



# Made in TAKAYAMA

<English>



高山の美味しいものを食べる。

高山の伝統工芸品を見て、触れて、買う。

Made in 高山を知って、スペシャルな思い出をつくる。







**Natural features of a local region, surrounded by the mountains of Hida,  
Rich forest resources, the clearest waters inherent to such rich natural surroundings,  
Some of the finest crafts produced by expert craftsmen with their high skills ( "Takumi" ),  
And unique gourmet culture originally developed and refined to perfection.**

#### The natural and geographical features of Takayama

Takayama sits in a basin, encircled by the mountains. To the east of Takayama are the Northern Alps, of which the highest peak is on Mount Okuhotaka at an elevation of 3,190m, and in a distant view to the south the magnificent beauty of Mount Ontake can be seen. Due to the inland climate typical to this region, the temperature differences between day and night and between summer and winter are always extreme.



During the winter, powdery snow falls on Takayama, where sometimes the temperature goes down to as low as minus 10°C. In the summer, the sun is strong but very pleasant because of low humidity. The city has almost the same land area as Tokyo, and in terms of area size is among the largest cities in Japan, but of course 92.5% of the area is dominated by mountains and forests. The tree designated to symbolize Takayama, is "Ichi" wood that is used for one of the prominent crafts of Hida, the Ittobori carvings. And in the spring, the city flower "Rhododendron reticulatum" blooms beautifully with reddish-violet blossoms.



#### The history and culture of Hida

Some earthen wares and potteries which were used approximately 10,000 years ago have been excavated from the grounds of Takayama, giving proof that civilization in this area can be traced back to ancient times. Between the 16th and the 17th centuries, a castle was constructed by Lord Kanamori, which triggered the townscapes of Takayama's central district to be developed as well. Towards the end of the 17th century, Takayama was put under the direct control of the Edo government, which is said to be because abundant timber, as well as gold, silver, and copper were resourced from this region. "Takayama Jinya" which was established as the governor's office back then, is now nationally-registered as the only government office-building left from the Edo era.

From around the 18th century, the parade floats which represent the "Takayama Festival" also became ever more elaborate and flamboyant with fancy decorations such as metal fixtures and carvings displayed over the parade cars, perhaps tailored to the tastes of the wealthy merchants of those days.



#### Crafted works and special products of Takayama

##### Wooden crafts

Everything dates back to about 1350 years ago. Many carpenters of Hida were dispatched to the old capital of Nara to build temples. And rooting back to such traditions, in Takayama there are many craftsmen specialized in the skills of wood-processing and lacquer works. "Hida Shunkei" wares known for their beautiful luster, "Ichi Ittobori," the wood carvings created in various kinds of motifs, "Hida Furniture" which makes use of the texture and the best qualities of wood, and also not limited to them are many other products ranging from kitchen utensils to everyday furnishings which demonstrate the true worth and finesse of Hida's craftsmanship.



##### Handcrafted fabric items

Dyed fabric needlework and handcrafts of this region, such as fancy and colorful "Hida Dyeing," "Sashiko" known for delicate embroidery designs over cloth dyed in indigo-blue, and "Sarubobo," which originated when mothers first sewed these dolls as amulets wishing for their children's health.



##### Potteries

The making of potteries began in Hida from around the 17th century. There is a diverse range and selection to choose from, such as tea utensils and porcelain with indigo-blue and red colored drawings over a white surface, as well as ceramic wares that give off warm, homey feelings or trendy pottery products inspired by new ideas.

#### The gourmet culture of Takayama

The Hida region, situated in the mountainous surroundings blessed with cool climate, nurtures some of the best vegetables, mountain vegetables, buckwheat and fruit. People in Japan have always been keen to things being "in season" (the very season when each food product can best be enjoyed), and this is still the case today. Thanks to the pure and clear water the grounds here provide, rice and sake (Japanese rice wine) of this region are excellent, and breweries producing miso (soy bean paste) and other fermented foodstuffs are always bustling with good business. From the river, abundant catches of river fish can be gained, and from the ranches come the richest and mellow tasting Hida beef, a very popular brand of beef famous from this region. And though located in the highlands, against everyone's expectations, actually good sushi can be found in Takayama, as fresh seafood is carried directly from the neighboring Toyama Prefecture. When in Takayama, healthy Shojin-ryori vegetarian dishes (with neither meat nor fish) or the famous Takayama ramen noodles in dark soy-flavored soup is also recommended. Like a cold mountain country, a special cooking style with everyone sitting by the "Irori" (hearth) or on small, individual cooking stoves, "Hida konro" to grill the food as one eats, are also unique dining experiences you can gain only in a place like Takayama.





