

My Color is...

This guidebook will show you how to enjoy various activities in Nishiaizu. Leave your daily life for a while, rest your mind, relax your senses, and soak in the beautiful scenery. Let's find the right plan for your journey through "my color."



🕿 Telephone	Number
💧 Location	мар Мар
🕒 Hours	★ Reservation
🕅 Close	*Some facilities need reservation
¥ Price	



Otome-yuri Mark Introducing mini tips to know more about Nishiaizu

[Publisher] Nishiaizu Town Commerce and Tourism Division TEL 0241-45-2213 FAX 0241-45-2241 E-mail syokou@town.nishiaizu.fukushima.jp

What is Nishiaizu?

The town of Nishiaizu is located on the western border of the Aizu region in Fukushima Prefecture adjacent to Aga town in Niigata prefecture. The town is known for being a spiritual site in Aizu since ancient times and has since become a healing center for people's hearts and souls. Blessed with the proximity of lide mountain, the fertile soil and clean water have also contributed to "Nishiaizu Mineral Vegetables." People are full of humanity; local residents, young people, and new people from outside the town are actively engaged in the revitalization activities. Despite the depopulation and aging seniors, the people here are still healthy and active. This is Nishiaizu.



Six ways to enjoy Nishiaizu

Nishiaizu is full of various fun activities. We propose six categories to explore.

Power Spot	4
Gourmet Food	6
Cafe & Sweets	8
ocal Study	10
Arts & Crafts	11
Trekking & Mountain Climbing	12

Souvenirs / Special Products 14	Seasonal Events	18
Experience Nature and Farming 16	Map	20
Sayuri Park / Sayuri Auto Park … 17	Access ······	22





LOSE YOURSELF IN THE AWE-INSPIRING AIR OF A SACRED PLACE DEEP IN THE MOUNTAIN

Nishiaizu has long been known as a sacred place of worship in the Aizu region. Feel the mysterious atmosphere of the mountain, breathe in the dense air from the forest, and you will be healed and calm.



Grant Any Wishes Oyamazumi Shrine

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.



EVENTS

Lunar New Year's Day ... Two year visiting June 1st ~ 30th ... Oyama Festival September 9th, 19th, 29th (Lunar Calendar) ... Autumn Festival



1 Main Shrine 2 Inner Shrine 3 Worship Hall



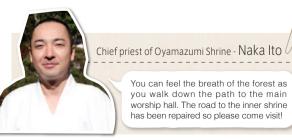


Oyama Festival

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).





Short hike to the Main worship hall

You can worship at the front hall near the parking lot, but if you want to feel the power of the mountain we recommend you hike (about 2 hours one way) up the mountain to the main hall. You will feel the clean forest air as you walk by waterfalls and cedar trees that are over 400 years old. The road to the inner shrine has been closed for 30 years but it was repaired in 2014 and is now available to use. (Due to the steep road, you will need a guide to climb)





Rotary Car / Russel Car

A rare vehicle that is only exhibited in Hokkaido and Nishiaizu in Japan. In the Showa era, it was used for shoveling snow off of the railroad tracks. If you look closely, you will be overwhelmed by the power of the vehicle and its mechanisms.

EXHIBITED LOCATION: Opposite side of Torioi Kannon



MAP NOZAWA AREA B-4

EVENTS

May ~ June ··· Young Leaves Festival October ~ November ··· Autumn Leaves Festival



■East-West Entrance of Kannondo which has a special structure with three open sides ■A seated statue of Gokaisan Tokkitsu which is said that to be built in the early Edo period ■Nio-Gate ■A seated statue of Sho Kannon which is said to be built in the Muromachi period.



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

This temple was built by Tokuitsu, a noted scholar monk in 807 (2nd year of Daido). Four Buddha statues including the Wooden Standing Statue of Sho Kannon, Kannondo 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. There is also a famous sculpture called the "Hidden three monkeys" by Jingoro Hidari. If you can find these three monkeys, you will be lucky.

☎0241-45-2061 ▲3533 Nyouhouji Nozawa, Nishiaizu, 969-4406 ③8:30~16:00 ④Explanation…300yen / Preaching and Pray… 500yen (for group) NOZAWA AREA B-4 URL http://www.torioi.com/

A hall built in Muromachi period (Important Cultural Properties) Enman Temple Kannondo Hall

Chief priest of

Torioi Kannon Temple - Kouei Mitome

"More people are coming to visit

for "Korori" San-Kannon, and to

pray for marriage, pregnancy, and

for easy delivery. I try to host the

visitors as carefully as possible."

Nationally designated important cultural property that was built during the Muromachi period, the hall was constructed in the authentic Triakis tetrahedron kara-yo style (Chinese style) with a thatched roof in an Irimoya style (hips and gable roof). Surrounded by a forest of big trees, you will forget time and relax in the calm air. Locally, it has been known as a nursing Kannon.



EVENTS April 17th

Enman Temple
 Izugahara Kannon
 Annual Festival
 Required Time:



☎0241-48-1666 (Nishiaizu Tourism Exchange Association) ▲241 Miyanoushirohei Shitatani, Nishiaizu, 969-4405 ⊙Reservation required for visiting inside the hall MmaPINISHIAIZU WIDE-AREA

The god of sake brewing Matsuo Shrine

This shrine was built in 811 in the early Heian period. The shrine is for the God of sake brewing and medicine, and it is the only Matsuo shrine in Fukushima. It is said the sacred water from God's well possess a miraculous virtue, so many sake brewers from Fukushima and Niigata have been coming here to worship since the middle of Edo period. Since 1998, Jouu Festival (the sacred water-drawing event) has been reopened and is done with brewers from Fukushima.



