



Own your experience, your Japan

Let's embark on a gourmet journey to discover Japan's exquisite

Japan is well known for its cuisine - some familiar, others just waiting to be discovered. Our newest campaign - The Best of Japan's Flavours - is dedicated to foodies and gourmands alike, presenting three specially-curated itineraries featuring Okinawa, Shikoku, and Tokai as you find a whole new world of flavours. Through the itineraries, discover local mouth-watering foods unique to each area, whether it's the unique dishes of subtropical Okinawa, the umami-rich flavours of Shikoku, or the essence of the ocean and mountain of the Tokai region.

[Campaign Top Page >](#)

The Gift of Giving

Show us your Omiyage from Japan to win!

Share photos of your favourite, interesting or even unique oniyage from Japan with us, and stand to win amazing prizes! Post more to increase your chances of winning and don't forget to include the hashtags for each share: (1) #oyiyomiage and (2) #ojice where the oniyage comes from.

Fun fact! You may understand that oniyage translates as "souvenir," but did you know that it doesn't refer to things you buy for yourself as mementos from a trip? Omiyage actually refers to Japan's culture of gifting to others. In Japan, oniyage are typically sweet items like cookies and candies, but can also be savoury rice crackers, alcohol, dried snacks, and more.

[Photo Contest Page >](#)



Juicy Persimmon from Fukuoka Prefecture

Enjoy fresh fruits, from strawberries to peaches, year-round in the fruit paradise of Fukuoka! In autumn (around mid-September to mid-December), it's persimmon season where you can pick the juicy sweet Fuyu Yaki (the king of persimmons), as well as newer varieties like Souzou and Taishu that get sweeter with every frost. The towns of Asakura and Kurume are full of orchards where you can pick and eat them fresh, purchase persimmon products, or make pizzas with persimmons at the with your harvest!

[Juicy Persimmon from Fukuoka Prefecture >](#)



The prized Ayu (Fish Weir) from Gifu Prefecture

Ayu, or sweetfish, is prized for its refreshing taste associated with the fresh summer air - this is because they can only be found in clean waters like the Kiso River and Ise River in Gifu Prefecture. They can only be caught in limited areas using the yari, a traditional bamboo fishing weir. You can visit a number of riverside restaurants where you can savor freshly-caught ayu as you enjoy mountain views and the coolness of the river.

[The prized Ayu \(Fish Weir\) from Gifu Prefecture >](#)

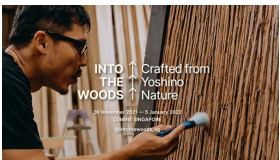


Rice cooked traditional way with wood-fire, Kyoto Prefecture

In the old days, most Japanese households cooked rice in an iron pot called hagama which is covered with a wooden lid and placed over a kamado, a firewood-fueled oven, and takes about an hour. This is the traditional way to prepare takikomi gohan, or seasoned rice cooked with various ingredients like vegetables and seafood or meat. You can taste takikomi-gohan prepared like in the old days at Guesthouse Yu, a 100-year old guesthouse in Kyoto.

[Rice cooked traditional way with wood-fire, Kyoto Prefecture >](#)

Hot News



From 26 Nov till 6 Jan, INTO THE WOODS Crafted from Yoshino Nature will be held at LIMNE SINGAPORE once again! This is a third time event in collaboration with Nara Prefecture as part of the \$255 campaign, that features a pop-up store that presents 14 local artists' exceptional woodworks, such as furniture and miscellaneous trinkets. These woodworks are crafted with ingredients from Yoshino Forest, with the craftsmen's dedication to protecting the forest. Experience the intricate craft of Japan woodwork at the event!

Presented by LIMNE SINGAPORE
26 November 2021 to 06 January 2022

[INTO THE WOODS Crafted from Yoshino Nature >](#)



Welcome the New Year with Japan's tradition of Osechi Ryori, brought to you by Shangri-La Singapore, as part of the \$255 campaign! Osechi Ryori is a medley of Japanese New Year's delicacies presented in multi-tiered lacquer boxes. Each layer is filled with ingredients that communicates success, good health, wealth, and longevity to bring in a prosperous new year!

Presented by Shangri-La Singapore
01 December 2021 to 01 January 2022

[Shangri-La Singapore Osechi Ryori >](#)

Check out more of these activities and promotions now to see how you can still join us in celebrating the 55 years of friendship between Singapore and Japan.

[For more \\$255 promotions and activities >](#)

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 COVID-19 may affect your plans to visit Japan.

[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](#) [JAPAN'S TOP 100](#) [PLAN YOUR TRIP](#) [NEWS&EVENTS](#)

[JNTO](#) [Partners & Allies](#) [About Us](#) [Privacy Policy](#)



Copyright ©2021 Japan National Tourism Organization