

## Japanese Restaurant / Izakaya / Soba

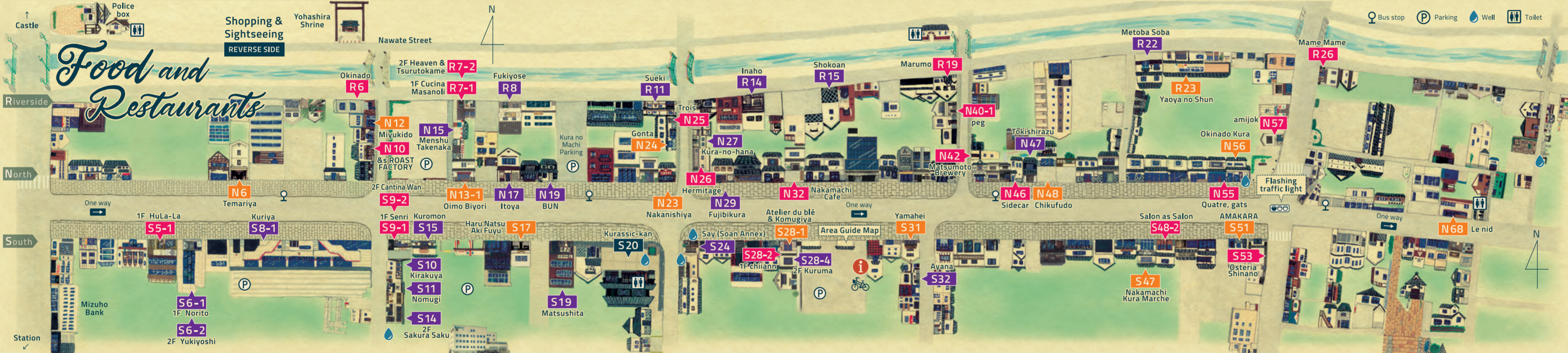
### R15 Shokotan 尚古庵

Japanese-style course meals  
Closed: Irregular

Enjoy the nice breeze of Metoba River and Nakamachi's kura town with Shokotan's Kyoto-style cuisine.

### R22 Metoba Soba 女鳥羽そば

Soba  
Closed: Wed. & 3rd Tue.  
A soba shop specializing in handmade Nagano soba. The staff can't speak English, but they have an English menu.  
●Mikasane (triple-topped) soba noodles  
●Zaru (chilled) soba noodles



## Western-style Restaurant / Café / Bar / Misc.

### R6 Okinado おきな堂

Western-style restaurant  
Closed: Irregular  
Founded in 1933, Okinado serves pork and beef steaks, and dishes using vegetables grown on their own organic farm. Great place to relax and enjoy classic western-style meals.  
●Pork steak ¥1,600

### R19 Marumo まるも

Café  
Closed: around New Year's Day  
©8:00-18:00 (17:00 L/O)  
9:00-18:00 from Nov. to Mar.  
The cafe is part of Marumo Ryokan and has been open since 1956. The ryokan was founded in 1868, with the current kura-style building being constructed after the great fire in Matsumoto in 1888. Furnished throughout with Matsumoto folk furniture, relax and enjoy the historic atmosphere of this cafe!

### R26 Mame Mame 豆まめ

Matsumoto-style pancakes  
Closed: Wed.  
©Mon. - Sat. 11:00-19:00  
Sun. & holidays 9:00-17:00  
A shop specializing in a local dish called "usuyaki" (Matsumoto-style pancakes). All foods are natural, so parents can rest assured that children are eating something healthy. Both eat-in and take-out available. High-energy foods for trekking and the light breakfast are also recommended.

