



MAEBASHI FOCUS

Coordinator for International Relations (CIR) Newsletter

Have you heard of Trader Joe's? Trader Joe's is a supermarket originating in Los Angeles, California, that cannot be found in Hawaii. They sell Belgian Butter Waffle Cookies, Almond Thins Cookies, and a myriad of other interesting food products, so people from Hawaii often buy them as omiyage when making a trip to the mainland. The agemochi from Trader Joe's is my favorite—an extremely addicting snack where once the package is opened, all contents inside will disappear in minutes if not careful. Brand name aside, I simply thought that agemochi was an American product. When I learned that it is actually a Japanese snack, I was shocked.



By the recommendation of the individual who enlightened me with this fact, I stopped by the Maebashi Minami location of Shoku no Eki in search of agemochi. The store exuded a calm, slow, local atmosphere that encourages one to relax, and the simplistic, undecorated interior was a very refreshing sight. When I discovered three types of agemochi all lined up neatly, it felt like stumbling upon a trove of treasure. I have also seen agemochi being sold at 7-Eleven as longer sticks with salty as well as broth & soy sauce flavoring. The agemochi from Trader Joe's is highly rated abroad, so please stop by your nearest supermarket or 7-Eleven and try agemochi with a newfound perspective!

