

2024



# Holiday Guide



# Our Favorite Gifts

FOR EVERYONE ON YOUR LIST



## Japanese gift sets for the holidays

From delicious cookie assortments to crunchy rice crackers and elegant Japanese confections, these beautifully packaged sets are perfect for sharing or gifting. Hurry—these limited-time treats are only available for the season!



### Trust in the quality of Zojirushi

With over a century of reliability in Japanese kitchens, Zojirushi is celebrated for its innovative rice cookers, water boilers, and high quality insulated tumblers and food jars. A great gift for food lovers!



### Warm up with Asian teas

Explore our wide selection of Asian teas, including traditional Japanese tea ceremony essentials to everyday favorites. Enhance your experience with beautiful teapots and cups for a festive celebration!



### Create sushi magic at home

From premium sushi rice and seaweed to rolling mats and serving plates, find everything you need to enjoy sushi at home. Assemble a DIY sushi kit for a unique and thoughtful gift!



## Add a touch of fun to your meals with bento accessories

From adorable food picks and rice molds to handy sauce containers, these essentials make it easy to craft beautiful, personalized bento boxes—perfect for holiday gifting or everyday meals on the go.



## Transform your space with Laundrin Tokyo

This popular Japanese brand brings subtle, captivating scents to any space through fabric softeners, air fresheners, and car fragrances—the perfect holiday touch for a cozy, fragrant home.



## Must-have Japanese MAC knives

Celebrated by chefs worldwide for sharpness, precision, and balance, these high-carbon stainless steel knives bring professional performance to any kitchen.



## Shine bright with Brightspot Design

Seattle artist Emily Chan designs greeting cards, stationery, bags and pins with illustrations of Asian foods with clever puns, perfect for spreading holiday cheer!



## Bring home the charm of Sanrio

Our collection features beloved characters like Hello Kitty, My Melody, and Gudetama. Explore plush toys and cute stationery, great gifts for kids and the young at heart!



## Give the gift of Uwajimaya!

Perfect for food lovers, Uwajimaya gift cards offer access to culinary delights—from fresh seafood and specialty groceries to unique kitchenware. A thoughtful gift for anyone on your list!

**10% Off  
Gift Cards  
Dec 19-22**  
see back for  
details

# J-Beauty Favorites

GIFT FLAWLESS BEAUTY WITH PREMIER BRANDS



## Kiss Me Heroine Make

This popular Japanese brand is known for its high performance, long-lasting formulas. With **super waterproof mascaras and eyeliners** that stand the test of time, these products make the perfect gift for any beauty enthusiast!



## Ishizawa Lab Keana

This innovative Japanese skincare brand specializes in products that target enlarged pores, delivering smooth, radiant results. Their **bestselling pore-cleansing masks** make perfect gifts for anyone seeking a rejuvenating skincare routine.



## Sekkisei

This luxurious Japanese skincare brand, Sekkisei, combines traditional herbal ingredients to **brighten and hydrate** the skin. Their iconic Whitening Essence and soothing lotions and masks, make ideal gifts for those seeking glowing skin!



## Moist Diane

Moist Diane's shampoos and conditioners, enriched with **natural essential oils**, provide deep hydration and nourishment for healthy hair. With solutions for dry hair and shine enhancement, they make a wonderful gift for loved ones this season!

More Japanese Brands we Carry:



# Unique Stocking Stuffers

FIT RIGHT INTO YOUR HOLIDAY STOCKINGS



## Candy Kits

Add some DIY magic to the holidays with fun candy kits that allow kids and adults to create their own sweets, like sushi- or ramen-shaped candy.



## Blind Boxes

Each box holds a mystery figure or toy, making it a fun, unique stocking stuffer. With plenty of themes to choose from, it's a gift and an adventure in one!



## Stickers

Featuring adorable characters and designs, they are great for personalizing planners and notebooks, adding cheerfulness and cuteness to any occasion.



## Face Masks

Share the joy of relaxation with our wide selection of Japanese face masks. These thoughtful, pampering gifts are perfect for rejuvenating skin during the busy holiday season.



## Car Fresheners

Available in various unique scents, these compact fresheners keep your car smelling clean and festive for the holiday season, making them perfect stocking stuffers that add cheer to your travels.



## Incense

Each stick provides a soothing aroma, perfect for cozy winter days. With floral to earthy scents, these small gifts promote relaxation and mindfulness, making them ideal for stockings.



## Japanese Candy Selections

No stocking is complete without sweets! Our unique selection includes a delicious range of flavors, from fruity chews and traditional favorites to delicious chocolates—perfect for holiday stocking stuffers.

