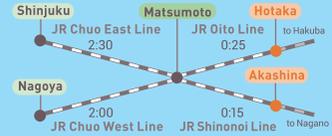


ACCESS

BY TRAIN

By Express Train



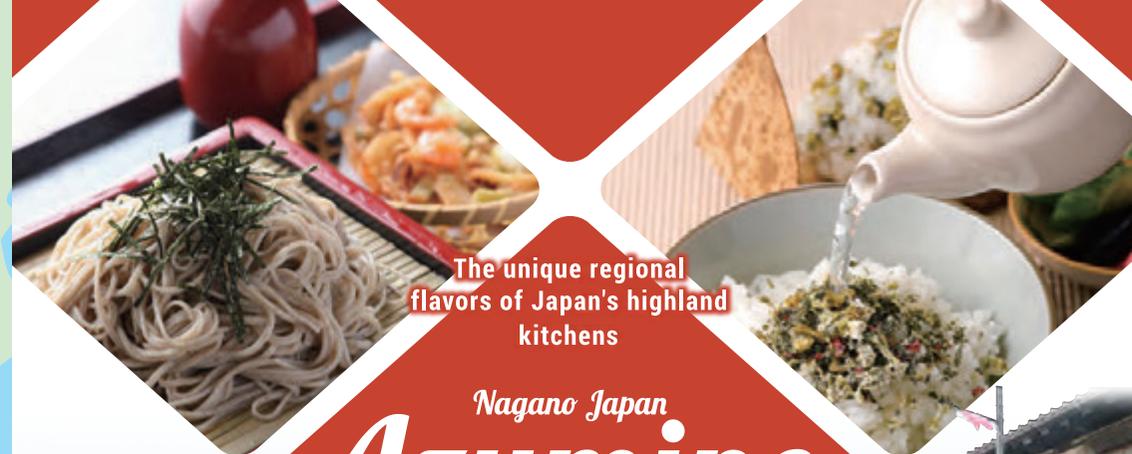
By Shinkansen (Bullet Train)



BY EXPRESSWAY BUS



| | | | | | |
|-----------------------------|----------|-----------|-----------|------------|------------|
| Narita | Shinjuku | Matsumoto | Hotaka | TOTAL 5:00 | |
| Central Japan International | Nagoya | Matsumoto | Hotaka | TOTAL 3:30 | |
| Kansai International | Osaka | Nagoya | Matsumoto | Hotaka | TOTAL 4:50 |



The unique regional flavors of Japan's highland kitchens

Nagano Japan Azumino

安曇野



Gourmet Guide 2021

NEARBY SIGHTSEEING SPOTS

- Tateyama Kurobe Alpine Route**: Open: mid-Apr - Nov 30
- Kamikochi**: Open: Apr 27 - Nov 15
- Shirakawago**: Azumino - 3:00
- Takayama**: Matsumoto - Takayama: 2:20
- Matsumoto Castle**: Matsumoto Station - 0:15 (8:30 - 16:30)
- Hakuba**: Azumino - 0:40
- Shinano Omachi**: Azumino - 0:30
- Matsumoto Shin-shimashima**: Azumino - 0:25
- Jigokudani Wild Monkey Park "Snow Monkey"**: Azumino - 1:00 (0:30 - 1:00)
- Ueda**: Azumino - 1:00 (0:45 - 1:00)
- Saku**: Azumino - 0:25
- Yamanouchi**: Azumino - 0:30



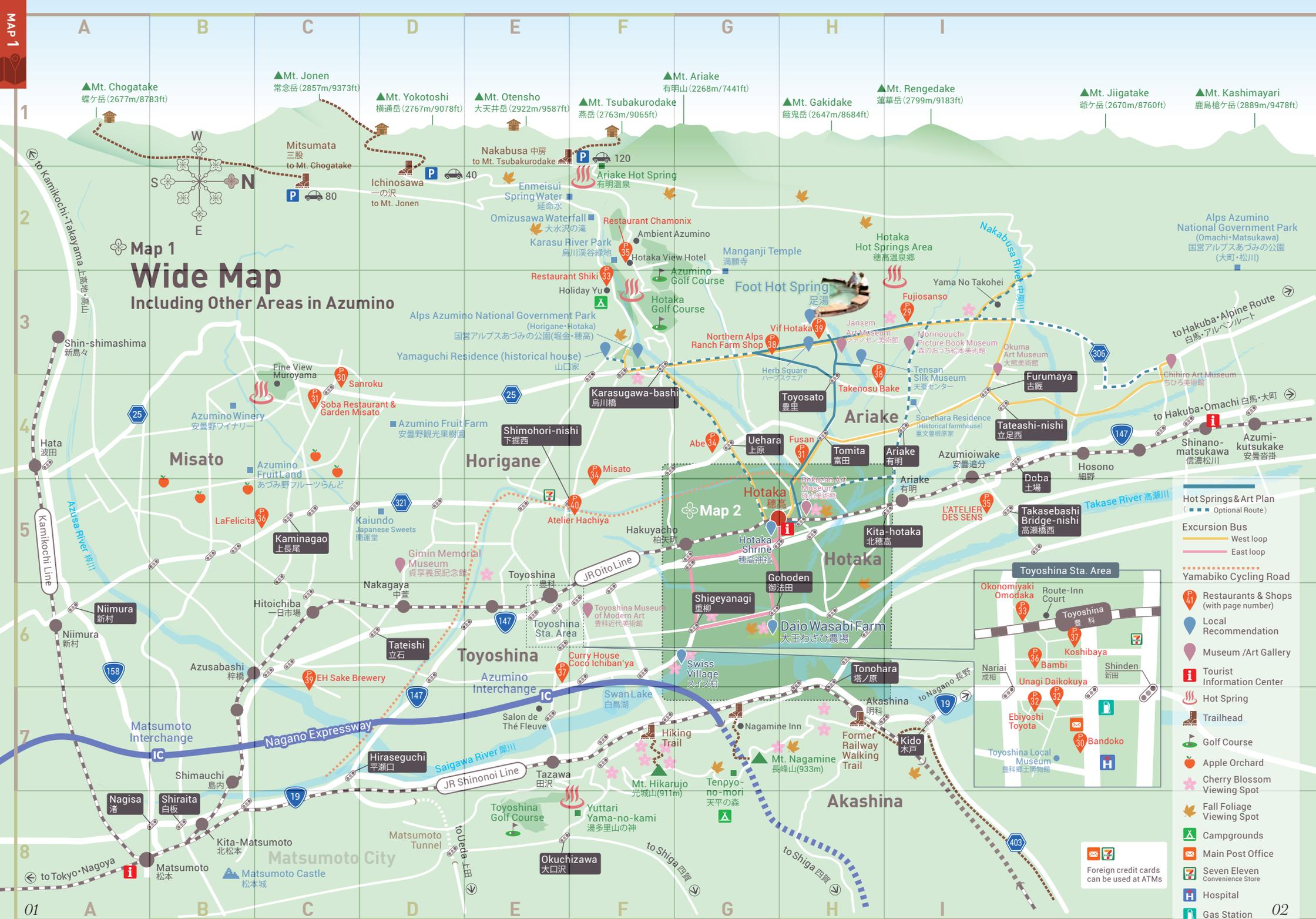
A Safe and Bountiful Journey in Carefree Azumino



P41-42

Map Inside





Map 1 Wide Map Including Other Areas in Azumino

- Hot Springs & Art Plan (Optional Route)
- Excursion Bus (West loop)
- Excursion Bus (East loop)
- Yamabiko Cycling Road
- Restaurants & Shops (with page number)
- Local Recommendation
- Museum / Art Gallery
- Tourist Information Center
- Hot Spring
- Trailhead
- Golf Course
- Apple Orchard
- Cherry Blossom Viewing Spot
- Fall Foliage Viewing Spot
- Campgrounds
- Main Post Office
- Seven Eleven Convenience Store
- Hospital
- Gas Station

Foreign credit cards can be used at ATMs

Map 2 Hotaka Station Area Map



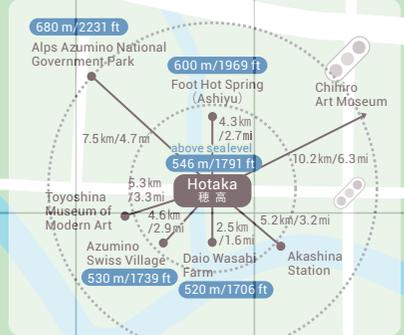
Rental Bicycle

If you have a bicycle, you can enjoy Azumino City to the fullest. There is a bicycle rental shop in front of Hotaka Station, so please feel free to use it.

Hotakajuku Area

A historical post town on the old Salt Road where you can pick up souvenirs and try local foods.

