

桜ピクニック



FRIENDS GUIDE | VOLUME 7

# CHERRY BLOSSOM PICNIC



HELLO KITTY®  
AND FRIENDS + BOKKSU



TRY SOMETHING NEW WITH HELLO KITTY

## • Admire *sakura* in Japan

As Japan bursts with cherry blossoms, also known as sakura, Hello Kitty is inviting a few of her friends to a picnic at the famous Shinjuku Gyoen National Garden to see the blooms in person. My Melody, Tuxedosam, and Pochacco are eager to set up their blanket, play a few sports, and snack on treats as they admire the beautiful flowers—and they'd love for you to come along!



# Hello Kitty's Picnic Picks

When it comes to cherry blossom season, there's one thing Hello Kitty loves more than admiring the blooms—it's her annual *hanami* (cherry blossom viewing) picnic! She's packed a few snacks to share with her friends under the cherry blossom trees.

\*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.

## SAKURA MOCHI

BY MARUSANTAMAKIYA

In the true spirit of the season, Hello Kitty brought her favorite *sakura mochi*, flavored with the essence of cherry blossom. It's a classic *hanami* snack that she loves to share with friends every year!

### FLAVOR

*Sweet*

### COMMON ALLERGENS

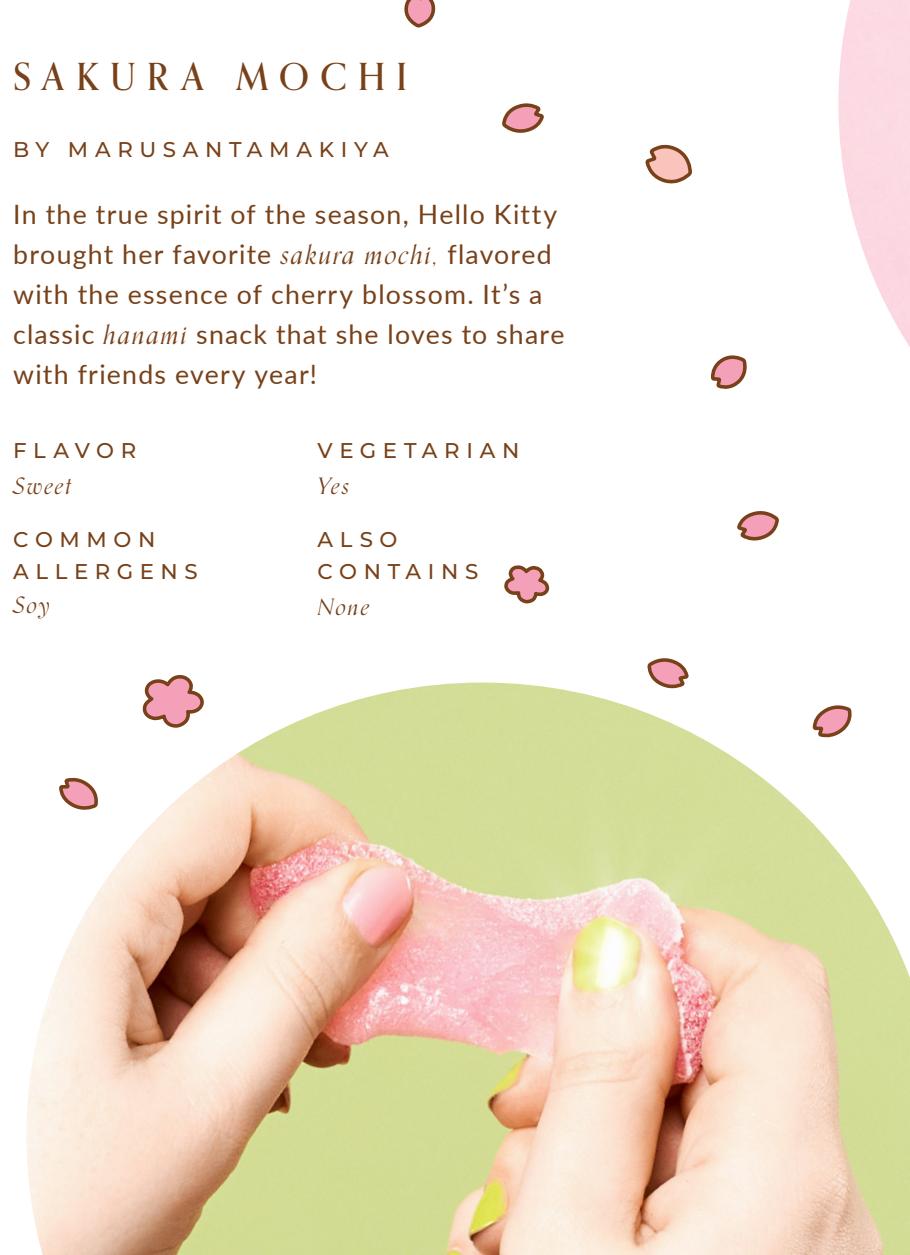
*Soy*

### VEGETARIAN

*Yes*

### ALSO CONTAINS

*None*



## PICOLLA: SAKURA MATCHA

BY YAMAZAKI BISCUIT

The subtle scent of sakura blends harmoniously with the creamy richness of Uji matcha, resulting in a delightful and surprising combination!

### FLAVOR

*Sweet*

### COMMON ALLERGENS

*Milk, Eggs, Wheat, Soy*

### VEGETARIAN

*Yes*

### ALSO CONTAINS

*None*



## My Melody's Picnic Pick

At the picnic, My Melody is making sure everyone's having a great time, but she can't help but take in the view. The cherry blossoms are breathtaking!



## MOROKOSHI COOKIE: SAKURA HOROHORO

BY MOROKOSHIAN ISAMIYA

