Discover the charm of Saijo, the City of Sake!

Complete Guide to Sakagura-dori AREA

Well-known for sake breweries, Sakagura-dori street has many other charms that entice the visitors. Enjoy the local cuisine and unique souvenirs.

販 ···Point of sale

* Some of the gourmet delights presented here require reservation. Please confirm with the respective restaurants if reservation is necessary.

Experience the gourmet delights of the sake breweries

KUGURIMON COFFEE's "carbonara udon" is a must-eat!

Jokamachi Udon

Chewy and silky udon noodles with sake kneaded into the dough. Enjoy the smoothness of the noodles as they slide down your throat!

販 KIREI

Bishu Curry

Cooked with KAMOIZUMI's sake and potatoes grown in Akitsu town of Hiroshima. Rich in taste with a hint of sake.

販 KAMOIZUMI

Recommended for those who are allergic to wheat!

Local dish "Komekara"

New local gourmet treat cooked with sake and rice flour. You will find the crispy, delicious flavor irresistible.

販 Shops in the vicinity of Saijo Station

Local dish "Bishunabe"

This dish was originally served to sake brewers. Seasoned with sake, salt, and pepper, this dish enhances the delicate flavor of each ingredient in the pot.

販 Shops in the vicinity of Saijo Station

Have a break with sake sweets!

Recommended for kids as well as for those who are not a big fan of sake!

Taru-senbei Crackers

Simple, old-fashioned crackers branded with the barrel logos of various sake breweries.

販 HIRATAYA HONPO, SAKURAYA

Sake Cake/Amazake Tart

販 KUGURIMON COFFEE

Nonta Cookies

販 KUGURIMON COFFEE

Touji-san Snack

Bean snack made of daiginjo-type sake lees.

販 KIREI

Sake Lees Karinto Cookies

Each brewery produces unique sake lees, which give karinto cookies their unique flavor. Enjoy karinto tasting!

販 KUGURIMON COFFEE, Sake breweries

Sake-no-ame Candy Sake Lees Candy

販 KIREI, FUKUBIJIN

Ice Cream Wafers with Daiginjo-type Sake Lees

販 KAMOIZUMI

Sake Lees Pudding

販 FUKUBIJIN

Sake Lees Bean Snack

Delicious, mildly ginger-flavored fava beans coated with the sake lees produced by KAMOIZUMI.

販 KAMOIZUMI

Sake Lees Cookies

販 SANYOTSURU

Sake Lees Hot Chocolate

販 Ah-un

Gelato

販 SAIJOTSURU,KIREI, FUKUBIJIN

Bean Paste-filled Sake Bun

Smooth bean paste wrapped in a thin layer of delicious, sake-flavored dough.

販 Fukutomido, KUGURIMON COFFEE

Sake Fruit Cake

Dry fruit is soaked in the vintage sake brewed by KAMOIZUMI and sake lees are kneaded into the dough.

販 KAMOIZUMI

Kamotsuru Sake Cake

Enjoy the fragrant, delicate flavor of the cake with a hint of sake.

販 KAMOTSURU

Sake Lees Caramels

The label of this product has been designed by the students of Hiroshima University. Developed by the Tourism Association, this collaborative product attracts many repeat customers.

販 Omiyage Kaido Street, Sakagura-dori Tourist Information Center

Taru Monaka Wafers Bin Monaka Wafers

Taru-shaped (barrel-shaped) monaka wafers and bin-shaped (bottle-shaped) monaka wafers branded with the logo of the brewery.

販 SAKURAYA

Click! Attracting objects in the Sakagura-dori street

Have your picture taken with Nonta!

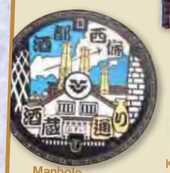
Here are some of the unique places you will find while strolling through Sakagura-dori street. Enjoy visiting many of the attractive sights of Saijo, the City of Sake.

Nonta face panel

Have your picture taken by becoming part of the chimney and the sugidama orb that are characteristic of Sakagura-dori street!

Motif

Look up to find a miniature namako-kabe wall and a sake brewery!



Manhole

A uniquely designed manhole that can only be found on Sakagura-dori street. The same motif is used on the key rings and hand towels that are sold as souvenirs.

Namako-kabe wall

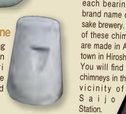
A wall covered with black square tiles joined with raised plaster. Namako is a Japanese word for sea cucumber.

