

# Tips for living

Se i ka tsu

Hi n to

## 生活 の ヒント

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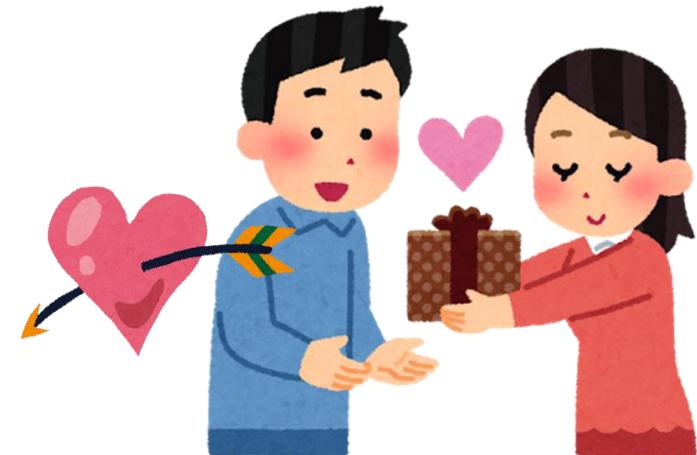
### Valentine's Day in Japan



# February 14th is Valentine's Day.

Valentine's Day is originally a custom that came from abroad. While Valentine's Day was becoming popular throughout Japan, a uniquely Japanese Valentine's tradition was established.

In Japan, Valentine's Day is when women give chocolates to men they have a crush on as a way to confess their love.



Chocolate given to a man you like is called **hon mei cho ko** 本命チョコ. Before Valentine's Day, girls are busy choosing or making chocolates. Boys also get anxious about whether they'll get chocolates.



If the boy got a chocolate, he has to give something back to the girl on White day which comes a month after Valentine's day.

If the boy got **hon mei cho ko** 本命チョコ, he will need to tell the girl how he feels about her.



Giving chocolate on Valentine's Day, especially from women to men, was actually a marketing strategy by chocolate manufacturers. However, this has become part of the unique Valentine's day culture in Japan.

# Types of Valentine's chocolate (names)

There are different types (names) of Valentine's chocolates depending on the relationship between the giver and the receiver.

Hon mei cho ko  
**本命チョコ**

This word is a combination of “**本命**” (the person you really love) and “**チョコレート**,” which is a shortened version of the Japanese word for chocolate. Special chocolates to give to your boyfriend, husband or loved one.

Gi ri cho ko  
**義理チョコ**

Gi ri cho ko  
**義理チョコ** is for work mates or boss or someone who you want to show your appreciation.

To mo cho ko  
**友チョコ**

To mo cho ko  
**友チョコ** means exchanging chocolates between friends.

Ji bun cho ko go hou bi cho ko  
**自分チョコ (ご褒美チョコ)**

Chocolate for myself , Self-indulgence chocolate. It refers to chocolates people buy for themselves as a special treat.

Fa mi cho ko  
**ファミチョコ**

Chocolates for family.

Gyaku cho ko  
**逆チョコ**

A man gives a gift to a woman.



# The history of Valentine's Day in Japan

Heart 1950s, The tradition of giving chocolate on Valentine's Day began with a confectionery company's advertising campaign, encouraging people to 'give chocolate to someone you love!'

Heart 1970s, It has become popular for women to give chocolates to men on Valentine's Day. This is how Japan's unique Valentine's Day culture was born.



Heart 1980s, The custom of 義理チョコ has taken hold, resulting in more shoppers purchasing gifts and an increase in stores offering special Valentine's items.

Heart Currently, There are many ways to enjoy Valentine's, such as giving 友チョコ or ご褒美チョコ. Fewer people give 義理チョコ these days. Buying ご褒美チョコ is gaining popularity. Also, 友チョコ is a big trend among the younger generation.



Valentine's Day in Japan has shifted from just women giving chocolates to men, to a day for expressing gratitude, love, or treating oneself.

It has evolved into an inclusive event that anyone can enjoy.

gai koku seki shi min sou dan mado guchi

外国籍市民相談窓口

Shiojiri city hall Counter 2

Monday～Friday 8:30～17:00

