

Iwate

## Esashi-Fujiwara Heritage Park

Esashi-Fujiwara Heritage Park is located near the World Cultural Heritage Site, Hiraizumi. The theme park allows visitors to experience the history and culture of Tohoku from ancient times to the Middle Ages while honoring the great achievements of the Northern Fujiwara Clan. The park has replicated more than 120 historic buildings based on rigorous historical accuracy. It has been used as the filming location for many NHK Taiga drama series and movies.

### DATA

- Location: 86-1, Aza Konamaru, Iwado, Esashi-ku, Oshu-shi, Iwate
- Contact No.: 0197-22-7800 (Oshu Sightseeing and Products Association)
- Website: <http://www.fujiwaranosato.com/>

Iwate  
Akita

## Hachimantai snow corridor

Hachimantai is a national park visited by around 700,000 people each year, and Hachimantai Aspite Line is a road running near the summit of Mt. Hachimantai at a height of 1613 m. In mid April, giant walls of snow are created that stand approximately 8 m high. The 27 km-long "snow corridor," the longest in Japan, is perfect for an early spring drive.

### DATA

- Location: Kazuno-shi, Semboku-shi in Akita, Hachimantai-shi in Iwate  
※Iwate Prefectural Road 23, Obuke Hachimantai Line (Hachimantai Aspite Line)
- Contact No.: 0186-23-2019 (Towada Hachimantai Tourism and Products Association)  
0196-78-3500 (Hachimantai City Tourist Association)
- Website: <http://www.ink.or.jp/~kankou18/>  
<http://www.hachimantai.or.jp/>



The snow corridor stretching a total length of 27 km along the Hachimantai Aspite Line is the largest in Japan. It has also garnered the interest of foreign travelers as of late.

Reviewer's  
Comment

Ono Susumu



From late April to early May, you can enjoy both cherry blossoms in northern Tohoku and the snow corridor. It is anticipated to capture the attention of visitors from Asia who are interested in cherry blossoms and snow, and expected to create new sightseeing demand.

Reviewer's  
Comment

Ninagawa Akira



Iwate

## Hiraizumi -Temples, Gardens and Archaeological Sites Representing the Buddhist Pure Land

Many ruins still stand in Hiraizumi and the surrounding area, such as Buddhist temples and gardens that were built by the Northern Fujiwara Clan in the late Heian period. These include the national treasure, Konjiki Hall (Golden Hall) of Chuson Temple, and the place of special scenic beauty, Pure Land Garden at Motsu Temple. The representations of the ideal world in Hiraizumi, depicted by the temples and gardens, have no equal. "Hiraizumi-Temples, Gardens and Archaeological Sites Representing the Buddhist Pure Land" was registered as a World Heritage Site in June 2011.

### DATA

- Location: Hiraizumi, Hiraizumi-cho, Nishiiwai-gun, Iwate
- Contact No.: 0191-46-5572 (Tourism and Commerce Section, Hiraizumi Town)  
0191-46-2110 (Hiraizumi Tourist Association)



Miyagi

## Sendai Tanabata Festival

This festival is held for three days each year, on August 6th, 7th, and 8th. The city bustles with a crowd of over two million people. The gorgeous decorations made from bamboo are not to be missed. Distinctive to Sendai Tanabata are the Seven Ornaments also on display, consisting of strips of paper and paper garments. This traditional star festival is held for the many wishes of people for blessings such as the wellbeing of one's family and good health. The Sendai Tanabata Festival Fireworks Display is held on the 5th.

### DATA

- Location: In Sendai, Miyagi
- Contact No.: 022-265-8185 (Sendai Tanabata Festival Support Association)
- Website: <http://www.sendaitanabata.com/>



Iwate

## Ryusen Cave

Ryusen Cave is among one of the big three limestone caverns in Japan, along with Shuho Cave in Yamaguchi Prefecture and Ryuga Cave in Kochi Prefecture. Today, approximately 700 m of the cave is open to the public, but as much as 3600 m has been explored. In total, it is surmised to be more than 5000 m in length. Its seclusion amplifies the mystery of the cave. Incredible large underground lakes are filled with crystal-clear blue water.

