



新潟米菓
さくら堂
We offer authentic Japanese rice crackers.



Made in Japan





Crunchy and crispy



Grainy and crunchy



Crunchy and crispy



● Camembert Cheese Rice Cracker

Quantity per case : 12 Best-before date : 260 days Net Weight : 80g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 6 0 0 0 6

CONTAINS: MILK, SOY. (Ingredients also include Gelatin and Chicken.)

“A popular rice cracker made with our original powder featuring carefully selected Camembert cheese. The rich, cheesy flavor deepens with every bite.”

This product won the top prize at a prestigious confectionery competition.

● Basil Mozzarella Cheese Rice Cracker

Quantity per case : 12 Best-before date : 230 days Net Weight : 70g

Reference Price in Japan : 400 yen JAN : 4 9 3 9 8 8 3 4 6 0 0 1 3

CONTAINS: MILK.

“Crispy rice crackers with a grainy texture, flavored with a blend of three cheeses and three herbs. Made with 100% domestically grown Uruchi rice and seasoned in a Western style using our original herb and cheese mix.”

● Spicy Curry Rice Cracker

Quantity per case : 12 Best-before date : 260 days Net Weight : 80g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 6 0 0 2 0

CONTAINS: MILK, WHEAT, SOY. (Ingredients also include Pork.)

“A rich blend of 15 spices delivers bold umami flavor. This authentic curry-flavored rice cracker is perfect as a snack or a savory treat with drinks. Made with 100% domestically grown glutinous rice.”



Crispy



● Black Bean Rice Cracker

Quantity per case : 12 Best-before date : 300 days Net Weight : 70g

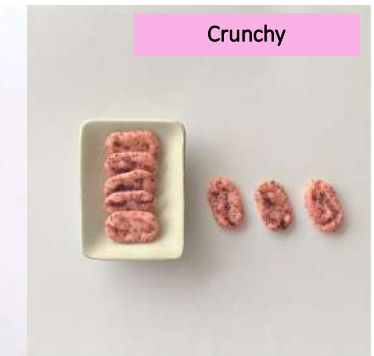
Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 6 0 0 4 4

CONTAINS: SOY.

“Savor the natural richness of premium ingredients — Hokkaido-grown black soybeans and a touch of mellow salt. Simple ingredients bring out authentic, rustic flavor. Seasoned only with carefully selected salt.”



Crunchy



● Sweet Shiso Rice Cracker

Quantity per case : 12 Best-before date : 330 days Net Weight : 80g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 6 0 0 5 1

Free of Major Allergens

“A sweet and slightly tangy rice cracker infused with the refreshing aroma of Japanese shiso and Nanko plums. Made with 100% domestically grown Uruchi rice and seasoned with carefully selected ingredients. A popular choice among women who enjoy refined, delicate flavors.”



Crunchy and gritty



Crunchy and crispy



● Sweet-glazed Rice Cracker

Quantity per case : 12 Best-before date : 330 days Net Weight : 80g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 6 0 0 7 5

CONTAINS: WHEAT, SOY.

"A traditional Japanese zarami okaki, coated in Sakurado's signature soy sauce glaze and generously finished with coarse sugar crystals. The fragrant savoriness of soy sauce and gentle sweetness come together in perfect harmony, offering a rich and layered depth of flavor."

● Kaki no Tane

Quantity per case : 12 Best-before date : 330 days Net Weight : 80g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 6 0 0 8 2

CONTAINS: WHEAT, SOY.

"A bold, Niigata-style kaki no tane made with large, satisfying pieces. Carefully selected chili peppers deliver a sharp, lively heat, balanced by a gentle sweetness and rich aroma. Perfectly suited as a snack and an excellent companion to drinks."



Crispy



Crispy



● Squid-flavored Fried Rice Crackers

Quantity per case : 12 Best-before date : 300 days Net Weight : 60g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 6 0 0 9 9

CONTAINS: WHEAT, SOY. (Ingredients also include Squid.)

"These aged okaki rice crackers are crafted from dough generously kneaded with richly flavored squid, prized for its depth of umami even on its own. Carefully deep-fried at high temperatures, they achieve a light, crisp texture and a beautifully golden finish. Finished with a delicate dusting of Sakurado's original squid powder, this refined snack is an elegant companion to fine drinks."

Our No.3 best-selling product in North America.

● Honey-flavored Fried Rice Crackers

Quantity per case : 12 Best-before date : 330 days Net Weight : 65g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 6 0 1 0 5

CONTAINS: WHEAT, SOY.

"Crisp, light fried rice crackers finished with our original sauce made from high-quality acacia honey. The harmonious balance of sweetness and saltiness has made this one of the most beloved and highly regarded products in North America. Enjoyed with milk, it reveals an even creamier, more mellow flavor."