See pages 17 and 18 for details



Wasabi Farm Plan
 (---) Optional Route
 (---) Yamabiko Cycling Road

- Restaurants & Shops (with page number)
- Local Recommendation
- Museum / Art Gallery
- Dosojin
- Tourist Information Center
- Expressway Bus Stop
- Shrine
- Hot Spring
- Campgrounds
- Main Post Office
- Hospital
- Public Toilet
- Gas Station
- Seven Eleven Convenience Store
 • Not all convenience stores are marked.
- Foreign credit cards can be used at ATMs

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Azumino Food

Welcome to Azumino!

This pamphlet was produced by the Azumino City Commerce Association with the goal of introducing the region's delicious cuisine to visitors from overseas. It aims to provide information on a number of appealing local specialties that can only be found in Azumino, as well as the restaurants where they are served, in an easily understood format. We hope that the dishes you enjoy in Azumino will become another fond memory of your travels in our city.

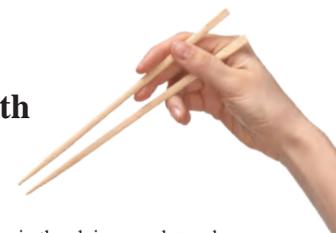


The Welcome Sticker

This sticker adorns stores in Azumino that are particularly welcoming to visitors from abroad.

Wherever you see this mark, please do not hesitate to enter. We eagerly await your visit and you can count on a warm welcome within.

A cornucopia of delicious regional cuisine, crafted from the freshest ingredients, infused with pristine alpine waters and crisp highland air.



Since long ago, images etched onto the mountains by spring's vanishing snowfields have let the farmers of Azumino know that it is time to begin their labors. Those same snowy summits provide the crops with the purest meltwater, their lofty peaks reflected in the newly planted paddies.

Elsewhere, the waters emerge in sparkling springs, feeding meticulously ordered gravel beds and the thick stems of wasabi nestled within. In crystal clear pools, rainbow trout glide effortlessly, as if in flight. They too have been harnessed by the local population. Breeding with brown trout has produced a species of freshwater fish with beautifully pink flesh. The meat is so finely textured that it has earned the name Shinshu Salmon.

As the wildflowers bloom in the alpine meadows above, so too do the buckwheat fields burst into carpets of pretty white blooms. Beneath the delicate blossoms, distinctive triangular seeds ripen in anticipation of the harvest. Hand-milled on ancient stones, the flour is expertly incorporated into wholesome noodles, a regional delicacy that brings visitors flocking to the rustic soba restaurants.

In orchards below mountainsides tinted with the hues of autumn leaves, boughs strain under the weight of their bountiful fruits. Shiny red apples are ripe for the picking and vines droop with grapes, awaiting their transformation into golden wines. These are the highlights of Azumino cuisine, the food, like the people, inextricably intertwined with the natural environment.

Water



Because water from the mountains flowed underground, cultivating rice was difficult in Azumino for many years. Then in 1816, locals constructed the 15-km-long waterway Jikkasegi Barrage. Their engineering received great recognition; in addition to being included in elementary school textbooks, in 2016, the waterway was registered as a Heritage Irrigation Structure.

Thanks to this waterway, you will find a beautiful scene of sprawling rice fields stretching across Azumino. There are always people walking and cycling along the waterway. Be sure to come and see Jikkasegi Barrage while you are in Azumino.



During the winter months, moist air blowing over the peaks of the Northern Japan Alps blankets the mountains above Azumino in thick drifts of pure white snow. As spring brings warmer temperatures, the snowfields begin to melt away. The mountain streams babble into life and crystal clear water gushes over rocks smoothed by centuries of flows.

In ancient times, the contrast between the remaining snow and rocks on the mountains conjured up images of figures and animals on the mountainsides. Farmers

came to judge the timing of their crops by the appearance of these images, working in close sync with the natural environment. However much of this meltwater was lost upon reaching the alluvial soils of the Azumino basin, due to their low water retention capacity.

Some streams disappeared into the ground, bubbling up elsewhere as beautifully clear spring water. The highest concentration of these freshwater springs is found today in the area around the Daio Wasabi Farm. These pristine waters have been designated as

one of Japan's hundred best waters by the Japanese Ministry of the Environment.

Outside of areas around a few streams and springs, however, the Azumino region was historically considered a parched wasteland. The agricultural potential of the Azumino basin was only fully realized with the innovation of horizontal irrigation canals, called *yokosegi*, during the early Edo period. These channels were constructed along contour lines, ensuring a steady supply of the precious water flowing down from the

mountains, and opening up the area for rice and fruit farming. The Jikkasegi, completed in 1849, flows directly through Azumino, accompanied by a pleasant cycling path. It is designated as one of Japan's hundred finest agricultural waterways by the Ministry of Agriculture, Forestry and Fisheries.

Today, Azumino boasts a high density of irrigation features, supplying the region's farmland with ample quantities of beautifully clean water from the Northern Alps.

Soba

Encompassing a variety of savory noodle dishes, 'soba' takes its name from the Japanese word for 'buckwheat', which is the noodle's main ingredient. The tradition of eating these thin buckwheat noodles arose in the Edo period, when soba dishes became valued for providing the essential nutrient thiamine (Vitamin b1), which is missing from Japan's staple carbohydrate, white rice.

Soba's numerous health benefits have contributed to its continued popularity. The noodles are rich in antioxidants such as rutin and quercetin. Buckwheat is also a source for all eight essential amino acids, including lysine, which is not found in traditional wheat. In fact, buckwheat is not related to wheat and other traditional cereals, and it is not even a grass. Instead, the plant thrives in well-drained, low-fertility soils, making it ideal for cultivation in mountainous areas.

The noodles themselves are known for an earthy, savory flavor, their texture varying depending on the percentage content of buckwheat flour and the manner in which

they are prepared. Soba is served in a number of hot and cold dishes, both as a healthy fast food that is popular at railway stations across Japan, and also in refined, specialty restaurants, such as those found in Azumino.

Soba in Azumino

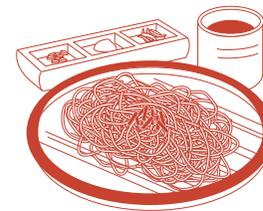
Due to buckwheat's suitability for mountainous cultivation, the alpine landscape of Nagano has become closely associated with the production of soba. The fields of pretty white flowers that precede the harvest are an integral part of the highland scenery, and the quality of Nagano's Shinshu Soba is renowned throughout Japan. The Azumino region in particular, is famed for its clean alpine air and the clear meltwater streams that flow from the snowfields of the Northern Alps. Soba is almost a way of life here, and many visitors are drawn to the area's traditional soba restaurants to enjoy this local specialty.



Soba Choices

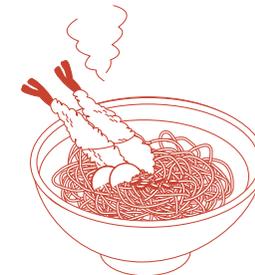
Traditional *zaru-soba* is just one of many different ways to eat buckwheat noodles. The chilled noodles are served on a bamboo platter, with a dark dipping sauce called *soba-tsuyu*, mixed from sweetened soy sauce, dashi (fish stock), and mirin (a rice wine used in cooking).

Hot varieties of soba are particularly popular in Azumino's cold winters, but are also available year round. The noodles are served in a broth of hot *tsuyu*, a thinner variant of the dipping sauce served with the cold noodles. There is a wide range of dishes, each named according to the topping added to the noodle broth.



Chilled

The noodles are boiled only briefly before being chilled to maintain a firm texture, then served on a bamboo platter, often with a topping of *nori* (dried seaweed). The dish is available with a variety of popular side dishes.



Hot

The soba noodles are served in a hot broth of thinned *tsuyu*. This gives the noodles a much softer texture. The name of each dish depends on the topping added to the bowl of steaming noodle broth.

Side Dishes

Popular side dishes include:

- * *Tempura* Shrimp and seasonal vegetables lightly battered and fried.
- * *Tororo* Grated Chinese yam.
- * *Tsukemono* Japanese pickles.

Toppings

- * *Tempura-soba* Fried shrimp or seasonal vegetables.
- * *Kitsune-soba* *Aburaage* (Deep fried tofu)
- * *Tsukimi-soba* Topped with a raw egg that is poached in the hot broth.

Bukkake



Instead of mixing the wasabi into the *tsuyu* dipping sauce, it is also possible to put the wasabi directly onto the buckwheat noodles. It is a good way to enjoy the pure flavors of soba and wasabi.

