

Enjoy the Japanese Countryside  
Journey to the West End of Fukushima



# Hajikko



Nishiaizu Town Tour Guidebook

Let's Enjoy Nishiaizu



## Oyama Manju (steamed red bean bun)

A popular souvenir from Oyamazumi Shrine. By wrapping red bean paste in a soft dough, it has a taste that remained the same for many generations. Please enjoy the manju of the mountain God.

## Special Products of Nishiaizu

The food and memorabilia grown  
with clean water and soil.

<http://www.w-aizu.jp/yorisse/>

### Michi-no-eki Nishiaizu (Nishiaizu road station)

"Yorisse-Mineral Yasai no Ie (Mineral Vegetable House)"  
1969-26 Shimajo Nozawa, Nishiaizu 969-4406

TEL.0241-48-1512

## Nishiaizu Rice

In an environment rich with the water from Iide mountain, the taste of rice in Nishiaizu is one of the best in Japan. Some local farmers have won the "Gold Award" at the 2014 Rice Taste Analysis Appraisal Contest. We highly recommend trying our Nishiaizu rice.



## Ji-Sake (Local Sake)

A masterpiece made with the pure water of Iide mountain, the highest quality rice, and the passion of the producer. Please take the taste of this inherited tradition home.



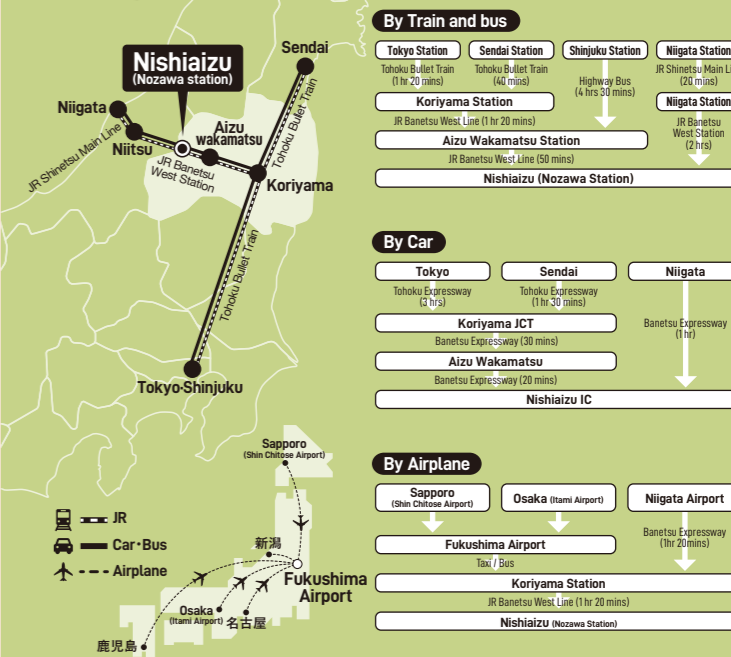
## Shiitake Mushrooms and Kikurage Mushrooms

Safe and secure mushrooms are grown from producers that carry out everything from making fungal beds to producing mushrooms. The shiitake mushrooms and kikurage mushrooms in Nishiaizu have a tremendous thickness and chewy texture, which we assure you have never had before. People who don't even eat mushrooms tend to have a liking for them!

In a producer won the best prize in Japan in the fungus bed Shiitake section at the "National Mushroom Taste & Taste Contest" in 2014.



## ACCESS



**Nishiaizu Town Hall**  
[LOCATION] 3308 Uetsu Shitagoya Nozawa Nishiaizu, Yama-gun, Fukushima 969-4495  
[TEL] 0241-45-2211 (hours 8:30~17:15)  
[URL] <http://www.town.nishiaizu.fukushima.jp>

**Nishiaizu Tourism Association**  
[LOCATION] 1969-26 Shimajo Nozawa Nishiaizu, Yama-gun, Fukushima 969-4406  
[TEL] 0241-45-2211 (hours 8:30~17:15)  
[URL] <http://nishiaizu-kanko.org>

**Nishiaizu Town Commerce and Tourism Division**  
[LOCATION] 3308 Uetsu Shitagoya Nozawa Nishiaizu, Yama-gun, Fukushima 969-4495  
[TEL] 0241-45-2213 (hours 8:30~17:15)  
[URL] [www.town.nishiaizu.fukushima.jp](http://www.town.nishiaizu.fukushima.jp)



Please visit  
our website

Nishiaizu

## Local Food

We'll show you a couple of dishes  
cooked with local ingredients  
grown on fertile soil with  
clean water.