### DATA

- Location: 1-1, Aza Kannari, Iwaizumi, Iwaizumi-cho, Shimohei-gun, Iwate
- Contact No.: 0194-22-2566 (Ryusen Cave Office)
- Website: <http://www.iwate-ryusendo.jp/>



Miyagi

## Izunuma and Uchinuma

This is one of the three wetlands in the northern part of Miyagi prefecture that are registered under the Ramsar Convention. In summer, the entire lake is covered with lotus in bloom, and every year in August the Lotus Festival is held where people can view the lotus blooms up close from a sightseeing boat. In addition, in winter it becomes a prominent wintering spot for over 100,000 migratory birds. The sight of greater white-fronted geese taking flight in early morning and coming home to roost in the evening is spectacular.

### DATA

- Location: Kurihara-shi, Tome-shi in Miyagi
- Contact No.: 0228-33-2216 (Uchinuma Sanctuary Center in Izunuma, Miyagi)  
0220-34-2734 (Commercial Tourism Section, Industrial Economy Dept., Tome City)  
0228-22-1151 (Pastoral Tourism Section, Kurihara City)
- Website: <http://izunuma.org/>



Miyagi

## Matsushima Shidaikan

The views from the four directions, east, west, north, and south from hilltops in Matsushima Bay are called Matsushima Shidaikan. They are considered amazing panoramic viewpoints, each with a different character. Otaka-mori (city of Higashimatsushima) is called soka (spectacular view), Tomi-yama (town of Matsushima) is called reikan (beautiful view), Tamon-zan (town of Shichigahama) is called ikan (magnificent view), and Ogi-dani (town of Matsushima) is called yukan (subtle view). Visitors can also see changes to the bay stemming from the earthquake, such as the restored oyster beds.

### DATA

- Location: Otaka-mori: 1 Aza Otakamori, Miyato, Higashimatsushima-shi, Miyagi  
Tomi-yama: Tataru, Matsushima-machi, Miyagi-gun, Miyagi  
Tamon-zan: Aza Hachigamori, Yogasakihama, Shichigahama-machi, Miyagi-gun, Miyagi  
Ogi-dani: Aza Sakuragaokairi, Matsushima, Matsushima-machi, Miyagi-gun, Miyagi
- Contact No.: Otaka-mori: 0225-87-2322 (Higashimatsushima City Tourism and Products Association)  
Tomi-yama and Ogi-dani: 022-354-5708 (Tourism Unit, Industrial Tourism Section, Matsushima-machi)  
Tamon-zan: 022-357-7443 (Industry Section, Shichigahama-machi)



Reviewer's  
Comment



Matsushima Shidaikan offers superb views of the entire bay in Matsushima, one of the three most scenic sites of Japan. You can get a sweeping view of beautiful Matsushima Bay against the Zao Mountain Range and the expansive Pacific Ocean. The scenery colored by the golden sunset is particularly magical.

Konno Junichi

Miyagi

## Matsushima Ryutoe Uminobon

After the Great East Japan Earthquake in 2011, young local residents wishing to hold a requiem and memorial service on the sacred ground of Matsushima created this festival that is rooted in the landscape, history, and temple town culture. This is a summer event that values the traditions of the memorial service and toro nagashi (floating lanterns), while enjoying the energy of a local summer festival that includes commemorative fireworks and the bon dance. Both children and adults alike naturally find themselves smiling during this event. On August 16th, approximately 50 priests from the national treasure, Zuigan Temple recite sutras during the 700-year old tradition of Osegakie. In 2012, the festival received the Good Design Award.