Sugidama orb

A sugidama orb (also called a sakabayashi), which is the symbol of a sake brewery, hangs under the eaves outside the front of the brewery. Some brewers replace the orb with a new one to announce that a new brew of sake has been produced.

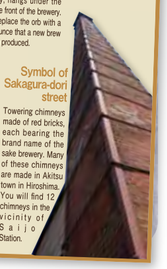
Kakari-ishi weight

A weight that was once used on a traditional compressor called a tune, which is no longer in use.



Kutsuishi stone

A stone standing nonchalantly on Sakagura-dori street. This stone is usually placed under a tank.



Symbol of Sakagura-dori street

Towering chimneys made of red bricks, each bearing the brand name of the sake brewery. Many of these chimneys are made in Akitsu town in Hiroshima. You will find 12 chimneys in the vicinity of Saijo Station.

A wave of red roof tiles of the sake breweries

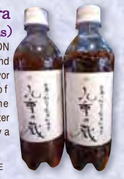
Coated with a glaze and baked at a high temperature, the red tiles can withstand freezing temperatures. These tiles belong to the Sekishu tile family.

Selection of local souvenirs: Sake brewery goods!

Kokonoe-no-kura coffee (Coffee beans)

Available from KUGURIMON COFFEE, this coffee blend offers sharp and fresh flavor that reminds you of daiginjo-type sake. The blend was determined after coffee tasting performed by a group of master brewers.

販 KUGURIMON COFFEE



Fukubijin soap

販 FUKUBIJIN

Moisturizing mask

販 KAMOIZUMI

Suppin beauty soap

Soap made of ginjo-type sake lees. Additive free and gentle on the skin.

販 KIREI

Nonta mascot

A local costumed mascot character, available in two versions: festival type and student type.

販 Omiyage Kaido Street, Sakagura-dori Tourist Information Center

Original Washcloth produced by Saijo Suteki Committee

販 Omiyage Kaido Street, shops

T-shirt with sake labels

T-shirt with Higashihiroshima's sake labels printed on it. A unique design that will remind you of the City of Sake.

販 Omiyage Kaido Street, Sakagura-dori Tourist Information Center

Coasters

Goods made of tatami mat corners

販 KAMOIZUMI, KUGURIMON COFFEE

Accessory pouch

Nonta bun

販 SAINT ETOILE, Saijo chain

Nonta key rings

Original Nonta key rings available from each sake brewery.

販 Sake breweries

Maekake aprons

Fashionable aprons that have the name of the sake brewery printed on them. The length and color of the aprons vary with sake brewery.

販 Sake breweries

Tote bags

Popular heavy-duty bags made of the same material used to make the maekake aprons.

販 KIREI,FUKUBIJIN, KAMOIZUMI

Tokkuri sake bottle

The tokkuri sake bottle sold by KIREI has a cute tortoise illustrated on it!

販 Sake breweries

Nonta CD

A CD with original songs about Nonta. Some of the famous artists in Hiroshima also participated in the production of this CD.

販 Omiyage Kaido Street Sakagura-dori Tourist Information Center

Nonta good-luck charm

Carry this good-luck charm with you so that Nonta will protect you from any sake-related troubles!

販 Omiyage Kaido Street, Sakagura-dori Tourist Information Center

Manhole key rings Manhole towels

Key rings and towels with a uniquely designed manhole that can only be found in the Sakagura-dori street.

