

輝く東京



CULTURE GUIDE | VOLUME 52

LUMINOUS TOKYO



BOKKSU
SNACK BOX

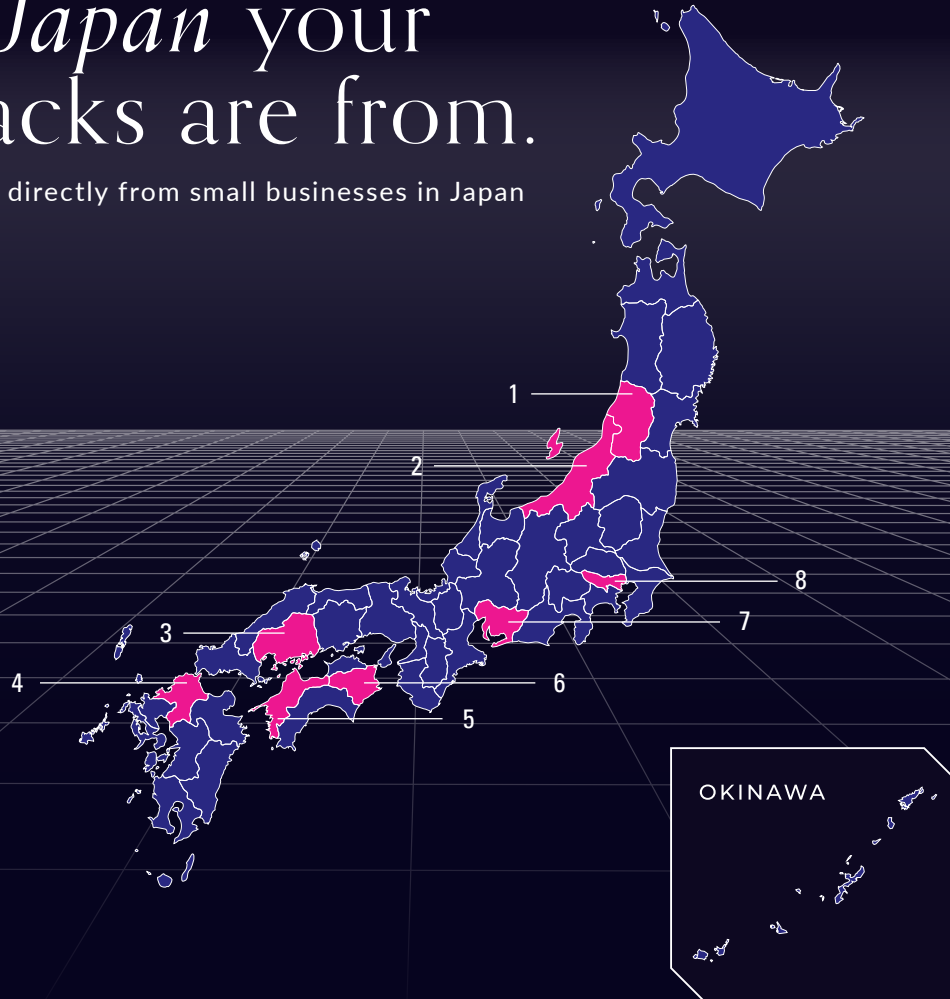
LUMINOUS TOKYO

Named Japan's capital in the 17th century, Tokyo (originally known as Edo) has always been a leading city. The samurai have since been replaced by neon signs, but this buzzing metropolis continues to attract a global audience with its electrifying atmosphere. This month, we're excited to bring you through the bustling streets of Tokyo with our dazzling curation of snacks.



Discover where in *Japan* your snacks are from.

Sourced directly from small businesses in Japan



Locate your snacks
using the grid below:

LUMINOUS TOKYO BOX



Yamagata

①



Niigata

②



Hiroshima

③



Fukuoka

④



Ehime

⑤



Tokushima

⑥



Aichi

⑦



Tokyo

⑧

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.



LET'S LEARN JAPANESE

KANJI • FURIGANA
ROMAJI : TRANSLATION

下町・したまち

Shitamachi: Downtown

夜景・やけい

Yakei: Night View

都会・とかい

Tokai: Metropolitan City

活気のある・かっきのある

Kakkinoaru: Lively

PETIT: RICH BLACK SESAME CAKE

BY BOURBON

It's impossible to enjoy spectacular city lights without the dark night sky. This luxuriously moist bite-sized cake is bursting with the rich taste of black sesame.

