

Encounter the Real Hokuriku: Sake, Food, and Traditional Craftsmanship



The Dragon Route Promotion Council
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Visit Sake Breweries and Admire Sake Vessels Touch the art

The characteristics of Hokuriku sake come from the high quality ingredients used in its production. The Hokuriku sake brewing area, from Noto to Tonami, is characterized by a cold winter climate which helps to nurture the raw ingredients used in sake brewing. The area is home to the Gohyakumangoku variety of rice which is highly suitable for sake brewing. Additionally, the water source comes from the sacred Hakusan mountain range. Hakusan is one of three famous mountains in Japan. This area is also home to Noto Toji, one of the four major Toji (master brewers). In addition to introducing some of Hokuriku's leading sake breweries, this booklet also introduces traditional craftsmanship and art (local culture), including sake vessels that match the sake. We hope you enjoy the sake of Hokuriku as well as the craftsmanship and culture that support it.

※"Noto Toji" of Ishikawa Prefecture is one of the four major Toji in Japan, along with "Nanbu Toji" of Iwate Prefecture, "Echigo Toji" of Niigata Prefecture, and "Tajima Toji" of Hyogo Prefecture. "Noto Toji" continues to brew rich, full-bodied sake. It is said to have a strong sweet taste.

"Yokamachi street at night" Inami, Nanto city, Toyama



From Tonami to Noto Sake Breweries, Vessels and Art [Index]

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For more than 150 years we have been inspiring generations of drinkers. We aim to leave our mark on history through delicious sake.

Wakatsuru Shuzo Sake Brewery

Tonami, Toyama

Tonami City in Toyama Prefecture is made up of villages scattered across a vast plain. In the summer, the fresh breeze flows through the ears of rice while in winter the area transforms into a slivery-white world. It is here in 1862, towards the end of the Tokugawa period (1603-1867), that Wakatsuru Shuzo Sake Brewery was born.

The water used for brewing sake comes from the Shogawa River. This water has been slowly filtered by the earth over a long period of time. The Tonami Plain, which has been blessed with mineral-rich spring water and fertile soil has long been known as the home of fine sake.

Rice is important in determining the quality of sake. We use a selection of the best rice for sake brewing, such as Yuzan Nishiki from

Toyama and Yamadanishiki, which is grown under contract in the Sanda area of Hyogo Prefecture. In addition to quality, we also place importance of safety and security. To meet these goals while bringing out the full flavor of the rice, we carefully brew with ingredients that have been carefully studied and examined. Since 1952, Wakatsuru Shuzo Brewery has also been producing whisky. As with our sake brewing (with a history of more than 150 years), we pursue this region's unique tastes and aromas by making use of the abundant fresh water and the rich natural environment. Whisky and sake may differ in their ingredients and production processes, but the brewers' desire to craft delicious sake remains unchanged.





The Taisho Storehouse

The Taisho Storehouse was built in 1922 and was used for brewing sake by Echigo Toji. The history of Wakatsuru is visible in its stucco walls, tiled roof, and brick chimneys. In 2010 this highly regarded historical building was selected as on the "100 Modern Historical Heritage Sites in Toyama" by the Toyama Prefectural Board of Education. Additionally, in 2011 it was registered as a "Tonami City Furusato (Hometown) Cultural Asset" by Tonami City Board of Education.

Whisky Distillery "Sabromaru Distillery"

Sabromaru Distillery is the only distillery in Hokuriku. Since the start of production in 1952, the distillery has been making whisky using methods and materials that have been

handed down from generation to generation. We want to create whisky that will be enjoyed and loved worldwide. In 2017, the distillery was opened to the public. The old distillery has been reborn as a tour facility where visitors can get up close and see the transformation of malt into whisky.



Experience program Highlights

Sabromaru Distillery: See the early Showa wooden truss structure and the whisky making process using the world's first cast distillery "ZEMON".



Wakatsuru
Junmai Daiginjo
Yoh no Shizuku 40



With 250 years of history, this is the oldest sake brewery in Oku-Noto and the birthplace of the Noto Toji sake brewing style.

Sogen Sake Brewery

Suzu, Ishikawa

Sogen Sake Brewery is the oldest sake brewery in Okunoto, with a history dating back to 1768. Known as the birthplace of Noto Toji, one of the four major Toji in Japan, the brewery was founded by Chugoro Sogen. Chugoro Sogen's roots go back to Yoshiharu Hatakeyama in the Sengoku period (1467-1615). He learned the secrets of sake brewing in Itami, the birthplace of sake. Sogen brewed pure sake, which he named "Sogen Kenzan". Throughout their long history, Noto Toji have combined the best techniques and knowledge to craft high quality sake. Sogen continues to make new sake that is never imitated while learning from the old style of sake making.

Sogen Sake Brewery has always been old-fashioned. We call our style Sogenshu (Noto Sogen Style). Sogenshu is a local sake that reflects the character of the people of Okunotobito. Every year Sogen Daiginjo is awarded the gold medal in the National New Sake Competition, which is held to evaluate the quality of new sake. This sake is featured in first class on ANA international flights. This is the first sake brewery in Hokuriku to use a tunnel for aging sake, named "Tunnel Kura" or the "Tunnel Brewery". The tunnel is a sight to see, lined with bottles of aging sake. Sogen's sake, using traditional methods, is slightly sweet and has a gentle, mellow taste on the palate.





