

03

Iyoguri Nakayama Roman (chestnut confection)

Besshi Ame Hompo

Stick-shaped confections made with local Iyo-grown chestnuts. Comes in two varieties: Kuri Sibérien, featuring kuri yōkan chestnut jelly sandwiched between pieces of sponge cake, and Kuri Florentin, made with cookie dough interspersed with pieces of chestnut.

Saredani Yuzu Koshō (citrusy chili paste)

Saredani Agricultural Products Processing Association

Made with just three ingredients: Saredani-grown yuzu citrus fruits, green chili peppers, and salt. A precious seasoning that tends to sell out, as it's all made with the current crop of yuzu fruits zested by hand without delay.

05

Karakawa Loquat Leaf Tea

Karakawa Loquat Leaf Production Research Group

Tea made from the leaves of loquat trees cultivated organically for the express purpose of harvesting their leaves. After steeping, the tea takes on a beautifully rich rosy color and a subtly sweet fragrance.

Kiwi Fruits

06

Ehime Chōō Agricultural Cooperative Association

Ehime prefecture is one of the leading sites of kiwi production in all of Japan, and Iyo City in particular has a reputation for high-quality kiwi fruit that keeps especially well.

Check!



◀◀◀ Be sure to check the Iyo City Sightseeing website for the continuation of this feature!

02

Mitose Soy Sauce

Uruki Soy Sauce Factory

A slightly sweet soy sauce made to appetizingly complement the flavor of fish harvested in the Seto Inland Sea. The three-year aging process referenced in the "Mitose" name gives it an appealing richness.

01

Korokke (croquettes)

Karaki Ltd.

Simple croquettes made with mashed Hokkaido-grown potatoes straight from the producer. With their slightly sweet seasoning, this here is an authentic Iyo flavor!



Iyo City×Picnic

07

OLI-JACO

OKABE Co., Ltd.

Seto Inland Sea-harvested chirimen (tiny fish) marinated in extra virgin olive oil. Great with pasta, on salads, as a topping for toast, or a stir-fry seasoning.

Members of Prof. Yamaguchi's seminar in Ehime Univ.'s Faculty of Collaborative Regional Innovation

These students are taking a seminar to deepen their understanding regarding community development and local industries, with a focus going beyond knowledge acquisition to learn through on-site experience.



Picnicking in Iyo City!

We All Sampled Masu Masu Iyo-shi Brand Specialties Together!!

What's the Culinary Appeal of Iyo City?

What kind of foods does the Masu Masu Iyo-shi Brand feature? I got curious about that, so I had a special assortment put together. And I figured I might as well make a fun picnic out of it, joined by some junior students from my alma mater!

Seated Around Our Spread of Appetizing Brand-Certified Delights, We Enjoyed Nice Conversation, Too

For this picnic, I had the foods professionally put together in a nice arrangement, and it served as a valuable opportunity for me to converse with some of the producers as well. Home to the sea and mountains alike, Iyo City is considered "lacking nothing" food-wise. Still, I'm told there do exist issues such as finding successors for businesses, food waste, and so on. Finding out more about the background like this made me feel motivated to purchase more of the products. Such delicious flavors are found right here locally, without seeking out trends outside the prefecture. This all made me curious to learn more about Iyo City's food specialties.

Photo location: Koyomi Space

Pick up!



What's the Masu Masu Iyo-shi Brand?

It's a certification process conducted by Iyo City to recognize food products of particular excellence produced with exceptional skills and techniques drawing on the foods and food culture cultivated in the abundant natural setting of Iyo City.



Masu Masu Iyo-shi Brand website