Beauty lies in the wood grain and the luster

## Ichii Ittoori Wood Carvings



These artistic wood carvings show the ultimate craftsmanship, with care given to the most delicate lines and curves to bring out various expressions from the wood. The finest blessings from a mountainous country like Hida are here to be enjoyed.

Using "Ichii" wood, the expertise of the wood sculptors is fully exhibited through these carvings that are left uncolored. This tradition dates back about 200 years. On top of the beautiful color and shine of the Ichii wood itself and its grain, the scratches made from the carving tools are kept as they are. Thus, Ichii Ittoori is characterized by the senses of both elegance and vigor. From Buddhist statues to Hina-dolls (for the Girls' Festival of early Spring), animals, masks, legendary figures such as dragons, as well as sculptures of the Shichifuku-jin (Seven Deities of Fortune) and the Maneki-neko (beckoning cat), the Ichii Ittoori products are quite diverse. Not all of them are large or high-priced; they also come as small items that are easy to buy, such as netsuke (a small toggle used to secure a pouch on a string) and cellphone-strap charms.



The luster of Ichii wood will increase over long use and time, so the carvings should stay exposed to air, not closed up in boxes.

Some Ichii trees (from which the Ichii Ittoori wood comes) are over hundreds of years old. The log is cut into cross-sections, and then dried for 4 to 5 years. On the cross-section, about 1cm of its outer edge is white, while the remainder is red down to the core, and the boundary between the two colors, which is quite distinct, is another element often emphasized in the artistry of Ichii Ittoori carvings.



Lacquer wares, beautiful and light

## Hida Shunkei



These lacquer wares are known for the naturally beautiful wood-grain patterns showing clearly through the surface. Lightweight, durable, and also maintaining their luster and beauty, these lacquer works are nationally-designated traditional crafts of Japan.

Even among the large variety of wooden crafts made from fine lumber blessed by the mountains of Hida, these lacquer wares are one of the most distinguished ones. The tradition of this very special product of Takayama dates back to the 16th Century. Natural cypress and Sawara-cypress wood have always been used for these Hida Shunkei lacquer works. At the "Hida Takayama Shunkei Hall" how about trying the "Shunkei-painting" experience where you can draw designs over lacquer pen plates or ornaments to decorate your walls?

Whereas most of the Japanese lacquer wares come in black or vermilion-red colors, in Hida repetitive layers of transparent lacquer are glossed over to emphasize the intrinsic beauty of the amber wood grain patterns. They come in simple designs, and over long use and with care the feeling of transparency increases, so whether as tableware or as interior ornaments, you can enjoy them over a good stretch of time.



At the "Hida Takayama Shunkei Hall" it might be interesting to watch the crafting process through the Shunkei-lacquer works demonstration.



## Traditional good luck charm **SARUBOBO**



**Sarubobo means “baby monkey” in Japanese. This amulet is one of the popular souvenirs from this region to protect one from evil and provide luck with matchmaking.**

Sarubobo was treasured among the nobles in the 700's, especially when the ladies were in labor. The doll was placed on their bedside wishing for safe birth of the babies. It is said to be the oldest “Cuddle Doll” in Japan as traditionally, mothers used to handcraft these dolls hoping for children's healthy growth. Eventually, the Sarubobo became a good-luck charm to pray for luck with matchmaking and marriage, as well as safe childbirth.

Today, Hida is said to be the only region in Japan where this vanishing tradition still remains.

The color of this doll has always been all red, because it was believed that red could prevent epidemic diseases. It also has no eyes on its face. Nowadays at the gift shops, some of them come with eyes and even in colorful fabrics.



They say that in the old days, mothers gave the children their “very first needlework” practice by making Sarubobos together.

## Comfort and beauty reside within **Hida Furniture**



**Each piece of furniture invites you to try using it. The beauty and warmth felt from the wood will surely create a calm and comfortable space inside your house.**

The Hida region, known for its abundant forestry and resources, has many experts called “Takumi,” which is a name given to one with mastery of traditional skills and crafts, particularly in the areas of woodworks and processing. Production of furniture started about 100 years ago in Hida, and this region came to be well-known in Japan for the production of Western-style furniture. The techniques of wood-bending were established already in the early years. The characteristic lasting strength of this furniture can only be achieved by such long and abundant experience with wood. Also, the very sophisticated designs making use of the natural color and grain of the wood are another reason for the popularity of this furniture. From chairs comfortable to sit on, to tables, desks, chests and beds, there is a diverse lineup of products. In Takayama there are many furniture makers with showrooms where various products can be seen on display.



One of the most outstanding techniques of the furniture making skills of the Hida region is “wood bending.” Water and heat are applied to the lumber, and then it is softened until it can be bent manually by bare hands. In the bent state, it is next fit onto a mold for further shaping, and then dried. In this way, the wood is firmed and completed into a curved form. The advantages gained from this method of processing are the beautiful curves and the economical use of timber.

