

{ produced by }
小倉ヒラク

発酵ツーリズム

FERMENTATION TOURISM IN TOKAI

WITH HIRAKU AND TAKASHI

Hatcho Miso, tamari, mirin, white shoyu (soy sauce), narezushi, tsukemono (pickled vegetables), sake... The Tokai region is the "capital of umami," home to a vast collection of umami variations, featuring everything from the standard offerings to unique regional flavors. Tokai is where Japan's most diverse umami flavors come together. We propose a new journey that combines learning, sightseeing, and the joy of eating. We are currently conducting pre-tours ahead of the program launching in 2025. Have a delightful encounter with the Tokai region's culture of fermentation.



DAY 1 | OCT. 11 (WED.)

START POINT : CHITAHANDA STATION

MEETING TIME : 9:30 AM

9:30 AM	MEET AT CHITAHANDA STATION
9:45 AM	DEPART FROM THE STATION TO KYUNAKANOHANROKUTEI FOR ORIENTATION WALK AROUND HANDA CANAL
11:00 - 11:30 AM	MIZKAN MUSEUM
12:00 - 1:00 PM	KOYOAN (LUNCH)
1:30 - 3:00 PM	① MINAMIGURA SHOTEN (TAMARI BREWER) OBSERVATION
3:30 - 4:30 PM	② SAWADA SHUZO OBSERVATION
5:00 PM	③ SHIKISHIMA OBSERVATION
5:30 PM - 8:30 PM	④ RE CHIMIQUE DINNER
8:45 PM	ARRIVAL CANDEO HOTELS HANDA

• LUNCH AND DINNER INCLUDED HOW TO GET TO CHITAHAN

1 MINAMIGURA SHOTEN (TAMARI BREWER)

Founded in 1872 in Taketoyo Town, Aichi Prefecture, a town which has long been said to be the home of soybean miso and tamari, this company continues to produce miso with natural flavor by preserving the manufacturing methods passed down through the generations.

<http://minamigura.com>



2 SAWADA SHUZO

The Sawada Shuzo sake brewery has been producing authentic Japanese sake for 175 years in Tokoname, a city known for its long history as a pottery center. The cold winter wind, local spring water and quality rice combine with our craftsmanship to make Hakurou a unique sake. All of our sake is hand-crafted, and we maintain the use of traditional wooden tools such as the wagama, kigoshiki, and kojibuta, because we believe it results in delicious sake that makes people happy. This area is also famous for other fermenting industry products, such as vinegar, soy sauce, and miso, as well as sake. We call Chita Peninsula “the heartland of brewing,” and have continued to carry on the legacy of the Chita peninsula to this day.

<https://hakurou.com/>



3 SHIKISHIMA

Founded in 1788. While once a top sake brewery in the Chubu region, the company closed down in 2000. In 2021, Masaru Ito, representing the Ito family's 9th generation, revived the company, buying back the main storehouse and new plant and reacquiring the license to produce sake. Shikishima is sake designed to be savored with meals. A sake that matches and enhances cuisine yet has a clean finish. The area around the brewery is lined with residences built 100 to 200 years ago, and the company plans to open a restaurant and bistro within the year. With its blend of tradition and innovation, this sake brewery will surely play a role in Chita's brewing culture.

<https://shikishima-ito.com/>



4 RE CHIMIQUE

Rather than relying on ingredients purchased from elsewhere, we aim to prepare and serve dishes using ingredients that can be harvested right in front of us, reflecting the seasons of the Chita Peninsula.

<https://rechimique.hp.peraichi.com/>



DAY 2 | OCT. 12(THU.)

START POINT : CANDEO HOTELS HANDA LOBBY

MEETING TIME : 7:50-7:55 AM

8:00 AM	DEPART FROM CANDEO HOTEL
8:15 - 8:45 PM	OIKE KOYO OBSERVATION
9:00 - 10:30 PM	TOKONAME STORE
12:00 - 1:30 PM	5 KAWARAMACHI IZUMIYA LUNCH AND OBSERVATION
1:30 - 2:20 PM	6 CASA Wagasa Japanese Umbrellas OBSERVATION
3:00 - 4:20 PM	7 SHIRAKITSUNESUKE SHOTEN OBSERVATION
5:00 PM	ARRIVAL PARK HOTEL
TBA	8 CORMORANT FISHING ON THE NAGARA RIVER (CORMORANT BOAT)

