



Everything From Traditional Local Foods to Sweets!

Hiraizumi

Oshu

Ichinoseki

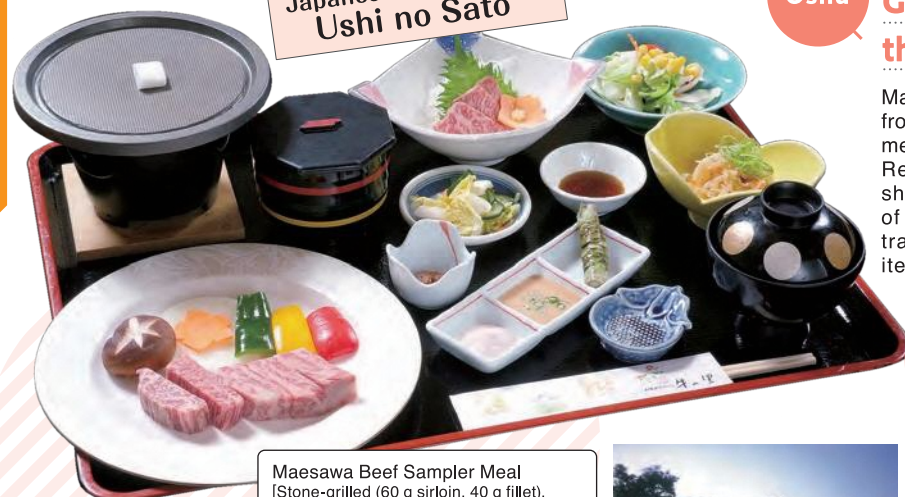
You have to try it!

Local Dishes

One of the best parts of traveling is searching for tasty eats. Fill your belly and your soul with traditional cuisine rooted in these three areas and menu items featuring plenty of local ingredients.



Japanese Restaurant Ushi no Sato



Maesawa Beef Sampler Meal
[Stone-grilled (60 g sirloin, 40 g fillet), beef steak sashimi, small side dishes, delicacies, salad, rice, miso soup, pickles] ¥6,490

MAP P13-D3

1-5 Maesawa Mukaida, Oshu, Iwate ☎0197-56-6115
11:00 - 20:00 (last order) 🗓 Tuesday
P 30 spots 🌐 <https://ushinosato.oshushi.com/>

Oshu

Get your fill of Maesawa Beef, the highest ranking Japanese Wagyu

Maesawa Beef shines as the champion of beef brands from across Japan. The deep sweet flavor and umami melt in your mouth for an irresistible meal. Japanese Restaurant Ushi no Sato serves Maesawa Beef shabu-shabu style, in sukiyaki, steak, and a variety of other options. Don't miss the chance to try the traditional Oshu dish hatto, which includes menu items with Maesawa Beef.



Oshu Hatto with Maesawa Beef
¥990

Farmer Restaurant Madakisuta



Totaro Set (Choose from two types of main dishes)
[Photo shows fried tofu with meat filling, okara and soy milk salad, soy milk pudding, kettle-cooked rice, miso soup, pickles] ¥1,210

Oshu

Locally-produced food for local consumption good for mind and body, made with tofu and plenty of vegetables

This good old-fashioned, nostalgic restaurant is located in a renovated farmhouse. The name "Madakisuta" is the local dialect for "I'm here again." Popular home-made menu items include kettle-cooked rice with scorched rice bits, healthy dishes with plenty of tofu, and delectable handmade udon with sauce made in the restaurant.

MAP P13-C3

19 Isawakayanagi Aza Odachime, Oshu, Iwate ☎0197-46-4241 11:30 - 14:30 (last order)
🗓 [January/February] Monday - Thursday [March - December] Monday, 1st and 3rd days of the month
P 20 spots 🌐 <https://madakisuta.exblog.jp/>



Kissako Jugemu

Hiraizumi

Feel like a Showa era elementary school student!

Enjoy a school lunch in a retro restaurant

The retro atmosphere of this café is designed on the motif of a Showa era school. Not only does it feature a blackboard, school desks, etc., but the menu is sure to make your heart flutter. Don't miss the Jugemu Jugemu School Lunch, which is served on a stainless steel tray just like those used in Showa days. Visitors in their 40s to 60s will feel a wave of nostalgia, and younger diners will enjoy the novel menu items. Don't forget to snap some photos!