### N10 &s ROAST FACTORY

Bean to Bar Chocolate & Specialty Coffee  
Closed: Tue.  
Nagano Prefecture's first bean to bar chocolate shop and specialty coffee roaster. Opened in February 2016.  
1F COFFEE STAND & COFFEE ROASTER  
2F CHOCOLATE FACTORY

### N26 Hermitage エルミタージュ

Bar  
Closed: Wed. & Sun.  
Enjoy dining while listening to live piano music at this adult-oriented dinner bar, which makes a great hide-away where you can relax with the music at the end of the day.  
●Cocktails ¥600 ●Pizza ¥680

### N15 Menshu Takenaka 麵竹中

Ramen noodles  
Closed: Wed.  
©10:30-23:30 (closed between lunch and dinner)  
Ramen with soup broth made from Matsumoto spring water and boiled chicken. Get a bowl of happiness loaded with Nagano flavor.  
●Jingisui ton (Genghis Khan-style grilled pork) ¥590

### N17 Itoya いたや

A proprietress dressed in kimono welcomes customers into the 10-seat restaurant, where oden (a kind of winter hotpot with various ingredients) is available throughout the year. Itoya uses local ingredients and you can enjoy seasonal foods such as sansai (edible, wild plants) in spring and mushrooms in fall.  
●Potato Pancake ¥600 ●Horsemeat stew ¥500  
●Deep Fried Japanese Yam ¥790

### N47 Tokishirazu トキシラズ

Japanese/Izakaya  
Closed: Wed.  
Get lost in time in Tokishirazu's restored Meiji Era kura-style restaurant. Enjoy the chicken hotpot and chicken sukiyaki which are cooked directly over hot coals, and other seasonal specialties along with handpicked local sake and wine.  
●Chicken hotpot course ¥3,800+ per customer

### S15 Kuromon くらもん

Japanese/Izakaya  
Closed: Mon. & dinner time on Sun.  
Enjoy tempura, rice bowls, and sashimi at lunch and sashimi, yakitori, and tofufu dishes at dinner. You will never tire of the delicious, yet healthy fish dishes, including a variety of grilled fish. With great drinking snacks also available, have a great time with your friends at Kuromon.  
●Tuna sashimi ●Yakitori

### N19 BUN 日本酒/Izakaya

This Japanese-style bar is located in a traditional kura-style building and serves seasonal fish and local specialties such as sanzokuyaki (Matsumoto-style fried chicken).  
●Jingisui ton (Genghis Khan-style grilled pork) ¥590

### N27 Kura-no-hana 蔵の花

Soba  
Closed: Wed.  
Just off Nakamachi Street, this restaurant is in a traditional kura-style storehouse. Using the finest local buckwheat which is hand-ground using a stone mill on premises, their soba noodles are delicious and very fragrant. The soba noodles are handmade and the buckwheat is grown in Nagano.  
●Zaru soba (chilled soba with dipping sauce) ¥800

### N29 Fujibikura ふじ美蔵

Soba  
Closed: Mon. & irregularly  
Offering handmade-soba using 100% local buckwheat for lunch, this shop boasts local sake, rice from the terraced fields of Obasute cooked in a clay pot, along with variety of seasonal dishes in the evening.

### S6-1 Norito 韓国料理

Korean dining  
Closed: Irregular  
A Korean-style pub where guests can not only enjoy Korean dishes such as charcoal-grilled samgyeopsal (Korean pork belly), but also the atmosphere of Korea itself.

### S6-2 Yuki-yoshi ゆきよし

Assorted tempura ¥1,000 ●5-piece yakitori set ¥780

### S8-1 Kuriya くりや

Soba  
Closed: Sun. (closed on the last day of long holidays)  
©17:00-23:00 (L/O 22:30)  
At Kuriya, you can enjoy 50 different types of local Nagano-made sake and soba noodles. A great place to compare varieties of sake along with dishes prepared using local ingredients and horsemeat.  
●Morisoba (regular chilled soba noodles) ¥930  
●3 types of horsemeat sashimi ¥980

### S10 Kirakuya 気らく家

Japanese/Izakaya  
Closed: Wed.  
If you like chicken, try the charcoal-grilled yakitori (skewered chicken). The restaurant is bit tight on space, but has a fun and cozy atmosphere whether you are alone or with others. Kirakuya uses only fresh yakitori made right at the restaurant (lower frozen or pre-made) and each skewer is grilled over hot charcoal. Come on, yakitori lovers!  
●Yakitori (over 25 varieties) from ¥100 ●Special sanzokuyaki ¥850