There are three types of breweries at Sogen Shuzo; the Meiwa Kura, the Heisei Kura, and the Tunnel Kura.

The Meiwa Kura has been in use since the brewery was founded in 1768. It is mainly used to produce sake for the local market. The "Heisei Kura" is a new brewery built in 1998. Here the brewery uses the latest technology to produce high-grade sake for limited distribution. Both the Meiwa and Heisei breweries have won the top gold medal at the All Japan New Sake Competition many times.

The most popular brewery is the "Tunnel Brewery," which started in 2011. The tunnel is a part of the Noto Railway Noto Line, which was closed in 2005. It has been restored and is used as a storage warehouse. The

temperature in the tunnels is always 12°C (54°F) 365 days a year. This combined with the ideally high humidity makes it the perfect environment for maturing sake. It's also home to the Tunnel Brewery Owner's Club, where you can buy six bottles of your favorite sake, pay a yearly maintenance fee, and have it stored and aged for as long as you like on a dedicated shelf bearing your name.



Experience program Highlights

The storage room is kept at 10-12 degrees Celsius (50-53.6 F) year-round.

Guide to Tunnel Storage Fee: 5,000 yen/person



We are sharing Noto's brewing culture with the world while protecting its limited resources so that Noto's sake can be enjoyed for years to come.

Kazuma Shuzo Sake Brewery

Noto-cho, Ishikawa

Founded in 1869, we are a long-established sake brewery located in Noto-machi, Ishikawa Prefecture. Noto-machi is blessed with the natural beauty of both the sea and the mountains. Kazuma uses Noto rice grown by locally contracted farmers and high-quality spring water from the mountains. Our goal is to produce delicious sake with a focus on Noto ingredients. "Chikuha", our signature sake, is brewed based on the concept of enjoying with food while its good palatability and clean taste make it an ideal sake for sipping. In 2018, Chikuha Noto Junmai won the Governor's Prize, which is the highest award in the Prefectural Tourism Federation's Excellent Tourism Souvenir Competition. In 2020, Chikuha Noto Junmai Oku-Noto became the first Noto sake to win the Regional Trophy in the Sake category of the International Wine Challenge, one of

the world's largest wine competitions. Under the corporate philosophy of "brewing Noto," Kazuma Shuzo Sake Brewery is engaged in the sake, liqueur, and soy sauce businesses. Its mission is to enhance and promote Noto through the manufacturing of sake. To this end, it is engaged in activities rooted in the local community, such as procuring 100% of its rice from Noto. Even before the SDGs (Sustainable Development Goals) were adopted at the United Nations Summit in September 2015, we had been working toward the creation of sustainable products. Specifically, we are creating a comfortable working environment and a better work-life balance by hiring brewery workers year-round, eliminating overnight stays and early-morning and late-night work, and hiring regular workers who work shorter hours and work from home.



Our commitment to rice

At Kazuma Shuzo Sake Brewery, we insist on milling our own rice. This allows us to ensure the quality of the raw material. The greatest advantage of milling our own rice is that the polishing can be adjusted in 1% increments depending on the condition of that year's rice.

Currently, 100% of the rice used in the brewery is produced in Noto, including sake rice grown in collaboration with seven local Noto farmers. Additionally, in order to maintain the landscape of Noto's satoyama and satoumi which are recognized as World Heritage of Agriculture sites, we are

working with local farmers to produce sake from rice grown in paddies. The project, which involves cultivating abandoned land, turning it into rice paddies, and brewing sake from the resulting rice, has succeeded in reducing the amount of abandoned land by

the equivalent of six Tokyo Domes since it began in 2012.

Water

Water is extremely important in the production of Japanese sake, but its hardness can greatly affect the taste of the sake. At Kazuma Shuzo Sake Brewery, we use water from the mountains of Noto Town (formerly Yanagida Village), located in the interior of the Noto Peninsula, as our

brewing water. The hardness of this spring water is 1.7 which is one of the highest in Japan. This soft water is essential for brewing sake with a gentle, full mouthfeel and rich taste.

As part of our efforts to create sake that maximizes the value of local resources, we have also focused on deep seawater as a local resource. For the past several years we have been increasing the amount of sake brewed using deep seawater as the brewing water.

Manufacturing that continues to challenge itself

In 2005, the brewery appointed a company employee as the brewer in charge of brewing. This was a shift from the seasonal employment of a Toji (master brewer) to a system in which all employees work together to make sake. We have also

established a "Responsible Brewing System," in which each brewer is given one tank to use freely, valuing the flexibility and innovation of our employees. This system has led to the development of unique products, such as a seaweed fermentation brew and a foodstuff-focused series designed to match local ingredients.



The taste of Noto is captured in fresh wine made from locally grown grapes. This is Noto's new local liquor.

Noto Wine

Anamizu, Ishikawa

This small winery started making wine in 2006. In the few years since then, the winery has attracted the attention of wine lovers nationwide, including winning a prize at a domestic wine competition for four consecutive years. Noto Wine is a small winery in Anamizu that started from nothing. With the opening of the Noto Airport, the winery set out to create a new special product representing Noto, a wine made from locally grown grapes. They began by cultivating wine grape saplings. They improved the soil by mixing mineral-rich oyster shells into the red soil and battled a number of diseases that attacked the grapes. It's a continuous process of trial and error.

