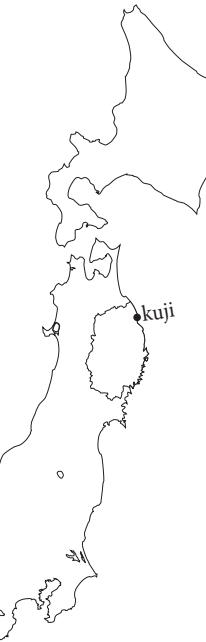
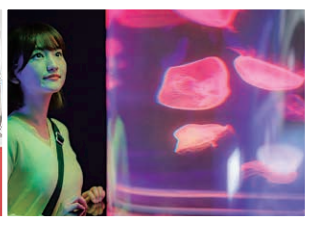


# Kuji iwate

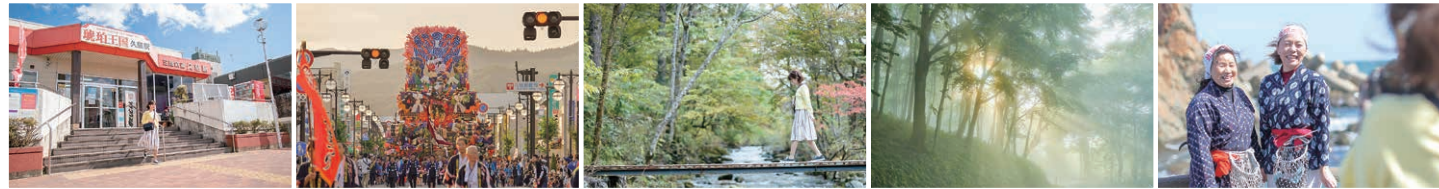


Where the white birch trees sway  
Where the earth is rich in amber  
Land of the female divers



SPECIAL EPISODE /  
*Your story in Kuji*





## Your story starts here in Kuji.

Vibrant streets where you can sense the lives of the people. A land of awesome natural beauty that spreads across mountains and sea. Culture and food rooted in the region.

Why not start your story in a town whose warm welcome turns every visitor in to a fan?



# SPECIAL EPISODE / Your story in Kuji

Enter the story with the guidebook in hand

Kuji is trying to attract more TV series and movies.

Location sites are increasing by the sea and in the mountains and the town.

Gaze up at the sky the heroine saw.

Feel the sea breeze that she felt. Meet the people she met.

You too can walk into the story and become one of its characters.



The Katsura Watermill Square is the setting for an important scene at the beginning of the movie "Hoshikuzu no Machi (Stardust over the Town)". The Square feels like a place where time stands still, and it truly seems made to be a movie location. You too can experience its charming atmosphere.

### This little square looks like it was made to be a movie location

The square and its water wheel is located in a tiny settlement in the mountains. Take some time to relax here, where a large zelkova tree is enshrined in the center of the square.

#### Katsura Watermill Square

Tel: 0194-53-5281 (Yamane Rokugo Kenkyukai / Kuji Station Hotel)

### Monthly event hosted at the square

The town hosts a monthly festival at the square where you can enjoy local foods and local performing arts. Seasonal vegetables and handmade soba noodles are sold at this lively event.

#### Watermill Festival and Kurumaichi Market

Tel: 0194-53-5281 (Yamane Rokugo Kenkyukai / Kuji Station Hotel)  
Date: First Sunday from May through Dec. \* Event will not be held sometimes.



Walk the streets and scenery where the heroine Ai (played by Non) also walked. The subtle beauty of the countryside will calm and soothe your mind.



© Hoshikuzu no Machi Film Partners

## Hoshikuzu no Machi: The story

This tiny settlement in the mountains became the setting for a movie

"Hoshikuzu no Machi", which was released in Japan in March 2020. This is a movie for music-loving adults who have walked home singing a song that moves them to laughter or tears, or for anyone who has sung along with old popular songs from the Showa period. Come and visit the little town where the heroine Ai (Non) lives in the movie.

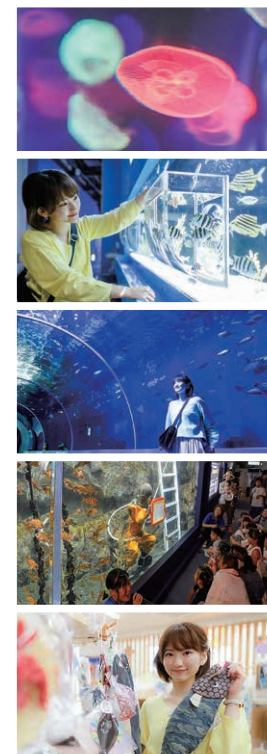


### Movie: Hoshikuzu no Machi

Around the Katsura Watermill Square, where the opening scene was filmed. The scenes where the paper airplane flew and where Ai appeared riding her bicycle were filmed here as well.



Kuji City: Hoshikuzu no Machi Special Page



### Sakana-kun is the head cheerleader! Tales of the seas of Sanriku

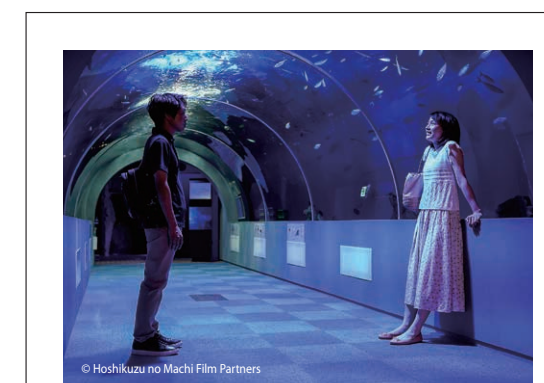
The working pit under the National Petroleum Stockpile Base of JOGMEC was used to create the prefecture's only aquarium. On Saturdays, Sundays and national holidays, you can watch diving performances by Nanbu divers and the female divers in the northern limit in the Kuji Seawater Tank, which reproduces the seas of Sanriku. The jellyfish display area features more than ten kinds of jellyfish and is also a great place for a date.

### Kuji Underground Science Museum Moguranpia

Tel: 0194-75-3551 Opening hours: 9:00 - 18:00 (10:00 - 16:00 from Nov. through Mar.) \* Last admission is 30 min before the closing time  
Closed: Mondays (if it is a national holiday, the next day), 31st Dec. and 1st Jan. Admission fee: Adult 700 yen, High school or other student 500 yen, Elementary or junior high school student 300 yen (group admission rate available)

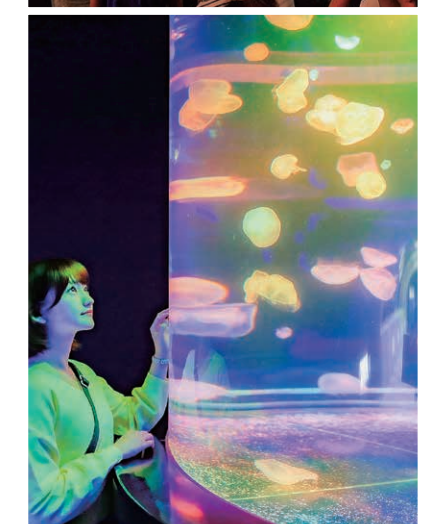


Kuji Underground Science Museum Moguranpia



### Movie: Hoshikuzu no Machi

This is the tunnel aquarium used in the scene where the heroine Ai (Non) goes on a date. The magical blue atmosphere of the aquarium creates a romantic setting. Get into character as the heroine and take a photo.





