









Eight new products were recognized under the Hiroshima Brand on January 20, 2025.



1. Food Products (4 items)

| | Product Name Company Name | Product Image | PR |
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| 1 | Wasabi-pickled Daikon Radish Uemoto Wasabi Honpo Co., Ltd. (Hatsukaichi City) |   | <p>Located in Yoshiwa, Hatsukaichi City, Uemoto Wasabi Honpo has over 140 years of experience in cultivating wasabi, a history that dates back to the Meiji era (1868-1912). The company grows the wasabi used in this product in the pristine spring water fed by the snowmelt flowing down from the mountains of the Chugoku region. The wasabi is carefully grown over the course of 2-3 years in a natural environment that undergoes drastic temperature differences. This gives the wasabi its characteristic balance of sweetness, heat, and delicate aroma. Their wasabi was served at the G7 Hiroshima Summit dinner in 2023.</p> <p>Wasabi-pickled daikon radish has long been a popular dish in the Yoshiwa region and uses both the rhizome and new leaves of only the finest wasabi. This is combined with all-natural ingredients, such as carefully selected domestic daikon radishes, high-quality Rishiri kombu seaweed, and authentically brewed grain vinegar, to produce pickles containing zero artificial additives. In every bite, you'll discover a delicate blend of flavors: the crisp aroma and heat of wasabi, the delightful crunch of daikon, and the gentle sweetness of <i>amazu</i> sweet vinegar.</p> |
| 2 | Maku Furikake® (Rice seasoning wraps) Tanaka Foods Co., Ltd. (Nishi-ku, Hiroshima City) |   | <p>Founded in 1901, Tanaka Foods spent more than 20 years developing these rice seasoning wraps, beginning sales in 2020. Utilizing drying techniques perfected when making their long-selling rice seasoning <i>Ryokō no Tomo</i>, the company succeeded in creating an edible sheet that captures the flavors of the ingredients using a special, patented process.</p> <p>Available in three flavors that each use carefully selected ingredients: Hokkaido salmon, fresh-picked domestic red shiso leaf, and Hiroshima-grown Hiroshima-na greens. Each sheet is processed to be flexible with a pleasant texture and retains the great taste of the featured ingredients.</p> <p>These sheets will add color and flavor to all kinds of cuisine! Use it to wrap or sandwich ingredients, or even cut it into strips or squares to make a cute bentō lunch or colorful rice balls. It's also the perfect way to make a special meal for a special day. This one-of-a-kind product is sure to inspire creativity in the kitchen like never before!</p> |

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| <p>3</p> | <p><i>Kappa Ebisen Takumi</i> (Shrimp Crackers)</p> <p>Calbee, Inc. (Minami-ku, Hiroshima City)</p> |   | <p>Calbee was founded in 1949 in Ujina, Hiroshima. In 1964, they debuted what would become their long selling hit product, <i>Kappa Ebisen</i> shrimp crackers. The <i>Takumi</i> series was developed with the idea of creating the ultimate <i>Kappa Ebisen</i> cracker: one that could only be made in Hiroshima, where the company was founded. The product is made with the utmost care using the finest wild shrimp from the Seto Inland Sea and turning them into crackers that are carefully baked one by one at the Hiroshima Manufacturing Plant.</p> <p>Available in four varieties: <i>Amabito-no-Moshio</i> seaweed salt, Kadoya sesame oil, <i>Amabito-no-Moshio</i> seaweed salt (limited Hiroshima edition), and Setouchi Lemon. The four packages feature beautiful scenes of the Seto Inland Sea and its many islands progressing from early morning to evening.</p> <p>Upgrade your snack game while still enjoying that "can't stop, won't stop" goodness that <i>Kappa Ebisen</i> is known for. With each bite, savor the rich umami of shrimp, the delicate sweetness, and perfect amount of salt to accent each cracker.</p> |
| <p>4</p> | <p>Cream Buns</p> <p>Hattendō Co., Ltd. (Mihara City)</p> |  | <p>Hattendō was founded as a Japanese confectionary in 1933 in Mihara City. The confectionary then became a Japanese and western confectionary before becoming a bakery that offered over 100 different kinds of bread, and from there, the bakery shifted again, focusing on one type of bread only: cream buns. After spending 1.5 years developing their cream buns, they began sales in 2008.</p> <p>Using a unique blend of ingredients in their dough, they were able to develop bread that stays soft even when chilled. Each one is filled with custard cream by hand before being chilled to allow the moisture from the custard to incorporate into the bread, giving it its characteristic moist, melt-in-your-mouth texture. This product established a new genre of bread: dessert breads. It also created demand for a bread as a souvenir gift.</p> <p>Hattendō's cream buns are baked at the Hiroshima Mihara Rinkū Manufacturing Plant, which opened in 2013, and at a manufacturing plant in Chiba Prefecture. The five standard flavors (custard cream, whipped cream and custard cream, chocolate, azuki red bean, and matcha) have all been recognized as a Hiroshima Brand product.</p> |

