

Niigata Fair Held at Hong Kong Omusubi* Chain Store hana-musubi

Limited-time sale of Omusubi using rice from Niigata, Japan's leading rice producing region, and other ingredients from the prefecture

Period: December 1 (Thu) - 7 (Wed), 2022

HONG KONG SAR - 30 November 2022 - The Niigata Department of Agriculture, Forestry and Fisheries is running a promotion for Niigata rice in various countries worldwide with the aim of making the delicious flavor of Niigata rice grown in the blessings of snow more well known overseas.

In Hong Kong, in partnership with JETRO and Hyakunousha International Limited, a Niigata Fair is being held in all stores of hana-musubi, a chain of Omusubi stores, from December 1 to December 7, 2022, selling Omusubi in a collaboration with produce from Niigata.

※"Omusubi" is the type of rice ball sold at hana-musubi.



■ About Niigata, Japan's leading rice producing region

Niigata Prefecture is a prefecture located in central Japan. It is one of the areas with the greatest snowfall in Japan, and snow extends as far as the eye can see every winter. Cultivation of rice utilizing the climate such as the meltwater and fertile soil has long flourished, and it produces the most rice in Japan (as of 2021). The delicious flavor of the rice is highly acclaimed, and Niigata is renowned in Japan and overseas as the leading rice producing area of Japan.

Through this initiative, rice from Niigata, which has a deep-rooted history and culture of rice production, will be delivered to consumers in Hong Kong with reliable technological capability and the passion of the producers.

■ About the Niigata Fair

The Niigata Fair is being run in all stores of hana-musubi, a chain of Omusubi stores in Hong Kong, from December 1 (Thu) until December 7 (Wed), 2022. hana-musubi is an Omusubi chain using Japanese rice operating mainly in Hong Kong, and has rising popularity on Hong Kong dining tables, reaching 100 stores at the end of last year.

For a limited period during the fair, the company will sell Omusubi using Koshihikari rice, which has been supported as the top brand of Niigata rice for many years, that was freshly harvested in 2022, and Kanzuri, a fermented condiment from Niigata that smooths the spiciness of hot peppers by placing them on snow, as a filling for the first time.

In addition to store decorations and distribution of store booklets during the fair, there are also plans to distribute a limited number of “Kakitane” snacks representative on Niigata as novelties to let you taste the appeal of Niigata with your own eyes and mouth. Please take this opportunity to have a taste of Niigata.

Overview of the Fair

- Name: hana-musubi Niigata Fair
- Period: December 1 (Thu) - 7 (Wed), 2022
- Locations: All hana-musubi stores of Hyakunousha International Limited
- Inquiries about the Niigata Fair

Hyakunousha International Limited [Cally Chow](#)

TEL : [\(852\)9128-4131](tel:(852)9128-4131)

FAX : (852)2169-3355

Email : cally.chow@hyakunousha.com

- Inquiries about this release

Agri-Foods and Distribution Division, Niigata Department of Agriculture, Forestry and Fisheries

Email: ngt060040@pref.niigata.lg.jp

香港御結*連鎖店華御結舉行新潟祭

限時推出使用日本第一大產米區新潟的米和縣內其他食材製成的御結

期間限定：2022 年 12 月 1 日（週四）- 7 日（週三）

香港 - 2022 年 11 月 30 日 - 新潟縣農林水產部正於世界各國展開新潟米推廣活動，致力讓在雪的恩賜下成長的新潟米的美味揚威海外。

在香港，我們與日本貿易振興機構和百農社國際有限公司合作，將於 2022 年 12 月 1 日至 7 日在御結連鎖店華御結的所有分店舉行新潟祭，售出以新潟縣之食材所製成的御結。

*「御結」是一種在華御結內出售的飯團。



■ 關於日本第一大產米區，新潟

新潟縣是一個位於日本中部的縣。這是日本降雪量最多的地區之一，每年冬天縣內全境均會下雪。這種氣候為該區長期帶來融雪的水份和肥沃土壤以種植稻米，而其米產量亦居日本首位（截至 2021 年）。米粒的味道深受好評，新潟作為日本首屈一指的大米產地亦享譽國內外。

透過是次推廣活動，產自擁有深厚耕作米歷史和文化的新潟米，將以可靠的技術結合農夫的熱情，送到香港客人手中。

■ 關於新潟祭

新潟祭將於在 2022 年 12 月 1 日（週四）至 12 月 7 日（週三）期間，在御結連鎖店華御結的所有分店舉行。華御結是一間使用日本米的御結連鎖店，主要在香港經營，其人氣在本地不斷攀升，截至去年底已擁有 100 間分店。

在新潟祭的期間限定內，該公司將售出使用越光米所造的御結，越光米是多年來一直被視為新潟米的頂級品牌，此米於 2022 年新鮮收割，並首次以來自新潟的發酵調味品 Kanzuri 作為餡料，它是透過將辣椒置於雪上來中和辣度的調味品。

在新潟祭期間，店內除了設置佈置和派發小冊子外，還計劃在新推出時限量派發新潟具

代表性的米果小吃「柿種」，讓您親身體驗新潟的魅力。請藉此機會品嚐新潟之味。

新潟祭概覽

- 名稱：華御結新潟祭
- 期間限定：2022年12月1日（週四）-7日（週三）
- 地點：百農社國際有限公司的華御結所有分店

- 有關新潟祭的查詢

百農社國際有限公司 [Cally Chow](#)

電話：[\(852\)9128-4131](tel:(852)9128-4131)

傳真：[\(852\)2169-3355](tel:(852)2169-3355)

電郵：cally.chow@hyakunousha.com

- 有關此報道的查詢

新潟縣農林水產部食品流通科

電郵：ngt060040@pref.niigata.lg.jp