



# STAY + EAT

## NIIGATA AREA GUIDE

### Nagaoka / Kashiwazaki Area

Nagaoka city , Kashiwazaki city , Ojiya city , Mitsuke city ,  
Kariwa village , Izumozaki town



NIHONKAI  
GASTRONOMY





**Beginning with the Settaya district which has a thriving brewing industry for products including miso, soy sauce and sake, this area has a food culture which has been dubbed "Echigo's Kuidaore (eat-til-you-drop)".**

An area that is basically in the center of Niigata Prefecture, it's situated within a variety of natural environments such as sea, rivers and woodlands and is blessed with plenty of produce and seafood. There is a prosperous brewing industry for products including miso, sake and soy sauce because of the high-quality water and good climate. From the fishing ports along the long shoreline, fresh fish can be harvested from the Sea of Japan and the markets have a lineup that includes crab, local fish and seaweed. Another fun thing to do in the area is taking a walk along the fish market while enjoying hamayaki (grilled seafood). With a lot of human traffic due to distribution and highways linking the ports and rivers ever since the Edo era, a food culture that these people have enjoyed called "Echigo's Kuidaore" has developed, and even now this culture continues as "satomeshi" (countryside cuisine) and "hamameshi" (beach cuisine). In Ojiya and Nagaoka, the birthplace of the world-popular colored koi carp, there is also the famed regional dish of hegisoba with funori seaweed which certainly should be tried among the other dishes on the menu.

## Nagaoka city



### Izumiya, Yomogihira Onsen

**Address:** 1508-2 Yomogihiramachi Ko, Nagaoka City **TEL:** 0258-23-2231  
**Travel time to reach us:** About 20 minutes by car from Nagaoka Minami Koshiji Smart Exit on the Kanetsu Expressway  
 About 30 minutes by car from Nagaoka Station on the JR Joetsu Shinkansen Line  
**Fee (1 night stay with 2 meals on a weekday):** From ¥14,000 per person (Tax not included)

### Sumiyoshiya, Inn that Searches for Delicacies

**Address:** 7745 Teradomari Ohmachi, Nagaoka City **TEL:** 0258-75-3228  
**Travel time to reach us:** About 30 minutes by car from Nakanoshima Mitsuke Exit on the Kanetsu Expressway  
 Take a bus bound for Teradomari at Nagaoka Station on the JR Joetsu Shinkansen Line, get off the bus at Teradomari Ohmachi and walk about 1 minute. (Total time from Nagaoka Station is about 70 minutes)  
 About 40 minutes by taxi from Tsubame Sanjo Station on the JR Joetsu Shinkansen Line  
**Fee (1 night stay with 2 meals on a weekday):** From ¥11,000 (Tax not included) per person (1 room for 2 people)

\*The fees are per person when two adults stay in one room for one night on a weekday with two meals. The fees are valid as of December 2019. Please contact each hotel in case the fees have changed.

## From Sumiyoshiya

### Teradomari Fish Market Street (Seafood BBQ on the beach)

Teradomari Fish Market Street, called the Ameyoko Market of Fish (named after the Ameyoko shopping district in Tokyo), is comprised of fresh fish shops and souvenir stores lined up in a row. You can enjoy the famous tradition of hamayaki where squid, scallops and other seasonal fish are grilled on the beach.

#### Plentiful broiled fish and fresh seafood dishes!

**Teradomari Chuo Suisan**  
**TEL:** 0258-75-3266

**Kakujoe Gyorui**  
**TEL:** 0258-75-3181

**Silk Road**  
**TEL:** 0258-75-2313

**Yamaroku Suisan**  
**TEL:** 0258-75-3161

**Kanino Kinpachi Teradomari Hamayaki Center**  
**TEL:** 0258-75-2552

**Blue Seal**  
**TEL:** 0258-75-2520

**Seiki Shoten**  
**TEL:** 0258-75-4451



## From Izumiya

### Bull Fighting (Yamakoshi, Ojiya)



Bull fighting, which has been nationally designated as an Important Intangible Folk Cultural Property, is held in bullrings in Yamakoshi and Ojiya. One characteristic for this bullfighting which has had a history of 1000 years is that the bulls are separated so that they don't injure each other. They are treated like family by people here. If you want to see it, please check for the days that the bouts are held.