Despite the fact that it usually takes five years to begin to harvest wine grapes when they are grown from scratch, there is a reason why this young winery is so highly regarded. All of the pruning and defoliation is done by hand and the harvesting done using scissors. Because wine is a beverage made entirely from grape juice, the winemakers believe that "wine-making is grape-making" and take grape cultivation very seriously.

We aim to increase the attractiveness and vitality of Noto by introducing Noto's agricultural and nature resources, from its mountains, villages, and seas, to the world along with its cuisine.





Experience program

Tour of the vineyard (time required: about 20 minutes), Secret wine tasting (competition winning wine), 1 glass of Quornes Yamasauvignon at an outdoor table (if sunny the atmosphere is great). Price: 1,650 yen (for 3-5 people)

Characteristics of Noto Wine

Noto wines are made from grapes grown in Noto and are not heat-treated. As the wine matures, it evolves and changes. Noto Wine's signature grape variety is the Yamasauvignon, and the red wines made from this grape are highly regarded at competitions throughout Japan.

to compare them. In addition to wine, the shop offers food made with wine and locally produced souvenirs. We recommend the view from the winery, which is relaxing and reminiscent of being in a European vineyard.



Winery Tour

The winery is located on a hilltop with vineyards and has a gallery where you can taste and learn about the wines. While visiting the winery, there is an opportunity to do a wine tasting. There are about eight different wines to choose from and it's fun



Kokoro no
Shizuku



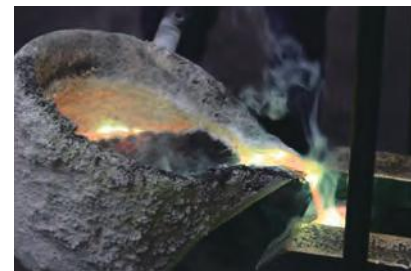


Tableware 05

Crafting high quality and long-lasting metalware for the past 100 years, we've become a center of metal casting in Japan.

Nosaku
Takaoka, Toyama

Nosaku began manufacturing cast metal products in 1916. At the time of its founding, the company mainly manufactured Buddhist altars, tea ceremony utensils, and vases. A turning point came around 1965. With an eye on the increasing affluence in Japan and changing lifestyles, we developed vases with a modern design. These vases became a hit, and our business continued to expand. However, demand for traditional flower vases, tea ceremony utensils, and Buddhist altar equipment gradually declined due to changes in lifestyles, the economic downturn, and lower prices caused by increased outsourcing in the manufacturing industry throughout Japan. Nosaku found itself in a difficult situation. In 1984, Katsuji Nosaku, the current president and representative director, joined the company. After 18 years of working as a craftsman,



Katsuji finally decided that he wanted to develop his own products using the technology and technique he had refined. In 2001 at the exhibition "Rin, Rin, Rin" held in Harajuku, Tokyo his brass bells, which made the most of the beauty of the original material, attracted attention. Afterwards, select shops began to sell them. A salesperson at the time advised him to attach a strip of paper to the bell, which was not selling well. Following this advice, the bell became a big hit, selling more than 1,000 pieces a month. From then on, Katsuji was determined to develop products using customer feedback. The 100 percent tin products that are now the company's mainstay were also created after a salesperson told him that many people were looking for eating utensils.

Experience program

Shoryudo Tour Limited Drinking Set
Nosaku's sake cups and delicacies are offered at the cafe.
Prior reservation is required.



A popular glassmaking experience spot in Noto with long-term courses with a history of producing glass artists.

Notojima Glass Studio

Nanao, Ishikawa



Using a variety of glass art techniques, we manufacture and sell a wide range of glass products. The glass-making experience that is the centerpiece of the workshop is a unique experience. The glass created is also a favorite souvenir for visitors to Notojima. The long-term glass-making course, which was started for those who want to learn glass-making techniques, has a 30-year history. The course has produced a number of glass artists who are active throughout Japan.

The Notojima Glass Studio is a popular spot where visitors can try their hand at a variety of glassmaking activities, including blowing glass, sandblasting, painting glass, and taking part in an auction. The studio has its own variety of glass which is heat-resistant. It is a shimmering glass and has the texture and color of porcelain with a translucent appearance. This heat-resistant glass is popular for its combination of looks and function.

Experience program

Highlights: Visitors can see the actual glass blowing process.

Blowing glass 3300 yen/person, Sandblasting 1100 yen/person, Accessory making 1650 yen/person, Painting glass 1320 yen/person (shipping fee not included)





Tableware **07**

Refined by the culture and unique environment of Wajima, Wajima-nuri is a distinct form of lacquerware: Japan's highest traditional craft.

Shioyasu Lacquerware Studio

Wajima, Ishikawa

Wajima-nuri Shioyasu Lacquerware Studio was founded in 1858 by Chuzaemon Shioyasu. He began as a groundworker for the lacquering business. In 1907 the third generation, Masanosho Shioyasu started the business. Masanosho took note of the construction of railways from Hokuriku to the Chugoku region at that time, and expanded his sales channels to Tottori Prefecture. In Tottori, business is still conducted in the same way as it was back then, using a method called "Wan (bowl) Kou "or" Wajima Kou". Masayuki Shioyasu's name is still written on a document called a Kou Cho, which is used for this purpose. As Japan recovered from the war, Seiji Shioyasu, the fourth generation, opened a shop and laid the foundation for the Shioyasu Lacquerware Studio. Shioyasu



Lacquerware Studio continues to refine both old and new Wajima lacquerware styles through techniques passed generation to generation.

