

March 9, 2017

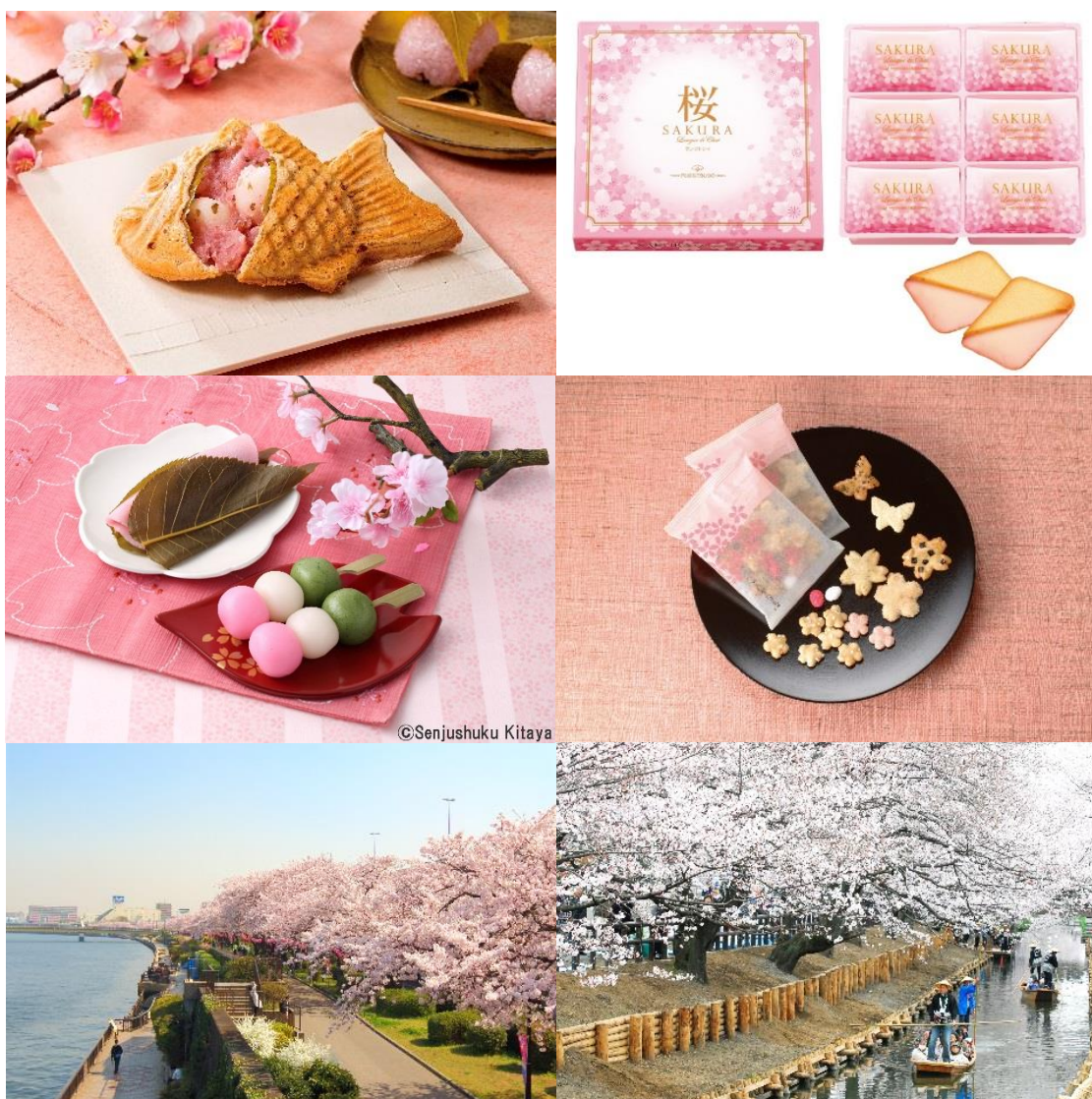
Limited time cherry-blossom sweets information to enjoy Tokyo to your heart's content, recommended for the spring cherry-blossom season

Tobu Railway Co., Ltd.