### S24 Say (Soan Annex)

Japanese/Izakaya  
Closed: Mostly on Wed.  
Say has kura-style wooden doors, and Soan is a kura-style building with a large counter. Enjoy Japanese cuisine along with a variety of more than 20 types of local sake. The handmade soba is also popular.  
●Zaru soba (chilled soba noodles) ¥800  
●Lunch course from ¥1,100

### S32 Ayana あや菜

Japanese/Izakaya  
Closed: Mon.  
©18:30-  
Lunch is reservation only.  
Run by a three generation team of mother, daughter, and grandson (still only two years old) that uses seasonal ingredients to cook home-style food. Besides local Matsumoto dishes, Ayana also boasts a range of Japanese misuburo and samai (edible wild plants) dishes.  
●Sanzokuyaki (Fried Chicken) ¥1,300  
●Tartare made with local venison ¥1,680  
●Dashimaki-tamago (rolled egg omelet seasoned with fish stock) ¥780+

### R8 Fukiyose 日本酒

### R11 Sueki Soba

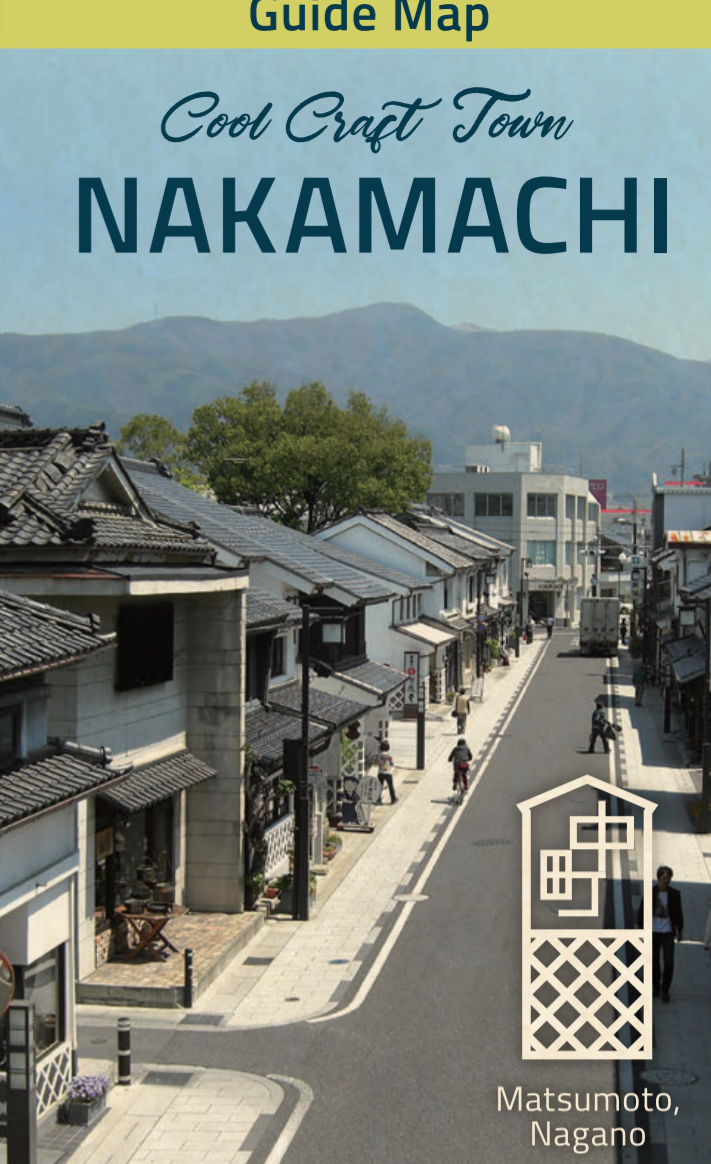
### R14 Inaho Izakaya

### S11 Nomugi Soba

### S14 Sakura Saku 日本酒

### S19 Matsushita Soba

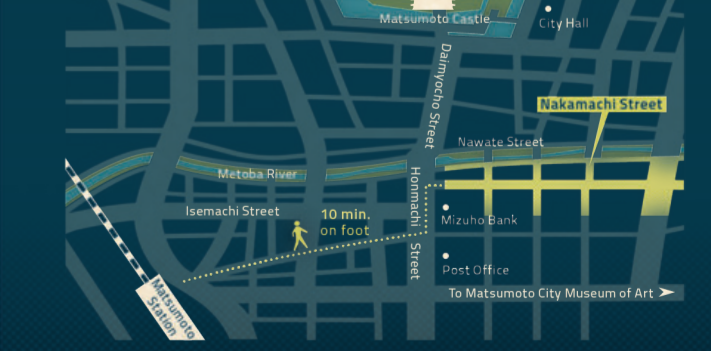
### S28-4 Kuruma Izakaya



FRONT	Credit cards okay	No-smoking section	English menu
BACK	Some English spoken	Wi-Fi	Battery charging allowed
Shopping & Sightseeing	Vegetarian menu	Western seating	Japanese seating



Ever since the 17th century, Nakamachi has prospered as the backbone of the castle town of Matsumoto. It was a town on the old Zenkoji Kaido, a route connecting Zenkoji Temple to Nagoya and Kyoto. Since old times, it was a prosperous merchants' town where many wholesale stores (mainly sake brewers and kimono merchants) were located.



Nakamachi Street Free Wi-Fi: SSID nakamachistreet (no registration/password required)  
Nakamachi Shopping Street Promotion Association  
Email: info@nakamachi-street.com  
TEL.0263-36-1421 FAX.0263-36-1421  
3-2-14 Chuō, Matsumoto, Nagano, Japan  
nakamachi-street.com/en

Credit cards  
okay

No-smoking  
section

Written explanation  
in English

abc

Some English  
spoken


Wi-Fi

Battery charging  
allowed

