

Approximately 170 Restaurants Participate in Offering a New *Hanami* Experience to Enjoy at Home

Presenting SAKURA FES NIHONBASHI 2021

Developing a variety of food-related methods that let people experience the joy of *hanami* at home under the theme of “Taking spring home with us”

Dates: March 19, 2021 (Friday)–April 11, 2021 (Sunday)

The Nihonbashi Sakura Festival Executive Committee will host the 8th SAKURA FES NIHONBASHI together with regional businesses such as Mitsui Fudosan Co., Ltd. This year’s theme is “Taking spring home with us.” Together with approximately 170 restaurants of various kinds both old and new in the Nihonbashi area, the committee will offer a new *hanami* (cherry blossom viewing) experience through food culture that is suitable for the COVID-19 era.

Hanami, which became popular during the Edo period as a way to enjoy cherry blossoms and food together, could be considered a food culture unique to Japan. Although people cannot enjoy *hanami* parties outdoors this year, the Nihonbashi Sakura Festival Executive Committee will provide a *hanami* experience from Nihonbashi that people can enjoy at home through food. Nihonbashi is an area that has continued to convey all types of food culture, flexibly matched to the social environment of each era. This spring, Nihonbashi will once again deliver an enjoyable food experience in line with the times.

Official website: <https://www.nihonbashi-sakurafes.art/> (Japanese)

SAKURA FES NIHONBASHI 2021 Highlights

[Hanami at Home] Presenting a colorful menu that lets you experience the joy of *hanami* at home

This spring, it will be difficult to enjoy *hanami* or parties like before. As “Nihonbashi, the city of food,” we will present a variety of enjoyable food experiences to deliver a positive spring feeling even during these times. A menu for savoring the *hanami* mood at home and experiencing spring is waiting in Nihonbashi.



[Taking spring home with us] Offering food, knowledge, and fresh excitement from the city

The theme for 2021 is “Taking spring home with us.” We will deliver a way to enjoy spring from Nihonbashi that fits the times.



Taking spring home with us

Since more than 1,000 years ago, the people of Japan have enjoyed flowers, eating and drinking, and spring throughout the ages.

Because spring this year is a difficult time, we want to enjoy it to the fullest. We hope you return home from Nihonbashi with invigorating food, knowledge and excitement.