April 15th April 15th Annual festival the first day of Hare in November Jouu Festival



20241-48-1666 (Nishiaizu Tourism Exchange Association) ▲ 3070 Wakuhei Inomoto, Nishiaizu, 969-4402 MARPINISHIAIZU WIDE-AREA



MEMORABLE TASTES, EAT TO YOUR HEART'S CONTENT

A variety of dishes cooked with local ingredients grown on fertile soil with clean water. We will introduce the "delicious" spots that will remain in your heart.

NISHIAIZU MISO RAMEN

Echigoya

A popular ramen store established 20 years ago that often has a line stretching outside. Blending three types of flavorful miso, the soup is made with carefully selected ingredients and the noodles make a superb harmony in your mouth. Once you try it, you will want to eat it again.

🕿 0241-45-3248 🌰 2431-1 Uehara Nozawa, Nishiaizu, 969-4406 () 11:00~14:00 / 17:00~19:00 () Every Thursday MAP NOZAWA AREA B-2

Owner of Echigoya - Usatoshi Komata

After training in Aizuwakamatsu, he opened Echigoya in Nishiaizu 20 years ago. Since then it has become a popular store that attracts customers from inside and outside the town. He has never stop researching and is always pursuing more delicious recipes.

I don't cook ramen with the force of habit. I cook each bowl with all my heart. In Nishiaizu, all the ramen stores have their own original recipes. Please enjoy the different flavors of my Miso ramen.

Douki Shokudo

"Douki" means "feeling the same as the customer." Abundant variety of dishes are available like the vegetable meal. The photo shows tonkatsu

You can also eat Miso ramen here

Sendaiya

220241-45-2026 🔶 2207 Haramachi Nozawa, Nishiaizu, 969-4406 (-)11:00~19:00 (Irregular MAP NOZAWA ARE B-3

Asahiva

20241-45-2279 🔶 901-2 Okuboko Nozawa, Nishiaizu, 969-4406 (-)8:00~16:00 OPEN: June only MAP OKUBO AREA

Shudeian

☎0241-45-2565 **會**2240 Okuboko Nozawa, Nishiaizu, 969-4406 (-)11:00~14:00 (Sunday / Holiday MAP NOZAWA AREA B-3

Sakaya Shokudo 20241-49-2131 1526 Nakamachi

(-)11:00~13:30 (R) Every Monday

Muraoka Shokudo

Kaminojiri, Nishiaizu, 969-4512

2661-8 Shimookinohara

(-)10:00~14:00 (Every Tuesday (Possible

temporary closure) MAP KAMINOJIRI AREA

MAPOKUGAWA AREA

lizato Okugawa, Nishiaizu, 969-4734



Oyama Drive-In

Long-established restaurant since 1972. The fresh vegetables and salty-sweet soup provide a deep flavor that is addicting.

20241-45-2702 134 Uramichizoe Nozawa, Nishiaizu, 969-4406 11:00~15:00 / 17:00~19:30 Bevery Monday MAP NOZAWA AREA A-2



miso ramen and raw horse-meat set (pork cutlet) miso ramen.

969-4406 (911:00~19:00 (8) Every Third Wednesday MAP NOZAWA AREA B-3







The restaurant was named "Ai-Wase." the combination of "Shiawase" (Happiness) and "Aibase" ("Let's go" in the Aizu dialect) in hopes that it be a place where people can communicate through delicious food. It serves dishes with specially selected local ingredients. The "Kuruma-fu Hamburg Steak" is highly recommended. Kuruma-fu, one of Nishiaizu's special products, is added instead of bread crumbles and it brings out the flavor of the meat.

☎ 0241-45-2900 187 Shimoojima Tosejima, Nishiaizu, 969-4401 (911:30~14:00) (Every Forth Monday MAP NOZAWA AREA B-2 http://www.lotosinn.com

Restaurant Ichii





This restaurant has unique dishes such as the "Furusato Yakuzen" which adds the idea of medicinal cooking to local cuisine, and "Sosoritatsu Tendon" with tempura arranged like a mountain on top of a bowl of rice. The restaurant uses healthy ingredients without chemical additives such as natural stock and mineral vegetables. The "Vegemel Burger" is made with mineral vegetables, rice flour buns, and Kuruma-fu patty (baked wheat gluten). You can find it at Michi-no-eki Nishiaizu.

☎0241-48-1512 1969-26 Shimojou Nozawa, Nishiaizu, 969-4406 (Inside Michi-no-eki Nishiaizu) (-)11:00~19:00 (LO18:30) (R New Year's eve / New Year MAP NOZAWA AREA B-3

General Manager of Restaurant Ichii - Fumiko Saito She offers a variety of dishes with the motto of cooking healthy meals with a mix of local cuisine and medicinal cooking.

Please come try our heart-warming dishes made with safe and trusted local ingredients.





So many delicious restaurant choices!

••••• SOUL FOOD LOVED BY LOCAL PEOPLE •••••



Soba

20241-45-3748 880 Koshiouhara Nozawa, Nishiaizu, 969-4406 (-)11:30~14:00 17:00~19:30 (Every Wednesday



Nozawa, Nishiaizu, 969-4406 910:00~16:00 Reservation only in January ~ March MAP NOZAWA AREA B-4



Soba

20241-45-3031 ▲ 1969-15 Shimojo Nozawa, Nishiaizu, 969-4406 □ 11:30~13:30 17:00~22:00 Every Monday MAPNOZAWA AREA B-3

30241-45-4098

3527 Mvohouii

969-4406

910:00~15:00

December ~ March

MAPNOZAWA AREA B-4

Nozawa, Nishiaizu,



20241-45-4105 839-43 Kitavama Nozawa, Nishiaizu, 969-4406 (-)11:30~20:00 **(R) OPEN EVERYDAY** MAP NOZAWA AREA A-2

Italian food

20241-45-2204 1 2211 Haramachi Nozawa, Nishiaizu, 969-4406 (-) 11:00~20:15 Every Wednesday MAPNOZAWA AREA B-3