## Kura

In 1888, most of Nakamachi burnt down in a big fire. In response, many fire-resistant kura-style (earthen walled) buildings were built to protect the town from fire. The kura-style buildings are decorated in a unique style using a white, mortar grid pattern on black tiles called "namako" walls. They were used as storehouses and sometimes also as residences. Even today, many such buildings remain around the Nakamachi area.

## Wells

Matsumoto has an abundant supply of natural ground water and several old wells can still be found in the city. There are a few wells in Nakamachi and the surrounding neighborhoods including the hand-pump well at Kurassic-kan. The water is safe for drinking. Check the locations on the map! 

## Izakaya

A traditional, Japanese-style bar that serves a variety of food.

## Otoshi

This is a small side dish served to all customers at izakaya-style pubs/bars before ordered items are served. It is most often charged for and is a common Japanese practice that functions as a kind of cover charge. It can create trouble for foreigners who don't understand why they have been charged for what they haven't specifically ordered. However, do note, although they may not appeal to everyone's tastes, even if declined, the charge will still be required as a part of Japanese pub culture.



## Sanzokuyaki


"Bandit chicken"  
A local dish with marinated, chunky, deep-fried chicken

## Soba

Buckwheat noodles, famous in Nagano. They can be served as hot noodles, with trimmings such as tempura or edible wild plants, or served chilled on a basket as "Zaru Soba."

## Free Rental Cycle

Free bicycle rental is available at Sui Sui Town in the Nakamachi "Kuranoaru" Parking Lot near Kurassic-kan.

See the location on the map   
Rental hours: 9:00-20:00

## Farmers Market

Farmers from around Matsumoto bring seasonal vegetables, flowers, fruit and fruit juice, edible wild plants, and mushrooms to this morning market. It is very popular as the produce is both fresh and inexpensive and the farmers give the market-goers tips on cooking and pickling.