販 Omiyage Kaido Street Sakagura-dori Tourist Information Center

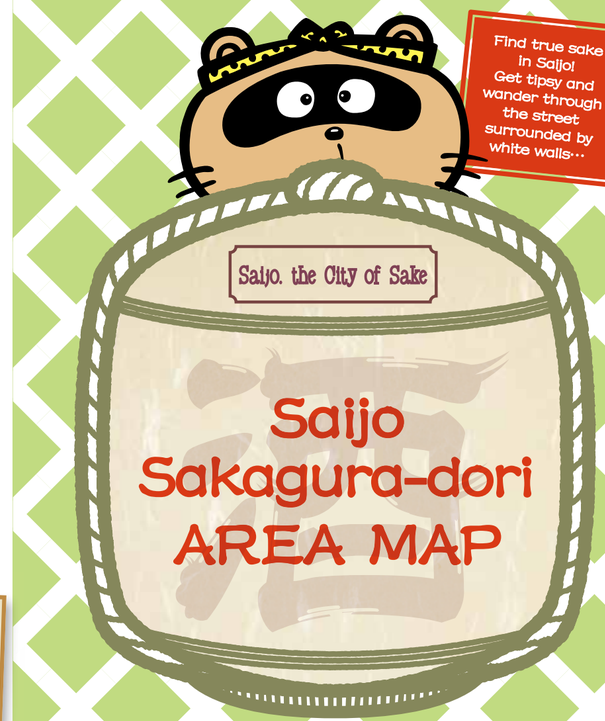
Restaurant

(The last order time is shown in parentheses.) Kome kara ···Restaurants that serve Bishu nabe the gourmet delights