Derived from ideas inspired from small kilns

## Koito Ware Pottery

This is a small kiln run by a family. Their new product, "Water-free WINE COOLER," is patented.



It is the oldest of all the potteries in Takayama. About 400 years ago, the Takayama Castle owner at the time asked craftsmen from Kyoto to come and produce these earthen wares. The tradition of the Koito style once fell into decline but was restored about 80 years ago. In recent years, the original deep cobalt-blue color of Koito pottery has become a hit. The texture seems rough at first, but over use, the overall touch smoothens out. The "Wine Cooler" which keeps the wine chilled without using water is patented, and can also serve as an interior ornament when it is not being used to chill wines. The body of this doll has always been red-colored because it was believed that color "red" could prevent epidemic diseases. It also has no eyes on its face. Nowadays at the gift shops, some of them come with eyes and even in colorful fabrics.

Perfect for everyday use

## Yamada Ware Pottery

Simple and useful, they are everyday table wares loved by the locals of Takayama over many years. Souvenirs from this region to remove bad luck or to wish for good matchmaking.



Unlike Shibukusa-yaki or Koito-yaki, which catered more to the tastes of the upper classes, from the very beginning, Yamada-yaki always produced earthenware mortars and bowls for the farmers and commoners. This tradition has been inherited down to today, as seen by the homey wares with designs never too elaborate, and always down to earth. □ In the old days, soil was brought over from the nearby paddy-fields to make these Yamada wares. Tea cups and sake bottles are some of their most popular products, but the longest-sellers of all are the simply designed, gamish holders.

Porcelain wares with elegance

## Shibukusa Porcelain Wares

Pleasing to the eye, but also nice to use daily over a long time. It is one of the finest potteries of Takayama, with elegant touches of both grace and ornateness.



Shibukusa pottery began approximately 170 years ago when craftsmen from the Seto and Kutani regions famous for pottery were gathered in Takayama to open a kiln. Shibukusa products are mostly porcelain wares made from pottery stone. Many potters and shops here follow the traditional styles through painting arabesque foliage and pomegranates over a plain white base with indigo-blue or red paint; others are famous for cherry blossoms painted beautifully over the wares.

Traditional charm amulet

## Hida-zome Dyeing

Vivid colors brought out by severe coldness



It is a cloth dyed in vivid colors of red, blue, yellow, green, etc., over a white base. Pigments dissolved in juice that has been squeezed out of beans are used to dye the cloth. Then the starch is rinsed off with clear water and the cloth is dried in the icy-cold winter breeze. This cold wind which characterizes the Hida region helps the beautiful color of the dye to soak in and settle onto the cloth. Through the long tradition of the Hida region this cloth was used to make costumes for religious rituals and events. Today, it is used to make apparel, handkerchiefs, Japanese shop curtains, and many other items.

With retro-modern design patterns

## Hida Sashiko

Carefully handcrafted needlework and fabric items. Lasting and yet stylish to carry around, they also have practical appeal for women



Over dark-blue indigo-dyed fabric, embroidery designs are patterned. This style traces back to the early days when women of the Hida region wove their own kimono and stitched designs over them. Various simple and pretty designs and stitches make these sashiko handcrafts popular among women in particular. Mostly white threads are used for the embroidery, but today you can find a variety of colorful threads in the designs as well. They also come in various forms, such as "furoshiki" (wrapping cloth), coasters, pouches, clothing, tea towels, and more.

A wondrous smile beaming from within

## Enkubori

Simple beauty of Buddhist statues and carvings by Enku, the vagabond priest.



Enku was a priest who wandered about many parts of Japan approximately 400 years ago. He is said to have made 120 thousand sculptures of God and Buddha during his 63 years of life. Enku often visited Hida, and in between his Buddhist trainings in the mountains, produced many statues of sacred figures. The unique style of carving with rough and wild strokes, but with amiable expressions on the faces of the figures, has made them popular.



Sun-shading conical hats

## Hida Miyamura

These sun-shading conical hats have been produced for almost 250 years. Farmers have been using them when working in the fields, but fishermen are also fans of Hinoki-gasa. Made from cypress and Ichii abundant in the region, these woven hats breathe well, and are cool in the summer heat. Even under rain they can absorb and expand with moisture, repelling the rain, and thus prove to be quite helpful under various kinds of weather. Durability is another special advantage with them; in fact, they can be used for over 10 years!



Detailed handicrafts by expert craftsmen

## Koyana no Syouke

"Shouke" is a sieve basket. As they are wholly handmade, even an expert craftsman can produce only one or two in a day. Their beautiful meshwork is remarkable, and they are not only useful as kitchen tools, but also favored by some people to use on tables as vessels or even as decoration objects.



