Michi no eki are popular roadside stations found across Japan and are often great spots to pick up local produce and other locally-made items and souvenirs. This particular one in Myoko is a treasure trove for shoppers and foodies, as it hosts over a dozen different venues you can shop and eat your way around. You can pick up bags of locally grown rice and mountain vegetables, as well as homemade food items including freshly baked bread and sasa zushi (sushi spread out on a bamboo leaf). There's also a wealth of souvenirs available including locally-made senbei rice crackers, kanzuri pepper paste and coffee beans which have been aged in snow. It's a one-stop-shop for everything you may need from Myoko or Niigata.