



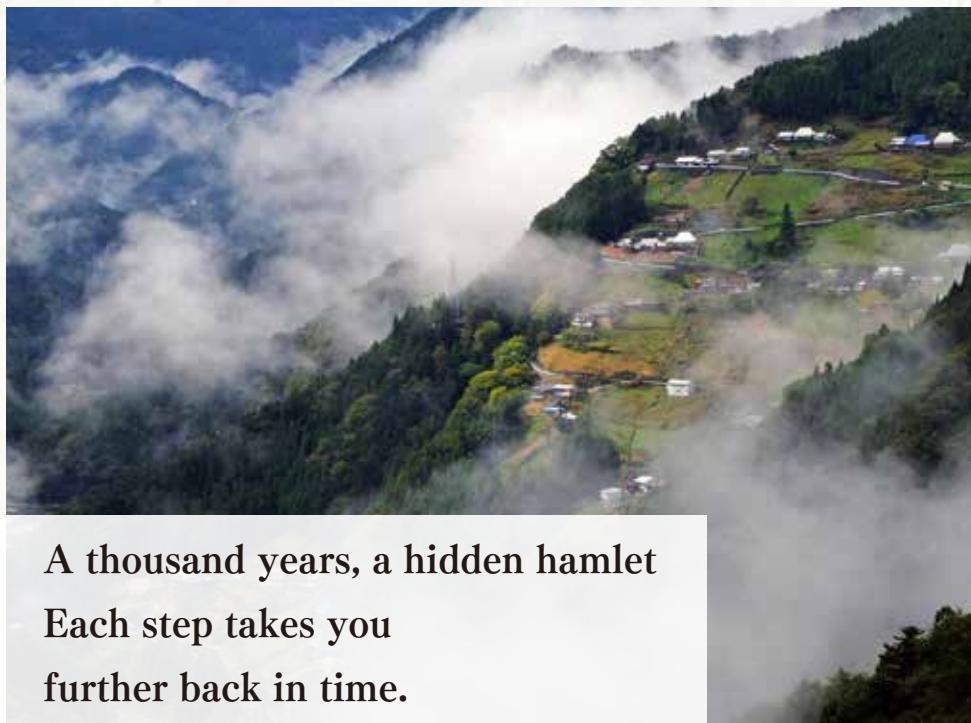
Inquiries

A Thousand Years, a Hidden Hamlet Certified Brand Board of Directors (Western Tokushima Pref Government Tourism)

TEL.0883-76-0366 FAX.0883-76-0450

URL <https://nishi-awa.jp/brand/>

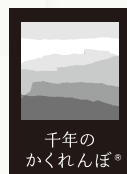




A thousand years, a hidden hamlet
Each step takes you
further back in time.

Time stands still amid the mighty shadow
of the mountains; Nishi-Awa,
where life and warmth exist unchanged from days of old.
Discover new life in tradition.

The "A Thousand Years, a Hidden Hamlet" Certified Brand
assembles foods and crafts unique to the Nishi-Awa area that are
derived with materials and ingredients grown right here in our land.
Each product features descriptions in both Japanese and English to
broaden our international reach, so visitors from overseas can
purchase them with peace of mind. Products also bear our logo
mark, depicting fog-shrouded mountains in the vein of a traditional
ink painting. We invite you to experience and partake of
Nishi-Awa through our "A Thousand Years, a Hidden Hamlet"
brand products.



The scenery itself echoes the soul of tougenkyo, an earthly paradise.

Surrounded by steep mountains in the heart of Shikoku lies Nishi-Awa, where cozy
hamlets rest on steep mountain slopes; an agricultural landscape of stone-walled fields
and farmhouses that preserve the original scenery of Japan. Here, traditional farming
methods have been preserved since ancient times, and are now recognized as valuable
World Agricultural Heritage systems. The rich tradition and culture of farming and
food weave the stories of not only the locals, but those who partake of it, as well!

With every purchase of the "A Thousand Years, a Hidden Hamlet Brand", you
support farmers and craftsmen, helping to protect the ancient traditions and agricul-
ture of our land. These ethical and sustainable products make the perfect souvenirs for
your trip.

Beverages: Tea grown on steep slopes in Nishi-Awa and craft cola made with chili peppers and sansho (Japanese pepper) from the mountains of Nishi-Awa



Image is for illustration purposes.