01 Miso ramen  
Blending three types  
of specialty miso



04 Zarusoba  
(cold buckwheat noodles)  
It has a smooth  
texture



05 a rice omlet  
puffy and  
creamy



06 Miso ramen  
Spicy



02 Katsudon  
(fried pork cutlet rice bowl)  
Goes great with  
a half-boiled egg!



03 Kaisen-don  
(Sashimi rice bowl)  
Fresh ingredients  
from Niigata



07 Tendon  
(tempura bowl)  
Rising up

### 01 Echigoya

TEL: 0241-45-3248  
LOCATION: 2431-1 Uehara Nozawa,  
Nishiaizu, 969-4406  
hours: 11:00-14:00 / 17:00-19:00  
close: Every Thursday

### 02 Ai-Wase

TEL: 0241-45-2900  
LOCATION: 187 Shimojima Tosejima,  
Nishiaizu, 969-4401  
hours: 11:30-14:00  
close: Every Forth Monday

### 03

#### Sushi / Kouzushi

TEL: 0241-45-3031  
LOCATION: 1969-15 Shimajo Nozawa,  
Nishiaizu, 969-4406  
hours: 11:30-13:30 / 17:00-22:00  
close: Every Monday  
MAP: NOZAWA AREA B-3

### 04

#### Soba / Kannon Chaya

TEL: 0241-45-2371  
LOCATION: 3595-3 Myohouji Nozawa,  
Nishiaizu, 969-4406  
hours: 10:00-16:00  
close: Reservation only in January - March  
MAP: NOZAWA AREA B-4

### 05

#### Western food / Yoshokudo K

TEL: 0241-45-2224  
LOCATION: 2147 Haramachi Nozawa,  
Nishiaizu, 969-4406  
hours: 11:00-16:00 / 17:30-21:30  
close: Every Tuesday  
MAP: NOZAWA AREA B-3

### 06

#### Oyama Drive-In

TEL: 0241-48-2702  
LOCATION: 34-1 Uramichizoe Nozawa,  
Nishiaizu, 969-4406  
hours: 11:00-15:00 / 17:00-19:30  
close: Every Monday

### 07

#### Restaurant Ichii

TEL: 0241-48-1512  
LOCATION: 1969-26 Shimajo Nozawa,  
Nishiaizu, 969-4406  
(Inside Michi-no-eki Nishiaizu)  
hours: 11:00-19:00 (LO 18:30)  
close: New Year's eve / New Year

## Grant Any Wish Oyamazumi Shrine



**Oyama Festival**  
The Oyama Festival is held in June to pray for the safety of the family and a bountiful harvest. The area is lively with visitors for Nodate (open-air tea ceremony) and Mikagura offerings (ceremonial court music and dance).

The "God of the mountain in Nozawa" is famous for granting a once-in-a-lifetime wish if you visit it three years consecutively. Oyamazumi Shrine is a place of faith since ancient times. Around 300,000 people visit annually. Many visitors come from Fukushima, Niigata and Yamagata.

TEL: 0241-45-2323  
LOCATION: 1445-2 Okubo Nozawa,  
Nishiaizu, 969-4406  
hours: 8:00-17:00  
PRICE: Free / Prayer Fee for additional services

## Create Communicate Think Nishiaizu International Art Village



**Jibun Café**  
"Jibun Cafe" is a free rest area with hot water, power supply and Wi-Fi. There are various kinds of books on a number of different topics such as useful tips about living in the countryside and foreign design. You can relax and spend time here.

A cultural exchange facility that utilizes a former wooden school building (Shingo Junior High School), which was closed in 2002. The facility is used as a base for various creative activities, galleries, local culture development, and green tourism. You will have an opportunity to think about what manufacturing handed down at a local level means, and see the meaning and spirit of expressing yourself through workshops and artworks.

