

Access

Shinkansen

Morioka Sta.	About 50 min	Shin-Aomori Sta.	About 1 hr 5 min	Shin-Hakodate-Hokuto Sta.
	About 2 hrs 10 min		Tokyo Sta.	

i East Japan Railway Company (<http://www.jreast.co.jp/e/>)

Airplane

Iwate Hanamaki Airport	JAL, About 55 min	New Chitose Airport
	FDA, About 1hr 10 min	Nagoya Airport
	JAL, About 1hr 25 min	Osaka International Airport
	JAL, About 2 hrs	Fukuoka Airport

i Iwate Hanamaki Airport (<http://www.hna-terminal.co.jp/en/>)

Bus

Morioka Sta.	About 2 hrs 44 min	Aomori Sta.
	About 2 hrs 27 min	Sendai Sta.
	About 7 hrs 25 min	Tokyo Sta.

i Northern Iwate Transportation Inc. (<http://www.iwate-kenpokubus.co.jp>)

JR Bus Tohoku Co., Ltd. (<http://www.jrbustohoku.co.jp>)

Iwate-ken Kotsu Co., Ltd. (<http://www.iwatekenkotsu.co.jp>)

Iwate Prefecture

Address: 10-1 Uchimaru, Morioka city, Iwate Pref. 020-8570 Japan

Phone: +81-19-651-3111 (Hours: 8:30 a.m. to 5:00 p.m.)

www.pref.iwate.jp



IWATE TRADITIONAL DISHES

FREE

岩手県 食の匠

Culinary journey to enjoy local cuisine made by Iwate Traditional Food Master.

Iwate Prefecture is blessed with the delicious bounty of both the mountains and the ocean, and a unique traditional culinary tradition using these local ingredients has been handed down through generations here. The local cuisine is full of rustic appeal. Come and experience the traditional flavor that has been passed along locally for generations.

Prefecture Profile

Iwate prefecture is located in the Tohoku region of northeastern Japan. Iwate is both vast and possessed of rich unspoiled nature. This setting combined with the local climate and natural features have given rise to a distinctive culinary culture. It takes 2 hours and 10 minutes to reach Morioka station, where the prefectural capital is located, from Tokyo by Shinkansen.



Gold is a symbol of abundance, unchanging value and trust.

"Iwate, the golden country," expresses the abundance and reliability of Iwate, from its proud history and culture of Hiraizumi, the amazing natural landscape, the high quality safe forestry, fishery and agriculture products, the traditional performance arts and crafts of each area, to the industrious and sincere human resources, and more.



Note:

The information published in this pamphlet is accurate as of March 10, 2017. The product names, tourist spots, hours and schedule information for shops, etc. is subject to change. Please confirm prior to departing.

Photos may differ from actual menu items and products. The scale, locations, and transit times on the maps are approximations.



Spring

[Kitakami city]

Tenshochi (in Kitakami city) was selected as one of the 100 best places to view cherry blossoms in Japan. Trips on sightseeing boats on the Kitakami River and rides on horse drawn carts through tunnels of cherry blossoms are also popular.

Summer

[Miyako city]

"Jodogahama Beach" in Miyako city on the Sanriku Coast. This place received its name long ago when a visiting monk declared, "It looks just like the Buddhist Pure Land Paradise (which is pronounced Jodo)."



The Golden Country

Iwate Prefecture

A prefecture located in the Tohoku region of Japan.



Autumn

[Ichinoseki city]

In the fall, a trip on a sightseeing boat at Geibikei Gorge (in Ichinoseki city) is recommended to gaze up at the fall colors. The gorge is more than 50 meters deep, and continues for about two kilometers.

Winter

[Shizukuishi town]

Koiwai Farm (in Shizukuishi town) is a popular sightseeing spot. There is a fantastic snow festival held in the winter where visitors can enjoy a slide made of snow, little restaurants in snow huts, and many other events.



岩手県 食の匠

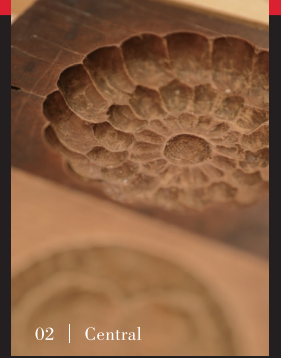
I w a t e T r a d i t i o n a l F o o d M a s t e r

Since 1996, Iwate prefecture has registered 259 individuals and groups that preserve and pass on local food culture, skills and knowledge of traditional cuisine to the next generation as “Iwate Traditional Food Master”.