20241-45-2224 2147 Haramachi Nozawa, Nishiaizu, 969-4406 11:00~16:00 17:30~21:30 Every Tuesday APNOZÁWA AREA B-3

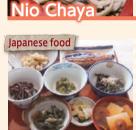
Japanese food

20241-45-3377 1916 Okuboko Nozawa, Nishiaizu, 969-4406 **()**8:30~16:30 () Irregular MAP OKUBO AREA

Sakurava



20241-45-4107 2319 Uehara Nozawa, Nishiaizu, 969-4406 918:00~23:00 Every Sunday MAPNOZÁWA AREA B-3



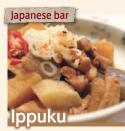
iseika

2 0241-45-3155 915 Okuboko Nozawa, Nishiaizu, 969-4406 98:30~16:30(June) 9:00~16:00 (Other months) December ~ March MAP OKUBO AREA



20241-45-2466 2461 Uehara Nozawa, Nishiaizu, 969-4406 (-) 17:00~22:00 (Every Sunday MAPNOZAWA AREA B-3

Shutei Nakagawa



2090-7524-9244 ▲ 366-1 Kamijoumichikita Nozawa, Nishiaizu, 969-4406 17:00~22:00 Every Sunday, Monday

MAPNOZAWA AREA B-2

Japanese food **2090-8781-4458** Front of Main Shrine of Oyamazumi Shrine

Okubo Nozawa, Nishiaizu, 969-4406 (98:00~15:00 (Only Weekends and Holidays in June. Other months reservation only) MAP OKUBO AREA

lwanekan



2 0241-45-3113 1 2450 Uehara Nozawa, Nishiaizu, 969-4406 ()17:00~22:00 (Every Wednesday MAPNOZAWA AREA B-3



2 0241-45-2732 2226 Haramachi Nozawa, Nishiaizu, 969-4406 · 17:30~22:00 Every Monday MAPNOZAWA AREA B-3



RELAXING CAFE TIME

There are a variety of interesting places such as a book cafe in the mountain, and cafe/restaurant specializing in additive-free ingredients. Please relax and enjoy your time there.









1 You can also eniov on the terrace 2 Various books on the shelf inside the afe 3 Very popular Nepal curry



A book cafe surrounded by nature Nadeshiko

Located at the foot of lide mountain, you can view the peaceful mountain village scenery from inside the cafe. You can find various kinds of books arranged on the shelves. The Napalese curry is cooked by the owner, who loves traveling to Nepal. In addition to the cafe menu, there are some desserts such as Zenzai (red bean soup with mochi). It's a perfect place to relax, have a cup of coffee, read books and enjoy the scenery.

2246 Satomichi lizato Okugawa, Nishiaizu, 969-4734 (10:00~17:00 (Only Opens on Weekend(s) and Holidays MAP OKUGAWA AREA

Owner of Nadeshiko - Reiko Onogi

She opened Nadeshiko in 2011 for people to relax and have tea while surrounded by the beautiful nature in Okugawa.

Please relax and spend your time reading books, having tea, or simply enjoy the beautiful mountain(s) in this quiet space. You can enjoy the seasonal transitions through the window.

A cafe creating a connection between people Engawa Cafe

The interior of the renovated porch is a relaxing space where you can take a break. Their pancakes are made with safe, additive-free ingredients. The natural flavor will make your stomach happy. Through Engawa cafe and the owner, people have been gathering, connecting, and bringing energy to the area.



20241-49-2011 ▲2216 lenomae Motojima Okugawa, Nishiaizu, 969-4736 MAP NISHIAIZU WIDE-AREA URL http://kinokohouse.jp/



A heartwarming and carefully made taste **Restaurant** Ichii

Everything is handmade at Michi-no-eki Nishiaizu. The Chiffon Cake set is highly recommended. The soft and gentle handmade cake with seasonal fruits has a heartwarming taste. You can have a relaxing break here during your trip.



20241-48-1512 1969-26 Shimojo Nozawa, Nishiaizu, 969-4406(Inside Michi-no-eki Nishiaizu) (-)11:00~19:00(L018:30) (New Year's Eve, New Year MAP NOZAWA AREA B-3 URL http://www.w-aizu.jp/yorisse/



SOFT SERVE

Break time at a cozy cafe Suwa no Mori Cafe

Opened in July 2015, their specialty is a galette made from locally produced buckwheat flour. Light meals using homemade rice and sweet deserts such as french toast and crepes are also worth trying. The cozy, homey atmosphere is welcoming to moms and children.



20241-45-3713 1402-1 Iwainomae Nozawa, Nishaizu, 969-4406 910:00~18:30 Every Tuesday MAP NOZAWA AREA C-3 Facebook https://www.facebook. com/na.suwanomori.cafe/



Sweets



☎0241-45-2179 ▲1776-1 Ushiro Shibakusa Nozawa, Nishiaizu, 969-4406 ⓒ 7:30~19:00 ❀ Irregular MAP NOZAWA AREA A-3

4th generation owners -Motohisa Shimizu (left), Keisuke Shimizu (right)



We try to create a taste that makes the customer come again. The four seasons are distinktly different and full of charm. You will never get bored if you spend a day here.

Keep the freshly made taste Shimizuya Seikaho

A long-established dessert store founded in 1934. Even though the famous Oyama Manju (steamed cakes filled with sweet red bean filling) is a classic product from old times, newer products include items from western sweets like the fluffy roll cakes and fresh cream daifuku mochi.

Kuruma-fu Rusk

A new dessert developed by Nishiaizu high school students. They use 'Maruju Seifu', a traditional method of baking things in Nishiaizu to create this dessert. Baked carefully with an added dash of butter sugar flavor, the cute, donut-shaped





A well-known store since the Edo period Ueno Kashiten

Including the old-fashioned Kuzu-yu (arrowroot tea) and Rakuzan (dry confection of starch and sugar) with red bean paste, the sweets made with Nishiaizu's mineral vegetables are also popular here.

rusk has a crispy texture. It is on sale at Michi-no-eki.