**Venue: Yamakoshi Bullfight Stadium**

**Address:** / Yamakoshi Nanpei, Nagaoka City  
**TEL:** 0258-59-3933 (Yamakoshi Bullfight Stadium)  
 \*Fee is charged

**Venue: Ojiya Bullfight Stadium**

**Address:** / 2453 Koguriyama, Ojiya City (Close to Higashiyama Elementary School)  
**TEL:** 0258-83-3512 (Ojiya City Tourism Exchange Section)  
 \*Fee is charged





### Eguchi Dango Honten

25 minutes by car from Nagaoka Station, there is the main store for Eguchi Dango in an old Japanese-style house in a countryside setting surrounded by woodland and rivers. Enjoy the flavors of satomeshi (country-style cuisine), a food culture that has been passed down for over 300 years which includes shoyu sekihan (red bean rice with soy sauce) that can only be found in brewing towns.

**Address** / 52-1 Miyamoto Higashikata-machi, Nagaoka City **TEL:** 0258-47-4105  
**Opening hours** / Sales 9:00-18:00 Kanmi Café (Japanese Sweets) 10:00-17:30 (Last order at 17:00)  
**Holidays** / Jan. 1

### Uoni

Uoni, located in the Nagaoka Station area, can be enjoyed for its Nagaoka satomeshi (a type of cooking using traditional vegetables and brewed/fermented ingredients) that utilizes seasonal ingredients.



**Address** / 2-9 Watari-machi, Nagaoka City **TEL:** 0258-32-1009  
**Opening hours** / 12:00-15:00 (Last order at 14:00) 18:00-22:00 (Last order at 21:00)  
**Holidays** / Sundays and national holidays Sometimes closed at short notice



### Restaurant Kamogawa Honkan

Kamogawa Honkan is a venerable restaurant that has been in business for about 70 years. Using and valuing local ingredients, you can savor true Japanese cuisine that has been carefully honed over many years.

**Address** / 3-5, 2-chome, Tono-machi, Nagaoka City **TEL:** 0258-33-0638  
**Opening hours** / 11:00-22:00 **Holidays** / Sometimes closed at short notice

## Settaya District

Settaya District which is in front of Miyauchi Station, next to Nagaoka Station, has been called the town of brewing. Even now, miso, soy sauce and sake are actively made and there are five breweries open. You can also visit Jougura, a tourist site where you can take a walk down the street and enjoy samples of sake.



**Address** / Settaya area, Nagaoka City  
**TEL:** 0258-32-1187(Nagaoka Tourism Convention Association)



### Tenohira, Japanese Restaurant

Tenohira, a Japanese restaurant near Kashiwazaki Station facing the Sea of Japan, focuses on local ingredients and serves a menu incorporating brewing culture in its hamameshi (a delicious cooking technique by fishermen).

**Address** / 1F Kosan Bldg.3-51, 2-chome, Ekimae, Kashiwazaki City **TEL:** 0257-41-5532 **Opening hours** / 17:30-22:30  
**Holidays** / Sundays and national holidays.(We may be able to open for groups of 10 or more. Please inquire with us.)  
\*Sea bream dishes are served from 18:00-22:00 from Monday through Saturday. Reservations required.

## Ojiya city

## Nishikigoi no Sato (Koi carp museum)

Ojiya City's Nishikigoi no Sato (admission required) is the only facility where you can view at close range colored carp that have been labeled as swimming jewels. You can even feed these living gems that have been priced at more than \$10,000 each.



**Address** / 8-22, 1-chome, Jonai, Ojiya City **TEL:** 0258-83-2233  
**Opening hours** / 9:00-18:00 (December - February: 9:00-17:00) **Holidays** / December 29 - January 3 \*Fee is charged

### Hegi Soba (various restaurants)

One prime example of satomeshi (a food culture that has been around for over 300 years) is hegi soba which is made from soba flour and funori seaweed to create smooth and chewy noodles which are so tasty that they can become addictive.