Roasted Boke Bancha

2.5g × 8 bags, 70g (tea leaves)

Kyokufuen

Traditional bancha tea from Oboke, Miyoshi, roasted over high heat for a rich, smoky flavour. This tea is grown using traditional, steep slope agricultural methods, and has a distinctive, refreshing flavour.

URL <https://kyokufuen.com/>



Image is for illustration purposes.



Fuchimyo Green Tea

50 g (tea leaves)

Nitoha, Inc. Tea.M

A precious gift from nature, grown in the Anabukifuchimyo area of Mima City at an altitude of 450 m. The tea is grown on the World Agricultural Heritage-listed "Nishi-Awa Sloping Land Farming System". The tea is also grown using only rainwater, in accordance with natural farming methods. The tea can also be enjoyed cold-brewed.

URL <https://nishiawa-team.com/>



Image is for illustration purposes.



Matsuka Farm Yuzuna × Fuchimyo Green Tea

2g × 5 tea bags

Nitoha, Inc. Tea.M

This tea is blended with the rind of a type of organic yuzu citrus called "Yuzuna", cultivated at Matsuke Farm in the Koyadaira district of Mima City. "Yuzuna" grown in a mountainous area where the temperatures fluctuate between cold and hot make for a juicy yuzu flavor and a luxurious aroma.

URL <https://nishiawa-team.com/>



Fukkaru Cola

Bottle (200 ml)

HAPPY AWA~

We named our craft cola "Fukkaru Cola" to illustrate how we value taking every opportunity we can, so we'll have no regrets in this life! The cola is made with Mimakara chili pepper from Koyadaira in Mima, Tokushima prefecture, which has the kick of a habanero with the sweetness of a melon. We combine the essentials of Tokushima, including aromatic sansho (Japanese pepper) and refreshing sudachi citrus with a variety of spices. This blend of unique ingredients makes for a spicy-sweet soda that is stimulating and refreshing.

URL <https://fukkarucola.stores.jp/>



Noodles: Handa somen and Iya soba noodles born from the bounty of the Yoshino River and Mt. Tsurugi



Image is for illustration purposes.

Handa Somen 'Nyukon hand-pulled noodles'

300g (100g × 3 bundles)

Handa Hand-pulled Somen Cooperative Association

Nyukon brand somen noodles are characterised by their thickness, firmness, strong flavour and mild texture. The union's Nyukon, of which the majority of Handa hand-pulled somen producers are members, is a product that directly represents the land, people and climate of Nishi-Awa.

URL <https://handasoumen-kumiai.jp>



Awa Specialty Handa Somen Noodles

Non-fried Cup Noodles/Instant Noodles

Kitamuro Hakusen Ltd.Co.

Hearty and tasty, these noodles have become a soul food of the Handa region. The noodles are not fried to retain the original flavour of the somen, and the rich broth was developed with Tenshin Soy Sauce Co. This handy meal is convenient for home or work.

URL <https://www.kitamuro.co.jp>



Raw Iya Soba Noodles

Serves 2 (noodles 130g × 2, sauce 20ml × 2)

Tsuzuki Shoten

The Iya area of Miyoshi City has long produced buckwheat instead of rice, as it is much more suited to the terrain and climate. Iya soba noodles are milled from buckwheat and ground into powder with the hulls, and are characterized by their thick, dark colour. Nearly 100% buckwheat, these noodles use very little wheat flour and have a thick, coarse appearance, but a hearty and rich flavour.

URL <https://www.tsuzuki-syoten.com/>



Meat: Awa Odori Chicken, Tokushima's locally raised chicken, and the bounty of the mountains, “gibier,” (wild game). Also, processed products made from Nishi-Awa's local specialties.



Image is for illustration purposes.

Iya Gibier Premium Sausage, DEER

70g×3 sausages
Iya Gibier

Wild deer meat from the Iya region's natural mountain ranges is lean and firm with a low fat content. To prevent dryness, pork is mixed into this sausage, with minimal seasoning to preserve the natural and full flavour of the meat.



URL <https://iya-gibier.com>



Image is for illustration purposes.

Mimakara Frankfurter

2 pieces
Mima Koryukan Ltd.Co.