Made from a single piece of wood

## Utoh Shakushi

Shakushi is a wooden ladle used when pouring soup into bowls or stewed foods onto plates. It is also used when cooking ingredients in a frying pan. Made from "Hoh" deciduous trees which grow naturally in the Hida region, the ladle has a long shaft section (where you grip) and a round spoon (to scoop),



Wishing for everyone's sound health

## Kamiema

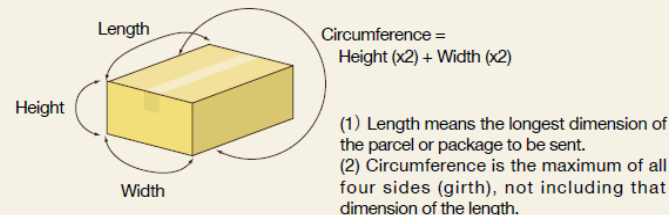
This is a drawing of a horse which has been blessed with prayer by the Matsukura Kannon deity. It is believed that if you post them by the front entrance of the house in such a way that the horse's head looks towards the innermost part of the house, the family will be safe all year long without any injuries or illnesses. In the past, and it was common for each family to look for a Kamiema plaque drawn with a horse of a color resembling.



## International parcel post

[http://www.post.japanpost.jp/int/service/i\\_parcel\\_en.html](http://www.post.japanpost.jp/int/service/i_parcel_en.html)  
(Japan Post Official Homepage: English)

To send a parcel to your country from Japan through post, you can choose from the following types of shipping methods: by EMS (International Express Mail Service), by airmail, by surface mail, or by economy air (SAL).



- The size of parcel (When sending to the U.S.A.): Length (maximum length) = must be within 1.05m, Length + Circumference ((Height x 2) + (Width x 2)) = must be within 2m.  
(When sending to the U.K.): Length (maximum length) = must be within 1.5m, Length + Circumference ((Height x 2) + (Width x 2)) = must be within 3m
- Weight: Up to 30kg is the general rule. If the parcel weighs less than 2kg, it could be sent at a lower shipping rate as a "small packet."
- Prohibited articles and items: When the parcel consists of any article(s) prohibited in the country of destination, it can be returned to the sender or confiscated at customs. Also, depending on the price and the quantity or volume of the articles sent, extra charges such as duty or consumption taxes could apply. In such cases, customs clearance fees may also be charged in addition.

Example) To send a parcel weighing 2kg from Gifu Prefecture to the State of New York, U.S.A., or to the U.K.

	Postage rates	Days required for delivery
EMS (International Express Mail Service)	4000 yen (to New York), 4,600 yen (to the United Kingdom)	2 days
Airmail	Small packet 2,760 yen International parcel 5,050 yen	about 3 to 6 days
Economy air (SAL) <small>(Inside Japan and inside the country of destination, the parcel is treated as surface mail, but between the two countries, from port to port, the parcel is carried by airmail. Therefore, SAL is a service which is faster than surface mail but less expensive than airmail.)</small>	Small packet 1,680 yen International parcel 2,400 yen	to mainland U.S.A. about 2 to 3 months to the United Kingdom about 1 to 3 months
Surface mail	Small packet 1,080 yen International parcel 1,750 yen	

On the following homepage, shipping rates and days required for delivery can be checked.

<http://www.post.japanpost.jp/cgi-charge/index.php?lang=en>  
(in English)

## Tenderness and tastiness to melt you away **Hida Beef**



**It is one of the most popular specialties of Takayama, and also a proud brand of beef in Japan. The tenderness and the taste of this beef are simply enchanting!**

This beef is known for the fine, tender-soft quality which is mellow with marble spreading throughout like mesh. As Hida beef comes from black cattle raised in rich natural surroundings, fostered by only the cattle farmers of high-grade certifications, it is a fully guaranteed, safe beef. Also, after stringent inspections, only the finest quality meat can be sold with the name of "Hida-gyu." You will find it on the menus of restaurants and hotels, served in various styles: as steak, barbecued beef, in Japanese dishes, Western dishes, even on Sushi, in curries, and in croquettes as well. □ And though it is rich beef, it does not taste heavy, for it does not contain as much fat as it seems. In fact it is so tender, it could almost melt in your mouth!



"Hida-gyu" beef must come from Japanese black cattle bred and fostered by officially-registered cattle farmers for over 14 months, and of the designated span, the longest duration must be spent inside Gifu Prefecture. It must also be ranked in the top classifications of the national scale or the standard set by the Meat Products Industry group of Japan.