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Cover Photo

In this photo, foreign visitors expressed their delight at their first experience with “artisanal chefs from Iwate” that continue the traditions of Iwate’s local culinary culture using various distinctive ingredients from each area.



Foreigner’s first experience tasting traditional cuisine of Iwate.

5 people from foreign countries tried Iwate’s local cuisine. What surprised them and what did they discover?



Name Marsya
Birthplace Indonesia
Age 22
Years in Japan 2 years
Favorite Japanese Food Tempura



Name Hang
Birthplace Vietnam
Age 20
Years in Japan 2 years
Favorite Japanese Food Yakiniku



Name Yongyut
Birthplace Thailand
Age 32
Years in Japan 2 years
Favorite Japanese Food Soba Noodles



Name Roj
Birthplace Nepal
Age 21
Years in Japan 2 years
Favorite Japanese Food Sushi



Name Sebastien
Birthplace France
Age 36
Years in Japan 2 years
Favorite Japanese Food Morioka Jajamen Noodles

Northern part



Te u chi So ba

手打ちそば *Handmade Soba Noodles*

These soba noodles are popular among foreigners. In northern Iwate, this dish is essential during ceremonial occasions.

In other areas, it's common for buckwheat (soba) flour to be mixed with wheat flour and then used, but Mrs. Maita's handmade soba noodles are made with 100% buckwheat, so they really have a rich buckwheat flavor.



How did the local cuisine taste?

I was surprised at how good the soup was. It was the first time that I ate cold noodles, and they were quite delicious.

What was your impression?

We have hot noodles in Vietnam, but we don't make any with buckwheat or eat them cold.

A renowned restaurant in northern Iwate with 20 years of history.

Maita Kobo Sobaean

24-2 Jumonji, Shimotomai, Ninohe city
Hours: Sat.-Thu. 11:00 a.m. to 5:00 p.m.
Days Closed: Fridays



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Northern part

Grain Culture

There didn't use to be many rice paddies in the northern part of Iwate. In this area people's diets were based on sawa millet, millet, buckwheat (soba), other grains as well as beans.



Message to Future Foreign Visitors

You can both eat authentic soba noodles here and try your hand at making them.



Iwate Traditional Food Master / Kayo Maita

Certified as an artisanal cook in Iwate in 1996 for handmade soba noodles. She is engaged in passing along culinary culture through local cooking classes.





Hi na Ma n ju

ひなまんじゅう *Traditional Confectionery*

A manju (steamed bun) made of rice flour that has sweet bean paste inside and shaped adorably with a wooden mold.



These are sweets made for the dolls in Hanamaki on March 3rd for the Hina Matsuri (Doll Festival). They are made into shapes like peaches, camellias, and rabbits, then colored brightly.

Central

Rice & Flour Culture

Central Iwate has the foot of Mt. Iwate to the north and Kitakami to the south. This area is characterized by the tradition of making many kinds of Shitonemono (dumplings) from powdered grains and millet.



How did the local cuisine taste?

There are various shapes and they're all so cute. They're soft and sweet and I love how they taste.

What was your impression?

We eat sticky rice like in zongzi. The mochi sweets that were like manju were unusual to me.

The handmade side dishes and sweets are also popular.

Sanchoku Aozora [※] [※]Available for a limited time from mid-February until March 3.

6-94 Ahyo, Towa town, Hanamaki city

Hours: 9:00 a.m. to 6:00 p.m.

Days Closed: Before and after the New Year's Holiday



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Message to Future Foreign Visitors

These sweets are so cute, let's definitely go eat them!



Iwate Traditional Food Master / Yoko Obara

Certified as an artisanal cook in Iwate for "Hina Manju" in 2016. She is also teaching how to make traditional snacks at the "Taniuchi Traditional Workshop" in Towa town, Hanamaki city.



Southern part



Den to Mo chi Ryo ri

伝統もち料理 *Traditional Mochi Dishes*

Enjoy eating freshly made mochi with a variety of seasonings including sweet bean paste, Freshwater shrimp, and wild sesame.