 ☎0241-45-2538

 ▲2144 Haramachi Nozawa,

 Nishiaizu, 969-4406

 ⑤9:00~18:30

 ⑱Irregular

 ▲▲■NOZAWA ARE B-3



THINKING ABOUT THE RICH HISTORY OF NISHIAIZU

Echigo Kaido is an important main road that connects Niigata and Aizu. The history of the travelers and people who lived along the road still remains. Many great people have come from Nishiaizu in the Meiji era. Where we are standing now is the accumulation of the lives of our predecessors.

Know the history of Nishiaizu... Furusato Jimankan



A small museum that introduces the history and culture of Nishiaizu and the great people graduated from 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.

© 20241-45-2224 ▲ 2147 Haramachi Nozawa, Nishiaizu, 969-4406 ⓒ Museum - 9:30~16:00 / Restaurant - LUNCH 11:00~16:00, DINNER 17:30~21:30 ⑧ Every Tuesday, New Year Eve, New Year ⑨ Free entrance for the museum MARINOZAWA AREA B-3 http://www.nishiaizu-shokokai.net/

MAP NISHIAIZU WIDE-AREA

Story of the Aizu War [The battle of Jingamine Pass…] From the Suzaku No.2 Assemble Team, Keisuke Otori, Saito Hajime from Shinsengumi, and Nagaoka Domain soldiers prepared an ambush on Jingamine Pass, but they were attacked from the top of the mountain and withdrew.

Battle of Aizu…

The Aizu domain was one of the prominent supporters of the Tokugawa Shogunate and enemies of the Satsuma and Choshu Domain. The Meiji era new government forces led by the Satsuma and Choshu Domain invaded Aizu for an all-out attack against the Aizu Domain. The battle between the Aizu Domain, Northern Alliance, and Tokugawa Shogunate army is called the Battle of Aizu. The main battlefield was in the Aizu region, and the battle of Jingamine Pass is one of them. On November 6, 1868 (new calendar), the Aizu Domain surrendered.







ra * What is Kenkido? …

The great people of the Meiji Era Check out more details about these great people

at Furusato Jimankan!



Shisai Watanabe 1832-1889

The founder of a private school called **Kenkido*** which was called "Shoka Sonjuku (a private school in Edo era that produced future leaders of Japan) of Meiji era".



Kanae Watanabe 1858-1932

A doctor who worked on Hideyo Noguchi's wounded hand and gave the opportunity for him to become a doctor.



Chiyosaku Yamaguchi 1848-1906

Leader of the Freedom and People's Rights Movement. Founded the Liberal Party Aizu Club and Fukushima Freedom News Paper.



Chuhachi Kojima 1856-1922

A warrior of the Freedom and People's Rights Movement. Lead the opposition struggle with Chiyosaku Yamaguchi.



In 1866, after Shisai Watanabe completed his medical studies at Nisshinkan, he established

a private school in Haramachi, Nozawa. The school had four departments of law, affairs,

economics, literature, and medicine and educated more than 200 local students.

Eisaku Ishikawa 1858-1886

Translator of Adam Smith's "The wealth of Nations." A pioneer of the women's "hair bundle movement" with Kanae Watanabe.



Keiichi Nozawa 1852-1932

A lawyer who dictated Kakuma Yamamoto's petition "Kanken," which was about the reconstruction of Japan.



FEEL THE ARTWORK AND SEE THE WISDOM OF CRAFTSMANSHIP

The Nishiaizu International Art Village is a creative facility in a former school. You will have an opportunity to think about what manufacturing handed down in the local environment means, and see the meaning and spirit of expressing yourself though workshops and artworks.



Photo by Haruki Shinohara









The memories of this place and

Art Village

development, and green tourism.

great spot to get information about Nishiaizu!

techniques of Nishiaizu.

its art make your everyday life extraordinary Nishiaizu International

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

We regard "art" as "skill" and "knowledge" that widely supports human life. By collaborating with the power of art and design, we would like to tell you about the history, natural features, folk culture, and traditional

In addition to various exhibitions, we have many other events such as printing or pottery workshops, jazz performances and classical concerts. Enjoy the extraordinary world fused within a nostalgic wooden school. "Jibun Cafe" is a free rest area with hot water, power supply and Wi-Fi. There are various kinds of books such as useful tips about living in the countryside and foreign design so you can enjoy your relaxation time. We also hold consultations for those wishing to move to the town so it is a

20241-47-3200 15752 Michiue Uenohara Sasagawa Shingo, Nishiaizu, 969-4622 (10:00~17:00 (Monday, Tuesday(Occasionally temporarily closed) MAP NISHIAIZU WIDE-AREA http://nishiaizu-artvillage.com/





2 Exhibition of Morino Hakobune Art Project 2014 3 Special Exhibition 4 Art village in the winter season 5 Cherry blossom light up **G**Utilizing the closed wooden school building **Z**Open-burning pottery workshop BJibun Cafe



General Incorporated Association BOOT - Yoshihiro Yabe A landscape architect designer who specializing in all aspects of landscape. Since 2013, he has been involved in the direction, planning and management of the Nishiaizu International Art Village.

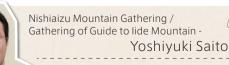
The art village is not only a gallery for exhibition, but also a place where people can gather and interact. This includes various workshops and Artist-In-Residence programs. Anyone can relax and do creative activities. Please find your own way of enjoyment here.



INTERACT WITH NATURE

In Nishiaizu, you are surrounded by many beautiful mountains, that range from low mountains for hiking to the more difficult mountains for professional climbers. Let's climb and enjoy the seasonal flowers, plants, and magnificent views.