•BREAKFAST, LUNCH AND DINNER INCLUDED

TOKONAME-YAKI

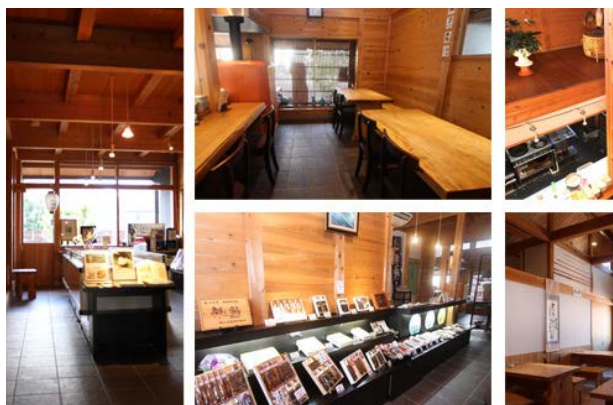
This refers to pottery made in the Chita Peninsula of Aichi Prefecture, centering on Tokoname City and its surrounding areas. One of Japan's famed "Six Ancient Kilns," Tokoname had been producing large earthenware pots, jars, "yama chawan" (unglazed tableware), and various ceramics since the end of the Heian Period. The production of tea utensils and other ceramic wares began during the later Edo Period, accompanied by a significant increase in the production of clay pipe and tiles as well. Tokoname is also the birthplace of INAX (now LIXIL), founded by the Ina family, who created the tiles used for the exterior of the former Imperial Hotel designed by the renowned architect Frank Lloyd Wright. Rooted in the ceramics industry, Tokoname has recently seen a considerable increase in the activity of ceramics artists. The area has also been placing greater focus on industrial tourism.



5 KAWARAMACHI IZUMIYA

Zenshichi Izumi, the fifth generation owner of Kawaramachi Izumiya, has traveled all over Japan eating ayu (sweetfish) and is especially fond of the ayu of Gifu. Enjoy a course of "narezushi," a fermented sweetfish sushi dating back over a thousand years, prepared by a master chef and creator of world-class flavor.

<https://www.nagaragawa.com/>



6 CASA Wagasa Japanese Umbrellas

"Wagasa, "or Japanese umbrella, are representative products of Japanese culture, created using Mino washi paper produced along the Nagara River. This is the only store opened with a mission to support the skilled artisans of Gifu wagasa, which boasts the largest production volume in Japan and exquisite beauty. You can enjoy the experience of trying out Japanese umbrellas and attending lectures held at the store.

<https://wagasa.shop/>



7 SHIRAKITSUNESUKE SHOTEN

The oldest existing sake brewery in Japan, renowned for producing "Daruma Masamune" matured sake. Some of these offerings are on par with the finest vintage sakes around the world. Come and savor a tasing experience featuring these aged sakes, characterized by their rich, well-developed body.

<https://www.daruma-masamune.co.jp/>



8 CORMORANT FISHING ON THE NAGARA RIVER

Cormorant fishing is a traditional sweetfish fishing method that has been around for over 1,300 years. The tradition of watching cormorant fishing while enjoying a banquet on a viewing boat has continued for over 500 years. Enjoy a superb onboard banquet featuring a bento boxed Japanese meal and locally crafted sake while being entertained by geisha and maiko performing Gifu's traditional songs and dance. Afterwards, immerse yourself in the profound experience of cormorant fishing.

<https://www.ukai-gifucity.jp/Ukai/>



DAY 3 | OCT. 13(FRI.)

START POINT : PARK HOTEL LOBBY

MEETING TIME : 7:20-7:25 AM

7:30 AM	DEPART FROM PARK HOTEL
10:00 - 12:00 PM	9 Bio'c Co., Ltd. OBSERVATION
12:20 - 2:00 PM	EM CAMPUS FOOD LUNCH & SHOPPING
3:30 - 4:30 PM	10 SUMIYA BUNJIRO BREWERY OBSERVATION
5:30 - 7:00 PM	11 MARUYA HATCHO MISO OBSERVATION AND DINNER
8:15 PM	ARRIVAL NAGOYA STATION

•BREAKFAST, LUNCH AND DINNER INCLUDED

9 Bio'c Co., Ltd.

We are one of the few tane-koji (koji mold) manufacturers as well as a food technology company mainly engaged in research and technology of koji mold. Bioc's roots are in "Kojiya Sanzaemon," which founded in the 14th century. 70% of brewers of sake, miso, soy sauce, shochu, and other fermented foods use Bio'c's tane-koji. In recent years, the company has been working on developing new applications of koji mold in the "food" field, as well as developing the KOJI THE KITCHEN project under the "Kojiya Sanzaemon" brand, and focusing on the application of koji from home cooking to gastronomy cuisine.

<http://www.bioc.co.jp/>



10 SUMIYA BUNJIRO BREWERY

Sumiya Bunjiro Brewery is one of the few companies in Japan that only makes MIRIN using traditional methods.

<https://mikawamirin.jp/>



11 MARUYA HATCHO MISO

Founded in 1337 as a brewing company, this famed Hatcho Miso brewery in Okazaki City has continued to produce Hatcho Miso since the early Edo period. Only soybeans, salt, and water are used as the raw materials. The miso ferments and matures naturally for three years in huge six-ton wooden vats sealed by three tons of stone. There are only two Hatcho Miso breweries in all of Japan.

