

# RISE

MONTHLY JOURNAL FROM JAPAN



## LETTER FROM EDITORS DESK

Dear Reader,

Ohayo Gozaimasu!!

Have you ever experienced two seasons in a month—winter and spring at the same time? Well, the month of March in Japan is the one. From experiencing snow events and winter activities to welcoming the spring season.

March is also a busy month in Japan, with many major events and festivals. The Tsunan Snow Festival in Niigata Prefecture features many snow activities, and the highlight of the festival is over 2,000 sky lanterns, which are released at night and create a dreamy scenery. Another festival, the Hina Matsuri, is held on March 3rd and wishes good health to growing girls. One can witness the dolls being decorated by various artisans called Hina Ningyo, as well as traditional Hina Matsuri foods like Chirashi Zushi (scattered sushi), sweet rice wine, and colourful rice crackers. In Tokyo, a traditional event called Edo Nagashi-bina is very popular, where dolls enthused with the owner's wishes are sent floating down the Sumida River.

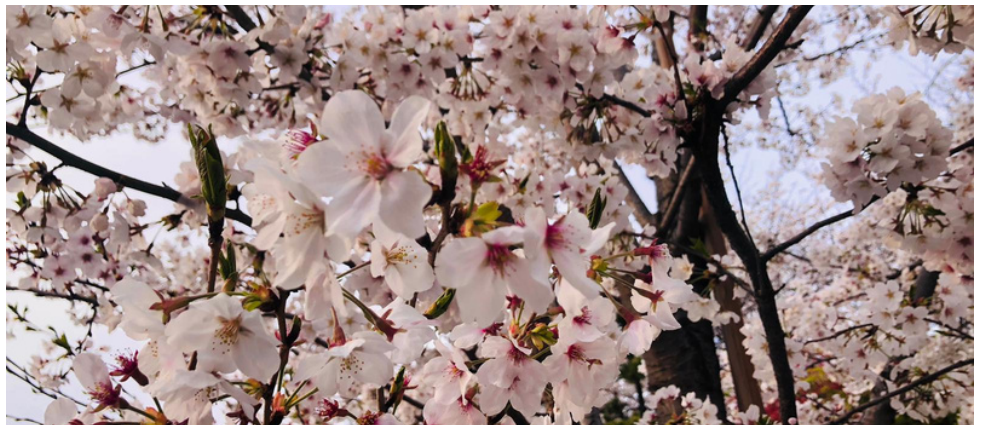
Omizuori is another traditional and oldest festival held at Todaiji Temple in Nara for over 1250 years. The ceremony welcomes spring and takes place two weeks after March 1st. On March 12th, one can see the spectacular fire show with a gigantic torch. The Sumo Grand Tournament in Osaka and Hanatouro, which are lit up to illuminate the beautiful streets of Kyoto, are not to be missed.

The month of March is definitely a month of celebration and spending time with your dear ones.

Japan has opened to the world with this changing season. It has also started accepting online applications from sponsors, including universities and companies, looking to gain entry points for foreign students and businesspeople. This decision to loosen border restrictions is definitely a joy for many. But for Indian tourists, the wait will be a bit longer.

Stay Safe. Arigato Gozaimasu.





## MESMERISING CHERRY BLOSSOM

BY SHARAD SHARMA

Visualizing a trip to Japan is incomplete without having a picture of a cherry blossom in the background. Sakura, or Cherry Blossom, season is that time of the year when the world dreams of travelling to Japan for that picture-perfect holiday. While the phenomenon lasts for a few weeks, it is the most beautiful and crowded time to explore this amazing country.

### Understanding Cherry Blossom

Cherry Blossom also known as Sakura, starts to bloom, it marks the end of the winter season and the start of spring season. For the farming community, it is the start of the rice-planting season. The appreciation that Sakura flowers hold in Japanese people's hearts is different and easy to understand. People plan their hanami (cherry blossom picnic) well in advance to avoid disappointment. The influence goes beyond

the ornamental flourish; shops and cafés offer different souvenirs, drinks, and foods that hit the shelves well before the start of the cherry blossom season.

To most, it is a stunning pink flower, but it blossoms in a range of colours, from light pink to deep red, and the size also differs from plant to plant and region. Another interesting fact about cherry blossoms is that it is not a week-long affair, but starts in the south of Japan and end in north of Japan. Also, due to the different geographical conditions, the dates for flower blossom within Tokyo and the Mt. Fuji region may differ.