### DATA

- Location: Around Matsushima Park, Matsushima-machi, Miyagi-gun, Miyagi
- Contact No.: 022-354-2618 (Matsushima Ryutoe Uminobon Executive Committee [in Matsushima Tourism Association])
- Website: <http://uminobon.jp/>

Reviewer's  
Comment



The local creator, WOW was involved in the creation of this summer event recently launched as an obon festival by the sea. Matsushima has always been a sacred place to pray for the Pure Land. The festival is noted for its modern take on that history and background.

Takahashi Toshihiro



Miyagi

## Naruko Gorge

Naruko Gorge is a vast valley 100 m deep that was forged by land uplift and erosion from the Otani River. A rest house affords a spectacular view of the 70 m-high bridge spanning the gorge. Many visitors from overseas come to see the scenic spot interwoven with the mountain stream and sheer cliffs created by nature. It is an amazing vista in spring, summer, winter, and fall.

### DATA

- Location: Hoshinuma -Shitomae Naruko Onsen, Osaki-shi, Miyagi
- Contact No.: 0229-87-2050 (Narukokyo Rest House)
- 0229-83-3441 (Naruko Spa Tourist Association)
- Website: <http://www.city.osaki.miyagi.jp>



Miyagi Yamagata

## Zao Okama (crater)

Zao Mountain Range is part of the Ou Mountains straddling Yamagata and Miyagi prefectures. Mt. Kumanodake is the highest peak on this site, which is one of Japan's foremost quasi-national parks. The landscape is beautiful throughout the four seasons. The round crater lake surrounded by the 3 peaks of Kattadake, Kumanodake, and Goshikidake is filled with emerald green water. It is called Okama because it is shaped like a caldron. In summer, the "queen of the alpine plants," Dicentra peregrina blooms in the vicinity of Kumanodake summit and Komakusadaira Plateau in Miyagi prefecture. The area is also a popular spot for trekking.

### DATA

- Location: Around the border of Zao-machi, Katta-gun and Kawasaki-machi, Shibata-gun in Miyagi
- Contact No.: 0224-33-2215 (Agriculture, Forestry and Tourism Section, Zao Town)  
0224-84-6681 (Kawasaki Town Tourist Association)  
023-694-9328 (Zao Onsen Tourist Association)



Miyagi

## Funaoka Joshi Park and Shiroishi Riverside Hitomesenbon Sakura

This well-known spot was chosen as one of Japan's top 100 cherry blossom viewing sites—the only such site in Miyagi prefecture. It began with Takayama Kaijiro, a businessman from the town of Ogawara, who wanted to recreate the famous cherry blossom site in Asukayama, Tokyo in his own hometown. From the Taisho era to the Showa period he planted approximately 1,200 cherry trees. The Shibata Cherry Blossom Festival held every year in April is bustling with over 250,000 visitors from Japan and abroad who come to view the cherry blossoms. The cherry trees spread over two towns, Ogawara and Shibata. A cherry blossom festival is held every April in both towns, bringing in crowds of over 500,000 people from both within and without Japan.

### DATA

- Location: Aza Machimukai, Oya, Ogawara-machi, Shibata-gun, Miyagi 95-1 Aza Tateyama, Oaza Funaoka, Shibata-machi, Shibata-gun, Miyagi (Funaoka Castle Park)
- Contact No.: 0224-53-2659 (Commerce and Tourism Section, Ogawara Town)  
0224-55-2123 (Commerce and Tourism Section, Shibata Town)
- Website: [http://www.town.ogawara.miyagi.jp/team/syokoukankou/sightseeing/sakura/sakura\\_pota.html](http://www.town.ogawara.miyagi.jp/team/syokoukankou/sightseeing/sakura/sakura_pota.html)  
<http://www.town.shibata.miyagi.jp/>



Miyagi Yamagata

## Frost-covered trees on Zao

The frost-covered trees, called snow monsters, are works of art by Mother Nature and are a global rarity. The beautiful landscape is popular overseas, as well, and the number of foreign tourists who come to get a glimpse is growing. Visitors should see how the snow monsters appear different during the day and at night. Even people who don't ski or snowboard can easily enjoy the sight by riding the ropeway or a snow tractor.

