

10 October

JbyJ Quiz

Try now to get more member points!
You can even become a JbyJ Gold Member and get more chances at winning amazing prizes!

Quiz Duration:
7 - 31 October 2021


Calling all JAPAN by Japan (JbyJ) members! Now, you have even more chances to get more member points – with JbyJ Quiz!

The first of three JbyJ quizzes for our newest campaign has started in October. The JbyJ Quiz is held monthly from October to December 2021. So, you get the hint?! This is a great chance for you to become a Gold Member really quickly! Get all the correct answers for all three quizzes, and you instantly become a Gold Member! All Gold Members are eligible to participate in the Gold Members-only online draw held at the end of the year. Amazing prizes await! For more details, check the link below.

[Try JbyJ Quiz now! >](#)

Tip: As this month's quiz is based on our newest campaign, click below and check out the campaign website to find clues.


[Dare to Explore Japan's Great Outdoors >](#)



Japan Souvenir Map

Discover unique delicacies from all over Japan and get to taste them from the comfort of your home!

Gifting souvenirs or omiyage (お土産) to co-workers, friends and family is a deeply rooted culture in Japan and usually consists of a food item that the place they visited is known for. The word omiyage itself can be directly translated to "local produce", with each prefecture creating its own delicacies using ingredients produced locally which it prides itself on.




Uni Butter, Iwate Prefecture

The harmonious flavour of Hirono Farm 4 Years Uni's sea urchin and butter. This unique uni butter spread has also gained recognition with the Minister of Agriculture, Forestry and Fisheries Award!

The Kita Murasaki uni (sea urchin) from Hirono Farm 4 Years Uni is carefully steamed immediately after being handled, and combined with Iwate butter made from high-quality milk. Each bottle contains 70% sea urchin content! Kita Murasaki sea urchin from this particular farm takes four years to grow, creating a special taste which is further enhanced with selected ingredients. This premium spread is the result of the farm's extensive knowledge of sea urchin.


[Uni Butter, Iwate Prefecture >](#)



Yuzu Kan drink, Kochi Prefecture

Kochi Prefecture is the largest producer in Japan of the citrus fruit yuzu which can be commonly found in Kochi cuisine as well. "Yuzu Kan" drink is made from the yuzu harvested from Unaji Mura (Unaji Village) in the same prefecture. It is recommended for those who prefer yuzu drinks that are light on the sweetness. Feel refreshed with this fragrant beverage which has also won the International Taste Award in 2016.

[Yuzu Kan drink, Kochi Prefecture >](#)



Hagi no Tsuki, Miyagi Prefecture

A famous confectionery in Sendai City, Miyagi Prefecture, which has been on sale since 1979. Wrapped in fluffy sponge cake on its exterior and plenty of original custard cream within, you can taste a mellow, gentle flavour. As its Japanese name suggests, the product takes the shape of a moon floating in the sky of Miyagino where Hagi flowers are in full bloom. What's special is that you can also freeze it in the freezer and eat it like ice cream.

[Hagi no Tsuki, Miyagi Prefecture >](#)

Take a look at our Japan Souvenir Map and discover unique treats from all over Japan! You can also find out where selected souvenirs are sold locally and enjoy the taste of Japan from home.

[Japan Souvenir Map >](#)


Important Notification

We would like to inform you that you may check Japan's latest update of COVID-19 situation from the website in below link. Please refer to it to see how your plans to visit Japan may be affected.

[Coronavirus \(COVID-19\) Advisory information >](#)



About This Newsletter

This newsletter is exclusively brought to you by the Japan National Tourism Organization, Singapore Office. Through our specially curated contents, we continue to connect with our JAPAN by Japan community and members as you are special to us.



[HOME](#)
[DESTINATIONS](#)
[THINGS TO DO](#)
[PLAN YOUR TRIP](#)
[NEWS & NOTES](#)

[FAQ](#)
[Privacy Policy](#)
[Terms of Use](#)
[JbyJ Info](#)

Copyright ©2021 Japan National Tourism Organization