

太陽の沖繩

CULTURE GUIDE | VOLUME 50

# SUNNY OKINAWA



BOKKSU  
SNACK BOX

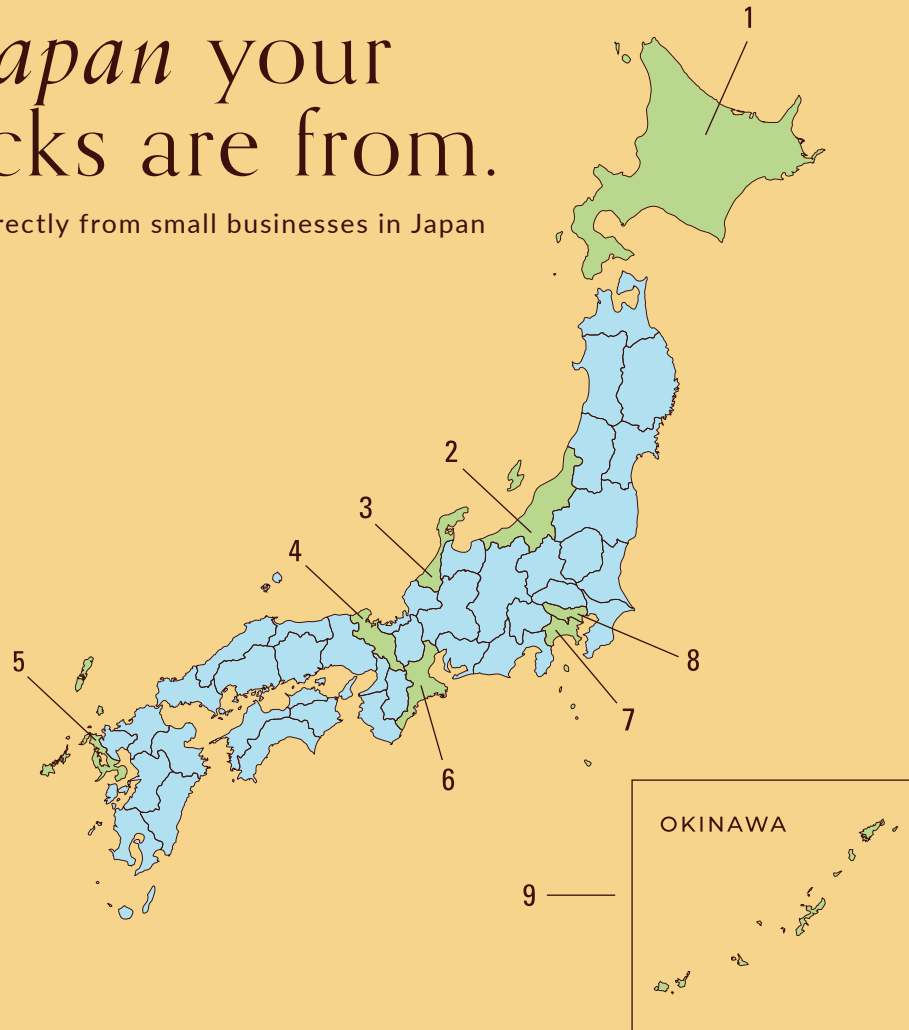
# Sunny Okinawa

We're heading to Okinawa - Japan's southernmost prefecture. This cluster of tropical islands has a unique climate and geography, making it home to some special ingredients you won't find anywhere else in Japan. This month, we've curated a selection of snacks made in Okinawa or using native ingredients. We hope each bite takes you on a delicious Okinawan summer vacation!



# Discover where in *Japan* your snacks are from.

Sourced directly from small businesses in Japan



Locate your snacks  
using the grid below:

SUNNY OKINAWA BOX



Hokkaido

①



Niigata

②



Ishikawa

③



Kyoto

④



Nagasaki

⑤



Mie

⑥



Kanagawa

⑦



Tokyo

⑧



Okinawa

⑨



# Let's Learn Japanese!

KANJI • FURIGANA  
ROMAJI: TRANSLATION

Note that the common allergens and dietary restrictions listed in this guide are directly translated from the packaging as reference; we cannot guarantee the presence or lack of certain allergens/animal products in the items so please consume them at your own risk with careful attention to any personal health concerns.

旅行・りょこう

*Ryoko: Travel*

夏休み・なつやすみ

*Natsu yasumi: Summer vacation*

砂浜・すなはま

*Sunahama: Beach*

海水浴・かिसいよく

*Kaisuiyoku: Swimming in the sea*



SPOTLIGHT SNACK

# OKINAWA SHIQUASA CITRUS GUMMY

BY ZEN-NOH

These refreshing bite-sized gummies are bursting with the juice of *Shiquasa Citrus* - a tart and acidic fruit native to the northern region of Okinawa.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>No</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>None</i>	<i>None</i>



# KOHAKUKA URAGOSHI KANTEN: PASSION FRUITS

BY OTW

Made only with passion fruit grown in Nakijin Village and Motobu Town in Okinawa, this agar jelly candy allows you to enjoy the rich flavor of Okinawa's renowned fresh fruit. Pro tip: enjoy it chilled!