During the season overflowing with the charm of Japan when cherry-blossoms bloom, there will be many limited time offers on sweets made with cherry-blossom in the areas along the Tobu Railway, spanning across 4 Tokyo prefectures. People and visitors alike can enjoy cherry-blossom sweets perfect for souvenirs or a quick break during a trip, such as Japanese sweets embracing cherry-blossom bean paste, or thin cookies with a layer of cherry-blossom ganache.

Also, the Tobu Railway will be implementing the "TOBU SAKURA MATSURI 2017," an event to share the charm of cherry-blossoms along the railway with foreign tourists visiting Japan. Since there are many sights along the Tobu Railway lines in which these cherry-blossoms can be seen, a special limited-time-only website will be opened to introduce recommended cherry-blossom viewing spots, the best times for seeing them bloom, and shops offering cherry-blossom sweets. In addition, Tobu Railways have newly set-up an official Instagram account (Account Name: [tobu_tokyo_gourmet](#)), sharing pictures of Japanese cuisine and introducing gourmet information from spots along the Tobu Railway lines to foreign tourists visiting Japan.

In Japan, the culture known as "Hanami" exists. "Hanami" is a time in which family and friends gather together to celebrate the coming of spring, eating dumplings and box lunches outside while watching the blooming cherry-blossoms. Please take this opportunity to visit Japan in the spring to see the cherry-blossoms, and enjoy a part of Japanese culture unique to the season.



Holding a fair to offer sweets made with cherry-blossom at various shops in "TOKYO Solamachi"

Located at the base of the world's tallest tower "TOKYO SKYTREE" lies "TOKYO Solamachi," a commercial facility with at least 300 shops. From March 1 (Wed.) to April 9 (Sun.), 2017, the "Sakura Gourmet Fair" will be taking place at "TOKYO Solamachi," featuring sweets made with cherry-blossom and dumplings perfect for cherry-blossom viewing parties. Selected as one of the best 100 places for cherry-blossoms, Tokyo's famous Sumida Park is located nearby, allowing guests to enjoy sweets while relaxing and viewing the cherry-blossoms.



Shop name: usukawataiyaki ginnoan

Product name: usukawataiyaki "Sakura-mochi" 180 yen

Sales period: March 1 (Wed.) until the stocks run out

This classic "taiyaki" Japanese treat, a breaded snack in the shape of a sea bream fish, has been made with special cherry-blossom bean paste, baked with sticky rice-flour dumplings and wrapped in salted cherry-blossom leaves.



Shop name: Asakusa Amezaiku Ameshin

Product name: Product name: Cherry-blossom Amezaiku (sculptured candy) 2,480 yen per piece

Sales period: March 1 (Wed.) until the stocks run out

These elaborate sculptured candies are hand-crafted by artisans, made using the cherry-blossom as a motif. While recommended as decoration for souvenirs, these sculptured candies are actually edible.



Shop name: clover leaf

Product name: Cherry-blossom waffle ice-cream 590 yen

Sales period: March 1 (Wed.) until the stocks run out

Served in a light and chewy waffle-cone and topped with cherry-blossom bean paste, this bubble waffle ice cream is only sold at TOKYO Solamachi.



Shop name: senjushuku kitaya

Product name: Cherry-blossom party box (Sakura-mochi, cherry-blossom viewing dumplings, 3 of each) 1,200 yen

Sales period: March 16 (Thu.) until the stocks run out

This cherry-blossom mochi set includes the classic tri-color dumplings for cherry-blossom viewing and bean paste elegantly wrapped in a thin and sticky mochi layer, allowing people to enjoy the unique sweet smell of salted cherry-blossom leaf.

*Limited to 100 sets during the period.



Shop name: nana's green tea

Product name: Cherry-blossom and rice-flour dumpling latte sprinkled with gold leaves (left) 648 yen

Cherry-blossom and mochi gold leaf roll cake (right) 734 yen

Sales period: March 1 (Wed.) -April 10 (Mon.)

This latte is prepared with cherry-blossom bean paste and warm milk, and includes slightly-sweet rice-flour dumplings. The spring-colored roll cake has been prepared with a cherry-blossom fragrance and wrapped with mochi, decorated with a cherry-blossom and sprinkled with gold leaves.



Shop name: MAX BRENNER CHOCOLATE BAR

Product name: Cherry-blossom mochi crepe brulee 950 yen

Sales period: March 1 (Wed.) - April 9 (Sun.)