MAP P13-D4

157 Aza Yanaginogoshi, Hiraizumi, Hiraizumi-cho, Nishiiwai-gun, Iwate ☎0191-48-5227 9:30 - 14:00 (last order)
🗓 Wednesday, Thursday P 8 spots
🌐 https://www.instagram.com/kissako_jugemu/
*Cash Only

Jugemu Jugemu School Lunch
[Koppepan roll, teriyaki chicken, soup, salad, milk, etc.] ¥1,200

Cream Soda
¥500



Sansaikan Fujisei



Original Bite-Sized Mochi Meal
[9 types of mochi, grated giant radish] ¥1,750

Ichinoseki

Enjoy 9 different kinds of mochi dishes at once in the "Original Bite-Sized Mochi Meal"

The Original Bite-Sized Mochi Meal was created so that people could more easily enjoy mochi cuisine, which has roots in the Ichinoseki area. It features nine types of mochi including mochi with sweet bean paste, mochi covered in sweetened mashed soybeans, mochi with walnut paste, mochi with sesame seeds, mochi with wild sesame sauce, natto mochi, ginger mochi, mochi with ground chicken and ground burdock sauce, and in soup with chopped giant radish.

MAP P13-D5

3-53 Kamiotsukikouji, Ichinoseki, Iwate ☎0191-23-4536 11:00 - 14:00 (last order)
🗓 Monday P 6 spots 🌐 <https://fujisei.co.jp/>

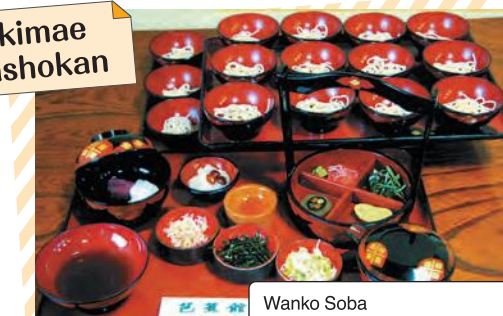


Hiraizumi

The original bite-sized wanko soba (Moridashi style) served Hiraizumi style

Hiraizumi Wanko Soba is unique to the Hiraizumi area, where soba was eaten on a daily basis long ago. Small bite-sized portions of soba noodles are served in small bowls (Moridashi style), and you can add your favorite flavorings while enjoying them at your own pace. Ekimae Bashokan serves their noodles in traditionally handcrafted Hidehira bowls. Not only is the soba delicious, but this is a great chance to enjoy Japanese culinary history.

Ekimae Bashokan



Wanko Soba
[24 bowls of bite-sized soba, flavoring (tuna with grated yam, grated nameko mushrooms, salted roe, roasted seaweed, green onions, etc.), pickles] ¥2,000

MAP P13-D4

82 Aza Izumiya, Hiraizumi, Hiraizumi-cho, Nishiiwai-gun, Iwate ☎0191-46-5555 10:00 - 15:00 🗓 Irregular
P 8 spots 🌐 <http://www.wankosoba.com/>

Ichinoseki

Home made gelato crafted with fresh local milk, fruits, and vegetables

"Hand made ice cream Porano" is located about six minutes from Genbikai Gorge by car. Their gelato is crafted from locally grown fresh fruits and vegetables. Standard flavors available year-round include sesame, mixed fruit, and Dainagon milk in addition to nearly 20 limited time and seasonal flavors such as bakke (butterbur), and Nanbu Ichiro pumpkin. Share some with friends and family!

Hand made ice cream Porano



Single gelato ¥350, **double** ¥400



MAP P13-C4

178-3 Aza Nyudo, Genbi-cho, Ichinoseki, Iwate ☎0191-39-2272 10:00 - 17:00
🗓 Thursday, year-end/New Year holidays P 24 spots
🌐 <https://www.instagram.com/porano.ice/>





Get the Most out of These Charming Areas!



Truly experiencing the local atmosphere is one of best parts of traveling. Take part in some activities, stroll around the town, and try some hands-on experiences to create unforgettable memories of your trip.