Wajima-nuri is a type of lacquerware made in Wajima City. The wood is covered with a thick base to achieve both durability and beauty. The most distinctive feature of Wajima-nuri lacquerware is the base coat, which is made by kneading diatomaceous earth (a fossilized microorganism) with water, baking it, and then mixing the finely ground material with lacquer. Of the many lacquerware producing regions in Japan, Wajima-nuri lacquerware is the only one that has been designated as a national important intangible cultural property.

Experience program

This is a unique experience to make an original Wajima-nuri sake cup and kataguchi set.

Fee: 30,000 yen/person up to 1-6 people
(including the cost of the sake cup and katakuchi)



Crafted from old techniques, Suzu ware has a beautiful gray-black color. This unique pottery form dates from the 12th century.

Suzu Ware Nihonmatsu Kiln

Suzu, Ishikawa



From the latter half of the 12th century to the end of the 15th century, Suzu pottery was produced in Suzu County, at the tip of the Noto Peninsula (the area around present-day Suzu City) and is representative of medieval pottery. Since that time, it has been called "phantom ancient pottery." As its appearance became better known from the few remaining fragments, the simple yet powerful beauty of the pottery attracted people's attention. After disappearing for 400 years, the art has been revived at its place of origin. With its deep black shine and mysterious origins, Suzu ware captured people's interest since its revival.

It is said that Suzu pottery is derived from Sue ware, which was introduced from the continent during the mid-Kofun period. Suzu clay, which contains a high concentration of iron, is used to make many of the large pieces.



They are shaped by piling up the clay and then beating them together to increase the strength of the base. The clay is fired at high temperatures above 1200°C, and in the second half of the firing unique method called "kusube-yaki" (smoking firing) using an acid-free flame is used. Instead of using glaze, the ashes from the wood melt at high temperatures to form a natural glaze. Firing over the course of a few days tightens the clay and prevents water leakage.

The smouldering firing (carbonization firing) technique produces a blackish-gray glaze.

Experience program

You can make cups, bowls, and other small utensils using the Suzu clay. The maximum number of participants is 4. Shipping costs are not included. Overseas delivery is not available.

Fee: 3,500 yen using 1kg clay





Experience the art of woodcarving in Inami, an area famed for woodcarving. Inami Woodcarving Village Soyukan

Inami Woodcarving Village Soyukan
Nanto, Toyama

Roadside Station Inami is an attractive roadside station where you can see, eat, experience, and enjoy many things. At the Inami Woodcarving Village Souyukan complex, visitors can enjoy the city Inami, known as the city of woodcarving. When visiting the Takumi Kobo, visitors can observe the traditional art of Inami carving up close. The Nanto Rakichi produce corner has a variety of souvenirs from Toyama

Prefecture consisting of mainly wooden products. At the Create Kobo, children and adults can enjoy a wood carving experience. It is a complex facility where you can enjoy Inami, the town of woodcarving.

Experience program

Make a sake cup made from special wood:
Kiso cypress Fee: 3,000 yen



Amaharashi offers a spectacular view. The combination of the rough ocean waves and towering mountains inspired early Japanese poetry.

Roadside station Amaharashi
Takaoka, Toyama

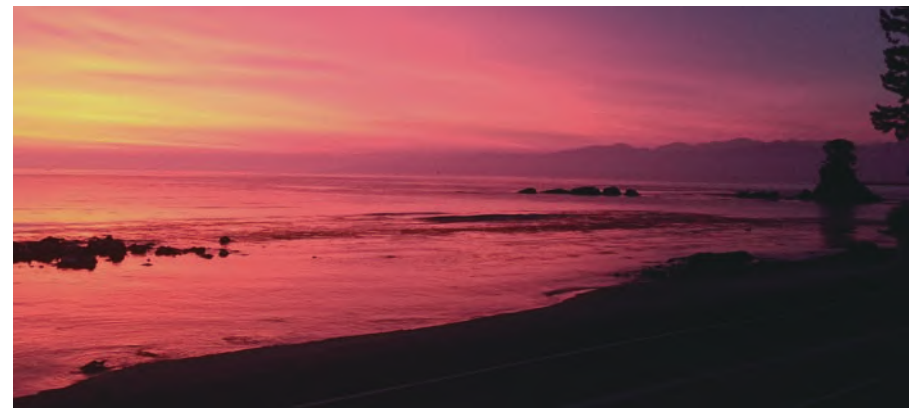
The Ameharu Coast is a scenic spot with white sand, green pine trees, and many rocky reefs. It was called "Shibutani" in the Manyoshu (the oldest anthology of Japanese poetry), and you can see the 3,000-meter-high Tateyama Mountain Range across Toyama Bay. Ohtomo no Yakamochi, one of the most famous poets of the Manyoshu, often visited this area where he composed many poems. Yoshitsune Iwa, located in front of the roadside station, is the rock where Yoshitsune waited for the rain to clear on his way to Oshu. This is the origin of the place's name,

Amaharashi. The scenery from the shore of Amaharashi was written about by Matsuo Basho in his book "Okunohosomichi". The "Female Rock" and the "Yoshitsune Rock" have both been designated as a national scenic beauty, known as "Okunohosomichi's Scenic Spot-Ariisoumi". A view of the sunrise from the Ocean View café is not to be missed. Why not enjoy the view of the sunrise from the Ocean View café and enjoy some mountaineering afterwards?

