



# The Beauty of Food and Sake in Hokuriku

ONE

ITINERARY MAP

TWO

ITINERARY OVERVIEW

THREE

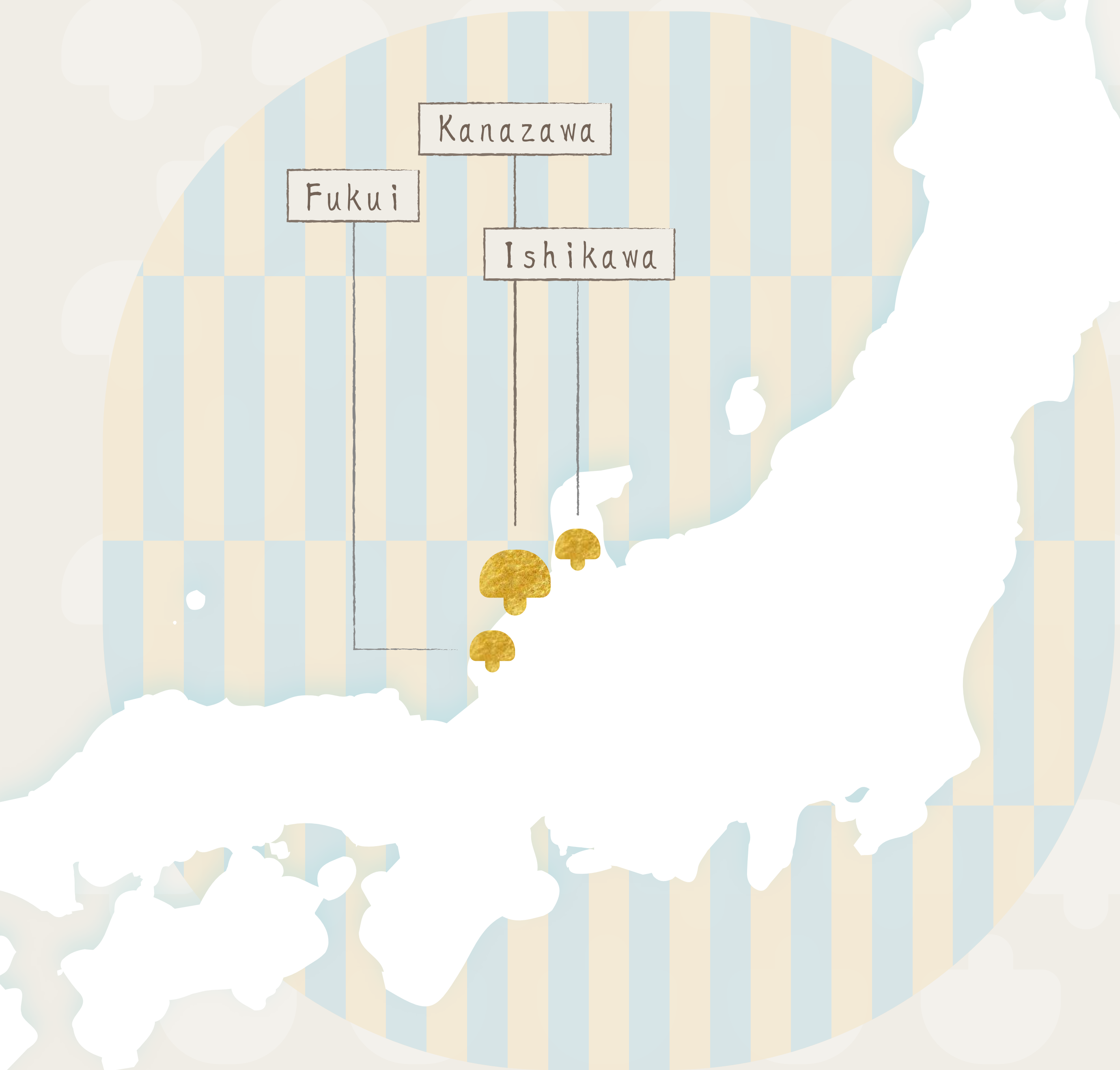
INTRODUCTION  
TO ATTRACTIONS

FOUR

DINING AND  
ACCOMMODATION



ITINERARY  
MAP



JAPAN HOKUROKU

## ITINERARY OVERVIEW

Tokyo

Kanazawa

Fukui

Tokyo



# ITINERARY OVERVIEW

~ H o k u r i k u 2 n i g h t s 3 d a y s ~

## 01

## Day 1

- 「Departing from Tokyo」 Taking the Hokuriku Shinkansen 'Grancar' from Tokyo to Kanazawa Station  
a journey of 2 hours and 30 minutes
- 13:00 ▶ 14:00 Lunch: Enjoying local specialty high-end ODEN
- 15:00 ▶ 16:00 Guided tour of Kenrokuen Garden and Kanazawa Castle with expert commentary
- 16:00 ▶ 17:30 Savoring matcha and snacks at Gyokusen-an
- 「HOTEL」 BOU YOU ROU

## 02

## Day 2

- 10:30 ▶ 11:30 visit Eshikoto by KOKURYU Sake Brewery
- 11:30 ▶ 12:30 Visit the sake cellar
- 12:30 ▶ 14:00 Tasting sake and having lunch in the sake cellar
- 15:00 ▶ 16:00 Visiting Eiheiji  
Japan's largest Zen Buddhist temple
- 「HOTEL」 BOU YOU ROU

## 03

## Day 3

- 10:30 ▶ 11:30 Heading to the Suzuki Daisetz Memorial Museum in Kanazawa City
- 11:30 ▶ 12:30 Tea Ceremony Performance
- 「 LUNCH 」 Michelin One-Star Sushi Restaurant:  
Mitsukawa or Omicho Seafood Market in Omi-cho
- Returning to Tokyo or customizing a trip to include Kanazawa, Toyama, and Shirakawa-go

