

Teradomari Fish Market Street

This street is lined with stores that specialize in fresh seafood, regional products, and souvenirs. It is located within walking distance of the Sea of Japan coast, facing Sado Island, and allows visitors to enjoy food and shopping near the ocean.

A Brief History

The Teradomari area has been a hub for maritime and land-based trade for more than four centuries. It served as a port of call for merchant vessels known as *kitamaebune* (“north-bound ships”) that sailed the coastal route between the Seto Inland Sea and the Sea of Japan. The modern market was established in 1974 with the opening of the fresh seafood shop Kakujo Gyorui. At present, Teradomari Fish Market Street consists of around a dozen shops that sell marine products and other goods to customers from near and far.

Marine Products

The market shops offer fish of all shapes and sizes, as well as crab, shrimp, octopus, squid, shellfish, and more. Fresh catches are chilled on beds of ice, so that customers can get a closer look at the available options. Some stores offer skewers of grilled fish or other seafood that can be eaten right away. This cooking style is called *hamayaki*, which refers to grilling fresh fish on the beach or near a fishing port. Another specialty is *banyajiru*, a savory seafood soup du jour. The ingredients change daily, reflecting how fishermen of the past cooked meals from what they had available. Benches and tables are set up outdoors for eating market foods or taking a short break, and some stores operate sit-down restaurants on their second floors. Popular menu options include *kaisendon* (bowls of rice topped with raw seafood), sushi, and crab dishes.

Other Regional Products and Souvenirs

In addition to fresh fish, the stores sell many regional specialties, including rice crackers, *mochi* and *dango* sweets, sake made from high-quality Niigata rice, soy sauce, and miso paste. Ice cream, shaved ice topped with syrup (*kakigori*), and traditional Japanese sweets are available in addition to savory foods. A distinctive frozen dessert sold at the market is *shio* soft serve, a cerulean blue treat reminiscent of the ocean. Its flavor is sweet and creamy with a hint of salt to match the kanji character for *shio*, which signifies sea water and the tides.