## Taste of home and country **Hoba Miso**



**A local dish that has been enjoyed throughout the long tradition of Hida. Miso roasted over the grill gives off a nice smell, and goes perfectly with rice or with alcohol drinks.**

On a sheet of Hoba (magnolia) leaf, miso, leeks, and shiitake mushrooms are placed and then grilled over a small stove. Enjoyed hot, straight from the stove, this has always been a common family dish in the Hida region. Hoba comes from the Hoh trees which grow wildly in the mountains, and by nature they are difficult to burn. Meanwhile, miso is another major product of Takayama, and there are many miso manufacturers in the city. Though dark-colored, it tastes rather sweet more than salty because it contains rice-malt. When heated, the roasted sweet miso can go perfectly with rice, so it is often served at the breakfast table when you stay at Japanese inns. Hoba miso also matches well with alcoholic drinks, so in the evenings many Japanese restaurants and pubs use this in their menus. Grilling the miso together with Hida beef is another very popular way to enjoy Hoba miso.



The Hoba leaf which is used for Hoba miso is picked from the mountains when the leaves fall between autumn and winter. There are many miso makers and small local gift shops in Takayama selling kits containing miso, Hoba leaves and a small stove, so that Hoba miso can be enjoyed also at home.



Locally-produced buckwheat noodles are the best Soba

## Hida Soba

They say there are about 50 places serving Japanese soba noodles inside the town of Takayama. "Te-uchi Soba" (hand-made) noodles from locally produced buckwheat have an exceptional taste and flavor.



The Hida region, where the temperature difference between morning and night is quite extreme, is suited to farm high-quality buckwheat. Buckwheat berries picked from the mountain fields, stone-milled to powder and kneaded into noodles by the experts turn into one exquisite, must-try specialty of Takayama. You can choose the "Zaru" style to really taste the soba itself, or with toppings such as tempura and mountain-plants of the season. As you finish the noodles, how about adding hot soba-water (\* which is served on the side) to your soup cup, which is customary in Japan as a way to enjoy the taste of soba and soup to the very end.



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Some soba restaurants offer "soba gaki," which is a lump of soba dough served uncut (not formed into noodles), rounded and dished in a bowl. It is soft and moist, with a springy texture, and is recommended especially to the connoisseurs of Japanese food and culture. Nowadays, soba is drawing increasing attention from doctors as a healthy food as well.

Ramen noodles in light soy-flavored soup

## Hida Chuka

This is a popular Ramen with a moderate portion of thin, wavy noodles served in soy-based, Japanese-flavored soup.



Well-known as "Takayama Ramen" but the locals of Takayama would rather call this "Chuka Soba" (meaning, Chinese-style noodles). Fish shavings and vegetable are stewed in chicken stock to make the soy-taste soup. The soup may look dark-colored, but the taste is lighter than it seems and for sure, very delicious! Also, the thin, wavy noodles twine well with the soup. And the simplest ingredients make the best toppings for this ramen: Chinese pork slices, Hida leeks, and slices of bamboo shoots.

It is customary in Japan for people to slurp and make noises when they eat noodles. However, this is allowed only with noodles, and considered to be bad manners with other dishes.

The flavor of roasting soy sauce

## Mitarashi Dango

If you find yourself irresistibly drawn to the smell of roasting soy sauce, perhaps your nose already understands the Japanese food culture?



Mitarashi Dango is said to have originated in Kyoto. Rice powder is kneaded into little balls and then steamed. 5 balls are skewered onto a stick, and as they start to brown over the grill they are glazed with mildly sweetened soy, which is the style of Takayama. Try the soft and chewy, simple tasting Mitarashi!

They match well with the nostalgic feelings evoked by the old streets and cityscapes of Takayama.



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Some Mitarashi Dango shops use the locally grown Uruchi-mai rice to make their dumplings and also soy sauce purchased by special orders, for they always insist on the finest ingredients to realize their recipes.

Mitarashis are usually sold over small counters or stands, but some shops offer spaces to sit inside and serve tea for free.

Simple and well-loved traditional candies and sweets

## Dagashi

These easy and simple sweets made from flour, beans, sweetened soy flour, and sesame have always been loved in Takayama.



"Mameita" is soybean and starch syrup, firmly shaped into bars, and "Kokusen" is made from starch syrup, sesame, sweet soy flour mixed and then panned into thin plates, and "Karinto" is a mixture of flour and eggs, kneaded and frittered, then finished with glazes of brown sugar. You can also find candies coming in flavors of shiso (perilla), plum, and brown sugar, etc. Grains are abundantly produced in this local region and there are many small candy-shops in Takayama selling such all-time favorite Dagashi sweets; at their reasonable prices, they are

Besides all the candies and sweets, there are also authentic chips and crackers made from rice and wheat, in the flavors of soy sauce, sugar, etc.