Experience program

Sunrise Club: Winter (November-February): Watch the sunrise from the Ocean View café while enjoying a morning coffee. Radio gymnastics and morning yoga are also available.

Sake tasting: All year round (except year-end and New Year's holidays, Golden Week, and Bon Festival) Try local Toyama sake from Takaoka cast metal bottles while enjoying the spectacular view. Price/Inquiries





A museum housing contemporary works of glass art, including outdoor sculptures on the hill above the bay.

Notojima Glass Art Museum

Nanao, Ishikawa

The museum's collection consists of nearly 450 pieces of glass, mostly created by contemporary glass artists from around the world. The museum holds special exhibitions of glass works from the past through the present. There are also workshops that allow visitors to enjoy glass up close. In addition, there is a Western-style garden with glass sculptures and a Japanese-style garden with a dry landscape garden. The Western-style garden is home to 14 pieces of glass sculpture. The collection includes works of art from

the Qing dynasty in China as well as works from the Venetian glassworks based on the designs of Picasso, Schiagarl, Cocteau and other artists of the 20th century. There are also works created in collaboration between Dali and the French company Dome. In addition, there are works by contemporary artists from Japan and abroad.



Experience program

Commentary by curators on the works on display *Reservations required *Subject to change depending on the status of the new coronavirus infection.



The most comprehensive art museum in the Noto area, with works by the influential painter Hasegawa Tōhaku.

Ishikawa Nanao Art Museum

Nanao, Ishikawa

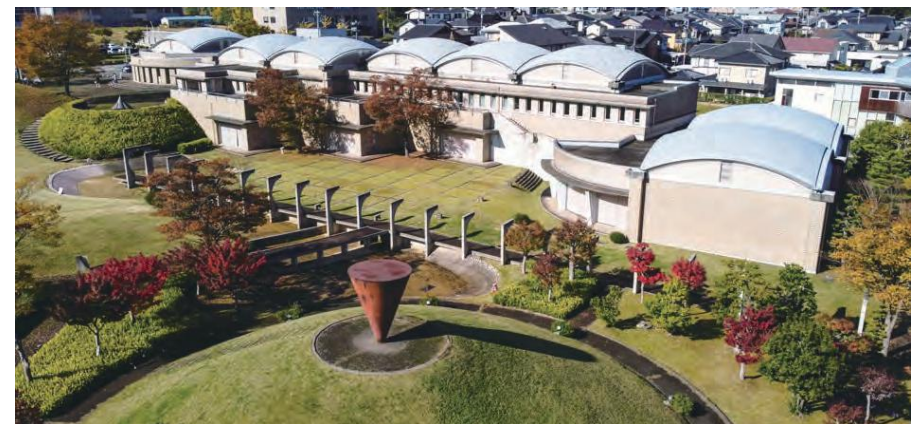
This is the only comprehensive art museum in the Noto district, featuring seven successive domed roofs named after places in Nanao (nana means 7 in Japanese). The main themes of the museum are the collection and exhibition of the Ikeda Collection, which was collected by Nanao-born businessman Fumio Ikeda, and artists and works from Noto. Nanao is the birthplace of Hasegawa Tohaku, and the museum holds a series of special exhibitions every spring. This

exhibition introduces a wide range of works by Tohaku as well as other painters of the Hasegawa School. In the fall, the museum holds a special exhibition, "Bologna Children's Book Fair" in addition to a variety of other exhibitions.



Experience program

Commentary by curators on the works on display *Reservations required *Subject to change depending on the status of the new coronavirus infection.





The pride of Wajima, the home of lacquer, a museum specializing in lacquer art.

Wajima Museum of Lacquer Art

Wajima, Ishikawa

The Wajima Museum of Lacquer Art is one of the few museums in Japan that specializes in lacquer art. Lacquerware is one of Japan's most prestigious crafts. Wajima City is famous for the production of Wajima-nuri, Japan's premier lacquerware. The exterior of the building has a distinctive design reminiscent of a Shōkōin schoolhouse, and the spacious, open-ceilinged interior is decorated with lacquer. Visitors can watch a video introducing the lacquerware production process and the world of lacquerware artists, as well as

freely browse through a wide range of books on lacquerware and art. In addition to seasonal exhibitions, the museum also introduces the history and culture of Wajima-nuri.

Experience program

Learn about Wajima-nuri and its production from a living national treasure who lives in Wajima. It takes about 2 hours.

Fee: 30,000 yen per group (1 to 5 people)



Try your hand at creating traditional Noto-jofu linen. A truly hands-on museum which ensures the techniques are passed down.

Notojofu Hall

Nakanoto-machi, Ishikawa

Noto Jofu is a hand-woven fabric using hemp yarn and is characterized by its lightness and airiness, as well as its smooth texture and fine Kasuri patterns. It is said to have originated around 200 years ago when a princess of the Emperor Sujin stayed in the current Noto area of Nakanoto Town and taught the weavers here how to weave. Later, during the Edo period (1603-1868), craftsmen were invited from Omi (now Shiga Prefecture) to teach their weaving techniques. The area developed further, becoming the top

producer of hemp fabrics in Japan in the early Showa period (1926-1989).