A deliciously spicy frankfurter made by kneading Mima City's spicy specialty “Mimakara” into Tokushima brand pork, “Awa-biton”. “Mimakara chili pepper” and “Awa-biton” are carefully raised in stress-free, climate-controlled conditions, at an altitude of 550 to 700 meters in the Asan mountain range. It is a one-of-a-kind product that is juicy and satisfying.



URL <https://www.mimakara.com>



Image is for illustration purposes.

Mimakara Tsukune Meatballs

250g
Sadamitsu Shokuryo Kogyo K.K.

Tsukune meatballs made from local Awa Odori chicken and kneaded with Mimakara, a spicy specialty of Mima City. The chicken thigh, breast, and skin are mixed to create a soft and delicious texture. Enjoy in a variety of dishes such as hot pot, pizza, pasta, or stew.



URL <https://shop.sada-base.com>



Image is for illustration purposes.

Awa Odori Chicken Spare Ribs (Frozen) 400g

Sadamitsu Shokuryo Kogyo K.K.

Small and great for a snack, these aged Awa Odori chicken ribs pair well with alcohol or as a side dish for parties. Enhance the flavour even more with tomato sauce or a sprinkle of yuzu citrus pepper.



URL <https://shop.sada-base.com>



Image is for illustration purposes.

Frozen Awa Odori Chicken (BBQ Set)

Sadamitsu Shokuhin Kogyo K.K.

Awa Odori chickens are raised with care in the deep mountains of Western Tokushima by Japan's No. 1 Jidori chicken producer. This barbecue set includes chicken wings, thighs, shoulder and neck meat. The best parts of the chicken have been selected for a meat that is low in fat and rich in flavour, sweetness, and umami.



URL <https://shop.sada-base.com>



Image is for illustration purposes.

Awa Sudachi Fried Chicken, “Gaina Golden Karaage” (Frozen) Seasonal Restaurant Teiji

This Awa Sudachi Chicken is made with the best of Tokushima's ingredients from the Nishi-Awa area (Western Tokushima). The flavour is heightened with a medley of yuzu citrus from the citrus vinegars hand-pressed in Mima City, and local dashi soy sauce.



URL <https://www.teiji.jp>

Side dishes: Traditional cuisine preserved by the locals.



Konjac Fuji no Sato Workshop

Handmade countryside konjac made from 100% raw sweet potato, crafted with the experience of the ages. Made in the traditional way by mixing konjac potato with wood ash lye and hardening it. It can also be eaten as sashimi konjac without boiling.



Image is for illustration purposes.



URL <https://www.fujinosato-kobo.com>



Kyarabuki Fuji no Sato Workshop

Grown high in the mountains, this kyarabuki is a tasty side prepared with sugar, soy sauce, sake, mirin, vinegar, and togarashi (red pepper). The dish pairs well with alcohol, or eaten atop plain rice.



URL <https://www.fujinosato-kobo.com>



Image is for illustration purposes.

Simmered Ayu Sweetfish Manabe Honke Co.

Ayu no Sugata-ni (Ayu fish stewed in its original shape) has been a specialty of the Manabe Honke family for more than 60 years. Ayu is cooked slowly and carefully using traditional Mazuru soy sauce, sake, and premium Awa-bancha (green tea). The bones and head are tender and can be eaten whole. It is recommended for daily dining, as a side dish for lunch, as well as for ochazuke (rice with green tea) or snacks with sake.

URL <https://manabehonke.wixsite.com/manabehonke>



Awa Odori Minced Chicken Curry, Awa Odori Minced Chicken Tomato Curry, Awa Odori Minced Chicken Indian Curry

Sadamitsu Shokuryo Kogyo K.K.

Enjoy the deep flavor and unique bouillon in this curry, using minced Awa Odori chicken.

URL <https://shop.sada-base.com>



Seasonings: Flavors created with ingredients from Nishi-Awa



Yuzu Kosho Kotorine

Chili peppers and garlic grown on the steep mountain slopes of Nishi-Awa combine with yuzu citrus and rice malt to make a flavourful condiment. The fragrant, ripe yuzu and homemade rice malt make any dish aromatic. No additives; just the pure flavours of the countryside.

URL <https://home.tsuku2.jp/storeDetail.php?scd=0000215270>



VIVASCO・VIVASSA Kotorine

(VIVASCO) Spicy red and green chilis come together with a dash of garlic in this tasty vinegar. The green chilis add a hint of sourness, and the red chilis give a spike of heat to your dishes.