With seafood, Hida beef, and red turnips

## Hida Sushi

**Though the city of Takayama sits in the mountain highlands, surprisingly good sushi with delicious fish and seafood can be found here.**

the mountainous region of Takayama is known as a good location to also enjoy sushi. Its location near Toyama and Kanazawa which face the Japan Sea, together with the quick development of roads in recent years, has brought Takayama closer to the waters. Fresh catches of fish and shellfish are carried to Takayama every day. There are also unique varieties of sushi that use Hida's local specialties, i.e. Hida beef, red turnips, and Hoba leaf, which can be enjoyed with the delicious local sake.



Sushi (nigiri) with Hida-gyu is usually high-grade beef slices slightly browned and then topped on sushi-rice with lightly-sweetened sauce brushed over the meat (served medium-rare or rare). Some restaurants in Takayama serve quick and easy Hida-beef sushi to go!

Nutritious health food filled with the senses of each season

## Shojin Ryori

**Healthy "slow foods" which are vegetarian cooking with ingredients such as beans, grains and vegetables of the season, originally catered to the Buddhist monks and priests.**



In the Mahayana Buddhist belief, killing of animals was prohibited, so this cooking prohibits using animal proteins such as meat, fish, and eggs, and the Shojin Ryori came about with dishes using beans, grains and vegetables. Later, culture-oriented people not necessarily Buddhist also took

an interest in this kind of elegant simplicity. Shojin Ryori dishes offered at the Japanese high-class restaurants in Takayama serve menus using the local produce of Hida, and are prepared by some of the most traditional cooking methods.

Shojin Ryori cooking originated in and was brought over from China more than 1000 years ago. Later, when Zen, one of the Buddhist sects, began to expand its practices, this unique style of cooking also started developing on its own. Methods and techniques to process food products such as tofu, koya-tofu, natto (fermented beans), yuba (soybean curd skins), fu (dry gluten), etc., were all established along with the progress of the Shojin Ryori style.

Produced from the clearest waters

## Local SAKE



**Sake (Japanese rice wine) is drawing widespread attention from all around the world. How about visiting one brewery to another, seeking the sake that will go perfectly with your favorite cuisines and preferences?**

Japanese rice wines (sake) are made from rice and water. In Takayama, there are seven breweries where fine-tasting sake is made with clear water rich in minerals from the Northern Alps and the finest brewer's rice of Hida, which are combined with the refined skills of the sake producers of this region. As you try the different types of sake, you will find that there are various flavors, with some having a fruity aroma, and others similar to white wine. There is also what is called "Koshu" (aged wine) which is a dark-colored brew after years of maturation. In Takayama maybe you can also discover sake that will even go well with Italian seafood dishes or Chinese gourmets. In Japan, there is also a custom to serve hot sake, called "Okan"; to find out which varieties of sake are better chilled or warm, you can ask at the breweries for advice and recommendations.



Every year from January through February, a "Brewery Touring" event is held in Takayama. The seven major breweries all with 100 to 300 years of history take turns to open their cellars to the public to visit and also try tasting! Sake breweries are usually found inside old, traditional buildings, with "Sugidama" (a ball-like object made of trimmed Japanese cedar branches) hanging at the front to honor the god of sake, and also as a way to announce that a new brew of sake has been produced.



Traditional charm amulet

## Fresh Vegetables And Fruit



The Hida region prospers from being a rural country, always blessed with a cool climate and rich natural surroundings, and is very much suited to growing fresh and juicy fruit and vegetables.

Clear water and air, a large difference in the temperatures between day and night, and the high agricultural know-how of many farming experts in the neighboring areas, provide the best conditions for growing delicious vegetable and fruit products throughout the Hida region. From early summer to autumn, many kinds of vegetable such as tomatoes, spinach, Takane corn and mountain plants can be harvested, while in the winter, radishes and red turnips more suited as storage vegetables and for processing are typical crops. Also, other kinds of vegetables such as Hida leek and Sukuna pumpkins are originally Hida-produced breeds. As for fruit, starting with cherries and sweet strawberries which are popular springtime delights, peaches, melons and apples are also famous produces from Hida, and there are also many products processed from these fruits, such as apple juice.



Just a half hour drive away from the city center of Takayama, there is a wide stretch of vegetable and fruit farms, which are some of the sceneries you can see as you travel towards the Okuhida Onsenkyo area. Besides vegetables and fruit, you may also see many farms growing rice, mushrooms (shiitake, nameko mushrooms), and sansho (Japanese pepper/spices).