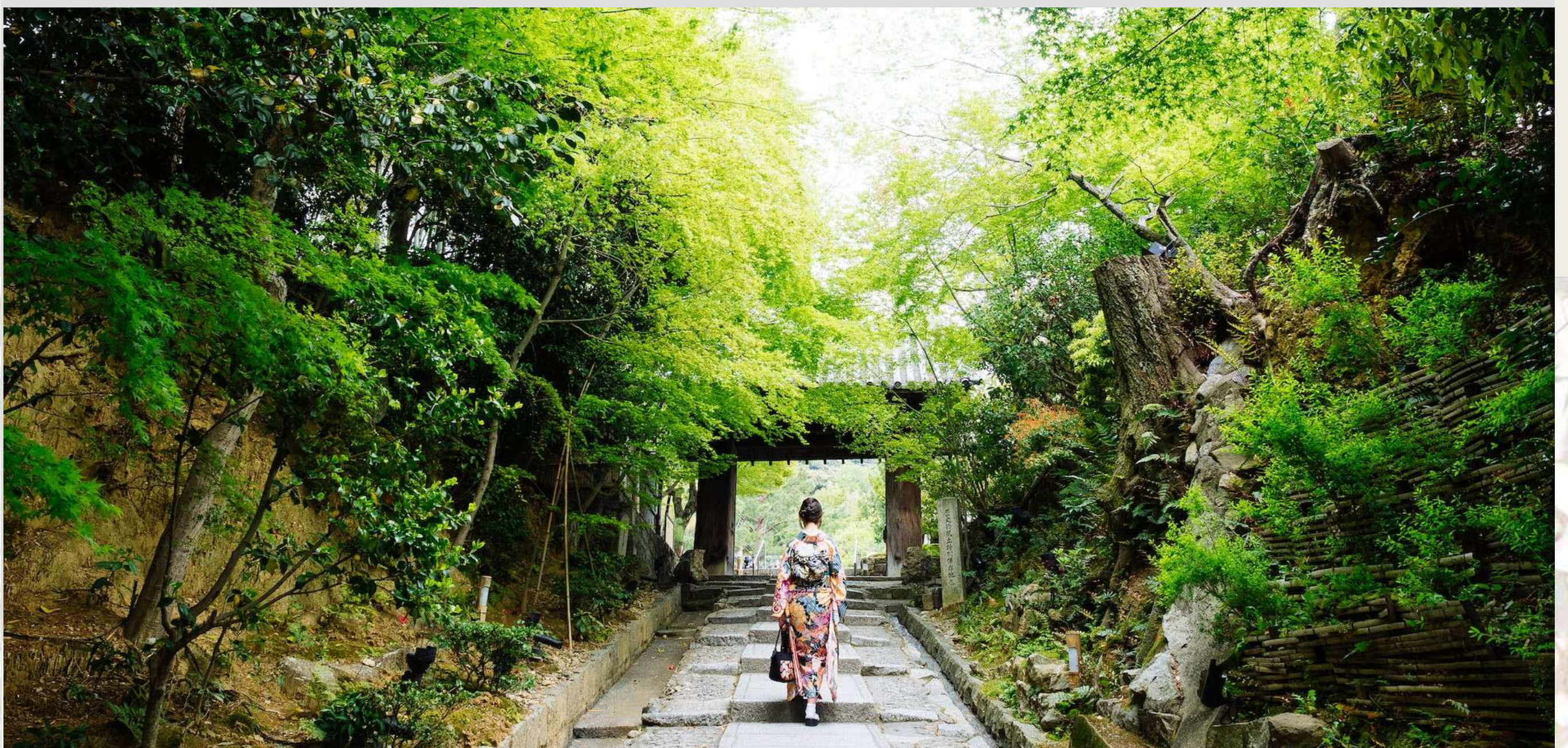


# INTRODUCTION TO ATTRACTIONS

# KANAZAWA

- 金 泽 -

Kanazawa City, located in Ishikawa Prefecture, Japan, is the largest city in the Hokuriku region (excluding Niigata). In Japanese, "Kanazawa" consists of two characters, with "金" meaning gold and "泽" referring to marshes or mountain streams. The city is often associated with wealth and gold and it is renowned for its rich cultural heritage, cuisine, history and arts.



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*Kanazawa is often referred to as  
the "City of Gold" in Japan*