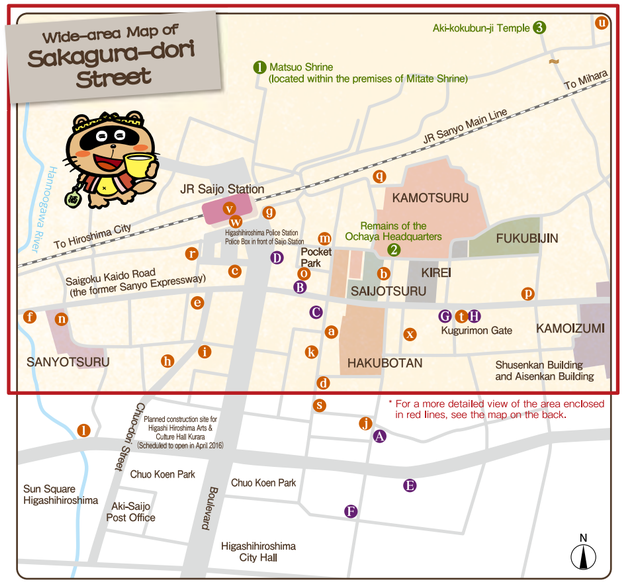
MAP				
a	Grilled meat	Honmamon	Kome kara	[TEL] 082-422-2916, [Closed on] Tuesdays [Open hours] 11:30 - 14:30 (14:00)/17:00 - 22:00 (21:30)
b	Western cuisine/Japanese cuisine/ Bishu-nabe pot dish	FRANCE-YA	Bishu nabe Kome kara	[TEL] 082-422-6008, [Closed on] Western cuisine floor: Thursdays/3rd & 4th Mondays, Japanese cuisine floor: Wednesdays/1st & 2nd Mondays [Open hours] Western cuisine floor [Fr] 11:30 - 14:00/17:30 - 21:00 (20:30), Japanese cuisine floor [Fr] 11:30 - 14:00/17:00 - 22:00 (21:00)
c	Japanese cuisine	Shounosuke	Kome kara	[TEL] 082-424-2088, [Closed on] No regular holidays [Open hours] 17:30 - 24:00/Reservation required for lunch banquet.
d	Japanese cuisine	Fujitake Reservation required by the day before.	Bishu nabe	[TEL] 082-422-8337, [Closed on] Sundays and national holidays [Open hours] 12:00 - 14:00 (Mon. - Fri., closes early when lunch meals are sold out)/17:00 - 22:30
e	Japanese cuisine	KUSHIAGE AJISAI		[TEL] 082-424-5700, [Closed on] No scheduled holidays [Open hours] 11:30 - 14:00 (13:30)/17:30 - 22:00 (21:00)
f	Japanese cuisine	Fukumasa Reservation required by the day before.	Bishu nabe	[TEL] 082-424-5700, [Closed on] No scheduled holidays [Open hours] 12:00 - 14:00 (reservation required)/17:00 - 23:00 (reservation required)
g	Sushi	Sushi-tei		[TEL] 082-431-4700, [Closed on] Open seven days a week (except for year-end & New Year holidays) [Open hours] 11:30 - 22:00 (21:30) (open during lunch hours on Sundays and holidays only)/17:00 - 24:00 (23:30) (Mon. - Sat.)
h	Okonomiyaki Japanese pizza	Tama-tama		[TEL] 082-422-5489, [Closed on] Sundays and national holidays [Open hours] 11:00 - 14:00/17:00 - 21:00
i	Japanese cuisine	Danryu		[TEL] 082-493-7272, [Closed on] Open seven days a week(except for the year-end and New Year holidays) [Open hours] 11:30 - 14:00/17:00 - 23:00
j	Japanese cuisine	Whole-hearted Japanese cuisine Hana-temari Reservation required by the day before.	Bishu nabe Kome kara	[TEL] 082-422-0033, [Closed on] Wednesdays [Open hours] 11:30 - 14:30/17:30 - 22:00
k	Japanese cuisine	Kappo KIKUSUI Reservation required by the day before.	Bishu nabe	[TEL] 082-421-8870, [Closed on] Mondays [Open hours] 11:30 - 14:30 (14:00)/17:00 - 22:30 (22:00)
l	Japanese cuisine	Suigun-no-sato Reservation required by 3 days before.	Bishu nabe	[TEL] 082-431-4777, [Closed on] No scheduled holidays [Open hours] 11:30 - 14:30 (14:00)/17:00 - 22:30 (22:00)/23:30 (23:00) only busy period in December
m	Food stall village in front of the station	Sakagura Yokocho Ukokkei Ramen Noodles RYU		[Closed on] No scheduled holidays [Open hours] 12:00 - 14:00 (Mon., Wed., Fri., Sat., and Sun.)/18:00 - 2:00 next morning (Mon. - Thu.)/ 18:00 - 3:00 next morning (Fri. and Sat.)
n	Japanese cuisine	Kubomachi-kappo Shinsuke Reservation required by the day before.	Bishu nabe Kome kara	[TEL] 082-422-7950, [Closed on] Sundays and national holiday Mondays [Open hours] 11:00 - 14:00/17:00 - 21:00
o	Fried vegetables and meat on skewers	Fuudo	Kome kara	[TEL] 082-490-3824, [Closed on] Mondays [Open hours] 11:30 - 14:00 (open during lunch hours on Fri., Sat., and Sun. only)/16:00 - 24:00
p	Italian cuisine	OSTERIA SERENO		[TEL] 082-423-8767, [Closed on] 1st Monday and every Tuesday [Open hours] 11:00 - 15:00 (14:00)/18:30 - 22:00 (20:30)
q	Ramen noodles/ dipping noodles	Yoroshiku		[TEL] 082-490-4348, [Closed on] Tuesdays [Open hours] 11:00 - 15:00 (14:30)/18:00 - 23:00 (22:30)
r	Ramen noodles and delicacies	Aozou		[TEL] 082-490-5705, [Closed on] Tuesdays [Open hours] 11:30 - 14:00/18:00 - closes when the soup is sold out
s	Variety store/cafe	Coffee & Household Goods Shop: Ah-un		[TEL] 082-423-2729, [Closed on] Mondays and unscheduled Sundays [Open hours] Around 11:00 - 18:00
t	Cafe & Souvenirs	KUGURIMON COFFEE	Kome kara	[TEL] 082-426-3005, [Closed on] 2nd and 4th Tuesdays [Open hours] 10:00 - 17:00 (16:30)
u	Japanese food/ variety store	Gallery Housenka		[TEL] 082-422-0866, [Closed on] Wednesdays and every 4th and 15th day of the month [Open hours] 11:30 - 14:00/17:00 - 21:00 (variety store open hours: 10:30 - 16:00)
v	Bakery cafe	SAINT ETOILE, Saijo chain		[TEL] 082-437-3838, [Closed on] Open seven days a week [Open hours] 7:00 - 21:00 (20:30)
w	Udon and buckwheat noodles	Ekimenya		[TEL] 082-493-7103, [Closed on] Open seven days a week [Open hours] 7:00 - 21:00 (20:30)
x	Cafe	Cafe Trecasa		[TEL] 082-430-7662, [Closed on] Wednesdays/1st & 3rd Tuesdays [Open hours] 11:00~19:00(18:30)