Geibi Tourism Center

MAP P13-E4
467 Aza machi, Nagasaka, Higashiyama-cho, Ichinoseki, Iwate
0191-47-2341 8:30 - 16:00 (Winter: 9:30 - 15:00) None
300 spots (free and paid) <http://www.geibikei.co.jp/funakudari/>

Enjoy nature in Ichinoseki

Famous Kakko Dango at Genbikei Gorge, a valley designated as a natural monument

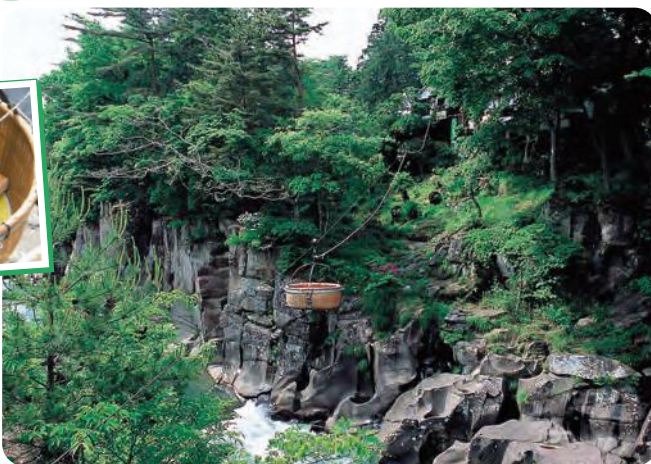
With its source in Mount Kurikoma, the Iwai River runs through Genbikei Gorge, a beautiful area with many scenic rocks. Different, gorgeous views await visitors year-round, such as cherry blossoms in full bloom in springtime and colorful mountain foliage in autumn. Genbikei Gorge is also famous for Kakko Dango, dumplings that are carried in a basket along with tea on a rope across the river. Don't miss your chance to try them!



Kakkoya

MAP P13-C5
211 Gembicho Takinoue, Ichinoseki, Iwate
0191-29-2031
9:00 - 15:00
(closes once dumplings are sold out)
December - February 10 spots

Price 3 dango skewer set: ¥500
Time 3 minutes and up (From order until delivery)
Capacity N/A **Reservations** Not required
Availability March - November every year
Notes May be closed due to inclement weather



Tour the gorgeous scenery of Geibikei Gorge by boat - Special seasonal boats also available

Geibikei Gorge is counted as one of the 100 most scenic spots in Japan. The nearly 100-meter-tall sheer cliffs towering over both shores are a dynamic natural highlight of the area. The river is gentle, and boat tours are available year-round. The boatman will point out the numerous strange rocks along the way and sing the traditional song Geibi Oiwake at the climax of the tour. In winter, boats have kotatsu, which are covered, heated tables.



Price Adults (junior high students and older) ¥1,800, Elementary school students ¥900, Small children ¥200 Includes insurance
Time 90 minutes **Capacity** 25 - 45 people/boat
Reservations Not required
Availability Year-round (operated as kotatsu tours December - end of February)
Notes Tours may be canceled due to inclement weather

Try on a Heian period aristocracy costume or warrior's armor!

Esashi-Fujiwara Heritage Park is a historical theme park based on the Heian period where visitors can enjoy a variety of attractions, such as becoming a warrior and taking part in an archery activity and playing a shell matching game, a popular pastime of court nobles. One of the most popular activities is trying on period costume and armor. Come try on these garments for free and feel like a Heian period noble or warrior!

Esashi-Fujiwara Heritage Park **MAP P13-D2**
86-1 Esashiwayado Konamaru, Oshu, Iwate 0197-35-7791
9:00 - 17:00 (November 1 - end of February: 9:30 - 16:00)
Note: Final entry is one hour before closing.
January 1
Admission: Adults ¥1,000, High school students ¥800, Junior high and elementary school students ¥500
600 spots <https://www.fujiwaranosato.com/>



Price Free **Time** 5 - 10 minutes
Capacity N/A **Reservations** Not required
Notes Year-round
Availability Additional fees apply inside park



Don't miss the Wisteria Tunnel or illuminated foliage!

Experience history in Oshu

You can also try on ceremonial court lady robes and dress for an additional fee



Stroll around a retro town and experience the history of Iwayado

Flourishing as a trading center for supplies carried by boat on the Kitakami River, the Iwayado area is home to a number of traditional products such as chests of drawers and sweet bean jelly. Kuramachi Mall is a spot for visitors on foot featuring the original buildings where items are manufactured and is home to merchant storehouses. If you want to experience a trip back in time, a stroll through this retro area with its cobblestone-paved streets and lantern lights will grant your wish. Plenty of events are held here including the Wednesday market (every Wednesday from April to November), the Kuramachi Market, and Horoyoi Yokocho.