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The origin of the name "Kanazawa" comes from a legend that tells the story of a poor farmer named Imohori Togorou (芋掘り藤五郎) who made a living by digging up yams.

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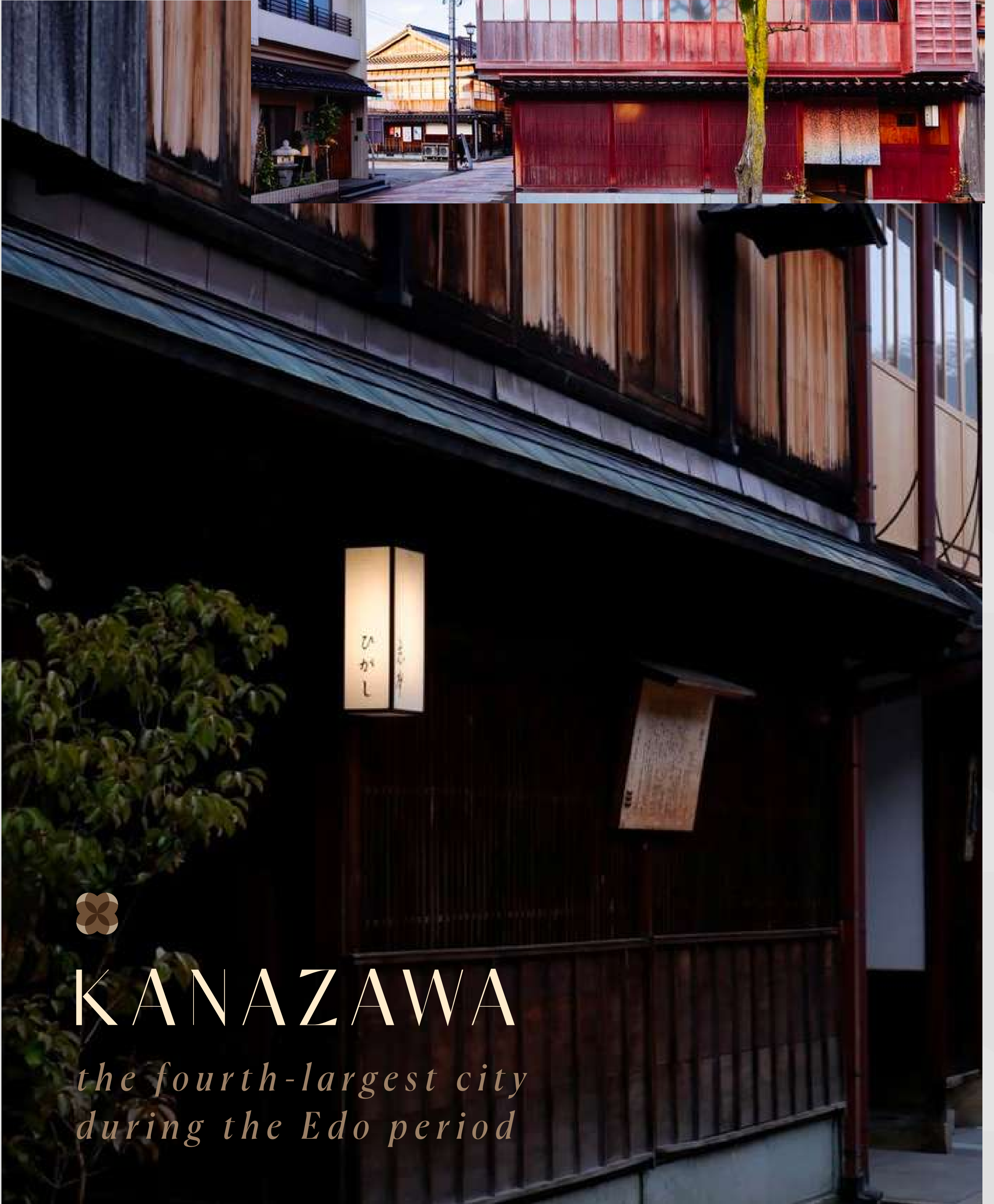
One day, while digging yams, he discovered some gold particles clinging to the yams. Not knowing the true value of gold, Imohori Togorou decided to wash the yams by the riverside. This river was later named "Kanazawa River" (金洗いの沢), which translates to "Gold-Washing River" in reference to the event