(VIVASSA) Inspired by harissa, a seasoning from the Mediterranean region, this hot pepper paste has a flair of garlic and spice that comes in after the heat.

URL <https://home.tsuku2.jp/storeDetail.php?scd=0000215270>



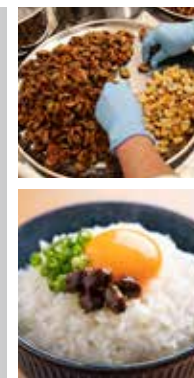
CITRUSPICE・CITRUSCO Nakagawa Ad Co.,Ltd.

Add a spicy twist to your cooking with this fresh citrus spice made with Nishi Awa green pepper and Tokushima citrus juices (sudachi, yuzu, and yuko). CITRUSPICE is great for grilled meat and fish, tempura and fried dishes, and CITRUSCO can be used to accent pasta and pizza.

URL <https://www.adjapan.jp>



Image is for illustration purposes.



Shoi no mi umami (Koji Pickled in soy sauce)

Plain, ginger

Kojiya Honke Awa Onna

A traditional fermented food of Nishi Awa, made by combining several types of koji (mainly soy beans, rice, wheat and fava beans) with a soy sauce-based seasoning liquid and maturing it slowly for up to three months. It is made entirely by hand, using traditional methods of koji making. All the fava beans for processing, which are difficult to obtain domestically, are grown in house.

URL <https://honke-awaonna.com>



Image is for illustration purposes.



Mimakara, Mimakara Ichimi Mimakara 74g, Mimakara Ichimi 13g Mima Koryukan Ltd.Co.

The Mimakara hot pepper, a speciality of Mima City, has been cultivated since ancient times, and is believed to be lucky for its high sugar content and tasty pungency. The chilis are handcut and produced with care to preserve the natural flavours of the crop. The ichimi spice is stone-ground to preserve the original flavour of the peppers.

URL <https://www.mimakara.com>



Image is for illustration purposes.



Mima Mountain Pumpkin Dressing Link Point SAIRAI

Mountain pumpkin is the star in this smooth and sweet dressing! Grown with care in the mountains of Mima, where the days are warm and the nights turn chilly, mountain pumpkins grow plump and sweet. Coconut milk, cashew nuts and macadamia nut oil are the secret ingredient that pulls out the sweetness and creates an irresistibly smooth texture.

URL <https://www.linkpoint-sairai.com/>





Yuzu Jam

110g

Yuzu Yuu

This yuzu citrus jam uses fruits selected with care, hand-harvested and deseeded, one by one. We cultivate yuzu without pesticides for a natural and healthy flavor, and a bright aroma. Yuzu boosts the immune system, helps relax the body and clear the skin. We welcome you to enjoy the unique and luxurious flavors of yuzu and the health benefits that go with it--spread happiness and color to your days!



URL <https://www.yuzuyuuu.com>

Image is for illustration purposes.



Awa Specialty, Yuzu Miso

Manabe Honke Co.

Enjoy the mild flavor of rice miso with aromatic yuzu citrus. You can mix it with a dash of vinegar and use it to top tofu, konjac, etc. Also delicious on rice, or as a seasoning for fish.



URL <https://manabehonke.wixsite.com/manabehonke>

Image is for illustration purposes.



Jam / Marmalade

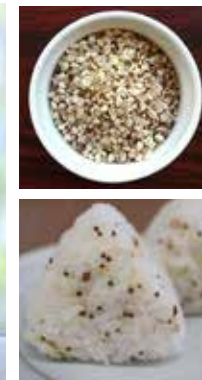
Harehime citrus, Strawberry, Sarunashi, Yuzu citrus, Amanatsu citrus

Fuji no Sato Workshop

Enjoy five flavours of jam in cute little jars that are perfect for souvenirs. Made from local fruits and citrus: Harehime citrus, strawberry, sarunashi, yuzu, and amanatsu.



URL <https://www.fujinosato-kobo.com>



Nishi-Awa 6 Grain Blend

Yokozeki Shokuryo Kogyo Co.

