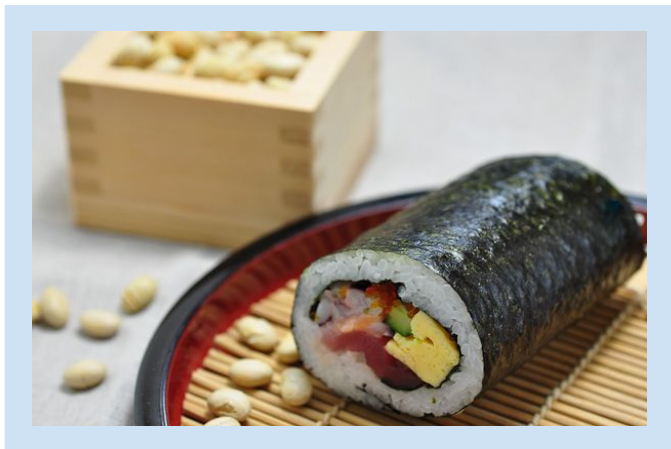


What is *EHO-MAKI* ?

~Lucky long sushi roll~



How to eat Eho-maki

When we eat Eho-maki, there are some rules.

First, we must not speak until we finish eating. If we speak when we eat Eho-maki, it is said that we can't get happiness.

Second, when we eat Eho-maki, we have to look in the year's good luck direction. It is said that god is in the direction.

History of *Eho-maki*

Eho-maki is a sushi roll that is eaten on *Setsubun*.

February 3rd is *Setsubun* in Japan. *Setsubun* is the last day of the winter. In Japan, people throw small beans for good health and happiness.

Recently, many Japanese people eat *Eho-maki* on *Setsubun*. People believe *Eho-maki* bring happiness when we eat it on *Setsubun*.

Eho-maki culture is started in the west area of Japan.



Recently *Eho-maki*

Recently, there are many kinds of *Eho-maki*. For example, *Eho-maki* that has a character motif. The picture on the left is the *Eho-maki* that has Anpan-man motif. In addition to that, many shops sell *Eho-maki* that is made by cake. The second picture on the left is the *Eho-maki* that is made by cake. It is look like Swiss roll.

People can buy and enjoy *Eho-maki* easily. It is because almost of convenience store in Japan sell *Eho-maki* in *Setsubun* season. Convenience store is one of the elements to spread *Eho-maki* culture.

If you have a chance to visit Japan on *Setsubun*, why don't you eat *Eho-maki* and enjoy traditional Japanese culture?