Served in a waffle cone, this crispy, caramelized crepe is topped with cherry-blossom bean paste, cherry-blossom ice cream, and strawberries.

Facility name: TOKYO Solamachi (URL: <http://www.tokyo-solamachi.jp/english/>)

Location: Sumida-ku, Tokyo (Approx. 3 minutes by train from Asakusa Station)

*TOKYO Solamachi is the area indicated by "①" on the map on Page 5.

[TOKYO SKYTREE TOWN Recommended Event Information]

At "TOKYO SKYTREE TOWN," the large facility housing both TOKYO SKYTREE and TOKYO Solamachi, the "Ohanami Festival in TOKYO SKYTREE TOWN" will be held. At this event, guests can be surrounded by genuine cherry-blossom trees and enjoy over 50 types of craft beer collected from all over Japan along with specialty dishes prepared to go along with the beer by neighboring restaurants. Visitors can enjoy a fun cherry-blossom viewing party with real trees.

Period: March 29 (Wed.) - April 2 (Sun.), 2017



Image

Tobu Department Store Sweets Information, Perfect for Souvenirs

At the Tobu Department Store located in Ikebukuro, Tokyo, visitors can indulge in cherry-blossom sweets on the spot. Cherry-blossom sweets are also available for purchase, to be enjoyed at home or used for souvenirs.



Shop name: TOKYO FUGETSUDO

Product name: Cherry-blossom Langue de Chat 540 yen per box

Sales period: March 1 (Wed.) until the stocks run out

These Langue de Chat thin cookies are baked to a crispy finish and filled with "Cherry-blossom Ganache." Please enjoy their soft texture reminiscent of the spring season and light texture.



Shop name: YOKUMOKU

Product name: YOKUMOKU Sakura Cookie

1 bag with 10 cookies, 605 yen / 1 bag with 20 cookies, 1,080 yen

1 tin with 32 cookies, 2,160 yen

Sales period: February 20 (Mon.) until the stocks run out

Cherry-blossom petals and salted cherry-blossom leaves have been added to the dough, baked with a crispy finish for this limited-time-only cookie.



Shop name: GINZA AKEBONO

Product name: Product name: An Assortment of Spring, 6-pack set, 1,080 yen

Sales period: March 1 (Wed.) - April 14 (Fri.)

This treat limited to spring-time features "Okaki," thinly sliced mochi baked in the shapes of cherry-blossoms, butterflies, and plum-blossoms. Each package has cherry-blossom motif and includes sakura-shaped okaki sprinkled with sugar crunch and an assortment of rice-flavored crisps allowing people to enjoy a taste of spring



Shop name: KAGURAZAKA SARYO

Product name: Cherry-blossom doramisu 918 yen

Sales period: March 1 (Wed.) - Early April

Dorayaki bean-paste pancakes mixed with cherry-blossom syrup have been sandwiched with a cherry-blossom flavored tiramisu cream. Outstanding together with green tea ice cream or crispy tuile baked wafers.

Facility name: Tobu Department Store Ikebukuro (URL: <http://www.tobu-dept.jp/e.eh.hp.transer.com/ikebukuro/>)
Location: Toshima-ku, Tokyo (Approx. 25 minutes by train from Asakusa Station)

*Tobu Department Store Ikebukuro is the area indicated by "②" on the map on Page 5.

Opening of a special website to introduce cherry-blossom sweets and cherry-blossom viewing spots along the Tobu Railway lines

Tobu Railway will be implementing the "TOBU SAKURA MATSURI 2017," an event to share the charm of cherry-blossoms along the railway with foreign tourists visiting Japan. Since there are many sights along the Tobu Railway lines in which these cherry-blossoms can be seen, a special limited-time-only website will be opened to introduce recommended cherry-blossom viewing spots, the best times for seeing them bloom, and facilities offering cherry-blossom sweets, perfect for souvenirs or a quick break during a trip. The site has plans to release 360-degree videos of three of the leading cherry-blossom spots in the Kanto area, "Sumida Park," "Satte Gongendo's bank of cherry trees," and the sakura trees lining "Kawagoe Shingashi River." The videos will be shot using a 360-degree camera after the blossoms have fully bloomed, allowing viewers to have a realistic cherry-blossom viewing experience, as if they're actually visiting these famous spots.



