



Rurubu  
Special  
Compilation



# Kitaiibaraki

きたいばらきし



Look Make Eat

Try for yourself!

Hands-on experiences

Taste all of the  
"seven parts."

Savor traditional dishes!

Try monkfish,  
a local specialty!

## Come and feel the ocean breeze!

Scenery Hot springs Dining

### Complete guide

to choosing the accommodations  
that match the purpose of your trip

Compare the taste  
at famous restaurants!

### Sashimi rice bowls



Tons of specialty products!

### Souvenir Guide



Only held once  
every five years!

### Come see the Ofune Festival!





In 2019 and 2024, come see a majestic festival held only once every five years.

# Ofune Festival

The Ofune Festival has been celebrated in Kitaibaraki City since ancient times. A sacred ship bearing a *mikoshi* (portable shrine) is pulled through the streets, making for a stirring sight. Don't miss the chance to experience it for yourself!



## What is the Ofune Festival?

Held in spring once every five years at Sawawachigi Shrine, dedicated to the *kami* or Shinto deity of fishing, the Ofune Festival prays for a bountiful catch and safety at sea. It has been designated an Important Intangible Folk Cultural Property by the Japanese government. The centerpiece of the festival is a lavishly decorated wooden ship bearing a *mikoshi*, or portable shrine. Pulled by a huge crowd, it travels through the city streets by sliding over wooden pallets, to the accompaniment of ceremonial ship-launching songs and sacred music.



The *mikoshi* is carried out of the shrine.

## Festival Schedule

### Day 1 Festival's Eve

- Departure from the Festival Office
- Procession of ship from Higashicho to Nishicho (accompanied by ceremonial ship-launching songs/sacred music)
- Ritual performed at shrine to transfer deity into *mikoshi*

### Day 2 Main Day of Festival

- Ofune Festival ceremony
- Ritual performed at Sawawachigi Shrine (accompanied by ceremonial ship-launching songs/sacred music)
- Procession from Nakacho to Nishicho
- *Mikoshi* procession; *mikoshi* lifted onto ship
- Procession of ship from Nishicho to Higashicho
- *Mikoshi* taken off ship in Higashicho  
*Shiogori* (purification with seawater) ritual performed at temporary shrine near Otsu Fishery Cooperative Market No. 2.
- Departure from temporary shrine near Otsu Fishery Cooperative Market No. 2  
*Mikoshi* returned to shrine via front approach (Nakacho)
- Rituals performed at shrine



Wooden pallets are lined up on the ground.



The *mikoshi* is lifted onto the ship.

## Festival Highlights

### Don't miss these!

The ship turning at a right angle is an impressive sight.

The friction between the wooden pallets and the bottom of the ship creates an unforgettable burning smell.

Welcome to Kitaibaraki!



Mayor Minoru Toyoda

Kitaibaraki has a mild climate due to its location on the Pacific coast, and a rich natural environment. Hot-spring baths can be found throughout the city.

With landmarks like the Tenshin Memorial Museum of Art and beautiful gorges, Kitaibaraki is one of Ibaraki Prefecture's leading tourism destinations. It is also home to the fishing harbors of Otsu and Hirakata, so visitors can enjoy fresh seafood at the city's inns, guesthouses, and restaurants. The monkfish hotpot served in winter is especially well-loved, having even won a nationwide hotpot competition twice.

The Ofune Festival, in which a sacred ship is pulled through the city streets, is like no other in Japan. It's also held only once every five years, so I highly recommend you take the chance to experience this powerful, soul-stirring spectacle for yourself.

## Kitaibaraki Tourism Information Center

(Inside Isohara Station)

☎0293-44-3741 MAP P24 B5



This tourism information center near the ticket gate at JR Isohara Station offers maps, sight-seeing pamphlets, and other useful information. It also displays and sells local goods like Izura Tenshin-yaki ceramics and marine products.

DATA 755-1 Isohara, Isoharacho, Kitaibaraki  
☑ Inside JR Isohara Station ☑ 10:00 AM-4:00 PM ● Closed: Mondays (open if Monday is a national holiday) ☑ None

## Contact

### Kitaibaraki City Tourist Association

☎0293-43-1111

1630 Isohara, Isoharacho, Kitaibaraki  
(Inside the Commerce, Industry & Tourism Section at Kitaibaraki City Office)

<http://www.kitaibarakishi-kankokyokai.gr.jp/>





# Try Monkfish!

An authentic  
Kitaibaraki  
specialty!

Kitaibaraki's famous local specialty, monkfish, is in season from November to March. It is considered a delicacy on par with *fugu* or blowfish. You'll never forget the taste of the tender flesh and creamy liver!



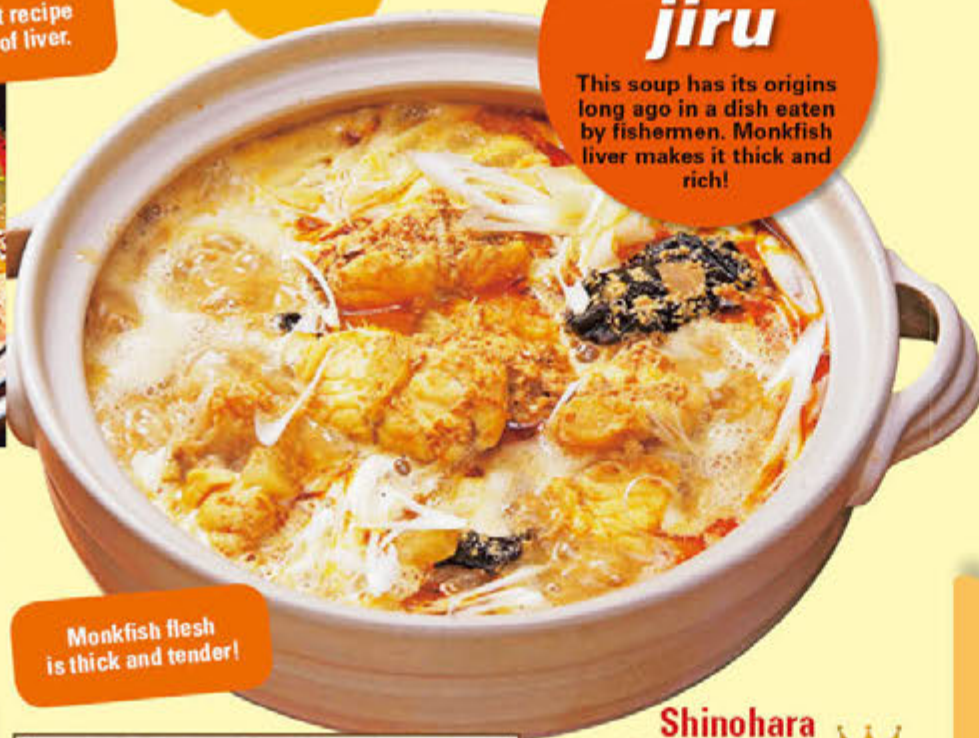
The secret recipe  
uses lots of liver.

## Marumitsu Ryokan

☎0293-46-0569 MAP P24 A1

The *dobu-jiru* soup here uses lots of monkfish liver for a rich and luxurious taste. Orders start at two diners, for ¥3,780 per person. Other delicacies like sashimi are also available.

DATA 235 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎11:00 AM-2:00 PM (Reservation required) ● Open 7 days/week ☎15 spaces



Monkfish flesh  
is thick and tender!

## Discover new ways to enjoy monkfish!

The "Monkfish Laboratory" is a satellite shop run by Marumitsu Ryokan. The shop on the first floor sells monkfish products and goods, while the restaurant on the second floor serves unique monkfish dishes like ramen noodles and ice cream. Visitors can also observe or take part in monkfish hanging and carving.



## Monkfish Laboratory MAP P24 A1

☎0293-46-0569 (Marumitsu Ryokan)

DATA 235 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎11:00 AM-2:00 PM (Shop closes at 5 PM.) ● Closed: Monday-Friday ☎20 spaces

Become a monkfish connoisseur!

## Monkfish Facts

### Why is monkfish carved while hanging?

Since the surface of monkfish is too slimy and slippery to prepare on a cutting board like other fish, it is usually hung from a metal hook through the lower jaw while cutting.



Kitaibaraki's monkfish hotpot has won first place twice in a nationwide hotpot competition!

## Dobu-jiru

This soup has its origins long ago in a dish eaten by fishermen. Monkfish liver makes it thick and rich!

## Shinohara Bekkan

☎0293-46-1231 MAP P24 A1

This inn offers hot-spring baths flowing directly from the source of Hirakatako Onsen, as well as *dobu-jiru* monkfish liver soup with an exquisitely savory taste for ¥3,780 per person. Lunch can be reserved for parties of 7-8 or more.

DATA 552-2 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎12:00-2:00 PM (Reservation required) ● Closed: Irregular closings ☎10 spaces



Miso made  
with Ibaraki rice  
adds a mellow flavor.

## Monkfish hotpot

This hotpot is heaped with vegetables and big chunks of monkfish. Add rice at the end to enjoy the thickened soup!

Looks as good  
as it tastes!



