Hiroshima, and the eggs are from Sera, making this tart a great example of the ideology of local production, local consumption!
6	Hiroshi Mishima Foods Co., Ltd. [Naka-ku, Hiroshima City]		This colorful furikake brings out all of the best of Hiroshima-na greens and is perfect for mixing with steamed rice. Hiroshima-na greens are a regional specialty and one of the top three pickled greens in Japan, along with nozawa-na turnip greens from Nagano and taka-na greens from Kyushu. Despite this, Hiroshima-na remains relatively unknown. That's why Hiroshi was created: to help raise awareness about this unique Hiroshima specialty product to those from outside of the prefecture. The name "Hiroshi" stems from the first half of "Hiroshima-na," and, of course, Hiroshi is made with Hiroshima-na grown 100% in Hiroshima Prefecture.
7	Hiroshima Lemon Hotpot Soup Base Yoshino Miso Co., Ltd. [Kure City]		Hiroshima is where domestic lemon production began, and this hotpot soup base uses local lemons and salt <i>kōji</i> made by Yoshino Miso, a miso company founded 106 years ago, to create a refreshingly tart and umami-filled soup. Just add five parts water to one part soup base to create a quick and easy meal. The pouch comes with a cap, so you can use a little or a lot, and simply store the rest in the fridge. This soup base was developed based on feedback collected from female consumers, calling for a way enjoy richer ingredients in a way that was still light and healthy. Provides a boost of vitamin C and citric acid.

2 Craftwork, etc (2 items)

	Product Name・ Company Name	Photo	PR
8	<p>Miyama Japanese Cypress Front Door</p> <p>Yuda Wood Product Co., Ltd. [Hatsukaichi City]</p>		<p>This wooden front door is made by craftsmen at our factory in Hatsukaichi City, where we buy entire logs of local Japanese cypress. Each door is handmade, from the drying process to the final touches. A true luxury product, our skilled craftsmen use their finely honed skills to assess each piece of wood, and every door is individually made to order. With the proper maintenance, these doors will last a lifetime, becoming a part of your family and growing more beautiful over the years. Our company is dedicated to protecting the natural cycle of the forests and the local environment, and our doors provide natural insulation, as well as breathability.</p>
9	<p>Gold and Silver Leaf Paper Gift Set</p> <p>Rekiseisha Co., Ltd. [Nishi-ku, Hiroshima City]</p>		<p>Rekiseisha was founded in 1905 and produces over 1,000 kinds of gold and silver leaf paper. This sustainable gift set contains about 30 different types of these leaf papers in sizes big and small made up of leftover materials. With a distinct Japanese flair, this set is popular with customers abroad and can be used in a variety of ways, such as craft works, art pieces, patchwork, handicrafts, picture frames, letters, postcards, wrapping paper, message cards, envelopes, and more. Popular among a diverse range of ages, this gift set is sure to please.</p>