Scene 02

# SPECIAL EPISODE Your story in Kuji

A beautiful town that will touch your heart

The carefree expanse of the highlands,  
the mysteries of nature provided by the earth,  
the indomitable people who live by the ocean.  
These give birth to new stories.  
Each landscape will spin the tales  
of the visitors one by one.



## Where the white birch trees sway: The story

Enjoy the beauty of the white birch forest in any season

Follow National Route 281 from the west side of Kuji, heading towards Morioka. For a distance of about 4km, a beautiful white birch forest stands alongside the road. Besides the greenery of spring and the colors of autumn, of course, the deep greens of summer and snowy landscapes of winter are also worth seeing.



### Highland resorts of Kuji

The highlands around Kuji are popular for skiing in winter and activities from spring through fall include park golf, which is a cross between golf and croquet. Visitors can enjoy a leisurely stay in the rest house or the cottages. For those looking for active fun, there are plenty of experiences to choose from.

### Hiraniwa Heights

#### Feel the relaxing sensation of trees in highland accommodation

The resort offers the pleasant atmosphere of lodge-type accommodation and the facilities include a large public bath. Try the menu of dishes made with shorthorned beef, a local specialty. The adjacent cottages are popular with families and groups.

The only bull fighting event in Tohoku are held at a dedicated bullring surrounded by the white birch forest. The tournaments are held four times a year and are called the Young Leaves tournament (May), the Azalea tournament (June), the White birch tournament (August) and the Maple tournament (October).

### Hiraniwa Villa

Tel: 0194-72-2700  
Opening hours: Bath 6:00 - 9:00,  
11:00 - 21:00,  
Restaurant 11:00 - 19:30



### An amber-tinted museum

This museum is the only one in Japan displaying amber from all over the world. Here you can feel the magical charm of amber. The shop carries stylish accessories made by artisans.

### Kuji Amber Museum

Tel: 0194-59-3831  
Opening hours: 9:00 - 16:30  
(closing at 17:00)  
Closed: 31st Dec. and 1st Jan.,  
the last day of February  
Admission fee: High school student or older 500 yen,  
Elementary or junior high school student 200 yen \*Group admission rate available



## Where the earth is rich in amber: The story

A story or a piece of jewelry - what is amber to you?

Kuji amber is from the late Cretaceous period of the Mesozoic era, about 90 million years ago. Amber is beautiful, and its brilliance is colored by the stories and times of ancient creatures that no longer exist.



The museum offers plenty of activities to try, from the amber mining experience to making amber accessories. Find your own precious stone unlike any other in the world.

## Land of the female divers: The story

The fishing port in the world of "Amachan"

This was the main location in the 2013 NHK TV drama series "Amachan". The image of the heroine, Aki Amano, growing through her experiences as both a diver and an idol, still captures the hearts of many fans.



### The base of the female diver with a view of the entire coastline

Here you can purchase marine products recommended by local fishers and hear the conversation of the current Ama. In summertime, the Ama's grill their freshly caught seafood to perfection over charcoal.

### Kosode Ama Center

Tel: 0194-54-2261  
Opening hours: 9:00 - 17:00  
Closed: 1st Jan. Admission free  
[Performance of northernmost Ama]  
Available on: Saturdays, Sundays and Holidays from Jul. to Sep.  
Fee: 500 yen per person (only groups are available in weekdays)



### The NHK TV drama series "Amachan"

This is where the heroine Aki (Non) works as a female diver. The world of the drama opens up before you, with sites that hold demonstrations of free diving as well as locations such as the white lighthouse and the lookout hut.



The Ama diving fishers of Kuji have been designated an intangible folk cultural property of the city. In demonstrations of free diving, you can observe the skills of the female diver up close as they bring up nets full of sea urchins from the ocean and eat the freshly-opened sea urchins right there.

### The stone pool is unusual in Japan

This seawater pool was created by hollowing out the natural rocky area. There are no waves so even young children can enjoy playing in the water here. This is a popular place for families to visit, next to Kita samuraihama campground.

### Samuraihama ocean pool

Tel: 0194-58-3855 (Kita samuraihama campground)  
Opening hours: 9:30 - 16:30 (late Jul. - Aug) Admission free



### A seawater swimming area using a natural inlet

This is the only seawater swimming area in the city. This is a popular place to visit with the family. In the summertime, a space for light meals is set up and the Funado Rest House opens.

### Funado beach

Tel: 0194-52-2123 (Department of Commerce, Industry and Tourism)  
Opening: Mid Jul. - the end of Aug. Admission free





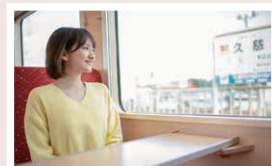


Scene 03  
SPECIAL EPISODE /  
*Your story in Kuji*

Take a stroll and envelop yourself in the atmosphere of the city

The NHK TV drama series "Amachan"  
The feeling of the show still remains in the buildings around the station.  
The area is lived up with a diorama showing the actual filming locations as well as signs indicating locations and shutter art with pictures of the divers provided by fans.

Kuji Station is where the JR Hachinohe Line and the Sanriku Railway Rias Line meet.  
Stroll around among the old shopping street and the new buildings to feel the energy of the people.  
You'll experience an atmosphere that beckons you to enter the story.



Near the station, go to the Kuji Tourist Information Center to get tourist information about the city. Check out the staff recommendations for where to eat and what to see!

## Start from the station: The story

### The entrance leading to the world of "Amachan"

When you get off the train at Kuji Station, you're greeted by an "Amachan" sign.  
The scene is just like the show.  
In the newly-developed area around the station, there is a square with a fountain and an information exchange center. It is a place of lively interaction where smiling people gather.

### A new base to experience the world of "Amachan"

There is a new hub near the station that was completed in July 2020. The first floor has a tourist information desk and a stylish cafe. The second and third floors house the library, and on the roof there is an observation deck where you can look out over the Sanriku Railway and the area around the station.

### Kuji City Information Exchange Center YOMUNOSU

Tel: 0194-52-7777 (Ekimae Information Exchange Center)  
Opening hours: 9:00 - 21:30  
Closed: 1st Jan.  
\*Opening days and hours are different depending on facilities.



### The gateway to the Sanriku Railway

Inside the station there is a tourist information desk and a shop selling original Sanriku Railway goods and local specialties.

### Sanriku Railway Kuji Station

Tel: 0194-52-0177  
Opening hours: 7:30 - 18:30



### Sanriku Rias-Tei

The famous "sea urchin lunch box" that appeared in "Amachan" are sold here, with a limit of just 20 every day.

Tel: 0194-52-7310  
Closed: Irregular holidays  
\*Advance reservation by the day before by telephone is recommended.



### Rooftop



### How about some souvenirs at this tourism hub?

Enjoy shopping among this Michi-no-Eki's collection of souvenirs. The magnificent parade floats used in Kuji's autumn festival are also displayed here. The restaurant menu is full of dishes made with seasonal vegetables and local specialties.

### Michi-no-Eki Kuji, Yamase Dofukan

Tel: 0194-66-9200 (Kaze no Yakata Kuji tourism and products Association)  
Tel: 0194-52-2289 (Tsuchi no Yakata Machi no Eki, Kuji)  
Opening hours: 9:00 - 19:00 (till 18:00 from Oct. to Mar.)  
Closed: 1st Jan.  
\*Contact desk is different depending on facilities.



