

Teradomari Fish Market Street

Nagaoka residents and sightseers alike head to Teradomari Fish Market Street to visit shops that specialize in fresh fish, regional products, and souvenirs. Colorful signs, countless types of seafood on display, and lively conversations between vendors and customers contribute to the atmosphere of the bustling market. Teradomari Fish Market Street is located within walking distance of the Sea of Japan coast, allowing visitors to enjoy food and shopping near the ocean.

History

The Teradomari area has been a trade hub for more than four centuries. It was one of the stops for merchant vessels known as *kitamaebune* (“north-bound ships”) that sailed the coastal route between the Seto Inland Sea and the Sea of Japan. Two important trading roads, Hokkoku Kaido and Mikuni Kaido, ran from Teradomari to large centers of commerce in present-day Nagano and Gunma Prefectures, respectively. Teradomari Fish Market Street was established in 1974 with the opening of the fresh seafood shop Kakujo Gyorui. At present, the market consists of around a dozen stores, the majority of which specialize in seafood. Although trade routes and practices have changed over the centuries, Teradomari Fish Market Street still provides marine products and other goods to people from near and far.

Marine Products

Storefronts and shop aisles are filled with fish of all shapes and sizes, as well as crab, shrimp, octopus, squid, shellfish, and more. Fresh catches are chilled on beds of ice, allowing customers to inspect the wide assortment of options. Some merchants offer skewers of grilled fish or other seafood that can be eaten right away. Another specialty is *banyajiru*, a savory seafood soup made with ingredients that change daily. Outdoor benches and tables are available for enjoying the market food or taking a short break, and some stores operate sit-down restaurants on the second floor of their buildings.

Other Regional Products and Souvenirs

In addition to fresh fish, the stores offer many Niigata specialties such as soy sauce, miso paste, and products made from the prefecture’s renowned rice, including crackers, *mochi* and *dango* sweets, and high-quality sake. Ice cream, shaved ice, and traditional Japanese confections are available for those who want a break from savory foods. Whether buying

seafood, choosing gifts for friends and family, or just browsing, Teradomari Fish Market Street has something of interest for everyone.