



Marugame, where the song goes, "If you paste Tosa paper on Iyo bamboo and fan it in the Awa wind, you'll feel the extremely (Shikoku) coolness of a Sanuki fan" is a blessed place where all the materials can be obtained nearby. Furthermore, the key to Marugame Uchiwa is the handiwork of artisans, who rely on almost all of the 47 manufacturing processes. Now boasts the highest production volume in Japan of over 100 million fans per year, accounting for 90% of the domestic market share, and the greatest variety of shapes. In 1997, it was designated as a national traditional craft.



The making of "Marugame Uchiwa" can be broadly divided into the processes of "HONE (frame)" and "HARI (pasting)". The craftsmanship of Marugame Uchiwa, which upholds Japan's finest traditions, shines through in each and every step of the process. The indescribable warmth comes from the painstaking manual labor involved. It takes as many as 47 steps to make MARUGAME Uchiwa.



Marugame Uchiwa fans have been used for many purposes since ancient times, not just to cool down, but also to cool food, cook and start fires, protect from the sun, ward off insects, as fashion, decoration, etc. There are many different shapes, designs and types to suit each purpose, and they have become popular with everyone.

Kagawa Prefecture Marugame Uchiwa Cooperative Association

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Marugame Uchiwa Photo Gallery

For more information, click here ▶



On the day of marriage, there is a tradition in Kagawa Prefecture to bring "Oiri" rice puffs along with the wedding dowry. The origin of "Oiri" rice puffs dates back more than 400 years ago, when a farmer presented "arare" (rice crackers made from roasted five-colored mochi flowers) to Lord Ikoma Chikamasa, the first lord of Marugame, on the occasion of the marriage of his daughter. It is said that when a bride marries into another family, she takes "Oiri" rice puffs with her, with the intention of "entering the family as a member of the family, working diligently with a warm heart." Since then, it has become widely known as a celebratory roast for weddings, and this five-color roast has come to be known simply as "Oiri" rice puffs. Light, round and adorable, the moment you put one in your mouth, a sweet feeling of happiness spreads throughout your mouth.

"Oiri" rice puffs related products

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This is a legendary chili pepper that is said to have been bestowed as a war booty by Toyotomi Hideyoshi when the Shiwaku Navy, which was active mainly on the islands off the coast of Marugame, dispatched troops to Korea. Currently, there is only one farm in Marugame that produces it. It is carefully grown on Teshima Island in the Shiwaku Islands. Kagawa Hontaka was cultivated extensively in the Shiwaku Islands in the early Showa period, and was even exported overseas. However, it gradually became less common due to competition from cheaper imports, and was thought to have disappeared by the 1970s. However, by chance, the seeds of the "Kagawa Hontaka" had been preserved, and in 2006 a revival project was launched to revive it in the Shiwaku Islands. "Kagawa Hontaka" is a truly mythical chili pepper that has been revived after more than 30 years.

Kagawa Hontaka producer "Teshima Koshinan"

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Kagawa Hontaka related products

For more information, click here ▶



By certifying promising and marketable agricultural, forestry, livestock and fishery products manufactured, processed or produced in Marugame City as "Marugame Selection," the product's recognition is increased, leading to the expansion of sales channels and the revitalization of local industries.

List of Marugame brand "Marugame Selection" certified products

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*"Marugame Uchiwa" bookmark

Instead of throwing away the scraps (bamboo, cloth, and washi paper) that come out of the production process of Marugame Uchiwa, we use them to turn them into adorable bookmarks.



"Marugame Uchiwa" bookmark

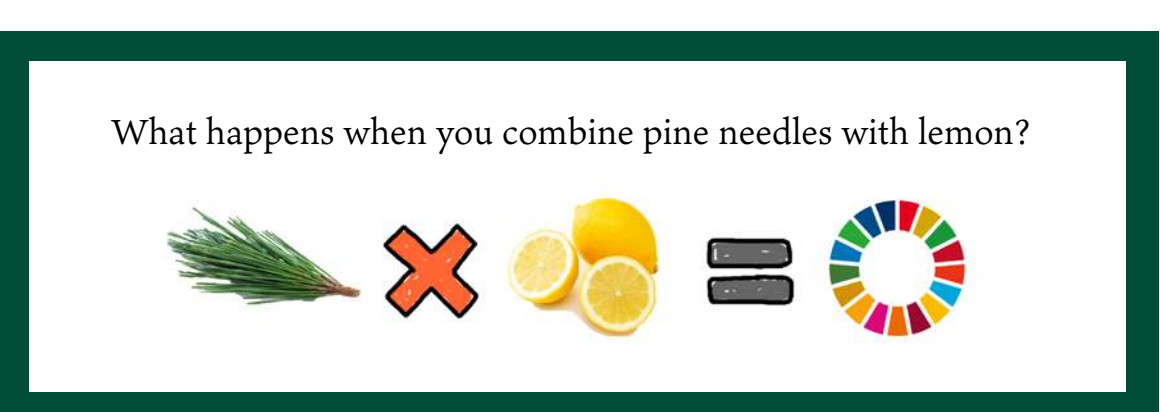
For more information, click here ▶

*Lemonade

Nakazu Banshoen (Marugame City, Kagawa Prefecture) is a feudal lord's garden that has existed since the Edo period and whose highlight is the approximately 1,500 pine trees. However, they were worried about how to dispose of the large amounts of pine needles and fallen leaves that were produced after pruning. So, at the suggestion of a gardener, pine needles were used as ground cover to protect the lemon fields from the cold. The lemons that survived the harsh winter had just the right amount of sweet and sour, and were successfully rebranded as "First Love Kyun Lemon." The lemons were then processed into lemonade by "TANGIERS CAFE" (Marugame City), and a new lemonade was born as a result of the SDGs efforts by the three companies.



For more details on this initiative,
please click here ↓ ↓ ↓



Nakazu Banshoen

For more information, click here ▶

Maruku Farm

For more information, click here ▶

TANGIERS CAFE

For more information, click here ▶

*RINNE

Based on the concept of "The ever-changing ocean and regeneration," the brand was launched to continue to regenerate resources, following the cycle of nature, by using three discardable items that would otherwise be discarded without being used.

Stone powder (waste stone) remaining during processing of Aoki stone quarried on "Sanuki Hiroshima," a stone island designated as a Japanese Heritage site and one of the Shiwaku Islands in Marugame City, Kagawa Prefecture, Cullet, which is glass raw material (waste glass) that has been recycled and reborn from unwanted glass bottles collected from households, is mixed in. The heat (waste heat) produced during garbage incineration is converted into electrical energy and used as a heat source for furnaces that melt glass.



RINNE

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