

If you are visiting Nozawa Onsen between May and October, make sure you don't miss out on the town's weekly morning market—though you'll have to get up early, as it's held every Sunday from 6 am to 7.30 am. Super-early risers should bear in mind that all thirteen public onsen facilities open at 5 am, so your market visit could easily turn into a pleasant morning stroll following a dip in the hot spring. The market is on the town's main drag of Oyu-dori, and offers local and seasonal produce—grapes and apples from surrounding orchards in late summer, mountain vegetables during spring, mushrooms in autumn. Look out for Nozawa Onsen's specialty, Nozawana (Japanese leaf vegetable) pickles, which are in high demand among locals and tourists alike. The farmers market also sells Akebi vine crafts, folk toys, woodwork, souvenirs, homemade jam and more. A handful of food stalls provide culinary specialties, including *onsen manju* (buns filled with red bean paste), Nozawana croquettes, *sasa zushi* (sushi spread out on a bamboo leaf), and healthy smoothies. Be warned: it'll be hard to resist grabbing a snack while exploring the market stalls.