### Cherry Blossom Season- the best time to visit Japan

It is that time of the year that does not require an introduction and the perfect

getaway to satisfy the craving for an incredible picture. It all looks like a postcard out of a guidebook; festival stalls line up, young girls and boys dress in traditional dress, families and friends enjoy picnics and watch cherry blossom bloom. For visitors, it is the unique atmosphere that makes for an incredible holiday. It is that time of the year when one can witness the transformation of Japan from a formal society to an informal one. Locals do their own picnic setup with drinks and food, and it is more about taking a break from regular days to slowing down and enjoying nature.

While it may sound delightful, it is also crowded. Due to the limited lifespan of the flower, the hotspots are packed and locals plan well in advance.

Continued to page 03





# EXPERIENCE RURAL JAPAN WITH HOSHINO RESORTS' "KAI" BRAND

BY YUSUKE HARADA

Have you ever experienced the rural Japan Zone for your stay? Well, Hoshino Resorts' KAI is the answer.

KAI a leading brand of hot spring ryokan where every establishment offers a contemporary take on traditional Japanese inns whilst keeping Western comforts. Through natural hot springs, exploration of local arts and entertainment, and classic Kaiseki-style course meals using local and seasonal flavors, Kai invites one to discover the multifaceted aspects of Japan. Experience Washoku, Japanese cuisine, presented on carefully selected ceramics for full exposure to culinary sensations.

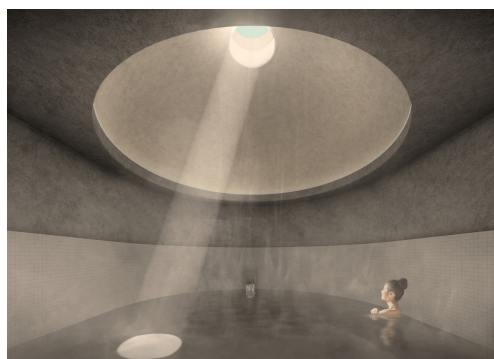
On January 14th, 2022, Hoshino Resorts

opened its first property in Hokkaido, named KAI Poroto. It is the 19th property of the KAI brand with the concept "a hot spring ryokan with a cone-shaped bathhouse surrounded by Lake Poroto." It is characterized by the design in which the lake is boldly drawn into the premise, and all guest rooms face the still lake, which changes its appearance with each season.

A partnership agreement between Hoshino Resorts and Shiraoi was completed on June 28th, 2018. It was the cooperation between Shiraoi town and organizations related to Upopoy, an adjacent space that symbolises the coexistence of ethnic groups. We will respect the Ainu culture and work together to provide an opportunity for guests to experience the Ainu culture.

KAI Poroto is located on the edge of Lake Poroto and is surrounded by the natural forests of Hokkaido, home to many wild birds. With respect to Ainu culture and the Ainu people, indigenous to Hokkaido, the architecture, art, and décor of the property were created by architect Hiroshi Nakamura. By boldly drawing the lake into the premises as part of the facility, guests will be able to feel close to the lake. Poroto ko means "big lake" in the language of Ainu. The building was inspired by "Poroto-kotan", a village of the Ainu people, which has been maintained as a place for passing down Ainu culture. The bathhouse is unique to this property, which incorporates "ketunni," traditional houses of the Ainu people, which have a tripod structure using

IMAGES © HOSHINO RESORTS



IMAGES © HOSHINO RESORTS

logs as its basic structure and is located near the lake. Moreover, KAI Poroto has a partnership agreement with Shiraoi Town to promote rural Japan.

The unique characteristics of KAI Poroto that set it apart are:

The KAI Signature Rooms called "Shikakuno-ma." All guest rooms face Lake Poroto and were inspired by "cise," a typical type of house for the Ainu people. All four rooms have tables inspired by the square fireplace at the centre of the traditional cise. The interior is decorated with wooden oars inspired by the life of the Ainu people, and the walls and cushions are decorated with Ainu patterns.