FLAVOR VEGETARIAN

Sweet *Yes*

COMMON ALLERGENS ALSO CONTAINS

Milk, Eggs, Wheat, Soy, Sesame *Alcohol*

CHOCOLATE AZUKI BEANS: UJI MATCHA

BY DENROKU

These *azuki* (red beans) are sourced from Hokkaido and made into sugar-coated *amanatto* using a traditional process. They're then dipped in white chocolate and dusted with Uji matcha powder for a delicious finishing touch.

FLAVOR VEGETARIAN

Sweet *Yes*

COMMON ALLERGENS ALSO CONTAINS

Milk, Soy *None*

TOKYO CHOCOLATE WAFFLE SAND COOKIE

BY MON·CREVE

The moment you open the packaging, you'll be hit with the scent of freshly baked waffles. Have a taste and see why these dense but crisp cookies with a light milk chocolate center are a popular Tokyo *omiyage* (souvenir).

FLAVOR VEGETARIAN

Sweet *Yes*

COMMON ALLERGENS ALSO CONTAINS

Milk, Eggs, Wheat, Soy *None*

CHOCOLATE BANANA LANGUE DE CHAT

BY FUUBIAN

We love how the rich banana sweet cream contrasts the dark crispy chocolate cookies of this *langue de chat*- it reminds us of the bright neon signs in Tokyo (of which there are more than anywhere else in the world!)

FLAVOR VEGETARIAN

Sweet *No*

COMMON ALLERGENS ALSO CONTAINS

Milk, Eggs, Wheat, Soy *None*



TAKESHITA STREET



In the heart of Harajuku lies Takeshita Street, a busy hub for *kawaii* (cute) culture and colorful street foods. When the sun finally sets, you'll be viewing this pop-culture paradise through rose-colored glasses as the street illuminates with a bright pink hue.



TOKYO PANCAKE LANGUE DE CHAT

BY MON·CREVE

A real taste of the modern city, Japanese pancakes have captured the hearts and cameras of foodies worldwide. We've chosen this langue de chat made with real Canadian maple syrup and pancake mix in homage to the yummy café craze.

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



SALTED DAIFUKU MOCHI

BY SEIKI

Hopping from shop to shop can be exhausting! Good thing this ultra-chewy mochi is the perfect on-the-go snack. Fun, cute, and satisfying, you'll love how its slightly salty flavor enhances the sweetness of the red bean center.

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



JOUSOBE OKOSHI: SUGAR

BY TOKIWADO
KAMINARIOKOSHI HONPO

This *okoshi* will never go out of style. Produced by maker Tokiwado for over 200 years, this beloved snack is made with simple ingredients such as rice and sugar for a crunchy sweet bite.

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

VENDING MACHINES

From the top of Mount Fuji to the empty alleys of Tokyo, you'll always find vending machines. In addition to beverages and snacks, their bright glow offers a beacon of light on even the darkest of nights.

ABARE-UME POTATO CHIPS

BY KOIKEYA

FLAVOR
Savory

VEGETARIAN
No

Be prepared for an electrifying punch of flavor! The thick zigzag cut of these potato chips allows for a thorough seasoning so you can enjoy the addicting combination of sour *ume* (plum), *shio* (salt), and refreshing *shiso* (Japanese aroma herb).

COMMON ALLERGENS
Milk, Wheat, Soy

ALSO CONTAINS
None

MAROSH: MIKAN SODA

BY KANRO

FLAVOR
Sweet

VEGETARIAN
No

Tokyo is known as the city of innovation, and this is one futuristic sweet! What starts as a sour-dusted gummy becomes soft like a marshmallow in your mouth, revealing the sweet and refreshing taste of *mikan* citrus soda.

COMMON ALLERGENS
None

ALSO CONTAINS
None



YATAI FOOD STALLS



MINI CURRY-BREAD SENBEI

BY SANKO SEIKA

It's common to see long lines for curry bread, a deep-fried dough holding warm Japanese curry. Skip the wait and experience the beloved lightly sweet and savory flavor with these bite-sized *senbei* (rice crackers).