”



tradition

modern



# KANAZAWA

*the fourth-largest city  
during the Edo period*

- Kanazawa has a rich and illustrious history. During the Edo period, it was the fourth-largest city in Japan, following only Tokyo, Kyoto, and Osaka. The city boasts numerous historic buildings, old streets, and a rich cultural heritage.

Notably, it escaped bombing during World War II, preserving many of its historical treasures. Kanazawa has also seen a strong tradition of inheriting and promoting its cultural heritage.



# ESHIKOTO

KOKURYU Sake Brewery

*With 219 years of history,  
they have dedicated themselves to creating  
an awe-inspiring top-tier sake cellar*



*A private and  
exclusive experience*



INTRODUCTION  
TO ATTRACTIONS

ONE HISTORY

eshikoto

## *The owner of KOKURYU Sake Brewery*

### The Evolutionary -MIZUNO Family

Compared to French wines and Chinese Baijiu, Japanese sake is generally more affordable. However, domestic sake consumption in Japan has been declining due to a combination of sluggish price increases and reduced sales volume. In a 2021 survey, over 50% of sake producers in Japan reported losses, and the number of sake breweries continues to decrease.



According to a 2021 survey by the National Tax Agency of Japan, 99.5% of sake producers are small and medium-sized enterprises, which lack strong negotiating power, contributing to these challenges. Within the industry, the Mizuno family has been a pioneering revolutionary presence, continuously challenging the traditional concepts of Japanese sake. They have successfully introduced high-priced brands like "石田屋" and "無二" to the market, garnering significant attention. While other sake producers struggle to survive, Kurofune Sake Brewery's ability to innovate and adapt has played a crucial role in their success, making our visit to meet President Mizuno an important reason for their resilience.





TWO

# THE PROTECTOR.

***MIZUNO Family***



eshikoto

***KOKURYU Sake Brewery is located in Eiheiji-cho, Fukui Prefecture***

Where the local population is only around 17,000 people and is expected to continue decreasing

In the vicinity of the ESHIKOTO sake brewery, there are only 35 households remaining.

The new sake brewery, situated on a slope facing the Kuzuryu River, rigorously measured the building's height from the initial design stage.

The rice fields originally located at the sake brewery site were replanted on the roof to ensure that residents can still enjoy the same view from their homes as before

Entering the restaurant and shop within the sake brewery, you'll notice that the staff are all very young and stylish. After multiple visits and conversations, it's surprising to discover that almost all the employees here have returned to their hometown of Fukui from larger cities. The construction materials used for the new sake brewery, such as old stones and wooden doors, are sourced locally from Fukui Prefecture.