The hot springs at KAI Poroto are moor springs, which are rare in the world. Moor springs contain organic minerals derived from plants and are characteristic of their dark brown color. Humic acid and fulvic

acid, which condition the skin and are both used in cosmetics, can be found in the spring water, so moor spring is also called the "springs of beauty." In addition, since the spring quality of KAI Poroto is alkaline, the metabolism of the skin is enhanced by the removal of dead skin cells, and as a result, smooth skin can be attained after bathing.

KAI Poroto has two hot spring facilities called "Sankaku-no-yu" and "Maru-no-yu"; Sankaku-no-yu is located inside the cone-shaped bathhouse and has an indoor bath and an outdoor bath. Compared to the open-air Sankaku-no-yu, the "Maru-no-yu" is a space that makes one feel as if they are in a cave or underground. It is designed so that guests can imagine the moor spring flooding out from the earth, which creates an atmosphere within the bathhouse. At the top of the dome ceiling of the indoor bath, there is a round hole that connects to the

environment outside, where soft light enters to illuminate the bathhouse.

Last but not least, the main ingredient for a successful stay is the meals offered at KAI Poroto. Hokkaido's specialty ingredients are served at the semi-private dining rooms of KAI Poroto as part of Kaiseki Meals. The selection of appetizers includes Japanese pickles and sashimi, presented on a wooden boat-shaped plate inspired by the wooden boats used during trade by the Ainu people. The main dish for the special Kaiseki course meal is a hot pot using crab and scallops. The rich bouillabaisse soup is made by stewing seafood with the addition of crab and scallops, which are specialty ingredients of Hokkaido.



IMAGES © JOETSU TOURISM CONVENTION ASSOCIATION

## VIEW CHERRY BLOSSOMS AT NIGHT IN JOETSU CITY

BY NIIGATA VISITORS & CONVENTION BUREAU

Located in the city of Joetsu in Niigata Prefecture, Takada Castle in Niigata is one of the top three locations in Japan for viewing cherry blossoms at night.

Takada Castle was built in 1614 by Matsudaira Tadateru, who was the sixth son of Ieyasu Tokugawa, the great Shogun of the Edo period. Over the years, the castle has been destroyed, dismantled, and rebuilt. The castle's most prominent building is the 3-tier turret rather than a castle keep (which was never built). The 3-tier turret was reconstructed in the 1990s. But what remains as the main attraction is Takada

Jyoshi Park, known as a place for cherry blossoms.

Takada Jyoshi Park, which is home to castle ruins and also has more than 4,000 cherry blossom trees, was planted after World War II. The main highlight of this park is the 300-metre pavement called Sakura Road, which forms a cherry blossom tunnel. At night, with 3000 lanterns lit up, the 3-tier turret of Takada Castle reflected in the moat is a spectacular sight for visitors. The Takada Castle Site Park Cherry Blossom festival starts in early to mid-April and is also one of the premier events in Niigata, attracting more than one million visitors

each year. You can savour the local street food and drinks sold at the food stalls during the festival. This year also marks the 97th year of this festival.

Another popular event, "Kanrenkai," or Lotus Viewing Event, is also held at Takada Castle Site Park.

Joetsu city's main access point is Joetsu Myoko Station. Once can reach this city from Tokyo and Nagano, you can get here via the JR Hokuriku Shinkansen. From Kyoto, take the JR Thunderbird along the coast, changing to the JR Hokuriku Shinkansen at Kanazawa.



## PINK BLOSSOM AFTERNOON TEA, PARK HYATT TOKYO

BY NATSUHO KAWADA, PARK HYATT TOKYO

A sky lit bamboo garden-in-the-sky, creating a mood of serenity both night and day, is the centrepiece of The Peak Lounge on the 41st floor of the Park Hyatt Tokyo Hotel. Washed with natural light and offering spectacular views of Tokyo, the garden setting is perfect for enjoying luscious desserts, fresh homemade cakes, authentic English afternoon tea, light cuisine, and cocktails.

Exclusive Sakura-related creations by Executive Pastry Chef Julien Perrinet will be a highlight in The Peak Lounge and Pastry Boutique to celebrate this beautiful season. The Peak Lounge will offer "Signature Pink Blossom Afternoon Tea," which you can indulge in while enjoying the rich scent of

spring in the vast glass atrium. After a long winter, your body and soul will appreciate the sunlight and warm ambiance. The menu includes savories, sweets, scones, and a parfait to satisfy every palate. One can visit the lounge between 1200hrs and 1700hrs until Sunday, April 24, 2022, to savor the spring season-inspired menus. A more classic version served in a three-tier stand, the "Pink Blossom Afternoon Tea," is also available.

