



Hachinohe Tourism and Convention Association



1-1-2, Uchimaru, Hachinohe-shi, Aomori, 031-0075, Japan

Phone 0178-41-1661 / Facsimile 0178-41-1680

Hachinohe area wide tourism promotion council

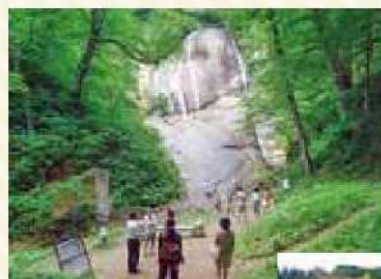
2017 Aomori Sanpachi Region Prefectural Center Commissioned Project



More than  **The Hachinohe Area**
you could ever eat!
LUXURIOUS LOCAL FOODS!



The vigorous natural environment and the local residents weave a “**food culture**” of their own.



About The Hachinohe Area

A wide-area sightseeing zone that consists of eight municipalities; Hachinohe City, Sannohe District (Sannohe Town, Gonohe Town, Takko Town, Nanbu Town, Hashikami Town and Shingo Village), and Oirase Town in Kamikita District. The zone mainly focuses on Hachinohe City, the entrance of sightseeing in Aomori Prefecture.

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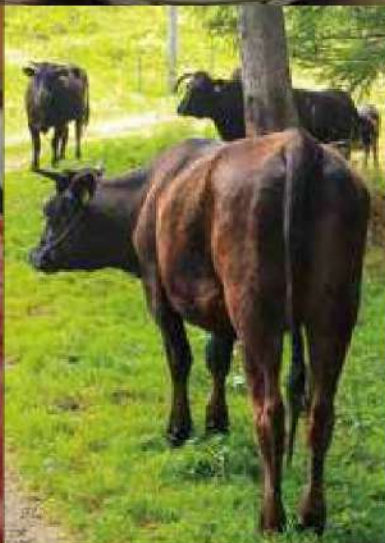
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*References / Sources : Hachinohe Furusato Kenkei Official Textbook

Hachinohe
Area



三大肉

The Three
Biggest Brands
of Meat



Restaurants that serve Takko Beef

《池田ファーム》

Ikeda Farm

11 Ikeburisotai, Takko, Takko Town, Sannohe District, Aomori Prefecture

TEL 0179-32-3327

Opening Hours / 11:00~19:00

(Last order at 15:00)

Closed Days / Closed on random days

Takko Beef Dealers

《肉の博明》

Niku no Hiroaki

41-5 Tenjindomukai, Takko, Takko Town, Sannohe District, Aomori Prefecture Sunmaki Takko Shopping Street

TEL 0179-32-3307

Opening Hours / 8:30~19:00

Closed Days / Second and fourth Mondays

Kuraishi Beef

Takko Beef
団子牛

VS
倉石牛

【Takko Town】
Garlic and Beef Festival

Held in early October



An annual event where visitors can enjoy Takko Beef and Takko Garlic all in one day.

You cannot miss the "Grilled Takko Beef", carefully grilled with charcoal. They have a variety of activities and stands as well. The whole festival has a global atmosphere as they invite guests from Gilroy, a sister city of Takko Town and a renowned production area of garlic in the United States.

Contact Information

Ninniku-to-Bego Matsuri Executive Committee Office
(Industry Promotion Division, Takko Town Hall)
TEL 0179-32-3111



Restaurants that serve Kuraishi Beef

《青森自慢料理 ほこるや》

Aomori Cuisines HOKORUYA

6-1 Yokamachi, Hachinohe City, Aomori Prefecture
TEL 0178-73-1270

Opening Hours / Lunch Hours: 11:30AM~2:30PM

(Last order at 2PM)

Dinner Hours: 5PM ~ 10PM

(Last order at 9:30PM)

Closed Days / Sundays (may be closed on a Monday)



Kuraishi Beef



Serve horse meat

馬肉 Horse Meat

Horse meat is known as a type of healthy meat that is low in calories, fat and cholesterol and has a rich amount of protein, iron and glycogen. Its appearance is reminiscent of cherry flowers, thus, horse meat is often called "Sakura Meat".

*There are many other hypothetical origins for the name "Sakura Meat".

Abroad in Japan
Tasting Japan's Best Horse Meat



Restaurants that serve horse meat

《尾形精肉店》 Ogata Seinikuten

18-1 Bakurocho, Gonohe Town, Sannohe District, Aomori Prefecture
TEL 0178-62-3016
Opening Hours / 11AM ~ 9:30PM Closed Days / None

《レストランささ木》 Restaurant SASAKI

13-162 Shimosawanukai, Gonohe Town, Sannohe District, Aomori Prefecture
TEL 0178-62-6401
Opening Hours / 11AM ~ 9PM Closed Days / Tuesdays



【Gonohe Town】 Life with Horses

The town of Gonohe, located in the Hachinohe area, has the perfect climate for breeding horses. This historic "Nambu" region has long been known for the high quality of its horses, giving rise to the local saying that "Gonohe is about horse meat." Because many of Gonohe's residents have ties to the horse breeding industry, their standards for quality and preparation are considered the benchmark for how to best enjoy the unique flavor of horse meat.

青森シャモロック Aomori Shamorock Chicken

One of the highest quality homebred chickens in Japan over twenty years in the making, the Aomori Shamorock was produced in Gonohe by the former prefectural stockbreeding examination center. The set out to create a "magical chicken," with a premium texture and taste perfect for any recipe. One bite is all you need to see how successful they were!

Shamorock is the only homebred chicken in Japan that has chicks shipped to the Imperial Stock Farm, under the direction of the Imperial Household Agency.



Shamorock Hot Pot

A hot pot dishes that brings out the best flavor, broth and texture in the Shamorock brand of chicken.



Shamorock Egg Pudding

Pudding made with fresh Shamorock eggs. Enjoy its smooth yet deep flavor.



《青森シャモロック直売所・鶏太郎》 Aomori Shamorock Chicken Direct Sale Shop KEITARO

6-1 Nishinosawa, Gonohe Town, Sannohe District, Aomori Prefecture
TEL 0178-61-1511
Opening Hours / 10AM ~ 6PM Closed Days / Wednesdays

Grilled Shamorock Chicken on Skewers

You can eat freshly-grilled Shamorock chicken at Tatehanaganpeki Morning Market.



**Winner of the Japan Tourism
Agency Director General Award**

Hachinohe Fatty Ginsaba Mackerel Bowl



**Won the first prize
at the 2016 and 2017
All Japan Local Bowl Competition!**

A bowl of rice prepared by mackerel masters with the "fattiest mackerel in Japan" caught in the northernmost fishing ground of mackerel in Japan.

Hachinohe Bakudan (Product Name)

**Won the second prize
at the 2010
All Japan Local Bowl Competition!**

A local specialty prepared with fresh squid caught in Hachinohe, which has the largest catch of squid in Japan, and special sauce made with quality garlic from Takko Town.



**寿司と地魚料理 八戸前沖
北緯40度30分 サバの駅**
Sushi and Local Seafood Hachinohe-maeki
Latitude 40 Degrees 30 Minutes North Saba-no-Eki
Daimatsu Building, 12 Mukkamachi, Hachinohe City,
Aomori Prefecture TEL 0178-24-3839
Opening Hours / 5PM ~ 12AM (Last order at 11:30PM)
Closed Days / Sundays, the new year's holidays



寿司と新郷土料理 俵屋
Sushi and Local Cuisines TAWARAYA
1-3-18 Shiroshita, Hachinohe City, Aomori Prefecture
TEL 0178-51-6767
Opening Hours / 11AM ~ 3PM • 5PM ~ 9PM (Last order at 8:30PM)
*Closes at 9:30PM on Fridays and Saturdays (Last order at 9PM)
Closed Days / Mondays
*Closed on the following Tuesday when Monday is a holiday

Pickled Flounder Bowl

**TV Asahi "Ikinari!
Ougon Densetsu"
Winner of "Popular
local restaurants that
attract visitors from
other prefectures"**

**Gold Award Winner of
the 1st All Japan Bowl
Grand Prix Seafood
Bowl Section**

A local specialty of Minatomachi, the pickled flounder bowl was a favorite of fishermen, created by a restaurant owner who worked at a local fish store. A number of gourmards visit repeatedly to enjoy its delicious flavor, which is simple but nuanced. Hirame (flounder) is a prefectural fish of Aomori.