The Mizuno family is not just in business; they are also guardians of their hometown.



INTRODUCTION  
TO ATTRACTIONS



## SPECIAL ARRANGEMENTS

01

Japanese artist and sake sommelier  
**RITSUKO SHIMADA**  
Providing explanations on sake tasting

02

Accompanied by the sake brewery owner  
during the tour

03

A private lunch  
in the sake cellar

04

Tasting five different varieties of sake produced  
by KOKURYU Sake Brewery



かなざわじょう

## KANAZAWA CASTLE

one of Japan's  
top 100 famous castles

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During the Edo period, it served as the castle of the Maeda, who were the lords of the Kaga Domain.

The ruins of the castle keep have been designated as an important cultural property of Japan.



INTRODUCTION  
TO ATTRACTIONS

## Built in 1583

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Kanazawa Castle was the residence of Maeda Toshiie, the first retainer of Toyotomi Hideyoshi.

Due to historical reasons, the original castle was not entirely preserved, but the reconstructed Tatsumi Yagura, Gojikken Nagaya, Hashizumemon Tsuzumi Yagura, and other structures recreate the wooden castle's appearance from a century ago, showcasing its elegant beauty.

## During its heyday

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Kanazawa Castle was a traditional hirayama-style castle, featuring the main enclosure (honmaru), secondary enclosure (nijomaru), and tertiary enclosure (sanjumaru), surrounded by outer walls, following a multi-turreted structure. However, several natural disasters caused extensive fires that nearly destroyed most of the castle.

Subsequently, the secondary enclosure became the central focus, but it too was burnt down in 1881.

## Today

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Kanazawa Castle retains the Ishikawa Gate, which was reconstructed in 1788, and features restored structures such as the Tatsumi Yagura, Gojikken Nagaya, and Hashizumemon Tsuzumi Yagura, reconstructed in 2001, which recreate the historical landscape of the castle during that period.



# KANAZAWA

けんろくえん

# KENROKUEN Garden



*together with Kairakuen in Ibaraki Prefecture  
and Korakuen in Okayama Prefecture,  
are collectively known as the  
"Three Great Gardens of Japan"*



These gardens are designated as special places of scenic beauty by the Japanese government.

Kenrokuen, was constructed in 1676 and was not fully completed and opened to the public until 1871. It is located in the heart of Kanazawa City in Ishikawa Prefecture, Japan.



## The D.T. Suzuki Museum

D.T. Suzuki (1870-1966) was a world-renowned authority in Zen Buddhism, a prominent Japanese Zen scholar, and philosopher. He held positions such as lecturer at Tokyo Imperial University, professor at Otani University, and visiting professor at Columbia University in the United States.

Born in Kanazawa, Suzuki was nominated for the Nobel Peace Prize in 1963 and is considered one of the foremost Eastern philosophers. He played a significant role in bringing Eastern Zen Buddhism to the Western world and promoting its understanding and practice. While he was not awarded the Nobel Peace Prize, his work is widely recognized as a significant contribution to the field of Zen Buddhism and Eastern philosophy.