Kuramachi Mall

MAP P13-D2
Esashinakamachi, Oshu, Iwate
0197-31-1611
(Oshu Sightseeing and Products Association Esashi branch)
24 hours
Open 365 days a year
Available

Rediscover yourself in a rare Zen sitting meditation training experience

Zen sitting meditation is a type of ascetic training in Zen Buddhism. Practitioners sit in the correct posture and calm their minds, forgetting about daily worries and troubles in an attempt to rediscover themselves. Chuson-ji Temple offers the visitors the rare chance to try it. At Kosho-ji Temple, which serves as a Zen dojo, a priest will offer a detailed explanation of Zen sitting meditation where you can then try it for yourself.

Chuson-ji Temple

MAP P13-C4
202 Aza Kinutome, Hiraizumi, Hiraizumi-cho, Nishiiwai-gun, Iwate
0191-46-2211 8:30 - 17:00 (November 4 - end of February: 8:30 - 16:30)
None Available (for a fee)
<https://www.chusonji.or.jp/around/experience.html>

Price ¥1,000 **Time** 60 minutes
Capacity 10 people
Reservations Required up to 3 days in advance
Availability Year-round
Notes Please make advance reservations, as meditation may not be available due to temple services

Come face-to-face with yourself in Hiraizumi



Photos: Chuson-ji Temple

Draw a picture on traditional lacquerware handcraft in an authentic lacquer workshop

Lacquerware is a traditional craft that uses sap from a lacquer tree to apply layers of lacquer to wood or paper. Ochiya, a lacquer workshop that has been in business since the Meiji era, offers visitors the chance to participate in an authentic lacquering experience, using genuine, old-fashioned lacquer to draw a picture. Pictures can be drawn on chopsticks, straps, spoons, coasters, dishes, etc., and after drying at the workshop, can be sent to a designated address.

Price ¥4,400 and up **Time** 60 - 90 minutes
Capacity 1 - 50 people
Reservations Required up to 1 week in advance
Availability Year-round (closed Tuesday afternoons, Wednesdays)
Notes Real lacquer is used, which can irritate skin (If you have sensitive skin, we recommend bringing a rain coat and rubber gloves). Same-day cancellations are not accepted (The activity fee can be used to ship the planned lacquerware). Items are shipped one to two weeks after drying (additional shipping fees apply).

Ochiya

MAP P13-D4
1-7 Aza Kinutome, Hiraizumi, Hiraizumi-cho, Nishiiwai-gun, Iwate
0191-46-2306 9:00 - 17:00
Tuesday afternoons, Wednesdays
15 spots <https://ochiya.jp/kuras/>



Take Some Memories Home! Must-buy Souvenirs

Check out our collection of perfect souvenirs to remember your trip, including everything from simple sweets you'll want to eat again and again, to historic, traditional crafts!



**Oku no Hiraizumi
Karinto Manju (brown sugar)**
¥648 (8 pieces)

These Japanese sweets have a moist, soft texture, the fragrant sweetness of burnt dark molasses, and smooth sweet bean paste. You'll want to eat one after another of these bite-sized treats!

Chibakei Seika
☎0191-46-2791

Mainly found at MAP P13-D4

Nanohana Kashiho
11-1 Kozenji Aza Ishinose, Ichinoseki, Iwate
(Inside AEON Super Center Ichinoseki)



Nadai Atsuyaki Senbei
¥388 and up (6 pieces)

Nanbu Senbei, the famous rice cracker from Iwate, is combined with eggs, margarine, and sugar, and baked into a cookie-style senbei. This slightly sweet treat features fragrant whole peanuts.

Sasaki Seika
☎0191-23-5653

Mainly found at MAP P13-D5
Sasaki Seika Omachi Main Shop
3-44 Omachi, Ichinoseki, Iwate



Nambu Ironware
¥9,900 and up (iron kettle)

The iron culture of Iwate is said to have originated in the Hiraizumi era, and Nambu Ironware is a popular souvenir from Iwate. A wide variety of iron kettles, pots, and frying pans compatible with induction heating stoves are available at the factory shop.

