

Fermentation Tourism

3 DAYS IN HOKURIKU WITH HIRAKU OGURA

TRIP OVERVIEW

DURATION

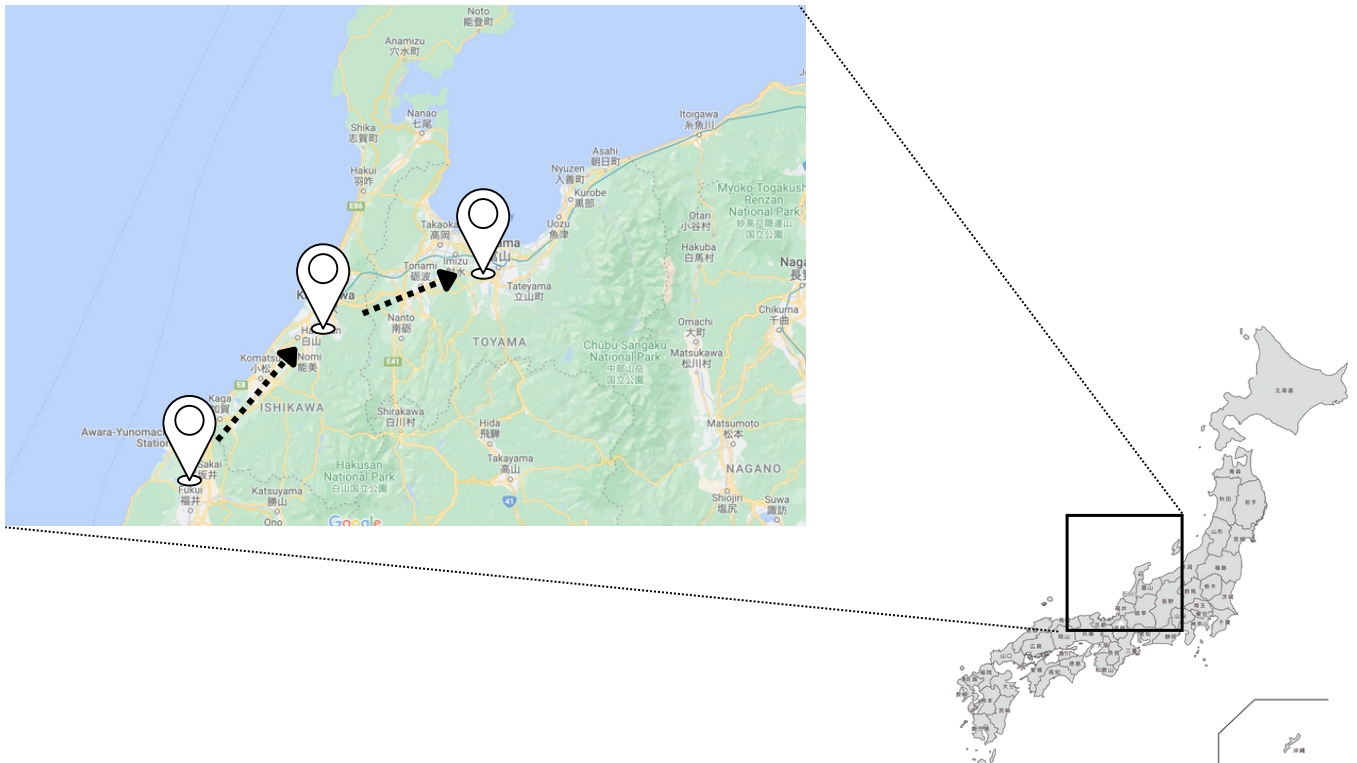
3 DAYS

STARTS IN → ENDS IN

FUKUI → TOYAMA

OPERATED IN

ENGLISH



INTRODUCTION

- You are invited to the Fermentation Tourism of Nippon/ Hokuriku exhibition hosted by Hiraku Ogura and San-J. Hiraku will guide you and introduce unique and exotic Japanese fermented food.
- Take part in miso and kabura sushi making, sake tasting and visit soy sauce manufactures and sake breweries. Full of experiences!
- Transportation during the trip and a translator are included.

This tour is designed for all those who are interested in Japanese fermentation and would like to savor their passion.