TEL: 0241-47-3200  
LOCATION: 5752 Michiue Uenohara Sasagawa Shingo,  
Nishiaizu, 969-4622  
hours: 10:00-17:00  
close: Monday, Tuesday  
(Occasionally temporarily closed)

## Sightseeing Spot

Stimulate your senses at a mystical  
spiritual place deep in the beautiful  
mountains and in an atelier  
made from an abandoned  
school.



**Hidden three monkeys**  
Famous for a sculpture called the "Hidden three monkeys" by Jingoro Hidari. If you can find these three monkeys, you will be lucky.

## One of the Aizu "Korori" San-Kannon (Three Merciful Goddesses) Temples [Nyohoji] Torioi Kannon Temple

This temple was built by Tokuitsu, a noted scholar monk in 807. Four Buddha statues including the Wooden Standing Statue of Sho Kannon, Kannon Hall and Nio-mon Gate are designated by the country as important cultural property. The temple is well known for people seeking divine favors in marriage, pregnancy, delivery, child-raising, purification, and long life.

LOCATION: 3533 Nyohouji Nozawa,  
Nishiaizu, 969-4406  
hours: 8:30-16:00  
TEL: 0241-45-2061

## Know the history of Nishiaizu Furusato Jimankan



**What is Kenkido?**  
After Shinsai Watanabe completed his medical studies at Nishinkan(a school for Samurai in Aizu), he built Kenkido, a private school located in Haramachi, Nozawa, in 1866. The school had four departments of law, affairs, economics, literature, and medicine and educated more than 200 local students.

A small museum that showcases the history and culture of Nishiaizu and the great people who trained at the Kenkido. You will find the key here to begin to unravel history. In April 2016, it was renovated and reopened with a restaurant and coffee shop.

TEL: 0241-45-2224  
LOCATION: 2147 Haramachi Nozawa, Nishiaizu,  
2147, 969-4406  
hours: Museum - 9:30-16:00  
Restaurant - LUNCH 11:00-16:00  
DINNER 17:30-21:30  
CLOSE: Every Tuesday, New Year Eve, New Year  
PRICE: Free entrance for the museum

# Nishiaizu Tourism Map

## Nishiaizu Town Tour Guidebook "My Color"

Leave your daily life for a while, rest your mind, relax your senses, and soak in the beautiful scenery. Let's find the right place for your journey through "my color."

Click here to download



PICK UP!

## Nishiaizu Tourism Association

Introduces tourist attractions, plans and manages events and festivals in Nishi Aizu Town.

1969-26 Shimajo Nozawa Nishiaizu, Yama-gun, Fukushima  
(Inside Michi-no-eki Nishiaizu)  
TEL.0241-48-1666 http://nishiaizu-kanko.org/



## Nishiaizu Classic Car Show

A famous event where classic car enthusiasts from all over the country rush together to see old vintage cars, supercars and motorcycles.



## Nishiaizu Nigiwai Festival

At Nozawa-Juku, which prospered as an inn town on the former Echigo Kaido road. About 70 Volkswagen enthusiasts will gather together. There is also a lottery and flea market.



## Nishiaizu International Art Village Open-call Exhibition

Exhibition of paintings gathered by an open-call. About 200 items will be shown. The prize-winning works will be displayed at the Tokyo galleries in November.



## Nishiaizu Hometown Festival

Various events such as paulownia geta throwing tournament and the autumn leaves walk.



## Nishiaizu Winter Festival

An event for celebrating the snowy season in Nishiaizu. There are lots of activities and things to experience such as the paulownia geta throwing tournament and snowmobile riding.



