Indulge yourself with fresh sushi!

Come to visit a World Heritage site and encounter authentic Japanese flavors and local traditions in a historical town. See, feel and taste all Hiraizumi has to offer!

Enjoy the local traditional food, mochi (rice cake)

Since ancient times, mochi has been linked to various cultural events and ceremonies. They are often enjoyed with sweet pastes such as red bean paste and chestnut paste, and serve as an excellent base for a variety of sweets to pair with matcha tea or百年 illustration.

The simple taste of hatto, a local specialty (rice cake)

Hatto are bite-size pieces of kneaded dough stewed together with vegetables. The dough are shaped into small round pieces which are boiled in a special broth, and served with miso soup and the side dishes that are usually served for lunch.

Hiraisumi sweets, the ideal gift!

There are many Hiraizumi sweets, many of which you should try to taste during your visit to Hiraizumi. Choose from a variety of snacks, such as baked goods, sweets, andFIGURE 5. Hiraizumi Cultural Museum. traditional lacquerware goods from the Hiraizumi Cultural Museum.

Maesawa gyu, Japan’s highest quality beef

Maesawa gyu has been recognized as Japan’s highest quality beef many times. The beef is known for its marbling and tenderness, and is served fresh with an array of side dishes that enhance its rich flavor. Maesawa gyu is a favorite among Japanese food enthusiasts.

Nambu-teki (cast ironware), a living tradition of Japanese utensils

Nambu-teki (cast ironware) is a traditional and representative craft product of Japan. It is known for its durability and high-quality finish in every piece. Though most commonly eaten as skewers, polished (grilled meat) and拿来吃 (Japanese beef fondue), Maesawa gyu is also enjoyed in various dishes.

The traditional lacquerware craft of Hiraizumi started with the gold culture of the 12th century. The lacquerware items are made with a variety of different lacquer colors and patterns, and are often adorned with gold or silver adornments. The items are not only decorative but also functional, and are enjoyed for their aesthetic beauty as well as their practical use.

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Dishes include:

- Maesawa gyu (Japanese beef fondue)
- Grilled meats
- Shabu shabu (Japanese beef fondue)
- Comfort foods
- Local sweets

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