Yamase Dofukan



## Start from the Michi-no-Eki: The story

### Enjoy a stroll through the neighborhood around the Michi-no-Eki

This Michi-no-Eki is located in the city and you'll find plenty to enjoy nearby, including a shopping street, a park, and the streets where the market is held. Why not look for a souvenir of your visit to Kuji?

### Freshly-grilled and delicious: Tofu Dengaku

Tofu Dengaku (grilled tofu topped with a miso-based sauce) is a northern Iwate dish, and it is prepared at a stall at the Michi-no-Eki. The appetizing aroma of garlic miso grilled over charcoal fills the air.



### Koshido Kuji Shop

Tel: 0194-52-7671  
Opening hours: 9:00 - 19:00 Closed: Open throughout the year



### Dates with number 3 and 8

### Market day in Kuji

Kuji Market Days boast a continuous history of about 370 years. The market is held on days ending with a 3 or an 8, and the streets around the Michi-no-Eki are lined with shops selling locally-harvested marine products and vegetables as well as fresh flowers and daily goods.

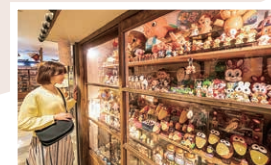
Tel: 0194-52-2123 (Department of Commerce, Industry and Tourism)  
Opening hours: Early morning through noon (3rd, 8th, 13th, 18th, 23rd and 28th in every month)

### A side trip down the lane: Retro Hiroba Square

On the other side of the Michi-no-Eki is a lane lined with food stall-type buildings that you'll definitely want to explore.

### Retro Square

Tel: 0194-52-2289 (Tsuchi no Yakata Machi no Eki, Kuji)  
\*Ask each shop for the details.



On Sundays, crowds gather for a traditional musical performance in front of the parade floats. A variety of interesting spots are scattered throughout the area around the Michi-no-Eki.

### A power spot for romantic success

Tatsumiya Inari Shrine is located on a small hill and looks out over Kuji Bay. It is said to be a good place to wish for things like romantic success and, for women, blessings of beauty. It is also known as a great place for viewing cherry blossoms.

### Tatsumiya Inari Shrine

Feel free to visit the shrine



The row of 150 beautiful cherry trees is beautiful







New shops, popular with fashionable young people, are constantly opening in the city. Find the one you like best.

SPECIAL EPISODE / *Your story in Kuji*

Take a stroll and envelop yourself in the atmosphere of the city

# Start from the cafe: The story

Stroll through the city and find unique cafes

If you wander the streets without a goal, you'll come across well-known local shops and some cafes with a big-city vibe. Enjoy a tour of the recommended cafes in Kuji.



Frozen drinks and parfaits.  
Uh, which is which?

A trendy menu using local ingredients

And if you're just a little bit hungry, there is also



A cafe near the station for locally-produced and locally-consumed foods

StAND hibiki is famous for its hamburgers - the buns include local spinach kneaded into the dough. They also offer a selection of inventive desserts and drinks.

**StAND hibiki**  
Tel: 0194-52-7701 Opening hours: 11:00 - 18:00 from Tuesday through Friday (10:00 - 17:00 on Saturdays, Sundays and Holidays) (Last order time 30 min before the closing time) Closed: Mondays (if it is a national holiday, the next day)



Chinese tea specialty shop  
This cafe, located on the second floor of Amber Hall, offers real Chinese tea. They also have special set menus for beginners, so you can enjoy a relaxing break.

**Chinese Teahouse Chalu**  
Tel: 0194-52-2890 Opening hours: 10:00 - 16:00  
Closed: Tuesdays and Fridays

One stretch of a Journey

A place full of natural beauty where time slows down

A cafe in an old Japanese house in the mountains  
You can forget the time at this cozy cafe in a tiny settlement in the mountains. They also have a food truck in the town, and the coffee, carefully selected and roasted by the owner, and the homemade bagels are popular.

**Cafe soramame**  
Tel: 070-4412-6812 Opening hours: 11:00 - 18:00  
Closed: Irregular holidays

Making each customer's coffee one cup at a time  
The owner of Yamaneco Kyukeijo wants more people to love coffee, so he started this project as place where they can get it easily. The coffee truck appears around the city and at events.

**YAMANECO COFFEE LAB**  
Tel: 070-4412-6812  
Opening hours: Please check at our website



**A trendy urban cafe**  
This urban cafe is located in the center of the city. You must try the owner's specialty - in-house roasted coffee - and the original drinks which change every month.

**NANAMARUNI COFFEE**  
Tel: 0194-66-7655  
Opening hours: 10:00 - 18:00  
Closed: Tuesdays



The fluffy egg sandwiches have many repeat fans!

**Everyone loves this retro cafe**  
The cast of "Amachan" caused the popularity of their egg sandwiches to take off. Almost a decade later, fans are still coming to visit this cafe from all over Japan. The Neapolitan spaghetti and the dry curry are also popular.

**Cafe Mocha**  
Tel: 0194-52-0677  
Opening hours: 11:00 - 20:00  
Closed: Wednesdays



**Cuisine using top-notch local products**  
This cafe has a great atmosphere where you can enjoy a lunch made with carefully-selected ingredients including shorthorned beef and exclusive special-breed chicken. Their desserts are popular too.

**HIBIKI SHOKUDO**  
Tel: 0194-52-8460 Opening hours: 11:30 - 14:30, Only for taking out: 17:30 - 18:00 Closed: Mondays (if it is a national holiday, the next day)





Scene 022  
SPECIAL EPISODE /  
*Your story in Kuji*

Feel the warmth in our local specialties and crafts

## Taste local specialties: The story

If you're hungry, check out these local gourmet spots

They all use plenty of locally-raised ingredients - here's what to try at each one.  
Will their limited-time seasonal menus turn you into a repeat visitor?



**A lovely restaurant with a northern European vibe**  
Kunnoko is near the Kuji Amber Museum. The menu focuses on Western cuisine using seasonal ingredients.

### Kohaku-no-Mori Restaurant Kunnoko

Tel: 0194-59-3881  
Opening hours: 11:30 - 14:30, Dinner: 17:00 - 21:00  
\*Reservations required for dinner  
Address: 19-156-134 Kokujicho



**A popular restaurant along the national highway**  
The fresh seafood menu and the meal sets are popular. The most popular item on the menu is the "big catch" bowl with ten ingredients. A menu for foreign guests is also available. You can also buy fresh marine products at Kitanariku tennen ichiba next door.

### Omiya

Tel: 0194-52-1155  
Opening hours: 11:00 - 20:00  
Closed: 31<sup>st</sup> Dec. and 1<sup>st</sup> Jan.  
Address: 34-26-1 Osanaicho



**A restaurant beloved by locals**

This popular restaurant is located in a residential area near Kuji Port. Taste the sea breeze in their most popular dish, the seafood ramen topped with sea urchin and scallops. The raw sea scallop rice bowl is only available in the summer.

### Kitahachi Shokudo

Tel: 0194-52-0855  
Closed: Mondays  
Address: 37-1-26 Osanaicho



**A relaxed and secluded izakaya restaurant**

Enjoy sushi that uses exceptionally fresh seafood caught in and around Kuji, and a variety of dishes made with local ingredients.

### Cuisine of the Kitanariku Shores Uondana

Tel: 0194-52-0606  
Opening hours: 17:00 - 22:00 (Last order at 21:30)  
Closed: Sundays and New Year's holidays  
Address: 1-15 Juhachinichimachi



**Unique and popular rice bowls**

The menu includes rice bowls that are as beautiful as they are tasty. Try Amadon, filled with the bounty of Sanriku or Kohakudon, a creation based on the image of amber mining.