みなと食堂
Minato Shokudo
45-1 Okubo, Minatomachi, Hachinohe City, Aomori Prefecture
(Mutsuminato Morning Market)
TEL 0178-35-2295
Opening Hours / 6AM ~ 3PM
(Last order at 2:30PM)
Closed Days / Sundays

Mustsuminato Morning Market

On the street in front of the northern entrance of JR Hachinohe Line "Mutsuminato Station", you will find yourself at a good old morning market. At Hachinohe Municipal Fish & Vegetable Retail Market, visitors can purchase items of their choice and enjoy them with freshly-boiled rice and miso soup.



八戸市営魚菜小売市場 Hachinohe City Fish and Vegetable Market

381 Okubo, Minatomachi, Hachinohe City, Aomori Prefecture
TEL 0178-33-6151
Opening Hours / 3AM ~ 3PM
*Fresh fish and Sashimi shops are open until noon.
"Breakfast Restaurant UOSAI" is open from 5AM until 10AM.
Closed Days / Sundays and the second Saturdays

Examples





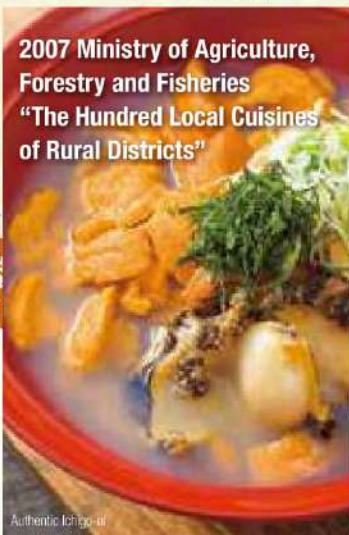
Sea Urchin

Fresh Sea Urchin Bowl

Hachinohe City and Hashikami Town have always been a renowned production area of sea urchins. You can enjoy fresh sea urchins that were caught from early summer to the Bon festival season on a bowl!



2007 Ministry of Agriculture, Forestry and Fisheries
"The Hundred Local Cuisines of Rural Districts"



Authentic Ichigo-ni



Sea Urchin Bowl (with beaten eggs)

In Hachinohe City area, people have been enjoying sea urchin on bowls with beaten eggs.

Authentic Ichigo-ni (Seafood Soup)

A local soup made with sea urchin and abalone. The name "Ichigo-ni" comes from the way the sea urchin in the milky soup looks like wild strawberries in the hazy morning mist. (Ichigo means strawberry in Japanese)

Hare and Ke

"Hare and Ke" is a traditional concept of Japan. "Hare" stands for the extraordinary, such as celebrations, and "Ke" stands for daily life.



Seaweed Ramen

Healthy ramen prepared with noodles kneaded with "Sukikonbu Seaweed", a local specialty of Hashikami Town, and a shrimp-based soup.



Sukikonbu (Hikikonbu)

Thin, dried cuts of Konbu that are often used in stewed dishes with vegetables after soaking them in water until tender.



Iso Ramen

Ramen served with a variety of seafood on top. The coastal area of Hachinohe is known as the "Iso Ramen Road", and many restaurants serve unique Iso style ramen.



Hachinohe Ramen

A replicated version of the good old ramen that was popular among the Hachinohe locals back in the 1920's. It has a simple yet addictive flavor that satisfies people of all ages.

Contact Information / Hachinohe Chamber of Commerce and Industry
TEL.0178-43-5111





Hachinohe is often referred to as the "City of Squid" for it has the largest catch of squid in Japan. Locals know the best ways to enjoy freshly-caught squid of Hachinohe.



Largest catch of squid

日

In all of Japan!

本一

Fresh and fatty! Hachinohe Maeoki Saba (Mackerel)

Situated about 30-minutes north of the city, the Hachinohe Port is the northernmost fishing port of mackerel in Japan. They have abundant feed off the Hachinohe Mae coastal area, and the water temperature stays very low, which gives the mackerel a rich fattiness unlike anywhere else! How else would it get its moniker as the "fattiest mackerel in Japan?" According to local fishermen, the best time to catch fresh mackerel is when the water temperature is even colder, from September to November.



Torasaba Stick Sushi



Grilled mackerel on a skewer



Hachinohe Maeoki Saba

Only mackerel that get caught in the Japanese waters in and to the north of Sanriku and unloaded to Hachinohe Port within a certain period of time designated by Hachinohe Maeoki mackerel Brand Promotion Council are allowed to have the name of "Hachinohe Maeoki mackerel". Exceptionally big mackerel called "Ginsaba (silver mackerel)" are highly treasured.



Afternoon Squid

Squids caught in Hachinohe in the afternoon that get shipped to the auction in the Kanto region. They are occasionally served at Meibutsu Yokocho Street in Hachinohe.



Squid Rakugan (Japanese Confectionery)

A type of confectionery replicated with a mold from several decades ago.

《なかむら製菓》 Nakamura Confectionery

22-1 Migiwabuchidori, Shiroganemachi, Hachinohe City, Aomori Prefecture
TEL 0178-33-0789

Ikadon

A voluntary mascot that appeared out of nowhere and began promoting Hachinohe City.



Squid Wind Chime

"Squid Wind Chime" awaits visitors on the premises of JR Hachinohe Line Mutsuminato Station and brings the real feeling of summer.



Hachinohe Sabacoro (Mackerel rice croquette)

A popular local food served at Tatehana Ganpeki Morning Market that is made with fresh Hachinohe Maeoki mackerel.

Restaurants that serve local mackerel dishes of Hachinohe

寿司と地魚料理 八戸前沖 北緯40度30分 サバの駅

Sushi and Local Seafood Hachinohe Maeoki
Latitude 40 Degrees 30 Minutes North Saba-no-Eki

Daimatsu Building, 12 Muikamachi, Hachinohe City, Aomori Prefecture TEL 0178-24-3839
Opening Hours / 5PM ~ 12AM (Last order at 11:30PM)
Closed Days / Sundays, the new year's holidays

八戸ニューシティホテル Hachinohe New City Hotel

2-12-21 Uruichi, Hachinohe City, Aomori Prefecture TEL 0178-46-0311

喫茶「麻」 Cafe "ASA"

Lunch Hours / 11:30AM ~ 2PM
Closed Days / Sundays and national holidays
* Every Wednesday is the Torasaba Stick Sushi Day!
* A set meal of noodles and Torasaba Stick Sushi (4 pieces) for only ¥680!

魚菜工房「七重」 Seafood Restaurant "NANAE"

Opening Hours / 6PM ~ 9PM
Closed Days / Sundays and national holidays

Restaurants that serve fresh squid of Hachinohe

居酒屋がんこやじ Japanese Style Bar GANKO OYAJI

1-1 Honcho, Minatomachi, Hachinohe City, Aomori Prefecture
TEL 0178-33-3538
Opening Hours / 5PM ~ 1AM (Last order at 12AM)
Closed Days / Mondays

ととや烏賊煎 Ikasen

Hachinohe Yataimura Miroku Yokochi Street, 25
Muikamachi, Hachinohe City, Aomori Prefecture
TEL 0178-45-5540
Opening Hours / 5PM ~ 12AM (Last order at 11PM)
Closed Days / None



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Hachinohe Sushi Hachinohe Isaba Sushi

Each piece of "Hachinohe Sushi" is made with quality local fish and seafood to bring out the best flavor in each ingredient, such as Hachinohe Maeoki Mackerel, the fattest mackerels in Japan,

Hachinohe Sushi
11 pieces ¥3,000 (tax excluded)



and squid caught in Hachinohe, which has the largest catch of squid in all of Japan. "Hachinohe Isaba Sushi" is a set of sushi that consists of three pieces of squid sushi and three pieces of mackerel sushi. Please enjoy delicious Hachinohe sushi and the restaurants' hospitality and service.

Hachinohe Isaba Sushi
11 pieces ¥1,380 (tax excluded)



Images are for illustrational purposes only.

The Hachinohe Area Winter Offerings!

Hachinohe Bouillabaisse Festa

Held every year from
February until March

"Winter Festivals of Hachinohe" offer a variety of soup dishes cooked with fresh seafood that get unloaded at Hachinohe Fishing Port. You need to follow the two rules below in order to call your dish "Hachinohe Bouillabaisse".



Rule 1

Use a variety of seafood caught in Hachinohe!

You must use at least four kinds of seafood caught locally in Hachinohe and vegetables (herbs, garlic and tomatoes) grown in Hachinohe as much as possible.

Rule 2

Hachinohe Bouillabaisse must taste good two ways!

First, enjoy the ingredients as a soup. Secondly, enjoy a special Shime dish (where you eat the soup left in the hot pot with rice or noodles) at the end of your meal. Each restaurant serves a different style of Shime dishes. Hachinohe Bouillabaisse must taste good both ways.



www.hhrp.jp/hbb



Hachinohe Bouillabaisse



National Significant Intangible
Folk Cultural Asset of Japan

Enburi



"Enburi" is a local event held in Hachinohe City, Gonohe Town, Nanbu Town, Hashikami Town and Oirase Town during the winter season in Aomori Prefecture. It originated from a local ceremony where they prayed for good harvests in an area where the cold seasonal winds called "Yamase" affected the overall amount of crops and vegetables.

