

In January 19 2024, six new products were recognized under the Hiroshima Brand

1. Food Products (5 items)

	Product Name Company Name	Product Images	PR
1	Akiōta Gionbō Persimmons: Aoshi Akiōta Gionbō Persimmon Processing and Sales Council (Akiōta-cho)		<p>Gionbō Persimmons are an ancient variety of Hiroshima-grown persimmons from the few remaining trees planted in the Edo period. The upstream area of the Ōtagawa River, including Akiōta-cho, is said to be suitable for growing and harvesting these persimmons. As such, nearly all of the Gionbō Persimmons on sale today have been grown in Akiōta-cho.</p> <p>The variety was originally discovered by a monk at the Gionbō Temple (currently Yasu Shrine) located in Gion, Asaminami-ku, Hiroshima. As the shape of the large persimmon was said to resemble the shaved heads of the monks, it was named Gionbō Persimmon.</p> <p>Aoshi Persimmons are Gionbō Persimmons that have undergone a process to remove the characteristic astringency that persimmons are known for, creating a refined and refreshing melon-like sweetness.</p>
2	Akiōta Gionbō Persimmons: Dried Persimmons Akiōta Gionbō Persimmon Processing and Sales Council (Akiōta-cho)		<p>Known as the rarest of persimmons given the lack of land suitable to grow them, Gionbō Persimmons were presented as a gift to Lord Asano, ruler of the Hiroshima Domain in the Edo period. Drying these persimmons turns them into the highest quality dried fruit with some of the highest sugar levels. While retaining the tender texture that raw persimmons are known for, Gionbō dried persimmons offer an exquisite yet mild sweetness. These dried persimmons even captured the attention of famed writer Natsume Soseki, who wrote in a letter that he looked forward to receiving Gionbō dried persimmons sent to him from present-day Akiōta-cho.</p>
3	Yano Suisan Hiroshima Oysters Yano Suisan Co., Ltd. (Yasu-ura-cho, Kure City)		<p>Mineral-rich river water from the Mt. Noro water system and sea water mix in the waters around Mitsu Bay in Yasu-ura-cho, where our aquaculture farm is located. These factors combine to create highly clear and bountiful waters where pearls have been cultivated since ancient times.</p> <p>The high salinity of Mitsu Bay fosters oysters that are plump and rich in flavor, umami, and sweetness. In addition, these oysters are consistent, enabling plump, juicy oysters to be harvested even in April and May.</p> <p>Yano Suisan is one of the few companies in Hiroshima that works from nurturing oyster seeds all the way to processing the harvested oysters. As the pollution levels of Mitsu Bay are low, it has been designated by the prefecture as an oyster production area for oysters to be exported to the EU.</p>

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4	Crunchy Hiroshima-na Greens Yamatoyo Co., Ltd. (Asaminami-ku, Hiroshima City)	 	<p>Crunchy Hiroshima-na Greens is a mix of carefully aged Hiroshima-na pickles and cucumber slices marinated in a soy sauce-based sauce, paired with the fragrant aroma of shiso for a delicious addition to any meal.</p> <p>The combination of crisp Hiroshima-na pickles and crunchy cucumber are the perfect companion to freshly steamed rice and can be used in a variety of Japanese dishes from <i>ochazuke</i> (hot green tea over rice) to <i>onigiri</i> (rice balls). With a mellow flavor, it's also popular with children.</p> <p>The water used in making these pickles is subsoil water pumped from the area around the factory. Since these pickles can be stored at room temperature, they can easily be shipped throughout Japan as a specialty product of Hiroshima.</p>
5	Shōkon: The Spirit of Soy Sauce Yūmen Shōyu Co., Ltd. (Asakita-ku, Hiroshima City)	 	<p>Founded in 1868 in the mountains along the Ōtagawa River, Yūmen Shōyu Co., Ltd. has maintained its more than 150-year-old production method of using cedar barrels to create <i>kōji</i> (grain rice inoculated with a fermentation culture) and to age soy sauce.</p> <p>There are only three ingredients in their soy sauce: soybeans, wheat, and salt. They take pride in their ingredients, using whole soybeans grown in Japan, highly hygroscopic wheat created exclusively for brewing soy sauce, and salt from Gotō-nada in Nagasaki. The water used in the process is natural spring water pumped from a water vein located below a bedrock layer 30 meters below the Ōtagawa River water system.</p> <p>A product of unique natural fermentation by a variety of bacteria and fungi, such as the yeast fungi and lactic acid bacteria that live in the brewery and in the wooden barrels for one and a half to two years, and the brewers' many years of experience and expertise. The flavor of the soybeans and the sweetness of the wheat are fully realized, creating a robust flavor and aroma that cannot be replicated anywhere else in the world.</p>

2. Craftwork, etc (1 item)

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6	<p>Baby Keepsake Calligraphy Brushes</p> <p>Kōbundō Co., Ltd. (Kawajiri-cho, Kure City)</p>		<p>Kōbundō has an impressive 200 year history. Inheriting traditional brushmaking techniques of Kawajiri-cho, an area that has been producing brushes since the end of the Edo period, each of their brushes are made by hand by skilled brush artisans.</p> <p>Around 1978, when calligraphy brush production began to wane, Kōbundō received a request to create a keepsake brush (a baby brush made with hair from their first haircut). The customer was delighted with the final product, calling it an incredible treasure to give to their precious child. This glowing review led the company to begin officially producing keepsake brushes. Now, Kōbundō has created over 1,000,000 keepsake brushes and has 40,000 locations across Japan that take orders for them.</p> <p>Their brushes are made individually using Kawajiri brushmaking techniques. The handle is made from high-quality natural maple wood to ensure that the brush can be safely stored to last a lifetime.</p>