Inside the facility, visitors can observe the Noto Jofu production process. Being able to see the intricate techniques and the various tools used in the production process up close is an interesting experience.

Experience program

Noto Jofu weaving experience Price: 30cm

(white thread 1,600yen, 2 colors 1,700yen)

70cm (white thread 3,200yen, 2 colors 3,400yen)



Wakura Onsen Omatsuri Hall

Nanao, Ishikawa

This facility introduces Nanao City's festival culture and history with a focus on four festivals that represent Nanao City: "Seihakusai (National Important Intangible Folk Cultural Property, UNESCO Intangible Cultural Heritage)," "Issakihoto Matsuri (Japanese Heritage)," "Okumakabuto Matsuri (National Important Intangible Folk Cultural Property)," and "Notoshima Kouda no Himatsuri (Prefectural Intangible Folk Cultural Property). The most impressive feature is the Experience Zone, where visitors can experience the intensity and realism of the festival through

the use of a large screen with video and sound performances. Life-size "Dekayama", "Bonto", "Frame Flag", "Hashira Torch", etc. are displayed. At the historical and cultural explanatory corner, you can see the actual festival tools and view videos of the preparation.

Experience program

Simulated Experience of Festivals: Aohiwa Festival (Hikiyama event of Aohiwa Festival), Notojima Mukaida no Hi Matsuri (Fire Festival), Ishizaki Bonto Matsuri (Bonfire Festival), and Okumakko Matsuri (Frame Flag event of Okumakko 20th Festival) (about 10 minutes each)



Sake & Sake Vessels & Food Matching

Our food coordinator, who loves Japanese sake and delicious snacks, will tell you how you can enjoy Hokuriku region's high quality sake, traditional sake containers, and rich ingredients.

Cooperation/Japanese cuisine: TADAYA, Wakakura Onsen;

Western cuisine: Wakatsuru Sake Brewery Reiwa kura





Noto Musume Bonbori cuisine



Noto Wine Rosé Sparkling

(Noto Wine)



Takaoka cast metal champagne glass

(Nosaku)

Nosaku's trumpet-shaped champagne glass brings out the fragrance of gorgeous berries from the wine. The bubbles are soft to the touch, and the high thermal conductivity of the tin material allows you to enjoy it while it is cold.



Yellowtail, cod Sashimi with cod roe, sweet shrimp, vinegared crab



Wakatsuru Daiginjo Yoh no Mine 35

(Wakatsuru Shuzo Sake Brewery)



Notojima glass silver shell pattern - yellow

(Notojima Glass Studio)

A cup made of Notojima glass is used to add a touch of glamour to this superb sake with its rich aroma and deep flavor. It has a clean and light aftertaste which goes well with seafood.



Steamed Noto turnip, steamed Gensuke daikon, steamed local vegetables, and seasonal fish with magnolia leaves



Sogen special limited shizuku sake, Old Sake Daiginjo

(Sogen Sake Brewery)



Wajima-nuri goblet

(Shioyasu Lacquerware Studio)

This is an old-fashioned daiginjo sake aged for 3 years with a unique mellow taste. The smooth texture of Wajima-nuri and the pleasant aroma of the sake blend well with hot dishes.



Noto Beef Shabu Shabu



Chikuhatsu Junmai Ginjo

(Kazuma Shuzo Sake Brewery)



Suzu ware goblet, cold sake decanter

(Suzu ware of Nihonmatsu Kiln)

The savory flavor and sharpness are perfect with Noto beef! Suzu-yaki transforms the miscellaneous flavors of the sake into a mellow flavor, so you can continue enjoying the sake without getting bored of the taste.



Marinated local fish caught in Toyama Bay, served with flower garden style salad

Chikuha Ika Junmai
(Kazuma Shuzo Sake Brewery)

Notojima glass sliver shell pattern - yellow
(Notojima Glass Studio)

Ika Junmai-shu is brewed for squid dishes, so it goes perfectly with seafood. The Notojima glassware adds a touch of glamour.



Steamed blackthroat sea perch and turnip

Wakatsuru Daiginjo Yoh no Mine
(Wakatsuru Shuzo Sake Brewery)

Takaoka cast metal bamboo-shape sake cup set
(Nosaku)

Using a Nohsaku sake cup enhances the rich aroma and deep flavor. The aftertaste is refreshing and mellow, blending well with the fat of nodoguro.



Toyama Wagyu beef grilled in the hearth

Noto Wine Kokoro no Shizuku
(Noto wine)

Suzu ware wine glasses
(Suzu Ware Nihonmatsu kiln)

The sweet and savory aroma that's a combination of wood and chocolate spreads in the cup. The sourness and astringency are softened by the Suzu Yaki, enhancing the flavor of the meat.



Hitomi Yamane
Food Coordinator

Develops products and menus using local specialties and non-standard products. She also organizes food tasting parties at restaurants in Tokyo using products from Ishikawa Prefecture. In addition, she also protect crops by trapping pest animals and birds, and offer advice on jibe cuisine (using wild game). Yamane is also the producer of D'or, a pudding specialty store and is currently enrolled in the Kanazawa College of Food Management.