He incredbly knowledgeable about the mountains of Nishiaizu. While guiding you, he can teach you lots of tips about the terrain, the composition of the stone, and how snow accumulates.

The route from Nishiaizu to lide Mountain is great because it is safer and easier to climb than from other routes. Kagami Mountain and Kouyou Mountain are the best place to view lide Mountain. Please try climbing!

The second highest "Mt. Fuji" in Japan Fuji Mountain { 509m }

Proper season for climbing: Early April ~ Late November Trail Entrance: Urushikubo Trail Entrance Course Time: Day Trip 2 hours





A habitat of Otome-yuri flower around Ryuga Mountain (532m)

Proper season for climbing:

Early April ~ Late November Trail Entrance: Aza Trail Entrance / Shiobami Trail Entrance Course Time: Day Trip 3 hours





Stunning Scenery Spot^① (Autumn leaves at Choshi no Kuchi)

A particularly famous scenic spot in the Aga River canyon. The name "Choshi no Kuchi" means "mouth of a sake bottle" because the rocks stick out from both banks, making the river look like a sake bottle. In the autumn, you can enjoy a panoramic view of the valley and the beautiful colors of changing leaves.



MAP NISHIAIZU WIDE-AREA

Stunning View Spot^② (Tenku no Sato)

"Tenku no Sato" is in the Uetani area, which is located over 500m above sea level. It is one of the best view points in Nishiaizu. You can enjoy a panoramic view of the townscape, rural scenery, and lide mountain range. Enjoy the various scenery durig each season.



MAP NISHIAIZU WIDE-AREA





WE FOUND SPECIAL SOUVENIRS FOR YOU

Agricultural products produced from nutritious soil, delicious processed products, local sake made with time and labor, and handicrafts that shine with craftsmanship. There are a number of first-class products are waiting for you.



Nishiaizu Rice

In an environment rich with the water from lide 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.

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 tender texture which we



assure you have never had before. It has a reputation for even being liked by people that dislike mushrooms. In the "National Mushroom Taste & Taste Contest" in 2014, a producer won the best prize in Japan in the fungus bed *Shiitake* section.

mannana

You can find everything here – fresh vegetables, rice and mushrooms! Mineral Yasai no le (Mineral Vegetable House)

In August 2016, the "Mineral Yasai no le" opened beside the "Michi-no-eki Nishiaizu" and has a wide selection of healthy mineral vegetables, mushroom, rice, processed products, and morel-In addition, the food court is full of local popular dishes. Please enjoy the taste of Nishiaizu.



Mineral Vegetables

Based on the idea that "a healthy body starts with healthy food, and healthy foods starts with healthy soil," compost, organic fertilizers and mineral materials were applied to the local soil.



Mineral vegetables are the products grown and cultivated from this "healthy soil." Minerals are essential nutrients for maintaining a healthy body, and they have the function of supporting growth and development in the body. The Mineral Vegetables grown in healthy soil maintain their original nutrients and sweetness. The production organization group "Nishiaizu Healthy Mineral Vegetables Promotion Association" received Minister of Agriculture, Forestry and Fisheries Award for rural community activation in 2014.



14

Tasty Pack Delivery

We can ship seasonal special products such as vegetables and pickles nationwide in spring, summer, fall and winter Seasonal Package Limited to 50 boxes

4,500yen / box (shipping included) Contact: NPO Nishiaizu Local Friends Office **2**0241-45-3820



Aizu Hariko

{Paper Maché}

Okiagari-Ultraman

www.ultraman-kikin.jp

400 years ago, paper mâché

was actively made in Aizu with

the industrial encouragement of

Ujisato Gamo. The gentle and

lovely expression

of the local toys

gives you a feeling of

handmade simplicity.

An original product from Nozawa Mingei. They combined the Okiagari-Koboshi, a Japanese traditional roly-poly toy with the famous "Ultraman" who has the strength of getting up again and again. It is a special Okiagari-Koboshi with a cute appearance and hidden strength. *A part of the sales of this products will be used for activities to create a good future for children through the "Ultraman Fund".



MAP NOZAWA AREA B-2

Kiri Geta

{Paulownia Geta}

....

The paulownia geta are made from the finest quality paulownia, which is a specialty of Aizu, and they have a beautiful luster and soft touch. The more you use it, the more you will love it.



Kuzu-yu {Arrowroot Tea}

A discerning masterpiece that uses only domestically produced Honkuzu. It has a unique and elastic taste. It is a popular product that can be ordered from outside of the town.

Yaki-Fu

{Drv baked wheat gluten} This is Yaki-Fu, a type of food that is produced by grilling it over charcoal. The chewy texture is popular and can be used for various dishes such as simmered food, soup, dressed food and many others.



Introduction of creators

Nishioka Kirizai



We are particular about the light and beautiful paulownia trees of Aizu, and we continue to handmade each one carefully. Custom-made requests come in from the Kanto and Kansai area. You can see the high quality and difference of our products.

20241-45-2439 2700-1 Uehara Nozawa. Nishiaizu 969-4406 MAP NOZAWA AREA B-2

Nishigata Kirizaiten



We processes paulownia wood and make it into geta, cabinets, and other products by using a number of different blades. We create luxurious products from the beauty of the paulownia (tree).

20241-45-2833

▲ 213 Kamijo Michihigashi Nozawa, Nishiaizu 969-4406 MAP NOZAWA AREA B-3

Nozawa Mingei Folk Art Workshop



A long-established workshop that has been making paper mâché for 52 years. Currently, this is the only company of its kind in the Aizu area. You can also visit and experience painting your own paper mâché.

