UWAJIMAYA

# Holiday Guide

From thoughtful gifts to holiday feasts, find it all here.

– 2026 –




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TOMATO
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# Host a Sushi Party!

Fresh sushi and sashimi, plus everything you need to make your own at home.



**Tatsumigura Junmai Daiginjo**

300 ml. Smooth sake crafted to pair perfectly with sushi.



**Shiso**

A fragrant Japanese herb with a fresh, slightly minty flavor. Used as a garnish for sushi.

**Sashimi Boat**

Level up your spread with a sashimi boat—perfect for filling with your favorite cuts and nigiri from our seafood and deli departments.

**Boat sold separately.*



# Soy to the World

From everyday favorites to specialty bottles, the right soy sauce can make all the difference. Find the perfect pairing for your sushi spread at Uwajimaya.



***Shoda Marudaizu Soy Sauce***

*Deep, savory, and made with whole soybeans, its fragrant aroma shines when enjoyed fresh.*



***Yamasa Brewed Soy Sauce***

*Smooth and balanced, with a clean flavor that complements the delicate taste of fresh fish.*

Our Pick



***Tempura Roll***

*Find in our deli!*



**Hokkaido Nanatsuboshi Short Grain Rice**

Premium Japanese rice, prized for its texture and ideal for making sushi rice.

*Learn to Make Sushi Rice*

# Host a Hot Pot Gathering

Warm up the season with a cozy hot pot night! Share simmering broth, fresh ingredients, and good company around the table. Find all your hot pot essentials at Uwajimaya.

## A Guide to Hot Pot

From spicy and numbing to rich and savory, hot pot starts with the broth. Choose your favorite, then add meats, seafood, vegetables, tofu, and noodles to create a meal that's made to share.

*Sichuan Mala* | Bold and spicy, with the signature numbing heat of Sichuan peppercorns.

*Tomato* | Rich, savory, and slightly tangy—a comforting broth that pairs well with meats and veggies.

*Mushroom or Clear Bone Broth* | Light and savory, letting the natural flavors of mushrooms, vegetables, and/or meat shine.

*Learn to Make Chinese Hot Pot*

**a** ***Little Sheep Hot Pot Soup Base***
*Assorted. Just mix with your soup for authentic hot pot broth! Available in our grocery aisles.*

**b** ***Asian Greens***
*We offer a variety of leafy greens from bok choy to napa cabbage, fresh in our produce department.*

**c** ***Mushrooms***
*From enoki to shiitake, we have a variety of mushrooms available in our produce department.*

**d** ***Thin Sliced Meats***
*Selections from wagyu to pork shoulder sliced in-house daily by our meat department.*

**e** ***Jane Jane Seafood Balls***
*Assorted. Bite-sized with a bouncy texture and savory flavor. Find in our freezer aisle.*






# Holiday Dinner

Celebrate the season with a classic holiday dinner spread! Gather around for a warm, hearty meal featuring rich roasts, comforting sides, and festive drinks.

***Custom Order Meats***

*We offer custom cuts like rib roasts and ham! Call or talk to us at the Meat Department service counter for more details about how to place your order.*

# Sake from around Japan

Try them chilled!

Brewed from rice, water, koji and yeast, sake is as varied as wine, from crisp and dry to soft and fruity. **Junmai** styles use only those four ingredients for a rounder, fuller body, while others add a touch of brewer's alcohol to lift aroma and lighten the finish. Every bottle here is made for the holiday table. Check the key for pairing ideas.