### Sankairi - a place to experience local products

Tel: 0194-66-9111 Opening hours: 11:00 - 19:00 (11:00 - 18:00 from Oct. through Mar.) (Last order time 30 mins before the closing time)  
Closed: Wednesdays, first and third Tuesdays  
Address: Yamase Dofu Kan, Michi-no-Eki Kuji, 2-5-6 Nakamachi



**Carefully selected by the vegetable sommelier, the pasta is a work of art**

This atmospheric café is on the second floor of Michi-no-Eki Kuji. The chef trained all over France and those skills can be seen in this exquisite pasta dish made with local seasonal ingredients.

### Café de la place

Opening hours: 10:30 - 18:50 (till 17:50 from Oct. through Mar.)  
Closed: Mondays, second and fourth Tuesdays  
Address: Yamase Dofu Kan, Michi-no-Eki Kuji, 2-5-1 Nakamachi



**Enjoy hot, fresh local dishes**

Michi-no-Eki Shirakaba-no-Sato Yamagata includes a dining area. Try local specialties including Mamebu soup, ramen made with spinach, or a beef bowl made with barbecued shorthorned beef.

### Shokudo Kuraku

Tel: 0194-72-3131  
Opening hours: 11:00 - 14:00  
Closed: Tuesdays  
Address: Michi-no-Eki Shirakaba-no-Sato Yamagata, 8-12-1 Kawai, Yamagatacho



**A laid-back dining bar**

The local shorthorned beef covered with curry is perfect, and the lunch, which changes every week, is also recommended. In addition to your meal, you can enjoy recommended whiskies from all over Japan.

### Highball Bar & Dining KENSOH

Tel: 0194-66-8668  
Opening hours: 11:00 - 0:00  
Closed: Mondays  
Address: Tako bldg.1F, 3-32 Chuo



**A fish izakaya restaurant frequently visited by regulars**

This well-established izakaya restaurant has a lineup of fresh Sanriku seafood. The high-quality white flesh of sleeper goby is coarsely minced with the innards to make "Donko-no-Tataki" (minced sleeper goby). Although the flavor is not strong, this popular menu item fills your mouth with its smooth, rich flavor.

### Izakaya Suzuki

Tel: 0194-52-0044  
Opening hours: 17:30 - 23:00  
Closed: Irregular holidays  
Address: 2-17 Chuo



**A sushi restaurant where you can taste local cuisine**

Enjoy the homey atmosphere of this izakaya-type restaurant. In addition to sushi of fresh seafood, their hearty version of Mamebu soup includes dried tofu.

### Sushi dokoro Kiyota

Tel: 0194-52-0800  
Opening hours: 11:30 - 14:00, 17:00 - 22:00 22:00 for last order  
Closed: Sundays  
Address: 5-1 Kawasakicho



**Rare and delicious Wagyu beef steak**

Taste the specialties at this highland lodge restaurant: shorthorned beef steak and hamburgers. Local savory-sweet Mamebu soup and grilled Tofu Dengaku are also on the menu.

### Woody Village Hiraniwa

Tel: 0194-72-2700  
Opening hours: 11:00 - 19:30  
Closed: Open throughout the year  
Address: 20-13-1 Rainai, Yamagatacho



**A barbecued meat restaurant managed directly by a farm**

This popular restaurant serves the meat of carefully raised shorthorned and black Wagyu cattle. Savor the taste of a hamburger made from 100% shorthorned beef.

### Yakiniku Tamuraya

Tel: 0194-61-4129  
Opening hours: 11:30 - 14:30, 17:30 - 21:30 (Last order time 30 mins before the closing time)  
Closed: Wednesdays, first and third Tuesdays  
Address: 32-15-2 Osanaicho



**A great collection of local Kuji meats**

Offering carefully-selected local foods including Tankakugyu (shorthorned beef), Nanbu Fuku pork and Saisaidori chicken. The specially-made offal hotpot and the Cold noodles flavored with shorthorned beef bone broth are popular.

### Fukujiro Barbecue & Cold Noodles

Tel: 0194-52-7183  
Opening hours: 17:30 - 21:30  
Closed: Tuesdays, fourth Wednesday  
Address: 3-28 Honcho



**Proud of their addictive chicken broth**

The name of this restaurant is known throughout Japan. The soy-sauce-based soup is flavored with chicken broth and goes well with the house-made noodles. The juicy pork cutlet ramen is the most popular item.

### Ramen no Chigusa

Tel: 0194-53-6997  
Opening hours: 11:00 - 15:00 (will be closed when noodles and soup run out)  
Closed: Tuesdays  
Address: 1-10 Nijuhachinichimachi



**Their original ramen is popular**

This ramen shop is directly managed by a chicken processing company. The time-limited ramen, with a dried sardine broth base developed by the owner, is also popular.

### Tsugaru Niboshi Ramen Restaurant Samurai Boogie

Tel: 0194-66-9350  
Opening hours: 6:30 - 15:00, 17:00 - 20:00  
Closed: Mondays and other irregular holidays  
Address: 3-13 Chuo



**Specialty soba noodles made with local Kuji buckwheat flour**

This restaurant, in a mansion-like building, is located on a hill with a pleasant view of the suburbs. The owner's specialty is noodles made with 100% Kuji buckwheat flour, and a lunch set in which they feature along with tempura is a popular menu item.

### Komi-An

Tel: 0194-66-8838  
Opening hours: 11:00 - 17:00 (from Dec. through Mar.), 11:00 - 18:00 (from Apr. through Nov.)  
Closed: Tuesdays  
Address: 28-103-85 Osanaicho





# Souvenirs they'll be glad to receive: The story

Remember your trip with the warmth of handmade souvenirs that are rooted in local culture. We have plenty of good quality products you can be proud of both in Japan and overseas.

Connecting people, products, and hearts. Everyone will be glad about the souvenirs you bring back from your unforgettable trip to Kuji.

## SPECIAL EPISODE / Your story in Kuji

Feel the warmth in our local specialties and crafts



Michi-no-Eki Kuji Yamase Dofukan brings together souvenirs of Kuji

The site that offers all of Kuji's local specialties in one place! On the special "hometown tax" site, you can receive a tax deduction for your donation.



### Hometown choice

<https://www.furusato-tax.jp/city/info/03207>



### Rakuten Hometown Tax

<https://www.rakuten.co.jp/f032077-kuji/>



From standard accessories such as necklaces to many the goods you'll want to always keep with you, such as watches and fountain pens. Their amber hues will deepen over the years.

**Amber accessories**  
Kuji Amber

Pottery has been created here for about 200 years. The glaze added to locally-sourced clay produces the coloring characteristic of Kokujiyaki pottery. In recent years products with brighter colors have also become popular.

**Kokujiyaki**  
Kokujiyaki Pottery

This book store, familiar to locals, sells original stationery. Make them happy with a souvenir notepad or pen with images of Kuji.

**Amarin Stationery**  
Iseido Store

The company's farm produces grape juice that is 100% from organically cultivated crimson glory vines. The juice contains many nutrients such as polyphenols and is especially good for women's bodies.

**Yama-no-Kibudo**  
Sakohonten Co., Ltd.

This moist pound cake used local black beans. Its moderately sweet taste goes well with drinks such as Japanese tea and coffee.