20241-45-3129 12704 Ueharashita Nozawa, Nishiaizu 969-4406 ()9:00~17:00 (R) Weekends, Holidays MAP NOZAWA AREA B-2 http://www.nozawa-mingei.com/

Sakaegawa Shuzo



A long-established sake brewery with a history of 200 years. We look at quality rather than quantity and we continue to maintain the tradition. You can also tour inside the sake brewery.

20241-45-2013 + 1184 Motomachi Nozawa, Nishiaizu 969-4406

MAP NOZAWA AREA B-3

Processed Mountain Vegetables

Products made by processing mountain vegetables and mushrooms into side dishes for rice and sake. Products



includes Kuruma-fu (wheel-shaped baked wheat gluten). pickled somen kabocha, pickled onion and so on. Maitake rice is one of the most popular products.



li-Sake

A masterpiece made with the pure

water of lide mountain, the highest

{Local Sake}

Michi-no-eki Nishiaizu (Yorisse / Mineral Yasai no le)

Michi-no-eki (Roadside Rest Area) is the base for sightseeing in Nishiaizu Town. There are many great products of Nishiaizu such as souvenirs, fresh products and local folk handicrafts. You can dine at Restaurant Ichii or the food court inside. 20241-48-1512 1969-26 Shimoio Nozawa, Nishiaizu 969-4406 9:00~19:00 (winter hours are different) Thew Years Eve, New Year MAPNOZAWA AREA B-3 http://www.w-aizu.jp/yorisse/

Maruju Seifu Honpo [Local Kuruma-fu Store]



This is a long-established store where the third generation owner starts a charcoal fire at 3am every morning to bake Kuruma-fu. He keeps the traditional tastes alive. You can also visit the site and learn about the process of making Kuruma-fu.

20241-45-3428

▲ 2161-2 Haramachi Nozawa. Nishiaizu 969-4406 (-)8:00~18:00 MAP NOZAWA AREA B-3



Oyama Manju

{Steamed red bean bun} A standard souvenir from Ovamazumi Shrine, This manju, a delectable from the mountain God, is made from red bean paste wrapped in soft dough, and has an unchanged traditional taste.

There are also quick chargers for electric cars.



You can find anything here!



FEEL THE WARMTH OF THE LOCALS, WATER, AND SOIL

Try a "farm stay" where you can experience real rural life, and participate in activities that bring you closer to nature. There are many ways to enjoy this trip so that it will remain a long-lasting memory.

Farm Stay

A farm Stay is a way to experience the everyday life of farmers by doing various activities such as farming, cooking, and learning about the local cuisine. You'll have a good time making irreplaceable memories and connections with people through intimate communication with farmers, which is different from ordinary guest houses.



Rice field work (planting/harvesting), vegetable harvesting, picking edible wild plants, making pickles, dry persimmons, and etc. *The detail will be decided in consultation with the farmer.



●About meals … ○Farm Stay Guest House - You can eat outside or you can experience cooking with a farmer. ○Regular Guest House - They will serve home-cooked rural dishes prepared by locals.

BE ACTIVE AS MUCH AS YOU WANT UNDER THE SKY

There are a number of fulfilling activities you can enjoy. Hang out all day and forget about time.



Bronze Statue

27 bronze sculptures have been installed over the span of 10 years at Sayuri Park since 1989. These statues are worth seeing, and are made by various artists who are active both inside and outside Japan. MAP NOZAWA AREA B-2











Sayuri Park

Sports Facility with a vast space

Main facilities

- Official baseball field (with night game equipment)
- All-weather tennis court
- Gymnasium
- Outdoor Pool
- Indoor heated Pool
- Athletics Stadium
- Walking path
- Friends World (Field Athletic Facility)
- Mini Car Cafe
- Indoor Gateball Field (Spark Nishiaizu) etc.

CONTACT:Sayuri Park 20241-45-4317

▲2529 Nishibayashi Tosejima, Nishiaizu MP NOZAWA AREA B-2

If you want to enjoy the outdoors to the fullest Sayuri Auto Park

Campsite Full of facilities where even beginners can easily camp.
 Cottages

Equipped with an air conditioner, TV, refrigerator, shower and cooking utensils. You feel as if you're staying at a vacation home.

Barbecue House

It's avilable for use on rainy days and nights. Have fun grilling on a red-brick furnace, or enjoy some *teppanyaki*. Ingredients, for food, drinks and charcoal are sold at Lotos Inn, so you can entertain yourselves without having to bring anything.

Nishiaizu Hanamiyama

Hanamiyama is a small hill where you can enjoy seasonal flowers such as Spiraea thunbergii, Forsythia, Kawazu Cherry blossoms, Toukai Cherry blossoms and Otome-yuri flowers.

CONTACT:Lotus Inn 20241-45-2900

📤 187 Shimojima Tosejima, Nishiaizu 🔤 NOZAWA AREA B-2





EXITING PLACES TO VISIT!

There are many unique events of all genres such as classic car events, art exhibitions, rituals, sports events, and even paulownia geta throwing competitions. (*Each event is subject to change. Dates are announced before the event)

Late May

Nishiaizu **Classic Car Show**

A famous event where classic car enthusiasts from all over the country rush to gather old vintage cars, supercars and motorcycles. There are also live performances by bands, a flea market, and more.

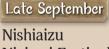












Nigiwai Festival

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

May~June

Torioi Kannon Young Leave Festival

Torioi Kannon will be specially opened while the young leaves are sprouting.

October~November

Torioi Kannon Autumn Leave Festival





Late Mental and Physical Health May Walk in Oyama

Take a walk along the cedar-lined road to the main shrine of Oyamazumi Shrine. You'll feel relaxed and energized by the surrounding greens.



In June

Oyama Festival Oyamazumi Shrine Spring Festival

The shrine is famous for granting a once-in-a-lifetime wish. There are lots of visitors from Fukushima, as well as other prefectures.



Mid June

Okugawa Health Marathon Event

A large number of runners run through the fresh green nature at Okugawa.