### Wada, Ojiya Soba

**Address** / 2-2, 1-chome, Toei, Ojiya City  
**TEL:** 0120-459-883  
**Opening hours** / 11:00-19:00  
**Holidays** / Sometimes closed at short notice

### Wataya Honten

**Address** / 3-34, 2-chome, Honcho, Ojiya City  
**TEL:** 0258-82-2258

### Wataya, Hirasawa Branch

**Address** / 8-5, 1-chome, Hirasawa, Ojiya City  
**TEL:** 0258-83-0588

### Kadoya, Ojiya Soba

**Address** / 4992 Sakura-machi, Ojiya City  
**TEL:** 0258-83-2234

### Fukumasu

**Address** / 1413-1 Sakura-machi, Ojiya City  
**TEL:** 0258-82-2624

### Suzakaya

**Address** / 1721-1 Kowada, Ojiya City  
**TEL:** 0258-82-3295

### Maruichi

**Address** / 794-1 Matto-cho Otsu, Ojiya City  
**TEL:** 0258-86-3037

### Chijimino Sato Hot Spring

**Address** / 1670-1 O-aza Hiu Ko, Ojiya City  
**TEL:** 0258-81-1717

## Kashiwazaki city

### Tai chazuke (various restaurants)

Kashiwazaki tai chazuke (sea bream on rice with tea poured onto it) is served in more than 10 restaurants within the city of Kashiwazaki.



### Seafood Fukuura

**Address** / 2F Restaurant Key West 133-1 Omigawa, Kashiwazaki City  
**TEL:** 0257-23-6293 **Opening hours** / 11:00-15:00

### Isaribi, Japanese Restaurant

**Address** / 1F Metropolitan Matsushima 1828 Kujiranami Otsu, Kashiwazaki City  
**TEL:** 0257-24-5505

### Sakanaya, Restaurant and Tavern

**Address** / 10-6, 1-chome, Nishi Honcho, Kashiwazaki City  
**TEL:** 0257-22-8857

### Seafood Restaurant Funaei, Kashiwazaki Branch

**Address** / 16-35, 1-chome, Higashi Honcho, Kashiwazaki City  
**TEL:** 0257-22-0288

### Yoneyama Yo-Zen-Ya Royal

**Address** / 178-2 Aza Wakamiya Kou, O-aza Kujiranami, Kashiwazaki City(Situated on the inbound lane of the Yoneyama rest area)  
**TEL:** 0257-22-7070

### Restaurant Nihonkai

**Address** / 1F Hotel Sunshine 2-10, 1-chome, Ekimae, Kashiwazaki City **TEL:** 0257-21-3371  
**Opening hours** / 11:00-14:30 (Last order at 14:00) 17:30-21:30 (Last order at 21:00)  
**Holidays** / Monday, Sometimes closed on other days at short notice(Contact us for more information)

### Restaurant Fukuura

**Address** / 235 Kasashima, Kashiwazaki City (Situated on the outbound lane of the Yoneyama rest area)  
**TEL:** 0257-26-2000

### Restaurant Yunagi

**Address** / 1F Hotel New Green Kashiwazaki 3-8, 1-chome, Ekimae, Kashiwazaki City  
**TEL:** 0257-24-1111

### Kurobee, Japanese Restaurant

**Address** / 7-48, 2-chome, Higashi Honcho, Kashiwazaki City  
**TEL:** 0257-28-6200

### Restaurant Inaho

**Address** / 5-29 Shinhana-cho, Kashiwazaki City  
**TEL:** 0257-24-2043

## Mitsuke city



**Address** / 35 Shinko-cho, Mitsuke City **TEL:** 0258-66-8832 **Opening hours** / 8:40-Sunset  
**Holidays** / Closed from December to March

### Mitsuke English Garden

Mitsuke English Garden, located in the city of Mitsuke, is a true garden done in the English style. Enjoy a great variety of flowers and plants through all four seasons.