Inspired by polverone, Spanish biscuits made with roasted almond flour, this cookie uses roasted wheat and flour made with *azuki* beans (red beans), with an added cherry blossom scent.

### FLAVOR

*Sweet*

### VEGETARIAN

*No*

### COMMON ALLERGENS

*Wheat*

### ALSO CONTAINS

*None*



# Tuxedosam's Picnic Picks

*Hanami* (cherry blossom viewing) is the perfect time to people-watch. Tuxedosam is taking in the views and drawing inspiration from the stylish outfits everyone is wearing, especially the intricate bows tie around people's kimonos.

## TIROLIAN CREAM ROLL COOKIE: VANILLA

BY CHIDORIYA

Tuxedosam loves any European snack because it reminds him of his study abroad days in England. He brought this roll cookie that's been baked according to a traditional Austrian recipe with fresh milk and butter.

### FLAVOR

*Sweet*

### VEGETARIAN

Yes

### COMMON ALLERGENS

Milk, Eggs, Tree nuts,  
Wheat, Soy

### ALSO CONTAINS

None



## HARU SPRING POTATO: FUNWARI SOUR CREAM

BY CALBEE

HARU Spring Potato uses Hokkaido potatoes harvested in the fall for a mild flavor and springy texture. The thick-cut chips have a crispy blossom cut and this year's version enhances the Ama Umami Salt flavor with the addition of maple sugar for a softer and naturally sweet taste.

### FLAVOR

*Savory*

### VEGETARIAN

Yes

### COMMON ALLERGENS

Milk, Soy

### ALSO CONTAINS

None





# Pochacco's Picnic Picks

Pochacco loves a good picnic because it means he could play soccer with his friends on the soft grass! To get them on their feet, he brought a few snacks he knows they'll love.



## HANA TSUMI JELLY

BY TSUYAMAYA SEIKA

These bite-sized jellies are playful, just like Pochacco! The treats come in five flavors—strawberry, melon, grapefruit, Kyoho grape, and *ramune* (a Japanese carbonated drink)—and are packed at random.

