



**PREFECTURE:**  
Nagano  
**ORGANIZER:**  
Ishii Miso Co., Ltd.

**ACCESS INFORMATION**  
From Matsumoto Station: Walk 15 minutes.  
**PRICE**  
7,000 yen



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## Century-Old Fermentation Storehouse Tour and Miso Sampling

*Learn the secrets of miso production in Nagano at a traditional Japanese miso storehouse where this fermented ingredient is aged for up to three years.*

Peek inside the miso storehouses of Nagano and enjoy a special lunch that features this fermented superfood. Not your ordinary soybean paste, the miso at Ishii Miso is aged for up to three years in cedar barrels, yielding a rich and deeply fermented flavor.

Founded in 1868, Ishii Miso Co., Ltd. continues to produce miso using the traditional method, eschewing the practices of mass production. Unlike the modern, factory-made miso that's fermented in plastic or metal barrels, Ishii Miso is aged in wooden barrels that enable air to permeate. While mass-produced miso is typically fermented for just a few months, Ishii Miso matures their miso for up to three years. Hear all about this process and get a look inside the storehouses during a tour of the factory.

After the tour, you'll sit down to a meal featuring Ishii Miso, and savor the ultra umami taste of finely-aged soybean paste. A powerhouse of flavor, miso is an essential ingredient in Japanese cuisine; not only used in miso soup, but also to make dressings, glazes, condiments, and even sweets like Ishii Miso's original ice cream, which balances the sweetness of cream with umami miso.

Come experience the versatility of miso in Nagano Prefecture, the top miso-producing area in Japan, at a miso company that is keeping the traditional, artisanal methods alive.



**PREFECTURE:**  
Shizuoka  
**ORGANIZER:**  
Osada Tea Co., Ltd.

**ACCESS INFORMATION**  
From JR Kakegawa Station: Take the Tenryu Hamanako Line local train for 25 minutes and get off at Towata Station, then walk 9 minutes.  
**PRICE**  
20,000 yen



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## From Leaf to Brew: The Secrets of Japanese Tea Production

*Learn about the tea production process in Shizuoka, the largest producer of green tea in Japan, by participating in a tour and tea tastings.*

Neat rows of tea bushes decorate the sloping hillsides of Shuchi-gun in Shizuoka, making for a captivating scene. Known across Japan for its tea production, Shizuoka prefecture is one of the foremost places for tea lovers to visit.

At the Osada Tea headquarters, participate in a tour and tasting as if you were a tea apprentice. Your guide will initiate you into the world of Japanese tea, teaching you how to properly taste and appreciate a vast range of tea types. You'll sample a variety of the area's finest teas and learn how to identify different aspects of the various types of leaves by touch, smell, and of course, taste!

After the tasting, walk through the tea processing facility and gain insights into how tea is produced. Here, a light dusting of tea powder coats the whole factory, perfuming the air with the fresh scent of green tea. The secrets behind the craft of tea making will be illuminated on this tour.

Then, inside the tea lab, you'll get a chance to roast your own tea. You'll even create your own original tea blend to take home. As tea is ideally served with something sweet, you'll also make *nerikiri*, traditional Japanese confections made from bean paste and shaped into decorative seasonal motifs. Whisk up a frothy bowl of matcha to enjoy with your sweets, before winding down at the Osada tea house with one last cup of tea.







**PREFECTURE:**  
Mie

**ORGANIZER:**  
Gate Co., Ltd.



#### ACCESS INFORMATION

From JR Tokai Kisei Main Line  
Nigishima Station: Walk 5 minutes.

**PRICE**  
11,000 yen

## Make Your Own Pet Food From Scratch! Fishing and Grilling in Mie

*Enjoy a day of fishing in the beautiful town of Nigishima, make additive-free fresh pet food from fish, and enjoy a BBQ lunch at the beach.*



Inhabitants of Japan have always been dependent on the sea, and geographically it makes sense. No point anywhere on the archipelago of Japan is more than ninety-three miles from the coastline. Japanese cuisine has been shaped by the ocean's bounty over the course of centuries, relying on fish, shellfish, seaweed, and other marine life. But the abundance of seafood isn't just beneficial for people, it also provides healthy food for pets.

Sail out to a fixed-net fishing zone and enjoy a day on the water with local fishermen. Led by a local guide and their friendly dog, during this boat excursion, you'll be able to interact with the ocean and the life teeming within it.