A product that enjoys overwhelming popularity in the North American market.



Crispy



● Soy Sauce and Black Pepper Fried Rice Crackers

Quantity per case : 12 Best-before date : 300 days Net Weight : 65g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 6 0 1 1 2

CONTAINS: WHEAT, SOY.

"A popular Japanese rice cracker, perfectly suited as a snack to enjoy with alcoholic beverages. Its crisp, deep-fried texture absorbs Sakurado's original soy sauce, while a finishing sprinkle of black pepper adds a sharp, refined accent. This product ranks as the second best-selling item in the North American market and is also served in airport lounges."



Crispy and Puffy



● Rice Cracker Sea Urchin And Seafood

Quantity per case : 12 Best-before date : 300 days Net Weight : 70g

Reference Price in Japan : 400 yen JAN : 4 9 3 9 8 8 3 6 0 1 5 0

CONTAINS : WHEAT, MILK, SOY, FISH.

“A rich rice cracker that goes perfectly with alcoholic drinks, offering a deep and lingering flavor combined with a delicate hint of the sea. This rich snack is created by blending the umami of seafood with the distinct aroma of sea urchin (uni).”

● Rice Cracker Salt

Quantity per case : 12 Best-before date : 300 days Net Weight : 60g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 6 0 1 4 3

Free of Major Allergens

“This product features Sado Deep Sea Salt, made from deep-sea water sourced from the ocean near the Sado Island World Heritage Site. The dough, made from high-quality rice, is so delicious that it tastes great even with just a simple seasoning. This snack is designed to be easier to eat than popcorn.”

● Rice Crackersoy Sauce

Quantity per case : 12 Best-before date : 300 days Net Weight : 70g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 6 0 1 3 6

CONTAINS : WHEAT, SOY.

“A truly Japanese flavor profile, featuring a base of our special aged soy sauce enhanced with added umami and sweetness. The puffed, deep-fried dough is coated with this rich soy glaze.”



● Sweet-and-Sour Plum Rice Cracker

Quantity per case : 12 packs Shelf Life : 300 days Units : 17 per pack

Reference Price : 460 yen JAN : 4 9 3 9 8 8 3 0 2 0 0 2 6

Contains : Wheat, Soy, Mackerel

“A sweet-and-tangy rice cracker made with plum flakes and plum powder from Wakayama-grown Nanko plums. Generously coated with Sakurado's original seasoning sauce and large crystals of coarse sugar, it offers a bright balance of sweetness and acidity. Crafted using carefully selected domestically grown Japanese rice.”





● HANA IROIRO Sweet-glazed Rice Cracker

Quantity per case : 30 Best-before date : 330 days Net Weight : 25g

Reference Price in Japan : 160 yen JAN : 4 9 3 9 8 8 3 4 0 1 9 3 1

CONTAINS: WHEAT, SOY.

"A traditional Japanese zaramé okaki, coated in Sakurado's signature soy sauce glaze and generously finished with coarse sugar crystals. The fragrant savoriness of soy sauce and gentle sweetness come together in perfect harmony, offering a rich and layered depth of flavor."

● HANA IROIRO Black Bean Rice Cracker

Quantity per case : 30 Best-before date : 300 days Net Weight : 23g

Reference Price in Japan : 160 yen JAN : 4 9 3 9 8 8 3 4 0 1 9 2 4

CONTAINS: SOY.

"Savor the natural richness of premium ingredients — Hokkaido-grown black soybeans and a touch of mellow salt. Simple ingredients bring out authentic, rustic flavor. Seasoned only with carefully selected salt."



● HANA IROIRO Sweet Shiso Rice Cracker

Quantity per case : 30 Best-before date : 330 days Net Weight : 25g

Reference Price in Japan : 160 yen JAN : 4 9 3 9 8 8 3 4 0 1 9 1 7

Free of Major Allergens

"A sweet and slightly tangy rice cracker infused with the refreshing aroma of Japanese shiso and Nanko plums. Made with 100% domestically grown Uruchi rice and seasoned with carefully selected ingredients. A popular choice among women who enjoy refined, delicate flavors."

● HANA IROIRO Camembert Cheese Rice Cracker

Quantity per case : 30 Best-before date : 260 days Net Weight : 23g

Reference Price in Japan : 160 yen JAN : 4 9 3 9 8 8 3 4 0 1 8 9 4

CONTAINS: MILK, SOY. (Ingredients also include Gelatin and Chicken.)

"A popular rice cracker made with our original powder featuring carefully selected Camembert cheese. The rich, cheesy flavor deepens with every bite." This product won the top prize at a prestigious confectionery competition.