The Soba Experience

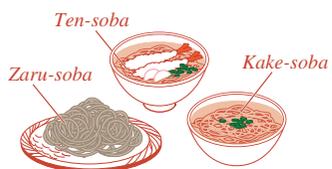
The soba shops of Azumino allow visitors not only to enjoy the freshest possible soba noodles, but also to partake in the full soba experience. These shops often feature traditional rustic décor, in keeping with the earthy organic flavor of the noodles themselves. Soba noodles are often produced fresh at the restaurant each morning, the chef rising early to prepare the day's batch. It is advisable to arrive early for lunch, as it is not unusual for shops to close once the day's supply of noodles has been exhausted.

The soba chef first crafts the dough using a mixture of buckwheat and white flour that varies by establishment, with some shops selling 100% buckwheat noodles. The dough is rolled on a bed of loose flour into a large thin sheet and repeatedly folded before the noodles are cut using a specialized knife resembling a cleaver.

The noodles can then be cooked in a variety of ways, but for the traditional experience, we recommend *zaru-soba*, where the noodles are only briefly immersed in boiling water, maintaining a firm texture. They are then served chilled on a woven bamboo platter called a *zaru*, from which the dish takes its name. Here we will guide you through the experience of ordering and eating *zaru-soba* at a traditional Azumino soba restaurant.

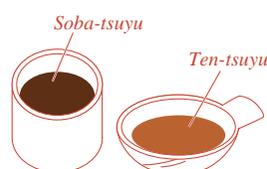


Eating Soba



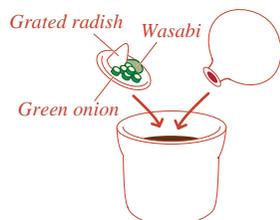
Ordering soba

Select a dish. The menu may be hard to read, but *zaru-soba* (cold noodles for dipping) and *ten-zaru* (*zaru-soba* with tempura) are always popular choices.



Different sauces

The darker sauce in the taller cup-like dish is called *soba-tsuyu*, and is for dipping the noodles. A lighter *ten-tsuyu* sauce in a shallow dish is for dipping tempura.



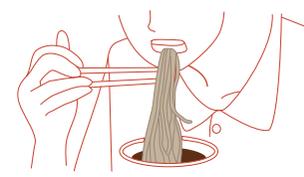
Adding yakumi

Yakumi is a small dish of wasabi, chopped green onions, and grated daikon radish. It is added to the noodle dipping sauce for extra flavor.



Dipping the noodles

Dip the noodles in the sauce before eating. You might want to try your first mouthful with little or no sauce, to experience the subtle flavor of the noodles.



Enjoy your meal

Feel free to slurp your noodles. It is not considered rude. In fact, similar to wine tasting, adding air to the sauce in this way is said to enhance the flavor.



About soba-yu

Finally, *soba-yu* is served. It is made by adding the rolling flour to the hot water that the noodles were cooked in. Mix it with the remaining sauce before drinking.

Picking Up an Azumino Souvenir

Shinshu Salmon

This fish was specially bred to be reared in the clear highland waters of the Azumino basin. The large fish produce a delicious, finely textured, pink flesh that is of a high enough quality to be eaten raw as sashimi.

Similarly, Shinshu Salmon can also be enjoyed on vinegared rice in a regional variation on the archetypal Japanese dish, sushi. Another

local specialty, wasabi, can be found sandwiched between.

Another popular dish across Japan is the donburi. The main ingredient, often a local specialty, is served atop a large bowl of steamed rice. Hungry diners are sure to enjoy a Shinshu Salmon 'don'.



Bowl

Shinshu Salmon sashimi served atop a large bowl of white rice in Azumino's unique take on the popular Japanese donburi.

Sashimi

The purest way to enjoy the flavor of Shinshu Salmon. The fresh raw fish is thinly sliced and served with soy sauce and wasabi for dipping.

Sushi

A local variation on Japan's most well-known dish. Raw Shinshu Salmon is served atop vinegared rice with a little wasabi in between.

Wasabi

Creating a unique sensation on the tongue with a pungent kick that clears the airways, wasabi is an essential ingredient in many traditional Japanese dishes. The stems only grow in exceedingly clean flowing water, making its cultivation notoriously tricky. This has led to the common use of substitutes; however, the taste of

genuine fresh grated wasabi is incomparable.

Azumino is fortunate enough to be home to the world's largest wasabi farm, fed by the clear springs of the Japan Alps. In local restaurants visitors can enjoy fresh wasabi, grated using traditional tools of rough sharkskin. A true local delicacy.

for its delicious apples, pears, and grapes.

The farmland of the Azumino basin now has a large network of irrigation canals, which gave rise to the region's rich agricultural productivity. Farmer's markets are common throughout the area, supplying the freshest fruits and vegetables directly to restaurants and consumers.

Vegetables

Azumino is also blessed with light alluvial soils ideal for the growing of onions and root vegetables such as daikon (Japanese radish). However, the soil's light nature also means that water drains from it particularly quickly, and the area was considered unsuitable for farming in ancient times. That changed with the Edo period agricultural breakthrough of building irrigation canals, known as *yokosegi*, built along contour lines.



Fruit

The elevated land at the foot of the Northern Japan Alps is also ideal for growing fruit. Orchards on the high terraces are bathed in ample sunlight and the large variation in temperature, between the warmth of the day and the cool alpine nights, promotes high sugar contents and particularly sweet fruits. A labor-intensive form of fruit farming is pursued, whereby smaller fruits are removed by hand early in growth, funneling the precious nutrients into a smaller number of remaining fruits, each growing extraordinarily large and sweet. Azumino is particularly noted

Souvenir

Wasabi Oyaki Buns

A great snack for on-the-go! The wasabi-flavored filling is rare for this local specialty, oyaki. The spice of the wasabi is nicely offset by the sweetness of the miso, and the flavorful bread is dense but tender. Steam, microwave, or bake to reheat.

Onishi Wasabi Store (Hotaka Station Area) | MAP 2 | PAGE E-2 | 24



Wasabi Furikake Rice Seasoning 80g Jar

Top your rice with this dry blend of seaweed, sesame seeds, fish flakes, and wasabi. The wasabi flavor is distinct without overbearing spiciness and is nicely balanced by the other ingredients.

Onishi Wasabi Store (Hotaka Station Area) | MAP 2 | PAGE E-2 | 24

Wasabi Chazuke Seasoning 35 g (Contains seven individual seasoning packages)

Just add hot water to freshly cooked or leftover rice to complete this easy-to-make comfort food. The fish-based broth with an umami tang has a light wasabi flavor. Try adding some shinshu salmon!

Onishi Wasabi Store (Hotaka Station Area) | MAP 2 | PAGE E-2 | 24



Aragiri Wasabi 150 g Tube

Just a little goes a long way with this noticeably fresh, finely diced wasabi. This genuine paste is all you need to spice up your fish, meat, and other dishes. Use it on its own or in a dressing.

Local supermarkets and other stores

Picking Up an Azumino Souvenir

Handmade Dried Fuji Apples

Met with a nice crunch when you first bite into one, you'll experience a burst of juicy sweetness. As you chew, a supple texture returns.

Azumino Tourist Information Center | MAP 2 | PAGE E-2 | 28



Nagano Apples 160 g

The thin, natural glaze of this simply candied fruit gives way to the apple's pulpy texture and a still slightly juicy interior.

¥550

Azumino Tourist Information Center | MAP 2 | PAGE E-2 | 28

Handmade Dried Nagano Apples 130 g

The simple combination of high quality fruit and a dusting of sugar make for a jellied fruit that is not overly sweet. Easy to chew, with the faintest hints of the apples' tartness.

¥550

Azumino Tourist Information Center

MAP 2 | PAGE E-2 | 28

Wakazumi Apple Wine 500 ml

A sweet beverage perfect as a dessert wine. At only 7% alcohol, it is fruity and slightly effervescent with a clear apple aroma.

Heidi-no-sato (farmers' market)

MAP 2 | PAGE A-7

¥1,375



Smoked Shinshu Salmon

This "salmon" is actually a cross between a rainbow trout and a brown trout. Add a smoky touch to your salmon and cream cheese dishes with this unique Nagano fish, or try adding it to the wasabi chatsuke!

Azumino Tourist Information Center | MAP 2 | PAGE E-2 | 28



Azumino Buckwheat Biscotti with Apple

Interlaced with walnuts, almonds, and dried fruit, this pleasantly crunchy biscuit is soft enough to be eaten as is, or try dipping it in a black tea or milk tea.

Takenosu Bake | MAP 1 | PAGE H-4 | 38



Sake & Ochoko Cup Set

Served chilled, the zesty Japanese sake is refreshing and retains subtle traces of the rice's flavor. The vibrant azure blue of the set glass accents the beverage and makes for a great keepsake.