## Izumo Fuji Junmai Ginjo Yamada Nishiki 50

*Shimane Prefecture*

Soft and juicy sake with notes of pineapple, pear, and candied sugar. 16.0%

Dry — Sweet



## Yoshinogawa Gokujo Ginjo

*Niigata Prefecture*

Delicate and dry sake with subtle notes of herbs, anise, and stone fruit. 15.5%

Dry — Sweet



## Murai Sugidama Junmai Ginjo

*Aomori Prefecture*

Smooth and fruity sake with tropical aromas of pineapple and banana. 14.4%

Dry — Sweet



## Watari Bune Junmai Ginjo "The 55"

*Ibaraki Prefecture*

Bright and juicy sake with ripe melon and white peach notes, balanced by a lively, crisp acidity. 16.0%

Dry — Sweet

**Key:**

- *Pair with fruit or salads*
- *Pair with grilled, simmered & fried dishes*
- *Pair with sashimi, sushi & seafood*
- *Alcohol by Volume (ABV)*



## Chiyonosono Shared Promise Junmai

*Kumamoto Prefecture*

Soft and mellow, with orange-blossom aromas, subtle sweetness, and gentle savory umami. 15.0%

Dry — Sweet



## Kagura "Midnight Blue" Junmai Muroka Nama Genshu

*Kyoto Prefecture*

Unfiltered and unpasteurized sake with rich rice umami. Sweet with a slight carbonation. 15.0%

Dry — Sweet





# Feast from the Sea

Bring something special to the table with our selection of premium seafood, from sashimi-grade fish to fresh shellfish.

**Sashimi**
Find premium sashimi-grade fish, available sliced or by the block, including salmon, ahi tuna, yellowtail, and more.

**Oysters**
Bring home fresh oysters from the Puget Sound, kept live in our in-store tanks for exceptional freshness and flavor.

**Crabs & Lobster**
Make it a feast with succulent crabs and lobster, perfect for sharing around the holiday table.

**Need Help?**
Talk to us at our service counter and we can help find the best solution for your holiday celebrations.

# Ready from Our Deli

Need to feed the whole office? Explore our full catering menu online and call our Deli Department to place your order.

**Party Platters**
From sushi favorites to chicken wings, make entertaining easy with 12 sushi platters and 5 party platters to choose from.

**Entrées**
If chow mein and honey sesame chicken sound more like holiday tradition, we have 16 different entrées for you to choose from!

**Barbecue**
Add something special to your holiday table with crispy roast pork, barbecue pork, and roast duck, freshly prepared for sharing.