# A Toast to Tradition

— SHARE THE SPIRIT OF SAKE THIS HOLIDAY SEASON



## Sake 101

Sake comes in many varieties, largely distinguished by rice polishing levels—the higher the polish, the smoother the sake. **Junmai** is known for its full-bodied flavor, **Ginjo** offers a fruity and floral experience, and **Daiginjo** is renowned for its delicate, refined taste. Learn more about the different types of sake.

**Junmai:** A robust, full-bodied sake made purely from rice, polished to 70%, without added alcohol, featuring rich umami and earthy notes. Serve warm or room temperature, pairing well with savory dishes.

**Honjozo:** Light and smooth with a mild aroma, this sake has a small amount of added alcohol for enhanced aroma. Polished to 70%, it can be enjoyed warm or chilled and complements fried foods and seafood.

**Ginjo:** Premium sake brewed with highly polished rice - polished to at least 60%, offering fruity, floral aromas and a smooth texture. Best served chilled, it pairs well with sushi and sashimi.

**Daiginjo:** Ultra-premium sake with highly refined flavors, polished to at least 50% and featuring delicate, complex floral or fruity notes. Serve chilled with shellfish, or delicately seasoned dishes.

**Nigori:** Unfiltered sake with visible rice sediment, known for its sweet, creamy, and slightly cloudy profile. Polishing varies, but it's enjoyed chilled and pairs with spicy dishes, desserts and bold flavors.



Raise a glass to sake this holiday season and find the perfect bottle for your festive gatherings or as a gift!

# Our Top Sake Picks

HAND-PICKED FAVORITES FOR CELEBRATIONS



## Dassai 45 Junmai Daiginjo

A premium sake made with Yamada-Nishiki rice polished to 45%, this full-bodied sake features refreshing fruity aromatics and delicate sweetness, making it a favorite among enthusiasts in Japan and abroad. Serve chilled.



## Hakutsuru Sho-Une Junmai Daiginjo

Meaning "Soaring Clouds," SHO-UNE is a premium sake made with rice polished to 50% and pure Mt. Rokko natural spring water. Delicate fruit aromas and velvety finish make it perfect served chilled or at room temperature.



## Tozai Living Jewel Junmai

Inspired by the koi fish, known as "living jewels," this light and easy-drinking sake features aromas of white grape and anise, complemented by citrus and herbal notes with a clean finish. Made with Koshihikari rice polished to 70%. Serve chilled.



## Hakutsuru Superior Junmai Ginjo

This fragrant, floral sake boasts a well-balanced smoothness, crafted from the finest Japanese rice polished to 60% and infused with natural spring water from Mt. Rokko. Enjoy it chilled or at room temperature for the best experience.



## Hakutsuru Sayuri Nigori

Sayuri, meaning "little lily," is a soft, floral-nosed nigori made with Japanese rice polished to 70%. With hints of white grape and cherry blossom, it offers a lush, creamy texture and smooth finish. Serve chilled or at room temperature.



## Ozeki Hana Awaka Sparkling

This lower alcohol sake features tangy sweetness and lively effervescence with fruity hints. Ideal as an aperitif, it pairs well with light meals, salads, and desserts. Serve chilled in a champagne glass.

# Feast from the Sea

FRESH FLAVORS WITH OUR PREMIUM SEAFOOD



## Elevate your holiday celebration with sashimi

Discover our seafood department's **premium selection of sashimi-grade fish**, perfect for your holiday feasts! Choose from pre-sliced or block options featuring top cuts like salmon, ahi tuna, hamachi (yellowtail), maguro (Bluefin tuna), and more. Treat yourself and your guests to these fresh, flavorful favorites!



## Fresh-Made Hawaiian Poke

Add a tropical touch to your holidays with our **fresh, daily-made** poke! Crafted with the finest ingredients, our poke selection offers a taste of paradise, bringing bold flavors and freshness to your celebrations.



## Live Seafood Favorites

We take pride in being one of the few markets in town with a **live tank system**. Bring home the freshest Manila clams, local oysters, geoducks, tilapia, crab, and lobsters—an unrivaled freshness you won't find elsewhere!



# Premium Meat Selections

— FINEST CUTS FOR A MEMORABLE HOLIDAY FEAST



## Thin Sliced Meats

Delicately sliced meats are essential in Asian cuisines, especially in Japanese dishes like shabu shabu and sukiyaki. **We slice our meats in-house for quality and freshness.** Explore our selection of premium thinly sliced meats, perfect for authentic, flavorful meals at home.



## Wagyu Beef

Wagyu is celebrated for its exceptional marbling and melt-in-your-mouth texture. Our range includes the **finest A5-rated Wagyu** steaks to thinly sliced Wagyu cuts, sourced from both American and Japanese origins. Savor in the luxury of Wagyu this holiday season!