## Minshuku Sagamiya

☎0293-46-0512 MAP P24 A1

The key to the delicious taste of the most popular menu item, the monkfish hotpot, is the miso-flavored broth combining monkfish liver and kelp *dashi* stock. Try it for ¥2,160 per person (orders starting at two diners).

DATA 301 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎By reservation ● Closed: Irregular closings ☎8 spaces

## Minshuku Kanekyu

☎0293-46-1486 MAP P24 A1

This guesthouse with a hot-spring spa prides itself on its monkfish cuisine. Monkfish hotpot is ¥2,160 per person, while *dobu-jiru* soup is ¥3,240 per person (orders of both starting at two diners).

DATA 1576-3 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎11:00 AM-2:00 PM; 6:00-9:00 PM ● Closed: December 31-January 7 ☎15 spaces

A rich finish  
with just daikon radish  
and leek.

## Minshuku Maruyu

☎0293-46-0374 MAP P24 A1

This relaxing guesthouse offers delicious food and soothing hot-spring baths. The rich monkfish hotpot for ¥1,620 per person is prepared in the style of *dobu-jiru* soup (orders starting at two diners).

DATA 1333-8 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎11:00 AM-9:00 PM ● Closed: Irregular closings ☎20 spaces

## Tomozaue

Boiled monkfish flesh is eaten with a mixture of dry-roasted monkfish liver, vinegar, miso, and sugar.



## Minshuku Uohiko

☎0293-46-1020 MAP P24 A1

The accommodation plan including monkfish cuisine is ¥10,000 per night. For those who just want to dine, a local seafood course meal starts at ¥3,000.

DATA 235-4 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎5:00-9:00 PM (Reservation required) ● Closed: Irregular closings ☎7 spaces

## Saito Shoten

☎0293-46-0609 MAP P24 A1

Saito Shoten sells sets of boiled monkfish flesh, skin, and stomachs with vinegared miso made according to the company's original recipe, starting at ¥500 for 130 grams.



DATA 47 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎8:00 AM-5:00 PM ● Closed: Tuesdays and Saturdays ☎3 spaces

## A la carte!

Try these dishes to  
enjoy monkfish to the  
fullest!



## Monkfish liver

The creamy texture will melt in your mouth. Ponzu sauce and *momiji-oroshi* (grated daikon radish with chili pepper) provide refreshing accents.

## Minshuku Todai

☎0293-46-3454 MAP P24 B3

This neat, homey guesthouse stands right below the Cape Otsu Lighthouse (P13). Monkfish liver is ¥865, while deep-fried monkfish is ¥1,500.

DATA 632-42 Otsucho, Kitaibaraki ☎10 min. by car from JR Otsuko Station ☎Inquire directly. ● Open 7 days/week ☎20 spaces

## Deep fried

Crispy-fried monkfish  
flesh, skin, and fins  
are a perfect snack  
while drinking!





# Taste the bounty of the Sea!

So fresh!



The Oyashio and Kuroshio currents meet off the coast of Ibaraki Prefecture, making it one of Japan's best fishing grounds. The fishing harbors of Hirakata and Otsu are filled with the fresh bounty of the sea!

## Sashimi rice bowls

Compare the taste at famous restaurants!

Sashimi rice bowls let you try many kinds of seafood at once, making them popular with locals and visitors alike. These are some of Kitaibaraki's finest!

Taste the difference!

The toppings achieve the perfect balance of ingredients like sea urchin and both red- and white-fleshed fish. Since the shop is directly run by a fishery cooperative, the prices are reasonable as well!

### Ichiba Shokudo

☎0293-30-2345 MAP P24 A3

An eatery wholly owned by the Otsu Fishery Cooperative. In addition to sashimi rice bowls for ¥1,350, hearty set meals like tempura and grilled fish are also popular offerings, starting at ¥1,500.

DATA 789-3 Niida, Sekinamicho, Kitaibaraki ☎6 min. by car from JR Otsuko Station ☎11:00 AM-3:00 PM ● Closed: Wednesdays (Thursday if Wednesday is a national holiday) ☎100 spaces

### Restaurant Matsunoya

☎0293-46-3282 MAP P24 A3

Hearty sashimi rice bowls are ¥2,200. The seafood outlet store (P19) also offers fresh seasonal tastes, including the popular deep-fried greeneye and monkfish hotpot.

DATA 355 Niida, Sekinamicho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎11:00 AM-3:00 PM; 5:00-8:00 PM (Weekends/holidays: 11:00 AM-3:30 PM and 4:30-8:00 PM) ● Closed: Wednesdays (confirmation required if Wednesday is a national holiday) ☎150 spaces



Taste the difference!

Rice bowls are topped with 7-8 kinds of seasonal seafood. The generous sizes of the pieces let you enjoy sashimi to your heart's content.



### Tenshinmaru

☎0293-46-7801 MAP P24 B3

This is the place if you want to eat your fill of seafood. It also offers a range of seasonal dishes, like Iwagaki oysters in summer and monkfish in winter. Sashimi rice bowls are ¥1,500.

DATA 710 Otsucho, Kitaibaraki ☎7 min. by car from JR Otsuko Station ☎11:30 AM-1:30 PM; dinner reservations accepted starting from 5:30 PM (reservation required) ● Closed: Mondays (Tuesday if Monday is a national holiday) ☎15 spaces

Taste the difference!

Rice bowls abundantly topped with luxurious ingredients like sea urchin and salmon roe showcase the chef's passion and the season's flavors.

## Fine Seafood

Taste the season's catch!

From flounder to greeneye and Iwagaki oysters, Kitaibaraki is a paradise for seafood lovers. Enjoy the delicious flavors that locals adore!

**Funamori**  
(sashimi boat):  
Serves 4-5  
Starting at ¥12,900

In this extravagant style of serving sashimi, a boat-shaped dish is filled with the freshest seafood.



### Oshokujidokoro Futatsushima

☎0293-42-0183 MAP P23 F3

This restaurant inside the Futatsushima Kanko Hotel (P13) is right in front of the rock formation known as Futatsujima Island. In addition to seafood, it also offers an extension selection of meat dishes, including Hitachi Wagyu beef and the "Rose" brand of high-quality local pork.

DATA 2553 Isohara, Isoharacho, Kitaibaraki (inside the Futatsushima Kanko Hotel) ☎5 min. by car from JR Isohara Station ☎11:00 AM-2:30 PM; 5:00-9:00 PM ● Closed: Irregular closings ☎50 spaces

**Iwagaki oysters**  
(raw)  
Starting at ¥600  
apiece

These firm oysters taste best raw.



## Kitaibaraki Seafood Season Calendar

Month	Common orient clam	Greeneye	Japanese halfbeak	Seabream	Sea urchin	Iwagaki oyster	Horse mackerel/Abalone	Japanese sea bass	Pacific saury	Flounder	Mackerel	Young Japanese amberjack
January												
February												
March												
April												
May												
June												
July												
August												
September												
October												
November												
December												



**Local fish sashimi set**  
¥1,620  
Lunchtime only



**Deluxe sushi ¥1,944**

Flounder, Japanese amberjack, conger eel, etc.

### Takasagoya

☎0293-46-0032 MAP P24 A3

A restaurant serving sushi and other Japanese cuisine located right by Otsu Fishing Harbor. The most affordable option for sushi made with freshly caught seafood is the lunch set (available Monday through Saturday) for ¥1,080.

DATA 2650 Otsucho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎11:00 AM-2:00 PM; 5:00-10:00 PM ● Closed: Thursdays ☎8 spaces

### Kihei

☎0293-42-0213 MAP P23 F3

A luxurious restaurant with a close view of Futatsujima Island, specializing in traditional dishes that look as good as they taste. The menu changes twice a month, but a favorite is the lunchtime Chef's Recommended Set for ¥1,230, which is limited to twenty diners.

DATA 2550 Isohara, Isoharacho, Kitaibaraki (inside the Isohara Seaside Hotel) ☎5 min. by car from JR Isohara Station ☎11:30 AM-2:30 PM; 5:00-9:00 PM ● Closed: Wednesday lunch (some irregular closings as well) ☎50 spaces

### Ohamamaru Uoriki

☎0293-46-5995 MAP P24 B3

Situated along the Izura Coast with beautiful views of the Pacific Ocean. In addition to entrees like sashimi, grilled fish, and tempura, a variety of set meals are also available starting at ¥1,299.

DATA 1-131 Izura, Otsucho, Kitaibaraki ☎9 min. by car from JR Otsuko Station ☎11:30 AM-3:00 PM; also open 5:30-8:30 PM Friday-Sunday ● Closed: Wednesdays (open if Wednesday is a national holiday; some irregular closings) ☎10 spaces

\*Some menu options are only available seasonally. 7



# Seriously delicious! Savor the Taste of the Mountains!

Peaceful countryside stretches out before you on a drive along the Hanazono River. Amid this natural bounty, don't miss the chance to try some tasty delicacies!



## A Hanazono beef

This prized brand consists exclusively of Hitachi Wagyu beef with a rating of A4 or higher taken from cattle raised in the northeast of Ibaraki Prefecture. Since supply is limited, dining requires a prior reservation.