## Morning Market

Every Sat. from Apr. to Dec. 9:30 until sold out.  
Location:  
Nakamachi "Kuranoaru" Parking Lot

## Evening Market

Every Wed. from May to Dec. 15:00-16:30  
Location:  
Square in front of Kurassic-kan

## Events and Festivals

### Matsumoto Bon Bon

Tens of thousands of people dance on the streets of Matsumoto. The first Sat. of Aug.

### Ameichi (Candy Festival)

Nakamachi's portable shrines go around the streets of Matsumoto. Held on a weekend in early or mid-Jan.



### Shimin (Citizens') Festival

A colorful festival with a samurai procession, vehicle free streets, and plenty of street stalls. Nov 3rd.

## S20 Kurassic-kan 蔵シック館

9:30 - 17:00  
Closed: Dec. 29 - Jan. 3

The Kurassic-kan buildings were part of a nearby sake brewery built in 1888 and 1923. The main building is often used for exhibition and cultural events, while another building has a small tearoom and cafe inside. Kurassic-kan is free to walk around in, and inside you can see its impressive wooden structural beams, tatami rooms and small Japanese garden.



**Café**  
Enjoy fresh ground, house-roasted coffee, Japanese desserts, and tea while you gaze upon the tranquil Japanese garden.  
● Japanese tea with a Japanese dessert ¥580  
● Coffee with cake ¥800  
10:00 - 17:00 (Nov. to Mar., 10:30 - 16:00)



## Clothing / Accessories

### N5 Ontade

Women's specialty boutique

Closed: Every other Thu.

### N21 Ichinose Sewing Machine

Clothing store and tailor

Closed: Irregular

Clothes, bags, shoes and accessories from Japan and abroad featuring minimal and elegant design. This boutique has a wide selection of high quality clothing made within Japan.

A unique sewing machine shop with clothes made from vintage fabrics such as cotton, hemp, and oshima tsumugi (a famous silk fabric).

## N22 HARU Shoe Studio

Shoes for men, women & babies

Closed: Wed, 2nd Thu. & 3rd Sun. of the month  
10:00-17:30

### N50 coto.coto

Accessories & craftwork

Closed: Wed.

10:00 - 18:00

Inspired by the concepts of art and a fun lifestyle, this shop sells craftwork, paintings, and other items by young artists.

### N54 Saddleblanket

Clothing

Closed: Wed.

A clothing store selling specially selected casual wear for both men and women.

### S5-2 Seltie

Clothing

Open year-round

A specialty boutique with an exciting atmosphere that sells both national and international brands.

## S29 Yosan Kobo ようさん工房

Original clothing & dressmaker

RSVP required

An original clothing store offering tailor-made clothing, repairs and alterations. Yosan Kobo also takes orders for custom-made wedding dresses.

### S40 Yaguchi 矢口

Japanese footwear

Closed: Wed.

A shop that sells a variety of traditional Japanese footwear including "nezuko geta." There is something for everyone in the family and you can try on the footwear before purchasing.

### S41-1 Sanwa 三和

Japanese accessories

Closed: Wed.

This shop offers a wide range of unique items ranging from bags to Japanese-style household accessories.

## S43 Dekobokodo 凸凹堂

Accessories

Open year-round

This shop sells natural stone accessories and Japanese-made glass accessories.

### S49 Kurafu

Clothing & accessories

Closed: Wed.

Carefully selected clothing for both men and women, as well as fashion accessories to enhance your lifestyle.