ITINERARY

DAY 1 OCT. 8(SAT)

START POINT : AWARA ONSEN STATION

1-CHÔME-12 HARUMIYA, AWARA, FUKUI 919-0632, JAPAN

MEETING TIME : 9:15- 9:30 AM

- 9:15 AM MEET AT AWARA ONSEN STATION
- 9:45 AM DEPART FROM THE STATION TO KANAZU FOREST OF CREATION
- 10:00 - 11:30 AM
FERMENTATION TOURISM OF NIPPON/ HOKURIKU
SPECIAL GUIDE BY HIRAKU OGURA
- 12:00 - 2:00 PM ESHIKOTO
LUNCH & OBSERVATION
- 2:30 - 4:00 PM KOMEGO MISO PRODUCER
KOJI EXPERIENCE
- 4:15 - 5:15 PM TOKOYAMA JOZO
OBSERVATION, SAKE TASTING
- 6:00 PM ARRIVAL AT RYOKAN HAIYA
ONSEN, JAPANESE OMAKASE DINNER TO FOLLOW
- LUNCH AND DINNER INCLUDED

Departing Awara Onsen Station at 9:45 am, our first stop will be the Kanazu Forest of Creation Museum for the "Fermentation Tourism of Nippon/ Hokuriku" exhibition by a private bus.

The organizer of this event Hiraku Ogura, also known as the "Fermentation Designer" has visited local fermented food producers from all over Japan. You will encounter a variety of unique Japanese fermented products personally curated by Hiraku Ogura and his travels.

Lunch at Eshitoko will follow. Here we'll be tasting Kokuryu from Kokuryu sake brewery.

At Komego, we will observe miso-kura and experience their koji.

Next we will visit Tokoyama Jozo and observe their sakagura and enjoy a sake tasting.

At last, we will welcome you with an Omakase dinner with fresh seafood and vegetables after enjoying a relaxing onsen.

HOW TO GET TO AWARAONSEN STATION?

TRANSPORTATION

From Tokyo Station : About 4 hrs by Hokuriku Shinkansen and Thunderbird

From Haneda Airport : About 4 hrs by Keikyu Airport Line, Tokaido Shinkansen and Shirasagi

From JR Osaka Station : About 2 Hrs by Thunderbird

Convenient Transit App : <https://world.jorudan.co.jp/mln/en/>

***Highly recommend to stay at a hotel near Awaraonsen Station the day before the first day.**

ITINERARY

DAY 2 OCT. 9(SUN)

START POINT : RYOKAN HAIYA LOBBY

MEETING TIME : 8:30- 8:45 AM

- 8:50 DEPART FROM RYOKAN HAIYA
- 10:00 AM- 1:30 PM ONO- MINATO(THE PORT)
EXPLORE ONO- MINATO, MISO MAKING
LUNCH, SHOPPING
- 2:10 - 3:40 PM SHIJIMAYA-HONPO
MAKING KABURA-SUSHI
- 4:00 - 5:30 PM FUKUMITSUYA
TASTING, EXPLORING CHAYA-MACHI
- 5:45 PM ARRIVAL ANA CROWNE PLAZA HOTEL

- BREAKFAST AND LUNCH INCLUDED

We will start the 2nd day of our trip exploring the port of Ono. The town of Ono is known for its soy sauce. Soy sauce production was introduced at the beginning of the Edo period, and many original soy sauce breweries are still operating today. Ono soy sauce is characterized as having a moderately sweet and mellow taste. There are shops where you can enjoy fermented foods and soy sauce flavored soft-serve ice cream.

We will observe soy sauce manufacturers and experience miso making. Lunch will be served at Yamato soy sauce brewing.

After lunch we will head to Shijimaya- Honpo where we will tour their facility and make Kabura- sushi.

Then we will end the day by tasting sake and koji products at Fukumitsuya which holds the longest history as a sake brewer in Kanazawa prefecture.

After checking in at ANA Crowne Plaza Hotel, enjoy the night life of Kanazawa.

*Dinner is not included. We will give you a list of recommended restaurants.

