

# Niigata

Taste the  
Colorful Tide

Gaze on the poetic waters of Nihonkai (日本海), Niigata Prefecture's source of rich delights available year-round.



**R**egarded as the long-standing source for Japan's highest quality rice and sake, Niigata also offers visitors their magnificent world famous SEAFOOD!

At the geographical heart of the Japanese archipelago, Niigata has been blessed with four distinct seasonal faces - one each for spring, summer, autumn and winter. From outdoor fun in the mountains or sea, to unique dishes filled with seasonal seafood and the earth's bounty, all are ensured to fulfill their pleasure.

This winter, find out why and taste the mind-blowing SEAFOOD of Niigata. Fall in love with the gorgeous landscape and mouth-watering seafood!

Niigata

Tokyo

**NIIGATA: HOW DOES IT SQUARE UP TO THE REST OF JAPAN?**

Rice production Shipments of <i>beika</i> (rice snacks)	Number of Important Tangible Folk Cultural Properties	Number of Shinkansen stations	
Shipments of metallic Western tableware	<b>1st</b>	Number of koi farmers	
Tulip production		Number of shrines	
Largest stopover for migrating swans in Japan	1st	Number of seaside resorts	3rd
Natural parks by land area	2nd	Number of hot springs with accommodation	3rd
Number of Important Intangible Folk Cultural Properties	2nd	Number of skiing and snowboarding spots	3rd
Shipments of craft and hand tools	2nd	Number of <i>ryokan</i> and hotels	4th
Shipments of sake	3rd	Number of ramen restaurants	4th
Number of Designated Traditional Crafts (under METI)	3rd	Number of businesses older than 100 years	5th

Source: Niigata Prefectural Government: <http://www.pref.niigata.lg.jp/tokei/1240862480256.html>

# SEAFOOD

## Bounty of Nihonkai



Foreign visitors are shocked to find many affordable and delectable sushi restaurants. Tourists are initially surprised by the kaiten-sushi's (回転寿司, conveyor belt sushi) quality! The expensive "Nodoguro" (rockfish) is a bargain not to be missed. Regardless of the time of your visit to Niigata, you can enjoy the taste of the seasons. Spring brings wild-caught red sea bream and bluefin tuna. In the fall and winter, pacific cod and winter yellowtails are invigorating.

Already tried conveyor belt sushi? Time to experience why traditional sushi restaurants are becoming rarer. Taste the treasure only a skillful sushi chef unleashes for you. Their time-honored techniques further enhance the already unbelievable flavors, "tightening" and "aging" the original taste of the fish exposing an exquisite combination with shari rice. It is truly a blessing to converse with a sushi chef about their dedicated craft face to face over the counter they spend their life at. Pay your respects and offer them a toast in their honor.

Exotic Niigata snow crab and red snow crab that tantalizes the tastebuds of patrons at sushi-ya, pubs, inns and restaurants in the prefecture. Speak the word "crab" in Niigata and you are actually referencing the red snow crab. It is characterized by its engaging sweetness and freshness. A mix of sake and herbs is perfect for a rich tasting of crab's kani miso.



## we also have...



1. Hegiso soba is a popular local dish in Niigata. The seaweed called "Funori" is called King of Seaweed and used as a binding agent. It is characterized by being rolled up one by one in a bowl called a "hegi".
2. Tsubame seabura ramen (燕背脂ラーメン) originated in Tsubameshi, Niigata. It is characterized by large amounts of back fat, thick noodles and a thick flavored soy sauce broth.
3. Echigo Hime is a special Niigata-raised strawberry developed over 6 years with unique varieties. A luxurious soft fruit with precious sweetness and gentle acidity. Open for visits between January to June, you might be able to take a glimpse at the secret.
4. Ponshukan at Niigata, Nagaoka and Yuzawa train station - purchase different varieties of Niigata sake via vending machine.