

# FUN BOOK NAGANUMA

Hokkaido  
**NAGANUMA**  
Tourism Pamphlet  
naganuma-kanko.com





index

3

The Town Where Cranes Go Home To

5

Naganuma at Your Home

7

Battle Royale of Genghis Khan in Naganuma!

9

Art and Experience

11

Naganuma Outdoor

12

Stay in Naganuma

13

Roadside Station and Farm Stand Information

14

Shops

15

Cafes and Restaurants

19

"Naganuma at your home" Cont'd

21

Maps of town

25

Access Information

Naganuma is an agricultural town with a population of about 10,000.

The verdant countryside and panoramic view of the Ishikari Plain from the Maoi Hills attract many tourists from all over Hokkaido. And with the extension of the Central Hokkaido Area Link Road in March 2020, New Chitose Airport can now be reached in 17 minutes from Roadside Station. Recently, more and more tourists are visiting Naganuma to visit new restaurants who use fresh and abundant local agricultural products and to buy vegetables at farm stands. In addition to its rich nature and mild climate, the town's proximity to cities such as Sapporo and Tomakomai has attracted an increasing number of immigrants.

Take a drive to look at the countryside, take a break at your favorite store, let the time flow slowly, and return home just as the sun is setting. Why don't you come to Naganuma to spend your own relaxing time?



Naganuma is Fun!  
Oh I'm a Fan!

NAGANUMA  
FUN BOOK



# TANCHO MAP



Proceed on route 226, and turn into gravel road at Hanshoku-bashi bridge

## “Welcome home”

Naganuma’s marshlands used to be a breeding ground for red-crowned cranes. When the marshlands were transformed into rich farmland, the cranes

## The town says to them

disappeared. But in recent years, the development of the Maizuru Retarding Basin, a vast basin to prevent flooding, has triggered their return. The Maizuru Retarding Basin provides a good environment for wild animals and plants, including cranes. Around the basin, residents are engaged in activities to watch over the returning cranes.

## The Town Where Cranes Go Home To



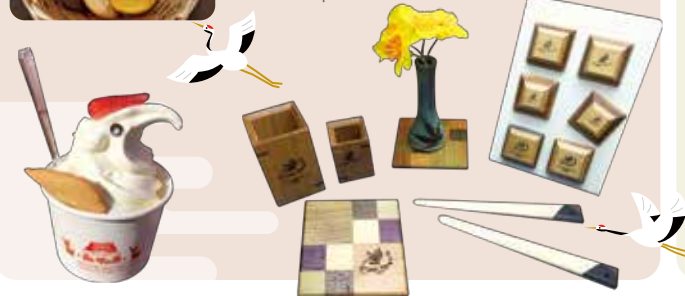
naganuma



Creating a Town Where Cranes Can Live Logo mark

## A variety of products with the image of the red-crowned crane

Sweets, breads, and handicrafts... In Naganuma, there are many products with the image of the red-crowned crane. If you come to Naganuma, please take a look at them. There is also pamphlet with a collection of products.



## Let's observe red-crowned cranes!

The red-crowned crane is a wild creature that moves freely, but they are often seen around the Maizuru Retarding Basin. The area around the basin is farmland and houses, so please do not disturb lives of neighboring humans either!

- In the vicinity of cranes, do not leave the building or car to observe.
- If their necks are stretched out, they are wary and should not be approached any closer.
- Do not startle or feed them
- Do not enter the surrounding farmland, houses, farm roads, or restricted areas.

### The biggest bird in Japan!

Length with wings spread: 240cm

Height of the back is about 150cm

### What kind of bird is a red-crowned crane?

### The bird eats everything!

They are omnivorous and eat fish, insects, and plants.

危

### Endangered species!

It was drastically reduced due to overhunting and cultivation about 100 years ago. It is listed as Endangered II in the Red List 2020 of the Ministry of the Environment.

### The bird that lives in marshlands!

They live in marshlands in Japan, Russia, and China. Naganuma used to be a town of swamps and marshlands.