EH Sake Brewery | MAP 1 | PAGE C-7 | 39



¥930

Take a walk through Azumino's historical post town, Hotakajuku

Try local food and drink and find unique souvenirs when you visit the Wasabi Farm



Hotakajuku was once a post town located along the Salt Road, a trade route that was used to transport salt from the Sea of Japan to the Nagano Area. As travelers passed through Azumino, they would stay at one of the inns in Hotakajuku. Now, there are shops where you can buy locally made foods and sake, traditional Japanese sweets, antiques, and more. You can also see some of the old buildings that still remain from the area's post town days.

Recommended Shops

Ikedaya Mochi (Rice Cake) Shop

Pick up some of Ikedaya's daifuku mochi (rice cakes filled with sweet bean paste) for a taste of a traditional Japanese snack. They are great when on the go.



See shop details on page 25

Ogasawara Wasabi Shop

This shop sells Azumino-grown wasabi and wasabi products, including wasabizuke (wasabi pickled in sake lees), wasabi flowers, and more. Free samples available.



See shop details on page 27

Wakamatsuya

Have fun browsing through a huge collection of retro and antique items after enjoying some of Wakamatsuya's gelato. This shop is housed in a beautiful old building built in 1889.



See shop details on page 24



Ikkaku

If you are into local foods, this shop is for you! Find Azumino-made baked goods, fruits, fruit juice, sake, beer, and more. Ikkaku sometimes offers free sake tasting as well.



See shop details on page 26

Maruyama Confectioners

In this century-old shop, you will find a surprising variety of traditional Japanese confections, many of which you can sample. This shop is popular among the locals and is great for souvenirs!



See shop details on page 28



Cycling in Azumino



Why Bike?

Cycling is the perfect way to see Azumino and the beautiful scenery that surrounds it—go further than you could by just walking and have more freedom than taking taxis or buses offers. Feel the fresh air, make spontaneous discoveries, and get a sense of the countryside!

A Truly Local Experience

Cycling gives you the chance to meet the locals and get a firsthand look at life in the Japanese countryside. It is also easier to explore roads off the beaten path and make spontaneous discoveries like historic and cultural landmarks not on mainstream tourist maps and fun local spots.



Options for All Skill Levels

From families to casual bikers to sports enthusiasts, everyone can enjoy biking Azumino's charming landscape. Choose from a variety of bicycle types including e-bikes, kids' bikes, and sports bikes. E-bikes make hills and longer rides easy and are recommended for casual trips!

Recommended Courses

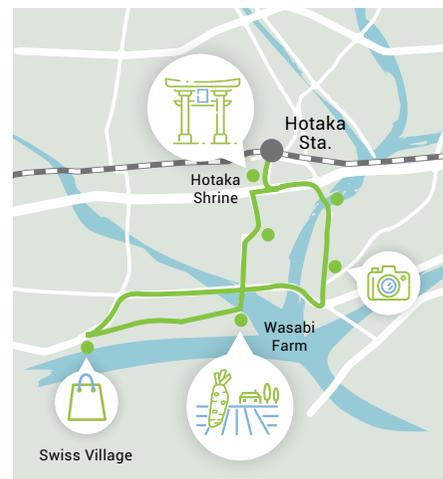
Course A

Wasabi Farm, Hotaka Shrine, and Swiss Village

Distance: 11 km
Time required: 3–5 hours



Visit Azumino's most popular spots including the famous Daio Wasabi Farm. Along the way, you will cycle among the rice paddies and farms, see local shrines and temples, and ride along rivers flowing with crystal-clear water. You will also get plenty of picture-perfect panoramic views of the breathtaking Japan Alps!



Course B

Visit Hot Springs, Art Museums, and Local Cafés

Distance: 20–30 km
Time required: Full day



See Course B on the "Cycling in Azumino" page on Azumino's tourism website for details.

Renting Bicycles

There are two rental shops in front of Azumino Station. Both offer a variety of bicycle types as well as luggage storage, luggage delivery, and bicycle delivery services. Pay when you return your bikes.

Hitsujiya

A café and rental bike shop directly across from Hotaka Station. Rental fee includes liability insurance. Rates from ¥300/hour.

Bike types: standard, e-bikes, kids' bikes, and mountain bikes
Hours: 8:30–18:00 (winter 10:00–17:00)
Closed irregularly Phone: 0263-82-3888



Shinanoan

Located just a 2-minute walk down the street from the station. Rates from ¥200/hour.

Bike types: standard, e-bikes, kids' bikes, sport bikes, mountain bikes, tandems
Hours: 8:00 to sunset
Closed from mid-Dec to mid-Mar Phone: 0263-82-3730



Other Options

Hire a Guide

With a local guide, you will learn fun facts about the area and get an insider's perspective of Azumino. Contact the following English-speaking guides for more information:



• W-asobi

email: info@w-asobi.com
<https://w-asobi.weebly.com/>

• Iwana Agile

email: nitanda@iwana-agile.com
<http://www.iwana-agile.com/>



Share Cycles

Share cycles can be rented through the "Hello Cycling" smartphone app (www.hellocycling.jp, in Japanese only/credit card required). The bikes have electric-assist motors and several pick-up and drop-off locations around the city.

Learn more on the "Cycling in Azumino" page on Azumino's tourism website.
▶ <https://www.azumino-e-tabi.net/en/sightseeingtop/bike>

Restaurants & Shops

Guide to Restaurant Listings

Allow us to introduce some stores that offer a selection of delicious dishes prepared with Azumino's unique local ingredients. Each of these restaurants looks forward to welcoming visitors from overseas. We encourage you to dine at these stores, and add yet another wonderful experience to your trip.



Dining Category

This gives a general overview of the kinds of dishes served at each store.

- Soba noodles
- Japanese / Izakaya
- Western-style restaurant
- Misc.
- Café
- Shop

Service Guide

These icons indicate the facilities available at each restaurant.

- Non-smoking
- English Speaking Staff
- Western-style Tables / Seating
- Wheelchair Access
- Wi-Fi Service Available
- Vegetarian Menu Available
- Credit Cards Accepted
- Parking Area

Travel Time

This indicates the time required to reach each store from the nearest railway station. Some stores may be located a long way from the nearest station, so please check this.

Map Grid Location

This indicates the general position of each restaurant on the "Azumino Wide Map" and "Hotaka Station Area Map" found at the beginning of this pamphlet.

Name in Japanese

Soba noodles
Gohoden (ごほーでん)

34 min on foot from Hotaka Sta. (10 min by car)

MAP 2 C-7

Hours: Weekday: 11:30 - 14:30, Sun & nat hol. 11:30 - 19:45
Closed: Open 7 days a week
Seats: 100
Parking: 50
Address: 3580-1 Hotaka
Phone: 0263-82-6820
<https://www.0263826820.com/>

Highly recommended menu

Zaru-Soba _____ ¥1,030
(Chilled buckwheat noodles)

Menu

① Zaru-Soba with Kakiage
(Chilled buckwheat noodles with mixed-vegetable tempura) _____ ¥1,350
Wasabi Soba (Hot/Chilled) _____ ¥930

Highly recommended menu

This is a recommended dish, directly from the restaurant staff. If you can't decide what to choose from the menu, you can't go wrong by ordering this!

Hotaka Station Area

Area Introduction

The area around Hotaka Station is characterized by long-standing, local shops, some of which have been in business for over a century. From products made with Azumino's famous wasabi to traditional Japanese sweets to local sake, beer, and cider, this is the perfect place to get souvenirs before moving on to your next destination. You will find a few restaurants and cafes where you can grab a bite to eat and relax, as well.

Hotaka Shrine

This is a traditional Japanese shrine with unique and, at first glance, mysterious ties to a maritime lifestyle. Why is a shrine in a mountainous landlocked region dedicated to the gods of the seas? Digging a little deeper reveals the fascinating history of Azumino's name and the people that settled the area.



The shrine itself is a large and ornately carved wooden structure that was recently completely rebuilt. Situated in a calm grove of large trees, the peaceful grounds are also home to a dojo for traditional archery, kyudo, and a neighboring museum that details the shrine's unique history and festivals.

Soba noodles Kamijo (上條)

- 13 min on foot from Hotaka Sta.
- MAP 2 H-1



Hours 11:00 - 15:00
Closed Mon
Seats 42
Parking 25
Address 5256-1 Hotaka
Phone 0263-82-4411
<http://www.kamijo.com/>

Highly recommended menu

① Tenkei Soba _____ ¥1,200
(Chilled buckwheat noodles topped with 10 items including soft-boiled egg, shrimp tempura, and smoked duck. It is a balanced dish in terms of both taste and nutrition, and has a pleasant appearance.)