## Heritage Berkshire Kurobuta Pork

Experience “the wagyu of pork”! Our kurobuta pork, or Black Berkshire pork, hails from the **esteemed Heritage pig breed** that is celebrated for its **intense marbling**, making it much more flavorful, tender, and juicy compared to conventional pork. This holiday season, indulge your taste buds with premium quality kurobuta pork.

# Season's Freshest Produce

HARVEST THE JOY OF OUR VIBRANT SELECTION



## Japanese Greens

During the New Year, certain greens like **mizuna** (Japanese mustard green), **shungiku** (chrysanthemum leaves), and **mitsuba** (Japanese parsley) take center stage in dishes like ozoni (traditional New Year mochi soup) and Japanese nabe (hot pot).



## Persimmons

Also known as “kaki” in Japanese, this sweet fruit can be savored both fresh or dry. We feature two popular varieties: the **fuyu**, resembling crisp sweet orange tomatoes, and the elongated **hachiya**, best relished when incredibly soft and fully ripe.



## Mushrooms

Mushrooms hold a significant place in Asian cuisine. Explore an extensive array of mushrooms, including **shiitake**, **maitake**, **eryngii**, **enoki**, **shimeji**, and **matsutake**—all waiting for you in our fresh produce department today!



## Kabocha

Known for its sweet and creamy texture, this **Japanese pumpkin** adds a **rich, nutty flavor** to holiday meals. The versatile kabocha is excellent in soups, stews, tempura, and desserts, with its deep orange flesh bringing natural sweetness and warmth to any dish!



## Fresh Wasabi

This holiday, elevate your dishes with the luxury of fresh wasabi. Skip the paste or powder—grate just before serving to release its **pure, vibrant flavor and smooth, authentic heat**. A memorable touch that's sure to impress family and friends.

# From Our Kitchen to Yours

— SIGNATURES DESIGNED TO IMPRESS ANY OCCASION



## House-Made Roast Duck

Our roast duck are rubbed with a unique blend of spices and roasted daily in-house to achieve the perfect balance of tender meat and crispy skin. This holiday season, enjoy a generous serving that caters to 4-6 people. Complement your feast with our steamed buns, available in our deli.



## Sushi and Party Platters

Planning a gathering? We have you covered with 12 sushi platters, 5 party platters, and 16 entrees to choose from including Fried Rice, Sweet & Sour Pork, and Mongolian Beef. Explore our complete party menu on our website. To place your order, please contact the deli department with a minimum 48-hour notice.

# Oshogatsu with Uwajimaya

GATHER, FEAST, AND CELEBRATE!

Japanese New Year, known as Oshogatsu or Shogatsu, is one of Japan's most significant holidays. During the first three days of the year, businesses come to a halt. This time is spent cleaning to usher in the New Year with a clean slate and families gather to enjoy time-honored dishes like osechi ryori, soba and ozoni with family.



## Toshi-koshi Soba

On New Year's Eve in Japan, it's a tradition to enjoy Toshi-koshi Soba, or hot buckwheat noodles. The thin, long shape of soba noodles symbolizes the hope for longevity and a healthy life.



## Ozoni

This Japanese New Year's soup includes mochi and vegetables simmered in miso or dashi broth. The stretchiness of the mochi symbolizes longevity and good fortune.

## Bonenkai: A Festive Farewell to the Year

**Bonenkai**, or "forget the year party," are held in December with friends and coworkers to leave behind the past year's troubles. It's a time to enjoy delicious food and drinks in a relaxed atmosphere where participants can be candid, often forgetting what was said the next day. In contrast, **shinnenkai**, or "new year party," is celebrated in January to welcome the new year, featuring well-wishes and traditional activities like mochi making and kagamiwari, the sake barrel breaking ceremony.

**Plan your Bonenkai or Shinnenkai gathering with Uwajimaya! We have everything you need to create a festive atmosphere with food and drinks.**

忘年会

# Mochi for the New Year

— A SYMBOL OF TOGETHERNESS AND NEW BEGINNINGS

In Japan, mochi is central to New Year celebrations, symbolizing strength, unity, and prosperity. This cherished tradition brings family and friends together to start the year with wishes for health, happiness, and good fortune.



## Kiri Mochi

Plain, pre-cut mochi that requires cooking. Grill or toast with soy sauce and sugar for yaki-mochi, or boil in soup like ozoni.



## Kagami Mochi

Two mochi cakes topped with citrus are traditional symbols of New Year's, representing good fortune and home protection.



## Mochigome

Mochi requires a special rice variety known as “mochigome,” a Japanese short-grain glutinous rice.



## Mochiko

Mochi can also be made using mochiko, a sweet rice flour derived from mochigome.



## Kinako

Kinako mochi is mochi coated in roasted soybean powder (kinako) and is enjoyed during New Year's.



## Azuki

Try whole azuki (red bean) or anko (red bean paste) as delicious fillings for your mochi.