After helping the fishermen haul in the nets of fish, you'll return to shore and divide the day's catch into packages. Once portioned, the bags will be put into a machine to seal and cook the fish. Before you know it, you'll have made fresh, additive-free food to give to your pets.

With the approval of your canine companion, you'll finally get to relax and enjoy some human food in the form of a beachside BBQ. Soak in some rays, taste the salty breeze of the ocean, and tuck into a well-deserved meal after your day of work. All ages can appreciate the work that goes into gathering food from the ocean, and sharing with your community of two-legged and four-legged friends alike.

**PREFECTURE:**  
Shiga

**ORGANIZER:**  
Heiwado Co., Ltd.



#### ACCESS INFORMATION

From Kyoto Station: Take the  
Tokaido-Sanyo Line—JR Kosei Line to  
Shin-Asahi Station (45 minutes).

**PRICE**  
48,000 yen

## Takashima, the City of Fermentation: Miso, Soy Sauce, and the Original Sushi

*Explore the diverse fermented foods produced in Takashima, including funazushi, one of the oldest forms of sushi.*



Takashima in Shiga prefecture is considered the city of fermentation. Producing Japanese sake, soy sauce, vinegar, and miso, Takashima has a proud culture of fermented foods. One of their most unique offerings is funazushi, the precursor to modern sushi which dates back 400 years. During this two-day tour, you'll sample all kinds of fermented food in Takashima, from pickled veggies to funazushi.

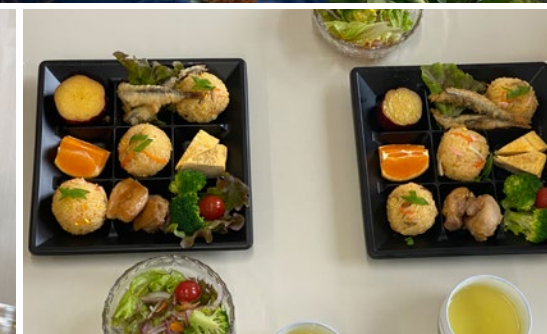
On the first day, enjoy a lunch set featuring the town's many different fermented foods and local ingredients at a recently renovated hotel. Your host will teach you all about the town's history of fermentation, and introduce the local businesses selling sake, yogurt, and other fermented foods.

After lunch, try making your own kimchi. A fermented dish that originated in Korea, kimchi is a spicy pickled vegetable dish packed with nutrients. Following the kimchi-making workshop, enjoy a full-course dinner featuring more of the town's locally-made fermented products.

On the second day, start the morning out with yoga. After the morning stretches, enjoy a gut-healthy breakfast at the hotel. Then, travel to a local factory to make salad dressing using vinegar—a great souvenir to take home.

Finally, you'll get to try funazushi, the predecessor to modern-day sushi. Funazushi uses fish that's pickled in salt as a natural preservative. In the past, keeping fish fresh was difficult without modern refrigeration, so pickling and fermenting was the best way to prepare fish to keep it edible for longer periods of time. While this is not as much of a concern today, funazushi remains a culturally-significant delicacy.





#### PREFECTURE:

Yamagata

#### ORGANIZER:

Satoyama no  
Kominka  
Shirakabe



## Hinagashi Traditional Japanese Sweet Making in Tsuruoka

*Make hinagashi, traditional Japanese sweets, in Tsuruoka, the UNESCO Creative City of Gastronomy.*



Hinagashi are traditional Japanese sweets made to celebrate Hina Matsuri, the doll festival held every year in March. These colorful sweets have a glazed look that makes them look almost like decorative ceramics, and the attention to detail makes these incredible sweets edible works of art.

Depending on the group size, you'll gather for the experience at a local candy shop or a temple's traditional tatami room. Before beginning the class, you'll hear a short lecture about the history and significance behind these beloved sweets.

Then, you'll learn directly from professional artisans as you use traditional candy-making tools to create your own beautiful hinagashi. With more than 70 years of experience, the hinagashi master will help you make these intricate sweets with simple-to-follow, step-by-step instructions. An interpreter will translate your teacher's instructions into English, so you can easily follow along.

Use a tool to create tiny scales on a colorful fish-shaped sweet, and form a multi-layered hinagashi *mikan* (mandarin orange) that you can peel just like a real mikan! After perfecting your sweets, enjoy the fruits of your labor with a hot cup of tea, or wrap them up in a cute box to take home.

#### ACCESS INFORMATION

Exact location varies depending on the size of the group. The experience may take place at Shonai Shrine, a Japanese confectionary store, or a historical building near Chido Museum.