● HANA IROIRO Rice Cracker Salt

Quantity per case : 30 Best-before date : 300 days Net Weight : 23g

Reference Price in Japan : 160 yen JAN : 4 9 3 9 8 8 3 4 0 1 9 0 0

Free of Major Allergens

"This product features Sado Deep Sea Salt, made from deep-sea water sourced from the ocean near the Sado Island World Heritage Site. The dough, made from high-quality rice, is so delicious that it tastes great even with just a simple seasoning. This snack is designed to be easier to eat than popcorn."



● HANA IRORO S

Quantity per case : 6 Best-before date : 300 days Net Contents: 10Bags

Reference Price in Japan : 2,000 yen JAN : 4 9 3 9 8 8 3 0 1 1 6 1

Contains : Wheat, Milk, Soy, Gelatin, Chicken.

“A Popular Assortment of Sakurado’s Five Best-Selling Mini Packs This popular assortment features five of Sakurado’s most-loved rice crackers, conveniently packed in individual mini bags: Camembert Cheese Okaki, Saku-Fuwa Shio, Black Soybean Mochi, Hatsune Okaki, and Shiso Senbei. To preserve the freshly made quality for longer, each pack is sealed using special high-performance film packaging.”



● HANA IRORO M

Quantity per case : 6 Best-before date : 300 days Net Contents: 15Bags

Reference Price in Japan : 2,500 yen JAN : 4 9 3 9 8 8 3 5 0 0 6 8 9

Contains : Wheat, Milk, Soy, Gelatin, Chicken.

“A Popular Assortment of Sakurado’s Five Best-Selling Mini Packs This popular assortment features five of Sakurado’s most-loved rice crackers, conveniently packed in individual mini bags: Camembert Cheese Okaki, Saku-Fuwa Shio, Black Soybean Mochi, Hatsune Okaki, and Shiso Senbei. To preserve the freshly made quality for longer, each pack is sealed using special high-performance film packaging.”





● HANAMOYO Sakura

Quantity per case : 30 Best-before date : 230 days Net Weight : 14g

Reference Price in Japan : 160 yen JAN : 4 9 3 9 8 8 3 0 1 0 3 1 7

Contains : Wheat, Milk, Shrimp, Soy, Fish (Mackerel), Beef, Chicken, Gelatin, Sesame.

"A Assorted Rice Cracker Mix with 7 Distinct Flavors Enjoy a fukiyose-style assortment featuring seven popular flavors: Sugar Glaze (Zarame), Shiso, Black Sesame, Shrimp, Soy Sauce, Aonori Seaweed, and Black Soybean. Each flavor comes in a convenient, single-serve packet, making it easy to enjoy a variety of tastes. A customer favorite and one of our most popular products."

● HANAMOYO Temari

Quantity per case : 30 Best-before date : 230 days Net Weight : 14g

Reference Price in Japan : 160 yen JAN : 4 9 3 9 8 8 3 0 1 1 1 8 5

Contains : Milk, Wheat, Shrimp, Soy, Fish (Mackerel), Beef, Chicken.

"A Fukiyose-Style Assortment with 7 Flavors Enjoy a fukiyose-style rice cracker assortment featuring seven delicious flavors: Soy Sauce, Aonori Seaweed, Shrimp, Ume Sugar Glaze, Nori Seaweed, Sugar, and Deep-Fried Baby Shrimp. Each flavor is packed in a convenient, single-serve packet, perfect for enjoying a variety of tastes. A popular best-selling item."



● HANAMOYO HM-S

Quantity per case : 8 Best-before date : 230 days Net Contents: 8 Bags

Reference Price in Japan : 1,800 yen JAN : 4 9 3 9 8 8 3 0 1 1 1 9 2

Contains : Wheat, Milk, Shrimp, Soy, Fish (Mackerel), Beef, Chicken, Gelatin, Sesame.

"A Fukiyose-Style Assortment with Two Sets of 7 Flavors This fukiyose-style assortment features two different sets of seven flavors, allowing you to enjoy a wide variety of tastes in a single bag. Perfect as a gift, with something for everyone to enjoy. Each flavor is packed in a convenient, single-serve packet, making it easy to share and enjoy. A popular best-selling item."

● HANAMOYO HM-M

Quantity per case : 6 Best-before date : 230 days Net Contents: 10 Bags

Reference Price in Japan : 2,000 yen JAN : 4 9 3 9 8 8 3 0 1 1 2 0 8

Contains : Wheat, Milk, Shrimp, Soy, Fish (Mackerel), Beef, Chicken, Gelatin, Sesame.