Souvenir shops

MAP			
A	Sake	Kakei Liquor Store	[TEL] 082-422-2752, [Closed on] Sundays, national holidays [Open hours] 8:00 - 20:30
B	Sake	Sugii Liquor Store	[TEL] 082-422-2671, [Closed on] Open seven days a week [Open hours] 9:00 - 19:00(- 18:00 on Sundays and holidays)
C	Taru-senbei rice crackers	Taru-senbei Rice Cracker Shop Hirata-ya	[TEL] 082-422-2400, [Closed on] Open seven days a week [Open hours] 7:00 - 18:00
D	Japanese sweets and bean-jam-filled wafers	SAKURAYA, flagship store in front of Saijo Station	[TEL] 082-422-2513, [Closed on] Open seven days a week [Open hours] 8:30 - 19:30
E	Bakery	BAGERI AELLING	[TEL] 082-423-8725, [Closed on] Unscheduled Sundays and national holidays [Open hours] 8:00 - 18:30
F	Japanese sweets and bean paste-filled sake buns	Fukutomido	[TEL] 082-422-2703, [Closed on] Sundays [Open hours] 8:00 - 18:00
G	Souvenirs	Saijo Sakagura-dori Tourist Information Center	[TEL] 082-421-2511, [Closed on] Mondays and year-end/New Year holidays [Open hours] 10:00 - 16:00
H	Sake	Okada Liquor Store	[TEL] 082-422-2618, [Closed on] No scheduled holidays [Open hours] 10:00 - 17:00



Higashihiroshima City Tourism Association
(public interest incorporated association)
www.hh-kanko.ne.jp



Free Guided Walking Tours

The tours take between one and a half hours to two hours. Please note that this tour is conducted in Japanese.

Sakagura no machi "Teku-teku Guide"

[schedule] 10th of every month
[departure time] sometime between 10:00 and 11:00
[starting point] Higashihiroshima City Tourist Information Center

Walk the town with a local guide

[schedule] Every Sunday [departure time] 10:30
[starting point] Higashihiroshima City Tourist Information Center
*Walk the town with a local guide is also held on Saturdays in January and February.
*These tours are not available during Bon holiday and the year-end and New Year holidays.

Please address your inquiries to, or book a private tour guide (paid guide) at: Saijo Sakagura-dori Information TEL: 082-421-2511

Inquiries

Saijo Sakagura-dori Tourist Information Center
TEL & FAX: 082-421-2511/10:00 - 16:00 (closed on Mondays)

Higashihiroshima City Tourist Information Center
TEL: 082-430-7701/9:00 – 17:00 (closed from 12:00 to 13:00)

Higashihiroshima City Tourism Association
(public interest incorporated association)
TEL: 082-420-0310, FAX: 082-420-0329
2F Higashihiroshima Chamber of Commerce and Industry
7-23-35 Saijo-chuo, Higashihiroshima City Hiroshima 739-0025
Website: http://www.hh-kanko.ne.jp/
Email: office@hh-kanko.ne.jp

The information presented here is true as of March 2015, and is subject to change without notice.

Issued December, 2015

Saijo,
the City of
Sake

Saijo Sakagura-dori AREA MAP

The Sakagura-dori street was once a post-town called Yokkaichi.
Today, there are seven sake breweries in the vicinity of Saijo Station.
During the sake-making season, you can catch a hint of new sake brew aroma in the breeze.
The streets are lined with the white walls and red-brick chimneys of sake breweries. Here and there,
you will find traditional Japanese gates and merchant houses.
Let your thoughts wander into the history of the City of Sake.

Legend:

- Information center
- Mother water well
- Western-style building
- Information sign
- Car park
- Whole-street Museum sign
- W.C. Toilet

* Use good manners when drinking water from the mother water well.
* The alphabets on this map are related to the list on the reverse side.

Nonta
Higashihiroshima City's tourism mascot. Loves festivals and parties! Although a bit mischievous when drunk, he is a nice guy who is carefree and cheerful.

You will find many unique exhibits here!
Look for this sign!
Saijo Sakagura-dori street
Whole-street Museum
All of Sakagura-dori street is like a big museum!
Here and there on the street, you will find interesting exhibits relating to the sake culture of Saijo and a selected local collection of sake-related goods.

Matsuo Shrine 1
(located within the premises of Mitate Shrine)
JR Saijo Station
2F
1F
W.C.
Omiyage Kaido Street -Saijo-
Higashihiroshima Police Station Police Box in front of Saijo Station
JR Sanyo Main Line
Hannoogawa River
To Hiroshima City
Saigoku Kaido Road (the former Sanyo Expressway)
Pocket Park
South Exit of Saijo Station
Chuo-dori Street
Boulevard

Higashihiroshima City Tourist Information Center
(2nd floor of JR Saijo Station)
Provides information on the entire city as well as access information.
TEL: 082-430-7701, Open 9:00 - 17:00 * Closed from 12:00 to 13:00.