### DATA

- Location: Zao Onsen, Yamagata-shi, Yamagata  
Aza Kuraishidake-kokuyurinnai Togatta Onsen, Zao-machi, Katta-gun, Miyagi
- Contact No.: 023-694-9328 (Zao Onsen Tourist Association)  
0224-87-2610 (Miyagi Zao Sumikawa Snow Park)



Reviewer's  
Comment

Ohashi Nao

The astounding appearance of the frost-covered trees viewed in the biting cold is a scene unique to Tohoku. I highly recommend the magic of the snow and frost-covered trees.

Reviewer's  
Comment

Konno Junichi



Akita

## Akita Kanto Festival

This festival is a national important intangible folk cultural asset. 46 lanterns are hung from poles 12 m in length and manipulated with amazing skill in the palm of the hand and on the forehead, shoulders, and back. One of the three biggest festivals in Tohoku, this event pray for a huge harvest and it's said to be held over 260 years. Approximately 270 poles brightly light up the night sky.



Reviewer's  
Comment



The entire venue comes together as the poles sway and stretch up into the night sky, and the spectators enthusiastically shout encouragement to create a dynamic, must-see festival.

Ohashi Nao

### DATA

- Location: Akita-shi, Akita (Kanto Odori Ave.)
- Contact No.: 018-866-2112 (Akita City Kanto Festival Executive Committee)
- Website: <http://www.kantou.gr.jp/index.htm>

Akita

## Akita Maiko—encounter Akita bijin

Kawabata is a busy area in Akita, and Kawabata geisha once provided entertainment in Akita. This culture was so prosperous that it is said to have given rise to the term, "Akita bijin (beauty)." That traditional culture has been revived based on the concept of "encountering Akita bijin." You can encounter the beauties of Akita anytime. Visit Akita to find true beauty.



Reviewer's  
Comment



The title, "encounter Akita bijin" is captivating.

Sawanobori Tsuguhiko

### DATA

- Location: Akita-shi, Akita
- Contact No.: 018-827-3241 (Sen Co., Ltd.)
- Website: <http://akitamaiko.com>

Akita

## Yokote no Kamakura

Yokote no Kamakura is a traditional lunar New Year's event said to have around 450 years of history. It is held on February 15th and 16th every year. Inside the kamakura (snow huts), children welcome visitors while drinking amazake (a sweet drink made from fermented rice) and grilling rice cakes. This event, which has been passed on through many generations, is a product of traditional snow-country culture that shaped the temperament of the people of Yokote and their daily lives.



### DATA

- Location: Yokote-shi, Akita
- Contact No.: 0182-33-7111 (Yokote City Tourist Association)
- Website: <http://www.yokotekamakura.com/>

Akita

## Namahage Sedo Festival

This is one of the five big snow festivals in Tohoku. The winter sightseeing event combines the Shinto ritual of the "sedo festival" with the folk event called "namahage." People are fascinated by the wild dance of the spirited, powerful namahage that is performed at the sedo fire lit on the grounds of Shinzan Shrine.



### DATA

- Location: Kitaura, Oga-shi, Akita
- Contact No.: 0185-24-9220 (Namahage Sedo Festival Executive Committee [in Tourism and Commerce Section, Oga City] )
- Website: <http://www.oganavi.com/sedo/>

Akita

## Omagari National Japan Fireworks Competition

Omagari National Japan Fireworks Competition is sponsored by Omagari Chamber of Commerce and Industry and the city of Daisen in Akita prefecture. Held on the last Saturday of August every year, this high-profile fireworks competition in Tohoku attracts more than 700,000 spectators. This year, "Four Seasons of Fireworks" has been planned, with the spring display to be held on April 29th, the summer display on August 27th, the fall display on October 8th, and the winter display on March 18, 2017. In addition, the 16th International Fireworks Symposium will be held from April 24th–29th.