### MITSUKE Local Brewery

MITSUKE Local Brewery is a craft beer workshop that was built to increase the profile of Mitsuke City through the creation of local beer.



**Address** / 9-49, 1-chome, Kuzumaki, Mitsuke City **TEL:** 0258-86-7361  
**Opening hours** / 18:00-23:00 (Last order at 22:30) Saturday 15:00-23:00 Sunday 15:00-22:00 (Last order at 21:30) **Holidays** / Thursdays

## Kariwa village



### Pia Park Torimbo

Kariwa Village's Pia Park Tourinbo is a multipurpose facility attracting customers to its agricultural production, manufacturing and dining. It also has an artificial grass soccer pitch and a day trip onsen among other attractions.

**Address** / 4286-2 O-aza Kariwa, Kariwa Village, Kariwa-gun  
**TEL:** 0257-31-8600(Peach Village Kariwa)  
**Opening hours** / Bath and restaurant 10:00-22:00 (Last order at 21:30)  
**Holidays** / Open throughout the year (Closed on a legal inspection day)



### Hamayaki (seafood BBQ)

The port town of Izumozaki has hamayaki which involves seafood being slowly grilled over charcoal. Currently, there are only a handful of hamayaki restaurants but they attract even customers from outside of Niigata Prefecture for a bite.



## Ishii Fish Store

**Address** / 475 O-aza Haguro-cho, Izumozaki Town, Santou-gun **TEL:** 0258-78-2025  
**Opening hours** / 8:00-17:00 [Closed when sold out. Reservations recommended.]  
**Holidays** / Sometimes closed at short notice

## Yamasho Kondo Fish Store

**Address** / 503 O-aza Ishii-cho, Izumozaki Town, Santou-gun **TEL:** 0258-78-3859  
**Opening hours** / 7:30-18:00 [Reservations required on weekdays]  
**Holidays** / Sometimes closed at short notice

## Isoda Fish Store

**Address** / 55-1 O-aza Ishii-cho, Izumozaki Town, Santou-gun **TEL:** 0258-78-2578  
Reservations required **Holidays** / Sometimes closed at short notice



## Roadside Station Echigo Izumozaki Tenryo no Sato

Roadside Station Echigo Izumozaki Tenryo no Sato is a merchandise center of Izumozaki's specialty goods and marine products. In the station cafeteria, you can try sazae-meshi (shellfish mixed with rice).

**Address** / 6-57 O-aza Amaze, Izumozaki Town, Santou-gun **TEL:** 0258-78-4000

**Opening hours** / 9:00-17:00 (Product Center and Historical Center) 11:00 – Last order at 16:30 (Restaurant Jinya)  
**Holidays** / 1st Wednesday of each month **Admission fee (Historical Center)** / \*Fee is charged

## Tourist information centers

NEXCO East Echigokawaguchi  
Service Area Information(Inbound) Cat.1



**Address** / 4420 Nishikawaguchi,  
Nagaoka City  
**TEL** / 0258-89-8373  
**Opening hours** / 8:30-19:00

**NEXCO East Echigokawaguchi**  
**Service Area Information(Outbound)** **Cat.1**



**Address** / 4421 Nishikawaguchi,  
Nagaoka City  
**TEL** / 0258-89-8373  
**Opening hours** / 8:00-18:30

## Tourist Information Center Nagaoka Cat.1



**Address** / 2-794-4 Jonaicho, Nagaoka City  
**TEL** / 0258-36-3520  
**Opening hours** / 9:15-18:00  
**Holidays** / New Year's holidays

**Cat.1** There are regular staff who can at least respond in English and provide guidance over a wide area.

**Cat.2** Although they are not regular staff, they can provide some response in English about the region.

**Partner** Although this isn't a facility that specializes in providing tourist information, the staff are more than happy to help foreign tourists in providing information on the region fairly and impartially.



## What is SAKURA QUALITY?

Sakura Quality refers to a tourism quality certification system centering on accommodations such as hotels, ryokan inns, etc. Facilities that can pass standards related to security and safety are certified, and the facilities introduced here have been certified under Sakura Quality.