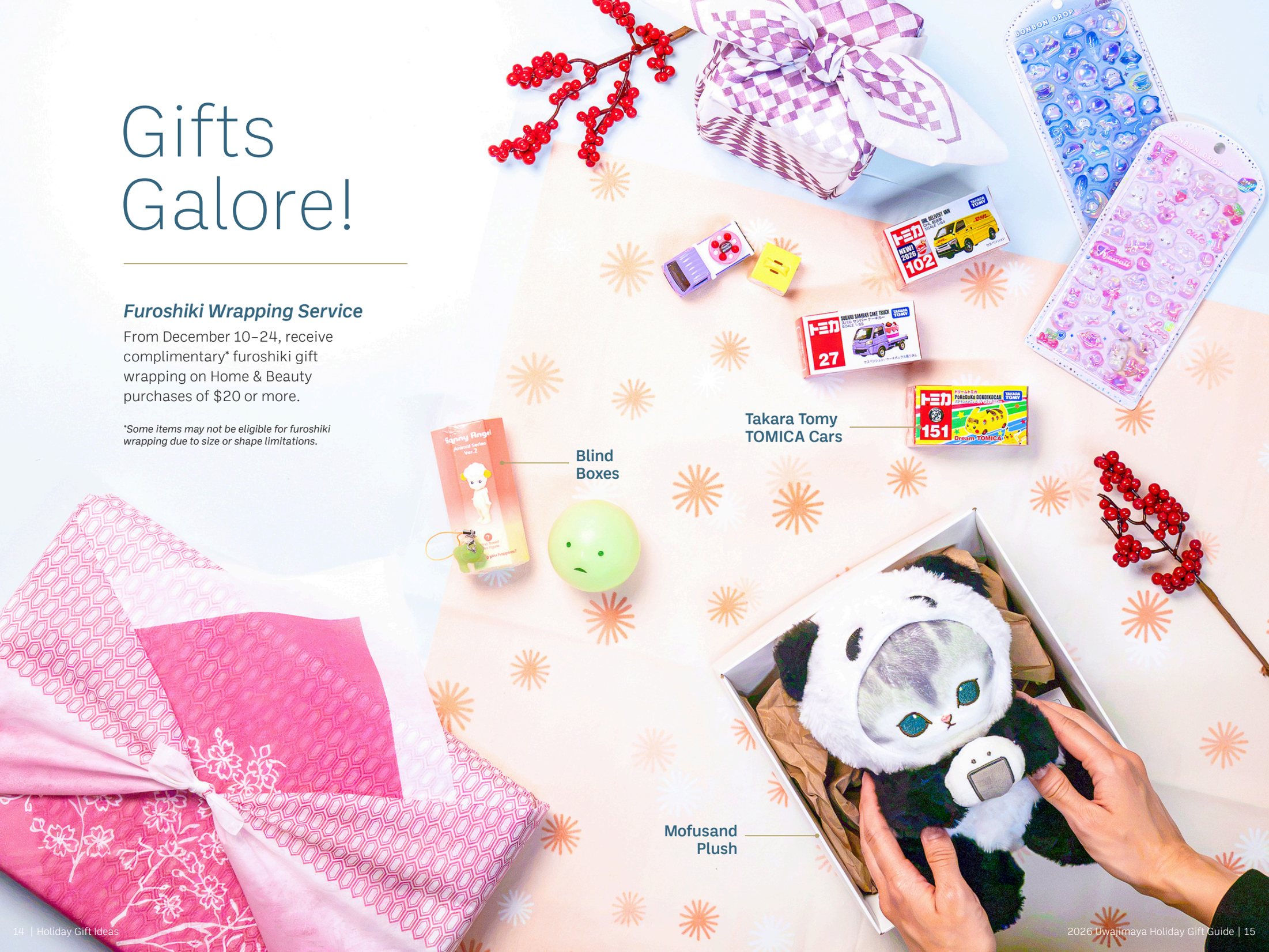
**Call to Place Your Order**
Scan the QR code for menu and pricing.
48 hour advance notice required.

# Gifts Galore!

### *Furoshiki Wrapping Service*

From December 10–24, receive complimentary* furoshiki gift wrapping on Home & Beauty purchases of $20 or more.

**Some items may not be eligible for furoshiki wrapping due to size or shape limitations.*



# Little Luxuries

A selection of beauty and self-care essentials for a little everyday indulgence.




## Lovisia Mofusand Mascot Hand Cream

75 g. Peach, Apple, Banana or Watermelon. A cute and practical gift for keeping hands soft, smooth, and lightly scented.