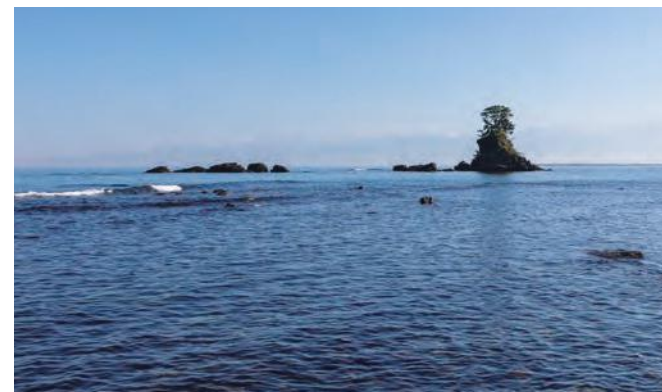
MAP



Course samples

1night in Wakura Onsen and 1night in Himi Onsen

Day	area	schedule	transportation	activities
Day1	Tokyo	6:16	Shinkansen	leaving Tokyo station
	Kanazawa	8:45		arriving Kanazawa station
		9:00	private vehicle	leaving Kanazawa station
	Wajima	11:00-11:45		Shioyasu Lacquerware Studio with lecture tour
	Ushitsu	12:40-13:40		lunch
		13:50-14:30		Kazuma Shuzo Sake Brewery with lecture and tasting
	Suzu	15:00-16:00		Sogen Sake Brewery; trolley to "Tunnel Brewery," lecture tour and tasting
	Wakura	16:30-17:10		Suzu Ware Nihonmatsu Kiln with lecture
Day2		18:40		arriving hotel in Wakura Onsen
		19:30		dinner
	Wakura	7:30		breakfast
		9:00	private vehicle	leaving hotel
	Anamizu	10:00-11:00		Noto Wine with lecture tour and tasting
	Nonojima Island	11:45-12:45		lunch
		13:00-14:00		Notojima Glass Art Museum with lecture tour
		14:10-14:50		glass blowing experience at Notojima Glass Studio
Day3	Tonami	16:30-17:30		Wakatsuru Shuzo Sake Brewery with lecture tour and tasting
		17:30-19:30		dinner
	Himi	20:20		arriving hotel in Himi Onsen
	Himi	6:15	private vehicle	leaving hotel
	Takaoka	6:30-7:50		viewing Sun-rising and breakfast at Roadside station Amaharashi
	Nanto	9:00-9:50		wood carving experience at Inami Woodcarving Village Soyukan and strolling the town
	Takaoka	10:30-12:30		metal work experience and lecture tour at Nounsaku lecture tour
		13:00-14:00		lunch
Day3	Kanazawa	15:00		arriving Kanazawa station
		15:56	Shinkansen	leaving Kanazawa station
	Tokyo	18:28		arriving Tokyo station



Amaharashi
Coast Quasi-national Park

2nights in Wakura Onsen

Day	area	schedule	transportation	activities
Day1	Tokyo	7:20	Shinkansen	aving Tokyo station
	Takaoka	10:47		arriving Shin Takaoka station
		11:00	private vehicle	leaving Shin Takaoka station
	Tonami	11:30-12:30		Wakatsuru Shuzo Sake Brewery with lecture tour and tasting
		12:30-13:30		lunch
	Takaoka	14:00-14:30		Nousaku with lecture tour
		15:00-16:00		Inami Woodcarving Village Soyukan with lecture and strolling the town
Day2	Nanto	18:00		arriving hotel in Wakura Onsen
	Himi	19:00		dinner
	Himi	7:00		breakfast
		8:30	private vehicle	leaving hotel
	Suzu	10:00-11:00		Sogen Sake Brewery ; trolley to "Tunnel Brewery," lecture tour and tasing
		11:40-12:40		lunch
	Ushitsu	13:00-14:00		Suzu Ware Nihonmatsu Kiln with lecture
Day3		15:00-16:00		Kazuma Shuzo Sake Brewery with lecture and tasting
	Wakura	17:30		arriving hotel in Wakura Onsen
		19:00		dinner
	Wakura	7:00		breakfast
		8:30	private vehicle	leaving hotel
	Notojima	9:00-9:40		glass blowing experience at Notojima Glass Studio
	Anamizu	10:30-11:15		Noto Wine with lecture tour and tasting
Day4	Wajima	12:00-13:00		lunch
		13:30-15:00		Wajima Museum of Lacquer Art with lecture by the Living National Treasure
		15:10-16:30		Urushi Lacquering experience at Shioyasu Lacquerware Studio
	Kanazawa	18:30		arriving Kanazawa station
		19:19	Shinkansen	leaving Kanazawa station
	Tokyo	21:56		arriving Tokyo station