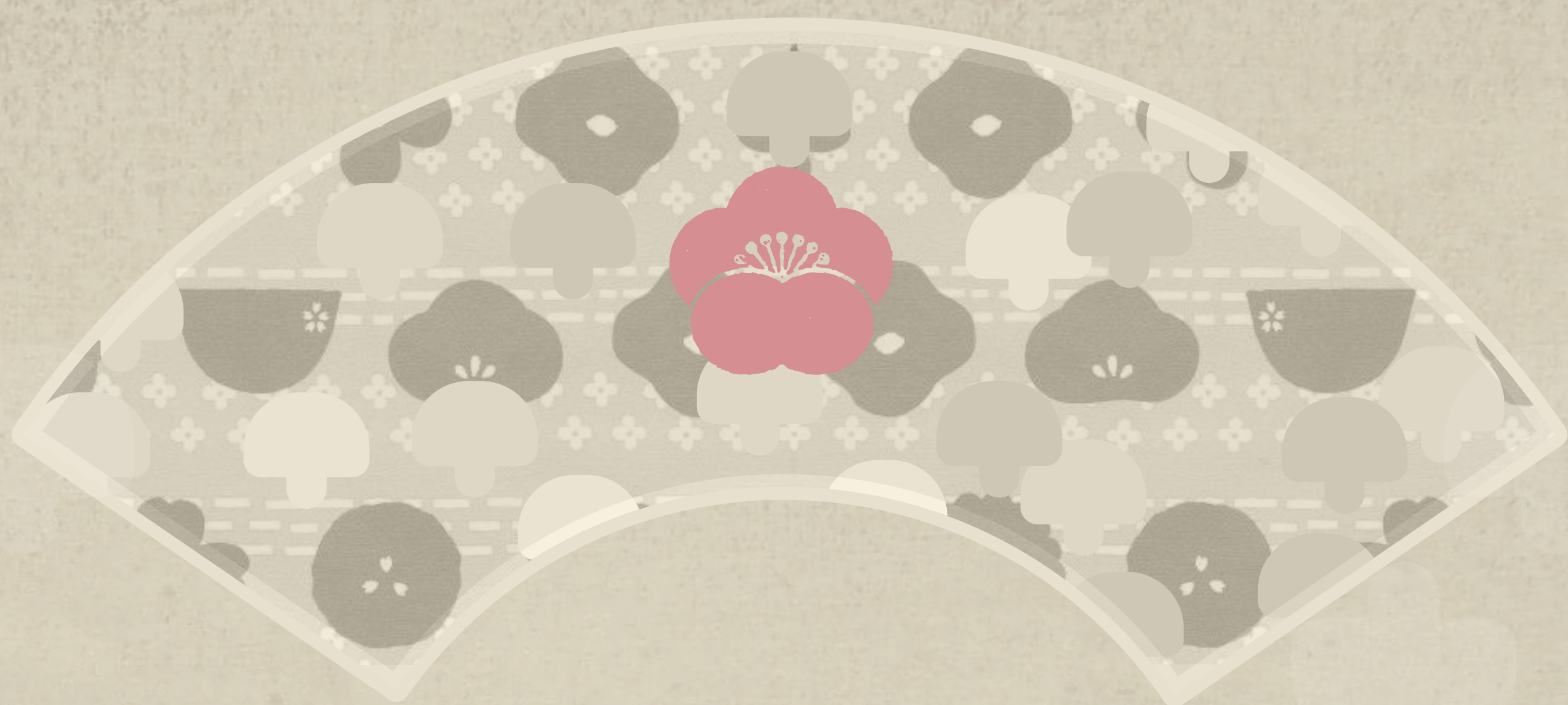


## GYOKUSEN-IN MARU TEIEN *also known as Gyokusen Garden*

—  
is a garden located within the residence "Gyokusen-in Maru" of Maeda Toshitsugu, the lord of the Kaga Domain, during the Edo period. Although it was abolished along with Kanazawa Castle during the Meiji era, it was reopened to the public in 2015.

The garden offers panoramic views from the tea house "Gyokusen-an" and features a landscape with varying elevations, a pond, small bridges, and pine trees from Ishikawa Prefecture, creating stunning scenery. In the winter, you can also enjoy the beautiful sight of snow-covered cedar trees.