At Pastry Boutique, one can choose from Sakura Sphere, Sakura Roll, Sakura Lace, and Sakura Croissant.

Park Hyatt Tokyo occupies the top 14 floors of the 52-storey Shinjuku Park Tower. In-

function and location, it integrates the high-rise business centre of West Shinjuku with the nearby performing arts complex and public park. The hotel's 177 rooms include 18 Park Suites, one Governor's Suite, two Diplomat Suites, one Tokyo Suite, and one Presidential Suite. At Park Hyatt Tokyo, each guestroom and suite meets the dual needs of the international traveller by doubling as a serene retreat and an efficient private office with the latest amenities. Every room has been designed as a contemporary private residence with exquisite fabrics, woods, original artwork, and a selection of books for both reference and pleasure.



IMAGES © AOMORI PREFECTURE TOURIST INFORMATION

## RETRO TRAIN RIDE THROUGH ASHINO PARK

BY SONIA SINGH



People from all over the world travel to Japan to admire its beauty and are eager to get a glimpse of Sakura in full bloom. The best way to move around Japan is undoubtedly by train, without any hassle. Each area or region in Japan have their own local train, differentiated by colour, design, and even with an anime character. In eastern Japan, many railway stations and lines are surrounded by the magnificent Sakura trees.

Aomori Prefecture is located at the northernmost tip of the Tohoku region on the main land of Japan. It is home to many World Heritage Sites, including castles and temples from the Edo Period, festivals, and traditional arts. Aomori is an amalgamation

of culture and nature. One of the most popular sites in Aomori is Ashino Park during springtime. Ashino Park, spread across 80 hectares, is located in Kanagi Town, Goshogawara City, is home to 1500 cherry blossom trees and 1800 pines, and also has a lake at its heart. You can reach Ashino Park from JR Goshogawara Station, transfer to the Tsugaru Railway Line and get off at Ashinokoen Station, which is an old-fashioned train station. The retro orange train that runs through the landscape of the Sakura Tunnel is truly an enchanting sight.

Ashino Park is known as the place where the famous novelist, Osamu Dazai, used to play during his childhood days. The park

also houses the Osamu Dazai Literary Monument, a statue of Osamu Dazai, a monument marking the origin of the Tsugaru Shamisen, and a former building of Ashino Park Station, which appeared in his novel, called "Tsugaru."

From late April to early May, the Kanagi Sakura Festival is held in Ashino Park, where visitors can enjoy illuminations at night, fireworks, and performances by shamisen players.

The park is also one of the top 100 cherry blossom spots in Japan, a list curated by the Japan Cherry Blossom Association.





NAGOYA CASTLE GROUND



NAGOYA CASTLE



NAGOYA CITY ARCHIVES



HIGASHIYAMA PARK



CULTURAL PATH FUTABA MUSEUM

## CHERRY BLOSSOM FUN IN NAGOYA

BY LENA YAMAGUCHI - NAGOYA IS NOT BORING

The season of the cherry tree is synonymous with “a new beginning”, and it coincides with the start of the school year and the fiscal year in Japan.

Cherry blossoms express life and transience simultaneously, echoing a Buddhist philosophy that “all mundane things are transitory”: nothing lasts forever, and beauty is fleeting. This is because the delicate pink-white flowers generally bloom only for around two weeks and wash away after the season’s first heavy rain.

Nagoya, which lies just between Kyoto and Tokyo on the Tokaido Shinkansen line, is a great place to visit during the cherry blossom season between the end of March and the beginning of April. It is less crowded than Kyoto or Tokyo and has stunning parks and gardens and fun activities to enjoy

during the spring season. Nagoya Castle, the city symbol, and nearby Meijo Park are the number one spot to visit for cherry blossoms. The scenery with the iconic castle in the backdrop is hard to beat, and of course, it’s fun exploring the castle itself as well.

Another one of our recommendations is the Higashiyama Zoo and Botanical Gardens, where you can enjoy the warmer temperatures by interacting with animals from around the world and learning about unique plants home to Japan and abroad at the same time. A fun activity here is a swan boat ride on a lake surrounded by blooming cherry trees.