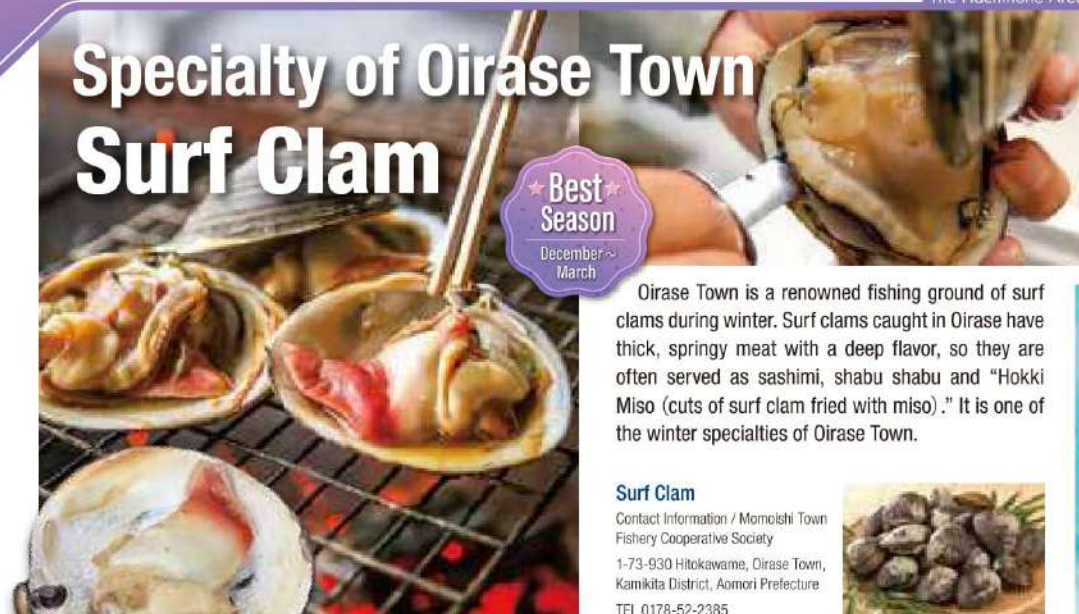
◆Hachinohe Enburi, a national significant intangible folk cultural asset of Japan, is held every year from February 17th to February 20th, and many Enburi groups from all over Hachinohe come to perform their Enburi dance.



Specialty of Oirase Town Surf Clam

Best
Season

December ~
March



Oirase Town is a renowned fishing ground of surf clams during winter. Surf clams caught in Oirase have thick, springy meat with a deep flavor, so they are often served as sashimi, shabu shabu and "Hokki Miso (cuts of surf clam fried with miso)." It is one of the winter specialties of Oirase Town.

Surf Clam

Contact Information / Momoishi Town
Fishery Cooperative Society

1-73-930 Hitokawama, Oirase Town,
Kamikita District, Aomori Prefecture
TEL 0178-52-2385



Oirase Surf Clam House

Oirase Town occasionally holds an event called "Oirase Surf Clam House" where visitors can enjoy fresh surf clams caught in their best season. They serve charcoal-grilled surf clams as well as local surf clam dishes cooked by the ladies from Momoishi Town Fishery Cooperative Society.



おいらせホッキ小屋 Oirase Surf Clam House

Contact Information / Oirase Brand Promotion Council
(In Commerce and Tourism Department, Oirase Town Hall)
TEL 0178-56-4703



Oirase Has Japan's Largest What?!

They took the number "4" from the north latitude of Oirase Town (latitude 40 degrees 40 minutes north), which happens to be the same as New York, and built a 1/4 scale replica of the Statue of Liberty. It is the biggest replica of the Statue of Liberty in Japan with a height of 20.8 meters (Statue: 11.5m Pedestal: 7.0m Stairs: 2.3m). In mid-November every year, they hold The Salmon Festival in Oirase, the biggest salmon-catching-themed festival. Many American soldiers from the US Airbase in Misawa come to the festival and create a global atmosphere.

\ Big Sugidama /

(a ball made from sprigs of cedar trees)

The biggest Sugidama (approximately 2 meters in diameter / weight: about 700kg) is exhibited at the entrance lobby of Momokawa's company building.

Contact Information / Momokawa Co., Ltd. TEL 0178-52-2241



The Biggest Statue of
Liberty in Japan

おいらせ町いちご公園 Oirase Town Ichigo Park

Numahata, Oirase Town, Kamikita
District, Aomori Prefecture
TEL 0178-52-6744
(Ichigo Park Gymnasium)





【菊駒】(株)菊駒酒造/五戸町

【Kikukoma】

Kikukoma Shuzo Co., Ltd. / Gonoemachi
A sake brewery that was founded in 1910. The company was renamed "Kikukoma" by the fourth owner, who was an expert of sake brewing. The name is a combination of the word "Kiku (chrysanthemum)" and "Koma (horse figure, a specialty of Gonoemachi)". They brew delicious sake that is blessed and beloved by the locals.



【Hachitsuru / Joku】

Hachinohe Shurui Co., Ltd.

Good sake brewed by the traditional techniques and senses of the Nanbutouji. Brewed from the fine rice appropriate for sake made in Aomori prefecture, and characterized by the crispy and dry flavor born from the Jyugo yeast which has its origin in the Hachinohe Shurui.

【陸奥八仙 / 陸奥男山】八戸酒造(株)

【Mutsu Hassen / Mutsu Otokoyama】

Hachinohe Syuzo Co., Ltd.

Both made by young craftsmen (average age:30) who preserve the tradition while having a wide perspective on new methods of sake brewing. They accept tours and sample testing.



Local Sake

Local sake brewing of the Hachinohe area is said to have its origin in the Edo era, receiving support from the domain.

They prepared rice for sake brewing even when there was not enough to eat, and also by the existence of the famous water good for sake, brewing was enhanced in the late Edo period under the hands of the Nanbutouji.



【郷の華】泉農場新郷醸造所/新郷村

【Satonohana】

Izuminojyo Shingo Jozozo / Shingomura

Chinese Yam shochu using ingredients fully made in Aomori prefecture. It is fresh, easy to drink and has a delicate flavor born from the famous water of Shingo and Aspergillus flavus, which is not normally used for shochu.

【桃川】桃川(株)



【Momokawa】

Momokawa Brewing, Inc.

They strive to brew quality sake based on the concept of "the morning knows a good sake." in order to bring happiness to people through sake brewing.

Let's see how each sake is brewed.

Enjoy the flavor and history of local sake!! Brewery Tour

Hachinohe Shurui Co., Ltd. Hachitsuru factory

1 Yokamachi, Hachinohe City, Aomori Prefecture TEL 0178-43-0010

- Tour charge / Free ■ Includes sample testing
- Capacity (1~20 people)
- Period / All year (Except for New Year holidays.)
- Tour Schedule / 9AM ~ 4PM (Reservation required)
- Required time / 30~40 minutes

*Please tell us if you wish to take tours in a group with more than 20 people.
*Please make a reservation more than 2 days before the date.

Momokawa Brewing, Inc.

112 Kamiagedo, Oirasecho, Kamikitagun, Aomori TEL 0178-52-2241

- Capacity / 1~50 people
- Tour Schedule / 9:30AM ~ 3PM
- Required time / About 1 hour
- Includes sample testing

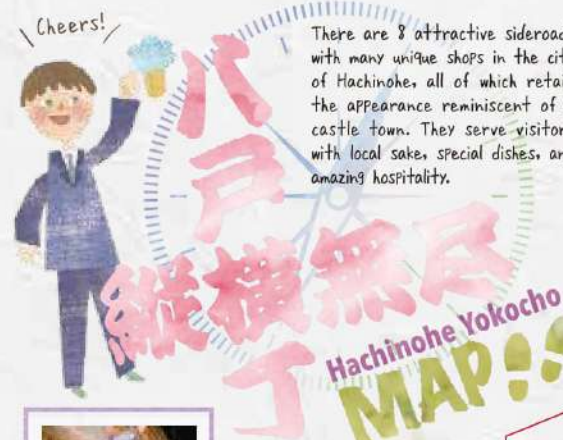
*Please make a reservation at least 2 days in advance to your visit.

Hachinohe Syuzo Co., Ltd.

9 Honcho, Minatomachi, Hachinohe City, Aomori Prefecture TEL 0178-33-1171

- Tour charge / ¥500 (Includes sample testing)
- Period / All year, Weekdays (Open also on Saturdays during winter)
- Tour Schedule / 10AM ~ 4PM
- Required Time / About 1 hour

*Please make a reservation at least 2 days in advance to your visit.