**Black bean cake**  
Takeya Confectionery Store

This excellent sweet is typical of Kuji, and its name comes from the Ainu language. Well-cooked coarse bean jam is sprinkled with butter and quickly toasted for hot, fluffy deliciousness.

**Busu-no-Kobu**  
Sawagiku

Goods depicting the original characters "Kujikko Ama-chan" and "Judan-kun" will bring a smile to your face.

**Amachan goods**  
The Kujikko Hongo Shop

Small Japanese ornaments are made using cloth with the same Kasuri pattern as the Ama divers' costumes known nationwide from "Amachan". A picture from the TV series is included with each item, so you'll want to get your hands on them.

**Kasuri products**  
Endo Kimono Shop

These are made using Kuji amber mined by the shop owner on whom the character of Ben Oda in "Amachan" was modeled. Do the hand-woven friendship bracelets conceal the same powers as the ones in the show?!

**Amber bracelet**  
Kamiyama Amber Crafts

These sweets perfectly balance sweetness with the saltiness of the Mamebu dumplings in the local Mamebu soup.

**Mame Busse**  
Million Bells

The shop has been in operation since the late 1940s. The appetizing aroma and distinctive taste of Nanbu Sembei and the flavors of ingredients such as sesame seeds and flour fill your mouth. One bite and you'll be hooked.

**Nanbu Sembei**  
Ube Senbei Shop

This well-established sake brewery has been making sake since 1907. Fukurai Daiginjo received a gold medal at the National New Sake Awards. With its smooth taste and a name (Fukurai) that means "good fortune", it is popular both domestically and overseas.

**Fukurai Daiginjo Sake**  
Fukurai

In this region that is in the top level nationwide in terms of charcoal production, this long-burning charcoal lights well and has good thermal power. It is becoming more popular throughout Japan. It is very popular in outdoor activities.

**Charcoal**  
Yachi Ringyo Forestry

These wooden tags are made from the remnants of local Nanbu red pine lumber. With fragments of amber embedded in the wood, the tags make beautiful souvenirs of Kuji.

**Amber and wooden tags**  
Seishodo Shop

The main raw material in this additive-free moisturizing gel is the sap of the white birch tree. The full range of skin care products includes body wash and bar soap.

**Shirakaba Yosei Gel**  
Shimizu Shoten Co.

Only a few artisans in Japan work painstakingly to hand-shave this minced konbu. The uncommon flavor fills your mouth with umami.

**Handmade minced konbu**  
Shisaku Shoten Store

The beef stew is packed full of the delicious taste of shorthorned beef. The beef is simmered in a sauce of local crimson glory grapes for a rich taste.

**Shorthorned beef stew**  
Sogo Nosha Yamagata-Mura

From Japan's most beautiful white birch forest comes a drink made 100% from the slightly sweet sap harvested from the white birch trees of Hiraniwa Kogen.

**White birch tree sap**  
Hiraniwa Tourism Development





# SPECIAL EPISODE / Your story in Kuji

A place where you can sense nature with your whole body

## Michinoku Coastal Trail: The story

Feel the sea breeze of the Sanriku Coast on this walking trail

In the Kuji section, walkers will be impressed by views of the Pacific Ocean and the cliffs from the lookout as well as the magnificent natural scenery of rock formations along the coastline.



Kuji City Michinoku Coastal Trail

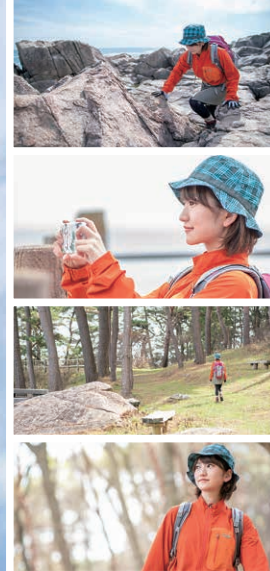
The Sanriku Fukko(Reconstruction) National Park features a sawtooth coastline and marine terraces.

The Michinoku Coastal Trail and the Sanriku Geopark link the Pacific Coast and provide a special area to enjoy nature.



みちのく潮風トレイル  
Michinoku Coastal Trail

Japan's biggest long-distance trail is more than 1,000 kilometers long in total and links the Pacific Coast from Hachinohe in Aomori to Soma in Fukushima. In the Kuji section, you can get close to the beautiful scenery interwoven with the magnificent cliffs and rock formations along the coast as well as the precious plants and animals. You can experience the way of life and the culture of the traditional fishing villages represented by the female diver and the romance of the legend of Minamoto no Yoshitsune's journey to the north.



On this course you can enjoy the natural beauty of both mountains and sea at the same time. Walk along the path and feel the sea breeze of the Pacific Ocean. There are some dangerous spots so prepare carefully in advance.



### Kosode Beach Course Guide

- 1 Kuji Port**  
(Cairn, Requiem Bell and Light)  
↓ (About 25 minutes on foot)
- 2 Akahama Observation Deck**  
↓ (About 35 minutes on foot)
- 3 Tsuriganedo Cave**  
↓ (About 10 minutes on foot)
- 4 Gojonotaki Waterfalls**  
↓ (About 30 minutes on foot)
- 5 Meotoiwa Rocks**

## Kosode Beach Course

Difficulty level ★☆☆



### Cairn: Requiem of the Bell and Light

This monument was built in one corner of Suwa Park, overlooking Kuji Port, to share the story of the damage by and recovery from the Great East Japan Earthquake.

### Tsuriganedo Cave

Next to a granite reef island is a rock formation with a large marine cave. On the summer solstice the sunrise passes through the cave. The magical view makes this a popular spot.

### Gojonotaki Waterfalls

Gojo Falls is the biggest waterfall on the Kuji coast. You can view this impressive waterfall up close from the area around the basin. Another waterfall appears when the water rises. In winter you can also see an ice fall.

### Meotoiwa Rocks

The rocks representing the man (left photo) and the woman (right photo) of these "Married Couple Rocks" are joined by a rope. In cross-section the rocks, which were formed from lava in the Cretaceous period of the Mesozoic era, have a pentagonal pillar shape.



### Samuraihama Beach Course Guide

- 1 Takonoki Fishing Port**  
↓ (About 15 minutes on foot)
- 2 Samuraiishi Rocks**  
↓ (About 25 minutes on foot)
- 3 Kita Samuraihama Campground**  
↓ (About 25 minutes on foot)
- 4 Yokonuma Observation Deck**  
↓ (About 1 hour 25 minutes on foot)
- 5 Itsukushima Shrine**

## Samuraihama Beach Course

Difficulty level ★★



### Samuraiishi Rocks

The natural paving stones are made from giant slabs of granite. The surface has spots of various sizes containing hollows of footprints said to tell of the legend of Minamoto no Yoshitsune's journey to the north.

### Kita Samuraihama Campground

This campground is in the red pine forest near the Samuraihama Sea Water Pool. It has parking, toilets and a square gazebo where you can take a break.

### Yokonuma Observation Deck

The observation deck is built to jut out above giant 30 meter-high granite cliffs. From here you can see magnificent views of the Pacific Ocean, the cliffs and the reef area.

### Itsukushima Shrine

This is a branch shrine of the Itsukushima Shrine at Miyajima in Aki Province (now part of Hiroshima Prefecture), and it is a place to pray for safety at sea and in the village. Magnificent carved images of dragons, guardian dogs and elephants, etc., can be seen on the main building.

This course is recommended for its view of the Pacific Ocean and goes through natural red pine forests. The view of the coastline from the Yokonuma Observation Deck is exceptional.