Menu

Chilled Plain Soba _____ ¥800
Soba with Radish Juice _____ ¥1,000
Tsukeyama Soba _____ ¥1,200
Hotpot with Dipping Soba _____ ¥1,400

(Only available from November to mid-April)
* Tax not included

Soba noodles prepared using stone-milled, Nagano-grown, buckwheat flour and Azumino spring water. Natural water is also used at each stage of the cooking process including boiling, rinsing, and soup making. Diners can enjoy both traditional buckwheat noodles and creative soba dishes. The 'Shibori Soba' is prepared using miso and Japanese radish juice. It contains no animal products, making it ideal for vegetarians.

Restaurants & Shops

Soba noodles Gohoden (ごほーでん)



A soba (buckwheat noodle) restaurant in the traditional house of a farmer-run lodge surrounded by the countryside of Azumino.

34 min on foot from Hotaka Sta. (10 min by car) MAP 2
C - 7

Hours Weekday: 11:30 - 14:30
Sun & nat hol. 11:30 - 19:45
Closed Open 7 days a week
Seats 100
Parking 50
Address 3580-1 Hotaka
Phone 0263-82-6820
<https://www.0263826820.com/>

Highly recommended menu

Zaru-Soba _____ ¥1,030
(Chilled buckwheat noodles)

Menu

① Zaru-Soba with Kakiage _____ ¥1,350
(Chilled buckwheat noodles with mixed-vegetable tempura)
Wasabi Soba (Hot/Chilled) _____ ¥930

Café Azumino Bazaar Wakamatsuya (あづみ野バザール若松屋)



Approximately 130 years ago, at the dawn of modern society in Japan, the Meiji period wood-built architectural masterpiece called the "Kura / Mise-gura" was created. The interior of Wakamatsuya's *kura*-style building is a mysterious space where Japanese harmony, beauty, and food are gathered, blending traditional culture and worldly beauty. Welcome! Wakamatsuya sells oyaki (traditional buns) and gelato.

800 m from Hotaka Sta. MAP 2
F - 3

Hours 9:00 - 19:00
Closed Open 7 days a week
Seats 18
Parking 9
Address 4337-2 Hotaka
Phone 090-9008-6986
<http://uwasano.bazaar-komachi.com/>

Highly recommended menu

① Sourdough Oyaki Buns _____ ¥160 each
(10 varieties)

Menu

Beverages (house-roasted coffee, etc.)— from ¥250
② Gelato _____ ¥300
Oyaki (filled buckwheat dumplings, 10 varieties)— ¥160
Sourdough Bread & Pizza _____ from ¥160
Artists' works, Showa retro goods & miscellaneous items.

Japanese / Izakaya Watabetei (わたべ亭)



Creative seafood dishes and brand name shochu. Watabetei's restaurant also boasts a wide selection of Japanese sake (rice wine).

11 min on foot from Hotaka Sta. MAP 2
G - 3

Hours Weekday 11:30 - 14:00 / 17:00 - 23:00
Sun 11:30 - 14:00 / 17:00 - 22:00
Closed Tue
Seats 42
Parking 8
Address 4361 Hotaka
Phone 0263-82-8410

Highly recommended menu

① Raw Seafood with Wasabi _____ ¥770

Menu

Sashimi _____ ¥1,980
Sushi for one _____ ¥2,200
Raw Seafood Topped with Raw Egg ¥880
Fried Chicken (3 pieces) _____ from ¥520
Assorted Deep Fried
Skewers (2 sticks) _____ from ¥310
Assorted Pizzas _____ ¥1,230

Shop Onishi Watanabe Wasabi Store (大西渡辺わさび店)



Direct sales of wasabi pickles in front of Hotaka Station. The wasabi is cultivated at Azumino Wasabi-no-Sato. They specialize in souvenirs.

5 min on foot from Hotaka Sta. MAP 2
E - 2

Hours 8:00 - 18:30
Closed Open 7 days a week
Seats 2
Parking 3
Address 5950-1 Hotaka
Phone 0263-82-5132

Highly recommended menu

① Wasabi Furikake (rice seasoning) — ¥760

Menu

Fresh Wasabi _____ ¥220 - ¥540
Wasabi Pickles _____ ¥540 - ¥3,780
② Buckwheat Oyaki Buns _____ ¥250 - ¥1,100
and more...

Restaurants & Shops

Shop (池田屋餅店) Ikedaya Rice Cake Store

2 min on foot from Hotaka Sta. MAP 2 E-2



Hours 9:00 - 18:00
Closed 2nd, 4th Wed
Seats 13
Parking -
Address 6079 Hotaka
Phone 0263-82-5739

Highly recommended menu

① Daifuku ————— ¥110
(rice cakes filled with azuki bean paste)

Menu

Cha-manju (steamed tea-flavored buns) — ¥110
Oyaki (buckwheat dumplings) ————— ¥180
Okara Manju (steamed soy-pulp buns) — ¥600
Eggplant Manju Buns ————— ¥600

A small store located at the entrance to Hotaka Shrine. Daifuku-mochi are soft rice cakes filled with a sweet azuki bean paste. They are one of Japan's most enduring traditional confections. The taste of our daifuku-mochi has remained unchanged since the store's establishment over 130 years ago and they are so popular that they may be sold out by early evening.

Shop Ikkaku (いっかく)

4 min on foot from Hotaka Sta. MAP 2 E-2



Hours 11:00 - 17:00
Closed Tue
Seats 4
Parking 3
Address 5971-3 Hotaka
Phone 090-9386-6901

Highly recommended menu

Vegan Muffins ————— ¥300

Menu

Fruit Juice (apple, grape, etc.) — ¥350+
Local Sake ————— ¥550+
Homemade Sweets ————— ¥200+

Ikkaku sells fruits, vegetables, souvenirs, and homemade foods that were made or grown in Azumino. They also offer free tasting of locally brewed sake. Don't hesitate to ask questions while shopping.

Shop (小林わさび店) Kobayashi Wasabi Store

5 min on foot from Hotaka Sta. MAP 2 F-2



Hours 8:30 - 18:30
Closed Wed
(some irregular holidays so call ahead)
Seats -
Parking 3
Address 5624-1 Hotaka
Phone 0263-82-2359

Highly recommended menu

① Wasabi Pickles ————— ¥540

Menu

Wasabi ————— ¥540
Wasabi Seaweed ————— ¥540

Kobayashi's fresh wasabi is raised in the pristine meltwaters flowing from the roof of Japan, the Japanese Alps. Combining the wasabi with sake lees produces wasabi pickles. Enjoy the unique and traditional flavor of their wasabi. You will surely leave the shop a satisfied customer!

Shop (小笠原わさび店) Ogasawara Wasabi Shop

5 min on foot from Hotaka Sta. MAP 2 E-3



Hours 9:00 - 18:30
Closed Thu
Seats -
Parking 4
Address 5976-3 Hotaka
Phone 0263-82-2414

Highly recommended menu

① Wasabi Pickles ————— ¥860 per 100 g
(wasabi pickled in sake lees / sold by weight)

Menu

Wasabi Pickles (by weight) — ¥430 per 100 g
Celery Pickles ————— ¥1080

Ogasawara Wasabi Shop has been making *wasabizuke* (wasabi pickled in sake lees) and other pickles for over 50 years. Their *wasabizuke* is made without preservatives using only locally grown wasabi, specially selected sake lees, and salt. These pickles will keep for 10 days in the refrigerator and are most delicious eaten fresh.

Restaurants & Shops

Shop Maruroku (丸六)



Home-cultivated wasabi and home-reared rainbow trout prepared without unnecessary additives. "Safe, worry free, and delicious" is our motto.



8 min on foot from Hotaka Sta. MAP 2
E - 4

Hours 10:00 - 17:00
Closed Dec. 30 to Jan. 4
Seats 6
Parking 7
Address 2631 Hotaka
Phone 0263-82-2142
<http://maruroku-wasabi.com/>

Highly recommended menu

① Wasabi Pickles (100 g) ————— ¥432

Menu

Fresh Wasabi ————— from ¥100
Sweetly Stewed Rainbow Trout — from ¥281
Miso-marinated
Rainbow Trout (100 g) ————— ¥205

Shop Azumino Yuin (あづみ野遊印)



Handcrafted phone straps, flower vases, chopsticks, and chopstick rests made from the wood of locally grown apple trees. You can add a name or date to these items free of charge to commemorate your visit or even make your own original chopsticks.