Reviewer's  
Comment



Every person who has seen these fireworks raves about how impressive the gorgeous, brilliant fireworks are. I hope that Japan's fireworks culture will be shared even more with the world.

Kou I

### DATA

- Location: Omagari, Daisen-shi, Akita
- Contact No.: 0187-62-1262 (All Japan Fireworks Competition Executive Committee [in Omagari Chamber of Commerce and Industry] )
- Website: <http://www.oomagari-hanabi.com/>

Akita

## Cherry blossoms at samurai residences in Kakunodate

The area from Omote-machi to Higashi-katsuraku-cho is lined with samurai residences, and there are about 400 weeping cherry trees on both sides of the street that look splendid set against Yakui Gate and black board fences. The streetscape of samurai homes paired with the weeping cherry trees presents an eloquent scene not only during cherry blossom season, but also throughout the year—when the cherry blossoms have fallen and new greenery emerges, and when the fall colors turn into a winter snowscape.



### DATA

- Location: Kakunodate, Senboku-shi, Akita
- Contact No.: 0187-54-2700 (Kakunodate Tourist Association)
- Website: <http://kakunodate-kanko.jp/shidarezakura.html>

## Yamagata Yamagata Hanagasa Festival

This is one of the four big festivals of Tohoku. It is held for three days every year from August 5th to 7th. With a dance troupe performing a traditional dance in perfect sync at the lead, many dancers holding hats adorned with safflower (the flower of Yamagata prefecture and Yamagata City) dance beautifully in groups down the city center to the sound of the traditional hanagasa ballad and hanagasa drums (165 groups, approx. 14,000 people, participated in 2015).

### DATA

- Location: Parade performed around the central area of Yamagata City (Toka-machi, Honcho, and Nanoka-machi)
- Contact No.: 023-642-8753 (Yamagata Prefecture Hanagasa Committee)
- Website: <http://www.hanagasa.jp/>



## Fukushima Hanamiyama

This is a famous site for flowers that was called “paradise on earth in Fukushima” by the late renowned Japanese photographer, Akiyama Shotaro. In spring, flowers such as plum blossoms, peach blossoms, cherry blossoms, weeping forsythia, Japanese quince, and lily magnolia bloom one after another. The contrast of the blooming flowers with the snow remaining on the Agatsuma mountain range in the west is spectacular. Local farmers kindly open their private land to the public, and every year many tourists come to enjoy the beautiful sight.

### DATA

- Location: Watari, Fukushima-shi, Fukushima
- Contact No.: 024-525-3722 (Tourism Planning Section, Tourism and Convention Promotion Office, Commerce and Tourism Dept., Fukushima City)
- Website: <http://www.hanamiyamakoen.jp/>



## Yamagata Hojusan Risshaku-ji Temple (Yamadera Temple)

This is an ancient temple of the Tendai sect of Buddhism that was founded by Jikaku Daishi (Ennin) in 860. It is also famous for the poet, Matsuo Basho's haiku, “Deep silence, the shrill of cicadas, seeps into rocks.” Along the 1,015 stone steps that continue from the trailhead, there are strange rocks, stone monuments, and stone images of Buddha. The view seen from Godai Hall throughout the four seasons, including the spring greenery and fall colors, is spellbinding.

### DATA

- Location: Yamadera, Yamagata-shi, Yamagata
- Contact No.: 023-695-2816 (Yamadera Tourist Association)
- Website: <http://www.yamaderakankou.com/>



## Fukushima Fukushima Waraji Festival

Originating with the 300-year-old “akatsuki mairi” held in February in Fukushima City, Fukushima prefecture, this festival takes place for two days in early August. With National Rt. 13 serving as the venue, lively dances are performed to the music of “Heisei Waraji Ondo” and “Dancing Soda Night.” On the second day, the energetic events of Owaraji and Waraji Kyoso take place. The former involves a huge straw sandal, while the latter involves competing to pull floats the fastest.