Have your picture taken with Nonta raising a toast to you!
The namako-kabe-style wall pattern is rendered on the glass doors, which reminds you of rich mountains and the clean water that is essential for sake brewing. Try finding the story of sake brewing that is secretly woven into the wall pattern.
Ask the staff to take a picture of you standing in front of these glass doors!

Remains of the Ochaya Headquarters 2
Sake Monument
What does sake mean to you? Take a look at the artistically rendered Chinese character representing the word "sake" as well as an essay written by a renowned writer.
Showroom
KAMOTSURU Ichi-go-kan Building
Ginkokan Building
3 SAIJOTSURU
5 KIREI
Western-style Building
During the period from Taisho era to Showa era, several western-style buildings, which were then considered modern and which resembled the public offices, were constructed. These buildings have been used by sake breweries as offices.
4 KAMOTSURU
Chimneys
You will find a total of 12 chimneys rising from sake breweries in Sakagura-dori street. Some of them are still in use.
6 FUKUBIJIN
7 KAMOIZUMI
Kugurimon Gate
Kugurimon Gate
This building is unique in that there is an alleyway passing through the middle of the building. Renovated in 2011, it has multipurpose spaces where events such as exhibitions are held.
Shusenkan Building and Aisenkan Building

Saijo Sakagura-dori Tourist Information Center
Distributes brochures, provides information on Sakagura-dori street, and sells local souvenirs.
TEL: 082-421-2511, Open 10:00 - 16:00, Closed on Mondays
* Open on holiday Mondays, in which case the Center is closed the following day (Tuesday).

HAKUBOTAN Enpo-gura Brewery
The first sake brewery in Saijo, the City of Sake. Enjoy the beautiful landscape where distinct sake brewery buildings constructed during different eras (Edo, Meiji, and Showa eras) stand side by side in harmony. You will also find a cooperplate describing the history of HAKUBOTAN.
2 HAKUBOTAN
1 SANYOTSURU

3 Aki-kokubun-ji Temple
To Mihara

Sakagura-dori Street Course

Starting from and ending at Saijo Station, this course covers an ideal walking distance that allows you to stroll through the Sakagura-dori street at ease.

- Matsuo Shrine (located within the premises of Mitate Shrine)
- Approx. 10 minutes
- A bit far but worth visiting!
- SANYOTSURU
- Approx. 8 minutes
- JR Saijo Station
- Approx. 2 minutes
- HAKUBOTAN Enpo-gura Brewery
- Approx. 2 minutes
- HAKUBOTAN
- Approx. 1 minutes
- SAIJOTSURU
- Approx. 3 minutes
- KIREI
- Approx. 3 minutes
- KAMOIZUMI
- Approx. 1 minutes
- FUKUBIJIN
- Approx. 1 minutes
- KAMOTSURU
- Approx. 3 minutes
- Remains of the Ochaya Headquarters
- Approx. 1 minutes
- Shusenkan Building and Aisenkan Building
- Approx. 5 minutes
- Kugurimon Gate

Saijo Sakagura-dori Tourist Information Center
Stamp the Nonta symbol here!

Come Visit
the Temples and Shrines

From olden times, Saijo has been the center of politics and culture of the Akinokumi district. Saijo has many temples and shrines of historic importance. Since they are located within a walking distance from Sakagura-dori street, you might enjoy visiting them along with the tour of sake breweries.

walk from JR Saijo Station 2 minute

1 Matsuo Shrine (located within the premises of Mitate Shrine)

The guardian spirit of sake in Saijo, the City of Sake. This spirit is part of the spirit enshrined in Matsuo Shrine in Kyoto, which is one of the three greatest spirits of sake in Japan. After being imparted with this spirit, a new Matsuo Shrine was built within the premises of Mitate Shrine sometime in the late 1920s. Every November before sake brewing begins, the Saijo Sake Brewers Association holds a ceremony here to pray for successful sake brewing. Sake barrels are placed in front of the altar of Mitate Shrine.

walk from JR Saijo Station 3 minute

2 Remains of the Ochaya Headquarters

The remains of the Ochaya headquarters, where feudal lords and important government officials used to stay during the Edo era. In those days, the Ochaya headquarters was the largest of the 9 headquarters set up in the Hiroshima domain. Unfortunately, the headquarters was demolished in the Meiji era. Only the gate of the headquarters was restored at a later date, which still stands today. The stone walls were created by using the traditional random-style masonry and those were created by using the modern valley-style masonry surround the area.

walk from JR Saijo Station 10 minute

3 Aki-kokubun-ji Temple

Designated as a national historic site, this temple is one of the provincial monasteries built in 60 locations throughout the country in the Nara era. This temple is also famous for the many cultural assets it holds, including the seated wooden statue of the Buddha of Healing, the deva gate, and the Gomado hall.