30 min on foot from Hotaka Sta. (next to Daio Wasabi Farm) MAP 2
B - 7

Hours Mar. thru Oct. 9:00 - 17:00
Nov. thru Feb. 9:00 - 16:00
Closed Mar. - Nov. Open daily
Dec. - Feb. Closed on Tue
Seats -
Parking 300
Address 3640 Hotaka,
Daio Wasabi Farm (Yume Hall)
Phone 070-6560-2248
<https://www.yuin.com/>

Highly recommended menu

Make your own cypress wood — ¥1,620
chopstick by hand-planing (tax incl.)
(5th grade elementary school students and up)

Menu

Custom-made applewood name stamps and doorplates hand-carved by a craftsman. A truly unique souvenir available only here!

Shop Maruyama Confectioners - Main Store (丸山菓子舗 本店)



Established in 1909, this store has specialized in producing Japanese-style confectionery in Hotaka, Azumino for more than 100 years. They have a large range of local confections inspired by the climate, history, and legends of Azumino valley.



9 min on foot from Hotaka Sta. MAP 2
G - 3

Hours 9:00 - 18:30
Closed Irregularly
Seats 4
Parking 3
Address 4537 Hotaka
Phone 0263-82-2203
<http://www.maruyama-kashiho.com/>

Highly recommended menu

① Azumino Karen Cake ————— ¥130

Menu

Cheese Manju Buns ————— ¥130
Dream Baumkuchen (sliced) ————— ¥140

Shop Azumino Tourist Information Center (安曇野市観光情報センター)



A tourist information center at the rotary in front of JR Oito Line Hotaka Station that acts as your gateway to sightseeing in Azumino. We sell souvenirs in addition to providing information on the city's attractions. Our staff are waiting to greet you with an Azumino smile.



Hotaka Sta. Area MAP 2
E - 2

Hours Apr. thru Oct. 9:00 - 17:30
Nov. thru Mar. 9:00 - 17:00
Closed Around New Year's Day
Seats -
Parking 5
Address 5952-3 Hotaka
Phone 0263-82-9363
<https://www.azumino-e-tabi.net/en/access/touristinformationcenter>

Highly recommended menu

Original Tenugui (hand towel) ¥600

Menu

Confections, rice wine, buckwheat noodles, postcards, Tensan silk products, artists' works, etc.

Restaurants & Shops

Other Areas in Azumino



Area Introduction

Farther away from Azumino's city center, shops and restaurants in these other areas are often located in the country with nice views and have spacious interiors. You will find luxurious restaurants serving full-course meals, popular soba shops housed in traditional farmhouses, and diner-style shops frequented by the locals. There are also farm shops that sell local produce and foods, and cafes and bakeries perfect for taking it easy in the countryside.

Soba noodles Fujiosanso (富士尾山荘)

59 min on foot from Ariake Sta. (12 min by car) MAP 1 I-3



Hours Restaurant: 11:00 - 19:50
Non-guest bathing: 9:00 - 20:30 (Jan. thru Mar. 15:00 - 20:30)
Closed Open 7 days a week
Seats 56
Parking 50
Address 2184-104 Hotakaariake
Phone 0263-83-2058
<http://www.fujiosanso.com/>

Highly recommended menu

Zaru-Soba _____ ¥780
(Chilled buckwheat noodles)

Menu

Chilled Soba with Seaweed — from ¥780
Breaded Pork Cutlet on Rice — ¥950
Mori-Soba (Plain Chilled Soba) — ¥780
Garlic Fried Chicken Set — ¥980
Family-sized Chilled Soba — ¥3,650 (serves 5 to 6)

We recommend our specialty 90% buckwheat flour soba noodles (¥780). Outdoor bathing (adults ¥500, children ¥250) and overnight stays are also available (¥8,790 with two meals, ¥5,500 with breakfast, ¥4,500 without meals).

Soba noodles Bandoko (豊科ばんどこ)

8 min on foot from Toyoshina Sta. MAP 1 E-6



Our restaurant is housed in a refurbished traditional, old-style Japanese residence. We specialize in handmade buckwheat noodles and local cuisine.

Hours 10:00 - 14:00 / 17:00 - 20:30 (L/O)
Closed Mon (open only during lunch time if a nat. hol.)
Seats 48
Parking 14
Address 5703-16 Toyoshina
Phone 0263-72-6767
<http://www.e-office.gr.jp/bandoko/>

Highly recommended menu

① Chilled Soba with Assorted Tempura _____ ¥1,500

Menu

Soba, Udon, Set Meals, Rice Bowls, Course Menu, Single Dishes.
¥480 - ¥3,250

Soba noodles Sanroku (山麓)

1 hr 30 min on foot from Hitoichiba Sta. (20 min by car) MAP 1 C-4



Hours 11:30 - 13:30 / 17:30 - 20:00
Closed Mon
Seats 30
Parking 15
Address 529 Misatoogura
Phone 0263-77-2919
<http://www.soba-sanroku.jp/>

Highly recommended menu

① Soba _____ ¥680 - ¥1,580

Menu

② Nagano's Specialty Sanzokuyaki
Fried Chicken _____ ¥750
Horsemeat Stew _____ ¥550
Ramen, Set Meals, Single Dishes, etc.

Nagano and Azumino, Japan's foremost soba spots. Using clear water sourced from the Azumino Wasabida Springs gives our soba a wonderful fragrance and flavor. Please enjoy our fresh 80% buckwheat Azumino soba noodles, with the authentic taste and texture resulting from our skilled hand-crafting technique.

Restaurants & Shops

Soba noodles (庭園そば処 みさと) Soba Restaurant & Garden Misato



Savor the flavor of buckwheat, the taste of wasabi, and the sound of water, as you take in the exquisite garden of this 100-year-old Japanese residence. Let Azumino stimulate your senses! (All ingredients are Azumino sourced.) Traditional furnishings are also exhibited, so please enjoy soba in the relaxed atmosphere.

1 hr 15 min on foot from Nakagaya Sta. (14 min by car) MAP 1 C - 4

Hours 11:00 - sold out
 Closed Mon (open if a nat. hol., and closed on the following day) 3rd Tue
 Seats 24
 Parking 8
 Address 3549 Misatoogura
 Phone 0263-77-2401
<http://www.soba-misato.com/>

Highly recommended menu

① Azumino Satisfaction Set — ¥1,980

Menu

Misato Satisfaction Set — ¥2,100
 Chilled Soba with Seaweed — ¥1,080
 Tempura — ¥680

Japanese / Izakaya Unagi Daikokuya (うなぎ大黒屋)



Established 180 years ago. Enjoy the delicious aroma and harmonious flavors of unagi (broiled eel) with our long established, traditional sauce. The sauce is characterized by its deep flavor which is attributed to a family recipe that has been carefully passed down over 6 generations.

7 min on foot from Toyoshina Sta. MAP 1 E - 6

Hours 11:30 - 14:00 / 17:30 - 21:00
 Closed Irregularly
 Seats 20
 Parking 7
 Address 4313 Toyoshina
 Phone 0263-72-2002

Highly recommended menu

Broiled Eel Rice Bowl — ¥2,500

Menu

① Broiled Eel on Rice in a Lacquer Box — ¥3,300
 Chopped Eel and Assorted Toppings on Rice — ¥3,700
 Various Other Eel Dishes — from ¥1,000
 Banquet Dinner — from ¥4,000

Japanese / Izakaya (やきにく食堂 ふーさん) Yakiniku Restaurant Fusan



Our restaurant offers meals prepared with carefully selected ingredients. In addition to yakiniku (Korean-style barbecue) with Japanese wagyu beef, we also offer sukiyaki and premium loin steak served with fresh wasabi grown here in Azumino. We also recommend our handmade soba noodles, prepared with locally produced buckwheat flour.

17 min on foot from Hotaka Sta. MAP 1 H - 4

Hours 11:00 - 14:00 / 17:00 - sold out
 Closed Open 7 days a week
 Seats 80
 Parking 30
 Address 9688 Hotakaariake
 Phone 0263-83-8066
<http://www.yakiniku-fusan.com/>

Highly recommended menu

Japanese Black Beef Kalbi — ¥650
 Handmade Soba — ¥800
 Charcoal-grilled Buckwheat Oyaki
 Dumplings — ¥200
 Horse Sashimi — ¥1,200

Menu

Wasabi Salted Kalbi (Beef Rib) & Soba Set — ¥1,900
 Handmade Soba (buckwheat noodles) — ¥800
 Sukiyaki Set Meal — ¥1,000

Japanese / Izakaya Ebiyoshi Toyota (えびよしとよ田)



A Japanese restaurant serving delicious fish and sake. Enjoy dishes prepared using ingredients carefully selected by the owner. Steadfast traditional flavors and techniques with a focus on bringing a smile to our customers' faces. * Call ahead for wheelchair accommodations.