160 g steak for an unbelievable ¥3,960  
Choose from sirloin or ribeye.

## B Hitachi Wagyu beef

The Hitachi brand of Wagyu beef taken only from Japanese Black cattle is the pride of Ibaraki Prefecture. A simple steak is the best way to enjoy the fine, tender meat and rich flavor.



150 g juicy sirloin steak for ¥4,860

## C Motsuni (offal stew)

Fresh chicken liver is flavored with soy sauce and sugar for a sweet and salty taste. Since it first appeared on menus after World War II, this dish has become a beloved specialty of the Isohara region.



The sweet sauce creates a mouthwatering luster ¥750

## D Freshwater fish

Farm-raised char, rainbow trout, masu salmon, and other fish are served at restaurants along the Hanazono River. You can catch your own fish at aquaculture ponds, and some restaurants will even prepare them for you on the spot.



Set of rainbow trout, char, or masu salmon with edible wild plants starting at ¥1,300

Rainbow trout sashimi starting at ¥600 per serving (picture serves two)

## E Wild yam

Japan's indigenous wild yam is so rare that it is known as "the king of wild plants." Artificial cultivation has flourished in Kitaibaraki City, producing yams as tasty and nutritious as those grown in the wild.



Ujo Furusato Set including grated yam and rice cooked with barley for ¥2,160

## F Edible wild plants

Freshly picked wild plants taste great in stews or tempura. Thanks to the wisdom of locals, plants picked in spring are salt-preserved to give them a longer shelf life.



Wild udo browned in oil and boiled bracken with soy sauce (both priced according to market)

## April to May is the season for edible wild plants!

A variety of edible wild plants sprout in the mountains around Hanazono Gorge from April to May, including butterbur, wild udo, and bracken. Around this time, local restaurants pick lots of these plants and salt them so that they can be eaten year round. However, if you want to enjoy the uniquely bitter taste of fresh, flavorful, and nutritious wild plants, then you'd better visit while they're in season!



Tempura made with wild plants like yam bulbils (autumn through winter) and wasabi leaves (spring) is part of the Freshwater Fish Set starting at ¥1,300

Savor the taste of the mountains!

Must-Try Food Report 3

## V Eat here!

### A Lupinus Club

☎0293-30-0607 MAP P23 D3

DATA 2747 Azuhata, Hanakawacho, Kitaibaraki (inside the Mount Akane lodge) ☎~20 min. by car from JR Isohara Station ☎11:00 AM-3:00 PM ● Open 7 days/week ☎50 spaces

### B Hitotsugi Steak

☎0293-42-1171 MAP P24 A5

DATA 1-96 Toyoda, Isoharacho, Kitaibaraki ☎~4 min. by car from JR Isohara Station ☎11:30 AM-2:00 PM; 5:00-9:00 PM ● Closed: Mondays and third Tuesday of each month ☎6 spaces

### C Yamaguchiya

☎0293-42-0273 MAP P24 B5

DATA 3-4-16 Honcho, Isoharacho, Kitaibaraki ☎~2 min. walk from JR Isohara Station ☎11:30 AM-2:30 PM; 5:00-8:30 PM ● Closed: Sundays ☎6 spaces

### D Masubuchi Gyoen

☎0293-43-9210 MAP P22 C3

DATA 469-3 Hanazono, Hanakawacho, Kitaibaraki ☎~25 min. by car from JR Isohara Station ☎10:50 AM-4:30 PM ● Closed: Wednesdays (open if Wednesday is a national holiday) ☎20 spaces

### E Gyogun Tanchiki

☎0293-43-1311 MAP P24 B4

DATA 200-3 Isohara, Isoharacho, Kitaibaraki (inside Toshimaya Tsukihamano-yu) ☎~3 min. by car from JR Isohara Station ☎11:30 AM-2:00 PM; 5:30-8:00 PM (dinner by reservation only) ● Open 7 days/week ☎50 spaces

### F Noka Minshuku Yamagata

☎0293-43-9132 MAP P22 C2

DATA 362 Hanazono, Hanakawacho, Kitaibaraki ☎~25 min. by car from JR Isohara Station ☎Inquire directly. ● Closed: During rice planting and harvesting season ☎30 spaces

## Try doburoku!

Doburoku is a kind of unrefined sake brewed in Japan since ancient times. Although it is made from rice and koji mold, unlike regular sake, it is not filtered after fermentation. This means rice particles are left behind, giving it a distinctively sweet taste. Kitaibaraki City is one of the areas in Japan that have received special permission for doburoku brewing. Try something a little different from the traditional sake!



## Which doburoku is the best?

You can enjoy different kinds of doburoku throughout Kitaibaraki City for only ¥450 per 180 ml serving. Each has its own unique flavor, so why not compare them along with some local food?

It's sweet with a tart finish!

### Noka Minshuku Yamagata

This cozy guesthouse serves old-fashioned cuisine featuring edible wild plants. One night with two meals and a complimentary glass of doburoku starts at ¥6,480. You can also make a reservation to enjoy the food and doburoku without staying the night.

See P9

It's refreshingly dry!

### Sakurano Soba

This restaurant is popular for its handmade soba noodles that include wild yam as a thickener. The dry doburoku goes well with the noodles. From June to July, customers can enjoy the gorgeous sight of 30,000 hydrangeas from 1,200 species blooming on the grounds.

See P20

It's full-bodied and slightly sweet!

### Masubuchi Gyoen

This restaurant serves farm-raised freshwater fish like masu salmon, char, and rainbow trout as well as dishes made with edible wild plants. Enjoy a glass of doburoku with the simple, traditional food.

See P9



# Souvenir Guide

Great to give and receive!  
Learn about Kitaibaraki's specialty products.  
You can find everything here, from artisanal crafts to tasty delicacies!

## D Fried fishcake

Otomo Marine Products

¥360 for two  
The fish paste contains golden threadfin bream, for a tender texture that's impossible to resist!



## B Rice-stuffed squid

Hioki Food Products

Starting at ¥300 per package (contains 2)  
Squid from Hirakata Harbor is stuffed with both regular and glutinous rice, and flavored with a sweet-and-salty sauce.



## A Monkfish chips

Sold at: Kitaibaraki Museum of Fishing History ("Yo-Soro"), Mount Akane Lodge, and some inns in the city

¥840 per package  
Kitaibaraki's specialty, monkfish, is made into chips using an exclusive recipe, for a crispy and delicious snack.

# Seafood

## F Marine products

Otsu Harbor Cooperative Association of Marine Product Processors

Different kinds of dried fish and a variety of other marine products representing the region's best are sold here. The monkfish hotpot set including dipping sauce is a favorite among tourists.

## E Vinegared octopus snack

Sakanaya Maruichi

¥324 per package  
This luxurious snack is made with thick slices of fresh octopus from Hirakata Fishing Harbor and apple cider vinegar.



## Available here

### A Maeken (Contact)

☎0293-46-5511

Sold at

Kitaibaraki Museum of Fishing History ("Yo-Soro")

☎0293-46-8600 MAP P24 A3 DATA → P13

Mount Akane Lodge

☎0293-30-0607 MAP P23 D3 DATA → P15

### B Hioki Food Products

(Hioki Shokuhin)

☎0293-46-1308 MAP P24 A1

Popular products are the homemade saury stew with chili peppers and leek, mackerel in miso sauce, and vinegared mackerel, all conveniently vacuum packed to ensure a long shelf life.

DATA 476 Hirakatacho, Kitaibaraki ☎~5 min. by car from JR Otsuko Station ☎8:00 AM-5:00 PM ● Closed: Sundays P None

### C Daikokuya Marine Products

(Daikokuya Suisan Shokuhin)

☎0293-46-0495 MAP P24 A1

The fish paste for the famous fried monkfish cakes is made by pounding together fresh monkfish and high-quality Alaska pollock with a stone mortar.

DATA 582 Hirakatacho, Kitaibaraki ☎~5 min. by car from JR Otsuko Station ☎8:00 AM-5:00 PM ● Closed: Irregular closings P None

### D Otomo Marine Products

(Otomo Suisan Shokuhin)

☎0293-46-6545 MAP P24 A2

This shop sells fishcake products such as burdock root wrapped in fishcake (¥250 for ten), and fried sardine paste (¥500 for four pieces). Or, try the variety pack of six kinds for ¥1,700.

DATA 985 Kitacho, Otsucho, Kitaibaraki ☎~6 min. walk from JR Otsuko Station ☎9:00 AM-5:00 PM ● Closed: Tuesdays P 30 spaces

### E Sakanaya Maruichi

☎0293-46-0420 MAP P24 A2

This marine product store offers fresh seafood and dried fish. The chewy, freshly cooked local octopus has been a popular seller for almost sixty years (P19).

DATA 1067-1 Hirakatacho, Kitaibaraki ☎~3 min. by car from JR Otsuko Station ☎9:00 AM-6:00 PM ● Closed: Tuesdays (Wednesday if Tuesday is a national holiday) P 15 spaces

### F Otsu Harbor Cooperative Association of Marine Product Processors

☎0293-46-0127

This association made up of seventeen local marine product processors sells and promotes products like dried fish at events all over Japan. Products from some processors can be purchased at outlets like the "Yo-Soro" shop (P19). Contact the association for details.