Shiroyone Senmaida
Rice Terraces

1night in Himi Onsen, 1nght in Wakura Onsen and 1nght in Wajima

Day	area	schedule	transportation	activities
Day1	Tokyo	7:52	Shinkansen	eaving Tokyo station
	Takaoka	10:47		arriving Shin Takaoka station
		11:00	private vehicle	leaving Shin Takaoka station
	Tonami	11:20-12:20		Wakatsuru Shuzo Sake Brewery with lecture tour and tasting
		12:30-13:30		lunch
	Takaoka	14:00-15:00		Nousaku with lecture tour
		15:30-16:30		Inami Woodcarving Village Soyukan with lecture and strolling the town
Day2	Nanto	17:30		arriving hotel in Himi Onsen
	Himi	19:00		dinner
	Himi	6:00	private vehicle	leaving hotel
	Takaoka	6:30-8:00		viewing Sun-rising and breakfast at Roadside station Amharashi
	Nakanoto	9:30-10:30		weaving experience at Notojofu Hall
		11:30-13:00		lunch
	Notojima	13:30-14:30		glass blowing experience at Notojima Glass Studio
Day3		14:40-16:00		Notojima Glass Art Museum with lecture tour
	Wakura	16:30		arriving hotel in Wakura Onsen
		19:00		dinner
	Wakura	7:30		breakfast
		9:00	private vehicle	leaving hotel
	Anamizu	10:00-11:00		Noto Wine with lecture tour and tasting
	Ushitsu	11:30-12:10		Kazuma Shuzo Sake Brewery with lecture and tasting
Day4		12:20-13:30		lunch
	Suzu	14:00-15:00		Sogen Sake Brewery ; trolley to "Tunnel Brewery," lecture tour and tasing
		15:30-16:30		Suzu Ware Nihonmatsu Kiln with lecture
	Wajima	17:30		arriving hotel in Wajima
		19:00		dinner
	Wajima	7:30		breakfast
		9:00	private vehicle	leaving hotel
Day5		10:00-11:30		sightseeing Wajima; Wajima Morning Market , Shiroyone Senmaida Rice Terraces and so on.
		11:45-12:45		lunch
		13:00-14:40		Wajima Museum of Lacquer Art with lecture by the Living National Treasure
		15:00-16:30		Urushi Lacquering experience at Shioyasu Lacquerware Studio
	Kanazawa	18:30		arriving Kanazawa station
		19:19	Shinkansen	leaving Kanazawa station
	Tokyo	21:56		arriving Tokyo station

1night in Himi Onsen, 2nights in Wakura Onsen and 1night in Wajima with some options

Day	area	schedule	transportation	activities
Day1	Tokyo	7:52	Shinkansen	leaving Tokyo station
	Takaoka	10:47		arriving Shin Takaoka station
		11:00	private vehicle	leaving Shin Takaoka station
	Tonami	11:20-12:20		Wakatsuru Shuzo Sake Brewery with lecture tour and tasting
		12:20-13:20		lunch
	Takaoka	13:30-14:00		Nousaku with lecture tour
	Nanto	14:00-15:30		option1; metal work experiene at Nousaku
Day2 (option)	Himi	6:00	private vehicle	option1; leaving hotel
	Takaoka	6:30-7:30		option1; viewing Sun-rising and breakfast at Roadside station Ammharashi
	Himi	7:00		option2; breakfast at hotel
		8:30		option2; leaving hotel
	Nanao	9:30-10:30		strolling Nanao Ipponsugi st. ; Hanayome Noren Museum,
		11:00-12:00		Takazawa Japanese candle store and so on.
	Notojima	12:30-13:30		Ishikawa Nanao Art Museum with lecture
Day3 (option)	Wakura	7:30	private vehicle	breakfast
		9:00		leaving hotel
	Nakanoto	10:00-11:00		option1; weaving experience at Notojofu Hall
	Wakura	11:30-12:30		option1; Wakura Onsen Omatsuri Hall with lecture
		12:30-17:00		option1; free time
		9:00-17:00		option2; free time
		17:00		arriving hotel in Wakura Onsen
Day4	Wakura	7:30	private vehicle	dinner
		9:00		breakfast
	Anamizu	10:00-11:00		leaving hotel
	Ushitsu	11:30-12:10		Noto Wine with lecture tour and tasting
		12:20-13:30		Kazuma Shuzo Sake Brewery with lecture and tasting
	Suzu	14:00-15:00		lunch
	Wajima	15:30-16:30		Sogen Sake Brewery; trolley to "Tunnel Brewery," lecture tour and tasiting
Day5		17:30		Suzu Ware Nihonmatsu Kiln with lecture
		19:00		arriving hotel in Wajima
				dinner
	Wajima	7:30	private vehicle	breakfast
		9:00		leaving hotel
		9:00-11:30		sightseeing Wajima; Wajima Morning Market, Shiroyone Senmaida Rice Terraces and so on.
		11:45-12:45		lunch
		13:00-14:40		Wajima Museum of Lacquer Art with lecture by the Living National Treasure
		15:00-16:30		Urushi Lacquering experience at Shioyasu Lacquerware Studio
	Kanazawa	18:30		arriving Kanazawa station
		19:19	Shinkansen	leaving Kanazawa station
	Tokyo	21:56		arriving Tokyo station



What is the "Dragon Route"?

The shape of the Noto Peninsula in the Chubu-Hokuriku region resembles the shape of a dragon's head. This reminds us of a dragon ascending, so we named the region's scenic area "Dragon Route". There are many dragon-related legends, festivals, and place names in the region.

The charm of "Dragon Route"

The Dragon Route area is a concentration the natural and cultural beauty of Japan. It is blessed with many hot springs, a beautiful natural environment, historical culture and buildings, including those of Tokugawa Ieyasu, as well as legends and festivals. The area is filled with many sightseeing spots. We are also blessed with delicious food such as beef, fresh seafood, etc. We hope that many people will come to this fascinating region of central Hokuriku, the "Dragon Route," and enjoy their trip to the fullest.