"A Fukiyose-Style Assortment with Two Sets of 7 Flavors This fukiyose-style assortment features two different sets of seven flavors, allowing you to enjoy a wide variety of tastes in a single bag. Perfect as a gift, with something for everyone to enjoy. Each flavor is packed in a convenient, single-serve packet, making it easy to share and enjoy. A popular best-selling item."

● HANAMOYO HM-L

Quantity per case : 6 Best-before date : 230 days Net Contents: 15 Bags

Reference Price in Japan : 2,500 yen JAN : 4 9 3 9 8 8 3 0 1 1 2 1 5

Contains : Wheat, Milk, Shrimp, Soy, Fish (Mackerel), Beef, Chicken, Gelatin, Sesame.

"A Fukiyose-Style Assortment with Two Sets of 7 Flavors This fukiyose-style assortment features two different sets of seven flavors, allowing you to enjoy a wide variety of tastes in a single bag. Perfect as a gift, with something for everyone to enjoy. Each flavor is packed in a convenient, single-serve packet, making it easy to share and enjoy. A popular best-selling item."



● Strawberry Rice Cracker

Quantity per case : 12 Best-before date : 330 days Net Weight : 75g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 0 3 9 1 0 3

Free of Major Allergens

"Fruit Arare Made with Japanese Glutinous Rice, Strawberries, and SugarA gently sweet snack made without artificial flavors, colorings, additives, or chemical seasonings. Enjoy a simple, comforting taste made from carefully selected natural ingredients. Please note: The color may vary depending on the season, as this product is made using natural ingredients."

Looks like karinto, but it's not karinto. A sweet arare rice cracker series



● Nature's Bounty Lemon Rice Cracker

Quantity per case : 12 Best-before date : 330 days Net Weight : 75g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 0 0 5 5 2

Free of Major Allergens

"Fruit Arare Made with Japanese Glutinous Rice, Lemon, Lemon Juice, and SugarA gently sweet snack made without artificial flavors, colorings, additives, or chemical seasonings. Made with lemon peel, it offers a subtle, pleasantly bitter note, creating a refined taste that appeals to adults as well."

● Matcha Rice Cracker

Quantity per case : 12 Best-before date : 330 days Net Weight : 75g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 0 0 5 6 9

Free of Major Allergens

"Arare Made with Japanese Glutinous Rice, Niigata-Grown Matcha, and SugarA gently flavored snack made without artificial flavors, colorings, or chemical seasonings. This matcha arare has a mild, low-bitterness taste, making it easy to enjoy for everyone."





● Hina Arare (Traditional Japanese Rice Crackers for Hinamatsuri)

Quantity per case : 30 Best-before date : 300 days Net Weight : 25g

Reference Price in Japan : 180 yen JAN : 4 9 3 9 8 8 3 0 7 0 9 8 4

Contains: Wheat, Shrimp, Soy.

"Cute Four-Color Hina Arare Rice Crackers These adorable four-color hina arare represent the four seasons—spring, summer, autumn, and winter—and are made with the wish that you will enjoy good health throughout the entire year. A gently flavored rice snack made without artificial coloring, offering a soft and comforting taste."

Bringing the beauty and traditions of Japan to the world.



● Cherry Blossom-Shaped Rice Crackers

Quantity per case : 12 Best-before date : 270 days Net Weight : 65g

Reference Price in Japan : 400 yen JAN : 4 9 3 9 8 8 3 4 6 0 1 2 9

Contains: Wheat, Shrimp, Soy.

"A harmonious combination of dough kneaded with shrimp and a plain white base that highlights the natural flavor of rice, gently enhanced with the subtle aroma of white soy sauce. These ultra-thin, cherry blossom-shaped okaki, delicately baked by skilled artisans, deliver an exceptionally light, crisp, and delicate texture the moment they touch your tongue. Made with carefully selected Japanese rice."

● Cherry Blossom-Shaped Rice Crackers

Quantity per case : 12 Best-before date : 330 days Net Weight : 75g

Reference Price in Japan : 380 yen JAN : 4 9 3 9 8 8 3 4 0 0 5 6 9

Contains: Wheat, Shrimp, Soy.

"A harmonious combination of dough kneaded with shrimp and a plain white base that highlights the natural flavor of rice, gently enhanced with the subtle aroma of white soy sauce. These ultra-thin, cherry blossom-shaped okaki, delicately baked by skilled artisans, deliver an exceptionally light, crisp, and delicate texture the moment they touch your tongue. Made with carefully selected Japanese rice."



For the same snack, hygiene and safety are key factors in choosing quality.

Beyond mass-produced products lie hidden gems. We are honored to create exclusive products just for you.

Safe, Wholesome, and Delicious.

With heartfelt care, from Sakurado.