If you want to have a traditional Hanami, which most Japanese call eating and drinking under the cherry trees, your best bet is

Tsurumai Park. Here hundreds of cherry trees all bloom simultaneously, and at night they are even lit up by lanterns making for a great atmosphere even after sunset.

Suppose you want to cover a lot of ground and see many of the more minor cherry blossom spots. In that case, you could rent a bicycle at Nikko Style Nagoya or book a guided bicycle tour with Nagoya Adventure Cycle. Your guide will take you around the lesser-known parts of the city, past little shrines and temples, and you will even have a little picnic under the cherry trees.

Nagoya is also an excellent base for day trips to closeby cities with equally stunning cherry blossom spots. Inuyama, Okazaki, and Toyota all have a lot to offer during spring. Nagoya in spring is not boring. So please come and visit soon.



FIRST BLOSSOMS SPOTTED IN 2022



CHERRY BLOSSOM FOOD TOUR IN TOKYO



SAKURA MOCHI (SWEET POUNDED RICE) WRAPPED IN EDIBLE BLOSSOM LEAVES



SALTED BLOSSOMS AND LEAVES



SAKURA SAKE WITH BLOSSOMS IN THE BOTTLE

## CHERRY BLOSSOM TIME IN JAPAN: A FEAST OF FLAVOR

BY LAUREN SHANNON - ARIGATO TRAVEL

In Japan we look forward to the Cherry Blossom (Sakura) Season each year with a passion bordering on obsession. From early January, when the official forecast is announced listing when the blossoms will start to bloom across each region and all through the beginning of blossom time, the anticipation of this lovely time of year gets us through the cold winter months!

Of course, the flowering trees across Japan are gorgeous and have deep cultural significance, but also, we LOVE to celebrate seasonality in food. Cherry Blossom themed dishes, sweets, snacks and drinks are a huge part of this time of year. Sakura time is almost like a special 5th season in the yearly calendar. In each area it lasts around 2-3 weeks as it moves from the southern regions

up through to the far north of Hokkaido from February through to late April to early May.

**Arigato Travel**, specializes in food tours, introducing Japan's history, art, culture and customs through the lens of gastronomy. We have over 40 food tours across the country and 7 online experiences including one devoted to sharing the beauty and history of cherry blossoms online with anyone anywhere around the world.

I'd like to share a few of the pretty, and yummy cherry blossom themed foods that we have spotted already for the 2022 season.

First off, what do Cherry Blossom foods taste like? They don't taste like cherries! In fact, the flavor is usually slightly sweet, a bit floral

and a little salty as the blossoms are preserved in salt each season. The flowers and leaves are edible and are usually used as a seasonal garnish. Often the blossom desserts and dishes include Japanese sweet red bean paste called Anko, and mochi or pounded rice. They are commonly a mix of sweet, savory and salty with floral overtones and all of the drinks, snacks and food of this time of year are created to capture the beauty of the season so the packaging is very important and showcases the tradition and loveliness of the flowers as a celebration of the end of winter!

Of course, it is not just about sweets either—we love to enjoy the flavors of sakura time in tea, coffee, sake (rice wine), craft beers and

Continued to page 11



CHERRY BLOSSOM BENTO BOX WITH SPRING FLAVORS



SAKURA CAKE AND COFFEE TIME



A VARIETY OF SWEETS



A VARIETY OF SWEETS



CHERRY BLOSSOM TEA FOR GIFT GIVING

in beautifully prepared lunch boxes with seasonal vegetables, seafood, and spring flavors. Presentation, taste, and celebration are deeply a part of each Cherry Blossom bite.

A big part of the season is coming together to celebrate in Hanami (or blossom viewing) Parties where we gather for picnics under the flowering trees with the falling blossoms drifting around us like snow. Giving your friends, family and coworkers special sakura food gifts is another common seasonal custom.

We toast to the end of winter with cherry blossom themed beverages as well. You will find sake (rice wine) with blossoms inside, sakura beer, flavorful teas and other drinks that we can only enjoy this time of year.

Sakura season is a time of year full of gratitude and joy. We love celebrating with ALL our 5 senses, seeing the flowering trees, hearing the sounds of happy people picnicking, feeling the warm spring air and of course, smelling and tasting cherry blossom cuisine are all

intertwined in our anticipation and enjoyment. We hope you will join us online and, in the future, in person for a chance to appreciate the blossoms together!