## SHOPING

- 1 Michi-no-eki Nishiaizu**  
1969-26 Simojo Nozawa, Nishiaizu, 969-4406 (Inside)  
TEL: 0241-48-1512
- 2 Nozawa Mingei (Folk Art Workshop)**  
2704-2 Ueharashita Nozawa, Nishiaizu 969-4406  
TEL: 0241-45-3192
- 3 Sakaegawa Shuzo (Local Sake Brewing)**  
1184 Motomachi Nozawa, Nishiaizu 969-4406  
TEL: 0241-45-2013
- 4 Shimizuya Seikaho (Japanese sweets)**  
1776-1 Ushiro Shibakusa Nozawa, Nishiaizu, 969-4406  
TEL: 0241-45-2179
- 5 Ueno Kashiten (Japanese sweets shop)**  
2144 Haramachi Nozawa, Nishiaizu, 969-4406  
TEL: 0241-45-2538
- 6 Kouseikan**  
915 Okuboko Nozawa, Nishiaizu, 969-4406  
TEL: 0241-45-3155
- 7 Nishigata Kirizaiten (Paulownia Wood Shop)**  
LOCATION: 213 Kamijo Michihigashi Nozawa, Nishiaizu 969-4406  
TEL: 0241-45-2833

## ACTIVITY

- 1 Sayuri Park**  
252-10 Nishibayashi Tosejima, Nishiaizu  
TEL: 0241-45-4317
- 2 Sugari Mountain (483m)**  
Proper season for climbing: Early April ~ Late November  
Trail Entrance: Kaminojiri Trail Entrance  
Course Time: Day Trip 2 hours
- 3 Toya Mountain (580m)**  
Proper season for climbing: Early April ~ Late November  
Trail Entrance: Karasawa Trail Entrance  
Course Time: Day Trip 2 hours
- 4 Choshi no Kuchi [Stunning Scenery Viewpoint]**  
Sakaigasawa Muraoka Nishiaizu
- 5 Iide Mountain (2105m)**  
Proper season for climbing: Early July ~ Late October  
Trail Entrance: Yaheihiro Trail Entrance  
Course Time: 2 days 1 night ~ 3 days 2 nights  
/ Haraigawa ~ Mikunidake (uphill) 5 hours
- 6 Kagami Mountain (1339m)**  
Proper season for climbing: Mid May ~ Mid November  
Trail Entrance: Yayoi Trail Entrance / Yaheihiro Trail Entrance  
Course Time: 6 hour Day trip
- 7 Tenku no Sato [Stunning View Spot]**  
Nagazakurabo Mutsui Nishiaizu Town

## TOURISM

- 1 Nishiaizu International Art Village**  
5752 Michiue Uenohara Sasagawa Shingo, Nishiaizu  
TEL: 0241-47-3200
- 2 Furusato Jimankan (Local historical museum)**  
2147 Haramachi Nozawa, Nishiaizu  
TEL: 0241-45-2224
- 3 Torioi Kannon Temple**  
LOCATION: 3533 Nyohouji Nozawa, Nishiaizu  
TEL: 0241-45-2061
- 4 Oyamazumi Shrine**  
LOCATION: 1445-2 Okubo Nozawa, Nishiaizu  
TEL: 0241-45-2323
- 5 Nishiaizu Tourism Association**  
1969-26 Shimajo Nozawa Nishiaizu  
TEL: 0241-48-1666

## INN

- 1 Lotus Inn**  
LOCATION: 187 Shimoojima Tosejima Nishiaizu  
TEL: 0241-45-2900
- 2 Hamaya Ryokan**  
LOCATION: 3176-2 Shitagoya Nozawa, Nishiaizu  
TEL: 0241-45-2105
- 3 Juichi Shioya**  
LOCATION: 2404 Uehara Nozawa, Nishiaizu  
TEL: 0241-45-2015
- 4 Hoteiya Ryokan**  
LOCATION: 2011 Haramachi Nozawa, Nishiaizu  
TEL: 0241-45-2011
- 5 Shudeian Ryokan**  
LOCATION: 2240 Haramachi Nozawa, Nishiaizu  
TEL: 0241-45-3747
- 6 Iwanekan**  
LOCATION: Front of Oyamazumi Main Shrine  
Okubo Nozawa, Nishiaizu  
TEL: 0241-45-2604
- 7 Osakaya Ryokan**  
LOCATION: 731 Yaheihiro line Okugawa, Nishiaizu  
TEL: 0241-49-2933