Morning market Open from early morning **Asaichi**



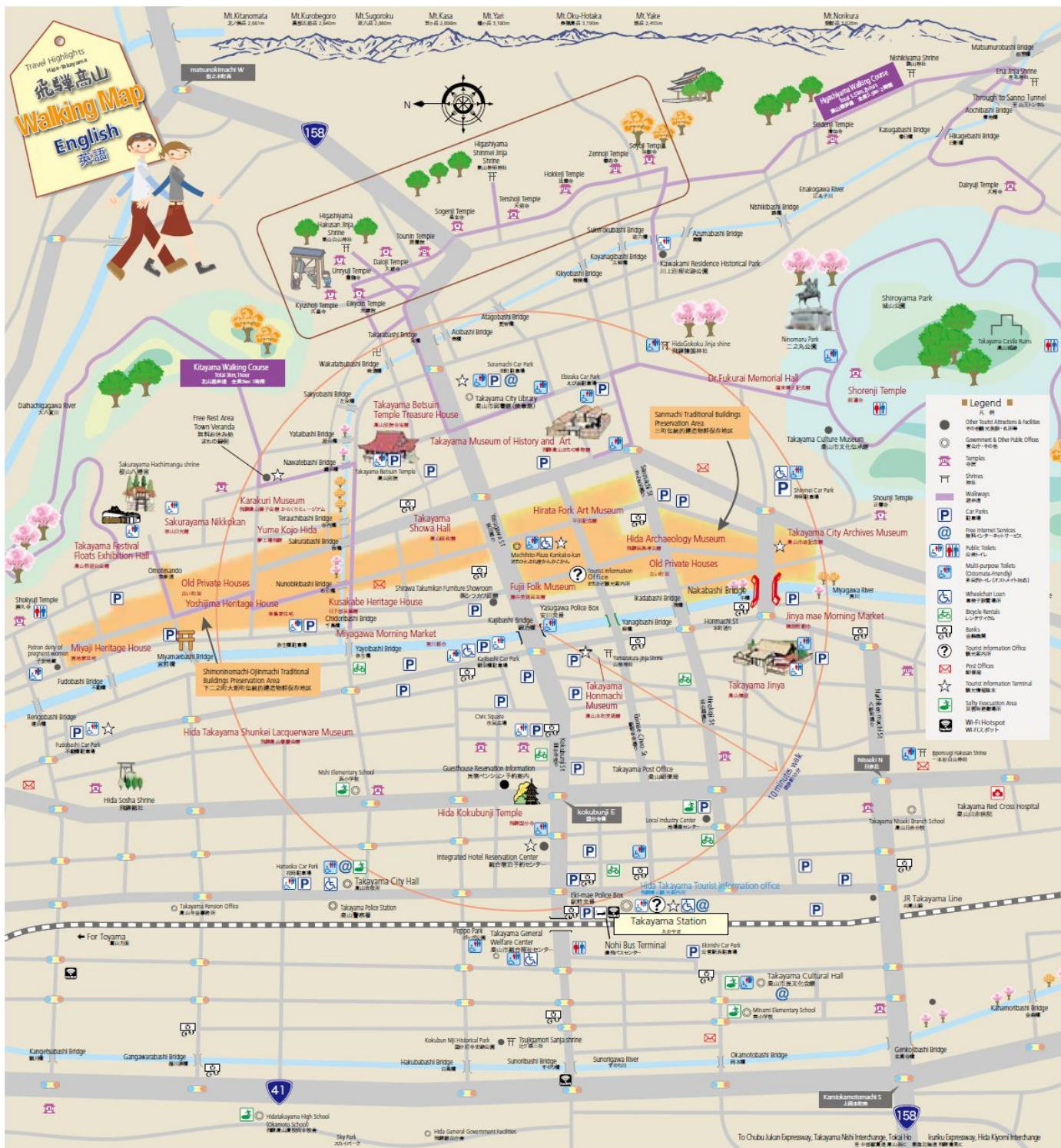
Here you can shop as you make friendly exchanges and familiarize with the local people. Maybe you will also find products and items that are seldom found at the souvenir shops.

The morning market in Takayama has been a long-lasting tradition from around the 1700's. Along the Miyagawa River and by Takayama Jinya-mae, several tens of small tents and canopies form a row, open from early morning to noon every day. They started as marketplaces targeting only the locals of course, but today have become very popular among the visitors and tourists from in and out of Japan. Fresh vegetables and picks from the morning, as well as fruit, flowers, pickles, Miso (bean paste), rice cakes, folk arts and crafts are brought here for merchandizing



Many of the products, especially the fresh in-season products sold at these markets, could vary from time to time, and be limited to only a short period of time. Especially during winter when there is much snow, there are fewer farm products to choose from and a wider variety of processed and preserved foods. However, what are always popular in Takayama are pickled red turnips, one of the major local specialties of Hida. These turnips come in bright red colors, with flavors that are somewhat sweet and sour.

