

## 《CCTV9英语新闻：樱花主题食品受热捧》

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Scores of locals and tourists alike are flocking to Japan's parks, riverbanks and famous gardens to see the fleeting cherry blossoms, known in Japanese as Sakura, and taste Sakura-themed food at this time of year.

During the cherry blossom season between March to May, people in Japan enjoy watching cherry blossoms, drinking and eating greatly.

Data show that the average spending on food during blossom season is increased to 3000 yen, or 170 yuan per person. More than half of which are from Sakura themed food.

One of the most traditional Sakura food is a red bean filled, pink rice cake wrapped in a sweet pickled Sakura leaf.

"The next step is to fold the five petals of the Sakura dessert. This process must take many years of practicing," said a baker.

However, production of the delicate Sakura shaped dessert cannot meet the huge market demand. The production of Sakura themed cake roll alone is more than 6000 per day.

"This year we have sold around 50 kinds of Sakura themed food during the cherry blossom season. All these food are seasonal limited-edition. So, it is very popular during these days," said a vendor.

Drinking tea and eating Sakura themed food under cherry trees can be a memorable experience. Analysts predict that those special foods will gain more popularity in the near future.