This candy has a thin edible wrapping called *oblade*. Though the taste and texture may be a new experience for most, we hope you'll try it and love it!

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Soy</i>	<i>None</i>



# HANDMADE PINEAPPLE CANDY

BY BOKKSU X DAIMONJI

We worked with Daimonji Ame Honpo to create this exclusive tropical candy. Made with real Okinawan Pineapple, enjoy the fresh, sweet, and tart flavor beloved all over Japan.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>None</i>	<i>None</i>



# BLACK SUGAR KINAKO MOCHI

BY MARUTO

This soft and chewy *mochi* has an Okinawan *kokuto* (black sugar) syrup filling and is dusted with *kinako* (soybean flour). We recommend serving it chilled for a refreshingly sweet and nutty bite.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Soy</i>	<i>None</i>

# NAGASAKI CASTELLA: TANKAN

BY BOKKSU X SUZAKIYA

Once you bite into this fluffy castella cake, you'll be hit with the fresh flavor and aroma of *tankan* - an Okinawan citrus fruit known for its (sometimes ugly) bright orange color, juicy sweetness, and low acidity.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Eggs, Wheat</i>	<i>None</i>

# TSUKISAMU ANPAN: BLACK SUGAR

BY BOKKSU X HONMA

The star of this fluffy *anpan* (bun with red bean paste inside) is a rich *kokuto* (black sugar) filling. An Okinawan specialty, black sugar is sugarcane juice that's been boiled for many hours to create a dark color and roasted caramel-like flavor.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Eggs, Wheat</i>	<i>None</i>

# PA NO FINANCIER: PINEAPPLE

BY FASHION CANDY

A real bite of sunshine, this financier cake is made with a new variety of pineapple puree called Tida Pineapple. Produced on Okinawa's Ishigaki Island, you'll love the deep sweetness of this prized fruit.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>No</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Eggs, Tree nuts, Wheat, Soy</i>	<i>None</i>



# ZAWAWA CHINSUKO: BLACK SESAME + KINAKO

BY OKINESIA

*Chinsuko* is a traditional Okinawan shortbread often flavored with local ingredients. We're excited for you to try this unique black sesame and *kinako* cookie - a delicious and nutty departure from tradition.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>No</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Eggs, Tree nuts, Wheat, Soy, Sesame</i>	<i>None</i>

# SALTED BUTTER MOCHI SENBEI

BY IWATSUKA SEIKA

Butter *mochi* is an Akita Prefecture specialty, and this limited edition *senbei* rice cracker boasts those sweet buttery flavors. The pièce de résistance is Okinawan sea salt for a new delicate depth in flavor.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Soy</i>	<i>None</i>

# KABUKIAGE RICE CRACKERS: SHIQUASA SALT

BY AMANOYA

*Kabukiage* rice crackers are a popular Japanese snack, but these are exclusively available in Okinawa. Crispy, airy, and deliciously coated with soy sauce and *shiquasa*, a citrus fruit native to the Ryukyu Islands.

FLAVOR	VEGETARIAN
<i>Savory</i>	<i>No</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Fish, Wheat, Soy</i>	<i>None</i>

# ISHIGAKI BENIIMO CRAPE CHOCOLATE ROLL

BY NANPUDO

Made with Okinawan super food *beniimo* (purple yam), this rolled crepe delicately envelops a smooth white chocolate center. Fall in love with its natural sweetness and rich earthy flavor.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Eggs, Wheat, Soy</i>	<i>None</i>



A blue ceramic teapot sits next to a colorful package of Sanpincha tea. The package features a vibrant illustration of a fish and the text 'さんぴん茶' and 'SANPIN CHA'.

## SANPINCHA TEA

BY BOKKSU

Believed to be brought to the Ryukyu Kingdom hundreds of years ago from China, Okinawan Jasmine tea (locally known as *sanpin-cha*) is a refreshing and fragrant blend of jasmine flowers and steamed green tea. We hope you appreciate the Bokksu Original packaging, which represents the mix of Chinese and Japanese influence on the prefecture.

### BREWING INSTRUCTIONS:

Place one tea bag into the teacup and pour over an appropriate amount (approximately 120-150ml) of hot water (~80°C/176°F). Gently move the tea bag to adjust the strength, take it out, and enjoy.

COMMON ALLERGENS

None

VEGETARIAN

Yes

A wooden bowl overflowing with golden, puffed, stick-shaped snacks. Some are scattered on the surface next to a yellow and red package of the product.

## KUCHIDOKEKOJI SAKUMARO: CURRY

BY OYATSU COMPANY

This addicting puffed snack boasts the natural sweetness of corn and the savory flavors of Japanese curry. Fun fact: the name sakumaro is a play on the Japanese words *saku saku* (crunchy) and *maroyaka* (mild taste).