## R7-2 Heaven & Tsurutokame

Women's clothing

### R20 Mode Maruwa

Women's clothing

### N13-2 ao.cloth

Women's clothing

### N61 Hayama

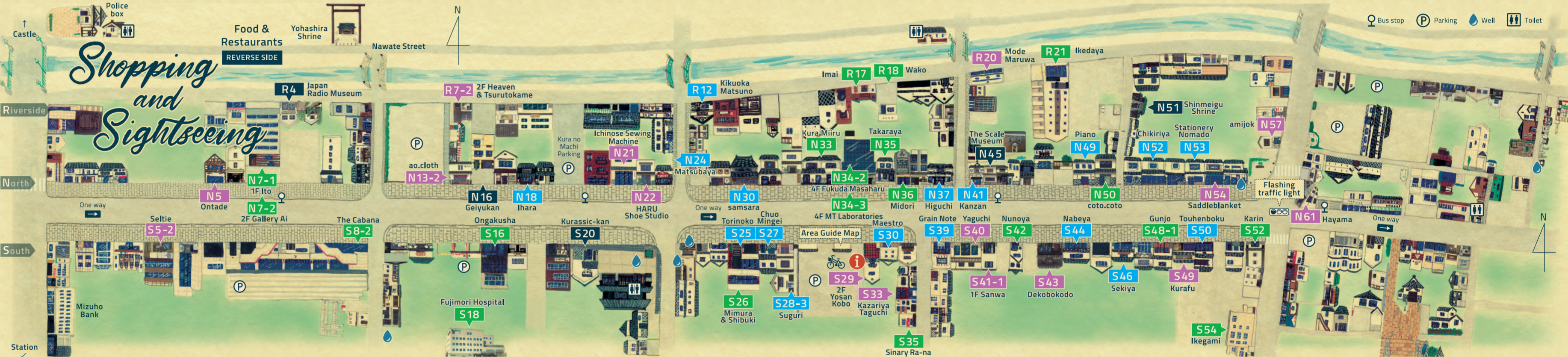
Women's clothing

### N57 amijok

Accessories  
Also see reverse under "Western-style Restaurant"

### S33 Kazariya Taguchi

Jewelry



## Folk art / Furniture

### N18 Ihara 伊原漆器

Lacquerware

Closed: Wed.

10:00 - 18:30

Ihara is hard to miss with its shop sign that features a lion and a wooden bowl. This shop stocks a selection of woodwork products and lacquerware.



**N16 Geiyukan 芸遊館**  
Live shamisen music & experience

Open Sun. & holidays from 13:30 & 15:00. For other days, RSVP 5 days ahead.



### N30 samsara

International handicrafts & artwork

Closed: Sun. (open every day during high season)

Japanese and international handicrafts, artwork, and antiques at a reasonable price.

### N49 Piano ぴあの

Wooden toys

Featuring beautiful European wooden toys, this shop stocks a wide variety of toys that even adults will enjoy.

### N53 Stationery Nomado のまど

Pottery shop & experience

Closed: 1st & 3rd Wed.

10:00 - 18:00

Both a pottery studio and a shop, Nomado offers a variety of unique items such as its original Tsukamaki pottery, lacquered chopsticks from Kiso, plant dyed products, ironworks, and more from various craftwork artists.



**N45 The Scale Museum** はかり資料館

Closed: Mon. & Dec. 29-31 9:00 - 17:00  
Admission: ¥200 (Free for elementary and junior high students)



**R4 Japan Radio Museum** 日本ラジオ博物館

Closed: Mon. (open if a national holiday, and closed on the following day)

This museum exhibits the history of Japanese radio and TV in the 20th century with their great collection.

## Free Rental Cycle

Nakamachi Shopping Street Promotion Association Office

### S25 Torinoko 鳥乃子

Folk art

Closed: Irregular

Sells handicrafts from all over Japan, but primarily light, durable lacquerware made in Kiso, Nagano.

### S28-3 Suguri すぐり

Handmade craft shop & juice stand

Closed: Wed.

11:00 - 18:00 (Oct. to Mar. 11:00 - 17:00)

This shop offers handmade craftwork by Japanese and international artists, as well as Matsumoto souvenirs. Monthly exhibitions are held in the 2F gallery and you can also enjoy fresh-squeezed juices made with local fruits (take-out only).

### S30 Maestro

Folk art

Closed: Irregular

工藝マエストロ

Carefully crafted, handmade items including porcelain and blown glass products from around the country, and lacquerware made in Maestro's workshop.