FLAVOR  
*Sweet*

COMMON  
ALLERGENS  
*None*

VEGETARIAN  
*Yes*

ALSO  
CONTAINS  
*None*

## WHITE PEACH CRUNCH CHOCOLATE

BY YUGEYA HONPO

Pochacco loves the crunch of these round, bite-sized treats. Each of them tastes like sweet white peaches and they're shaped like miniature soccer balls, a sport Pochacco loves to play!

FLAVOR  
*Sweet*

COMMON  
ALLERGENS  
*Milk, Eggs, Wheat, Soy*

VEGETARIAN  
*Yes*

ALSO  
CONTAINS  
*None*





# Bokksu's Picnic Picks

To honor *hanami*, we brought a few treats that are as sweet as this cherry blossom picnic!

## HELLO KITTY AND FRIENDS: MOCHI KORON

BY BANDAI

Chew on this soda-flavored gum while gushing over these darling Sanrio figurines! Each figurine is soft to the touch and features one of eight random characters. Which Friend did you get?

FLAVOR

Sweet

COMMON  
ALLERGENS

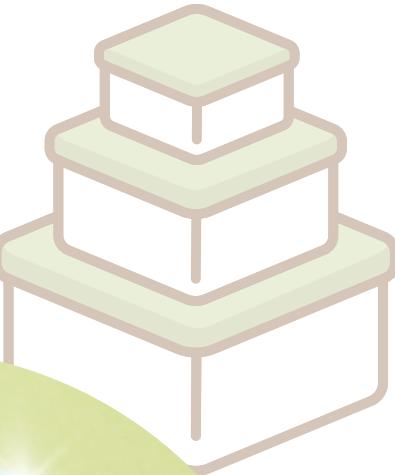
None

VEGETARIAN

Yes

ALSO  
CONTAINS

None



## HELLO KITTY FRUIT DROPS

BY SAKUMA SEIKA

Crack open this charming tin can and discover hard candies that come in eight flavors: strawberry, melon, peach, lemon, pineapple, apple, grape, and orange!

FLAVOR

Sweet

COMMON  
ALLERGENS

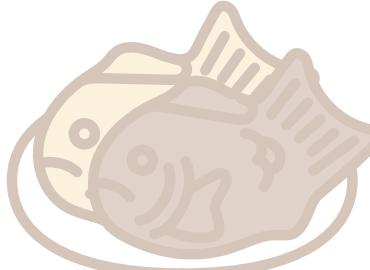
None

VEGETARIAN

Yes

ALSO  
CONTAINS

None





# Bokksu's Exclusives

It wouldn't be a Hello Kitty outing without a few supercute collectibles...

## HELLO KITTY GÂTEAU PEUREPOS: SAKURA

BY BOKKSU X IGETADO

Kneaded with pickled cherry leaves and decorated with cherry blossom-flavored chocolate cream, this lovely financier is made from a dough with a moderate aroma and saltiness.

