

Delicious Products
of Fukuoka

Hakata Amaou Strawberries



Amaou – the king of Strawberries produced exclusively in Fukuoka Prefecture

SEASON January to May, November, December

ORIGIN

Mitoma and Shigajima (Higashi Ward), Kanetake (Sawara Ward),
Shusenji, Imazu, Motooka, Kitazaki (Nishi Ward), and other areas

The word “Amaou” is a combination of Japanese words that mean, red, round, large and delicious, perfectly describing the brand of strawberry that Fukuoka takes pride in. It is a rare type of strawberry only produced in Fukuoka Prefecture and sold under the name Hakata Amaou by the JA group of Fukuoka.

Amaou strawberries were developed at the Fukuoka Agricultural Research Center and registered in 2005. Size is the distinctive feature, some as large as a small chicken egg. The deep and glossy color, along with its juicy and sweet taste, makes it stand out from other strawberries,

The flesh of this strawberry has a firm texture and is known for its long shelf life, but since freshness is key for strawberries, it's best to eat them as soon as possible after purchase. When selecting, choose those with a

deep red color, including the area beneath the leaves, and check for a smooth and shiny surface. If you have too many to eat, freeze them for wonderful sherbet or jam!

Amaou strawberries are grown in Kanetake, Shusenji, Imazu, Motooka and Kitazaki in Nishi Ward, and Shigajima, Mitoma, and other areas in Higashi Ward of Fukuoka City. They are shipped mostly from around December to mid-May. During the Christmas season, Amaou strawberries are commonly seen at the fruit stands in Fukuoka City, and are often used in Christmas cakes because they go so well with whipped cream.

In recent years, Amaou has become increasingly popular in both Japan and also overseas. As a strawberry brand from Fukuoka that Fukuoka can be proud of, this strawberry will continue to bring delicious smiles to people all over the world.