**Papa**

It's great to have beverage and snacks together



**Takashi**

Where's my sweets?



**Mama**

Almost any ingredient in one town!



**Hiroshi**

I want Genghis Khan today



So much to choose from when you shop in Naganuma! Introducing the wide range of "Made-in-Naganuma"

All you wish to buy are here in Naganuma!!

6

## Top Rice Production in Hokkaido!

Being famous for its rice cultivation, Naganuma produces not only high-quality rice, but also various rice products such as Doburoku and Sake.



5

## No.1 Soybean Producer in Japan!

Naganuma boasts the largest production of soybeans in Japan\*. The town also offers a wide range of soy products such as miso and tofu.



4

## Sweets More Than One Can Eat!

3

The town is dotted with cafes, ice cream shops, and bakeries where you can enjoy delicious sweets. Eating sweets while enjoying the fresh air and the countryside view is so special.

1

2

1

## After all, Fresh Vegetables!

There are too many vegetables to introduce here, but I hope you will try some of the cheap, fresh, and incredibly delicious vegetables.

In detail on P.13

2

## Great for Souvenirs

Processed products such as fruits, juices and cheese are also great for gifts.

In detail on P.19~20

3

## Naganuma Specialty: Genghis Khan BBQ!

There are four main types of Genghis Khan meat available for purchase in the town, and more than twice as many if you include the originals from restaurants and other stores. You are sure to find the meat of your choice.

In detail on P.7~8

Products shown here are also on P.19-20, "Naganuma at Your Home Cont'd"





A classic with just the right amount of sweetness and saltiness!

### Kanehiro Genghis Khan

They go extra miles to make it tasty, like carefully removing unwanted tendons by hand. There are a variety of parts to choose from, and it is characterized by sweet and salty flavor enjoyable to all ages.



MAP 3 DATA 1-19 Nishikimachi Minami ☎0123-88-2628  
⑨:00~18:00(Weekdays-sat-holiday)/9:00~17:30(sun) <closed>none



Thick and mild flavor!

### Maoi Loin

The thick and hearty meat is cut into bite-sized pieces, and the use of ginger, apple, and garlic in the sauce reduces the smell of mutton to make it more palatable.



MAP 1 DATA 1-5-19 Ginzakita ☎0123-88-2222  
⑨:(summer)10:00~19:00(winter)10:00~18:30  
<closed>2nd sun.



If you don't like mutton, no problem!

### Naganuma Genghis Khan

The secret sauce that has been passed down since the establishment of the restaurant in 1952 gives it a rich flavor. Pork and beef Genghis Khan are also available, so even those who do not like mutton can enjoy Genghis Khan.



MAP 4 DATA 1-5-24 Ginzakita ☎0123-88-2717  
⑩:00~18:30 <closed> sun, Obon, New year holidays



Fruity and refreshing!

### Sato Butcher Shop

Its soy sauce based sauce is rich in fruit juice, which gives it a deep sweetness and soft texture. Because of its sweetness, it has many core fans, and popular among women and children.



MAP 2 DATA 1-1-52 Higashimachikita ☎0123-88-2452  
⑨:00~18:30 <closed>tue. (except holidays)

## Restaurants

MAP 7 Jinkichi

Located next to the main factory, this is the best place to eat Naganuma Genghis Khan.

DATA  
☎Aza maio2022 ☎0123-88-2333  
⑩:11:00~18:30(Weekday)/11:00~19:30(sat.sun.holiday)  
<closed> mon.(if holiday, next day), New year holidays

MAP 6 Bussan-kan(Product Center)

The 3 kinds Taste-and-Comp are set is very popular. Located on the premises of Naganuma Oonsen.

DATA  
☎East 6 Line North 4 ☎0123-88-2408  
⑩:11:00~20:30(L.O.20:00) <closed> none

MAP 5 Restaurant Kanehiro

This is the place to eat Genghis Khan Karaage! Also try yakiniku lunch and set menus!