# Osechi Ryori

START THE YEAR RIGHT WITH TRADITION

In Japan, New Year's Day brings together loved ones to savor Osechi Ryori, a visually appealing "Good Luck" meal featuring vibrant colors and symbolic shapes. These dishes carry special wishes for the year ahead and are typically packed in Jubako boxes. Osechi Ryori is specially prepared to last over the first three days of the New year, often through drying, salting, or vinegar preservation.



Early Bird Price

**\$429**

Order by  
December 12

## Good Fortune Osechi Set

This 3-tier osechi set from Japan features over 40 different items including a variety of seafood such as red snow crab claws, grilled king salmon, and prized surf clams along with traditional favorites kamaboko (fish cakes), namasu (pickled carrots and daikon) and kinton (mashed potato with chestnuts). Serves 2-3.

**\$459** when ordered after December 12

## Gold Osechi Set

This single tier osechi set from Japan features several seafood items including red snow crab claws and buri (yellowtail) teriyaki alongside traditional dishes like kuromame (sweetened black beans) and datemaki (sweet rolled egg). Serves 1-2.

**\$379** when ordered after December 12



Early Bird Price

**\$349**

Order by  
December 12



### Kazunoko

'Kazu' means number and 'ko' means child in Japanese, therefore this herring roe symbolizes fertility. Find kazunoko in seafood.



### Kamaboko

The red color of the fishcake is thought to ward off evil and the white represents purity. Find assorted fish cakes in seafood.



### Kinpira Gobo

Gobo is a hardy root that grows firmly in soil, so it symbolizes strength and stability. Find ready to eat in deli or in the grocery freezer.

# Uwajimaya Osechi Set

Our special rendition of osechi ryori combines both traditional osechi ryori elements alongside contemporary twists like teriyaki chicken wings. Sharing our signature osechi ryori has been our proud tradition for over 50 years! Serves 1-2.



**\$99.99**

when ordered after  
December 12

Early Bird Price  
**\$89.99**

Order by  
December 12

\*Yokan design may differ

## Pre-Order Your Osechi Ryori Online Today!

All osechi ryori orders must be made online on our website at [uwajimaya.com](https://uwajimaya.com) by December 28, 2024.

**Limited quantities. While supplies last.**

**All Osechi Ryori Pick Up  
December 31 • 10 am - 4 pm**

Visit our website for a full list of ingredients. Photos shown are not to scale. Slight variations possible. Actual packaging may differ from the image shown.



### Kuromame

Sweetened black beans are eaten for good health. Find them canned in grocery, frozen in seafood, or ready to eat in deli.



### Datemaki

These sweet rolled eggs resemble scrolls and represent a wish for education. Find in seafood or ready to eat in deli.



### Namasu

The red and white colors of daikon and carrot salad pickled in sweetened vinegar represents celebration. Ready to eat in deli.



### Kuri Kinton

This golden-hued and mashed sweet potato and chestnut dish represents a wish for wealth and success. Available frozen in seafood.



### Ebi Shrimp

Shrimp with bent backs symbolize long life, representing an older person with a curved back. Available fresh or frozen in seafood.



### Kombumaki

Kombu means kelp, and maki means roll. Kombu, sounding like 'yorokobu' (joy), is available dried in grocery, frozen in seafood, and ready to eat in deli.

# Unwrap

## December Savings at Uwajimaya!

Week 1: December 5-8

### Save Big with Waji Bucks Coupons

Limit one coupon per transaction.



Scan to Download  
Your Waji Bucks  
Coupons

\*Limit 1 coupon per transaction. Excludes alcohol, gift cards, and delivery. Must meet minimum purchase, no cash value. Cannot combine with other offers. Present at purchase.

Week 2: December 12-15

### \$5 off when you spend \$50+ on seafood & meat



Scan to Download  
Your \$5 off seafood  
and meat coupon

\*Limit 1 coupon per transaction. Excludes alcohol, gift cards, and delivery. Must meet minimum purchase, no cash value. Cannot combine with other offers. Present at purchase.

Week 3: December 19-22

Last-Minute Gift?

### Save 10% on All Gift Cards

Gift card purchases require a minimum of \$25 per card, with a maximum of \$500 per card. Total gift card purchases are limited to \$1000 per customer.

*Purchasing a gift card with another gift card is prohibited. No coupon necessary.*



Week 4: Dec 26 - while supplies last

### Free 2025 Uwajimaya Calendar

When You Spend  
\$150 or more



UWAJIMAYA  
Our exclusive calendar features beautiful artwork by the popular Japanese textile brand SOU-SOU. Limit 1 calendar, per customer, per transaction.  
**Limited Supply - While Supplies Last.**

Items are subject to availability, and quantities may be limited.  
Product images are for illustration purposes only and may differ from the actual product.