This mix includes rare varieties of minor grains, such as finger millet and buckwheat rice. Each grain is cultivated with care using steep slope farming methods recognized as a World Agricultural Heritage. The farmers handle the whole process, from cultivation to processing, so you know you're getting the best quality, certified by the Minor Grain Association of Japan. Mix these grains into rice and cook them in your rice cooker for a wholesome texture and aroma.



URL <http://www.yokozeki.jp/index.html>

Image is for illustration purposes.



Four Seasons Flavored Miso Set:

Wasabi, Sansho, Butterbur, Chestnut, Yuzu

Fuji no Sato Workshop

This homemade miso is made from malted rice produced in the deep cold of February, using the plentiful, natural bounty of the mountains. No additives. We are committed to delivering safe and delicious products that you can enjoy with confidence.



URL <https://www.fujinosato-kobo.com>



Taste of Nishi-Awa (barbecue Sauce)

Mainichi Propane Ltd.Co.

In recent years, many issues have arisen that threaten the culture and community in our region, such as the impact of Japan's declining birthrate, an aging population, and the COVID-19 pandemic. With fewer successors and opportunities, the original and unique flavors that make up our culture and highlight the ways of our people are in danger of vanishing. We created "The Taste of Nishi-Awa" in an effort to preserve the traditional culture and flavors that truly make our land unique, and to keep improving them as we pass them down from one generation to the next.



URL <https://www.mainichipropan.com/>

Sweets: Gentle and wholesome flavors crafted from the bounty of Nishi-Awa



Image is for illustration purposes.

Shikoku Canele Haretoke Design Co.

This canele has a crisp outer layer and a moist inside that is subtly sweet. Made from Japanese black tea produced at Kyokufuen in Oboke, Miyoshi City, we've tinkered with the recipe to highlight the rich flavours of Japanese black tea, crafting each confection with care. We work with other producers in Shikoku to craft natural and delicious sweets that we hope will communicate the charms of Shikoku.



URL <https://www.haretoke-d.jp>



Sakekasu Candy

Manufactured and shipped between December and June

Miyoshikiku Brewery Co.

Awa Ikeda is also known as the 'Open Sea of Shikoku'. This candy is made using the sakekasu (sweet, paste-like remnants) produced when making sake at the Miyoshikiku Sake Brewery, which has been in existence for generations. Yamada-Nishiki produces the best sake rice in Japan, is used and processed in a traditional Kyoto-based candy shop.



URL <https://www.miyoshikikushuzo.jp/>



Kinako Candy Isogai Farm

Handmade one-by-one, these sweet and delicious candies won't stick to your teeth and are delightfully chewy. Made from a mixture of locally grown barley and soybeans, and cultivated using ancient steep-sloped agricultural methods that have achieved World Agricultural Heritage status.



URL <https://www.tabechoku.com/producers/22489>



Oniokara Cookies Oniokara Factory

Made from the okara (bean curd) produced when making tofu, these cookies use natural ingredients such as rice flour, millet sugar, and rice oil, giving them a subtle but irresistible sweetness you can enjoy with confidence. The okara used is from the famed "iwadofu" produced in Iya Valley, and the locals call this particular okara "oniokara". Rather than dispose of the okara when making tofu, the locals decided to make cookies with it, and "Oniokara Cookies" were born!



URL <https://oishioniakara.jimdofree.com>



Kinrobaai Adumaya Sweets Ltd.Co.

This delicate confectionary is inspired by a flower called Kinro-bai, which grows wild on Mt. Tsurugi, the highest peak in Tokushima Prefecture. The homemade bean paste, made with fresh milk and plenty of yolk, is coated with chocolate. It can be served with coffee, black or green tea, or any other beverage. This product melts easily, so we recommend storing it in the fridge and consuming within the day.



URL <https://kinrobaai.com/>



Koji Sable

Red koji × salt koji, Rice koji × sake koji,
Black koji × Soy sauce koji

Kojiya Honke Awa Onna

The fermented food "koji" (a type of rice malt used in sake) is baked into a tasty sable cookie. The recipe was established 100 years ago by a Japanese/Western confectionery store, and we now use it with our own koji, produced in Nishi-Awa. The unique aroma and flavour of these treats hint at traditional Japanese fermentation without the flavor being overwhelming, and gives a lingering taste of umami.



