

夜桜



CULTURE GUIDE | VOLUME 59

# CHERRY BLOSSOM NIGHTS



BOKKSU  
SNACK BOX

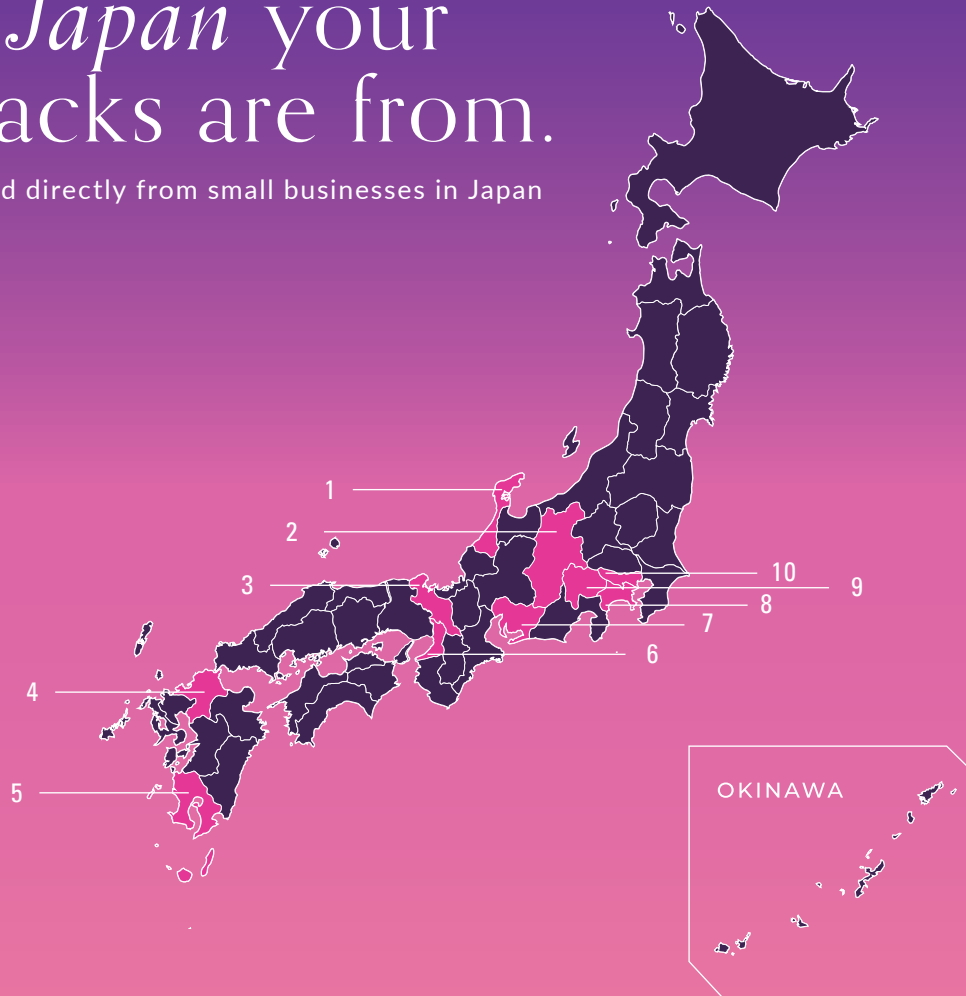


It's tradition to enjoy the fleeting flowers during *ohanami*, also known as a cherry blossom viewing event, but this month, we're setting our sights on *yozakura*, gatherings that encourage you to admire cherry blossom trees illuminated by lanterns in the evening. We've captured this magical atmosphere in one of Boksu's signature boxes, with snacks that are eaten during *yozakura* and that are reminiscent of the glow of *sakura* (cherry blossoms) against the night sky.