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

SENBEI: IRODORI TSUDOI

BY GINZA HANANOREN

Perfect for your next happy hour hangout, these crunchy and colorful *senbei* (rice crackers) come in a variety of different Japanese flavors - like umami *bonito* and purple sweet potato - for you to explore and enjoy.

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



Let's take in the sights and smells of lit-up *yatai* (food stalls). Each counter is lined with people unwinding after a long day and enjoying the glowy nightlife. The Japanese love to pair their drinks with small savory and umami bites, much like these.

TOKYO TOWER



Overlooking the city at 333 meters high is Tokyo Tower, the tallest self-supported steel tower in the world. This massive central structure is illuminated at night, creating a magnificent orange glow that stands out from the rest of the Tokyo skyline.



HANA OKAKI RICE CRACKER

BY HANAMARU CREATION

We're ready to exclaim our love for this classic snack from the top of Tokyo Tower! Sturdy and crunchy, this *okaki* rice cracker has a simple soy sauce flavoring that always shines from high above.

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

STEAMED CASTELLA: CUSTARD CREAM

BY ICHIOKA SEIKA

Take the elevator up for a gorgeous view of Tokyo at night. See thousands of dazzling city lights from above, yellow like this softly steamed castella with smooth custard cream filling. Pro tip: Refrigerate it!

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



BOKKSU EXCLUSIVES

Channel the cozy glow of Tokyo night cafés with these treats made exclusively for Bokksu.

STICK FINANCIER: LEMON TEA

BY BOKKSU X IGETADO

Yellow like street lights warmly illuminating a rainy night in Tokyo, maker Igetado crafts his French-style cake with *beurre noisette* (brown butter), in-house made almond flour, and a lightly sweet and tangy lemon tea flavor.

FLAVOR

Sweet

VEGETARIAN

Yes

COMMON ALLERGENS

Milk, Eggs, Tree nuts, Wheat, Soy

ALSO CONTAINS

None



EARL GREY HOJICHA TEA

BY BOKKSU

This Bokksu exclusive is a special blend of two of our favorite tea flavors: Earl Grey and *Hojicha* green tea. The citrusy bergamot of the Earl Grey with the roasted, nutty flavor of the Hojicha reminds us of Tokyo's unique mix of traditional Japanese and Western influence.

BREWING INSTRUCTIONS:

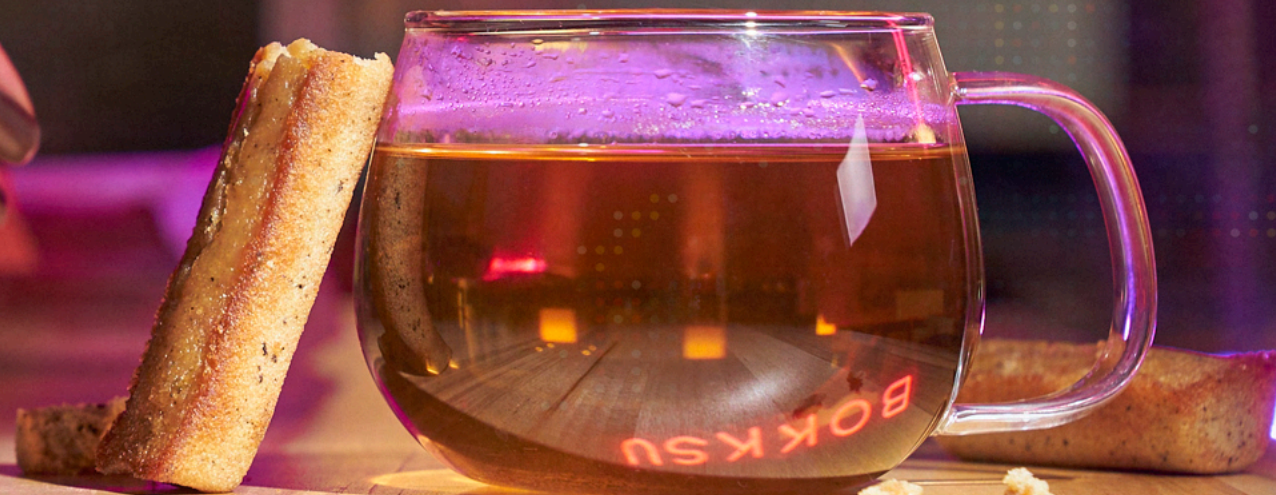
Bring 6 oz of water to 100°C (212°F) and steep the tea bag for two minutes or to taste. Shake the tea bag twice when removing it, and enjoy.