Daishi Bank and Hokuetsu Bank have jointly worked on Private Placement Bonds for Supporting the Communication of Niigata's Attractiveness (SDGs Private Placement Bonds). In addition to providing financial support to companies that have agreed to this initiative, we made this guidebook, utilizing part of the handling fee and the donations made under the joint names of our customers, Daishi Bank and Hokuetsu Bank, for the Niigata Prefecture Tourism Association, which is a Public Interest Incorporated Association.

With the collaboration of industry, government and finance, this project is to encourage the expanding inbound demand to visit Niigata Prefecture by supporting the work to communicate Niigata's attractive tourism resources to domestic and overseas tourists. This contributes to promoting regional revitalization and achieving the SDGs.

Based on the Daishi Hokuetsu Financial Group SDGs Declaration, both Daishi Bank and Hokuetsu Bank continue to contribute to achieving the SDGs and developing local communities through this project and other financial products and services.

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Company names are in Japanese syllabary order.

# How To Get There

## Getting to Niigata by Rail

- **Tokyo → Niigata**  
About 2 hr on the Joetsu Shinkansen Line (About 1 hr 40 min on the fastest train)
- **Tokyo → Nagaoka**  
About 1 hr 45 min on the Joetsu Shinkansen Line
- **Tokyo → Echigo-Yuzawa**  
About 1 hr 10 min on the Joetsu Shinkansen Line
- **Tokyo → Joetsu Myoko**  
About 2 hr on the Hokuriku Shinkansen Line
- **Tokyo → Itoigawa**  
About 2 hr 15 min on the Hokuriku Shinkansen Line
- **Nagoya → Niigata**  
About 3 hr 40 min on the Tokaido and Joetsu Shinkansen Lines
- **Osaka → Niigata**  
About 4 hr 30 min on the Tokaido and Joetsu Shinkansen Lines  
About 6 hr at minimum on the limited express train and the Hokuriku Shinkansen Line (via Kanazawa)

## Getting to Niigata by Bus

- **Tokyo (Ikebukuro) → Niigata** About 5 hr
- **Tokyo (Ikebukuro) → Naoetsu** About 6 hr
- **Osaka → Niigata** About 9 hr 30 min
- **Sendai → Niigata** About 4 hr
- **Nagoya → Niigata** About 7 hr

## Getting to Niigata by Ferry

- **Otaru → Niigata**  
About 16 hr by car ferry (Shinnihonkai Ferry)
- **Tomakomai → Niigata**  
About 20 hr by car ferry (Shinnihonkai Ferry)

## Getting to Sado by Jet Foil and Ferry

- **Niigata → Ryotsu** Jet Foil / About 1 hr 7 min Ferry / About 2 hr 30 min
- **Naoetsu → Ogi** Ferry / About 1 hr 40 min