## Sanriku Geopark: The Story

The Geopark tells of the characteristic geographical and geological features of the Sanriku Coast area, the natural features such as mountain winds and tsunamis, the lives and traditions of the people who live there, and some parts of the land of Sanriku.



Kuji City Sanriku Geopark



You can fully enjoy and consider the earth, the culture and nature.

### Sanriku Geopark

The Sanriku Geopark runs from north to south through Iwate Prefecture from Hachinohe, Aomori, in the north to Kesennuma, Miyagi, in the south and measures about 220 kilometers from north to south and about 80 kilometers from east to west. The Geopark is a place to enjoy and learn about connecting with geography, ecology and people. The Sanriku area, including Kuji, is particularly fortunate to be a geosite where the history of the earth's activity can actually be seen.

### Hanzaki's Noda Layer

The sedimentary rocks were formed about 60 million years ago (Paleogene period). Giant cliffs reached 60 meters, and you can observe the fossilized standing trees buried in a volcanic ash layer that rests on the limestone base.



### Kuji Stream and Kagamiwa Rock

This area is famous for having been selected as one of Japan's "100 places to view autumn leaves". The cliff rises perpendicularly to be reflected in the water's surface, giving it its name meaning "mirror rock", and there is also a famous spring known as the "fountain of youth".

### Osanai Stream and Uchimagido Cave

The cliffs of the Osanai Stream are about 3 kilometers long and 80 meters high, and the spring greenery and autumn colors are beautiful. With a total length of 6,300 meters, Uchimagido Cave is Japan's longest limestone cave and has been designated a prefectural natural monument.



### Amber, Kuji Strata

The Kuji Strata is a sedimentary layer from between 90 million to 85 million years ago, and a large amount of amber has been produced in this layer. Attention refocused here after a fossilized tyrannosaurus tooth was discovered in 2018.



# SPECIAL EPISODE / Your story in Kuji

In the guide: Experiences that leave an impression

The natural beauty of sea and mountains surrounds Kuji and offers many attractive experiences, including those that get you physically active, those that provide recreation, and those that enhance your senses. Try something you can only experience here!



There are nature experiences where you get active and enjoy the wonder of the world and experiences where you leisurely beautify your skin. Crafting experiences that bring you closer to culture are also appealing.



**The TV drama series "Amachan"**

Visit the amber mining tunnel where the heroine shouted out her feelings ("I don't wanna go back to Tokyo!") or talk with the shop owner who was the model for amber miner Ben in "Amachan".



## Health tourism

Adopting the concept of "climate therapy", which is familiar in countries such as Germany, this program promotes health by using the gifts of nature to create a healthy mind and body. Time is provided for healing, affection, and relaxation.

- 3 **Pray for health and better fortune as you walk**  
**Improve your fortune! Walk the twelve signs of the Chinese zodiac**  
You can pray for better fortune as you walk this undulating course near the city, visiting shrines that where the twelve animals of the Chinese zodiac are enshrined.
- 4 **The sea breeze and the red pines will cheer you up**  
**Samuraihama thalassotherapy walk**  
Take a thalassotherapy (seawater therapy) walk amid the sea breeze and the red pines. The views before you provide healing.
- 5 **Encounter white birch forests and old-growth beech forests**  
**Walk the beautiful white birch forest of Hiraniwa**  
Experience a space that's different from your everyday life - walk through magnificent white birch and beech forests, get a hand massage with white birch tree sap and relax in a hammock.



## Nature experiences

There are plenty of appealing activities led by experienced instructors. Try something you can only experience here with your family or friends!

- 6 **Climb up a stream that flows down a mountain!**  
**White-Water climbing**  
Your goal is the upper part of a clear flowing stream. You'll have an extraordinary sense of accomplishment when you get there.
- 7 **Tree climbing is surprisingly simple**  
**Line climbing**  
Experience climbing a tree using a rope and harness. The view from the top of a tree is simply amazing.
- 8 **Head out to catch a big fish today!**  
**Sappa Fishing Boat Tour**  
Get on board a Sappa fishing boat with a veteran fisher and experience fishing with a gill net.



**You'll be happy with our large ski area in winter or summer**

Our ten courses will please everyone from kids to adults as you glide through a forest of pure white birch trees. With four courses and 36 holes, even beginners can enjoy park golf. Clubs and balls are available for rental.

**Hiraniwa Heights Ski Resort & Park Golf Area**

Tel: 0194-72-2944  
Opening period: for Ski Resort: from late Dec. through Mar.; for Golf Course: from Apr. through Oct. Opening hours: 9:00 - 16:00 (Ski Resort), 9:00 - 17:00 (Golf Course)

## Campground

A camping spot in nature



**Kita Samuraihama Campground**

Look out over the Pacific and feel the roar of the sea from this campground. A kitchen, tent sites and toilet facilities are provided. This is a popular place to visit with the family, next to the Sea Water Pool.

Tel: 0194-58-3855 (Kita Samuraihama Campsite/from Jul. through Sep.), 0194-52-2123 (Department of Commerce, Industry and Tourism/Oct. to Mar.)  
Fee: Cleaning charge for overnight stay: Adult 200 yen, Elementary or junior high school student 100 yen; Charge for day trip: Adult 100 yen, Elementary or junior high school student 50 yen



**Uchimagi Campground**

This campground is located in a settlement deep in the mountains, at the base of Mt. Toshima. It includes a visitors' center and toilet facilities.

Tel: 0194-72-2129 (Department of Industrial Construction Division) \*Advance reservations required

**Hiraniwa Heights Campground**

At this campground in Hiraniwa Heights, in Japan's most beautiful white birch forest, you can camp wherever you like.

Tel: 0194-72-2700 (Hiraniwa Villa)  
Fee for overnight stay: Adult 250 yen, Elementary or junior high school student 120 yen; For day trip: Adult 120 yen, Elementary or junior high school student 60 yen



**1 Are you a miner or a maker?**

You can tour the amber mining tunnel and try mining or you can try making accessories.

**Amber Mining Tunnel Tour**

Tel: 0194-53-0589 (Kamiyama Kohaku Kogei)  
Opening hours: With reservations only  
Fee: Depending on the number of people



Kamiyama Kohaku Kogei

**2 Let your talent blossom with pottery**

Create your own vessel by hand or using a potter's wheel. You'll be so excited when your work is completed and delivered a few months later!

**Kokujiyaki Experience**

Tel: 0194-52-3880 (Kokujiyaki Pottery)  
Opening hours: 10:00 - 15:00  
Advance reservations required

Fee: 1,000 yen for 500g of clay (including baking fee)  
\*one to two months required for completion and shipping



Kokujiyaki Pottery



Tel: 0194-75-3005 (Kuji City Community Experience and Study Association)  
Please make a contact for fees and times.