There are 8 attractive sideroads with many unique shops in the city of Hachinohe, all of which retain the appearance reminiscent of a castle town. They serve visitors with local sake, special dishes, and amazing hospitality.



7 Hachinohe-Showadori

An area for all people, from beginners to connoisseurs, to visit a variety of renowned restaurants lined up on a wide street.



8 Harmonica-Yokocho

A variety of bars, from traditional bars to Asian bars, line up like a Harmonica reed.



1 Miroku-Yokocho

A popular area with an open atmosphere containing 26 food stalls that are comfortable to enter even for the first time.



2 Hanakoji

An area that spreads both horizontally and vertically (from the basement to the third floor), around a road between buildings. Holds the Hanayoko-market in daytime. Crosses the Miroku-Yokocho.



5 Tanukikoji

A traditional and charming area used as a location of a television commercial. It connects with the Gobangai.



6 Gobangai

A dimly-lit area located between buildings recommended for connoisseurs. It has a unique and silent atmosphere even in central area of the bar district. It connects with Tanukikoji.



3 Rocho-Rensagai

An open area with many famous shops lining on one side, facing the Takasho-Koji, crowded with people. Connects with the Nagayokocho-Rensagai.



4 Nagayokocho-Rensagai

Many shops line up in a U-shape facing the Nagayokocho, the main bar district. It connects with the Rocho-Rensagai.





The Hachinohe Area Access Information

Local Costumed Mascot Characters

ACCESS

Highway Bus

(Tokyo) → Approximately 9 hours and 30 minutes → (Hachinohe)
 (Sendai) → Approximately 4 hours and 30 minutes → (Hachinohe)
 (Morioka) → Approximately 2 hours and 30 minutes → (Hachinohe)

Shinkansen

(Tokyo) → Approximately 2 hours and 45 minutes → (Hachinohe)
 (Sendai) → Approximately 1 hour and 10 minutes → (Hachinohe)
 (Shinshakodate Hokuto) → Approximately 1 hour and 30 minutes → (Hachinohe)

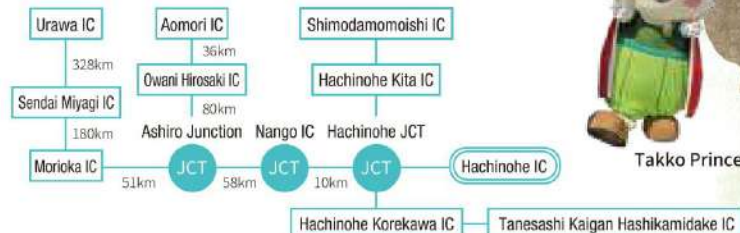
Airplane (JAL-HAC)

(Tokyo (Haneda)) → Approximately 1 hour and 20 minutes → (Misawa Airport)
 (Osaka (Itami)) → Approximately 1 hour and 30 minutes → (Misawa Airport)
 (Sapporo (Okadama)) → Approximately 1 hour → (Misawa Airport)
 * (Misawa Airport → Bus (approximately 50 minutes) → (Hachinohe))

Ferry

(Tomakomai) → Approximately 7 hours and 30 minutes
 ~ 8 hours and 30 minutes → (Hachinohe)
 Kawasaki Kinkai Kisen Ferry (4 scheduled services a day)

Expressway



Mascot characters of "Kinoko-no-Satozukur". Arata-kun and Sato-chan are Shiitake Mushroom twins, and Arata-kun loves creamy caramel rice crackers, and Sato-chan loves hiking up in the mountains.



Arata-kun & Sato-chan

Arato-kun and Sato-chan are shiitake mushroom twins, and mascots of "kinoko-no-sato-zukur". Arato-kun loves creamy caramel rice crackers, and Sato-chan loves hiking up in the mountains.



Mirai-chan & Baoru-kun

Oira-kun has the letter "O" on his forehead, and his body is made of a water drop. He represents the clear water that flows into Oirase Town from Oirase River.



Oira-kun

Black-tailed gulls, the city bird of Hachinohe City, with a squid-shaped hood they received from Benzaiten on their head. They made a debut to celebrate the 80th anniversary of municipalization. They now have four members (gulls) in the group.



Ikazukins

Introduction of Accommodations and Taxi

Hachinohe Hotel Council
 (in Hachinohe Grand Hotel)
 TEL.0178-46-1234

Hachinohe City Ryokan and Hotel Cooperative Society
 TEL.0178-45-2861

Hachinohe Taxi Association
 (in Miyago Kotsu)
 TEL.0178-24-3335

Takko Prince is the son of and heir to the 229th King of Garlic Land. He is committed to improving Takko garlic, and is also its biggest fan! He weighs as much as 229 cloves of delicious Takko garlic!



Takko Prince



Nabemaru is known for his most distinguishing feature—the half-open lid of a pot on his head! Although he's very down to earth, he has a fiery passion inside! His dream for the future is to use the delicious fruit of the town of Nanbu to cook hot pot dishes.



Nabemaru

11 Piki no Neko

The 11 Cats of Sannohe have been used for town planning in Sannohe. Based off a picture book, "11 Cats," by local writer Noboru Baba, visitors might encounter the 11 Cats of Sannohe as they explore the town!



Hashikami Kids

The Hashikami Kids got into trouble on the way to Mars and had to make a forced landing on Earth! They happened to land in the town of Hashikami, surrounded by bountiful nature. The Hashikami Kids are Tsutsujihime, Aburame-kun, and Kazemaru!

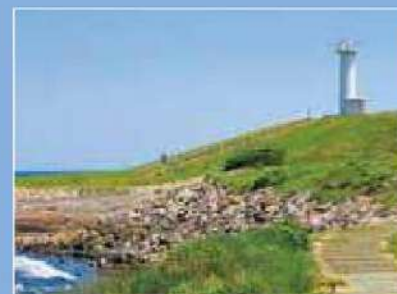
Nature, Culture, History and Food Hachinohe has it all!

"Tanesashi Coast was the first thing that came to my mind when I thought of where to take aliens from an unknown planet to show them the real beauty of the planet Earth."

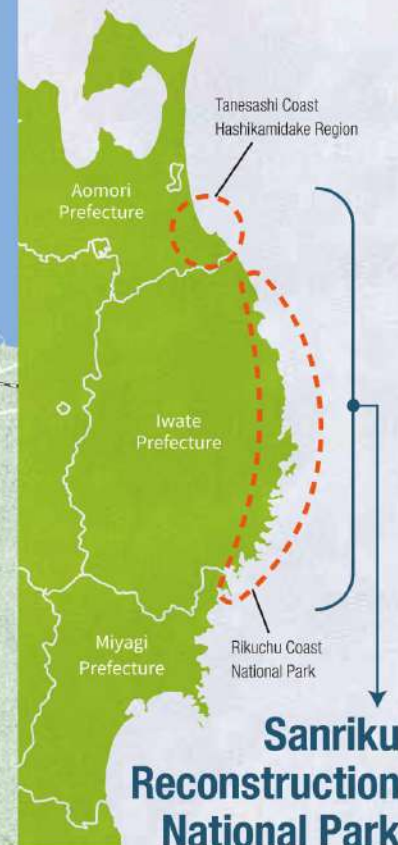
Taken from "Walking Along Streets" written by Ryotaro Shiba



B : Ashigezaki Observation Deck



D : Hashikami Lighthouse



Sanriku Reconstruction National Park

A national park that aims at reconstruction from the Great East Japan Earthquake and Tsunami.

Kabushima Island and the Tanesashi Coast in Hachinohe City and Mt. Hashikamidake and the Hashikami Coast in the town of Hashikami are designated part of the Sanriku Reconstruction National Park. They were designated in part for their invigorating landscapes and diverse ecosystems, and are known for their incredibly fresh seafood. Kabushima Island is located on the northernmost part of the "Michinoku Shiohaze

Trail," a 900-km trail that connects Kabushima with Matsukawaura, part of Soma City in Fukushima Prefecture. It's also where both the starting and finishing monuments for the trail are located.

Michinoku Shiohaze Trail
English Website
<http://tohoku.env.go.jp/mct/english/>



A : Kabushima, a national natural monument of Japan (Breeding ground of black-tailed gulls)

Kabushima is a designated national natural monument of Japan, where visitors can closely observe black-tailed gulls during their breeding season. In mid-May, vibrant yellow rapeseed blossoms cover the island, creating a beautiful contrast with the red Torii gate of Kabushima Shrine, the white black-tailed gulls, and the blue sky. Recently, Kabushima Shrine has been attracting many visitors, who claim it's a place with mystical powers.