## SILK THE RICH Shampoo or Treatment

*250 ml. GLOW, MOIST, or SCALP.*




## Kiss Me Heroine Make Mascara & Remover Trial Set

*Volume & Curl or Long & Curl.*




## naturie Hatomugi Skin Care Set

*500 ml. Skin Conditioner.*
*230 ml. Skin Conditioning Milk.*




## SHOSHURIKI Premium Aroma Room Fragrance

*13.5 oz. Moonlight Savon, Urban Romance, or Grace Beaute.*




**a** Swedish Dish Cloths



**b** Bowl & Chopsticks Set



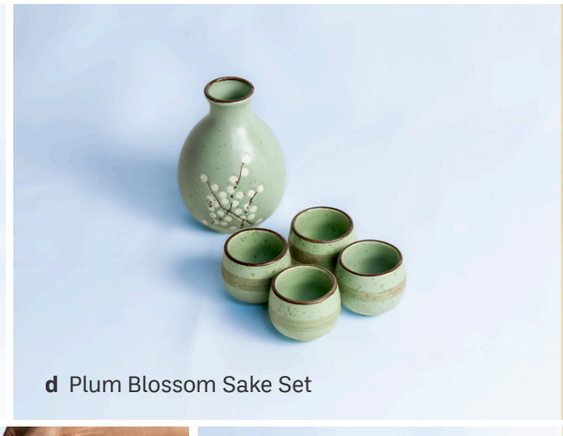
**h** Carbon Steel Wok



**i** Bamboo Steamer



**c** Insulated Lunch Bag



**d** Plum Blossom Sake Set



**j** Donabe




**k** Washington/Oregon Cutting Boards



**e** Chopsticks & Rest Set



**f** Matcha Kitchen Towel



**g** Sushi Making Starter Kit



**l** Paring Knife



**m** Bamboo Utensil Set



**n** Ceremonial Matcha Set

# $25 & Under

**a** Reusable, washable and highly absorbent! From $6.75 / Potluck Press **b** Coordinated bowl and chopsticks for noodles or rice. From $10 **c** Small. Insulated to keep meals fresh on the go. From $8.50 / Tropical Paper Garden **d** 5-piece set with elegant plum blossom design. From $20 **e** 5 pairs with matching Mount Fuji chopstick rests. From $20 **f** Matcha-themed design with a soft, absorbent feel. From $18 / Brightspot Design **g** Everything you need to kickstart a sushi party at home. From $12

# $50 & Under

**h** 14" heavy-duty carbon steel for high-heat cooking. From $50 / Helen's Asian Kitchen **i** 10" 3-piece set for steaming. From $35 / Helen's Asian Kitchen **j** 6-go traditional Japanese earthenware pot. From $35 **k** State-shaped boards made from sustainable bamboo. From $40 / Totally Bamboo **l** 4" Original Series blade for precise prep work. From $35 / MAC **m** Natural bamboo tools for everyday cooking. From $46 / Joyce Chen **n** Includes whisk, bowl, whisk holder & scoop. From $50

# Winter Gift Sets

Oseibo (お歳暮) is a Japanese year-end tradition of giving thanks to the people who supported you throughout the year. Show your appreciation with thoughtfully chosen gifts that are a pleasure to see and enjoy.

**Limited Time Offering!**
*While supplies last.*


a

**a GRAPE STONE**

## Tokyo Banana

8 pc. Soft sponge cake with banana custard filling. One of the top souvenirs from Tokyo, Japan!





b

**b TAKEDA**

## Hokkaido Fermented Butter Sablé

12 pc. Thin shortbread cookies mixed with a variety of nuts.





c

**c BOURBON**

## Mt. Fuji Alfort

14 pc. Chocolate-coated biscuits illustrated with Japan's Mt. Fuji.




**d BOURBON**

## High Selection

33 pc. Assorted butter and chocolate cookies and wafers.





d

**e TSUYAMAYA SEIKA**

## Kinoka Iroiro

15 pc. Assorted Japanese mochi and agar candies.





e

**f BOURBON**

## Torte Cookies

60 pc. Assorted cookies with a light, crisp texture and rich buttery flavor—all in a tin can.





f

**g ISHIDA**

## Kyoto Anna Monaka

6 pc. Crispy wafer sandwiches with red bean filling.




g

# Celebrating Shogatsu with Uwajimaya

### *NEW!* Uwajimaya Premium Osechi

Introducing the **Uwajimaya Premium Osechi Set**, our newest osechi offering! Featuring lobster, wagyu, and more, it's a special selection for the New Year's table.

*See p. 28 for details→*

*Actual packaging may differ from the image shown. Photo not to scale. Slight variations possible.*

# Shogatsu

## *A Guide to Japanese New Year Traditions*

Shōgatsu, the Japanese New Year, is one of Japan's most significant holidays. From January 1–3, businesses pause as families clean, reflect, and gather to welcome the year with time-honored traditions and festive foods.

### Mochi Traditions

Food plays a central role in the celebration, especially mochi (pounded rice cakes), which symbolize strength and prosperity.