### DATA

- Location: Shinobu-dori, Fukushima-shi, Fukushima (Route 13)
- Contact No.: 024-536-5511 (Fukushima Waraji Festival Executive Committee)
- Website: <http://www.fmcnet.co.jp/waraji/>



## Yamagata Dewa Sanzan (Mt. Gassan, Mt. Haguro, Mt. Yudono)

Dewa Sanzan is the collective name for Mt. Gassan, Mt. Haguro, and Mt. Yudono, and since ancient times has been known as a sacred place for shugendo (mountain asceticism). Approximately 1400 years ago, Prince Hachiko who was the son of the 32nd emperor of Japan, Emperor Sushun, was led there by a three-legged sacred bird. He climbed Mt. Gassan, Mt. Haguro, and Mt. Yudono to worship and founded the mountains as religious centers. Since then, it has spread throughout Japan as Haguro shugendo.

### DATA

- Location: Gassan: Shonai-machi, Higashitagawa-gun, Yamagata
- Hagurosan: Toge Haguro-machi, Tsuruoka-shi, Yamagata
- Yudonosan: Tamugimata, Tsuruoka-shi, Yamagata
- Contact No.: 0235-62-2355 (Dewa Sanzan Shrine)



Reviewer's  
Comment



The shrine approach to Haguro and the cedar trees that line it received three stars from Michelin Green Guide Japan. So much about Dewa Sanzan is captivating that foreigners with a great interest in spiritual experiences will find it enticing.

Ninagawa Akira

## Fukushima Tsuruga Castle

Tsuruga Castle is said to have originated approximately 630 years ago when Ashina Naomori built Higashi Kurokawa Castle, the predecessor to the castle. The famous castle came to be known by the nation when it withstood fierce fighting for about a month during the Boshin War. In 2011, reroofing of the red roof tile was completed to recreate its appearance during the days of the Tokugawa shogunate. The current castle tower is the only one in Japan that has a red tiled roof.

### DATA

- Location: Oute-machi, Aizuwakamatsu-shi, Fukushima
- Contact No.: 0242-27-4005 (Tsurugajo Castle Management Office)
- Website: <http://www.tsurugajo.com/>



Fukushima

## Iwaki Kaiten Yagura Bon Dance Festival

The rotating tower, the only one of its kind in Japan, was built in imitation of the national treasure, Shiramizu Amida Hall. The 12 m high, 10 m wide tower is powered by electricity. It is beautifully adorned with decorative illumination and lanterns, and is a truly wonderful sight at dusk. In addition to taiko drums and accompanying music, this festival features concentric circles of dancers on top of and around the tower. This bon festival welcomes anyone who wants to participate.



Reviewer's  
Comment



The Japanese bon dance is also popular with Americans. I was very interested in this event because you can see the only rotating tower in Japan.

Yuri Ann Arthur

### DATA

- Location: In front of Uchigo Station, Iwaki-shi, Fukushima
- Contact No.: 0246-26-1256  
(Iwaki Kaiten Yagura Bon Dance Festival Action Committee)

Fukushima

## Sannokura Highland flower fields

Across approximately 8 ha that includes the Sannokura Ski Area overlooking the Aizu Basin, rape blossoms bloom in spring, while the greatest number of sunflowers and cosmos in Tohoku (approx. two million) bloom from summer to fall. Visitors can enjoy viewing flowers throughout the four seasons. The carpet of flowers spreading out below and the picturesque scene woven by nature is so beautiful it is breathtaking. A hill with a fantastic view has a "happiness bell," so named after the rape blossoms and sunflowers. Try making a wish and ringing the bell.