URL <https://honke-awaonna.com/>



Indigo Sweet Potato Cake

Link Point SAIRAI

Combining the best of Tokushima! Our famed sweet potatoes and indigo come together in this smooth and creamy cake with an almost pudding-like texture. Born from the desire to promote Tokushima's "Awa Indigo", this cake is entirely local, and uses ingredients grown in Nishi-Awa's World Agricultural Heritage sites.

URL <https://www.linkpoint-sairai.com/>



Awa Odori Chicken Deep Fried Chicken Snack

Sadamitsu Shokuryo Kogyo K.K.

A snack made with Tokushima Prefecture's locally produced chicken skin, Awa Odori Chicken. The skin itself is rich and sweet, and salted to enhance the flavor. The crunchy and rich flavor is addictive!

URL <https://shop.sada-base.com>



Indig & Sudachi Pure Jelly

Link Point SAIRAI

This jelly is made from edible indigo patented by a professor at Tokushima University, and fresh sudachi citrus, grown in World Agricultural Heritage sites in Nishi-Awa. Sweetened with beet sugar instead of granulated sugar, the jelly gets its texture from apple-derived plant fiber instead of gelatin, making it a pure jelly without coloring or preservatives. This tasty treat with clean ingredients is great enjoyed as is, or frozen, as a sorbet. Enjoy it this summer!

URL <https://www.linkpoint-sairai.com/>



Assorted Cookies

Mimori Laboratory Co.

The fields blessed by the Yoshino River provide us with a rich harvest that lasts throughout the four seasons. Our wheat is freshly milled in a flour mill that has been in use since old times, making for crispy cookies with a natural flavor.

URL <https://mimorilab.thebase.in/>



Indigo & Yuzu Pure Jelly

Link Point SAIRAI

This jelly is made from edible indigo patented by a professor at Tokushima University, and Koyadaira yuzu citrus, which is hand-squeezed and filtered. Sweetened with beet sugar instead of granulated sugar, the jelly gets its texture from apple-derived plant fiber instead of gelatin, making it a pure jelly without coloring or preservatives. This tasty treat with clean ingredients is great enjoyed as is, or frozen, as a sorbet.

URL <https://linkpoint-sairai.amebaownd.com/>



Pancake mix

Mimori Laboratory Co.

The fields blessed by the Yoshino River provide us with a rich harvest that lasts throughout the four seasons. Our wheat is grown with love and freshly milled in a flour mill that has been in use since old times. This pancake blend is made with carefully selected ingredients and a dash of sweetness. Perfect for breakfast!

URL <https://mimorilab.thebase.in/>



Handicrafts: Crafts that showcase the skills of Nishi-Awa's artisans



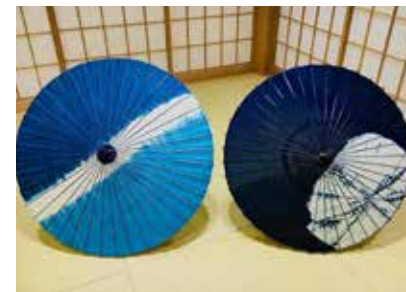
Indigo-dyed Deerskin leather goods

Wallet, business card holder, keychain, round wallet

DIYA

Many wild animals cause severe damage to the environment in the Iya area, making hunting a necessity. The filmmaker, Tsuta Tetsuichiro, decided to make further use of these hunted animals by utilizing their skins, mainly that of deer. These leather products are manufactured and dyed with natural indigo, and the depth of the indigo increases with age as it comes into contact with the air. Each product is unique in texture and fibre, making for a beautiful and valuable product. The name "DIYA" is a combination of "Deer" for deer and "IYA" for the Iya region of Tokushima Prefecture.

URL <https://diya.jp>

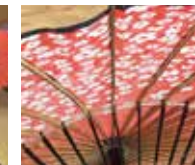


Indigo Umbrella, Indigo Lampshade

Mima Umbrella Production Group

Mima Japanese umbrellas (wagasa) are to this day produced in Mima City, and in 1955, there were more than 200 wagasa stores in the area. The delicate handiwork of wagasa craftsmen is deeply involved and there are more than 100 steps to crafting an umbrella, so the finished product is truly a work of art. Each lampshade is crafted with Awa Washi paper, and hand-dyed using a traditional and natural lye fermentation process. No chemical dyes are used; only Tokushima's specialty, pure Awa Indigo. The pristine workmanship shows through when the lamps are lit; the indigo paper catches the light and emits a soft glow, reflecting handcrafted patterns and granting each lampshade its own personality.