FLAVOR

*Sweet*

VEGETARIAN

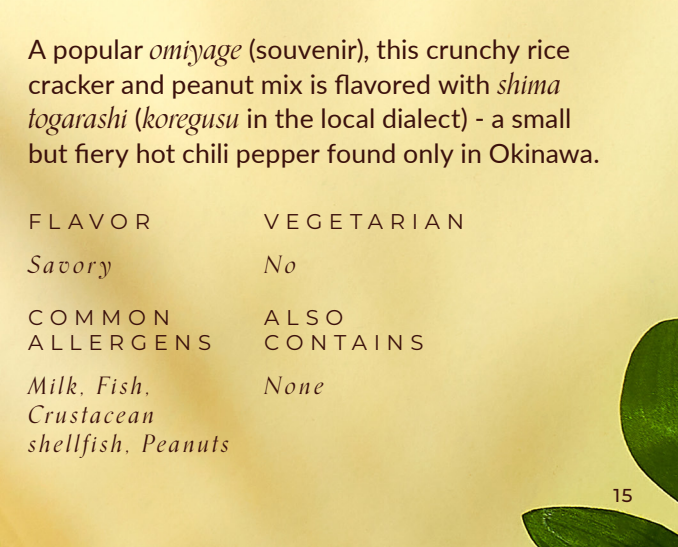
*No*

COMMON ALLERGENS

*Milk, Wheat, Soy*

ALSO CONTAINS

*None*

A wooden bowl filled with golden, ring-shaped rice crackers. Some are scattered on the surface next to a yellow and red package of the product.

## SHIMA TOGARASHI RICE CRACKERS AND PEANUTS

BY NANSEI SANGYO

A popular *omiyage* (souvenir), this crunchy rice cracker and peanut mix is flavored with *shima togarashi* (*koregusu* in the local dialect) - a small but fiery hot chili pepper found only in Okinawa.

FLAVOR

*Savory*

VEGETARIAN

*No*

COMMON ALLERGENS

*Milk, Fish, Crustacean shellfish, Peanuts*

ALSO CONTAINS

*None*





MEET THE MAKER: NAMPO



Meet Nampo, the maker behind two of this month's summery treats! Nampo's goal has always been to make playful and modern Japanese sweets using local Okinawan ingredients. In addition to being one of the most famous *omiyage* (souvenir) companies in the prefecture, they also have ice cream shops throughout the islands - making them a popular sweet temptation for locals and tourists alike.

MARUI CHINSUKO:  
PINEAPPLE

BY NAMPO

Crumbly and crunchy, this *chinsuko* cookie is flavored with another Okinawa specialty: pineapple! It has a mildly sweet tropical flavor with just a hint of tartness.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>No</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Wheat, Soy</i>	<i>None</i>

ICHICORO  
CHOCOLATE PUFF  
SAND CAKE

BY NAMPO

An airy white chocolate cream sandwiched by two bitter chocolate *chinsuko* shortbread cookies. Plus, a dash of Okinawan salt for an added depth of flavor. It's no wonder this is a buyer's favorite!

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>No</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Eggs, Wheat, Soy</i>	<i>None</i>





## *A Taste to Remember*

Nampo works hard to ensure their sweets ignite memories of Okinawa in people even after they return home. Their secret? Using colorful ingredients found abundantly in the natural landscape. The results is beautiful confections with fresh local flavors - a reflection of the rich nature and culture of the islands.



HANDPACKED IN JAPAN  
日本

PRODUCT OF  
JAPAN





## OODLES OF ISLANDS

Did you know that Okinawa is home to over 150 islands? It could take a lifetime to explore them all, but here are some popular spots to visit:

- Okinawa Island: Capital
- Ishigaki: Beaches
- Taketomi: Ryukyu village
- Iriomote: Jungle hiking!



## A CULTURAL MIX

Due to its rich history and location, Okinawa's culture is unique to the rest of Japan. For example, its cuisine is a delicious mix of Japanese and Chinese flavors. An island specialty, Okinawan *soba* is made with egg noodles (instead of traditional buckwheat) and *soki* (slow-cooked ribs).



## OKINAWAN DIALECT

Influenced by the original language spoken in the days of the Ryukyu Kingdom, Okinawa has a unique Japanese dialect called *Uchinaa Yamatu-guchi*. Here are some useful words to know!

- Haisai: Hello
- Guburi sabira: Goodbye
- Debiru: Thank you



## SUMMER STORIES

What's summer without friends? We'd love to hear all about your summer adventures on social @bokksu or in our members-only online platform, Bokksu Community. Stop by and say *haisai!*



# Hungry for more?

VISIT BOKKSU BOUTIQUE

Shop Okinawan snacks, home goods, and tea  
to celebrate summer from home.

[BOKKSU.COM/SUMMER](https://BOKKSU.COM/SUMMER)