# Discover where in *Japan* your snacks are from.

Sourced directly from small businesses in Japan



Locate your snacks  
using the grid below:

## CHERRY BLOSSOM NIGHTS BOX



Ishikawa

①



Nagano

②



Kyoto

③



Fukuoka

④



Kagoshima

⑤



Osaka

⑥



Aichi

⑦



Kanagawa

⑧



Yamanashi

⑨



Tokyo

⑩

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

花より団子・はなよりだんご

*Hanayori Dango:*

“Dumplings are better than flowers”

*This idiom refers to the idea that people are more focused on the food eaten at cherry blossom viewing picnics than the flowers themselves, similar to how people are more interested in the practical than the aesthetic.*

お花見・おはなみ

*Ohanami:* Cherry Blossom Viewing

花吹雪・はなふぶき

*Hanahubuki:* A shower of cherry blossoms

花道・はなみち

*Hanamichi:* Flower runway





## DRIED SWEET PLUM

BY DAISHO

Made with *ume* (dried plum), these soft bites are for adventurous snackers! Each one is sweet and salty, so it's natural to try only a few at a time.

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

## SAKURA MOCHI

BY MARUSANTAMAKIYA

Sakura mochi is a classic *hanami* (cherry blossom viewing) snack—and it's the first mochi we ever introduced in 2019! The fragrant treat is incredibly soft and covered in rice flour to cut down on stickiness.

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



## ARARE RICE CRACKER: UME ZARAME

BY ARARE NO TAKUMI SHIRAKI

Experience the renowned *Kishu Nanko-Ume* plum harmoniously blended with quality rice grains to create a satisfyingly crunchy snack. And best of all, this rice cracker is delightfully shaped like a cherry blossom!

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







## HANDMADE OHARA SHISO CANDY

BY BOKKSU X DAIMONJI  
AME HONPO

These striped, handmade candies are made with shiso, an herb that is often used in pickling. Its unique flavor is balanced with the sweetness of the candy.

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

## JAPANESE BLACK TEA

BY OHASHI SEICHA

This smooth black tea is perfect as is or with milk as a nightcap after strolling under cherry blossom trees at the end of the day.

### BREWING INSTRUCTIONS:

Place the tea bag into a teacup and pour 120-200 mL of hot water (about 100°C or 212°F) over it. Steep the tea bag for 3-5 minutes before taking it out and enjoy!

COMMON ALLERGENS	ALSO CONTAINS
<i>None</i>	<i>None</i>



## SAKURA BAUMKUCHEN

BY BOKKSU X KYOJURAKUAN

Named after the rings of a tree, this *baumkuchen* (tree cake) is baked layer by layer for a luxuriously moist dessert, infused with the fragrance of cherry blossom!

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

## SAKURA PANCAKE LANGUE DE CHAT

BY MON CREVE

These langue de chat cookies are an homage to the popular café sensation: Japanese pancakes. The cookies are crafted with the finest pancake mix with a limited edition *sakura* (cherry blossom) flavor.

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





# SAKURA MADELEINE

BY EBISU SEIKA

This delicate madeleine has a subtle aroma of cherry blossoms, combined with the sweet and sour flavor of strawberries, making this the perfect snack to eat under the glowing cherry blossom trees.

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

# SAKURA JELLY

BY TANBAYA HONPO

Channel the magic of the spring with this *wagashi*, a traditional Japanese snack typically eaten with green tea. This particular jelly is shaped like a *sakura*, in honor of the cherry blossom season.

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

# STRAWBERRY CHOCOLATE WAFFLE COOKIE

BY YUGEYA HONPO

Savor this waffle cookie, enveloped in a luscious strawberry chocolate coating. Each bite bursts with the irresistible taste of strawberries.

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

# YUMEMIKOJI SAKURA

BY WAKOU

Enjoy the delightful combination of a milk bun filled with cherry leaves and cherry bean paste. Its moist texture and sweet essence harmonizes with the flavors of milk and cherry blossoms.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>No</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Eggs, Tree nuts, Wheat, Soy</i>	<i>None</i>



## POLINKY: MENTAI FLAVOR

BY KOIKEYA

The subtle sweetness of corn in these bite-sized snacks are flavored with *mentaiko*, a fish paste with a rich *umami* (savory flavor) taste.

### FLAVOR

*Savory*

### VEGETARIAN

*No*

### COMMON ALLERGENS

*Milk, Fish,  
Crustacean shellfish,  
Wheat, Soy*

### ALSO CONTAINS

*None*

## MINI RED BEAN CRACKERS: SAKURA

BY MATSUNAGA SEIKA

Inspired by *shiruko*, a traditional Japanese dessert made of sweet red bean paste, this cracker has a thin layer of that ingredient that adds a hint of sweetness to the crunchy, cherry blossom-flavored snack.