2 HAKUBOTAN — A 4 minute walk from JR Saijo Station — Tasting sake and Purchasing available

One of the oldest sake breweries in Hiroshima, founded in the 3rd year of the Enpo era (1675).The name "HAKUBOTAN" (which literally means white peonies) takes after the family crest of the Takatsukasa family, one of the five families of the Fujiwara clan in Kyoto. HAKUBOTAN's sake is characterized by its sweet flavor, and known as the favorite sake of Sousei Natsume and Shiko Munakata.

15-5 Saijo-honmachi, Higashihiroshima City TEL: 082-422-2142

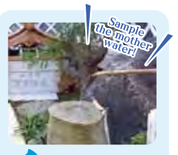
Miniature Gallery on Sakagura-dori Street

Main exhibits:
- Shiko Munakata's works (copies)
- Labels attached to HAKUBOTAN's sake bottles

This gallery exhibits and presents Shiko Munakata's works that portray the sake brewery and history of HAKUBOTAN.

Highlight:
Wood block prints by Shiko Munakata
The wood block print of Shiko Munakata's work called the "Peonies" hang on the wall. His work is also printed on some of the labels attached to HAKUBOTAN's sake bottles.

Sample the mother water!



2 Myoga Water
The water from this well has been used for over 300 years. According to lore, it used to quench the thirst of tired travelers.

4 KAMOTSURU — A 4 minute walk from JR Saijo Station — Tasting sake and Purchasing available

One of the major sake breweries in Hiroshima. In 1958, KAMOTSURU started brewing ginjo-type sake, which was one of the first attempts made in the country. KAMOTSURU's ginjo-type sake is one of the best in Japan. The white walls of the breweries are in good harmony with the Western-style building constructed in 1927.

4-31 Saijo-honmachi, Higashihiroshima City TEL: 082-422-2121

KAMOTSURU Showroom

Main exhibits:
- Tools used for sake brewing
- DVD footage of the sake brewing process
- Labels attached to KAMOTSURU's sake bottles

The traditional sake brewing process is introduced through the video and tools used for brewing sake which can be actually touched.

Highlights:
Scenery of elegant white walls
The white walls and namako-kabe walls surrounding the spacious establishment are a spectacular sight. The view of piled-up sake barrels is something you can only come across in sake breweries.

Sample the mother water!

4 Fukujin Well
KAMOTSURU uses the mild tasting water from this well in all its sake brewing processes.

6 FUKUBIJIN — A 6 minute walk from JR Saijo Station — Tasting sake and Purchasing available

Founded in 1917 with investments from sake brewers from across the country, FUKUBIJIN was formerly called the Saijo Sake Brewing School, where they taught sake brewing techniques and produced a number of sake brewing masters who went to work for sake brewers based in various parts of the country. FUKUBIJIN is the biggest seller of Chinese Zodiac symbol-labeled bottles in Japan, which are only sold at the end of each year as a seasonal tradition.

6-21 Saijo-honmachi, Higashihiroshima City TEL: 082-423-3148

House of Sake Knowledge

Main exhibits:
- Square pieces of fancy paper bearing the Chinese character representing the word "National Liquor" written by the prime ministers of Japan
- The first sake barrel used for fund raising by the Hiroshima Toyo Carp baseball team
- Labels attached to FUKUBIJIN's sake bottles

Look at the calligraphy of the word "National Liquor" and enjoy chatting with your friends about Japanese sake.

Highlights:
Ebisu-gura brewery
This brewery exhibits the first sake barrel that was used for the famous fund raising activities undertaken by the Hiroshima Toyo Carp baseball team, the Chinese Zodiac symbol-labeled bottles, and other items relating to sake.

Sample the mother water!

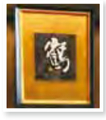
6 Bijin-no-ido Well
Soft and mild on the tongue. Water from this well is believed to enhance the beauty of the drinker.