In Hanaizumi town, Ichinoseki city, known as the village of mochi, there is a custom of serving mochi at events like New Year's and other seasonal festivals. There are various mochi dishes, some using azuki beans and green soybeans, Freshwater shrimp, and many other local ingredients.



Southern part

Mochi Dishes Culture

A lot of barley and rapeseed were grown in southern Iwate as winter crops, with hardly any wheat grown in this area. So a myriad of mochi dishes are made from the sticky rice grown in the plentiful rice paddies here.



How did the local cuisine taste?

Enjoy eating freshly made mochi with a variety of seasonings including sweet bean paste, Freshwater shrimp, and wild sesame.

What was your impression?

In Thailand we don't have soft mochi like in Japan. I think curry-flavored mochi would be great too.

A farmer's restaurant where you can eat mochi dishes in a 200-year-old building.

Yumemiru Otome no Yakata

39 Kamikashiwagi, Hanaizumi town, Yushima, Ichinoseki city
Hours: 11:30 a.m. to 8:30 p.m. (365 days a year)
※4 or more people. Reservation required 2 days in advance

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Message to Future Foreign Visitors

Have a leisurely experience with mochi cuisine in the atmosphere of a farmer's house.



Iwate Traditional Food Master / *Yasuko Sasaki*

Certified as an artisanal cook for "traditional mochi cuisine" in 1996. She is engaged in passing on local mochi culture in the community and overseas. She is running a farmer's restaurant and actualizing a rural woman's dream of starting a business.



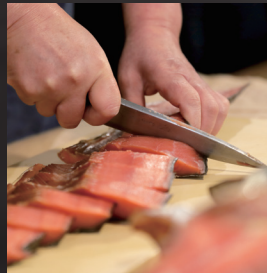
Coastal area



Sake no Oya ko zu shi

鮭の親子ずし *Salmon and Salmon Roe Sushi*

Original chirashi sushi (unrolled sushi) with “aramaki” (salted salmon) and salmon roe, served with spicy wasabi, a specialty of Iwaizumi town.



“Aramaki” is a traditional non-perishable food in the coastal area of Iwate made by aging dried salt cured salmon. The spiciness of wasabi fades over time, so best to enjoy it right after it’s made.

Coastal area

Seafood Culture

Off the coast of Sanriku where the warm and cold currents meet provides excellent seafood all year round. This area is blessed with abundant bounty of the ocean including konbu, wakame (seaweed), hornwort, and more.



How did the local cuisine taste?

I’d heard of “Toriniku no Oyakodon” (a bowl of rice topped with chicken and eggs), but this was my first experience with “Sake no Oyako Sushi.” The rich flavor of the salmon roe was delicious.

What was your impression?

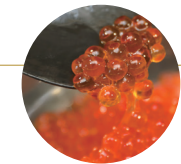
Nepal is completely landlocked, so we only get river fish. We don’t have anything like the non-perishable aramaki.



An inn that serves very popular local cuisine made by the proprietress.

Setoya Ryokan

102 Machi, Kado, Iwaizumi town, Shimohei-gun
Check-in: 4:00 p.m. / Check-out: 9:00 a.m.
Days Closed: Irregular



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Message to Future Foreign Visitors

Please try this delicious seafood made with great effort and loving care.

Iwate Traditional Food Master / *Mutsuko Henmi*

Certified as an artisanal cook in Iwate for “Sake no Oyako Sushi” in 1998. As the proprietress of Setoya Ryokan (Japanese Inn), she is striving to promote Sake no Oyako Sushi.



Kitakami mountain range



San sai no Ni shi me

山菜の煮しめ *Boiled Wild Vegetables*

This stew has many ingredients including wild mountain vegetables, homemade cold-dried daikon radish, cold-dried tofu, and kombu (seaweed).



Wild vegetables picked in the spring up in the mountains are a precious nonperishable food. Nishime is a traditional home-style stew, made of various non-perishable ingredients that families prepare for the New Year and Obon holidays and the recipes are passed down from parent to child.



Kitakami mountain range

Delicious Bounty of the Mountains Culture

There are sporadic areas of arable land in the mountains along the border with Akita. The heavy snowfall makes it impossible to cultivate winter crops like grains in this area, so people rely heavily on wild mountain vegetables, mushrooms, wild game, and river fish here.



How did the local cuisine taste?

I really like “Udo” in particular! The texture of the cold-dried daikon radish was also interestingly unusual.