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



*Kagami Mochi*

> *Kiri Mochi* | These shelf-stable mochi blocks are a New Year essential. Grill or toast until puffed, then enjoy in ozōni or with soy sauce and sugar.




*Shirakiku Kiri Mochi*

> *Ozoni* | Eaten on the 1st, ozoni is vegetables and mochi simmered in miso or dashi broth. The mochi symbolizes a wish for good fortune and long life.

*Stock up on all your mochi essentials at Uwajimaya.*

### Regional Ozoni

In Japan, ozoni ingredients and flavors vary by region and family. From clear, dashi-based soups to thick, miso broths, each bowl tells a story.

→ **Next**: *Check out how our staff make their ozoni (p. 25)*

Scan for Recipes



**DELI** **Junko W.**
*Hokkaido Prefecture*
Savory chicken, seasonal vegetables, and grilled kiri mochi.



**Eriko M.** **DELI**
*Osaka Prefecture*
Delicate dashi broth, julienned vegetables, and soft round mochi.



**GROCERY** **Megumi T.**
*Kyoto Prefecture*
Rich *saikyo* white miso, tender taro and daikon, and soft round mochi.



**Runa O.** **HOME & BEAUTY**
*Yamaguchi Prefecture*
Tender chicken, turnip, napa cabbage, and soft round mochi in a clear broth.

## Toshikoshi Soba

Another essential food tradition is toshikoshi soba, or “year-crossing noodles,” eaten on New Year’s Eve. These long, thin buckwheat noodles symbolize longevity and resilience. Their easy-to-cut texture also represents letting go of hardships from the past year.

Whether served hot or chilled, it’s a simple, comforting ritual to close one chapter and begin another.




*Shirasagi no Hana Tororo Soba*




## Osechi

Alongside ozōni, New Year’s Day is celebrated with osechi—a colorful assortment of lucky dishes, each symbolizing a wish for the year ahead.

Symbolism is woven throughout: **kombumaki** (kelp rolls) for joy, **kazunoko** (herring roe) for family and growth, and golden kuri kinton for prosperity. The red and white of **namasu** (pickled carrots and daikon) evoke celebration, while **kamaboko** (fish cakes) is said to ward off evil. Dishes like **whole ebi** (shrimp) for longevity, **datemaki** (sweet rolled eggs) for wisdom, **tataki gobo** (sesame burdock root) for strength, and **kuromame** (sweet black beans) for health round out the spread—together creating a thoughtful and celebratory start to the new year.

→ **Next up**: *Where to find your favorite osechi items throughout our stores!*

Where to Find — S Seafood · G Grocery · D Ready to Eat in Deli



*Kombumaki* — S D G
*Joy*



*Kazunoko* — S
*Fertility*



*Kuri Kinton* — S D
*Wealth*



*Namasu* — D
*Celebration*



*Kamaboko* — S
*Purity*



*Whole Ebi* — D
*Long life*



*Datemaki* — S D
*Wisdom*



*Tataki Gobo* — D
*Strength*



*Kuromame* — S D G
*Good heatlh*

## Home Decor for the New Year

Beyond the table, New Year’s traditions extend into the home, where simple decorations invite good fortune for the year ahead.



*Shimenawa* | Braided straw decorations from Japan, hung for the New Year to bring good fortune and ward off bad luck.

*Starting from $20.*



*Daruma Figurines* | A traditional Japanese symbol of good luck, with a fortune tucked inside for a fun surprise.

*Starting from $10.*

# Pre-Order Your Osechi

All osechi orders must be placed online at **uwajimaya.com** by **December 27, 2026, 9pm PST**.

*Limited Quantities. While Supplies Last.*

**All Osechi Pick Up | December 30-31 • 10am-4pm**



## NEW!

## Uwajimaya Premium Set

Enjoy an abundant three-tier spread including lobster, Wagyu beef, crab legs, and beloved Uwajimaya family recipes like Kasuzuke Black Cod and Nishime. A special addition to our osechi offerings!