### FLAVOR

*Sweet*

### COMMON ALLERGENS

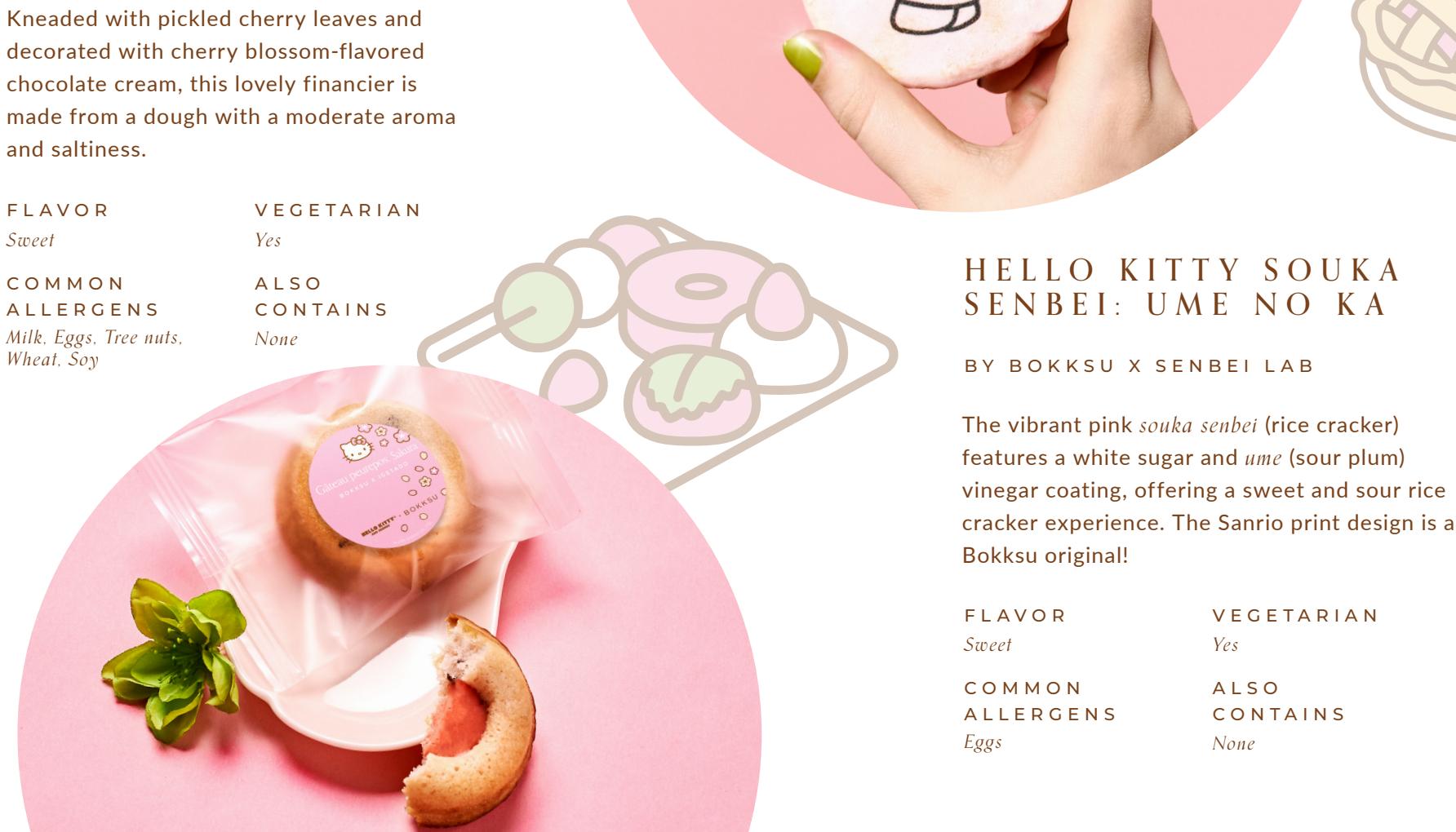
*Milk, Eggs, Tree nuts, Wheat, Soy*

### VEGETARIAN

*Yes*

### ALSO CONTAINS

*None*



## HELLO KITTY SOKA SENBEI: UME NO KA

BY BOKKSU X SENBEI LAB

The vibrant pink *souka senbei* (rice cracker) features a white sugar and *ume* (sour plum) vinegar coating, offering a sweet and sour rice cracker experience. The Sanrio print design is a Bokksu original!

### FLAVOR

*Sweet*

### COMMON ALLERGENS

*Eggs*

### VEGETARIAN

*Yes*

### ALSO CONTAINS

*None*

# Bokksu's Exclusives CONTINUED...



## HELLO KITTY CHOPSTICKS (PINK & GREEN)

BY BOKKSU

These two pairs of packable chopsticks are another Bokksu exclusive, designed with a supercute pattern of your favorite girl and cherry blossoms surrounding her.