What was your impression?

Except for the herring and carrots, this is full of ingredients that we don’t have in France. I think it would go well with white wine.



Enjoy local cuisine in a charming old Japanese-style house.

Kachan no Mise Wagaya

3-647-1 Sawauchikaizawa, Nishiwaga town, Waga-gun

Hours: 11:00 a.m. to 4:00 p.m.

Days closed: Wednesdays (except on national holidays) *Closed during the Winter (Dec. - Mid Apr.)



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Message to Future Foreign Visitors

If you want to enjoy the aroma and flavor of wild mountain vegetables, it’s best to eat them where they grow.

Iwate Traditional Food Master / Miyoko Sasaki

Certified as an artisanal cook in Iwate for “Sansai no Nishime” cuisine in 2009. She manages a farmer’s restaurant called “Wagaya” (which means “my house”) in a renovated old Japanese-style house.



Other Traditional Dishes

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Su i to n Ryo ri Iwate Traditional Food Master /
すいとん料理 *Flour Dumpling Stew* Teiko Watanabe

Wheat flour is kneaded into dough, flattened out, and put into a soup with ingredients like carrots and burdock root. Depending on the area, it is called “hittsumi” or “hatto.”

Restaurant Shokujidokoro Ofukuro

Address 183 Atago, Wakayanagi, Isawa-ku, Oshu city

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Ten nen Ho ya me shi Iwate Traditional Food Master /
天然ほやめし *Rice steamed with Wild Hoya* Shizuko Niwa

Rice steamed with hoyo from the Sanriku area. It's filled with the delicious taste of the sea.

Restaurant Hamanasutei Honten

Address 22-131-3 Taneichi, Hirono town, Kunohe-gun

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Ma me bu Iwate Traditional Food Master /
まめぶ *Walnut Dumpling Soup* Yamagata Life Style Study Group of Kuji City

Soy sauce-flavored stew with wheat dumplings (with walnuts in them), tofu, vegetables and mushrooms. Put some brown sugar on flour dumplings depending on your preference.

Restaurant Mamebu no Ie Kujiekimaeten

Address 3-37 Chuo, Kuji city



Ki ri sen syo Iwate Traditional Food Master /
きりせんしょ *Non-glutinous Rice Cake with Walnut and Black Sesame* Reiko Hosokawa

A steamed sweet made by adding brown sugar and walnuts to rice flour seasoned with soy sauce and sugar.

Tourist Information Center

Iwate / Morioka regional Tourist Information Center

Address 2nd fl., JR Morioka Station 1-48, Morioka Ekimae-dori, Morioka city

Hours: 9:00 a.m. to 5:30 p.m.

Days closed: 31 Dec. to 2 Jan.

Phone 019-625-2090

Languages English

Miyako Tourist Information Center

Address 1-1-80 Miyamachi, Miyako city

Hours: 9:00 a.m. to 6:00 p.m.

Days Closed: 1 Jan.

Phone 0193-62-3534

Languages English Italian

Ichinoseki Tourist Information Center

Address 1 Ekimae, Ichinoseki city

Hours: 9:00 a.m. to 5:30 p.m. (365 days a year)

Phone 0191-23-2350

Languages English

Hanamaki Tourism Association

Address 3-183-1, Kuzu, Hanamaki city.

Hours: 8:30 a.m. to 5:30 p.m.