Late July

lide Mountain Gathering

A seasonal opening event for the Yaheishiro Trail Entrance of "The lide Mountain Range" which is one of the "100 famous mountains" in Japan.







Ideto Iwava Festival

festival held every year on September 13th at Iwaya Kokuzouson in Ideto. It is traditional culture that has been preserved for over 500 years. If you climb the 105 stone steps, you will find a shrine where a Kokuzo Boasts statue is enshrined. You can enjoy the tofu soup and pray for safety and health for the year.



MAP NISHIAIZU WIDE-AREA

Late September-Mid October Nishiaizu International Art Village

Open-call Exhibition Exhibition of paintings gathered through an open-call. About 200 items will be displayed. The prize-wining works

will be exhibited at the Tokyo galleries in November.











An event for celebrating the snowy season in Nishiaizu. You can experience lots of things such as paulownia geta throwing tournaments and snowmobile ridina







Mid September

Nozawa Festival

People wish for a good harvest and prosperous business. town a festive mood.

Floats and portable shrines parade around and give the whole

In November

Soba Festival {Each district}

Soba (buckwheat noodle) festivals are held in each district of Nishiaizu so that you can taste the freshly harvested soba.





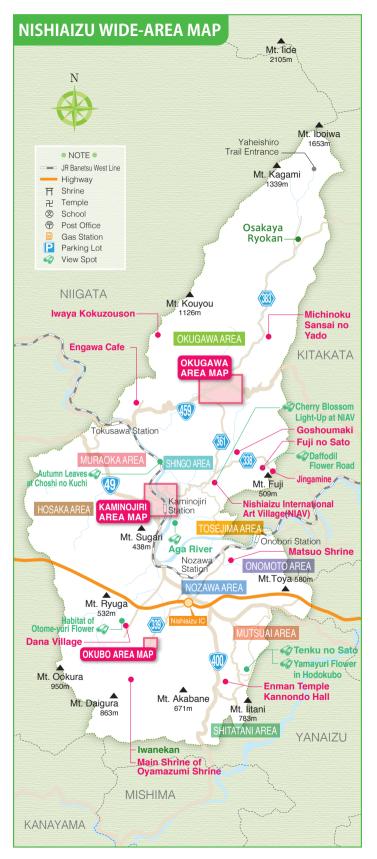


Late October Nishiaizu Hometown Festival

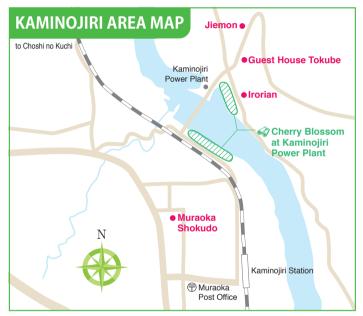
> Various events such as paulownia geta throwing tournament and the autumn leaves walk.



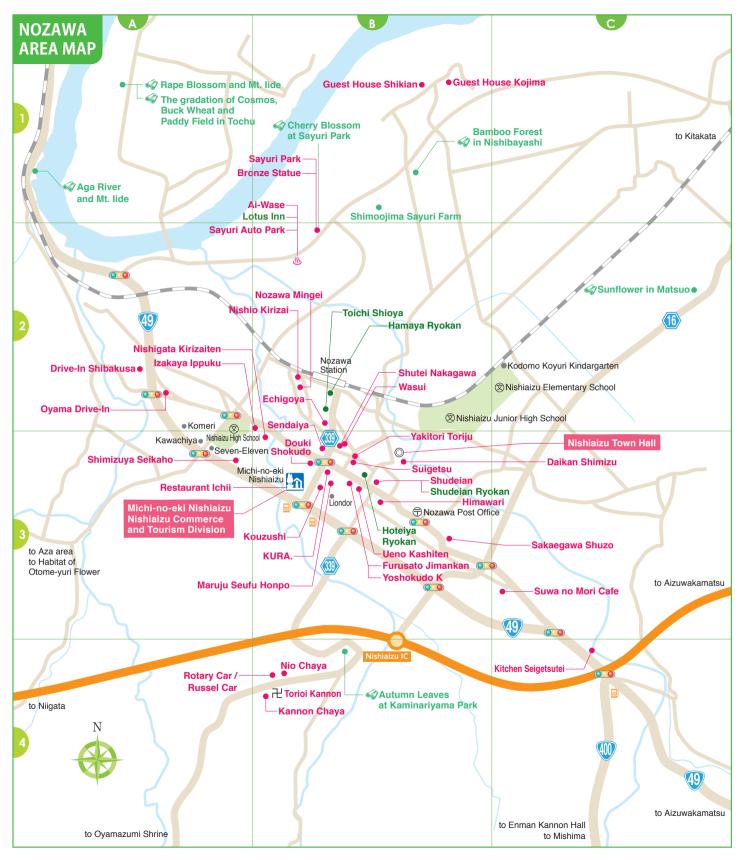








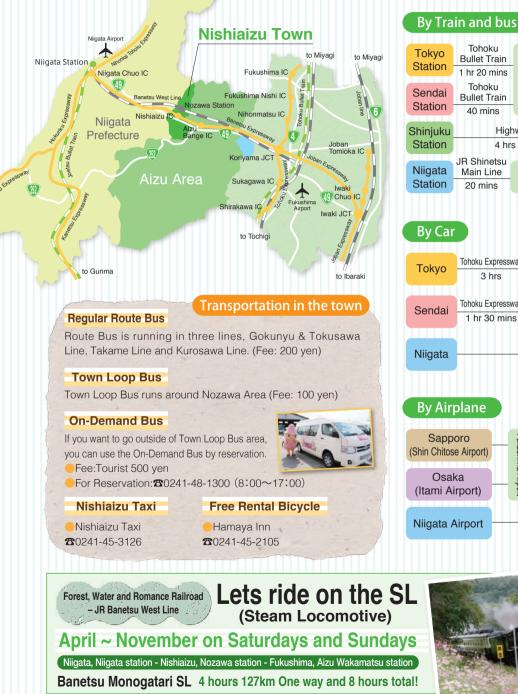


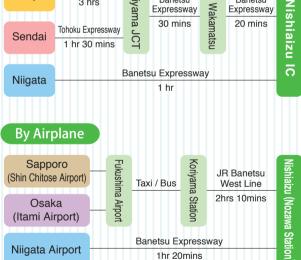




ACCESS AND TRANSPORTATION

Information about access to Nishiaizu Town and transportation for touring in the town.