ITINERARY

DAY 3 OCT. 10(MON)

START POINT : ANA CROWNE PLAZA LOBBY

MEETING TIME : 8:15- 8:30 AM

- 8:30 DEPART FROM ANA CROWNE PLAZA HOTEL
- 9:30 AM- 12:00 PM YAMAGEN-JOZO & KANAYAMACHI OBSERVATION AND EXPLORING
- 12:40 - 3:00 PM SAYS FARM (WINERY) LUNCH & EXPLORING VINEYARD
- 3:15 - 4:15 PM KAKITA FISHERY OBSERVATION
- 5:15 - 6:00 PM D&DEPARTMENT TOYAMA SHOPPING
- 6:05 - 6:45 BAR DE MITOMI DINNER
- BREAKFAST AND DINNER INCLUDED

Today, we will visit Yamagen- Jozo that has a history of 250 years. They will introduce us to their Kura as we learn the technique and secrets of miso and soy sauce making.

Traditional lattice-front houses still line the stone paved street of Kanayamachi, preserving the area's four hundred year old beauty. In 2012, Kanayamachi became the first of all of Japan's metal casting towns designated as an area of Important Preservation District of Historic Buildings.

Enjoy lunch at SAYS FARM, a winery in Toyama with fresh local produce on your own. After enjoying the meal, you can walk around their vineyard.

Next stop is the Kakita fishery where you will observe fresh fish processing. Their fermentation technique is a must-see!

We will end this tour at BAR DE MITOMI by tasting more sake and light meal.

END POINT : BAR DE MITOMI AT TOYAMA STATION

TRANSPORTATION

To Tokyo Station : About 2.5 hrs by Bullet train

To Narita Airport : About 4.5 hrs by Bullet train and Keisei Line

To JR Osaka Station : About 3.5 Hrs by Bullet train and the Thunderbird

Convenient Transit App : <https://world.jorudan.co.jp/mln/en/>

WHAT'S INCLUDED

- 2 nights accommodation (Ryokan and a hotel)
- 6 meals (2 breakfasts, 2 lunches, 2 dinners)
- Transportation during the tour
- Invitation to the Fermentation Tourism of Japan/ Hokuriku
- Visiting 8 fermented food producers
- Knowledgeable translator

WHAT'S NOT INCLUDED

- Meals : Other than specified (Dinner on Oct 9th is not included)
- International flight between the US and Japan
- Transportation before and after the tour
- VISA
- Travel Insurance (Highly recommended)

TRAVEL REQUIREMENTS

- **Attendees must live in the US and Canada** (Since each country's Japanese Embassy issues VISAs differently, we are limited to US and Canada residents only at this time)
- **Attendees must hold a valid passport from the following countries:**
https://www.mofa.go.jp/j_info/visit/visa/short/novisa.html
- **Required documents: COVID Negative Test Result Certification**
 - *If you are unable to submit a valid certificate of inspection, you will not be allowed to enter in Japan based on the Quarantine Law.
 - *In the country of departure, if you do not have a inspection certificate before boarding, you will be denied boarding the aircraft.
 - *Refunds will not be granted even if participants test positive after landing in Japan or if they are denied entering Japan due to the certificate not being correctly filled out.

TOUR PRICE

\$1350 for 1 person based on sharing a room (2 people per room)
\$1500 for 1 person per one room

RECOMEDATION

- **Rental WI-FI** : <https://pocket-wifi-japan.com/>
Especially in the Hokuriku region, hotspots are limited. You can pickup a rental Wi-Fi device at Narita, Haneda or Kansai airport.
- **Convenient Transit App** : <https://world.jorudan.co.jp/mln/en/>

FOR SPECIAL FOODS NEEDS

If you have any allergies or dietary restrictions, please state them during your reservation, so that we can accommodate to the best of our abilities

ACCOMMODATION SUGGESTION

AWARAONSEN (OCT. 7- 8TH)

- Grandia Housen
- Yukai Resort Seiunkaku

TOYAMA STATION (OCT. 10- 11TH)

- Daiwa Roynet Hotel - Toyama-Ekimae
- Toyama Excel Hotel Tokyu
- Hotel Jal City Toyama

CANCELLATION POLICY

- Until Sep 7th: 80% refund
- After Sep 8th: Zero refund

HOW TO APPLY

Please send an email to takashi@san-j.com with your full name, your passport issued country, and your current address. You will receive reply from us within 3 business days in case your spot is secured. On the reply, it will instruct how you can wire to San-J.