Kuji City Community Experience and Study Association



Hiraniwa Villa



# Access Map

## Information for KUJI CITY

### ■ Transportation

**[Rail]**

JR East Japan (Kuji Sta.)	Tel: 0194-53-3277
Sanriku Railway (Kuji Sta.)	Tel: 0194-52-0177

**[Bus]**

JR Bus Ninohe office	Tel: 0195-23-5229
Iwate Kenpoku Bus Kuji office	Tel: 0194-53-5200
Sanriku Kanko Bus office	Tel: 0194-52-2435
Hikari Sogo Kotsu Main office	Tel: 0194-53-0041
Mikawa Kotsu Kanko	Tel: 0194-53-6161

**[Taxi]**

Kuji Taxi	Tel: 0194-52-3131
Rikuchu-Kanko Taxi	Tel: 0194-53-4321
Mikawa Taxi	Tel: 0194-53-6161
Hikari Taxi	Tel: 0194-52-3333

**[Car Rental]**

Nippon Rent-A-Car Kuji Ekimae East Exit office	Tel: 0194-75-4190
Nikoniko Rent-A-Car Kuji Ekimae shop	Tel: 0120-322-525
Carsta Rent-A-Car Kuji shop	Tel: 0194-52-3800
Carsta Rent-A-Car Okawame shop	Tel: 0194-55-2201
100yen Rent-A-Car Kuji shop	Tel: 0194-66-7155
Times Car Kuji shop	Tel: 0194-63-1321

### ■ Contact information

**[Hotel and Inn]**

Kuji Grand Hotel	10-15 Kawasakicho	Tel: 0194-52-2222
Kuji Dai-ichi Hotel	2-11 Chuo	Tel: 0194-52-8111
Kuji Station Hotel	3-2 Chuo	Tel: 0194-53-5281
Tsutaya Inn	2-22 Chuo	Tel: 0194-53-3341
Mifune Inn	1-1 Nakamachi	Tel: 0194-53-4063
Nakamura Inn	1-33 Honcho	Tel: 0194-52-2135
Hotel Fukunoya	1-20 Nakanohashi	Tel: 0194-53-5111
Hotel Michinoku	1-71 Honcho	Tel: 0194-52-0574
Tashiro Inn	2-5 Tatsumicho	Tel: 0194-53-5151
Business Hotel Iroha	1-6 Aramachi	Tel: 0194-53-2351
Kuji Hotel	23-68-2 Osanaicho	Tel: 0194-53-1138
Suwa Inn	36-6-9 Osanaicho	Tel: 0194-53-3846
Kuji Health Spa Kofun-no-Yu	35-113-3 Osanaicho	Tel: 0194-61-3232
Sanriku Inn	7-45-4 Toya Natsucho	Tel: 0194-53-5053
Hiraniwa Villa Shirakaba-Mura (cottage)	20-13-1 Rainai Yamagatacho	Tel: 0194-72-2700

**[Tourism facility]**

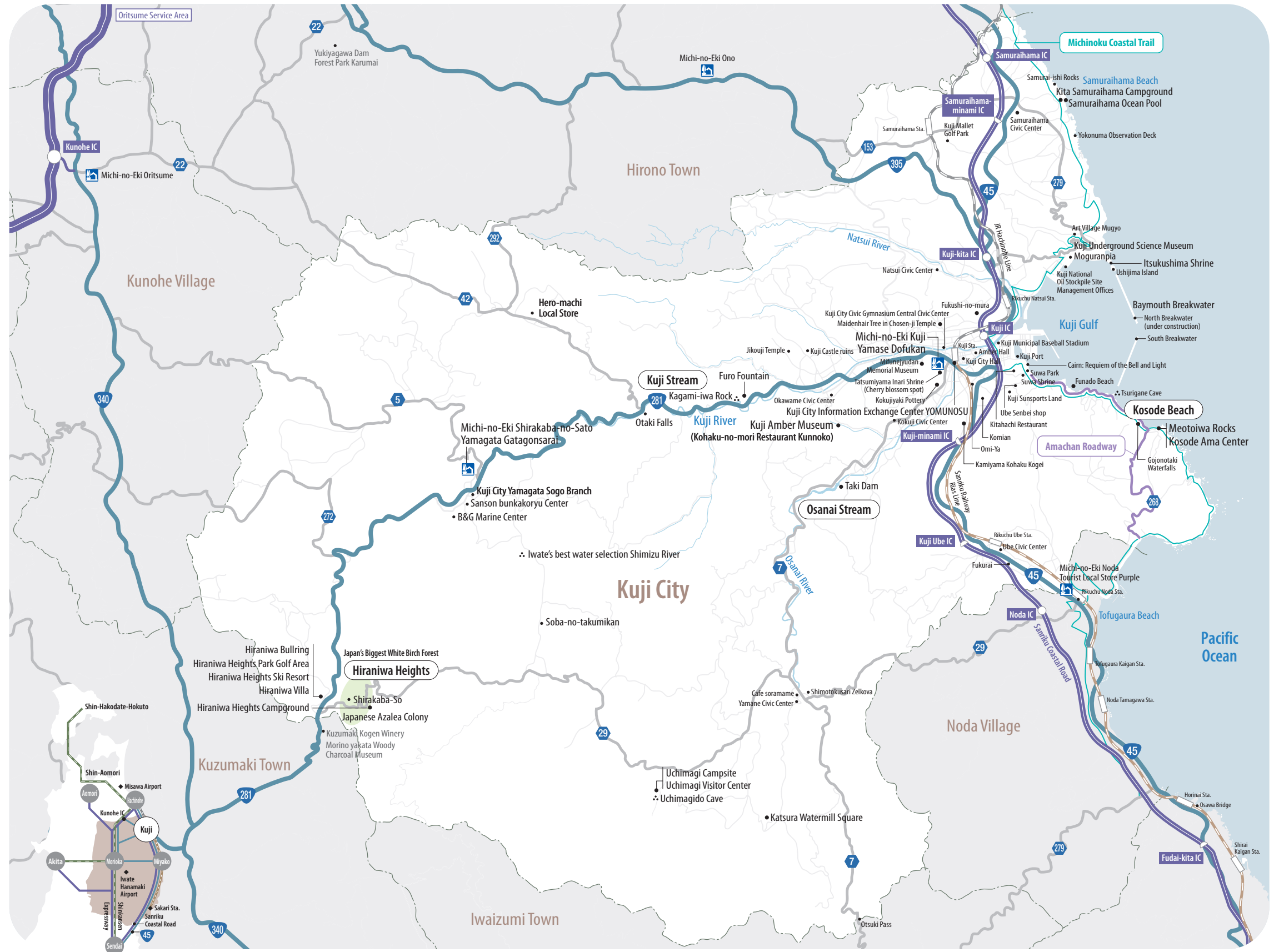
Michi-no-Eki Shirakaba-no-Sato Yamagata	8-12-1 Kawai Yamagatacho	Tel: 0194-72-3131
Kuji Amber Museum	19-156-133 Kokujicho	Tel: 0194-59-3831
Kokujiyaki Pottery	31-29-1 Kokujicho	Tel: 0194-52-3880
Kosode Ama Center	24-110-2 Ubecho	Tel: 0194-54-2261
Mifunejyudan Memorial Museum	5-20-230 Kawanuki	Tel: 0194-53-2210
Kuji Underground Science Museum Mogurapia	1-43-7 Mugyo Samurairhamacho	Tel: 0194-75-3551
Michi-no-Eki Kuji Tourist Information Center	2-5-6 Nakamachi	Tel: 0194-66-9200
Michi-no-Eki Kuji Local Product Shop	2-5-1 Nakamachi	Tel: 0194-52-2289
Kuji City Information Exchange Center YOMUNOSU	3-58 Chuo	Tel: 0194-52-7777