OIGEN
☎0197-24-2411

Mainly found at MAP P13-D3
OIGEN Factory Shop
45 Mizusawahadacho Aza Horinouchi, Oshu, Iwate



**Kenjo
Tamura no Ume**
¥1,426 (6 pieces)

This Ichinoseki treat has been loved since it was first launched nearly 100 years ago. The plum paste with a refreshing sweetness and chewy rice cake wrapped in Japanese basil is a great way to enjoy the full flavor of plums.

Shoeidoh
☎0120-23-5008

Mainly found at MAP P13-D4
Hiraizumi Rest House
10-7 Hiraizumi Aza Sakashita, Nishiiwai-gun, Iwate



Tochi Guinomi
¥12,100 (2 piece set)

Tochi Guinomi, presented as gifts at the G7 Ise-Shima Summit, make the perfect souvenir or gift along with other traditional crafts made of shells, mother-of-pearl straps, and Hidehira-nuri chopsticks, a craft handed down since the Heian period.

Ochiya
☎0191-46-2306

Mainly found at MAP P13-D4

Ochiya
1-7 Hiraizumi Aza Koromonoseki, Nishiiwai-gun, Iwate

This treat, made with Naruto Kintoki, known as the king of sweet potatoes, is incredibly smooth. Pairing perfectly with the custard cream filling, this sweet is a dream that melts in your mouth.

Fleur Kikuya
☎0120-564-827

Mainly found at MAP P13-D3
Fleur Kikuya AEON Maesawa
2-85 Maesawamukaida, Oshu, Iwate



Oshu Potato
¥920 (5 pieces)



Iwayado Yokan
¥140 each (bite sized)

Iwayado Yokan, with a history of over 300 years, is a famous confection from Iwate with fans all over Japan. The easy to eat, bite-sized snack comes in many different flavors. Try them all!

Kaishindo
☎0120-35-2636

Mainly found at MAP P13-D2

Kaishindo Odaki
211 Esahiku Odaki Aza Chikaraishi, Oshu, Iwate

There are so many other interesting souvenirs!

Hiraizumi Hiraizumi Rest House TEL.0191-46-2011 MAP P13-D4, Roadside Station Hiraizumi TEL.0191-48-4795 MAP P13-D4
Ichinoseki Roadside Station Genbikei TEL.0191-29-2000 MAP P13-C4
Oshu Mizusawa Tourism and Product Center TEL.0197-22-7800 MAP P13-D3

All prices include tax. Details and prices are subject to change without notice. Please contact each facility for the latest information.

Event Calendar

These three areas are packed with a variety of seasonal events. Plan your trip around events you find interesting!

May 1 - 5

Hiraizumi

**Spring
FUJIWARA
Festival**

With so many events during the above period, there is something to do every day. The Minamono no Yoshitsune Procession to Edo from Motsu-ji Temple to Chuson-ji Temple is particularly impressive.

Location In Hiraizumi
Inquiries 0191-46-2110 (Hiraizumi Tourism Association)

MAP P13-C4



Fourth day of May

Hiraizumi

**Motsu-ji Temple
Banquet
by the Stream**

This event recreates an elegant form of Heian period entertainment, with cups of sake floating down the stream in the garden and the reciting of Japanese poetry.

Location Motsu-ji Temple (58 Hiraizumi Aza Osawa, Hiraizumi-cho, Nishiiwai-gun, Iwate)
Inquiries 0191-46-2331 (Motsu-ji Temple Office)

MAP P13-C4



Late June -
late July every year

Ichinoseki

**Hydrangea
Festival**

Hydrangea Pond - Photos provided by Ichinoseki Tourism Association

From late June, nearly 40,000 hydrangeas from 400 varieties including mountain hydrangea, hydrangea serrata, and hydrangea involucrata bloom across a massive botanical garden. The Hydrangea Pond shown in the photo is scheduled for about two weeks during the latter half of the season.

Location Michinoku Hydrangea Garden (111 Maikawa Aza Harasawa, Ichinoseki, Iwate)
Inquiries 0191-28-2349

MAP P13-D4



Mid-October

Ichinoseki

**Ichinoseki-
Hiraizumi
Balloon Festival**

This is the first round of the Hot Air Balloon Honda Grand Prix. Other events include riding a moored hot air balloon and a hot air balloon class.