Sumida Park

One of Tokyo's leading cherry-blossom viewing areas, Sumida Park is home to more than 640 cherry-blossom trees, stretching along both sides of the Sumidagawa River for about 1km.



Satte Gongendo's bank of cherry trees

The contrast presented by the yellow rapeseed blossoms and the pale pink of the cherry blossoms from about 1,000 trees is stunning.



Sakura trees lining the Shingashi River, Kawagoe

Beautiful cherry-blossom trees spread their out along the riverside. Visitors who ride on the riverboats, open for just one day, can enjoy the cherry-blossoms from the river.



Shop name: Nikko Kanaya Hotel "CRAFT LOUNGE"

Product name: Cherry-blossom blancmange 650 yen

Sales period: March 1 (Wed.) - April 30 (Sun.)

Location: Nikko, Tochigi Prefecture

This special blancmange is prepared using milk produced locally in Tochigi with cherry-blossoms immersed for 2 to 3 days, giving off the fragrance of the cherry-blossoms. It is limited to the cherry-blossom season.



Shop name: Kasho Umon

Product name: Strawberry Daifuku 257 yen per item

Sales period: January 20 (Fri.) - Mid-April

Location: Kawagoe, Saitama Prefecture

This seasonal soft round rice cake stuffed with smooth, homemade sweet bean paste uses large "yayoi hime" strawberries, purchased directly from strawberry farmers. *Sales may be temporarily suspended depending on the strawberry shipment situation.

Special Site URL: <http://www.tobu.co.jp/foreign/en/cp/sakura>

Site availability period: March 1 (Wed.) - April 30 (Sun.), 2017

*The 360-degree videos are scheduled to be released when ready from late March to early April. The release time is subject to change depending on the blooming period of the cherry blossoms.

*As stated by the map legend on Page 5, Sumida Park is indicated by "①," Satte Gongendo's bank of cherry trees is indicated by "③," Sakura trees lining the Shingashi River, Kawagoe and Confectionary Shop Umon is indicated by "④," and the Nikko Kanaya Hotel "CRAFT LOUNGE" is indicated by "⑤."

[Recommended Spots along the Tobu Railway Lines for enjoying cherry-blossom sweets and cherry-blossom viewing]

Tobu Railway is a major railway covering the Kanto area, spreading out mainly in Tokyo. The railway line connects many charming sightseeing spots crowded throughout the year, including the world's tallest tower TOKYO SKYTREE, the world heritage location Nikko Toshogu Shrine, which recently finished repair work lasting about 4 years on its newly revitalized Yomeimon Gate, and Kawagoe, an area where classic warehouses built in the kura style still remain to this day.



*Detailed information for each facility, including business hours and transportation access, can be checked from the following URL.

Mynewsdesk URL : goo.gl/ucWWUZ

*Detailed information regarding cherry-blossoms and wisteria blooming around the same time, please check from the following URL.

Mynewsdesk URL : goo.gl/xHTnXa

Latest information regarding the Tobu Railway Group

Official SNS Page of the Tobu Group

Facebook

Asakusa, Tokyo Skytree Town, Nikko, Kawagoe & Ikebukuro:

Welcome to Tobu!

English [http://www.facebook.com/tobugroup.en](https://www.facebook.com/tobugroup.en)



Instagram

Account name: tobu_tokyo_gourmet

English https://www.instagram.com/tobu_tokyo_gourmet/?hl=ja

Launch of Mynewsdesk

Tobu Railways has launched a newsroom dedicated to Tobu Group in its corporate news distribution platform Mynewsdesk. Here you can download Tobu Group's latest information and images used in press releases.

<https://www.mynewsdesk.com/tobu-railway>

TOBU FREE Wi-fi

TOBU FREE Wi-Fi

Some Tobu Group venues, including key Tobu Railway stations, TOKYO SKYTREE TOWN, and Tobu World Square in the Nikko/Kinugawa area, offer free and public wireless LAN service for foreigners visiting Japan.

<http://www.tobu.co.jp/foreign/pdf/FreeWifi.pdf>



Lonely Planet's Nikko edition available

Lonely Planet, a guidebook compiling Nikko's tourist information, is available to the public.

http://www.tobu.co.jp/foreign/en/cp/discover_nikko/