### DATA

- Location: 857-1 Aza Kitagongenmori Ko, Atsushiokano-machi, Kitakata-shi, Fukushima
- Contact No.: 0241-36-2115  
(Industry Section, Atsushiokano General Office, Kitakata City)
- Website: <http://www.kitakata-kanko.jp/category/detail.php?id=109>

Fukushima

## Soma Nomaoui

Every year for three days on the last Saturday, Sunday, and Monday of July, this traditional event is held by municipalities in the Soma region, the three shrines of Soma Nakamura Shrine (city of Soma), Ota Shrine (Hara, city of Minamisoma), and Odaka Shrine (Odaka, city of Minamisoma), and Soma groups in each district. In 1978, it was designated a national important intangible folk-cultural property. After a formal ceremony with the military commander held at Nakamura Shrine, a horseback riding procession featuring the military commander and an imperial carriage departs. The event gives a sense of history and power.



### DATA

- Location: Soma-shi and Minamisoma-shi in Fukushima
- Contact No.: 0244-26-4848 (Soma City Senkyaku Banrai Kan)

Fukushima

## Ouchi-Juku

Quietly nestled among the mountains, Ouchi-Juku once prospered in the Edo period as a post station along the Shimotsuke Road from Aizuwakamatsu to the city of Imaichi. Still retaining the appearance from long ago, it is like stepping back in time. There are souvenir shops and soba noodle restaurants along the road, so visitors can shop and eat while enjoying scenery unchanged since the Edo period.



### DATA

- Location: Oaza Ouchi Shimogo-machi, Minamiaizu-gun, Fukushima
- Contact No.: 0241-68-3611 (Ouchi-Juku Tourism Association)
- Website: <http://www.ouchi-juku.com/>

Fukushima

## Urabandai, one of the greatest lake districts in Japan

Urabandai is a place that allows visitors to experience the dichotomy of a volcanic eruption. People are captivated by the rough volcanic walls associated with great damage due to volcanic eruptions, and the dynamic landscape represented by over 300 lakes and marshes produced by those eruptions. Goshikinuma (5-colored ponds) was chosen as a fall scene that Japan wants to share with the world. Visitors are both soothed and energized by Urabandai, one of the greatest lake districts in Japan.



### DATA

- Location: Kitashiobara-mura, Yama-gun, Fukushima
- Contact No.: 0241-32-2349 (Urabandai Tourist Association)

## Dine: Foods in Tohoku

There are a variety of flavors that have been cultivated by the unique climate of Tohoku and long loved by the locals. Delight in flavor experiences that are new, yet somehow nostalgically familiar.

Aomori

## Nokkedon

Nokkedon, which is a bowl of rice topped with fresh seafood of your liking, is a favorite offering at Aomori Gyosai Center, the "kitchen" for residents of Aomori City. Purchase food tickets (five for 540 yen or ten for 1,080 yen) and pick up a bowl of rice. Then, exchange the food tickets for the fresh sashimi (raw seafood) and side dishes for sale at the market to create your own "self-indulgent" bowl of rice with toppings.



### DATA

- Location: 1-11-16 Furukawa, Aomori-shi, Aomori
- Contact No.: 017-763-0085 (Nokkedon Information Office)
- Website: <http://www.aomori-ichiba.com/nokkedon/>

## Aomori Cidre

The “land of apples,” Hirosaki boasts the greatest production of apples in the country and is where sparkling apple wine called cidre originated in Japan. There are many to choose from, including the pioneer of cidre in Japan, Nikka. There are also local cidres produced by farmers that carry out the entire process, from growing the apples to brewing the wine, such as Tamura Farm and Hirosaki Cidre Kobo kimori. Every one of them is a masterpiece of carefully handmade deliciousness.

### DATA

- Location: 125 Terasawa, Shimizutomita, Hirosaki-shi, Aomori (Hirosaki City Apple Park) , etc.
- Contact No.: 0172-36-7439 (Hirosaki City Apple Park)  
0172-35-1128 (Planning Strategy Section, Tourist Policy Div., Tourism Promotion Dept., Hirosaki City)
- Website: <http://www.hirosaki-kanko.or.jp/web/edit.html?id=cidre>



## Aomori Fukaura tuna steak on rice

This is the first “omotenashi (hospitality)” dish from Aomori prefecture. Just two years and four months (864 days) after it debuted on June 14, 2013, already 100,000 had sold. This new local dish eaten atop rice features natural Bluefin tuna from the town of Fukaura (Fukaura tuna) served in three small bowls. It is a new local dish representative of Aomori prefecture that can be eaten anytime throughout the year.