**About the Author:**

Lauren has degrees in education and art and a background in multicultural businesses. She is a lover of food, wine, travel, design and LIFE! Lauren has worked in Tourism in Japan for the last 8 years. She is a co-owner and GM of Arigato Travel and a long-time resident in Japan. Her favorite thing is discovering new local stories and connecting with people across the world.

To know more about limited edition tour visit:

<https://arigatojapan.co.jp/tours/cherry-blossom-hanami-online-experience-limited-edition/>

Photo Credit : Lauren Shannon / Arigato Travel



## A WEEKEND ADVENTURE IN MATSUMOTO, NAGANO PREFECTURE

BY LIA - RYOKAN WANDERINGS

Just under an hour from Shin Osaka & Kyoto Stations and about 1.5hrs from Tokyo, lies the city of Matsumoto. Matsumoto is the gateway to the Northern Japanese Alps, the home of internationally renowned artist Yayoi Kusama and another city that forms part of the acclaimed "Mitsuboshi Kaidou" route.

Famed for the majestic Matsumoto Castle; the castle is one of five castles in Japan designated as a National Treasure and is the oldest castle tower remaining in Japan. Enjoy the city from the seat of a rickshaw, as the driver takes you around the castle and the town regaling stories of the town's history and legends. Experience the colourful dots of Yayoi Kusama at the Matsumoto City Museum of Art without the crazy crowds found elsewhere.

### LEARN ABOUT THE INTRICACIES OF MISO BREWING

Miso is a staple in many Japanese meals and said to have many different health benefits. This salty, savoury product of Japan comes in various different types and there's no better place to learn about miso than Ishii Miso Brewery. Inside, take a brewery tour with the rokudaime (sixth generation family head) Ishii Kosuke as he reverently explains his family's history and their miso brewing techniques.

Enjoy tasting their many types of miso, the various ways in which they can be used and sit down to a delicious miso lunch including miso ice cream at their brewery's restaurant.

### SAMPLE SOME DELICIOUS SAKE

One can never leave a prefecture without tasting some of its local sake, and none is more local or welcoming than Yoikana. Located on an unassuming street in Matsumoto City, Yoikana sake brewery holds a long and varied history of more than 150 years.

Wander through their small intimate brewery premises, learning about the brewery's history and story as Hotaka-san guides you through the process of sake making, regaling you with life stories. Afterwards, sit down in the store, and enjoy tasting their delicious sake (of which some can only be purchased in their family store) made with the fresh spring water well that runs outside the premises.

Continued to page 13



### FEAST ON THE DELICIOUS FOOD AT RESTAURANT 367 (365+2)

Executive Chef Christopher Horton, not only brings with him years of experience but the culinary expertise and avantgarde cooking style of two star Michelin restaurant INUA (sister to the internationally acclaimed NOMA restaurant in Copenhagen). After being chef there for the two years of INUA's life in Tokyo (INUA closed as head chef Thomas Frebel returned to be with family during the pandemic), Horton has moved on to helm Restaurant 367 (365+2) in Matsumoto Jujo in Asama Onsen town.

A feast for all senses, the dinner course consists of three themes; "from the farm, from the sea, and from the pasture" utilising local produce from all over Ishikawa prefecture. The meal is a visual sensation of bright colours, seasonal produce and



creative exploration. Wine pairings, an extensive wine and aperitif list are available to compliment the flavourful dishes.

### SOAK IN YOUR OWN PRIVATE ONSEN AT MATSUMOTO JUJO

Streamline your stay by having dinner at Restaurant 367 (365+2) then simply head upstairs to your room at Matsumoto Jujo and have a relaxing soak in your private onsen bath on the balcony with views of the Northern Japanese Alps.

A former traditional ryokan with over 300 years of history, Matsumoto Jujo was relaunched in July 2020 as a book hotel where the former public baths onsen are now the bookshop and reading area filled with Japanese novels, art books, comics, English art, fashion and photography books. Every room has their own private onsen

bath and is luxurious in it's modern simplicity with its concrete walls and statement furniture. For those who would love a more traditional experience, Matsumoto Jujo Koyanagi (the original name of the ryokan) opened next door in September 2020 and is designed to pay homage to it's ryokan roots with its warm wooden tones and tatami floors.