8 min on foot from Toyoshina Sta. MAP 1 E - 6

Closed Sun, Wed
 (Reservations only accepted for groups of 5-7)
 Seats 40
 Parking 5
 Address 4321-3 Toyoshina
 Phone 0263-72-3437
<https://www.ebiyoshitoyota.jp/>

Highly recommended menu

① Minc'd Shrimp Shinjo Fritters — ¥400

Menu

Fresh seasonal fish, Japan-reared wagyu beef, etc.

Restaurants & Shops

Japanese / Izakaya (お好み焼 おもだか)
Okonomiyaki Omodaka



3 min on foot
from Toyoshina
Sta.

MAP 1
E-6



Hours Weekday: 11:00 - 15:00 / 18:00 - 23:00
Sun & nat hol. 11:00 - 21:00
Closed Tue & Wed (open on last Tue of the month)
Seats 30
Parking 5
Address 4673-29 Toyoshina
Phone 0263-72-8987
<http://w01.tp1.jp/~a074229721/>

Highly recommended menu

① Okonomiyaki Mix ————— ¥1,000
(beef, pork, squid, shrimp, octopus)

Menu

Okonomiyaki & Modern-yaki ¥700 - ¥1,320
② Noodles (including Ramen) — ¥600 - ¥1,000
Single-dish Items ————— ¥300 - ¥1,000
Drinks ————— ¥380 - ¥900

We serve authentic okonomiyaki using a traditional Osaka recipe with a Nagano twist. Our shop has a welcoming, homely atmosphere.

Japanese / Izakaya (レストラン四季)
Restaurant Shiki (Four seasons) in Holiday Yu



15 min by car
from Hotaka /
Toyoshina Sta.

MAP 1
F-3



Hours 11:00 - 15:00 / 17:00 - 21:00
Closed Irregularly
Seats 50-55
Parking 150
Address 11-1 Horiganekarasugawa
Phone 0263-73-8500
<http://www.holiday-you.co.jp/>

Highly recommended menu

① Shinshu Salmon Rice Bowl — ¥1,080
(includes an appetizer, steamed egg custard, miso soup, and pickles)

Menu

Ramen, Set Meals ————— ¥620 - ¥1,650

A restaurant that is convenient for day-trip bathers. Of course, we also welcome customers who wish to eat without bathing.

Japanese / Izakaya
Misato (美里)



33 min on foot
from Toyoshina Sta.
(6 min by car)

MAP 1
F-5



Hours 11:00 - 14:00 / 17:30 - 21:30
Closed Wed
Seats 64
Parking 30
Address 5059-10 Horiganekarasugawa
Phone 0263-72-6952

Highly recommended menu

① Shinshu Salmon
with Tartar Sauce Rice Bowl — ¥1,000

Menu

Shinshu Salmon Rice Bowl ——— ¥900
Azumino Apple Napolitan ——— ¥900
Domestically Reared
Breaded Pork Cutlet Set Meal ——— ¥950

Enjoy a variety of dishes, from the Azumino exclusive Shinshu Salmon & apple napolitan, to a selection of domestically reared tonkatsu (pork cutlet) dishes including miso, salt, and wasabi flavors.

Western-style restaurant
Abe (アベ)



27 min on foot
from Hotaka Sta.
(6 min by car)

MAP 1
G-4



Hours 11:00 - 14:30 / 17:00 - 21:00
Closed Irregularly
Seats 30
Parking 15
Address 8148-6 Hotaka
Phone 0263-82-6047

Highly recommended menu

① Hamburger-Steak Course — ¥1,100

Menu

Hamburger-Steak, Curry, Spaghetti
(including local specialty, Azumino Apple Napolitan)

A rustic countryside restaurant, with a different ¥650 set menu (including rice and miso soup) available every weekday. Course dishes are also available.

Restaurants & Shops

Western-style restaurant (レストランシャモニー)
Restaurant Chamonix in Azumino Hotaka View Hotel



15 min by car from Hotaka Sta.

MAP 1
F - 2

Hours 11:30 - 13:30 (L.O.)
 Closed Irregularly
 Seats 80
 Parking 80
 Address 2200-3 Hotakamaki
 Phone 0263-83-6200
<https://www.hotaka-view.co.jp>

Highly recommended menu

① Azumino Gozen _____ ¥2,160
 (Special Soba Selection)

Menu

French Course "Promenade" _____ ¥2,700
 Azumino Gozen (Special Soba Selection) _____ ¥2,160
 Other dishes / A la carte _____ from ¥864



Spend an elegant time at our hotel while enjoying the seasonal flavors of Azumino in dishes prepared with locally sourced ingredients including wasabi, buckwheat noodles, and Shinshu Salmon.

Western-style restaurant
Bambi (ばんび)



5 min on foot from Toyoshina Sta.

MAP 1
E - 6

Hours Mon to Fri 11:30 - 14:00 / 18:00 - 23:00
 Sat 18:00 - 23:00
 Closed Sun, 2nd Mon
 Seats 28
 Parking 8
 Address 4707-9 Toyoshina
 Phone 0263-88-8155

Highly recommended menu

Beef Steak _____ ¥1,280

Menu

Banquet Dinner from _____ ¥2,500
 (go up by increments of ¥500 to increase quality & quantity)
 All-you-can-drink (2 hours) _____ ¥2,000
 3 Varieties of Seasoned Fish Carpaccio _____ ¥930
 Margherita _____ ¥800

*Tax not included



Cuisine created using seasonal ingredients. We also stock an abundant range of beverages. Payment by bitcoin is accepted.

Western-style restaurant
L'ATELIER DES SENS



11 min on foot from Azumi Oiwake Sta.

MAP 1
I - 5

Hours Wed to Fri 10:00 - 18:00
 Weekends & nat hol. 8:00 - 18:00
 Closed Mon & Tue (open during peak season)
 Seats 80
 Parking 35 cars / 2 buses
 Address 2845-7 Kita-Hotaka
 (inside Hotaka Brewery Twin Oaks)
 Phone 0263-88-2757
<https://www.latelier-des-sens.jp/>

Highly recommended menu

Lunch B _____ ¥1,600
 Soup, salad, daily main dish
 (e.g. herb-marinated spring chicken sauté, and bread)

Menu

Take-out Coffee & Gelato,
 Hotaka Beer & Wine, Leonidas Chocolates



From breakfast to beer, L'ATELIER DES SENS is Azumino's only brewery restaurant and café with a panoramic view of the Northern Japan Alps. We serve locally brewed beer and offer a French-inspired gastronomic experience using fresh, seasonal and regional ingredients. The menu ranges from vegetarian sandwiches and steak frites cut from locally raised beef to multi-course chef's choice meals. Whether dropping by for a quick take-away order of home-roasted coffee and homemade gelato or staying for a fine lunch, you can enjoy a dining experience in a cozy atmosphere.

Western-style restaurant
LaFelicità



40 min on foot from Hitoichiba Sta. (12 min by car)

MAP 1
C - 5

Hours Wed - Sat: 11:30 - 15:00 / 18:00 - 21:30
 Sun, nat hol. & Mon:
 11:30 - 15:00 / 18:00 - 21:00
 Closed Tue
 Seats 77
 Parking 80
 Address 40-1 Misatoyutaka
 Phone 0263-31-3199
<http://www.lcv.ne.jp/~felicità/>

Highly recommended menu

Shrimp, Scallop & Tomato Cream Pasta _____ ¥1,200

Menu

Felicità-style Grain Salad _____ ¥880
 Mare (shrimp, squid & octopus pizza)
 Dinner Set-menu Course ¥2,650 / ¥3,700



We strive to serve delicious food, such as pasta and wood-fired pizzas. A restaurant where customers can enjoy the atmosphere of Rome, Italy through the dishes, desserts, and wines prepared by our chef who studied there.

Restaurants & Shops

Misc.

Koshibaya (小柴屋)



Established in 1923. Our restaurant is located in front of Toyoshina Station. We serve traditional ramen alongside a selection of famous Azumino dishes including Shinshu Salmon, horse offal, set meals and rice bowls. We eagerly await your visit!

1 min on foot from Toyoshina Sta. MAP 1
E - 6

Hours 10:00 - 21:00
 Closed Thu
 Seats 50
 Parking 12
 Address 4911 Toyoshina
 Phone 0263-72-2201
<http://www.koshibaya.com>

Highly recommended menu

① Shinshu Salmon Rice Bowl — ¥1,080

Menu

② Ramen ————— ¥580
 Pork Cutlet & Fried Egg Rice Bowl - ¥880
 Shinshu Salmon Rice Bowl ——— ¥1,080

Café

(北アルプス牧場直売店)

Northern Alps Ranch Farm Shop



A farm located on the road leading to Alps Azumino National Government Park. The cows here feed on local grass and corn, producing delicious fresh milk. The farm shop is a particularly popular spot to enjoy this milk, along with other products such as homemade ice cream.