Location Ichinoseki Waterfront Plaza (Kozenji, Ichinoseki, Iwate)
Inquiries 0191-21-8413 (Ichinoseki-Hiraizumi Balloon Festival Executive Committee)

MAP P13-D5



Late April

Oshu

**Hidaka Hibuse
Festival**

A procession of festival band floats decorated by each town association go through the streets to Hidaka Shrine to pray for safety from fires. The drumming performance at the climax is not to be missed.

Location On the streets of Mizusa, Oshu
Inquiries 0197-34-1760 (Oshu Tourism Department of commerce and industry, Commercial Tourism Section, Sightseeing product person in charge)

MAP P13-D2



May 3, 4

Oshu

**Esashi Jinku
Festival**

This celebration has its roots in the Iwayado Hibuse Festival. In addition to dances performed during the Toshiwairan, which falls under an unlucky year, 1,000 residents take part in a Jinku parade of traditional Japanese songs.

Location Main streets, parks, etc., in Esashi, Oshu
Inquiries 0197-34-1623 (Esashi Jinku Festival Executive Committee Office)

MAP P13-D2



Mid-June -
early July every year

Hiraizumi

**Motsu-ji Temple
Iris Festival**

The iris garden around the pond on the temple grounds is home to nearly 30,000 irises of 300 varieties. During the festival you can see an Ennen Dance, a tea party, and other events.

Location Motsu-ji Temple (58 Hiraizumi Aza Osawa, Hiraizumi-cho, Nishiiwai-gun, Iwate)
Inquiries 0191-46-2331 (Motsu-ji Temple Office)

MAP P13-C4



Mid-August

Ichinoseki

**National Microbrew
Beer Festival
in Ichinoseki**

At this event, you'll find over 100 microbrewed beers from across the country including local Ichinoseki brews. You can also enjoy local snacks that pair perfectly with the beer.

Location Ichinoseki Cultural Center Plaza /Ichinoseki Library 1F parking lot
Inquiries 0191-21-8415 (National Microbrew Beer Festival Ichinoseki Executive Committee)