DATA 121-31 Otsucho, Kitaibaraki

# Sweets



## H Hitachi Oguro Pie

Fugetsudo Sweets Shop

¥185 each

These crispy pies are filled with an original local variety of scarlet runner bean.



## I Macarons

Ogawaya

Starting at ¥150 each

The ten-flavor lineup includes chocolate, raspberry, and chestnut.



## H Izura monaka (wafer cakes filled with bean jam)

Fugetsudo Sweets Shop

¥1,183 for pack of 8

¥1,800 for pack of 12

The white wafer cakes are filled with sweet white bean paste mixed with seaweed, while the brown ones are filled with black bean jam.



## K Strawberry daifuku (rice cakes stuffed with bean jam)

Tengokoro

¥216 each

These chewy rice cakes stuffed with Northern Ibaraki's Tsurutsuki brand of strawberries won first prize in a local sweets contest!



## G Isohara manju (steamed yeast buns)

Isohara Manju Shop Yamamitsuya

¥84 each

This popular souvenir of the Isohara area consists of brown-sugar-flavored batter stuffed with lightly sweetened fine-grained bean paste.



## J Ujo-no-yume

Mannanya Confectionery

¥95 each

¥1,240 for pack of 12

¥2,050 for pack of 20

The baked outer layer is a deliciously moist combination of sweet white bean paste, eggs, and glutinous rice flour.

# Ceramics



## K Izura Tenshin-yaki ceramic ware

Tengokoro

¥2,000

This strong work by Kenji Asano of the Society for Study of Izura Tenshin-yaki is about 15 cm in diameter.

## G Isohara Manju Shop Yamamitsuya

☎0293-42-0109 MAP P24 B5

Isohara manju steamed buns are so popular that they always sell out. If you want some, be sure to arrive by 2 PM.

DATA 2-197 Isohara, Isoharacho, Kitaibaraki ☎~6 min. walk from JR Isohara Station ☎9:00 AM-4:00 PM (until sold out) ● Closed: Irregular closings P 10 spaces

## H Fugetsudo Sweets Shop

☎0293-46-0612 MAP P24 A1

This traditional Japanese confectionery has a warm and friendly feel. It is known for its *dorayaki* (bean paste wrapped in pancakes) and pie made with an original local variety of scarlet runner bean.

DATA 472 Hirakatacho, Kitaibaraki ☎~5 min. by car from JR Otsuko Station ☎8:30 AM-7:00 PM ● Closed: Irregular closings P 2 spaces

## I Ogawaya

☎0293-42-0248 MAP P24 B5

Known for its colorful macarons, this shop also offers a variety of other Western-style and Japanese sweets.

DATA 2-73 Isohara, Isoharacho, Kitaibaraki ☎~7 min. walk from JR Isohara Station ☎9:30 AM-7:00 PM ● Closed: Irregular closings P 5 spaces

## J Mannanya Confectionery

☎0293-42-0241 MAP P23 E4

This shop sells exquisitely handmade traditional confections. Sugary yet tart sweets made with whole Japanese apricots are a popular treat, for ¥130.

DATA 826-1 Kisara, Isoharacho, Kitaibaraki ☎~10 min. by car from JR Isohara Station ☎9:00 AM-6:00 PM ● Closed: Irregular closings P 2 spaces

## K Tengokoro

☎0293-46-8730 MAP P24 A2

The popular strawberry daifuku rice cakes and custard pudding made with local eggs sell out quickly, so you'll want to get here early. The shop is also lined with Izura Tenshin-yaki ceramic ware by about twenty different artists.

DATA 897 Hirakatacho, Kitaibaraki ☎~3 min. by car from JR Otsuko Station ☎9:00 AM-5:00 PM ● Closed: Irregular closings P 20 spaces



Two-day, one-night trip!

# Learn about the area's Rich History and Literature!

This short trip explores landmarks along the coast, with majestic views of the vast ocean. You can learn about the achievements of two of Kitaibaraki's most distinguished figures, and taste the bounty of the sea. Come answer the call of the ocean breeze!

View of Izura Rokkakudo from Cape Izura Park

For ocean lovers!

## Day 1: START!

### Isohara Station

Less than 1 min. by

**1 Automaton Clock**  
☎0293-43-1111 MAP P24 B5  
(Kitaibaraki City Tourist Association)

The Isohara area was the birthplace of Ujo Noguchi, a poet and lyricist of children's songs. At 9 AM, 12 PM, 2 PM, and every hour from 4 to 7 PM, this automaton clock outside the East Exit of Isohara Station plays a children's song written by Noguchi.

DATA Honcho, Isoharacho, Kitaibaraki ☎Outside the East Exit of JR Isohara Station ☎Free ☎None

**2 Ujo Noguchi Birthplace & Museum**  
☎0293-42-1891 MAP P24 B4

Ujo Noguchi lived here from his birth in 1882 until he moved to Tokyo around the age of fifteen. Feel the ocean breeze as you learn about Noguchi's roots.

DATA 73 Isohara, Isoharacho, Kitaibaraki ☎~3 min. by car from JR Isohara Station ☎9:00 AM-4:00 PM ☎Admission: ¥100 ☎Closed: Irregular closings ☎20 spaces



Automatons pop out to the sound of a children's song.



Noguchi's birth home overlooks the sea of Isohara.

**Ujo Noguchi was...**  
...a poet and lyricist of children's songs, famous for writing nursery rhymes such as *Nanatsu no ko* ("Seven Children") and *Shabondama* ("Soap Bubbles").

**4 Museum of Ujo Noguchi**  
☎0293-43-4160 MAP P24 B4

Attached to the Kitaibaraki Museum of History and Folklore, this museum displays many items including calligraphy and manuscripts in Noguchi's own hand.

DATA 130-1 Isohara, Isoharacho, Kitaibaraki ☎~5 min. by car from JR Isohara Station ☎9:00 AM-4:30 PM ☎Admission: ¥310 ☎Closed: Mondays (Tuesday if Monday is a national holiday) ☎20 spaces

Enter the lyrical world of Ujo Noguchi.

**3 Gyogun Tanchiki**  
☎0293-43-1311 MAP P24 B4

This restaurant is part of Toshimaya Tsukihama-no-yu (P16). The Mikazuki Set for ¥3,780 includes a colorful assortment of sashimi and other traditional dishes.

DATA → P9



Enjoy a full set of seasonal dishes.

**1 Tengokoro**  
☎0293-46-8730 MAP P24 A2

This shop sells local souvenirs and pottery including Izura Tenshin-yaki ceramic ware, a traditional Kitaibaraki craft dating back to the 1700s (P11).

DATA → P11

## Day 2: START!

**6 Futatsushima Kanko Hotel**  
☎0293-42-0183 MAP P23 F3

This hotel stands right in front of the Futatsushima Island rock formation. All of the guest rooms have a spectacular ocean view.

DATA 2553 Isohara, Isoharacho, Kitaibaraki ☎~5 min. by car from JR Isohara Station ☎1 night with 2 meals starting at ¥15,660 ☎25 spaces



The hotel prides itself on its dishes made with fresh seafood transported live from the market daily.

**5 Isohara Beach / Futatsujima Park**  
☎0293-43-1111 (Kitaibaraki City Tourist Association)  
MAP P24 B4 MAP P23 F3

A sandy beach stretches on for about 1.3 kilometers. Off the shore lies the symbol of Isohara Beach, the rock formation known as Futatsujima Island.

DATA Isohara, Isoharacho, Kitaibaraki ☎~5 min. by car from JR Isohara Station ☎Free ☎None (some parking spaces available along beach)



**Lit up at night!**  
Futatsujima Island is lit up from sunset to 9 PM. The rocks hovering in the darkness create a fantastical sight.

**2 Tenshin Memorial Museum of Art**  
☎0293-46-5311 MAP P24 B2

This museum displays material related to Tenshin Okakura and works by artists with connections to the Izura area, such as the painter Taikan Yokoyama. The lobby offers a panoramic view of the Pacific Ocean.

DATA 2083 Otsucho, Kitaibaraki ☎~5 min. by car from JR Otsuko Station ☎9:00 AM-5:00 PM (opens at 9:30 AM in October-March) ☎Admission: ¥190 (separate fee for special exhibitions) ☎Closed: Mondays (Tuesday if Monday is a national holiday) ☎125 spaces

**4 Izura Rokkakudo**  
☎0293-46-0766 MAP P24 B2

Tenshin Okakura visited the Izura Coast with the painter Shuzan Hida around May of 1903. He liked the area so much that he designed this hexagonal retreat there two years later.

DATA 727-2 Otsucho, Kitaibaraki ☎~8 min. by car from JR Otsuko Station ☎8:30 AM-5:30 PM (some seasonal variation) ☎Admission: ¥300 (free for children below high-school age; group discount available) ☎Closed: Mondays (Tuesday if Monday is a national holiday); year-end and New Year's holidays ☎25 spaces



The structure is lit up from dusk to 9 PM.