1 SANYOTSURU — An 8 minute walk from JR Saijo Station — Tasting sake and Purchasing available

Founded in 1912, the brewery was initially named "KUROMATSU SANYOTSURU", which literally means "black pine trees of the Sanyo Expressway and a crane". SANYOTSURU directly manages a restaurant chain called "Sourin" in Hiroshima City, where SANYOTSURU's sake is served.

6-9 Saijo-okamachi, Higashihiroshima City TEL: 082-423-2055

Relationship between Japanese sake and calligraphy



Main exhibits:
- Labels attached to SANYOTSURU's sake bottles
- Shuntei Adachi's calligraphic works
- Shigeru Okada's calligraphic works

Enjoy the exhibit of the word "Sake Festival" written by the calligraphic artist Shuntei Adachi as well as other elegant works of calligraphy.

Highlight:
SANYOTSURU stand
If you're lucky, you will be greeted by the staff cat. The shop sells sake and various goods including sake containers, maekake aprons, and T-shirts.

Sample the mother water!

1 Kuromatsu Well
The source of the well water is located relatively close to (approximately 10 m below) the ground. You can sample the well water during daytime hours.

3 SAIJOTSURU — A 5 minute walk from JR Saijo Station — Tasting sake and Purchasing available

SAIJOTSURU's sake is brewed with the water pumped up from the well drilled during the Tempo years of the Edo era and by using a traditional technique handed down through generations of master brewers in Hiroshima. It has been repeatedly awarded the Gold quality label by Monde Selection. Inside the building adorned with beautiful black latticework, you can buy ginjo sake-flavored gelato.

9-17 Saijo-honmachi, Higashihiroshima City TEL: 082-423-2345

Traditional sake brewing technique

Main exhibits:
- Panels describing the sake brewing process
- Labels attached to SAIJOTSURU's sake bottles

SAIJOTSURU introduces you to the original traditional sake brewing technique that has been used since the Tempo era.

Highlight:
Stained glass
This brewery was built during the mid-Meiji era. You will find a stained glass door with a crane illustrated on it at the entrance to the office.

Sample the mother water!

3 Tempo-isui Well of the Edo Era
This well was drilled when SAIJOTSURU was founded. You can easily find this well because it is directly facing the street.

5 KIREI — A 6 minute walk from JR Saijo Station — Tasting sake and Purchasing available

Around in 1897, the brewery was named KIREI. A Chinese character meaning "tortoise", which symbolizes long life and prosperity, was incorporated into the name of the brewery. While most breweries in Hiroshima Prefecture produce relatively sweet sake, KIREI 's sake is characterized by its dry flavor. The family crest that adorns the brewery indicates that the founder of the brewery might have once served the prestigious Mouri family.

8-18 Saijo-honmachi, Higashihiroshima City TEL: 082-422-2171

Gallery of sake and tortoises

Main exhibits:
- Stuffed tortoise
- Labels attached to KIREI's sake bottles
- Tools used for sake brewing

You will find various tortoise goods collected by KIREI, whose name contains a Chinese character that means "tortoise".

Highlight:
Manekiya shop
This shop sells a variety of original goods, including the Jokamachi udon noodles and sake lees soap. Enjoy the video footage of the sake brewing process played in the shop.

Sample the mother water!

5 Maneki Well
This well produces sweet tasty water pumped up from 14 m below the ground.

7 KAMOIZUMI — An 8 minute walk from JR Saijo Station — Tasting sake and Purchasing available

A major pure rice sake brewer in Hiroshima, founded in 1912, KAMOIZUMI was one of the first breweries in Japan to start producing pure rice sake made exclusively from rice and koji mold. KAMOIZUMI's sake has a rich flavor and the bright golden color that is characteristic of pure rice sake.

2-4 Saijo-kamiichi-cho, Higashihiroshima City TEL: 082-423-2118

Indigo dyeing gallery

Main exhibits:
- Indigo dyed handiworks
- Panels describing the basics of indigo dyeing

Library of books on sake

Main exhibits:
- Books on sake
- Labels attached to KAMOIZUMI's sake bottles

Highlights:
Shusenkan building and Aisenkan building
The former Hiroshima Prefectural Saijo Sake Brewery was renovated to create these buildings. The "Trial Sake Set" is popular among tourists along with many other souvenirs.

Sample the mother water!

7 Kamoizumi Well
A well owned by KAMOIZUMI, which is located beside the Jiromaru well.