### FLAVOR

*Sweet*

### VEGETARIAN

*Yes*

### COMMON ALLERGENS

*Milk, Wheat, Soy*

### ALSO CONTAINS

*None*

## PIONE GRAPE CHOCOLATE CRUNCH

BY FUUBIAN

Indulge in a delicate bar that combines white chocolate, puffed malt, and the unique 'Black Pearl' grape. Crafted with Japan's renowned Pione grapes, the bar delights with a fragrant wine-like scent and a subtle, sweet grape flavor.

### FLAVOR

*Sweet*

### VEGETARIAN

*Yes*

### COMMON ALLERGENS

*Milk, Eggs, Wheat,  
Soy*

### ALSO CONTAINS

*None*

## KOME KAORU: NEGI MISO SENBEI

BY WATANABE SEIKA

This *umami*-rich rice cracker is made with high quality Japanese rice. Its essence is reminiscent of the scallions you'll find floating on top of miso soup!

### FLAVOR

*Savory*

### VEGETARIAN

*No*

### COMMON ALLERGENS

*Fish, Wheat, Soy*

### ALSO CONTAINS

*None*



MEET THE MAKER



## Bokksu x Petite Fleur

This month's Sakura Cake is made in collaboration with Petite Fleur, a small-batch dessert company that's proud of their commitment to using the finest ingredients and authentic recipes.

## SAKURA CAKE

BY BOKKSU X PETITE FLEUR

Our Sakura Cake is freckled with bits of real cherry blossoms, which were pickled to preserve their fragrant flavors. Take a bite and you'll savor the aroma of the flower, encapsulated in this soft cake.

### FLAVOR

*Sweet*

### VEGETARIAN

*No*

### COMMON ALLERGENS

*Milk, Eggs, Wheat, Soy*

### ALSO CONTAINS

*Alcohol*



# Petite Fleur



Created in 1965, Petite Fleur is a confectionery that specializes in small-batch desserts made from high quality butter, milk, chocolate, and more. Their skilled artisans strive for perfection in every bite, using as little additives as possible, so customers can experience their cakes in their purest forms.



HANDPACKED IN JAPAN  
日本

PRODUCT OF  
BOKASSU





# CHERRY BLOSSOM



## THE FIRST OHANAMI

Emperor Saga hosted the first *ohanami* (cherry blossom viewing) party in 812 after being inspired by the beauty of a cherry blossom tree at Jishu Shrine. The party included food, music, and poetry writing!



## YOZAKURA AT NIGHT

Enjoying *ohanami* is typically a daytime activity, but *yozakura* is when the cherry blossoms take on a more ethereal, enchanting scene. Three of Tokyo's popular spots for *yozakura* are Chiyoda Sakura-matsuri Festival, Nakameguro Sakura-matsuri Festival, and Rikugien Gardens.



## TYPES OF SAKURA

There are more than 200 different types of *sakura* (cherry blossom) trees in Japan, with about 80% of Japan's *sakura* trees being the *Somei Yoshino* variety. Each flower has five petals and starts off with a light pink color before turning white when they get close to full bloom.



## WONDERFUL WAGASHI

Indulging in *wagashi*, traditional Japanese sweets, is a beloved part of cherry blossom viewing. A variety of *wagashi* are sold in the spring, including *sakuramochi*, which are filled mochi that are wrapped with an edible cherry blossom leaf that's been pickled in salt.



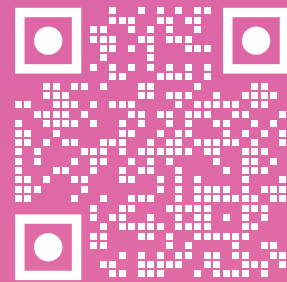


# HUNGRY FOR MORE?

VISIT BOKKSU BOUTIQUE

Shop delicious treats, relaxing teas, and delightful gifts for loved ones throughout the year.

[BOKKSU.COM/BOUTIQUE](https://www.bokksu.com/boutique)







NEXT MONTH'S THEME HAIKU HINT:

Neon Yokohama,  
City pulses in the night,  
Vibrant harbor dreams.



BOKKSU  
SNACK BOX