C : Tanesashi Coast, a designated scenic spot of Japan

The Tanesashi Coast is surrounded by breathtaking natural landscapes, such as the Ashigezaki Observatory, where visitors have a panoramic view of the Pacific Ocean, the Osuka Coast, a beach known for its whistling sand, the "Yodo-no-Matsubara," a forest of 100-year-old pine trees, and the grassy area near the shore called the "Natural Lawn." It's also a habitat to wild beach and alpine plants, and a variety of other flora and fauna.



D : Hashikami Coast

Hashikami's scenic seaside makes up 5.5km of the northern Sanriku Coast. Running along the southeastern edge of Aomori Prefecture, it is first to see the sun rise each day. Alternating between sandy beaches and rocky reefs, fishing and seaside exploration are favorite pastimes there. Along with the famous Hashikami Lighthouse, the Nijuchitai area also has a wide, grassy field great for picnics and play.

E : Mt. Hashikamidake & Wild Azaleas

Mt. Hashikamidake has an elevation of 739.6m. Hikers breathe in the rich, clean air throughout the year, enjoying the changing seasons. The mountain azalea is Hashikami Town's official flower. The road up the mountain leads to the Obirakitai area, where about 20,000 wild azaleas on the mountainside. They bloom between the end of May and beginning of June, painting the area a lively pink and welcoming crowds of enthusiastic visitors each year.



National Treasures

Aomori Prefecture has three national treasures, all of which are preserved and exhibited within Hachinohe City.



南部一之宮 柳引八幡宮 Kushihiki Hachiman-gu Shrine

Nanbu Ichinomiya Shrine has been a renowned place of worship as the main shrine of Nanbu Clan from the Kamakura Period. They exhibit two armors (national treasures) at the National Treasure Center located within the precincts of the shrine.

3 Hachimancho, Yawata, Hachinohe City, Aomori Prefecture TEL 0178-27-3063
Opening Hours / 9AM - 5PM (National Treasure Hall)
Closed Days / None
Admission Fee (National Treasure Hall)
Adults ¥400 Junior High School and High School Students ¥300 Elementary School Students ¥200 Preschoolers ¥0

The Shiroito-Odoshi Tsumadori Yoroi

armor with white triangular-patterned thread lacing

National Treasure

One of the most popular types of armor from the Nanboku-cho Period (1336 - 1392) made with metal parts and threads that create an elegant appearance.



The Akaito-Odoshi Yoroi armor laced with red threads National Treasure (chrysanthemum-design armor)

A typical type of armor from the late-Kamakura Period (1185-1333). Its design and splendid techniques used in its making are often referred to as a great example of traditional Japanese armors.



是川縄文館 (八戸市埋蔵文化財センター)

Korekawa Jomon Kan (KOREKAWA Archaeological Institution)

Korekawa Jomon Kan Center dispatches the Jomon cultures of the Tohoku Region through exhibitions of items and artifacts from Korekawa Site and Kazahari 1 Site.

Yokoyama-1 Korekawa, Hachinohe, Aomori, 031-0023, JAPAN
TEL 0178-38-9511

Opening Hours / 9AM - 5PM (last admission at 4:30PM)

Closed Days / Mondays (Open on the first Mondays and if Monday happens to be a holiday or a compensating holiday)

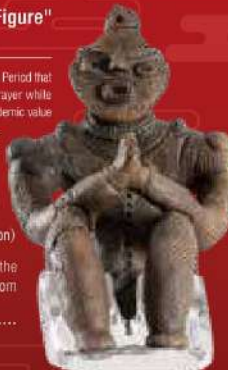
The following day of a holiday or a compensating holiday (Open on weekends and holidays)

The new year's holidays (December 27th - January 4th)

Admission Fee / Adults ¥250 High School and University Students ¥150 Elementary School and Junior High School Students ¥50

The "Gassho Clay Figure" National Treasure

A clay figure from the late-Jomon Period that places his hands together in prayer while sitting down. It holds a great academic value because it shows the modes of living and spiritual conceptions of the Jomon Period.



The Hachinohe Area EVENT イベント CALENDAR カレンダー

Lots of
things
to see!



Spring

Summer

Autumn

- Hachinohe** Held at various places in mid-February
Enburi
Hachinohe Enburi Festival
▶ February 17th ~ February 20th
- Sannohe** Mid-February
Sannohe Ganso Makeruhi Festival
- Sannohe** Late-April ~ Early-May
Sannohe Spring Festival
- Shingo** The First Sunday in June
Christ Festival
- Hashikami** Early-June
Hashikami Gagyuzan Festival
- Takko** Mid-June
Takko Garlic Harvest Festival
- Nanbu** Early-July
Jakkudo Festival
- Hashikami** Late-July
Hashikami Ichigo-ni Festival
- Gonohe** Late-July
Bikkuri Night Market
- Hachinohe** July 31st ~ August 4th
Hachinohe Sansha Taisai Festival
- Oirase** Late-August
All Japan Shogi Festival
- Takko** Early-October
Garlic and Beef Festival
- Shingo** Early-October
Shingo Furusato Festival
- Gonohe** Mid-October
Yumenomori Harvest Celebration Festival & Kuraishi Beef Festival
- Hashikami** The last weekend of October
Shin-Soba Festival
- Oirase** Mid-November
Salmon Festival in Oirase
- Hashikami** Mid-November
Donko Festival



Kagami-style Kiba Dakyu
(Japanese polo)



Hachinohe City **Hachinohe Sansha Taisai Festival**
Period / July 31st ~ August 4th
❖ Designated as an Intangible Cultural Heritage
"Yama, Hoko, Yatai Float Festival in Japan"
❖ Designated as an Important Intangible Folk Cultural Asset of Japan



真夏のCool!

The biggest festival in Hachinohe Area with over 300 years of history and tradition. The time-honored Shrine Procession fascinates visitors with other performing arts, such as Toramai (the tiger dance). The sight of 27 massive festival floats (10 meters high and 8 meters wide) with gorgeous decorations moving energetically is breathtaking! On August 2nd, they hold "Kagami Style Equestrian Dakyu (a sport in East Asia that is similar to polo in some ways)" at Chojoan Shinra Shrine. Equestrian Dakyu is a very rare sport that can be seen only at the Imperial Household Agency and in Yamagata Prefecture and Hachinohe City. It is designated as an Intangible Folk Cultural Asset of Aomori Prefecture.

Hachinohe Sansha Taisai Festival
[Long ver.]
"The Japanese Traditional Arts"



Hashikami Town

Hashikami Ichigo-ni Festival

The biggest festival the town of Hashikami has to offer, the Ichigo-ni Festival is themed after a local specialty, ichigo-ni, for which the town is known. A rich soup made from locally-caught sea urchin and abalone, ichigo-ni is a decadent dish with a very affordable price! They also set off fireworks and hold various other events and activities.



Oirase Town

Salmon Festival in Oirase

The Salmon Festival in Oirase is very popular amongst people of all ages! Held at Shimoda Salmon Park on the Oirase River, crowds gather for the main event, "Salmon Catching." Participants and onlookers alike scream and cheer as they try to catch salmon from the river, which make strange sounds when near the water's surface.

Shingo Village

Christ Festival

A memorial service for Jesus Christ held every year on the first Sunday of June, which originated from the legend that tells the arrival of Jesus Christ to Shingo Village and his demise in this very place. They perform an old type of Bon dance called "Nanyadoyara", where they dance around the grave of Jesus Christ, and create a somewhat romantic atmosphere.



Sannohe Town

Sannohe Spring Festival

Sannohe Spring Festival is held between late-April and early-May at various places in Sannohe Town, mainly at Shiroyama Park, one of the most renowned spots of cherry blossom viewing in Aomori Prefecture. Many tourists join the festival to enjoy various events, such as singing and dancing performances.

The Hachinohe Area

旬 暦

BEST SEASON CALENDAR

Lots of seasonal offerings throughout the year!

Want to know the best time of year to enjoy delicious, seasonal Hachinohe specialties? Look no further!

