

Charms of Setouchi  
Gourmet Food

**Japanese Sake**  
[7 prefectures of the Setouchi area]

The Setouchi area includes numerous sake establishments. Visitors will enjoy touring local breweries in search of their favorite sake.



**Okonomiyaki** [Hiroshima]

Okonomiyaki are a staple of common life in Japan. These Japanese-style pancakes offer an exquisite blend of the sweetness of a hearty helping of shredded cabbage with a savory sauce.



**Sea Bream Rice** [Ehime]

This rice dish is packed with the delicious taste of sea bream. One variation features sea bream sashimi (raw slices) atop rice and enjoyed with sauce.



**Kawara Soba Noodles** [Yamaguchi]

This piping-hot dish is made from green tea-flavored buckwheat noodles cooked on a ceramic tile (kawara) and dipped in a special soup.



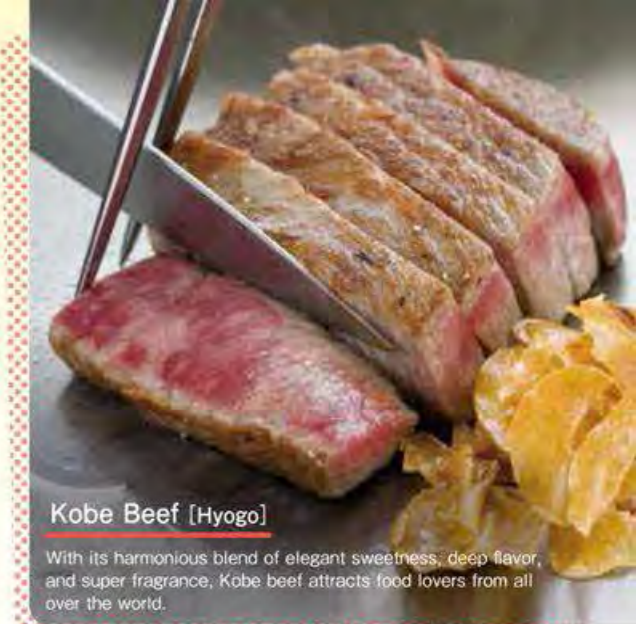
**Fruit Parfait** [Okayama]

Okayama's fruit parfaits are packed with fresh fruit including fresh white peach and Muscat and Pione grapes.



**Oysters** [Hiroshima]

Visitors are encouraged to try Hiroshima's sweet, flavorful fresh raw oysters. Also, don't miss the spicy grilled oysters and deep-fried oysters!



**Kobe Beef** [Hyogo]

With its harmonious blend of elegant sweetness, deep flavor, and super fragrance, Kobe beef attracts food lovers from all over the world.



**Wasanbon Sugar** [Kagawa]

Wasanbon are fine sugar confections made according to a traditional recipe. These high-quality sweets are melt-in-your-mouth delicious!

**Sudachi** [Tokushima]

Used as an enhancer for food and alcohol, these small Japanese citrus fruits offer a unique flavor with a natural sourness.



**Okayama Bara-Zushi (sushi)** [Okayama]

This luxurious sushi dish features rice mixed with fresh seafood and seasonal mountain vegetables, and then topped with even more seafood and vegetables.



**Tokushima Ramen Noodles** [Tokushima]

This rich local ramen includes sweet-and-spicy flavored boneless pork short ribs and is eaten with a raw egg on top.



**Kobe Sweets** [Hyogo]

From numerous long-established and well-known shops come only the most stylish looking sweets. Indulge yourself at tea time with Kobe sweets!



**Fugu in Shimonoseki**  
[Yamaguchi]

Prepared by skilled artisans, this platter of raw blowfish is a truly beautiful work of delicious art. Enjoy the deep-yet-mild flavor of this delicious dish.



**Kumano Brushes** [Hiroshima]

Kumano brushes are carefully crafted by hand with great time and effort. These brushes are popular around the world particularly as makeup brushes.



**Aizen Indigo Dyed Products** [Tokushima]

Aizen indigo dye produces a deep, vivid blue unlike any other dye. The color works well as an interior accent.



**Sanuki Udon Noodles** [Kagawa]

When it comes to noodles, firmness is key, and Sanuki-style udon served piping hot with raw eggs makes for a truly remarkable dish. Topped with tempura is also a popular way to enjoy Sanuki udon.



**Hagi Ware** [Yamaguchi]

Hagi ware is known for its soft-yet-rustic features. With a hue that changes with wear, Hagi ware is characterized by a delightfully subdued look and feel.



**Olive Products** [Kagawa]

Kagawa is home to a variety of olive products, from cosmetics to food, including a fruity olive oil that is both good for your health and for your skin.

**Imabari Towel** [Ehime]

With care taken to maintain the water absorbency and softness of the base cotton, these premium towels are incredibly soft on the skin.



**Tobeyaki Ware** [Ehime]

Affordably priced and highly practical, making it ideal for daily use, Tobeyaki ware features a warm white porcelain with a thick finish.



**Himeji Leatherwork** [Hyogo]

The ornate patterns on the white tanned cowhide of this leatherwork, a special product of Himeji, make for a beautiful product. Himeji leatherwork is a prime example of unparalleled traditional handicrafts.



**Jeans** [Okayama]

Denim from Kojima, the birthplace of Japan's domestic jeans, is known for its uniqueness. Come and find your favorite sake!

Charms of Setouchi  
Souvenirs