**[Sports and Leisure]**

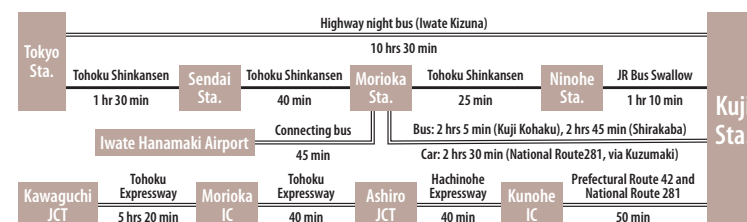
Samurairhama Ocean Pool	Mukaicho Samurairhamacho	Tel: 0194-58-3855
Kita-Samurairhama Campground	Mukaicho Samurairhamacho	Tel: 0194-58-3855
Uchimagi Campsite	16-100-15 Oguni Yamagatacho	Tel: 0194-72-2129
Hiraniwa Heights Ski Resort and Park Golf Course	22-13 Rainai Yamagatacho	Tel: 0194-72-2944
Funado Beach and Rest House	44-132-30 Osanaicho	Tel: 0194-52-2123
Kuji City Civic Gymnasium	4-13-3 Shin-Nakanohashi	Tel: 0194-61-3353

### ■ Accommodations around Kuji City

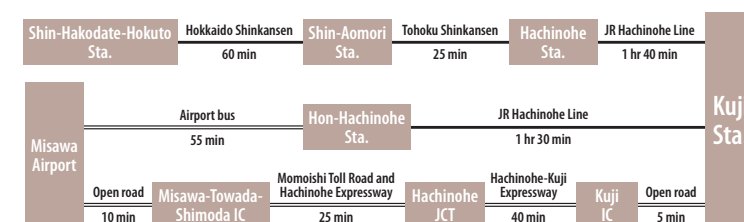
Green Hill Ohno (Hirono Town)	Tel: 0194-77-2266
Agri Park Osawa (Hirono Town)	Tel: 0194-66-2662
Eboshi People's Inn (Noda Village)	Tel: 0194-78-2225
Ono Ryokan (Noda Village)	Tel: 0194-78-2507
Kurosaki People's Inn (Fudai Village)	Tel: 0194-35-2611
Hotel Raga-So (Tanohata Village)	Tel: 0194-33-2611



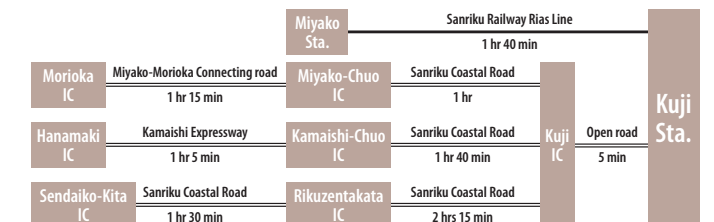
### ■ From Kanto and Sendai



### ■ From Hokkaido and Hachinohe



### ■ From Coastal area and Southern part of Iwate Prefecture







# SPECIAL EPISODE / Your story in Kuji

The story of meeting smiling faces and passionate hearts

When the seasonal winds blow, the festival fire is kindled in our hearts.  
Let's have some fun together! Let's heat things up together!



Event Information



## 1 Kuji Autumn Festival

Third Thursday to Sunday of September

This festival is one of the biggest in northern Iwate and we are proud to carry on this tradition since the 1360s. The movement of the parade floats, which can be up to 12 meters high, is magnificent and lively. The night before the festival, the floats are all gathered together.

Tel: 0194-66-9200 (Kuji Tourism and Products Association)

## 2 Hokugen no Ama Festival

First Sunday in August

Held around the Kosode Ama Center. The festival includes many events such as demonstrations of free diving by the female diver, reasonably-priced sea urchins and more.

Tel: 0194-52-2123 (Department of Commerce, Industry and Tourism)

## 3 Hiraniwa Bull Fighting Competition

Young leaves tournament (May) / Azelea tournament (June) / White birch tournament (August) / Maple tournament (October)

The only bullfighting tournament in Tohoku. You can watch the excitement from nearby as the powerful wild bulls lock horns. A lottery with lavish prizes is also very popular! The Wakaba Basho held in May is for the training of young bulls.

Tel: 0194-72-2129 (Industrial Construction Department)

## 4 Kuji Minato Sakana Festival

Late July

This event is packed with appeal, including the lively parade of fishing boats, the sale of local marine products and displays of traditional performances.

Tel: 0194-52-2123 (Department of Commerce, Industry and Tourism)

## 5 Kuji Beppin (The Beauty) Night Market

Fourth Friday from May to October

Drink! Eat! Shop! Play!  
A collection of night stalls from stores in the city center. Enjoy a lively evening.

Tel: 0194-52-1000 (Kuji Chamber of Commerce and Industry)

## 6 Guretto Yamagata Street Festival

Mid-October on a Saturday and Sunday (2 days)

At this event you can enjoy walking all around the town of Yamagata in autumn. The festival offers a full array of hometown foods and autumn tastes you'll only find in a mountain village.

Tel: 0194-72-2111 (Community Revitalization Department)

## Hiraniwa Kogen Azalea Festival

Early June

Take a stroll around Hiraniwa heights, which boasts vermilion azaleas amid the fresh greenery of the white birches. You can also eat your fill of delicious foods.

Tel: 0194-72-2129 (Industrial Construction Department)

## Gatagon Festival Sunday in late August

This festival has its roots in the puzzling discovery of the footprints of the strange "gatagon" beast. There is a dancing parade and local specialty products are also sold.

Tel: 0194-72-2743  
(Kuji Chamber of Commerce and Industry, Yamagata Branch Office)

## Kujiryuto, Noryo Firework Festival

August 16

Lanterns floating away to dispatch the spirits of the deceased are a romantic sight. About 1,700 fireworks are launched into the night sky of Kuji.

Tel: 0194-66-9200 (Kuji Tourism and Products Association)

## Kuji Local Industrial Festival

Mid-October on a Saturday and Sunday (2 days)

Focusing on the specialties of Kuji's local agriculture, forestry and fishing industries, this event brings together all kinds of local products in one hall, and many people come from both Kuji and outside the city.

Tel: 0194-52-2123 (Department of Commerce, Industry and Tourism)

## Uchimagido Cave Festival

Second Sunday in July and February

Uchimagido Cave is only open to the general public twice a year. In the winter you can see the ice pillars, which can only be seen in a few places in Japan.

Tel: 0194-52-2700 (Kuji City Educational Committee, Culture Division)

## Hiraniwa Kogen Ski Resort Festival

Second Saturday in February

All kinds of events that can only be held at a ski resort. The booths serving warm local dishes are popular and make people happy in the cold weather. There is a fireworks display at night.

Tel: 0194-72-2129 (Industrial Construction Department)



### Tourism Information Center

Michi-no-Eki Kuji Yamase Dofukan  
(Kaze-no-Yakata)  
Postcode 028-0056 2-5-6 Nakamachi, Kuji City  
Kuji Tourism and Products Association  
Tel: 0194-66-9200  
Fax: 0194-66-9300



Kuji City Information Exchange Center  
YOMUNOSU  
Postcode 028-0061 3-58 Chuo, Kuji City  
Kuji Tourism and Products Association  
Tel: 0194-52-7777



Sanriku Railway Kuji Station Building  
Postcode 028-0061 3-38-2 Chuo, Kuji City  
Kuji Wide Sightseeing Area Council  
Tel: 0194-53-5756  
Fax: 0194-66-8006



### Tourism Guide

Kuji Guides Association  
Postcode 028-8030 1-1 Kawasakicho, Kuji City  
Kuji City Community Experience and Study  
Association  
Tel: 0194-75-3005  
Fax: 0194-75-3007