Made by Uwajimaya

Serves 2-3

**$299.99**




## Uwajimaya Classic Set

Celebrate the New Year with a three-tier selection of traditional Osechi favorites, from kuromame and kuri kinton to kazunoko and kamaboko. Includes cherished Uwajimaya family recipes like Kasuzuke Black Cod and Nishime, plus our Butter Sake Scallops. A cherished Uwajimaya tradition for over 50 years.

Made by Uwajimaya

Serves 1-2

**$99.99**

## Good Fortune Set

Three-tier osechi set from Japan featuring over 40 different items from prized surf clams to red snow crab claws. Reg. $429.

Serves 2-3

**$399.99**



*Visit our website at **uwajimaya.com** for full list of ingredients.*

*Photos shown are not to scale. Slight variations possible. Actual packaging may differ from the image shown.*

# Lucky Beginnings

Keep the holiday spirit going into the new year with our annual calendars and fukubukuro, the traditional Japanese lucky bags filled with surprises.

## Free 2027 Uwajimaya Calendar

**Dec 23 - while supplies last**

Spend $125+ and get a **FREE 2027 Uwajimaya calendar** by SOU • SOU, featuring their modern Japanese designs! Also available for purchase starting December 1.




## Free 2027 Year of the Ram Calendar

**Dec 11 - while supplies last**

Pick up our annual **FREE one-page calendar** at checkout this holiday season—a handy keepsake for the year ahead, featuring the Ram.




## Fukubukuro

**Dec 11 - while supplies last**

Fukubukuro, or "lucky bags," are a beloved Japanese New Year tradition filled with mystery and surprises. Choose from: **Kawaii Bags** with cute character goods and accessories, or **Beauty+ Bags** with cosmetics, hair care, and a few home goods.




## Give the Gift of Uwajimaya

**10% Off Gift Cards | Dec 2-8 | See Back for Details**

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!




## Holiday Hours

| | Thanksgiving<br>November 26 | Christmas Eve<br>December 24 | Christmas Day<br>December 25 | New Year's Eve<br>December 31 | New Year's Day<br>January 1 |
|---|---|---|---|---|---|
| **Seattle Store** | CLOSED | 8am to 6pm | CLOSED | 8am to 7pm | CLOSED |
| **All Other Stores** | CLOSED | 9am to 6pm | CLOSED | 9am to 7pm | CLOSED |

UWAJIMAYA

# Unwrap! December Savings

December is here and we're sharing the cheer!
Each week, unwrap a new offer to give, gather, and enjoy the season.

## WEEK 1: December 2-8, 2026

UWAJIMAYA

**10% off** Uwajimaya Gift Cards

*Limit 1 coupon per transaction. Minimum purchase of a single gift card is $25, with a maximum of $1000 in total gift card purchases per customer.
**May not be combined with any other promotions, discounts or coupons.**

0 00000 70030 6

## WEEK 2: December 9-15, 2026

UWAJIMAYA

**$10 off** your purchase of $100 or more

*Limit 1 coupon per transaction. Excludes alcohol, gift cards and delivery orders. Coupon must meet minimum purchase requirement and has no cash value.
**May not be combined with any other promotions, discounts or coupons.**

0 00000 70031 3

## WEEK 3: December 16-22, 2026

UWAJIMAYA

**$10 off** when you spend $50 in home & beauty

*Limit 1 coupon per transaction. Excludes gift cards and delivery orders. Coupon must meet minimum purchase requirement and has no cash value.
**May not be combined with any other promotions, discounts or coupons.**

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## WEEK 4: December 23-31, 2026

UWAJIMAYA

**$5 off** when you spend $25 on fresh produce

*Limit 1 coupon per transaction. Excludes delivery orders. Coupon must meet minimum purchase requirement and has no cash value.
**May not be combined with any other promotions, discounts or coupons.**

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