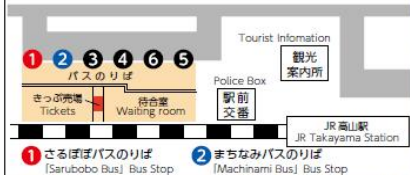




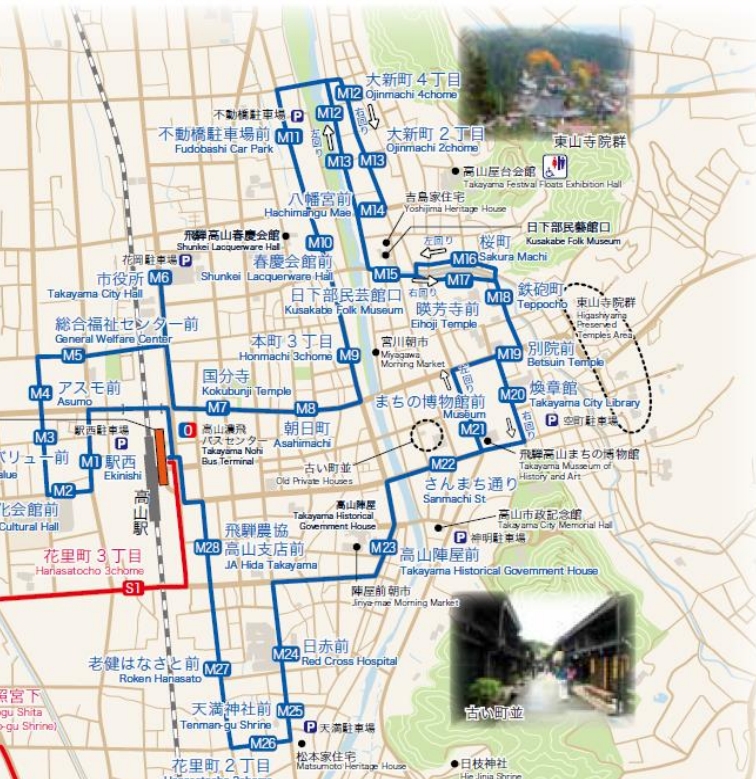


- まちなみバス運行ルート Machinami Bus
- さるぼぼバス運行ルート Sarubobo Bus
- M00** 「まちなみバス」バス停 「Machinami Bus」 Bus Stop
- S00** 「さるぼぼバス」バス停 「Sarubobo Bus」 Bus Stop

### 高山濃飛バスセンター 乗り場のご案内 Takayama Nohi Bus Terminal Infomation



まちなみバスの  
バス停標識



### Tourist Information

- Hida Tourist Information Center**  
Tel:0577-32-5328 (Assistance in English available)  
Business hours: 8:30 ~ 18:30 (April through October), 8:30 ~ 17:00 (November through March) / Open every day
- Takayama City Hall/Overseas Strategies Department**  
Tel:0577-35-3346 (Assistance is available in English and Chinese)  
Business hours: 9:00 ~ 17:00 (Saturdays, Sundays, and Japanese national holidays)
- Okuhida Onsen Town - General Information**  
Tel:0578-89-245 Business hours: 10:00 ~ 17:00 / Open every day
- Hotel Information**
- Okuhida Onsen Town - General Information**  
Tel:0578-89-2458 Business hours: 10:00 ~ 17:00 / Open every day
- General Accommodations Booking Center**  
Tel:0577-33-1181 Business hours: 9:00 ~ 17:00 Closed: Sundays, and December 30 to January 3
- Bed and Breakfast, Pension lodge booking information**  
Tel:0577-33-8501 Business hours: 10:00 ~ 17:00 Closed: Tuesdays, and December 30 to January 3

### Traffic Information

- Railway information**  
JR Tokai Telephone Center Tel: 050-3772-3910
- Bus information**  
Nohi Bus Reservation Center Tel: 0577-32-1688 (Assistance in English available)
- Road information**  
Japan Road Traffic Information Center (Expressways and general roads in Gifu Prefecture) Tel: 050-3369-6621

### Where to contact in case of emergencies

- For urgent reports to the Police about any incidents or accidents: Call 110 (If it is not an emergency, please call Tel: 0577-32-0110)
- For fires, need of rescue or ambulances: Call 119 (If it is not an emergency, please call Tel: 0577-32-0119)
- General hospitals: Takayama Red Cross Hospital Tel: 0577-32-1111  
Kumiai Kosei Hospital Tel: 0577-32-1115
- AMDA International Medical Information Center  
Tel: 03-5285-8089 9:00 ~ 20:00  
(Assistance in English, Chinese, Korean, Spanish or Thai, is always available)

**通賃のご案内** Bus Fares

**まちなみバス** 100円  
さるぼぼバス 100円

おとな 200円 こども 100円

**お得情報**

**フリー乗車券** 600円  
おとな 600円 こども 300円





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history and culture handed down from the past,  
soothing hot springs,  
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