#### PRICE

4,500 yen



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#### PREFECTURE:

Ehime

#### ORGANIZER:

Yawatahama City  
Furusato  
Tourism Public  
Corporation



#### ACCESS INFORMATION

From Yawatahama Station: Take a bus from Yawatahama-mae and get off at Shiyakusho-mae (15 minutes), then walk 1 minute to Yawatahama City Hall.

#### PRICE

16,176 yen



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## Pick Mikan and Make Marmalade with a Local Farmer in Ehime

*Join a local farmer in Ehime prefecture for a day of mikan picking, tasting, and marmalade-making at a woman-led mikan farm.*



At this mountainside mikan farm in Yawatahama City, a Japan Agricultural Heritage Site, come pick sunny orange citrus fruits with a local farmer. The sweet fragrance of mandarin oranges perfumes in the air as the fruits ripen under dappled sunlight—the freshest mikan you'll ever taste.

One of Japan's top producers of mikan, Ehime prefecture cultivates 40 different types of mandarin oranges, some of which fetch thousands of dollars at market. Yawatahama is the premier producer of one variety called unshu mikan, a type of mandarin that's easy to peel and contains few seeds. In the picturesque terraced fields along the mountainside, a local farmer will teach you how to select the most delicious mikan for picking, taking into consideration its color, texture, and placement on the tree.

There, in the fields, you'll juice a basketful of freshly-harvested mikan and taste the refreshing, concentrated flavor of pure mandarin orange. With your taste buds awakened, you'll be ready for lunch: a bento box featuring mikan-inspired dishes.

Appetite satisfied, you'll start the farm-to-table marmalade workshop. With the guidance of the local mikan farmer, make delicious mandarin orange preserves that prolong the vibrant flavor of your mikan harvest. The host city for the world marmalade-making competition, Yawatahama is *the* place to learn from the pros.

After making your own marmalade, you'll have the opportunity to sample a variety of different mikan jams made by locals. Taste the range of sweet, tart, bitter, floral, and even herbal flavors of these premium citrus preserves, paired with fresh Japanese milk bread.



# 2019 WINNERS

## GOLD PRIZE



### Kamakura Snow Hut Dining Experience with Nagano Cuisine

PREFECTURE: NAGANO

## SILVER PRIZE



### Cozy Farmstay with Kiritampo Cooking in Odate City

PREFECTURE: AKITA



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### Market to Table: Tsukiji Outer Market Tour and Cooking Class

PREFECTURE: TOKYO



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### Japanese Tea Farm Tour and Tasting Set in the Scenic Kyoto Prefecture

PREFECTURE: KYOTO



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## BRONZE PRIZE



### Glamping at Tokachi Shinmura Farm in Hokkaido with BBQ Dinner

PREFECTURE: HOKKAIDO



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### Hike a Sacred Mountain with Yamabushi Mountain Ascetic & Try Shojin Ryori Cuisine

PREFECTURE: YAMAGATA



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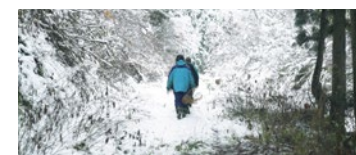


### Marine Sake Storage Voyage in Kesenuma with Brewery Tour

PREFECTURE: MIYAGI



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### Wild Mushroom Hunting and Cooking Class with Foraging Expert in Niigata

PREFECTURE: NIIGATA



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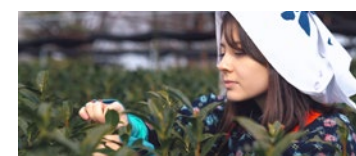


### Omicho Market Tour and Cooking Class

PREFECTURE: ISHIKAWA



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### Hands-On Matcha Tea Experience in Nishio with Meal and Dessert

PREFECTURE: AICHI



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### Farm-to-Table Matsusaka Beef Sukiyaki and Farm Stay

PREFECTURE: MIE



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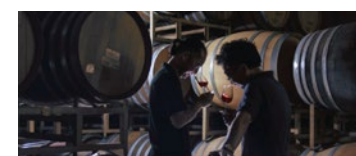


### Overnight Stay at "UDON HOUSE" with Udon Making and Udon Hopping

PREFECTURE: KAGAWA



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### Award-Winning Japanese Winery Tour with Gourmet Meal & Wine Pairing

PREFECTURE: MIYAZAKI



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### Discovering Dashi, the Basis of Japanese Cuisine, in Makurazaki City

PREFECTURE: KAGOSHIMA



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