There are also farm stays and regular guest houses available, so please contact the Nishiaizu Tourism Association.  
TEL: 0241-48-1666



## FOOD

- 1 Suwa no Mori Cafe**  
LOCATION: 1402-1 Iwainomae Nozawa, Nishiaizu  
TEL: 0241-45-3113
- 2 KURA.**  
LOCATION: 2211-1 Haramachi Nozawa, Nishiaizu  
TEL: 0241-45-2204
- 3 Oyama Drive-In**  
LOCATION: 34-1 Uramichizoe Nozawa, Nishiaizu  
TEL: 0241-45-2702
- 4 Kitchen Seigetsutei**  
LOCATION: 880 Koshiouhara Nozawa, Nishiaizu  
TEL: 0241-45-3748
- 5 Yoshokudo K**  
LOCATION: 2147 Haramachi Nozawa, Nishiaizu  
TEL: 0241-45-2224
- 6 Echigoya**  
LOCATION: 2431-1 Uehara Nozawa, Nishiaizu  
TEL: 0241-45-3248
- 7 Douki Shokudo (eatery)**  
LOCATION: 2168 Haramachi Nozawa, Nishiaizu  
TEL: 0241-45-2852
- 8 Restaurant Ichii**  
LOCATION: 1969-26 Simojo Nozawa, Nishiaizu  
(Inside Michi-no-eki Nishiaizu)  
TEL: 0241-48-1512
- 9 Ai-Wase**  
LOCATION: 187 Shimoojima Tosejima, Nishiaizu  
TEL: 0241-45-2900
- 10 Kouzushi**  
LOCATION: 1969-15 Simojo Nozawa, Nishiaizu  
TEL: 0241-45-3031
- 11 Drive-In Shibakusa**  
LOCATION: 839-43 Kitayama Nozawa, Nishiaizu  
TEL: 0241-45-4105
- 12 Kannon Chaya**  
LOCATION: 3595-3 Myohouji Nozawa, Nishiaizu  
TEL: 0241-45-2371
- 13 Nio Chaya**  
LOCATION: 3527 Myohouji Nozawa, Nishiaizu  
TEL: 0241-45-4098
- 14 Kouseikan**  
LOCATION: 915 Okuboko Nozawa, Nishiaizu  
TEL: 0241-45-3155
- 15 Iwanekan**  
LOCATION: Front of Main Shrine of Oyamazumi  
Shrine Okubo Nozawa, Nishiaizu  
TEL: 090-8781-4458
- 16 Sakuraya (eatery)**  
916-1 Okuboko Nozawa, Nishiaizu  
TEL: 0241-45-3377
- 17 Shutei Nakagawa**  
LOCATION: 2461 Uehara Nozawa, Nishiaizu  
TEL: 0241-45-2466
- 18 Wasui**  
LOCATION: 2450 Uehara Nozawa, Nishiaizu  
TEL: 0241-45-3113
- 19 Yakitori Toriju**  
LOCATION: 2319-7 Uehara Nozawa, Nishiaizu  
TEL: 0241-45-4107
- 20 Ippuku**  
LOCATION: 366-1 Kamijoumichikita Nozawa, Nishiaizu  
TEL: 090-7524-9244
- 21 Suigetsu**  
LOCATION: 2226 Haramachi Nozawa, Nishiaizu  
TEL: 0241-45-2732
- 22 Sendaiya (eatery)**  
LOCATION: 2207 Haramachi Nozawa, Nishiaizu  
TEL: 0241-45-2026
- 23 Asahiya (eatery)**  
LOCATION: 901-2 Okuboko Nozawa, Nishiaizu  
TEL: 0241-45-2279
- 24 Shudeian (eatery)**  
LOCATION: 2240 Okuboko Nozawa, Nishiaizu  
TEL: 0241-45-2565
- 25 Sakaya Shokudo (eatery)**  
LOCATION: 1526 Nakamachi izato Okugawa, Nishiaizu  
TEL: 0241-49-2131
- 26 Muraoka Shokudo (eatery)**  
LOCATION: 2661-8 Simookinohara Kaminojiri, Nishiaizu  
TEL: 0241-47-2555

English  
简体字  
繁体字

