

# Souvenirs from Matsuyama

## Oranges and orange juice

Oranges are a specialty of Ehime, and locals take pride in achieving the highest production volume in Japan. The juice is made from fresh oranges, and is popular throughout the country.



## Tart

This tart is made with red bean paste amply flavored with yuzu oranges, a local specialty of Ehime, which is rolled in a large spiral-like form. This was derived from an original idea of Lord Sadayuki Matsudaira.

## Botchan Dango (Dumpling)

"One evening, I went to a place called Dogo and ate dango. This Dogo is a town famous for its hot spring, and it is well known that the dango shop I dropped into serves a very tasty dango, which I found quite satisfactory." The dango is inspired by this section of the novel "Botchan."



## Jakoten

Jakoten is made by frying fresh ground fish meat, which is rich in calcium. Savor the catch from the bountiful Seto Inland Sea.



## Goshiki Somen

Goshiki Somen or "five-colored thin noodles" is Matsuyama's local specialty. The recipe has been handed down through the generations for about 360 years. The five-colored somen is colored entirely with natural materials.



## Usuzumi Yokan

This was named after the well-known "Usuzumizakura" or gray-colored cherry blossoms of Saihoji Temple located in Shimoidai, Matsuyama City. The white beans sprinkled inside represent cherry blossom petals fluttering down to the ground.



## Jizake, or local sake

Refined sake, brewed using clear and transparent water originating from the high Shikoku Mountains, has an excellent reputation throughout Japan.

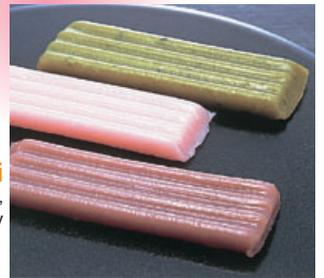


## Hinokaburazuke

This is a beautiful scarlet colored pickled turnip. Local people use this on a great variety of occasions ranging from flamboyant New Year's dishes to a simple bowl of rice with green tea.

## Shoyumochi

This is a local cake with a homely taste, and it has a simple but irresistible soy sauce flavor.



## Traditional handicrafts

### Hime daruma

It is said that Empress Jinko once stayed at Dogo Onsen a long time ago, where she became pregnant. She gave birth to a child in the province of Chikuzen, who later became the Emperor Ohjin. A Hime daruma doll was made in commemoration, a pretty little child wrapped in the Empress's crimson-red flossy garment.



### Ittobori, or single chisel engraving

Only a single chisel is used in this engraving style. Iyo Hina dolls, which are well known for being made with Ittobori technique, are tinted by utilizing the warmth of the wood. The dolls have adorable features.



### Bamboo handicrafts

These handicrafts are individually woven by skilled craftsmen. It is said that the production of these bamboo wares originally started when Prince Shotoku came to Dogo Onsen. He taught the local people how to weave baskets after he saw a great number of bamboo forests nearby.

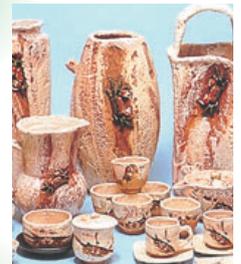


### Tobe Porcelain

This is a traditional Japanese industrial art, and has been designated as a local specialty of the prefecture. The porcelain, the natural color of which is tinted with a cobalt blue color, is prized not only as artistic work but has also long been used for household utensils.

### Iyo Kasuri

This is one of the three most prized kasuri or splashed-pattern textiles in Japan. It has long been loved on account of its rustic texture, cotton strength and beauty of its indigo blue color. There is a vast array of products including not only textiles, but also bags and clothes.



### Rakuzan yaki pottery

According to legend, Rakuzan pottery started when Sadanaga Matsudaira, the Lord of Matsuyama domain, put some crabs into his garden pottery kiln. The powerful and expressive workmanship is directly due to the daily efforts and research of the craftsmen.