MAP P13-D5



Night of 7th day of Lunar New Year -
following morning

Oshu

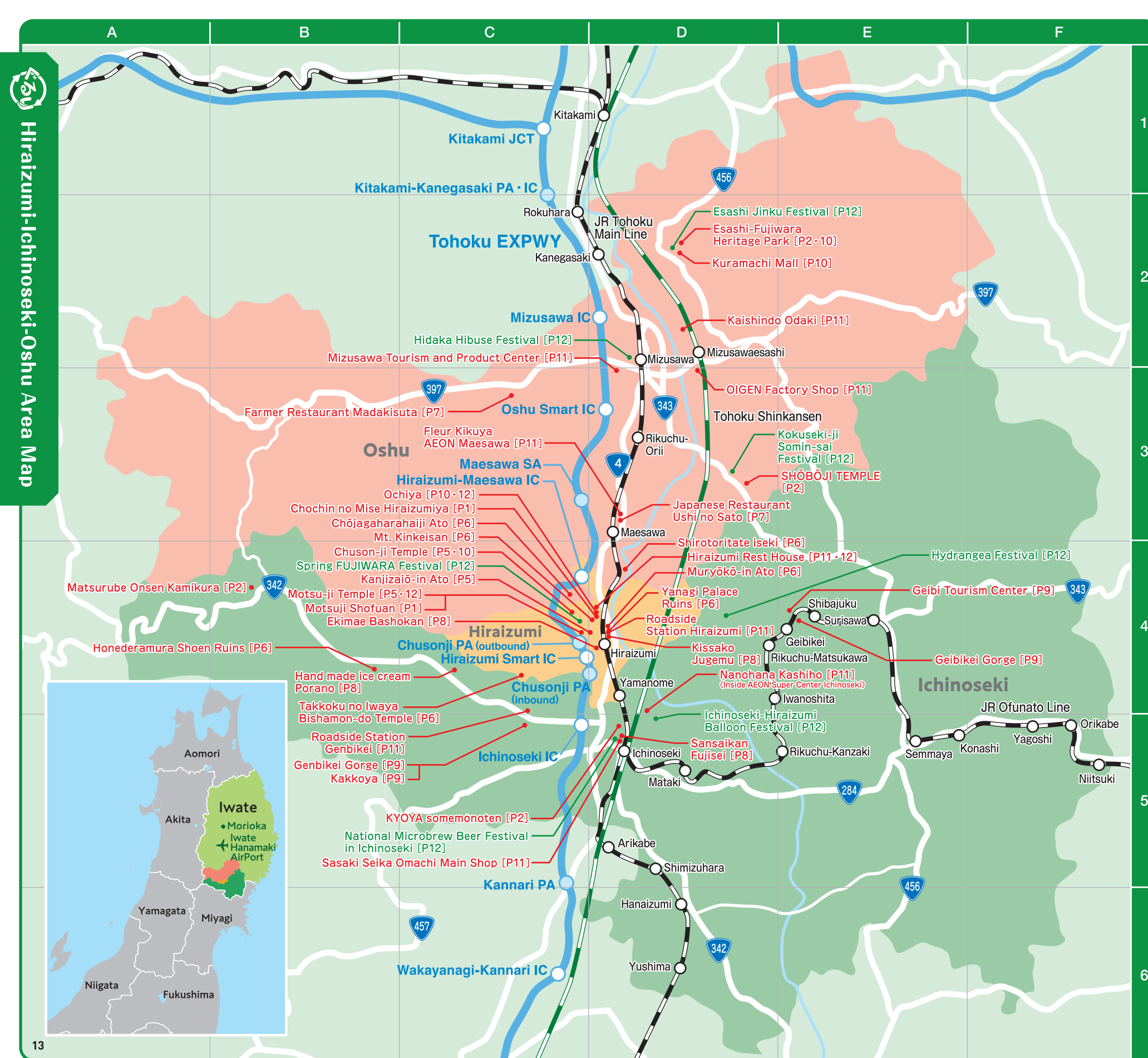
**Kokuseki-ji
Somin-sai
Festival**

Men wearing only loincloths pray for a rich harvest and eradication of disasters. The climax is a contest to capture the Somin bag which lasts until daybreak the following day.

Location Kokuseki-ji Temple (17 Mizusawakuroshicho Aza Yamauchi, Oshu, Iwate)
Inquiries 0197-34-1760 (Oshu Tourism Department of commerce and industry, Commercial Tourism Section, Sightseeing product person in charge)

MAP P13-D3





Access to Hiraizumi Ichinoseki Oshu

By shinkansen from across Japan

By Hayabusa (fastest)

Tokyo Sta.	About 120 min.	Ichinoseki Sta. (Ichinoseki)	About 8 min. by train	Hiraizumi Station (Hiraizumi)
Sendai Sta.	About 20 min.			
Shin-Aomori Sta.	About 110 min.			
Tokyo Sta.	About 140 min.	Mizusawa esashi Station (Oshu)		
Sendai Sta.	About 45 min.			
Shin-Aomori Sta.	About 100 min.			
Tokyo Sta.	About 120 min.	Ichinoseki Sta. (Ichinoseki)		
Sendai Sta.	About 20 min.			
Shin-Aomori Sta.	About 110 min.			

Via Iwate Hanamaki Airport from across Japan (by plane)

By car/expressway bus (requiring a fare)

By car/expressway bus (requiring a fare)

New Chitose Airport	About 55 min.	Iwate Hanamaki AirPort	About 45 min. by car	Hiraizumi
Nagoya Airport	About 70 min.		About 50 min. by train Get off at Hiraizumi Station	
Osaka International (Itami) Airport	About 80 min.		About 50 min. by car	Ichinoseki
Kobe AirPort	About 90 min.		About 60 min. by train Get off at Ichinoseki Station	
Fukuoka Airport	About 115 min.		About 40 min. by car	Oshu
			About 35 min. by train Get off at Mizusawa Station	

By car from across Japan

By turnpike roads

Urawa IC	About 300 min.	Ichinoseki IC (Ichinoseki)	About 9 min.	Hiraizumi-Maesawa IC (Hiraizumi · Oshu)	About 50 min.	Morioka IC
Sendai-Miyagi IC	About 70 min.				About 100 min.	Akita-Chuo IC

ETC-only Hiraizumi Smart IC and Oshu Smart IC are also available.

The information in this pamphlet is current as of September 2023. Content is subject to change after publishing. Note that prices and data may also be revised. Make sure to check the latest information before heading out. The committee accepts no responsibility whatsoever for any difficulties or damages arising from the information in this pamphlet. Thank you for understanding.

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