URL <https://www.facebook.com/mima.wagasa/>



Paulownia Wood Geta

Mikamo Wooden sandals

These geta are manufactured using pure domestic paulownia wood at Saito Paulownia Wood Industries Ltd, a company established over 100 years ago in Higashimiyoshi town. With a passion for the history and culture of geta to be known all around the world, these geta have been crafted to adapt to modern lifestyles and fashion, prioritizing comfort for even long-time wear.

URL <https://mikamomokuri.com>





Indigo Dyed Products

Indigo-dyed silk-blend shawl, indigo-dyed T-shirt, indigo-dyed bag
Yamauchi Ltd.Co.

Indigo dyeing, or "aizome" has deep roots as an industry in Tokushima prefecture. Dried and fermented "sukumo", used for indigo dyeing, has been cultivated from indigo leaves for generations, and the industry was at its peak in the Edo period (1603-1868). Today, because of the introduction of chemical dyes, the cultivation of indigo leaves in Tokushima has become more and more rare, however, we hope it will never die out completely. To preserve this precious traditional culture for future generations, our company cultivates indigo straight from the soil, producing sukumo, then using the dye to create a variety of unique products, such as shawls, T-shirts, and bags. We hope to share with you the beautiful colors and textures of Tokushima with our natural indigo-dyed products.



URL <http://aizomeya.jp/>



Akane Dyed Products

Silk, silk-blend, and cotton scarves, lace handkerchiefs, lace hand towels, and key chains
Ikawa Akane Preservation Society "Akane no Mori"

Japanese Akane, along with indigo, is one of the oldest dyes in Japan, and an important part of ancient Japanese culture. Akane is a dye made from roots, which grow wild in Miyoshi City. With repeated soaking, the dye will darken and can achieve a variety of shades by adjusting the temperature of the solution: pink and orange are common, but it is difficult to achieve the exact same shade twice. Our natural dyes are gentle on the skin and used to color silks, cotton, hemp, bamboo fibres, leather, etc, and create handkerchiefs and stoles. We also offer leather key chains and other items.



URL <https://tokushimamiyoshi.wixsite.com/akanenomori>

Shirakuchi Vine-dyed Placemat and Coaster set

Awa Akane Group

The Vine Bridge in Iya is considered one of the three most mysterious bridges in Japan and attracts many visitors each year. This set includes a placemat and a coaster, made from cotton yarn uniquely dyed with Shirakuchi vines, which are used to weave the Vine Bridge.



Shirakuchi Vine-dyed Stole

Awa Akane Group

The Vine Bridge in Iya is considered one of the three most mysterious bridges in Japan and attracts many visitors each year. This stole is uniquely dyed with Shirakuchi vines, which are used to weave the Vine Bridge. After the harvest is finished, the pruned young plants can be made into a reddish brown dye.



Top quality Akane-dyed stole

Awa Akane Group

Japanese Akane is one of the oldest enduring dyes in Japan, along with indigo, and Akane plants were recently discovered growing wild in Miyoshi City, Tokushima Prefecture. They have since then been cultivated and made widely available.

Woven from the finest silks from a weaver in Nishijin, Kyoto, this stole is of the highest quality and uses fabrics that are difficult to manufacture, making it a rare and limited-stock piece of artwork.



Other: Products lovingly crafted by businesses in Nishi-Awa

Emerald Mugwort Bath Leaves

25g × 5bags
"Shimizu" by Aozora Yomogi

This product is a part of three types of green: the green of "Iya Valley," a representative of the three most mysterious places in the world, the green of "emerald," one of the three most precious gems in the world, and the green of the "mugwort" plant contained in this product.

Each pack contains 25g of mugwort leaves for use in steaming and in baths.

To fully extract the mugwort, boil one packet in a pot of water, and then add the packet with the water directly into the bath.



URL <https://www.emerald-yomogi.com>



Stores distributing products from the certified A Thousand Years, A Hidden Hamlet Brand.

*Some certified products may be unavailable, so we ask for your understanding.



Shin Iya Onsen Hotel Kazurabashi

The open-air baths, reached by cable car, offer a panoramic view of the villages of Iya and are truly spectacular. There are also private open-air baths, a Goemon Bath, and a footbath. The large baths and the open-air baths can be used even by those who aren't staying at the hotel. For meals, you can enjoy Iya's local cuisine around a traditional hearth.