Tohoku

Bullet Train

1 hr 20 mins

Tohoku

Bullet Train

40 mins

JR Shinetsu

Main Line

20 mins

Tohoku Expressway

3 hrs

(oriyama

a Station

Highway Bus

4 hrs 30 mins

Niitsu

Station

Koriyama

līzu

Wakamatsu Statior

JR Banetsu West Station

2 hrs

Aizu

Banetsu

Expressway

30 mins

JR Banetsu West Line

50 mins

Banetsu

Expressway

20 mins

JR Banetsu

West Line

1 hr 20 mins

lishiaizu (Nozawa Station)





Hotel & Inn



Lotus Inn There are various facilities such as natural hot spring, jacuzzi, and the restaurant "Ai-Wase" uses Nishiaizu's mineral vegetables.

187 Shimoojima Tosejima Nishiaizu, Yama-gun, Fukushima 969-4495 20241-45-2900 Mar NOZAWA AREA B-2

Hamaya Ryokan	Shimokoya Nozawa, Nishiaizu 969-4 2 0241-45-2105	1406 MAP NOZAWA AREA B-2
Toichi Shioya	2404 Uehara Nozawa, Nishiaizu 969 23 0241-45-2015	
Hoteiya Ryokan	2011 Haramachi Nozawa, Nishiaizu 2 0241-45-2011	969-4406 MAP NOZAWA AREA B-3
Shudeian Ryokan	2240 Haramachi Nozawa, Nishiaizu 2 0241-45-3747	969-4406 MAP NOZAWA AREA B-3
Iwanekan	Front of Oyamazumi Main Shrine Okubo	Nozawa, Nishiaizu 969-4406 MAP OYAMA AREA
Osakaya Ryokan	731 Yaheishiro line Okugawa, Nishi 2 0241-49-2933	aizu 969-4731 MPNISHIAIZU WIDE-AREA
Other Farm Stay Guesthouse	Please check Page 16.	

CONTACT

Nishiaizu Town Hall	(Nozawa) 2 024	1-45-2211 http://www.town.nishiaizu.fukushima.jp
Nishiaizu Town Commerce and Tourism Div	rision (Nozawa) 🛛 🕿 024	1-48-1666 http://nishiaizu-kanko.org
JR Nozawa station (Nozawa)	☎ 0241-45-2112	Nishiaizu Police Box (Nozawa) 20241-45-2049
JR Kaminojiri station (Muraoka)	☎0241-47-2044	Nishiaizu Fire Station (Nozawa) 20241-45-3119
Aizu Bus Nozawa Branch (In front of Nozawa station)	☎0241-45-3130	Nishiaizu Clinic (Nozawa) 20241-45-4228
Nishiaizu Taxi (In front of Nozawa station)	☎0241-45-3126	Muraoka Clinic (Muraoka / Kaminojiri) 20241-47-2025
Nishiaizu Commerce and Industry Association (Nozawa)	☎0241-45-3235	NEXCO Nishiaizu IC toll gate (Nozawa) 20241-45-2588
Sayuri Park Administration building (Tosejima)	☎ 0241-45-4317	JAF Push LINE (Connect to the local station) 🕿 # 8139
Michi-no-eki Nishiaizu (Nozawa / Shimojo)	☎ 0241-48-1512	JAF Aizu base (Aizu Wakamatsu) 20242-32-0110

	Annual Events in Nishiaizu
	Events in a
	In Nishiaizu
January	•Nozawa New Year Market
February	•Oyamazumi Shrine Lunar New Year's Day Two year visiting
	•Nishiaizu Winter Festival
April	•Mountain Stream Fishing opening
Арги	•Katakuri flower Watching
	•Sugari Mountain Opening
May	•Torioi Kannon Young Leave Festival
May	•Kouyou Mountain Opening
	•Rape flower Festival
	•Mental and Physical Health Walk in Oyama
	•Kagami Mountain Opening
	•Nishiaizu Classic Car Show
	•Nagasakura Mountain Vegetable Park opening
June	•Oyama Festival
June	(Oyamazumi Shrine Spring Festival)
	•Otome-yuri Festival
	•Okugawa Health Marathon Event
	•Fire Fly Festival
July	•Fuji Mountain Opening
	•Kurojizo Honorable Festival
	·lide Mountain Gathering
August	•Onokesama (Local Temple Summer Festival)
	•Tanabata Festival
	•Social Welfare Bon-Odori Festival
	•Furusato Okugawa Bon-Odori Event & Beer Garden
	•Nozawa Summer Festival
September	·ldeto lwaya Festival
	•Nozawa Festival
	•Nishiaizu International Art Village Open-call Exhibition
	•Nishiaizu Nigiwai Festival
	•Autumn Fishing Event
October	•Torioi Kannnon Autumn Leave Festival
	•Oyamazumi Shrine Autumn Festival
	•Oyamazumi Shrine Autumn Festival - Autumn Leaves Walking
	•Nishiaizu Furusato Festival
November	•Okugawa New Soba Festival
	•Hashiya Soba Festival
	• "Aza Otome-yuri village" New Soba Festival
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* For more details, please check the Nishiaizu Town's website or the Nishiaizu Town Commerce and Tourism Division.