**6 Kitaibaraki Museum of Fishing History ("Yo-Soro")**  
☎0293-46-8600 MAP P24 A3

Learn about Kitaibaraki's traditional culture and fishing industry. The "Monkfish Corner" explains the different edible parts of a monkfish using models. You can also play a game in which you make a monkfish on the screen light up.

DATA 789-2 Nilda, Sekinamicho, Kitaibaraki ☎~6 min. by car from JR Otsuko Station ☎9:00 AM-5:00 PM (Last entry: 4:30 PM) ☎Admission: ¥300 ☎Closed: Wednesdays (Thursday if Wednesday is a national holiday) ☎55 spaces



Two-day, one-night trip (Ocean)



**Tenshin Okakura was...**  
...an artistic leader and critic born in 1863. He is known throughout the world for *The Book of Tea*, an essay on the significance of the tea ceremony in Japanese culture, which was published in New York.

The museum exhibits items actually used by Okakura.

**3 Restaurant Tsubaki**  
☎0293-46-1111 MAP P24 B2

This restaurant is part of the Itsuura Kanko Hotel Taikanso (P16) in a cove along the Izura Coast. Enjoy a breathtaking view of the Pacific along with your meal.

DATA 722 Otsucho, Kitaibaraki (inside the Itsuura Kanko Hotel Taikanso) ☎~5 min. by car from JR Otsuko Station ☎11:00 AM-3:00 PM; 5:00-8:00 PM ☎Closed: Irregular closings ☎100 spaces



Sashimi rice bowl made with freshly caught seafood for ¥1,800

**5 Cape Izura Park / Cape Otsu Lighthouse**  
(Izura Misaki Koen/Otsu MisakiToda)  
☎0293-43-1111 (Kitaibaraki City Tourist Association)  
MAP P24 B3

From Cape Izura Park, the vast expanse of the sea looks like a Japanese painting. The brilliantly white Cape Otsu Lighthouse stands nearby.

DATA Izura, Otsucho, Kitaibaraki ☎~10 min. by car from JR Otsuko Station ☎Free ☎16 spaces



The lighthouse guides ships around Otsu Fishing Harbor.

Cape Izura Park's observation tower offers a spectacular view of the Pacific Ocean.

Look Eat Stay Shopping  
Hot spring Yukata



Two-day, one-night trip!

# Try new experiences!

Travel west from the city's center and you'll find peaceful countryside scenery. Listen to the babbling of clear streams, and try your hand at unique activities. These soothing moments will take you away from the stresses of the everyday!

For mountain lovers!

## Day 1: START!

Isohara Station

### 1 Hanazono Gorge

☎0293-43-1111 MAP P22 B2~C2  
(Kitaibaraki City Tourist Association)

A designated Prefectural Nature Park, this scenic gorge is beautiful year round, with rhododendrons in spring, fresh greenery in early summer, and colorful maple and oak leaves in fall.

DATA Hanazono, Hanakawacho, Kitaibaraki  
☎~30 min. by car from JR Isohara Station  
Free None



Take in the natural beauty of the changing seasons.

### 2 Hanazono Shrine

☎0293-43-9212 MAP P22 C3

This stately shrine near Hanazono Gorge is said to have been founded by the shogun Sakanoue no Tamuramaro in the year 795. The grounds are home to massive Japanese umbrella pines and cedars that are over 500 years old.

DATA 567 Hanazono, Hanakawacho, Kitaibaraki  
☎~25 min. by car from JR Isohara Station Free  
P60 spaces



Beautiful rhododendrons bloom in front of the shrine's hall of worship around May.

### 3 Masubuchi Gyoen

☎0293-43-9210 MAP P22 C3

This restaurant offers fresh-water fish like masu salmon and char, as well as dishes made with edible wild plants. There is also a fishing pond on the premises. Purchase any fish you catch, and the restaurant will cook it for you. Fishing poles and bait can be used free of charge.

DATA → P9

Try angling for fish in the fishing pond on the premises.



### 4 Nanatsutaki Falls

☎0293-43-1111 MAP P22 C3  
(Kitaibaraki City Tourist Association)

These falls with a 60-meter drop are located behind Hanazono Shrine. The walk from the parking lot takes about ten minutes up a hiking trail.

DATA Hanazono, Hanakawacho, Kitaibaraki  
☎~35 min. by car from JR Isohara Station Free  
P5 spaces

#### Eizomuro Hiking Course

This course includes an observation deck that offers views of Mount Fuji. The trail starts near Nanatsutaki Falls and Kameyaji Marsh. Climbing Mount Hanazono and Eizomuro takes 5-6 hours.  
MAP → P22 B3

Breathe in the negative ions!



## Day 2: START!

### 6 Mount Akane Lodge

☎0293-30-0607 MAP P23 D3

Thanks to its location on a hill, all of this facility's rooms overlook the Pacific Ocean. In addition to Japanese-style rooms with tatami-mat flooring and mixed Japanese-/Western-style rooms, guests can also reserve the rustic mountain lodge.

DATA 2747 Azuhata, Hanakawacho, Kitaibaraki  
☎~20 min. by car from JR Isohara Station  
1 night with 2 meals starting at ¥10,160 P50 spaces

1 Unavailable in busy seasons



A cozy lodge with views of the Pacific

### Jiro Hiruta Sculpture Gallery

This gallery located inside the Mount Akane Lodge displays works by Jiro Hiruta, a sculptor from Kitaibaraki.  
Admission: Free  
9:30 AM-5:00 PM



### 5 Mizunuma Dam Park

☎0293-43-1111 MAP P23 D2  
(Kitaibaraki City Tourist Association)

The area around Ibaraki Prefecture's northernmost dam has been converted into a park. You can also try fishing for Japanese crucian carp.

DATA Azuhata, Hanakawacho, Kitaibaraki  
☎~20 min. by car from JR Isohara Station Free P24 spaces



This dam on the Hanazono River is a well-known spot for viewing fall foliage.



First, the molten glass is blown into a bubble.

### 2 Doyo no Mori Fureai Park

☎0293-30-0607 MAP P23 D3  
(Mount Akane Lodge)

A sprawling park with a barbecue area. All barbecuing equipment and supplies are provided (by reservation).

DATA 2747 Azuhata, Hanakawacho, Kitaibaraki  
(on grounds of Mount Akane Lodge) ☎~20 min. by car from JR Isohara Station 9:00 AM-2:00 PM; 3:00-7:00 PM (open April-November)  
7 days/week during open season P50 spaces



### 3 Green Workshop

☎0293-30-0607 MAP P23 D3  
(Mount Akane Lodge)

This informational facility offers farming workshops as well as pizza-making lessons using a real brick oven.

DATA 2747 Azuhata, Hanakawacho, Kitaibaraki  
(on grounds of Mount Akane Lodge) ☎~20 min. by car from JR Isohara Station 9:00 AM-4:00 PM (Pizza-making lessons are by reservation only and cost ¥1,620 per pizza.) Open 7 days/week P50 spaces



You can eat your freshly baked pizza on the spot. (Lessons are for a minimum of 10 pizzas.)

Two-day, one-night trip (Mountain)

### 1 Silica Glass Studio

☎0293-42-3550 MAP P23 D3

This glass workshop is attached to Mount Akane Lodge. Staff members offer lessons in glassblowing and sandblasting.

DATA 9:00 AM-4:30 PM (See P25 for details on glass-working lessons.)  
Closed: First and third Wednesday of each month P50 spaces



Create beautiful works of glass in the glassblowing lesson.

Less than 1 min. by car



Food is ¥2,060 per person, while the facility usage fee (including equipment rental) is ¥200 per person.

### 4 Jorenji Temple

☎0293-42-0767 MAP P23 D3

This temple was founded by the influential priest Jikaku Daishi in the year 858. The hill behind it is covered with thirty-three statues of the goddess Kannon, thought to date to the Edo period (1603-1868).

DATA 2733 Azuhata, Hanakawacho, Kitaibaraki  
☎~15 min. by car from JR Isohara Station 8:00 AM-5:00 PM (closes at 4:00 PM in October-March)  
Admission: ¥200 Open 7 days/week None (free parking lot located nearby)



The thatched roof has a rustic feel.



An open-air bath where you can feel the fresh sea breeze

## The best scenery

Stay along the beach if you want to escape from the everyday against the backdrop of crashing waves. The majestic scenery will rejuvenate you!

## Isohara Seaside Hotel

☎0293-42-0213 MAP P23 F3

This hotel stands in front of Isohara's symbol, the Futatsujima Island rock formation. All the rooms look out onto the ocean, so guests can enjoy a soundtrack of crashing waves.

DATA 2650 Isohara, Isoharacho, Kitaibaraki ☎5 min. by car from JR Isohara Station ☎Check-in: 3 PM / Check-out: 11 AM ☎1 night with 2 meals starting at ¥13,300 ☎50 spaces



An outdoor bath with a panoramic view of the open sea

## Yunoami Onsen Shikanoyu Matsuya

☎0293-46-1086 MAP P23 E2

Legend has it that wounded deer once soaked in this mineral spring to heal themselves. The water has a distinctive reddish-brown color due to its high iron content. The inn's dinner includes a complimentary salt-grilled rockfish for each diner.