**N51 Shinmeigu Shrine** 神明宮

This small, homely shrine is tucked away on a narrow side street toward the eastern end of Nakamachi. When a big fire broke out in and around Nakamachi, this shrine was believed to have stopped the flames from going beyond it, thus the shrine is considered to house the guardian deity of Nakamachi.



**Nawate Street** 綱手通り

Located across the river from Nakamachi, Nawate Street is a car-free zone lined with small eateries and quirky shops where you can buy trinkets and Japanese-style snacks. The street retains its Edo-style atmosphere and is popular with tourists. You will also find Yohashira Shrine along this street.

### S39 Grain Note

Furniture

Closed: Wed.

This shop exhibits and sells original furniture made by the owner, and woodwork and ceramics from local artists.

### S44 Nabeya 鍋屋商店

Japanese home decor & tatami

Closed: Wed.

10:00-18:00 (winter until 17:30)

(Credit card: ¥5,000 or more)

A shop offering Japanese-style household items which also suit western-style settings, as well as flower patterned goza mats (thin tatami-style mats) made with Japanese rushes, and seasonal noren (fabric door curtains).

### S46 Sekiya セキヤ文具店

Stationery

Closed: Sun.

Here you can buy traditional Japanese toys including kendama, kaleidoscopes, daruma otoshi, party blowers, paper balloons, and origami. Sekiya also sells name seals, brushes and calligraphy tools, and abacuses.



### S16 Ongakusha 音楽社

Musical instruments

Closed: Wed.

Customers can try out all wind instruments and mouth pieces at this shop. Also provides repair and adjustment service for musical instruments.



**R21 Ikedaya ホテル池田屋**

Hotel

Open year-round

Although it may look like a regular hotel, Ikedaya offers guests superior hospitality on par with traditional Japanese-style inns, and a warm and cozy stay.



**S42 Nunoya ぬのや旅館**

Ryokan

This Japanese-style inn was founded in the mid-20th century and still retains its wooden structure. With three floors, Nunoya offers individual rooms at reasonable prices. Recommended by the Lonely Planet guidebook.

### S50 Touhenboku 陶片木

Folk art

Closed: Wed. & 3rd Tue.

This shop sell bowls and other dishes. By purchasing even one dish, Touhenboku promises it will return happiness a hundred times over.

### R12 Kikuoka Matsuno

Japanese musical instruments

### N41 Kanzan

Furniture

### N24 Matsubaya

Bedding

### N52 Chikiriya

Folk art

### N37 Higuchi

Antiques

### S27 Chuo Mingei

Matsumoto folk craft furniture

### R17 Imai

Timber

### R18 Wako

Real estate

### R19 Marumo

Ryokan

Also see reverse under "Western-style restaurant"

### N7-1 Ito

Internal medicine clinic

### N7-2 Gallery Ai

Antiques

### N33 Kura Miiru

Rental gallery

### N34-2 Fukuda Masaharu

Law firm

### N34-3 MT Laboratories

Translation, web development

Specializes in translating foreign languages and the production of websites and brochures related to tourism.

### N35 Takaraya

Real estate

### N36 Midori

Pharmacy

This pharmacy, with its original store facade built in the Taisho period (1912-1926), still has an image reminiscent of those times.

### N50 coto.coto

Gallery

Also see under "Accessories"

### S8-2 The Cabana

Hair salon

A simple, yet excellent quality salon with an interior design featuring wood, concrete, and metal materials.

### S18 Fujimori Hospital

Hospital

Founded in 1889, this hospital has long served the local community. Their new building was built in 2009.

### S26 Mimura & Shibuki

Eye doctor

### S35 Sinary Ra-na

Cosmetics

100% chemical free cosmetics, such as hair care products, commodities, and aromatherapy products. Beauty treatments including non-surgical face lifts at reasonable prices.

### S48-1 Gunjo

Hair salon

### S52 Karin

Orthopedic clinic

This clinic offers treatment for sprains, bruises, lower back pain, and shoulder pain.

### S54 Ikegami

Dermatology and urology clinic