COMMON ALLERGENS

None

VEGETARIAN

Yes



MEET THE MAKER



KANON

We hope you enjoyed this month's Tokyo Galette Des Rois luxuriously crafted by Kanon! A Tokyo-based maker, Kanon has produced beautiful treats using seasonal ingredients since 1959. While they produce a whopping 2.5 million sweets annually, each piece is made with extreme care and caution surrounding the daily conditions the ingredients are exposed to, such as temperature, humidity, and more.

TOKYO GALETTE DES ROIS CARMEL

BY KANON

The pastry scene in Tokyo is vast and heavily influenced by France - much like this luxurious baked confection. It's kneaded with French Guérande salt, but the pièce de résistance is maker Kanon's original thick caramel cream filling. Safe to say that this *Galette des Rois* (King Cake) is fit for royalty.

FLAVOR

Sweet

VEGETARIAN

Yes

COMMON
ALLERGENS

Milk, Eggs, Wheat, Soy

ALSO
CONTAINS

None





KANON

A TASTE OF HAPPINESS

Attuned to seasonal ingredients and connected with high-quality pastry makers, Kanon has continued to evolve with taste and presentation at the forefront. When cultivating new sweets, their discussion always starts with the question, "What kind of things would make you happy?" Crafted with love and dedication, we hope each bite leaves you with a big smile!



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日本

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BOKKSU



VISIT TOKYO

TRAVEL GUIDE



AKIHABARA

Known as Electric Town, Akihabara is truly a city of light. Heavily decorated with neon advertisements, each building is a unique and exciting experience for any Japanese pop-culture fan. Step inside and find arcades, anime merch, figurines, the newest electronics, vintage gaming collectibles, and more.



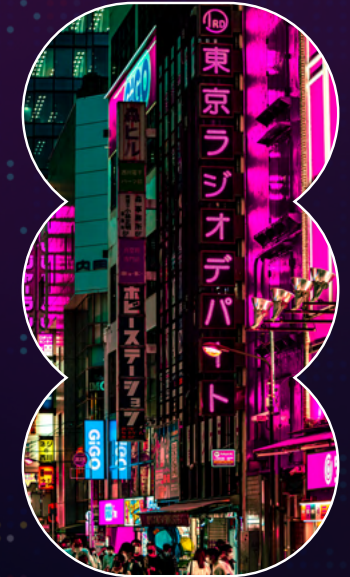
ASAKUSA

Situated in Asakusa's busy streets is Senso-ji, a popular Buddhist temple built in the 7th century. A beautiful look into Tokyo's spiritual side, be sure to grab an *omikuji* (fortune) while you're there. Walk to this picturesque temple via Nakamise, a shopping street offering a variety of local snacks and souvenirs!



SHIBUYA

Shibuya is the center of youth culture and fashion in Tokyo, but its biggest attraction is known as Shibuya Scramble Crossing, a famous intersection flooded with pedestrians at each green light. If you don't want to get lost in the crowds, we suggest heading up to the Shibuya Sky observation deck for the best birds-eye views!



TOKYO TALES

Have you been to Tokyo? What's your favorite Tokyo memory or an attraction you've been dreaming to visit? Share all your Tokyo tales with us on social @bokksu or in our members-only online platform, Bokksu Community.

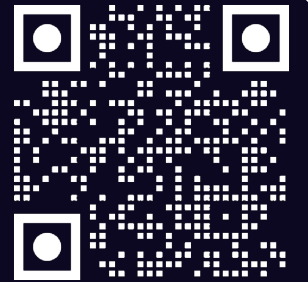


HUNGRY FOR MORE?

VISIT BOKKSU BOUTIQUE

Shop for snacks, home goods, and tea to experience even more of Tokyo from home.

BOKKSU.COM/BOUTIQUE



NEXT MONTH'S THEME HAIKU HINT:

Autumn in Japan
Is much more than pumpkin spice
Let's enjoy the moon



BOKKSU
SNACK BOX