DATA 1435 Kamiokeshimo, Sekinamicho, Kitaibaraki ☎10 min. by car from JR Otsuko Station ☎Check-in: 3 PM / Check-out: 10 AM ☎1 night with 2 meals starting at ¥7,560 ☎Closed: Tuesdays for both lodging and day-spa use (open if Tuesday is a national holiday) ☎20 spaces

## Itsuura Kanko Hotel Taikanso

☎0293-46-1111 MAP P24 B2

Both the guest rooms and outdoor bath have an ocean view. Enjoy a relaxing soak while gazing out at the vast expanse of water.

DATA 722 Otsuho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎Check-in: 3 PM / Check-out: 10 AM ☎1 night with 2 meals starting at ¥15,660 ☎100 spaces

## Shiosai no Yado Akatsukien

☎0293-46-5891 MAP P24 A1

This guesthouse offers beautiful views of the Pacific and cuisine featuring fresh local fish from Hirakata Harbor. The baths use granite for an opulent feel.

DATA 1519-23 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎Check-in: 3 PM / Check-out: 10 AM ☎1 night with 2 meals starting at ¥8,640 ☎20 spaces



Unwind with a soothing soak in the hot-spring baths.



The tile designs in the bathroom give a retro feel.

# Choose accommodations to match your purpose.

Which do you prefer?

From panoramic views of the Pacific Ocean to delicious meals and steaming hot-spring baths, Kitaibaraki's hotels and inns offer a variety of draws.

## The best baths

These are the places to stay if you want to soak in a hot-spring bath. You'll feel refreshed, and your skin will look great!

## Toshimaya Tsukihama-no-yu

☎0293-46-1311 MAP P24 B4

The waters at this hot-spring inn feel soft, and will leave your skin silky-smooth. There is also a panoramic bath with a spectacular view.

DATA 200-3 Isohara, Isoharacho, Kitaibaraki ☎3 min. by car from JR Isohara Station ☎Check-in: 3 PM / Check-out: 10 AM ☎1 night with 2 meals starting at ¥14,040 ☎50 spaces

## A relaxing bath time with an ocean view



## Feast to your heart's content on seafood from Hirakata Fishing Harbor.



## Tokamiya Ryokan

☎0293-46-0418 MAP P24 A1

This cozy inn can accommodate up to three parties a night. Guests can enjoy seasonal delicacies such as hotpot and other monkfish dishes in winter, and raw sea urchins and lwagaki oysters in summer.

DATA 141 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎Check-in: 3 PM / Check-out: 10 AM ☎1 night with 2 meals starting at ¥10,800 ☎8 spaces



The three-story wooden structure has an old-fashioned charm.

## Kappo Ryokan Sarashina

☎0293-42-1159 MAP P24 B5

Feast on monkfish hotpot, seasonal seafood, and other fresh marine delicacies at this inn conveniently located only a two-minute walk from Isohara Station.

DATA 3-3-22 Honcho, Isoharacho, Kitaibaraki ☎2 min. walk from JR Isohara Station ☎Check-in: 4 PM / Check-out: 10 AM ☎1 night with 2 meals starting at ¥7,020 ☎20 spaces

## The best dining

Stay here if you want to enjoy local dishes that can't be found anywhere else, and look as good as they taste!



The building is modeled after traditional toahouse architecture.

## Yamani Gosaku

☎0293-46-1178 MAP P24 A1

This hot-spring guesthouse is famous for its monkfish cuisine. Starting at ¥14,190 for one night and two meals, the Monkfish Full-Course Plan (unavailable in July and August) includes delicacies like monkfish liver and *tomozue* (boiled monkfish dipped in vinegared miso and liver).

DATA 273 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎Check-in: 3 PM / Check-out: 10 AM ☎1 night with 2 meals starting at ¥8,790 ☎15 spaces

## A menu of fresh seafood that changes daily



## Ryokan Seikaitei

☎0293-46-0408 MAP P24 A1

Located at the other end of a tunnel from the harbor, this inn's quiet and secluded atmosphere is part of its appeal. The tasty breakfast includes dried fish and local fried fishcake.

DATA 603 Hirakatacho, Kitaibaraki ☎5 min. by car from JR Otsuko Station ☎Check-in: 3 PM / Check-out: 10 AM ☎1 night with 2 meals starting at ¥10,800 ☎10 spaces



You can also come just for lunch, with a pork *shabu-shabu* course starting at ¥4,000 (reservation required).

Choose accommodations to match your purpose.

## A full course of monkfish delicacies

## Other accommodations

### Minshuku Murata

☎0293-42-2455 MAP P24 B4

### Uguisudani Onsen Takenoha

☎0293-42-2288 MAP P23 F3

### Central Hotel Isohara

☎0293-42-8111 MAP P24 B5

### Marutaka Kanko Ryokan

☎0293-46-0527 MAP P24 A1

### Minshuku Matsugasaki

☎0293-46-4909 MAP P24 B3

### Onsen no Yado Kurosawa

☎0293-46-2971 MAP P24 A1

### Minshuku Suzusei

☎0293-46-0434 MAP P24 A1

### Ryokan Hamasho

☎0293-46-3373 MAP P24 B2

### Minshuku Itsuura

☎0293-46-1165 MAP P24 B2

### Tomonoyu Ryokan

☎0293-46-0551 MAP P24 A1

### Minshuku Masutani

☎0293-46-3188 MAP P24 A1

### Pension Takeshikan

☎0293-46-1655 MAP P24 A1

### Minshuku Komatsu

☎0293-46-2281 MAP P24 A1

### Minshuku Yamatomaru

☎0293-46-0669 MAP P24 A1

### Ryokan Nagahamaso

☎0293-46-2665 MAP P24 B2

### Shinohara Bekkan

☎0293-46-1231 MAP P24 A1

### Trailer Hotel The Love Song

☎0293-44-7555 MAP P23 F3



Not to be missed!

# Recommended Spots in Kitaibaraki

Discover the city's best spots, from sushi restaurants that serve freshly caught seafood, to hidden gems known only to locals, and marine product outlets perfect for souvenir shopping.

## Isohara Café Musee

☎0293-43-3778 MAP P24 A4

Enjoy the finest coffee, from espresso to Japan's original flannel-drip method. The café is attached to an art gallery, adding to the elegant ambience.

DATA Yamada Building 1F, 1215-3 Isohara, Isoharacho, Kitaibaraki ☎~10 min. walk from JR Isohara Station ☎11:00 AM-6:00 PM ● Closed: Mondays ♫14 spaces



☎Deluxe Norwegian-style open sandwich for ¥820

☎A cappuccino is ¥540. The aromatic flannel-drip coffee for ¥480 is also popular.

## Isohara Ryusen

☎0293-42-3553 MAP P24 B5

This Chinese-style restaurant near Isohara Station is beloved by locals for its reasonable prices and generous portions. The popular Fried Rice Set is ¥900.

DATA 1-3-20 Honcho, Isoharacho, Kitaibaraki ☎~3 min. walk from JR Isohara Station ☎11:00 AM-9:00 PM ● Closed: Sundays ♫None



☎The Fried Rice Set also includes ramen.

## Isohara Hidezushi

☎0293-42-0671 MAP P24 B5

In addition to sashimi and sushi made with only the freshest seasonal ingredients, monkfish and blowfish hotpot are also popular menu items.

DATA 1-3-1 Honcho, Isoharacho, Kitaibaraki ☎~3 min. walk from JR Isohara Station ☎11:00 AM-2:00 PM; 4:00-10:00 PM ● Closed: Tuesdays ♫6 spaces



☎The monkfish pressed sushi for ¥1,200 is reasonably priced, but very filling.

## Isohara Kazumizushi

☎0293-42-0720 MAP P24 B5

This sushi restaurant prides itself on freshness of its fish, and its nigiri-style sushi has generously sized toppings. Families and groups can relax in one of the private rooms (reservation required).

DATA 2-25 Isohara, Isoharacho, Kitaibaraki ☎~2 min. walk from JR Isohara Station ☎11:30 AM-1:30 PM; 5:00-9:00 PM ● Closed: Mondays/Tuesdays ♫6 spaces



☎The Deluxe Sushi for ¥3,800 is topped with generous portions of fresh seafood.

## Isohara Iso Sushi

☎0293-42-0014 MAP P24 B5

This sushi restaurant only a two-minute walk from Isohara Station is popular among locals. It also offers a variety of the area's specialties, like handmade fried fishcakes for ¥600.

☎The restaurant is close to the station and always packed with locals.



DATA 3-3-1 Honcho, Isoharacho, Kitaibaraki ☎~2 min. walk from JR Isohara Station ☎11:00 AM-2:00 PM; 5:00-10:00 PM ● Closed: Sundays ♫6 spaces

☎The Deluxe Sushi for ¥3,200 is the chef's pride, with freshness that can't be beat.

## Isohara Gyu-Gyu Kitchen

☎0293-44-6700 MAP P24 A5

This restaurant is popular for its roast beef rice bowls and steak rice bowls as well as Salisbury steak made with the Ujo no Sato brand of local beef.