Sea food

Seasonal Calendar

Item	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Japanese Common Squid												
Spear Squid												
Mackerel												
Flatfish												
Flounder												
Walleye Pollack												
Cod												
Japanese Anchovy												
Salmon												
Broadfin Thornyhead												
Sebastes inaequalis (rockfish)												
Young Yellowtail / Yellowtail												
Anglerfish												
Hiragani (crab)												
Hair Crab												
Octopus												
Sea Urchin												
Abalone												
Surf clam												
Ascidian												
Sea Cucumber												
Funori, Common Hornwort, Wakame Seaweed												

Fruits

Seasonal Calendar

Item	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Strawberry												
Cherry												
Blueberry												
Apple												
Japanese plum												
Plum												
Peach												
Pear												
Prune												
Grape												
Persimmon												

Vegetables

Seasonal Calendar

Item	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Burdock												
Scallion												
Garlic												
Daikon (Chinese yam)												
Edible Chrysanthemum												
Japanese radish												
Buckwheat												
Wild sesame												



Fruits / Vegetables



Nanbu Town

Northern Fruit Kingdom

The town of Nanbu consists of a plains area alongside the shore of the Mabechi River, which flows through the town center, as well as Mt. Nakuidake (615m). Its fertile soil and temperate climate are perfect for quality fruit cultivation—so much so that the only fruits not grown in Nanbu are bananas, pineapples, and tangerines. They also offer a “Four Seasons Festival,” a wide variety of seasonal activities throughout the year, so visitors can make the most of their time in Nanbu regardless of the season!

Best Season
Late October ~
Early November



General Leclerc pear

Best Season
August ~
September



Peach

Best Season
Late December ~
Early May



Strawberry

A wholesale facility that sells a variety of locally-grown vegetables and fruits of Nanbu Town

名川チェリーセンター
Nagawa Cherry Center

27-1 Nishiyama, Torato, Nanbu Town, Sannohe District,
Aomori Prefecture TEL 0178-75-0166
Opening Hours / Summer 9AM ~ 6:30PM
Winter 9AM ~ 5:30PM

For Inquiries on Fruit Picking

ながわ農業観光案内所
Nagawa Agricultural Sightseeing Information Center

23-2 Oshibutamiyama, Kaminakui, Nanbu Town, Sannohe District,
Aomori Prefecture TEL 0178-76-3020
Period / Mid-April ~ End of November (open everyday during this period)
Opening Hours / 8:15AM ~ 5PM

Sightseeing Farm



Northern Fruit Parlor

A popular activity that combines fruit picking at a sightseeing farm in Nanbu Town and a special confectionery cooking class by a professional instructor. You can eat the fruits and confectionery on the spot. All necessary items and ingredients can be rented for free. This is a perfect activity for visitors to interact with their friends and families. Please enjoy a luxurious dessert in the refreshing atmosphere of the vast, surrounding nature.

Northern Fruit Parlor Reservation/Inquiry

南部町農林漁業体験実習館チェリウス
Nanbu Town Agriculture, Forestry and Fisheries Activity Center Cherius

23-141 Oshibutamiyama, Kaminakui, Nanbu Town,
Sannohe District, Aomori Prefecture TEL 0178-76-1001

The blessings of nature!!



Takko Town



The Garlic Capital

Aomori Prefecture is known for its production of garlic, which accounts for 70% of all garlic production in Japan. With the Fukuchi White "Takko Garlic" (6 cloves in one bulb), which is said to be top-class in Japan, Takko Town has been promoting itself as the "Garlic Capital". It took over fifty years to make the perfect soil for the production of Takko Garlic, which has sugar content higher than a melon!. Heating it up brings out the sweet, warm flavor hidden in the sharp taste.



Grilled whole Takko Garlic

Exceptionally large garlic, simply grilled with butter. The best way to enjoy the authentic flavor of garlic.



Taccola

Over 240 thousand bottles sold over the past three years! The punchy garlic flavor is addictive. A carbonated drink that refreshes your throat.

田子町ガーリックセンター Takko Town Garlic Center

11 Takko, Takko, Takko Town, Sannohe District,
Aomori Prefecture TEL 0179-32-3165

Opening Hours / Souvenir Shop : 9AM ~ 6PM

Restaurant: 11AM ~ 3PM on weekdays

11AM ~ 4PM on weekends and holidays

Closed Days / Closed on random days

Very Popular!
Please try it!



Proud to be
the best garlic
around!

[Fukuchi White Roppen] (6 cloves)

The main brand of garlic produced in Fukuchi Area, Nanbu Town. Each clove is large and has a top-quality color, shape, smell and flavor.



Takko Garlic Steak Rice

Abbreviation / Takko Garisute Rice

A garlic-themed lunch set comprised of dishes made with Takko's three local specialties: garlic, meat (beef, pork, and chicken), and rice. Offerings include Taccola as a welcome drink, a variety of garlic appetizers, garlic steak "sushi," and garlic ice cream as dessert!



Shopping

Hasshoku Center

A market with approximately 60 shops lined up on a 170-meter long street where they sell fresh seafood, dried products, delicacies, souvenirs and a variety of specialties! At "Shichirinmura," you can cook fresh seafood and meat on a portable clay cooking stove called Shichirin on the spot. They serve a variety of dishes, such as boiled rice, broiled rice balls, Hachinohe Senbei Soup as well as a variety of beverages, such as 100% Aomori apple juice and local sake.



Shichirinmura

Hasshoku Bus! A convenient, budget-friendly way of accessing Hasshoku Center!

A budget-
friendly bus!

¥100 Bus

Connects Hasshoku Center with Hachinohe Station

(Takes about 11 minutes)

Get on the bus anywhere and it will get you to Hasshoku Center or Hachinohe Station for just ¥100!



Convenient
bus!!

Under ¥200 Bus

Connects Hasshoku Center with the city center of Hachinohe (Takes about 12 minutes)

You can access Hasshoku Center or the city center of Hachinohe for just ¥150 ~ ¥200!



ハ食センター Hasshoku Center

22-2 Kamisai, Kawaragi, Hachinohe City, Aomori Prefecture TEL 0179-28-9311

Opening Hours

Market / 9AM ~ 6PM

Aji Yokochi / 9AM ~ 6:30PM (Last order at 6PM)

Kuriya Stadium / 9AM ~ 9PM

Closed Days / Wednesdays

Kuriya Stadium : Open throughout the year



A food-themed section with over 600 seats!

They serve dishes made with fresh seafood unique to Hasshoku Center as well as other local specialties, such as Hachinohe Senbei Soup.

You cannot miss this place if you want to enjoy sushi-go-round.

ハ食市場寿司 Hasshoku Market Sushi

Each sushi is made with fresh, seasonal ingredients available at Hasshoku. They serve seasonally-limited sushi as well.

Opening Hours / 10AM ~ 9PM



You can enjoy a variety of fresh ingredients available at the market!

いちば亭 Ichiba-tei

A restaurant that serves delicious meals. They serve sushi and all-you-can-eat style Shabu Shabu at night.

Opening Hours
10AM ~ 4:30PM (Last order at 3:30PM)
5PM ~ 8:30PM



A variety of sushi and set meals available!

勢登船 SETOZUSHI

Please check out their takeout menu as well.

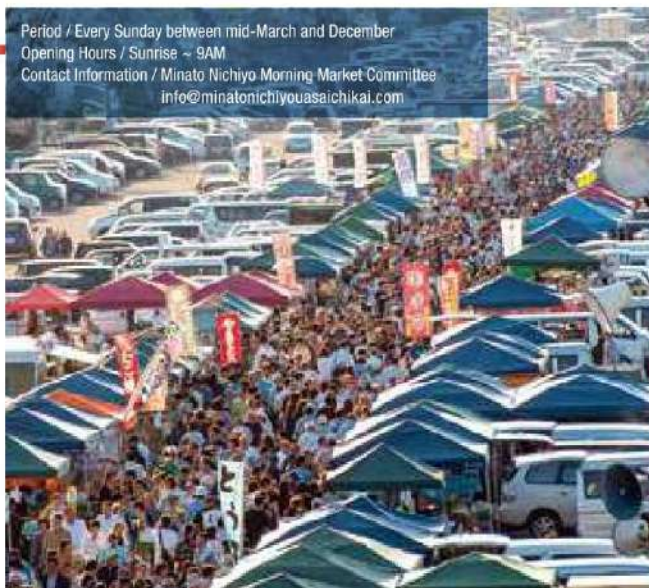
Opening Hours / 9AM ~ 9PM



One of the biggest / in Japan! / Tatehana Ganpeki Morning Market

The entire Hachinohe area gets condensed into Hachinohe City Tatehana Fishing Port for only a few hours on Sunday mornings. Over 300 stands and shops line up at a venue that is 800 meters long in length, attracting over several thousands of people every week. Unique shop owners entertain visitors with local specialties and a variety of items.

