



**VISIT HACHINOHE**  
Japan's Northern Frontier

## **Flee to the northern region for the summer**



**(Hirame Zuke-Don by Minato Shokudo)**

Japanese summers are famous for being very hot, watch any Japanese TV show and you'll see cicadas chirping, long grass standing still with no wind to ruffle them and lazy humid afternoons. But the Summer months are where the north of Japan is at its best. The regions of Tohoku and Hokkaido still provide a beautiful hot summer, but with their wide open green spaces are much cooler than the bustling and sweltering big cities of Tokyo, Osaka or Nagoya. Escape air conditioned hotels and restaurants, and explore a wonderful variety of nature. All the way through Summer and Autumn, you can travel to the north of Japan and beat the heat.

Aside from the beautiful climate, mountains, forests, valleys, meadows and oceans all come together with traditional villages, and a bustling city in the Hachinohe area. Hachinohe also has a very famous product to enjoy during the Summer and Autumn – its seafood.

## **Hachinohe has many traditional Japanese seafood restaurants including sushi and donburi rice bowls.**

Minato Shokudo is famous for the HIRAME ZUKE-DON, and also took the gold prize in the 2014 All Japan Donburi Grand Prix. Visitors come from all over Japan just to try this dish. At Sushi Boteju the recommended dish is the KIWAMI-NIGIRI comprising of 11 types of sushi and tempura including high quality fatty tuna and local abalone and sea urchin. Why not pair it with a flight of local sake from the Aomori prefecture. The seafood is freshly caught every morning by local fishermen, so the quality is assured.

Restaurants like Minato Shokudo and Sushi Boteju have been in business for years, and are well loved by locals and tourists alike. Any of the places listed will provide you with the freshest seafood – if you are not sure what to order, then just ask the chef foran O-makase (recommended dishes).

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### Restaurants information

#### **Minato Shokudo**

- Address: Kubo-45-1, Minatomachi, Hachinohe, Aomori
- Tel: +81-178-35-2295
- Opening hours: 6:00-14:00  
(Ends when sold out)

※Subject to change  
■Holidays: Sunday, Monday

## Boteju

■Address: 4-3 Takashokoji, Hachinohe, Aomori  
■Tel: +81-178-43-1961  
■Opening hours: 11:00-14:00, 17:00-22:45 (L.O.21:30)  
※Subject to change  
■Holidays: All days open

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## Japan's Biggest Morning Market



(The Morning Market at Tatehana Wharf)

If you are looking to pick up a bite to eat in the city, visit [Hachinohe's incredible Sunday morning market](#) – the largest morning market in Japan with over 300 vendors across over 800 meters! Pick up fresh seafood, local fruit and vegetables, and also ramen, pizza and fresh baked goods. The local Aomori area is famous for huge apple orchards so make sure you pick up some to try yourself. The market offers a wide variety of foods that you can snack on while you take a leisurely walk around the market. Favourites include grilled fish, and local seafood called hoyo or “Sea Pineapple”.

This regional favourite may be thought of as an acquired taste, but pairs perfectly with a local sake or shochu rice wine. The flesh of the sea pineapple is often used in sashimi, as well as steamed, fried, or as a base for soups. Fans of these dishes say that the hoyo contains all of the flavours that humans are able to taste – sweet, sour, bitter, salty, and umami – try it for yourself and see whether you agree.



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(Hoya or Sea Pineapple)

### The Morning Market at Tatehana Wharf

■Address: 3 Chome Shinminato, Hachinohe, Aomori

■Tel: +81-80-5734-3251 (The Tatehana Morning Market Association Home Office)

■Opening hours and period: Every Sunday from Daybreak to around 9 AM March 14th - December 30th

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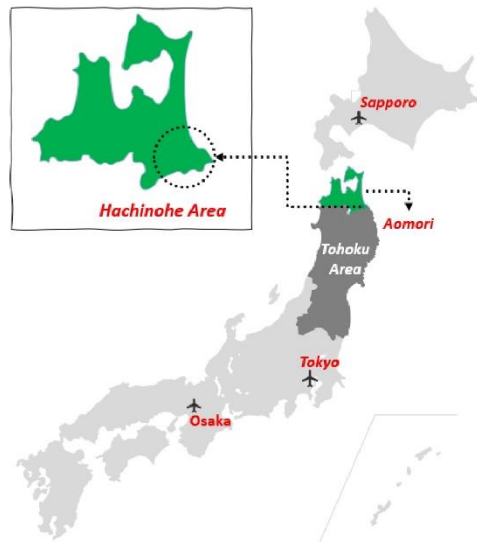
## How to access Hachinohe

From Tokyo : About 2 hours and 45 minutes by Shinkansen Bullet Train

From Osaka (Itami Airport) : About 1 hour and 35 minutes by flight to Misawa Airport

From Sapporo (Okadama Airport) : About 1 hour by flight to Misawa Airport

For more information please see the VISIT HACHINOHE website [here](#).



## About VISIT HACHINOHE

The Hachinohe Area is comprised of eight regions; Hachinohe City, Sannohe Town, Gonohe Town, Takko Town, Nanbu Town, Hashikami Town, Shingo Village and Oirase Town.

The VISIT HACHINOHE organization has simple goals: to raise awareness about the unique and amazing attributes of the Hachinohe Area as a domestic and international travel destination, to establish Hachinohe as a brand known for its quality and excellence, to increase the number and satisfaction of both visitors related to tourism and business, to continue to support the growth of local businesses and entrepreneurs, and to work towards increasing the residential population of the area as a whole.



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