DATA 5-151 Isohara, Isoharacho, Kitaibaraki ☎15 min. walk from JR Isohara Station ☎11:30 AM-2:30 PM; 5:30-8:30 PM (last order) ● Closed: Sundays, Mondays, and Tuesdays (lunch only on Wednesdays and Thursdays) ♫8 spaces



☎Roast beef rice bowl (100 g regular size with salad and miso soup) for ¥1,577

## Isohara Natural Restaurant Pumpkin

☎0293-42-1818 MAP P24 B5

Treat yourself to healthy cuisine featuring fresh, locally picked organic vegetables and additive-free seasonings. The Brown Rice Lunch Platter for ¥1,080 is a nutritionally balanced and hearty meal.

DATA 1-222 Isohara, Isoharacho, Kitaibaraki ☎~2 min. walk from JR Isohara Station ☎12:00-2:00 PM; 6:00-9:00 PM ● Closed: Sundays ♫2 spaces



☎The well-balanced Brown Rice Lunch Platter comes with a free drink.

## Otsu/Hirakata Restaurant Marsala

☎0293-46-1877 MAP P24 B3

At this restaurant located near Izura Rikkakudo, diners can enjoy the sound of the waves and views of the Pacific Ocean below while sampling uniquely Japanese interpretations of Western cuisine. Terrace seating is available.

DATA 2-164 Izura, Otsucho, Kitaibaraki ☎~7 min. by car from JR Otsuko Station ☎11:30 AM-3:00 PM; 6:00-9:00 PM ● Closed: Tuesdays (some irregular closings as well) ♫10 spaces



☎The beef tendon stewed in demi-glace sauce for ¥1,058 was the winner in a local food contest.

## Otsu/Hirakata Sakanaya Maruichi

☎0293-46-0420 MAP P24 A2

This marine product store mainly handles fresh local fish from Hirakata Harbor. Products sold include dried willow flounder or seabream starting at ¥324, and various kinds of fish pickled in sake lees or miso for ¥432 per package. It is also open for lunch from 11:30 AM to 2:30 PM on Saturdays and Sundays.



☎The sashimi set for ¥1,100 features six or seven kinds of seafood, most of them locally caught.

## Otsu/Hirakata "Yo-Soro" Product Center

MAP P24 A3

☎0293-46-1900 (Marumura Shoten) ☎0293-46-2762 (Marusa Shoten)

☎0293-46-0041 (Ninben) ☎0293-46-6388 (Ebitora)

☎0293-46-6500 (Furusato)

This outlet sells fresh seafood shipped directly from Otsu Harbor, dried fish, marine products, and other Kitaibaraki specialties. With Ichiba Shokudo (P6) located next door, you can enjoy both shopping and eating at the same time. Contact individual stores for details.

DATA 789-3 Niida, Sekinamicho, Kitaibaraki ☎~6 min. by car from JR Otsuko Station ☎9:00 AM-5:00 PM ● Closed: Wednesdays (Thursday if Wednesday is a national holiday) ♫100 spaces



☎This is the place to buy marine products. You can stop for a bite to eat as well.

## Otsu/Hirakata Morimoya

☎0293-46-3277 MAP P24 A1

With an excellent location looking down on the fishing harbor, this restaurant offers options like a sashimi set for ¥1,500, crab pilaf (with salad and miso soup) for ¥1,480, and monkfish hotpot for ¥3,000 per person (orders start at two people).

DATA 143 Hirakatacho, Kitaibaraki ☎~5 min. by car from JR Otsuko Station ☎10:00 AM-5:00 PM (Evenings by reservation only) ● Closed: Irregular closings ♫24 spaces



☎The Sashimi Set comes with three kinds of sashimi, homemade shio-kara (salted and fermented seafood paste), miso soup, and other side dishes.

## Isohara Kuriyama Meat Shop

☎0293-43-0298 MAP P24 B5

This shop is known for its bone-in, deep-fried chicken lollipops. The chicken is marinated in a secret sauce, giving it a slightly sweet and irresistible taste.

DATA 3-4-9 Honcho, Isoharacho, Kitaibaraki ☎2 min. walk from JR Isohara Station ☎9:00 AM-7:00 PM ● Closed: Mondays ♫10 spaces



☎Over 1,000 chicken lollipops are sold a day.

## Nakago Ofukuro Bento, Nakago Store

☎0293-42-4741 MAP P24 B5

This local boxed-lunch shop has been in business for thirty-five years. The most popular option is the Romantic Bento, a decadent combination of grilled meat and fried chicken.

DATA 794 Shimosakurai, Nakagocho, Kitaibaraki ☎5 min. walk from JR Isohara Station ☎7:00 AM-9:00 PM ● Open 7 days/week ♫10 spaces



☎The hearty Romantic Bento for ¥745

## Nakago Sichuan Kitchen Soten

☎0293-43-4000 MAP P23 F5

The hotel-trained chef whips up authentic Sichuan-style cuisine with spicy yet complex flavors. One popular dish is the scorched rice with seafood (salty) for ¥972.

DATA 247-3 Onoyasashi, Nakagocho, Kitaibaraki ☎~2 min. walk from JR Minami-Nakago Station ☎11:50 AM-2:00 PM (last order); 5:00-9:00 PM (last order) (Evenings by reservation only); open for dinner only on Fridays, weekends and national holidays ● Closed: Mondays (some unfixed consecutive holidays as well) ♫15 spaces



☎"Rose"-brand local pork and garlic scapes stir-fried in oyster sauce for ¥720

## Otsu/Hirakata Matsunoya

☎0293-46-3208 MAP P24 A3

This large outlet store is packed with seafood products. Its pride is the additive-free dried fish products made at the processing plant next door, which bring out the fish's natural umami flavor.

DATA 355 Niida, Sekinamicho, Kitaibaraki ☎~5 min. by car from JR Otsuko Station ☎9:00 AM-6:00 PM ● Closed: Wednesdays (confirmation required if Wednesday is a national holiday) ♫40 spaces



☎Rokkakuage fried fishcakes are ¥400 for four.

## Nakago Nakago Onsen Toryanse

☎0293-44-0026 MAP P23 E5

The spacious stone open-air bath is known for the quality of its water. There is also an enormous banquet hall with tatami-mat flooring, a lounge, and an eat-in area.

DATA 1748 Hitana, Nakagocho, Kitaibaraki ☎~5 min. by car from JR Minami-Nakago Station ☎10:00 AM-8:00 PM ♫¥600 (¥800 on weekends and national holidays); ¥500 after 4:00 PM ● Closed: First and third Wednesday of each month (Thursday if Wednesday is a national holiday) ♫100 spaces





Try for yourself!

# Hands-On Experiences for Lasting Memories



Kitaibaraki offers many invaluable learning experiences with masters of their fields and unique hands-on programs!  
Try your best and make lots of special memories!

## Learn about the fishing industry on Kitaibaraki's seas!

Set sail from Otsu Harbor in a small boat and get a firsthand look at seine-haul fishing. The fish captured are mainly whitebait, but may also include species like flounder, seabream, Japanese seabass, or salmon, depending on the season. You can even take your catch home.

**Reservations:** Kitaibaraki Museum of Fishing History ("Yo-Soro")  
Reserve at least one week in advance. Session lasts about one hour.  
☎0293-46-8600 MAP P24A3  
(DATA → P13)



A big haul of whitebait caught using a sonar fish finder

A winch at the stern of the boat is used to haul up the net.

¥35,000 per boat (up to 12 people can ride)  
Starting at 1 PM on weekdays (morning time slots may be available depending on season); starting at 10 AM on weekends and national holidays ● Closed: May 2-3; third Sunday in July; August 13-16; spring and fall equinoxes; December 28-February 11 (closed season for fishing)

## Pottery making

Children welcome

Try making candlesticks, simple plates, and other pottery in the style of Tenshin-yaki ceramic ware, a local craft that is prized for its unique texture.

**Tengokoro**  
☎0293-46-8730 MAP P24A2  
(DATA → P11)



**Schedule:**  
Inquire directly.  
(9:30 AM-4:00 PM; by reservation)  
No. of Participants:  
Starting at 2  
Fee: Starting at ¥2,500 per person  
Finished pieces are shipped about one month later with payment on delivery.

Takes 2 hours

## Soba noodle making

Careful instruction with small class sizes

Make soba noodles incorporating wild yam, a local specialty. Careful instruction is provided so that even first-timers can master everything from handling the flour to kneading the dough.



**Sakurano Soba**  
☎0293-42-3306 MAP P23 D3  
(DATA → 1138 Azuhata, Hanakawacho, Kitaibaraki ☎15 min. by car from JR Isohara Station ☎11:00 AM-2:00 PM  
● Closed: Monday-Wednesday  
☎30 spaces

**Schedule:**  
Starting at 10:00 AM (by reservation)  
No. of Participants:  
Starting at 4  
Fee: ¥2,940 per bowl (4 participants)

Takes 2 hours

## Event Calendar

KITAIBARAKI EVENT INFORMATION CALENDAR

So much to do year round!