Period / Every Sunday between mid-March and December
Opening Hours / Sunrise ~ 9AM
Contact Information / Minato Nichiyō Morning Market Committee
info@minatonichiyousaichikai.com



【Roadside Stations】in Hachinohe Area



道の駅はしかみ
Roadside Station Hashikami
3-3 Minigahol, Dobutsu, Hashikami Town,
Sannohe District, Aomori Prefecture
TEL 0178-88-1800
Opening Hours / 9AM ~ 6PM
Closed Days / December 31st
~ January 1st



道の駅しんごう
Roadside Station Shingo
11-2 Amaike, Heral, Shingo Village, Sannohe
District, Aomori Prefecture TEL 0178-78-3333
Open from late-April until October
Opening Hours / 9AM ~ 5PM
Closed Days / Wednesdays (open everyday during
summer breaks) * Closed during winter from
early-November until late-April



グリーンプラザなんごう
Green Plaza Nango
4-4 Nakanotateno, Nango, Hachinohe
City, Aomori Prefecture
TEL 0178-82-2902
Closed Days / January 1st and 2nd
Opening Hours / They vary for summer
and winter. Please contact us for more
information.



道の駅さんのへ
Roadside Station Sannohe
39-1 Nishiharawatashi, Kawamori, Sannohe-machi,
Sannohe District, Aomori Prefecture
TEL 0179-22-0600
Opening Hours / 9AM ~ 6PM
(They vary for summer and winter.)
Closed Days / December 31st ~ January 1st



"Shioteba", a local specialty of Hachinohe that originated at this morning market where they deep-fry juicy Nanbu Jidori chicken wings and season them with salt.



Freshly-baked bread and coffee. It's a luxurious way to enjoy breakfast at Hachinohe Morning Market.



The good old cheesecake that keeps its taste and price to this day.



Fresh seafood carefully-grilled with charcoal to keep the tastiness inside.



These are edible.
Worm Gummy



You cannot miss locally-grown products, such as garlic from Takko Town, Atsugi Shiitake mushrooms from Shingo Village and edible chrysanthemums from Nanbu Town.



They provide a variety of stewed dishes!

Where else can we see this?
Making your own Udon noodles with
Nanbu rice crackers.



Roadside stations are located on regular roads for people to visit and rest. They sell local specialties as well as provide visitors with sightseeing information.





Northern Konamon Dishes (flour dishes)



Hashikami Town

Best Season
October

Hashikamiwase Soba Noodles

Hachinohe area was unsuitable for growing rice due to the cold wind blowing from the sea called "Yamase", and that is why growing crops that are strong against cold climate, such as wheat and buckwheat, were prosperous, which led to the development of the Konamon dietary culture, which consists of food made with the flour made from the crops.

Soba (buckwheat) has always been produced by using vacant spaces in between farms and rice fields, because it matched the climate and was easy to grow.



Hashikamiwase, a variety that was chosen from the local varieties of Hashikamicho, is the only variety recommended by Aomori prefecture, due to the good yield in poor harvest years. Other than normal soba, an original food called "Kakke" is popular in the area. The sticky Hashikamiwase with strong flavor is good for making Kakke.



Kakke

(also known as "Tsutsuke" in Sannohe Town)

The soba dough is cut into squares and triangles, and then goes into a hotpot together with Japanese white radish and Tofu. When the Kakke starts to float, you eat with leek miso or garlic miso.

Soba in Oirasecho /



Akasoba

Soba with red flowers called Akasoba is grown in Oirasecho, and in the blooming season around October, the "Oirase Akasoba flower festival" is held.

Contact / Akasoba Flower Festival Executive Committee
(In Agurinosato Oirase.) TEL 0178-20-0670

Let's try!!

Hashikamiwase soba making experience facility



道の駅はしかみ Michinoeki Hashikami

3-3 Minagishi, Dobutsu, Hashikami Town, Sannohe District, Aomori Prefecture
TEL 0178-88-1800
Business hours / 9AM - 6PM
Days closed / December 31st ~ January 1st

Please make a reservation for the soba making activity.

わっせ交流センター Wasse Activity Center

An experience activity center re-using a closed school. Dining hall, Special procurements sales, Experience classes, etc

1-1 Uwamichi, Hiranai, Hashikami Town, Sannohe District, Aomori Prefecture TEL 0178-88-2709
Business hours / 8AM - 5PM
Business days of the dining hall
May - November 11AM - 3PM
December - March 11AM - 2PM
Fixed holidays / Wednesdays
Days closed / December 29th ~ January 3rd

■Soba making experience

Sundays and Saturdays of the Second and Fourth week / 1PM - 3PM

*Please make an application a week or more before the date. *Experience classes on week-days are for groups of 3 people or more.

フォレストピア 階上 Forestpia Hashikami

1-2 Dokaki, Toyabe, Hashikamicho, Sannohe District, Aomori Prefecture
TEL 0178-88-4449
Business hours / 9AM - 5PM

Dining hall "Kadariba" closes at 3PM
La Fata (Gelato) closes at 4PM
Fixed holidays / Tuesdays

Days closed / December 31st ~ January 4th

*If a holiday matches up with a fixed holiday, the fixed holiday will be changed to the next day.

■Soba making experience schedule

March - October / 9AM - 5PM
November - February / 9AM - 4PM

*Please make a reservation more than 2 days in advance to your visit.

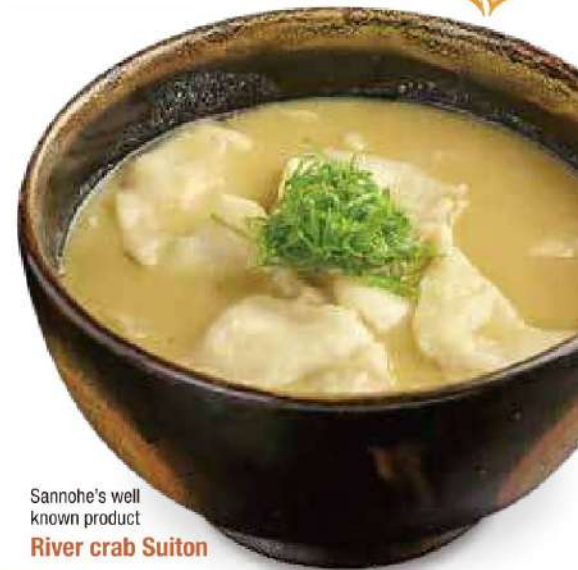


Sannohe Town

Won't even notice a bump in the head?!

A famous dish served at a traditional restaurant of the local. It is said that "You wouldn't even notice a bump in the head while you eat it" because of its deliciousness. Due to the decrease of crabs in rivers, once it was deleted from the menu but by ordering crabs from many places and checking their taste, they found the crab that reaches their satisfaction, and the menu was reborn. Suito is made from the original blended Nanbu wheat "Yukichi" made in the Sannohe area, and flavored simply using only the soy sauce made in Onodera brewery, a local brewery.

Sannohe's well known product
River crab Suito



Kinkamochi

A traditional snack of the Sannohe area, made by rapping bean jam mixed with Miso or sesame with mochi made from wheat, and boiling it. "Kinka" means something important and it is said to be called that way because it contains black sugar and walnuts which were expensive in those days, and also because the shape looks like old coins.

割烹 白山

Japanese restaurant Shirayama

39-1 Furumakidaira, Doushincho, Sannohemachi, Sannohe District,

Aomori Prefecture TEL 0179-22-2177

Business hours / 10AM - 10PM (Lunch time 11AM - 2PM)

Fixed holidays / None *Restaurant is closed on Wednesdays



Kushimochi

Made by boiling rice or wheat powder, and flavoring it with various miso. It is a popular local food and is sold in many places.



Town of tradition and Konamon (food processed from polder) Sannohemachi

The Shiroyama park is the ruins of a castle from the age of provincial wars, and still retains its former appearance. Many old-fashioned buildings from not only the Edo era, but also from the Taisho era and the Showa era still remain everywhere in Sannohemachi, which used to be a castle town. Many traditional food including Konamon, such as the thin-made Nanbu-Senbei, Tsutsuke (Kakke), and Kinkamochi, are also popular still in this day.



2007 "Top Hundred Local Cuisines of the Rural Areas" by the Ministry of Agriculture, Forestry, and Fisheries



Hachinohe Senbei-jiru Soup

A homemade dish made by boiling Senbei (rice crackers) with your favorite ingredients. The flavor of rice crackers, which taste like Al dente as the broths of the ingredients soak in, is beloved by many people. It is widely popular in Hachinohe area.



Locas say
it's best to eat
it Plane!

Regional Food! /

The bottomless world of Nanbu Senbei

Nanbu Senbei is a rice cracker that has been beloved by the locals since the late Edo Period, and is made mainly from wheat and salt. Due to the simple taste, many flavors were born in the long history. New flavors never stop coming out. The potential of Nanbu Senbei knows no end.



Sannhohe Senbei

Among a variety of Nanbu Senbei rice crackers, Sannhohe Senbei is known for its crispy texture and light taste. Starting with the basic thin sesame Senbei, it is interesting to taste the original flavors developed by the stores.