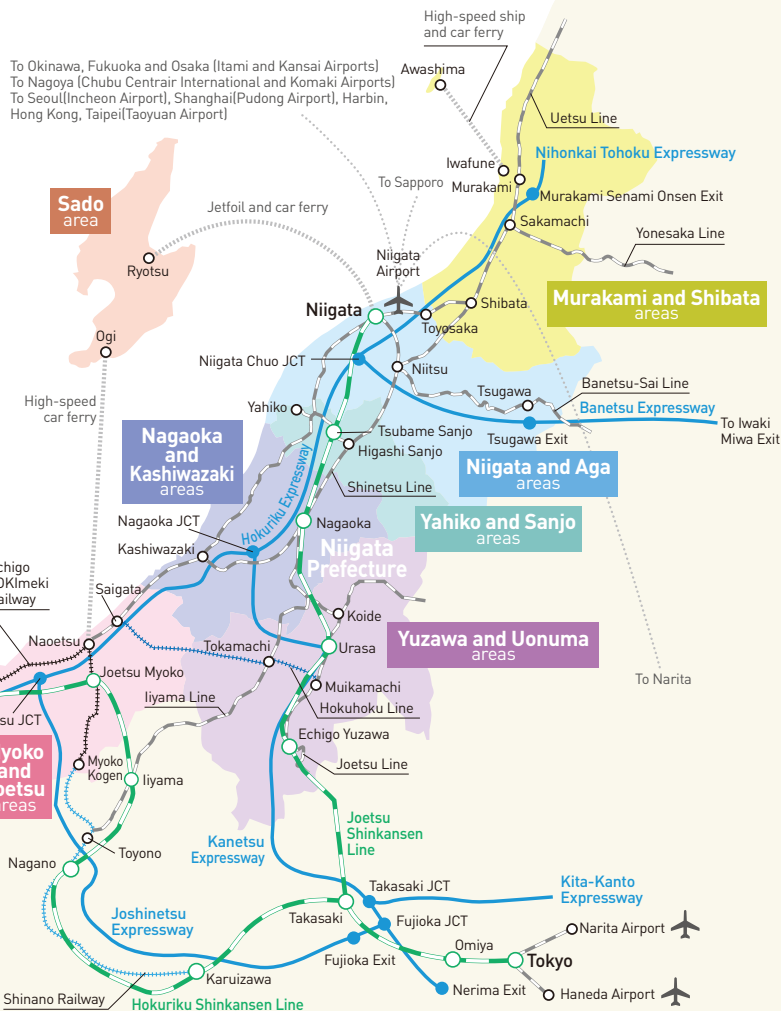
## Getting to Niigata by Airplane

- **Sapporo (New Chitose Airport) → Niigata** About 1 hr 15 min
- **Narita → Niigata** About 1 hr 5 min
- **Nagoya (Chubu Centrair International Airport) → Niigata** About 1 hr
- **Nagoya (Komaki Airport) → Niigata** About 55 min
- **Osaka (Itami Airport) → Niigata** About 1 hr
- **Osaka (Kansai International Airport) → Niigata** About 1 hr 15 min
- **Fukuoka → Niigata** About 1 hr 40 min
- **Okinawa (Naha Airport) → Niigata** About 2 hr 30 min  
\*Between October 1 and May 31
- **Seoul (Incheon Airport) → Niigata** About 1 hr 55 min
- **Shanghai (Pudong Airport) → Niigata** About 2 hr 30 min
- **Harbin → Niigata** About 2 hr 10 min
- **Hong Kong → Niigata** About 4 hr
- **Taipei (Taoyuan Airport) → Niigata** About 3 hr 20 min

## Direct rides to and from Niigata Airport

◆... Indicates reservation required

- **Niigata Station**  
About 25 min by direct bus About 33 min by city bus
- **Sado Kisen**  
About 25 min by Mini Liner
- **Tsukioka Hot Spring**  
Going: About 2 hr by bus (◆)  
Returning: About 1 hr 35 min by bus (◆)
- **Senami Hot Spring**  
About 1 hr 10 min \*From Niigata Airport only
- **Yahiko and Iwamuro Hot Springs**  
About 1 hr by Mini Liner \*From Niigata Airport only



### (Remarks)

- \*The information in this booklet is as of January 1, 2020. Please double-check at the relevant websites, airports or stations before leaving because changes may occur.
- \*The photos are for illustrative purposes only. The actual situations may differ.
- \*The locations, scale and time required on the map are estimated.
- \*Only some station names are provided and their positions on the map are also estimated.

## Getting to Niigata by Car

- **Kanetsu Expressway**  
Nerima <About 1 hr 50 min> Yuzawa <About 1 hr> Nagaoka
- **Hokuriku Expressway**  
Maibara <About 3 hr 10 min> Oyashirazu <About 40 min> Joetsu <About 40 min> Nagaoka  
<About 40 min> Niigata Chuo
- **Joshinetsu Expressway**  
Fujioka <About 2 hr> Myoko Kogen <About 30 min> Joetsu
- **Banetsu Expressway**  
Iwaki Miwa <About 2 hr> Tsugawa <About 40 min> Niigata Chuo

## Niigata Prefectural Tourist Association

4-1 Shinko-cho, Chuo-ku, Niigata City 950-8570, Japan  
<https://enjoyniigata.com/en>