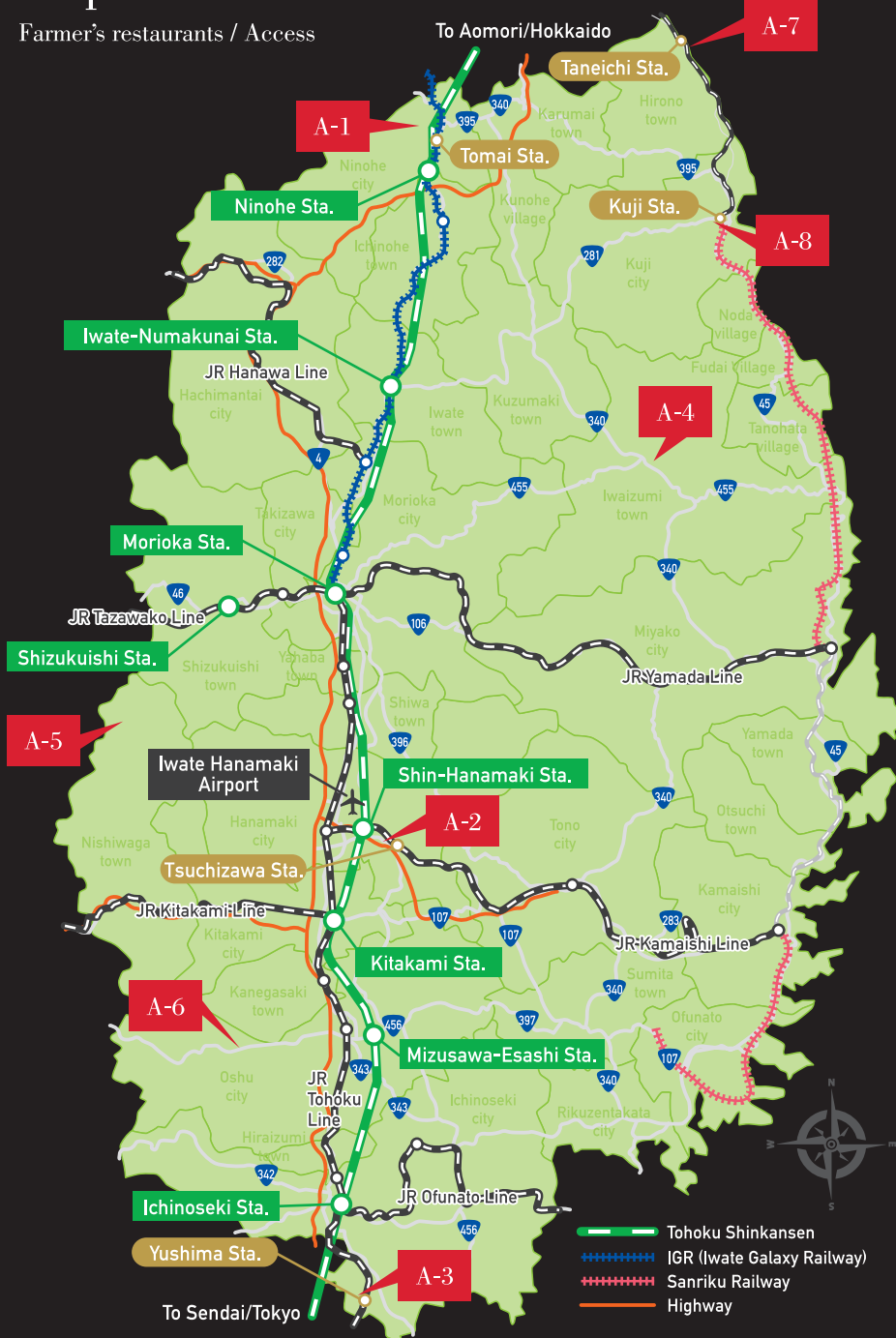
Days closed: 31 Dec. to 3 Jan.

Phone 0198-29-4522

Languages English Korean

Map of Traditional Dishes

Farmer's restaurants / Access



MAP
A-1



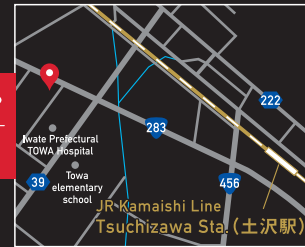
Northern part

Maita Kobo Sobaean



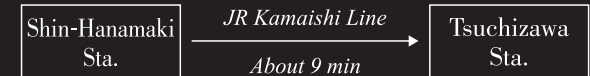
It takes approximately 22 minutes on foot from the nearest station, IGR Tomai Station.

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Central

Sanchoku Aozora



It takes approximately 12 minutes on foot from the nearest station, JR Tsuchizawa Station.

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Southern part

Yumemiru Otome no Yakata



It takes approximately 37 minutes on foot from the nearest station, JR Yushima Station.

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Coastal area

Setoya Ryokan



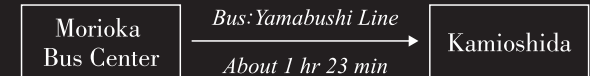
It takes approximately 1 minute on foot from the nearest bus stop, Kogawa Chugakko-mae.

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Kitakami mountain range

Kachan no Mise Wagaya



It takes approximately 17 minutes on foot from the nearest bus stop, Kamioshida.