Original
Nanbu Senbei
Products are
coming out in
Shingo Village!!



Nanbu Senbei and its infinite possibility



Oden

Nanbu Senbei matches very well with Oden for it fills your mouth with the tasty soup, which is possible because of its light, simple taste.



Tempura

Made by deep-frying Nanbu Senbei coated with tempura dough, both of which are made from wheat. There's also a cuisine called Senbei-Tempura Udon, Udon noodles served with the Tempura. It is a dream dish for flour lovers.



Mackerel Can Senbei

It is a way of using Nanbu Senbei as a plate for a canned mackerel. Nanbu Senbei takes in the soup from the mackerel, and creates a whole new flavor.



Kobirikko

A portable dish made by using Nanbu Senbei to sandwich sticky rice and red rice. It is easy to eat any time as it does not require any dishes or chopsticks. It is a smart way of utilizing Nanbu Senbei rice crackers.



Senbei Ice Cream

A brand new way of enjoying Nanbu Senbei. Made by putting ice cream between rice crackers, it has a crispy texture at first, but it changes its texture as it takes in the melting ice cream, which allows you to enjoy many textures at once.



Shingo Village

Aomori Prefecture • The origin of diary farming

Starting from only 5 farmers, Shingo village once became a great dairy land, with a factory owned by a big dairy corporation. The regions dairy farming gradually declined due to climate change, but after that, Shingo Village started acting again to promote the origin of dairy farming and is getting high credit for the fine ingredients and the products made with great love.



The Premium Yogurt Drink

It is made fully from the fresh milk, milked on the morning at a local dairy farm. Food additive free. The taste is very rich and fresh at the same time, matured for 48 hours. About a billion Lactic acid bacterium is contained in 1cc of the drink!



Creamy Caramel Senbei

There was a tradition to eat Senbei coated with black candy in Shingo Village. The creamy caramel was made by combining the dairy products of Shingo Village with the black candy, and was put between senbei. The creamy and rich flavor matches the crispy senbei.

新郷村ふるさと活性化公社 Shingo Village Furusato Activation Corporation

11-2 Amaike, Heral, Shingo Village, Sannhohe District, Aomori Prefecture (Inside the Maginotai Green Park.)

TEL 0178-78-2511

Business hours / 9AM ~ 5PM

Fixed holidays / Wednesdays (No fixed holidays in summer seasons.)

Fragrant milk

FOODEX JAPAN

Pure fresh milk with high quality is stocked from a local dairy farm, being particular to growing healthy cows, starting from conditioning the soil. Makes the best of the milk's original taste with natural sweetness, by pasteurizing it at low temperature.



A town full of mysteries Shingo Village



Many mysteries exist in Shingo Village, such as the grave of Jesus Christ found in 1935, based on the ancient document saying that Jesus survived the execution and secretly came to Japan and fulfilled his life there, and the Ooishigami pyramid which is said to be an ancient pyramid. In the traditional museum next to the grave of Jesus, they show the peoples lives in those days and about the Lore of Jesus.

キリストの里伝承館

The Traditional Museum of the Crist's Village

33-1 Nozaki, Heral, Shingo Village, Sannhohe District, Aomori Prefecture TEL 0178-78-3741

Business hours / 9AM ~ 5PM

Fixed holidays / Wednesdays (No fixed holidays in summer seasons.)



The grave of Jesus Crist

Abroad in Japan

"The grave of Jesus Crist
Shingo Village, Aomori"





Souvenirs

Youtree Specialty Sales Rankings

BEST 5

*Calculations based on the amount of sales from April, 2017 until September, 2017



MANEIDO Authentic Tsuruko Manju

A local confectionery of Hachinohe made with an unrefined brown sugar dough and sweet red bean paste with Rakugan powder.



No.1

Hanaman Foods NAKAYOSHI

Cheese sandwiched in dried squid of Hachinohe City.



No.3

Ajino KAKUNOYA Authentic Ichigo-ni

A luxurious local specialty of Hachinohe made with sea urchin and abalone.

No.4

Sato-Arapajon

Asa-no-Hakkoda Frozen food

Rich and smooth cheesecake made with fresh ingredients of Aomori Prefecture.



No.5

Dekor Hachinohe Potato

Sweet potato cake made with squid ink (regular sweet potato cake is available as well)



Over 2,000 specialties from Aomori Prefecture!

八戸地域産業振興センター ユートリー Hachinohe Regional Industry Promotion Center Youtree

1-9-22 Ichibancho, Hachinohe City, Aomori Prefecture (next to Hachinohe Station) TEL 0178-27-2227

TEL 0178-70-1111 (Youtree Souvenir Shop)

- Youtree Souvenir Shop / 9AM ~ 7PM
- Restaurant / 11AM ~ 7PM (Last order at 6:30PM)
- Ekimae Side Streets / 10AM ~ 6PM
- Conference / Seminar Facilities / 9AM ~ 9PM
- Parking Lot / Open 24 hours (throughout the year)
- Closed Days / December 31st

Traditional Folkcrafts

Explore Hachinohe's history and culture, and learn the world of crafts.



《Nanbu Hishisashi》

A type of quilted cloth that was commonly used by farmers back in the Edo Period to strengthen their clothes and protect themselves against the cold. Nanbu Hishisashi is made by evenly stitching hemp cloth with cotton thread. It takes a lot of patience and is an art born out of everyday life and necessity.

Nanbu Hishisashi Activity

You can make your own coasters.



2F Youtree Traditional Folkcraft Demonstration Space

- Time Required / 120 minutes
 - Dates / Mondays, Thursdays and Fridays
 - Time / 10AM ~ 2:30PM ● Participant Capacity / 1 ~ 4 persons
 - Fee / ¥1,000 (includes materials)
 - Please make a reservation in advance to your visit.
- Reception desk (available on Mondays, Thursdays and Fridays) / 10AM ~ 2:30PM

八戸地域産業振興センター ユートリー Hachinohe Regional Industry Promotion Center Youtree

1-9-22 Ichibancho, Hachinohe City, Aomori Prefecture (next to Hachinohe Station)

TEL 0178-27-2227 Opening Hours / 9AM ~ 7PM

Parking Lot / Open 24 hours (throughout the year) Closed Days / December 31st



《Nanbu Sakiori》

A type of traditional folkcraft that was popular in the Nanbu region in the Edo Period. It uses weaving strings used from old clothes as the weft and four-color hemp strings and cotton strings as the warp.

You can try making a vase mat.

2F Youtree Traditional Folkcraft Demonstration Space

- Time Required / 90 ~ 120 minutes
 - Event Date / Available everyday
 - Schedule / 10AM ~ 3PM
 - Participant Capacity / 1 person
 - Fee / ¥1,000 (includes materials)
 - Please make a reservation at least three days in advance to your visit.
- Reception desk / 10AM ~ 3PM



《Yawatauma》

Yawatauma was sold as a souvenir for visitors to the annual festival at Kushiiki Hachimangu. It is known as one of the three most popular horse-shaped figures along with Miharugoma from Fukushima Prefecture and Kinoshitagoma from Miyagi Prefecture for its skillful curves at the chest and stomach and vivid colors.

Yawatauma Painting Activity

Historical Site Nejo Square Craft Activity Factory

Classic Course

A traditional way of decorating a red or black Yawatauma by putting Japanese style stickers and drawing patterns of white belts.

- Time Required / Approximately 30 minutes
- Fee / ¥1,200 each

史跡 根城の広場 Historical Site Nejo Square

47 Nejo, Nejo, Hachinohe City, Aomori Prefecture

Opening Hours / 9AM ~ 6PM (last admission at 2:30PM)

Closed Days / Mondays (except for the first Mondays and holidays)

The following day of a holiday / The new year's holidays

Application for Handcrafting Activity

TEL 0178-41-1726 (Historical Site Nejo Square Maintenance Office)

*Please contact us in advance for groups.



Arrangement Course (Yawatauma Decoration)

Decorate up a white Yawatauma with Swarovski and color pens the way you like!

- Time Required / Approximately 90 minutes
- Fee / ¥1,900 (per horse)

You can try making coasters.

4F Hacchi Traditional Folkcraft Activity Booth

- Opening Hours / 10AM ~ 5PM
- Admission / Until 4PM
- Closed Days / Tuesdays and Wednesdays
- Fee / ¥500 ~ ¥800 (includes materials)

八戸ポータルミュージアム はっち Hachinohe Portal Museum Hacchi

11-1 Mikkamachi, Hachinohe City, Aomori Prefecture

TEL 0178-22-8228 Opening Hours / 9AM ~ 9PM

(Please contact us for opening hours of each shop.)

Closed Days / Second Tuesdays

(closed on the following day when it's a holiday on Tuesday)

December 31st and January 1st

