

Carefully selected ingredients, excellent quality, grown or produced in Tokyo

Tokyo Metropolitan Government Certified Locally Sourced Food Products

(E-Mark Certified Foods)

About E-Mark Certified Foods

E-Mark Certified Foods are products unique to Tokyo, which use ingredients sourced from Tokyo or are made using traditional production methods carried on in Tokyo.

The Tokyo Metropolitan Government (TMG) reviews and certifies products based on aspects such as the care and attention to detail put into the product, as well as the taste and quality. Certified products can then display Tokyo's own E-mark logo. The TMG promotes these foods as Tokyo specialty products at various events and on select websites, as well as through other means.

About the E-mark logo

The three “E”s in the center of the logo represent the Japanese character for product or “shina.” When “E” and “shina” are combined, the word formed can be pronounced “ii-shina,” meaning excellent product in Japanese.



Example of placement of the E-mark on products

Excellent Quality

Indicates that the product not only meets quality standards related to the careful selection of ingredients, but also that sufficient care and attention is paid to hygiene and sanitation.

Exact **E**xpression

Indicates that the product's labelling conforms to the Food Labeling Act, Health Promotion Act, Act against Unjustifiable Premiums and Misleading Representations, and other relevant laws and regulations, as well as fair competition regulations.

Harmony with **E**cology

Indicates that “care and attention to detail” is given with respect to the culinary culture of Tokyo, including the region, nature, history, traditions, and techniques, and that the food product is in harmony with the local environment.

E-mark products are also a great as souvenirs or gifts!

*For details, please visit the following website.

<http://www.e-mark-iishina.metro.tokyo.lg.jp/>

Inquiries

Food Safety Section, Agriculture, Forestry and Fishery Division,
Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government