**About Lia** - An Aussie based in Tokyo, Japan with a love of exploring the lesser known and learning people's life stories. She loves to seek out onsen ryokans with private onsen baths, discovering hidden sushi omakase gems or curled up in her Totoro bed with a good book. If not travelling in Japan or abroad, her days are spent in her studio Tokyo Kaleidoscope reconstructing vintage Japanese silk kimonos into bespoke pieces for herself and others.



IMAGE COPYRIGHT STARBUCKS



## SOUVENIR SHOPPING: AROUND CHERRY BLOSSOM

BY YOKO TORII

Cherry blossom season is a time of year that everyone looks forward to, and it's not just the flower bloom that keeps people excited; it's also the ecosystem that surrounds it. Food outlets, chocolatiers, souvenir shops, and who knows what else work months ahead of spring's arrival to release limited-edition cherry blossom-related products. January is the time when most of the companies in Japan start releasing Cherry Blossom souvenirs, food, and drink items, and they sell off the shelf fast.

The best of the limited-edition Cherry Blossom products, listed in no particular order, for 2022 Starbucks has released two limited edition drinks to welcome spring: Sakura Strawberry Shiratama Frappuccino and Sakura Saita Milk Latte, alongside a lineup of merchandise inspired by the sense of

beauty and ephemeral nature of cherry blossoms. Sakurayu, or Sakura-cha, a Japanese infusion created by steeping pickled cherry blossoms with boiled water, is another highlight of this season. One can try the Sakura Tea series from Akomeya Tokyo, or Kamakura Sakura Cherry Blossom Tea "Hangetsu", or Lipton Cherry Blossom Tea bags.

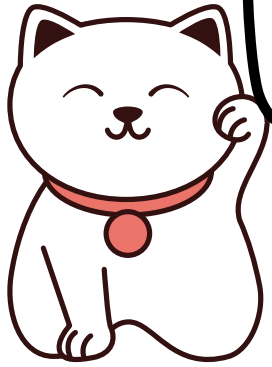
Asahi beer has introduced two limited-edition cans. The first is Clear Asahi's spring edition, which is called Sakura no Utage, and the second one is Asahi Super Dry. It is the same classic beer in a limited edition can. Suntory's Kanade Sakura, which was introduced in 2019, is another Japanese craft liqueur. It is a blended beverage made with both Japanese-grown cherry blossom petals and cherry tree leaves, each of which

is distilled separately to bring out their optimal flavour with a 22% alcohol content.

Kit Kat Sakura-Cherry Blossom is a limited-edition chocolate that is only made and sold in Japan. Royce Nama Chocolate is a limited-edition Cherry Blossom collectible.

Brands like Coca-Cola also release special bottle and can packaging for regular Coke, and it is also a collector's delight. Pepsi introduces a pink cola for a limited time.

While visiting stores like Daiso, do not forget to buy Sakura-themed fridge magnets, pens, and special stick-on note pads. Another popular store, Don Quijote, is good for Sakura souvenir shopping. Look out for Sakura Pocky and Sakura Matcha Pocky, and handmade Sakura theme tableware.



Useful  
Expressions for  
Sakura in  
Japanese

Let us  
learn



**FLOWER WATCHING – HANAMI**

**FIRST SAKURA – HATSUZAKURA**

**CHERRY BLOSSOM BLIZZARD – SAKURA FABUKI**

**MORNING SAKURA – ASAZAKURA**

**LATE NIGHT HANAMI PICNIC – YOZAKURA**

**SAKURA HUNTING – SAKURAGARI**

**SAKURA PERSON – SAKURABITO**



PUBLISHED BY NIPPON TAIYO HOSPITALITY, MEDIA DIVISION.

OPINIONS EXPRESSED WITHIN THE CONTENT ARE SOLELY RESPONSIBILITY OF THE AUTHOR AND DO NOT REFLECT THE OPINIONS AND BELIEFS OF NIPPON TAIYO HOSPITALITY OR ITS AFFILIATES.

FOR FEEDBACK WRITE AT [SHARAD@NTH-INDIA.COM](mailto:SHARAD@NTH-INDIA.COM) OR [SONIA@NTH-INDIA.COM](mailto:SONIA@NTH-INDIA.COM)