2. Craftwork, etc. (4 items)

| | Product Name Company Name | Product Image | PR |
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| 5 | <i>Mugen Musou</i> Kendama Iwata Co., Ltd. (Hatsukaichi City) |   | <p>Hatsukaichi has a long history with wood and woodworking. Since days of old, it has prospered as a collection site for lumber from the mountains of the Chūgoku region, and, in the Edo period (1603-1868), the Hatsukaichi <i>Rokuro</i> woodworking technique from Miyajima was developed. Kendama toys are said to have originated in Hatsukaichi in 1921, becoming wildly popular in the early Showa period (1926~). However, makers gradually declined and in 1998, kendama were no longer being manufactured in Hatsukaichi.</p> <p>Then, around 2000, Iwata Co. received a request from the City of Hatsukaichi to manufacture kendama and began creating high-quality kendama. In 2013, they began sales of the <i>Mugen Musou</i> kendama model.</p> <p>The <i>Mugen Musou</i> is made using high level techniques, such as high precision woodworking derived from Hatsukaichi <i>Rokuro</i> and painting techniques that produce a beautiful and durable finish. Not only created with user friendliness in mind, it's also a work of art that shines all on its own.</p> |
| 6 | Traditional Lacquer Art Fountain Pen: <i>Iro Miyabi</i> The Sailor Pen Co., Ltd. (Kure City) |   | <p>Sailor Fountain Pen is the oldest fountain pen manufacturer in Japan, founded in Kure City (Hiroshima) in 1911. In 2021, the main headquarters was moved from Tokyo back to Kure, where the company began all those years ago.</p> <p>The <i>Iro Miyabi</i> Traditional Lacquer Art Fountain Pen is a luxury line of fountain pens. Beginning sales in 2020, it expresses traditional Japanese <i>iro</i> (colors) and the modest beauty of <i>miyabi</i> (refinement) using colored lacquers. It was also gifted by then Japanese Prime Minister Fumio Kishida to world leaders at the G7 Hiroshima Summit in 2023.</p> <p>The nib is 21K gold, made using unique technology not found anywhere else in the world. Their highly skilled craftspeople process the soft, high-purity gold to create nibs that write comfortably and with flexibility, creating their characteristic feather-touch writing ability.</p> <p>The body is made with ebonite. The lacquer on the pen is created using the <i>ishime-nuri</i> process, which gives the surface a textured, stony feel. Colored lacquer is applied in several layers before being polished into the finished product.</p> |

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| <p>7</p> | <p><i>Dōchū</i> Copperware Beer Cup: <i>Ikuma</i></p> <p>Nishii Mfg. Co., Ltd. (Kaita Town, Aki-gun)</p> |  | <p><i>Dōchū</i> is a traditional craftwork made in Hiroshima that was popular in the early Edo period (1603~). It is created using a forging technique where a single sheet of copper is hammered over and over to shape it and give it a gorgeous hammered pattern. The final product is smoked with straw and then polished.</p> <p>Nishii Manufacturing was founded in 1918. Utilizing machining techniques developed over many years, they have inherited the history and craft knowhow of Hiroshima <i>dōchū</i> and began making <i>dōchū</i> products because they wanted to incorporate copper tableware into everyday living.</p> <p>The inside has been coated in tin. This means that when you pour beer into the cup, the friction between the beer and the miniscule bumps on the surface create a creamier head for a more mellow mouthfeel. Since copper's heat conduction is five times that of iron, when you add ice, your cup gets cold faster, so you can enjoy a perfectly refreshing chill unique to this cup. This beer cup was also chosen as a gift for the advance team members of each country at the G7 Hiroshima Summit in 2023.</p> |
| <p>8</p> | <p><i>Hiroshima</i> Armchair</p> <p>Maruni Wood Industry, Inc. (Saeki-ku, Hiroshima City)</p> |  | <p>Maruni Wood Industry was founded in 1928. This dining chair was first sold in 2008, developed in cooperation with product designer Naoto Fukasawa. At the Yuki Headquarters Manufacturing Plant located in Yuki-cho, Saeki-ku, Hiroshima, products are made start-to-finish from adjusting and drying the wood, to processing parts, assembly, coating, and packing.</p> <p>With its graceful shape and fit that allows for comfortable sitting so you can relax, this chair has grown to become a global sensation. Approximately 80,000 chairs have been shipped worldwide to homes, restaurants, hotels, public facilities, and more, including to Apple Headquarters in the US. These chairs were also selected to be used during the working lunch at the 2023 G7 Hiroshima Summit.</p> <p>Applying wood processing techniques cultivated through the years to their precisely calculated operation programming, Maruni Wood Industry is able to produce over 6,000 high-quality chairs per year. Based on ergonomic knowledge, the company has realized the exceptional sitting comfort with their chair suitable for all kind of postures, such as leaning back and relaxing.</p> |