55 min on foot from Hotaka Sta. (12 min by car) MAP 1
G - 3

Hours 10:00 - 17:00
 (customers accepted within 30 minutes before and after closing)
 Closed Mid-Jan. thru Feb.: Wed
 Seats 25
 Parking 30
 Address 8207-4 Hotakaariake
 Phone 0263-83-7571
<http://www.bokujiyo.co.jp/>

Highly recommended menu

① Soft-serve Ice Cream ——— from ¥350

Menu

② Fresh Milk (900 ml bottle) ——— ¥460
 Fresh Milk (by the cup) ————— ¥180
 Gelato ————— from ¥350
 Homemade Ice Cream (cup) — ¥290 - 310
 Natural foods, seasonal vegetables,
 locally sourced apple juice, etc.

Misc.

(カレーハウスCoCo壱番屋)

Curry House Coco Ichiban'ya

Azumino Interchange Branch



"Coco-ichi" is a curry restaurant that lets diners customize the curry to their taste. You can choose from a range of ingredients, and select your own level of spice and amount of rice. Select your own combination and enjoy your own original curry!

28 min on foot from Shinonoi Line Tazawa Sta. (8 min by car)
 30 min on foot from Oito Line Toyoshina Sta. (8 min by car) MAP 1
E - 6

Hours 11:00 - 24:00
 Closed Open 7 days a week
 Seats 40
 Parking 640
 Address 140-1 Minami-Hotaka
 (inside Swan Garden Azumino)
 Phone 0263-73-7791
<https://www.ichibanya.co.jp>

Highly recommended menu

① Chicken cutlet curry ——— ¥774

Menu

Pork Curry ————— ¥484
 Beef Curry ————— ¥629
 Chicken Cutlet Curry ——— ¥774
 70 additional menu items,
 children's menu, allergen free curries etc.

Shop

Takenosu Bake



A store specializing in scones baked using local flour. Our original recipe uses coconut oil with seasonal fruits and vegetables kneaded into the dough. These baked treats have become known as 'superfoods' and are particularly popular among women. Baked snacks prepared with Azumino buckwheat flour make for ideal gifts.

50 min on foot from Hotaka Sta. (10 min by car) MAP 1
H - 4

Hours 11:00 - 16:00, Thu - Sun
 Closed Mon - Wed
 Seats 6
 Parking 10
 Address 1916-2 Hotakaariake
 Phone 0263-31-6399
<http://takenosubake.jp/>

Highly recommended menu

Takeno Scone ————— ¥270
 (a plain scone made with whole grain flour from Nagano Prefecture)

Menu

① Scones ————— from ¥270
 Biscotti ————— ¥190
 Granola ————— from ¥550

Restaurants & Shops

Shop Vif Hotaka (Vif穂高)



The vegetables used by the restaurant are fresh, safe, and reliable produce grown locally. The menu centers around three main items: handmade soba noodles, *sanzokuyaki* chicken, and Shinshu Salmon, and it is a big hit with both locals and tourists alike. The handmade desserts available for purchase at the farm shop are also popular.

55 min on foot from Hotaka Sta. (10 min by car) MAP 1 H-3

Hours Farm Shop: 8:00 - 17:00 (Apr. 25 thru Sep. 30), 8:30 - 17:00 (Oct. 1 thru Apr. 24)
Restaurant: 11:00 - 14:30 (last order)
* Hours vary depending on the season.
Taiken-kan: 10:00 - 14:00 (last entry)
(Closed Dec. 15 thru Jan. 10)

Closed Jan. 1 - 5

Seats 25

Parking 50

Address 7751-1 Hotakaariake

Phone 0263-81-5656

<http://vif-hotaka.jp/>

Highly recommended menu

Varies according to season.
All produce is recommended.

Menu

Local vegetables, prepared foods, bread, delicatessen, fruits, etc.

Shop Atelier Hachiya (Atelier 8家)



The Atelier shop and gallery is located in a refurbished house built more than 70 years ago. A variety of handcrafted artworks are on display. We feature handmade goods crafted by local grandmothers, in addition to Azumino's Ariake maple bonsai trees. Many of the items we handle can only be found here.

30 min on foot from Toyoshina Sta. (5 min by car) MAP 1 F-5

Hours Mon, Tue, Thu 10:00 - 17:00
Sat 10:00 - 18:00
(we close an hour earlier during winter)

Seats 6

Parking 3

Address 4665 Horiganekarasugawa

Phone 0263-55-6711

<https://8hachiya.shopinfo.jp/>

Highly recommended menu

K10 & Shakudo Earrings — ¥10,000

Menu

Artists' works, wedding rings, engagement rings, bonsai, workshops held

Shop EH Sake Brewery (EH酒造)



①



Rice raised in the fertile natural environment of Azumino is combined with the spring waters of the Northern Alps to brew our "Suien" rice wine. Visitors can see the sake brewing process, enjoy a tasting, and purchase sake to take home. Please enjoy your sake experience, unique to our brewery.

10 min on foot from Azusabashi Sta. MAP 1 C-7

Hours 9:30 - 17:00 Mon - Sat

Closed Sun & nat hol.
(but we will open for reservations of groups of 5 or more)

Seats -

Parking 30

Address 1090-1 Toyoshinatakaie

Phone 0263-72-3011

<http://www.eh-shuzo.com/>

Highly recommended menu

① Suien Maboroshi no Sake Blue — 720ml ¥1,590

Menu

"Suien" Japanese sake [rice wine] and other liqueurs

Museums

The landscape of the Azumino region is dotted here and there with fascinating museums and traditional residences, making the whole area feel like one large open-air museum.

Highlights include the Takahashi Setsuro Art Museum, named for one of the area's most prominent artists. Setsuro specialized in *urushi*, a traditional Japanese lacquerware technique, and was famed for his use of intricate gold leaf etchings. In addition his *urushi* works, the museum also exhibits the artist's watercolors and a recreation of his childhood home.

There are a number of examples of traditional Japanese architecture in the area. The Sonoharake Residence is a reconstruction of a 17th century farmhouse, notable for its wooden construction without the use of nails. The 300-year-old Yamaguchi Residence features a beautiful traditional garden and has seen some prestigious guests including famed British pianist, Walter Weston.

The Morinouchi Picture Book Museum, displays obscure Japanese and English picture books, while the

Chihiro Art Museum in neighboring Matsukawa village exhibits the works of one of Japan's most beloved children's illustrators, alongside a collection of international children's books.

The Art Hills area is a pleasant road winding along the foot of the mountains, lined with cafés restaurants and art galleries. It is also home to the Art Hills Glass Museum where visitors can see artisans blowing spectacular glassworks, or even try their hand at glassblowing themselves.



A Safe and Bountiful Journey in Carefree Azumino



Located in a basin to the east of the Japan Alps, Azumino City is blessed with crystal-clear water and lush green trees. Get a sense of a good old Japanese hometown that is also open to a new way of life as you escape the bustle of the big city, nourish your spirit, and are refreshed, body and soul.



Our Goal Is Sustainable Tourism While Living in Harmony with Nature

In Azumino City, our goal is to have sustainable tourism while valuing the nature that surrounds us, so we have established 5 Points for Azumino Life, and push toward being able to offer “Bountiful Journeys and Bountiful Lifestyles.”

1. To live an “Azumino Life” in harmony with nature, never forgetting our gratitude and respect for nature.
2. To cherish farming the fertile soil, the pride of the region, for safe and secure food, making a healthy “Azumino Life.”
3. To protect the history and culture we inherited from those who came before us, perpetuate and utilize the arts created here, and foster a wonderfully cultured “Azumino Life.”

4. To make the community connections palpable, resonating in those who gather in Azumino for a bountiful “Azumino Life.”
5. To have those who live here and those who visit cooperate to make an enriching “Azumino Life.”

What’s more, the “Azumino Connection Project” that the entire region is involved in has declared “Azumino, the town with the 3 S’s” for “safe and secure” plus “soothing hospitality,” announcing we are working proactively on measures to prevent the spread of COVID-19.

You can confirm that shops and other facilities are taking part in the project when you see these stickers on display in the establishments.



We are taking measures to prevent the spread of infection so that you can relax and enjoy your trip.



The shops taking part in the “Azumino Connection Project” and the Azumino Tourist Information Center, which receives many sightseers, have staff who always wear masks, and we ask that visitors to them cooperate by wearing a mask and disinfecting their hands and fingers with hand sanitizer on entering the premises. Also, shops are routinely ventilated, the facilities and parts disinfected, food samples have been suspended, and coin trays and cashless payments options are being employed in our efforts to prevent the spread of infection.

At the Information Center, where tours start and end, there is an automatic non-contact thermometer to let us know the customers’ state of health.