### DATA

- Location: Official 7 stores in Fukaura-machi, Nishitsugaru-gun, Aomori
- Contact No.:0173-74-2111  
(Fukaura Tuna Dishes Promotion Committee Office)
- Website: <http://www.fukauramaguro.com/>

### Reviewer's Comment



This is a wonderful way to present this brand of tuna that is every bit as good as Oma tuna. I think the numbers tell the story.

Sawanobori Tsuguhiko



## Aomori Ichigoni

This clear soup features sea urchin and abalone. It was originally made from sea urchin and abalone caught in waters near Hachinohe and simmered in seawater. It is said to be called ichigoni (simmered strawberries) because the golden colored sea urchin in the milky white soup looks just like wild strawberries in the morning haze. Residents of Hachinohe enjoy cooking rice with canned ichigoni.

### DATA

- Location: Hachinohe-shi, Aomori
- Contact No.:0178-46-4040 (Tourism Div., Hachinohe City)

### Reviewer's Comment



There are many canned ichigoni products, but dried ichigoni makes a convenient souvenir. When I presented it to a foreigner he cooked it with rice and loved the taste.

Ono Susumu



## Aomori Meya tofu

Meya tofu was previously made in the village of Nishimeya and its production was revived in 2012. Carefully adhering to the traditional production method, the tofu is made with soybeans grown in the village. The texture is so firm that it won't crumble even when wrapped with a cord. Though it can be eaten as is, it is best in hot pot dishes and served boiled. This amazing product is distinctive for the pronounced soybean flavor and can only be purchased in Nishimeya.

### DATA

- Location: 219-1 Aza Kanda, Oaza Tashiro, Nishimeya-mura, Nakatsugaru-gun, Aomori
- Contact No.:0172-85-2855 (Bussan Center Beech Nishimeya)
- Website: <http://www.kumagera.net/news/beechn/post-7.html>

### Reviewer's Comment



Experience the flavor of authentic tofu, rather than eat tofu sold at a supermarket that lacks the aroma of soybeans. This is a flavor of Japan that should be eaten by foreign visitors.

Kyozyo Yasunori



## Aomori Hachinohe Senbeijiru

This soup is a local dish where Nanbu senbei is broken into pieces and added to a pot containing chicken and mackerel soup stock. The senbei are called “otsuyu senbei” and are specially made so as not to become soggy when simmered. The senbei is ready to eat when the texture is al dente, just like pasta, which is also made of wheat. Unique activities by the town revitalization group, Hachinohe Senbeijiru Laboratory are quite well known.

### DATA

- Location: Hachinohe-shi, Aomori
- Contact No.:0178-46-4040 (Tourism Div., Hachinohe City)



## Aomori Oma tuna

The town of Oma is located at the northernmost point of Honshu and is the shortest distance to Hokkaido at 17.5 km. Hakodate can be reached by ferry in 90 minutes. Everything about the town is impacted by single line fishing for tuna. In fact, it is said that half the town's residents are fishermen. Hammering by the rough waves of the Tsugaru Channel produces tuna with firm meat that has fetched a price of 155.4 million yen at the opening-day auction at Tsukiji in Tokyo. Oma tuna is synonymous with the highest grade tuna.

### DATA

- Location: Oma, Oma-machi, Shimokita-gun, Aomori
- Contact No.:0175-31-1270 (Shimokita Tourism Council)
- Website: <http://www.shimokita-kanko.com>

### Reviewer's Comment



The word, Oma is interchangeable with tuna. Mention tuna, and Oma comes to mind. Mention Oma, and tuna comes to mind. It is the number one brand of tuna deeply loved by the Japanese people.

Masaki Satoru