HP

所 33-1 Zentoku, Nishi-Iyayama-mura, Miyoshi City, Tokushima Prefecture

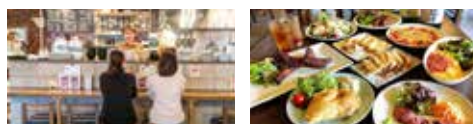
☎ 0883-87-2171

営 7:30~21:00 *Shop hours

URL <https://www.kazurabashi.co.jp>



Google MAP



4S STAY Awa Ikeda Ekimae

This hostel and cafe was renovated from a sushi restaurant in Ikeda's shopping street, right in front of the station. The cafe on the 1st floor, Heso Salon, offers local gibier cuisine, using ingredients from Shikoku and based on the concept of "Shikoku's culinary crossroads".



HP

所 1804-9 Sarada, Ikeda-cho, Miyoshi City, Tokushima Prefecture

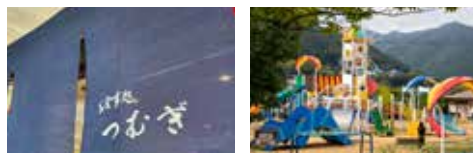
☎ 0883-70-0166

営 11:00~22:00
Closed every Monday

URL <https://4s-stay.com/ekimae/>



Google MAP



Yoshinogawa Highway Oasis

A base facility for regional exchange, the Highway Oasis has a souvenir corner, a restaurant, a bathing facility, and a teleworking office. The souvenir corner offers a wide variety of Shikoku's specialties as well as selected products produced with ethical methods. The open-air family plaza with its expansive lawn also offers a giant rainbow playground for children to enjoy.



HP

所 1650 Ashiro, Higashimiyoshi-cho, Miyoshi-gun, Tokushima Prefecture

☎ 0883-79-5858

営 Weekdays: 10:00~18:00
Weekends and holidays: 9:30~18:00

URL <https://yoshinogawa-oasis.com>



Google MAP



Handa Somen Restaurant

Enjoy Tsurugi town's local food and culture at this restaurant! We are proud of our uniquely delicious somen noodles, a flavour that has endured for hundreds of years. We opened Handa Somen Restaurant inside the inn Orimetei with the desire to put a spin on the traditional taste of Handa somen without changing it at its core. We use traditional Handa Lacquerware bowls as well to immerse customers in the past, and remind us of the good that can be found in the old ways and traditions.



HP

所 68-1 Aza Higashiura, Sadamitsu, Tsurugi-cho, Mima-gun, Tokushima Prefecture (inside Orimetei Youkai)

☎ 0883-68-9780
080-6376-7328

営 Every Sunday, Wednesday and Saturday
11:00~14:00
(Advance reservation required)

URL https://www.orimetei.com/somen_dining/



Google MAP



Roadside Station Mima no Sato

This roadside station offers a farmers' market with fresh, local produce, and a farm-to-table restaurant. There is also a tourism exchange center for information about local sightseeing spots. The facility is additionally equipped with emergency power generation facilities, earthquake-resistant water tanks, and other disaster prevention-related measures, making it a vital hub for the community.



HP

所 72 Ganshoji, Mima-cho, Mima City, Tokushima Prefecture

☎ 0883-63-3837

営 8:30~18:00

URL <https://mimanosato.jp>



Google MAP



Roadside Station Ailand Udatu Aigura

Aigura is a renovated storehouse from the Edo period, located in the Roadside Station Ailand Udatu. The restaurant serves meals and sells souvenirs, and is also located in the iconic old Udatu Townscape, which is a popular tourist attraction. The buildings on this ancient road are protected as important historical sites, including the Yoshida Family Residence (former home of an indigo merchant) and the natural indigo dye studio, Yamauchi Udatu, where visitors can experience indigo dyeing. There are also lovely cafes and restaurants, such as "Udatu-emon Tea House," a cafe delivering delicious local cuisine.



HP

所 55, Oaza Wakimachi, Wakimachi, Mima City, Tokushima Prefecture

☎ 0883-53-2333

営 9:00~17:00

URL <https://mimakankou.or.jp/event/aiguratop/>



Google MAP