



Of all food items produced in NAGANO's lush nature, we select agricultural and dairy products that meet three standards of "Premium", "Original" and "Heritage", promoting them as "Tasty Food and Nature of NAGANO". We will continue to enhance NAGANO's brand power and encourage larger sales.

PREMIUM
(High Quality)

ORIGINAL
(Uniqueness)

HERITAGE
(Power of Tradition)

Nagano Appellation Control

NAGANO Premium Beef

Original Breeds and Market Share of Top National Ranking

Intangible Folk Culture Properties

NAGANO Traditional Vegetables



(Nagano Purple)

(Shinano Gold)

(Oyaki buns)

(Teiza eggplant)



(Sake, Wine, Shochu liquor, Cider, Rice, Beef)



(Gohei mochi)