### CARE INSTRUCTIONS

Not suitable for the microwave, oven, or dishwasher. Do not use the chopsticks in boiling water, leave them in the refrigerator, or soak them for long periods of time. Wash by hand with soap and water, immediately after using.



## HELLO KITTY AND FRIENDS LUNCH BOXES

BY BOKKSU

Pack the perfect picnic snacks in these adorable lunch boxes! Designed exclusively for this month's theme, this collectible features your favorite Sanrio characters on three stackable boxes.

### CARE INSTRUCTIONS

When microwaving a box, place the lid loosely on top to prevent splattering and to allow steam to vent. Avoid reheating oily foods in them. The boxes are not suitable for convection ovens, dishwashers, or stovetops. Do not put hot or boiling water in them. The lids do not have a complete seal, so store the boxes flat and avoid shaking them to prevent leakage.

# Tips for a *delightful* cherry blossom picnic

*Hanami*, or cherry blossom viewing, is one of Hello Kitty's favorite times of the year! Beautiful blooms, yummy snacks, and a day with friends—what's not to love?



## SECURING A SPOT

The tradition of picnicking in Japan is rooted in an appreciation for nature and social gatherings. Nowadays, the sentiment is the same, though finding an area to enjoy *hanami* in a popular cherry blossom park can be competitive. Groups reserve their spot by laying down a picnic sheet early in the morning and marking it with the group's name.

## PICNIC FOODS TO PACK

When picnicking in Japan, there are a few common foods to pack and share with friends and family. *Tamagoyaki*, a Japanese-style rolled omelette, is popular, as well as *kara-age* (bite-sized fried chicken), *edamame* (steamed and lightly salted soybean pods), and *onigiri* (rice balls).



## POPULAR PARKS IN TOKYO

Tokyo is one of the first cities in Japan to see cherry blossoms bloom. Make the most of this magical time by visiting Ueno Park, Yoyogi Park, Chidorigafuchi, or Inokashira Park!





# Can you find Hello Kitty's bows?

Hello Kitty may have a bow on her head, but she's missing 7 more!  
Search the photo to find her hidden bows.





*Another lovely outing  
comes to an end.*

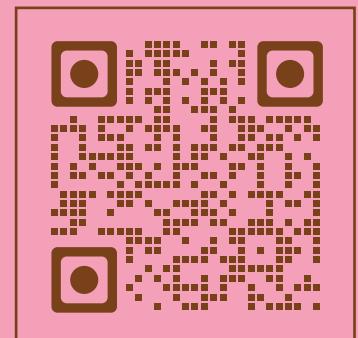
It's time to pack up our picnic party under the enchanting cherry blossom trees. My Melody loved to watch the petals slowly fall over the crowds while Tuxedosam admired everyone's stylish kimonos. Pochacco even got the group to kick around a soccer ball! It was the perfect spring day, and Hello Kitty had a blast spending it with you and she's setting her sights on the next adventure!



MORE TO LOVE

Find Hello Kitty's *favorites*  
on our Secret Store.

Restock on your favorite snacks and collectibles from previous Hello Kitty and Friends + Bokksu boxes and discover our Secret Store (shhh...). As a loyal subscriber, you have access to these exclusive items and more on Bokksu Boutique.



HELLO KITTY AND FRIENDS + BOKKSU

AUTHENTIC SNACKS FOR AUTHENTIC SMILES

# The *story* of Bokksu.

We're a leader in bringing authentic Asian flavors and experiences to people around the world. Since 2016, Bokksu's premium Japanese snack subscription box has delivered over one million boxes globally. We partner directly with small family businesses across Japan to share their authentic snacks and stories with the world. With every order of the Hello Kitty and Friends + Bokksu Box, we can continue our mission of bridging cultures.



NEXT HANGOUT HINT

You're invited to  
another Hello Kitty  
hangout in June!

A campfire, nature, and the stars—this next summer adventure is  
one to remember!

**HELLO KITTY<sup>®</sup>** + BOKKSU

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