DINING AND  
ACCOMMODATION



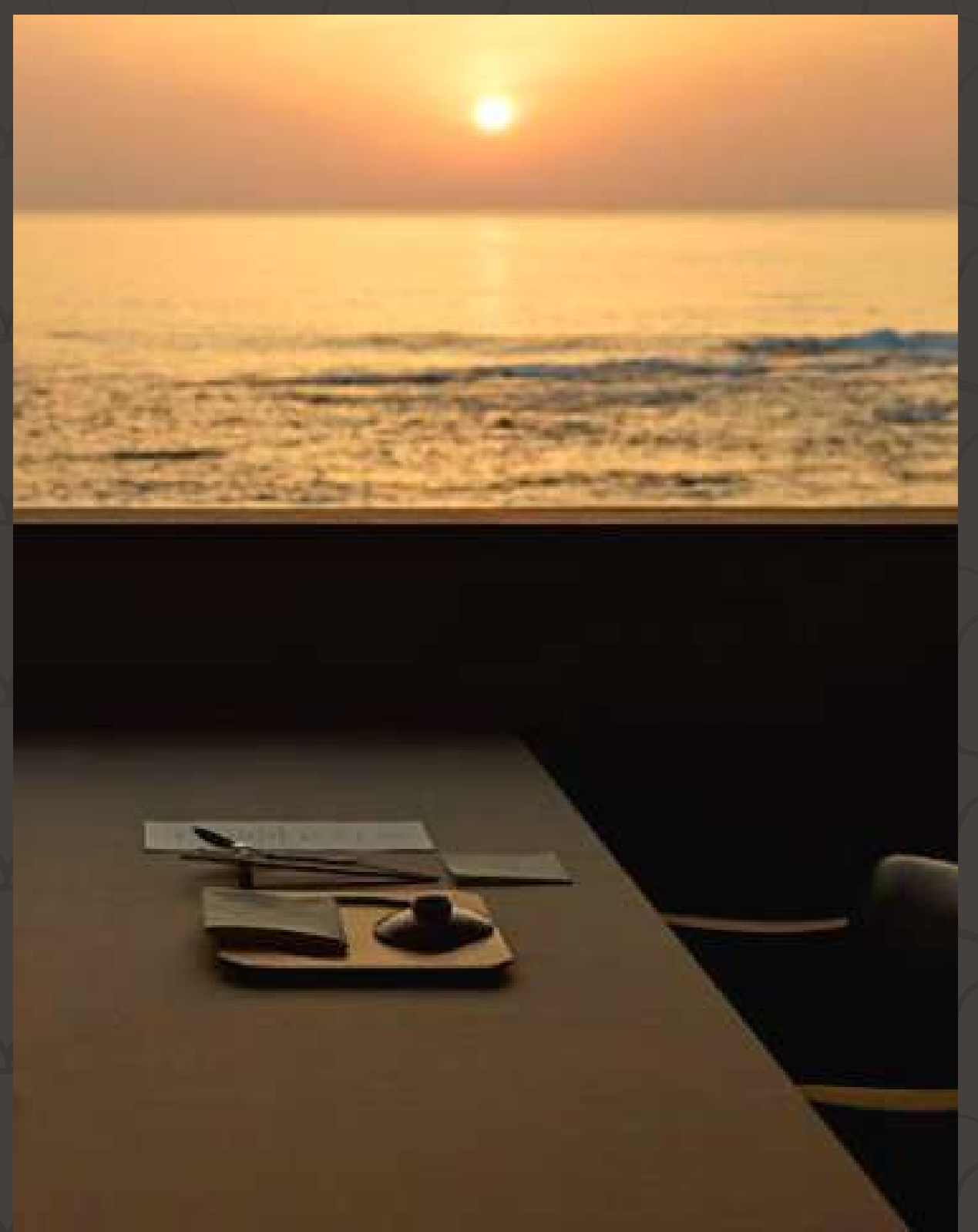


# BOU YOU ROU

*One of the hotels you must stay at in your lifetime*

We are not pursuing luxury or extravagance; instead, we are dedicated to maintaining the style that BOU YOU ROU has always upheld. In our over a century of history, no two days have been the same.

Today and tomorrow, we hope to provide you with the best service possible.



# BOU YOU ROU offers seven unique guest rooms, each with its own distinct design.

We use materials like stone and paper sourced from Fukui Prefecture for interior decoration tailored to the characteristics of each room, ensuring that guests can experience a one-of-a-kind stay.

You can relax and feel the harmony between nature and your inner self in the bathtub located by the horizon of the Japan Sea.



*Every year during crab season, many guests come to BOU YOU ROU to savor our Echizen crab.*



*Echizen crab, often referred to as the king of crabs, is known for its exceptional quality.*

At BOU YOU ROU, we take pride in offering you the highest quality Echizen crab. We have dedicated crab assessors who carefully examine the color and shape of the crab shells to determine the fullness of the meat and the condition of the crab roe, selecting the finest crabs.

Furthermore, throughout the process of handling the crabs, from removing them from the water tank to the preparation and serving, we conduct thorough checks to ensure that only the best crabs make it to your dining table.

# SEAFOOD MARKET

market

*It serves as a melting pot for delicious offerings from the Hokuriku region, fresh seafood from the nearby waters, and locally grown vegetables.*

*If you're planning to enjoy seafood rice bowls and sushi, be prepared for long lines at many popular shops where people eagerly wait to savor these delicacies.*



KANAZAWA

*The Omicho Seafood Market has been a cornerstone of this city's culinary culture for nearly three centuries since its establishment in the mid-18th century*

THANK YOU

