

Tateyama Souvenirs

Local products expressing various aspects of the town's history, culture, or natural environment make excellent souvenirs of Tateyama. Local shops offer a wide selection, including wooden handicrafts, honey-infused soap, and aromatic herbal teas made from wild plants. In the Tateyama Station area, the largest souvenir shop is located inside the station building and stocks an extensive selection of savory and sweet snacks, clothing, and Tateyama-themed memorabilia.

A recurring decorative motif on many of these products is the ptarmigan, the official bird of Toyama Prefecture. Known locally as *raicho* (lit., “thunder bird”) and breeding mainly in the Japanese Alps, the elusive bird is revered as a divine messenger in folklore and is associated with protection against fires and lightning. Its spiritual significance has made the *raicho* a popular emblem on various items, such as stationery, and ptarmigan figurines and plush toys are widely available.

Near Tateyama Station, a curated selection of souvenirs can be perused at Isojima Shoten, a small shop where particular attention is devoted to a lineup of sake from around Toyama Prefecture. This includes the Tateyama brand by Tateyama Shuzo, a brewery that was established in 1830 and is now the largest producer by volume in the region. Tateyama brand sake is dry (*karakuchi*) and distinguished by its unintrusive mouthfeel, depth of flavor, and compatibility with any cuisine.