



OISHII NIPPON Japanese Premium FRUIT GIFT SHOP

Opens in Salhiya Complex



Oishii Nippon (A Taste of Japan), the first dedicated boutique in Kuwait selling premium Japanese fruits, officially opened its doors on the ground floor of Salhiya Complex, under the management of Food Supply Co WLL (Kei Japanese Restaurant). Under patronage and in the presence of Her Excellency Sheikha Firyal Al-Sabah, the grand opening ceremony of the store was hosted by HE Masatoshi Muto, Ambassador of Japan to Kuwait, along with several dignitaries. The ceremony included a fruit tasting session for all attendees.

Launched by Japan's Ministry of Agriculture, Forestry, and Fisheries (MAFF) as part of a major initiative to promote premium Japanese food products in the Arab region, Oishii Nippon is

administered by Kintetsu World Express Sales (KWE), and supported by JA Zen-Noh, the National Federation of Agricultural Co-operative Associations. The first store of its kind in Kuwait, Oishii Nippon is distinguished not only for selling premium Japanese fruits that have a host of healing properties, but also for the unique way they are sold, in a finely crafted traditional Japanese gift basket known as furoshiki. "With the opening of Oishii Nippon in Kuwait, customers will have access to the exquisite taste of Japan and its ultimate gifting tradition, whether for personal consumption, corporate gifts, or to simply break the ice in social gatherings," said Keiko Muto, the owner of Kei Japanese Restaurant.

Emphasising the high quality of Japanese fruits, HE Masatoshi Muto stated that he is delighted to

inaugurate Oishii Nippon in Kuwait, which he believed will satisfy people in Kuwait having various fruits grown in the best region of Japan for fruit production. Mr Tamai, Representative of JA Zen-Noh, said, "because of the meticulous attention to the agricultural conditions and production techniques in Japan, the Oishii Nippon boutique is now ready to satisfy Kuwait's exquisite taste with fruits unlike any other in the world."

In ancient Japan, fresh fruits were given as gifts by nobility in specially designed furoshikis, which were originally used to wrap treasure and hence the practice of giving fruits in Furoshikis rose among the noble class to symbolize their importance and respect for the recipient. Japanese fruits are known for having the highest sugar content among fruits worldwide, making them extremely delicious and juicy.



Furthermore, their exceptional quality is maintained through the careful supervision and monitoring of every stage of cultivation.

Japanese fruits Persimmons

This luscious shiny orange-coloured fruit has a crispy texture and rich mellow taste that is adored by both children and adults at any occasion. It is known to resist high blood pressure and helps detoxification due to its well balanced variety of minerals and vitamins.

Nashi pears

Japanese pears can be distinguished by their unique appearance. Nashi pears are especially known for their juicy, mouth-watering texture and their delightful appearance. With its high potassium content and balanced minerals, these pears help to prevent high blood pressure, fatigue and digestive problems.

Mandarin oranges (unshu)

The most popular fruit in Japan, these mandarins are known to have no pips and balance sweetness with tenderness. They are also very easy

to peel with their delicate skin. They prevent cold, cancer, skin problems, hypertension and fatigue.

Earl's melons

A true representation of the incomparable fruits that make the taste of Japan, the earl melon with its outstanding fragrance and exquisite taste is sure to tease and entice your senses. Known also as muskmelon, it is believed to prevent cancer, hypertension, cold, skin problems and acts as an active anti-ageing agent.

Grapes

With their fragile look, this exceptional variety of grapes is celebrated for both its fine flavor and fragrance. Kyoho, known in Japan as the king of grapes, is the largest of the lot with a sweet juicy texture. Rosario Bianco, known as milady grape due to its jade-like colour, has a rich scent, which beats the scent of the normal Muscat grapes. Kaiji, with its flower-like appearance and splendid sweetness, is a favorite among Muscat grapes. These grapes also improve blood circulation and increase strength and are known to prevent high blood pressure and

fatigue. There's nothing quite that can describe the experience of the refreshing taste these fruits bring to your senses. And one secret to this is their sugar content; by far the highest among fruits from anywhere in the world. They are by far, the most delicious, juiciest and fleshiest fruits that you'd ever had. And savoring these delightful fruits is an experience you'd almost don't want to share! In the age-old traditions of Japan, gifting of these premium fruits symbolized special warmth and respect.