Kitaibaraki hosts many unique events throughout the year. Use this calendar to help you plan the timing of your trip!

## Spring

May 2-3

### Ofune Festival

This spectacular festival designated an Important Intangible Folk Cultural Property by the Japanese government is held in spring once every five years at Sawawachigi Shrine in the Otsucho area. A ship bearing a portable shrine is paraded through the streets to the sound of sacred music. The festival is next scheduled to be held in 2019.

Location:  
Sawawachigi Shrine



May 5

### Hanazono Sasara

This *shishi-mai* or lion dance is held annually at Hanazono Shrine (P14) in the Hanakawacho area. A lion-masked dance is performed to the sound of flutes and *taiko* drums. The festival is said to have originated in a ritual dance dedicated by the samurai warlord Minamoto no Yoriyoshi and his son Yoshiie to pray for victory against rebellious forces in the north during the eleventh century.

Location:  
Hanazono Shrine



## Summer

August 16

### Otsu Bonbune Nagashi

This event designated an Important Intangible Folk Cultural Property of Ibaraki Prefecture has been held since the Edo period (1603-1868) as part of the local observance of Obon, the Japanese festival of the dead. Wooden boats about 2.5 meters long bearing offerings for the spirits of the dead are gathered at the waterfront, and the Jangara Nenbutsu folk dance is performed to commemorate the souls of the departed.

Location:  
Otsu Fishing Harbor



Mid- to late August

### Citizens' Summer Festival

City residents eagerly await this summer event every year. In addition to a hula-dancing performance, free movie screening, and fireworks, stalls selling a variety of local specialties also bring delight to festivalgoers.

Location: Around Isohara Station



## Fall

Early October

### Nordic walking

Start from the Kitaibaraki Museum of Fishing History ("Yo-Soro"), and stop by cultural landmarks like Izura Rokkakudo and the Tenshin Memorial Museum of Art while feeling a refreshing ocean breeze.

Location: Kitaibaraki Museum of Fishing History ("Yo-Soro")



Early November

### Ujo no Sato Minato Festival (Port Festival)

Huge crowds gather for attractions like the monkfish carving demonstration, monkfish hotpot, hand-fishing for saury, and grilled Hanazono beef. Other events include song performances and a bazaar.

Location: Otsu Fishing Harbor



## Winter

Late January or early February

### National Monkfish Summit

As the birthplace of monkfish *dobu-jiru* soup, Kitaibaraki hosts this food festival bringing together monkfish producers from across Japan. You can taste each area's monkfish cuisine.

Location: Kitaibaraki Museum of Fishing History ("Yo-Soro")



Kitaibaraki

## Seasonal Flowers & Plants

A trip to Kitaibaraki can be a chance to see beautiful seasonal flowers and fall foliage!  
In early spring especially, gorgeous blooms provide a feast for the eyes.

Early to late April  
Dogtooth violet

Location:  
Around Mizunuma Dam



Mid- to late April  
Skunk cabbage

Location:  
Kameyaji Marsh



Early to mid-May  
Rhododendron

Location:  
Hanazono Shrine



Mid-June to mid-July  
Hydrangea

Location:  
Around Azuhata, Hanakawacho

Early to late August  
Orange surprise lily

Location:  
Around Mizunuma Dam



Early to late November  
Nippon daisy

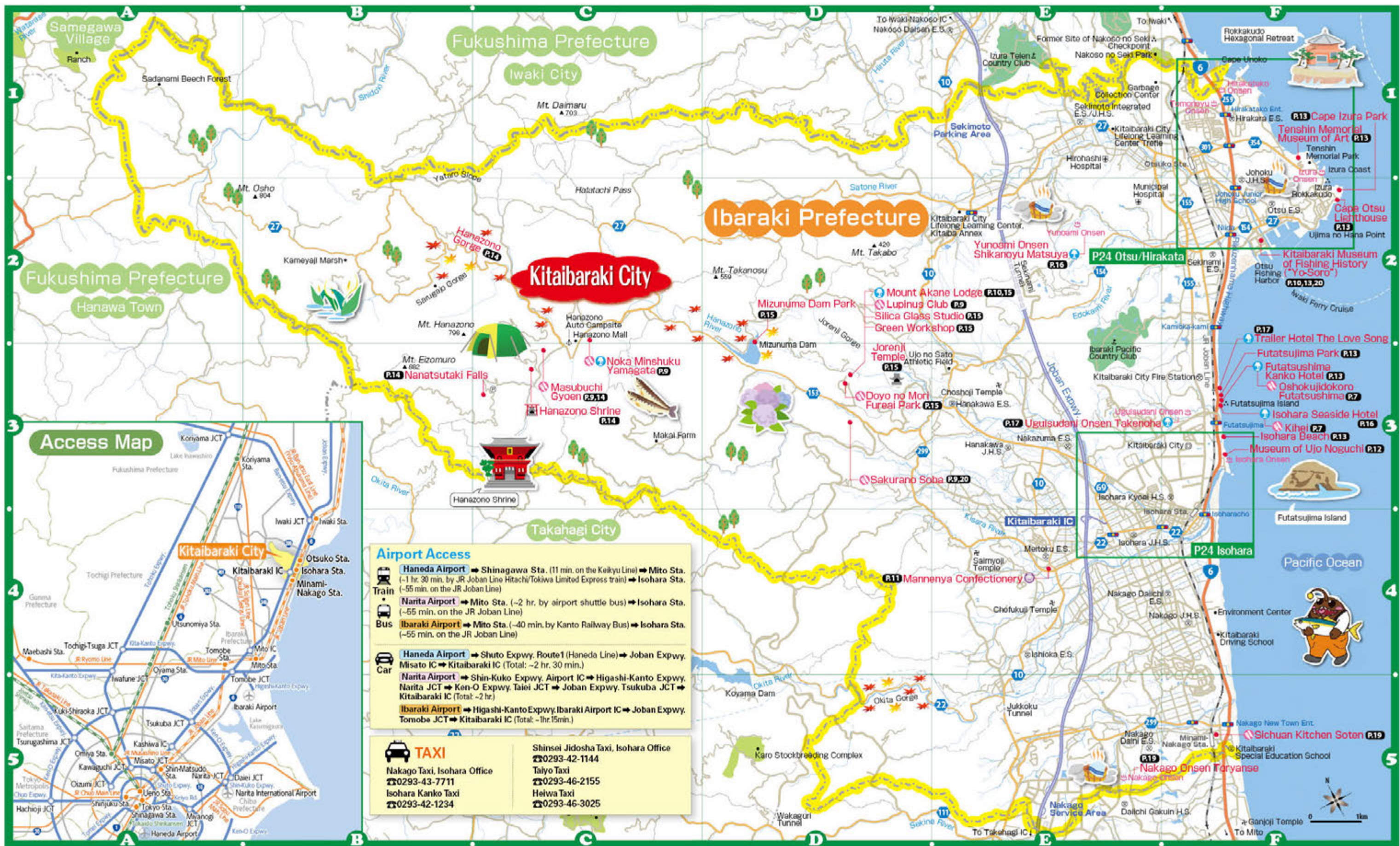
Location:  
Nagahama Beach

Early to mid-February  
Amur adonis

Location:  
Next to Silica Glass Studio







### Access Map

### Airport Access

- Train**
- Haneda Airport** → Shinagawa Sta. (11 min. on the Keikyū Line) → Mito Sta. (~1 hr. 30 min. by JR Joban Line Hitachi/Tokai Limited Express train) → Isohara Sta. (~55 min. on the JR Joban Line)
  - Narita Airport** → Mito Sta. (~2 hr. by airport shuttle bus) → Isohara Sta. (~55 min. on the JR Joban Line)
  - Ibaraki Airport** → Mito Sta. (~40 min. by Kanto Railway Bus) → Isohara Sta. (~55 min. on the JR Joban Line)
- Bus**
- Haneda Airport** → Shuto Expwy. Route1 (Haneda Line) → Joban Expwy. Misato IC → Kitabaraki IC (Total: ~2 hr. 30 min.)
  - Narita Airport** → Shin-Kuko Expwy. Airport IC → Higashi-Kanto Expwy. Narita JCT → Ken-O Expwy. Taihei JCT → Joban Expwy. Tsukuba JCT → Kitabaraki IC (Total: ~2 hr.)
  - Ibaraki Airport** → Higashi-Kanto Expwy. Ibaraki Airport IC → Joban Expwy. Tomobe JCT → Kitabaraki IC (Total: ~1 hr. 15 min.)

### TAXI

**Nakago Taxi, Isohara Office**  
☎0293-43-7711  
**Isohara Kanko Taxi**  
☎0293-42-1234

**Shinsei Jidosha Taxi, Isohara Office**  
☎0293-42-1144  
**Taiyo Taxi**  
☎0293-46-2155  
**Heiwa Taxi**  
☎0293-46-3025





This pamphlet was produced by Kitaibaraki City, the Kitaibaraki City Tourist Association, JTB Kanto, and Tsukuba Bank under a four-way comprehensive partnership agreement to assist reconstruction efforts in Kitaibaraki City.

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Tsukuba Bank is working to support regional reconstruction through the "Ayumi" Project.