DATA  
☎Higashi 6 Line South 6 ☎0123-88-2213  
⑩:11:00~19:00(Weekdays)/10:00~19:00(sat.sun.holiday)  
<closed> New year holidays

# Battle Royale! Jostling in Naganuma 4 Great Loads of Genghis-Khan!!

Thorough Comparison Research!

## History of Genghis-Khan BBQ in Naganuma

there are so many stores selling mutton in Naganuma. It is because in the beginning of 20th century the government encouraged farmers to raise sheep for woolen military uniform production. However, since around 1955, as import of wool increases, wool production in Hokkaido gradually shifted to meat production, and a number of Genghis Khan BBQ restaurants were open.



Genghis-Khan for BBQ Parties!  
For festival, celebration, lunches, home parties...  
The Naganuma people's style is to grill Genghis Khan directly on the BBQ net and eat it.

## Features of Naganuma's Genghis Khan

Characteristics of Naganuma Genghis Khan is the marinating process of the meat into the sauce to remove the smell of mutton. The seasoned meat goes well with vegetables, rice, and beer.

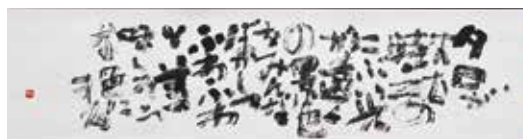
Great on pan,  
on net, and  
in deep-fryer!







MAP 9 Yoga-Lesson at Naganuma Yoga Room



Art-pieces of members of Naganuma Art Association



MAP 10 Wakasa-style lacquered chopsticks polishing at Maoi Art Studio



MAP 48 Japanese Parquet goods and accessories making at Workshop Kaede (see P.14)

### Experience!

The town of art and craftsmanship, Naganuma is full of fun programs for everyone. What's here is an only glimpse. The program renews from time to time. So please check out newest trend here!

HP: <https://naganuma-kanko.com/download/>



MAP 10 Maoi Art Studio

A Local sculptor Michiyo Ito started this gallery, hoping to create a space where fellow artists and friends-of-art can drop in freely. This cozy space is full of pieces of artists and craftspeople for exhibition and sale. A first station to begin your art adventure in Naganuma.



MAP 8 Art Space Kei

Gallery Space produced by an artist Keiko Shimizu in a big space that used to be car exhibition hall. There are exhibition and sales of pottery, parchment-art, natural stone and pearl accessory craft, etc. they hold hands-on art-experience sessions, too.



MAP 22 Learn how to play Sakhalin Ainu instrument "Tonkori" at Tonkori Workshop Inonno <next to Country Barn> (see P.14)



MAP 19 Box-flower making at So-Maoi (see P.14)

It seemed easy, but it is NOT...!!



MAP 24 Wagashi-making at Morishita Shofu-Anssee P.14)

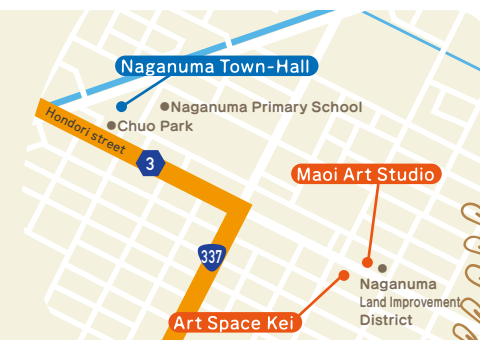


Sculptor Michiyo Ito: "Encountered Souls"



Art Town Naganuma  
There are many artists and artisans here.

It is quite a challenge to visit someone's atelier for a traveler. Rest assured. There are some shops that will serve as entrances to Art Town Naganuma







## MAP 15 Maoi Autoland

It is one of the most popular auto-camping sites in the country, and has received a four star certification from Japan Auto Camping Association. The site is equipped with various car sites, cottages, cooking facilities, a center-house, a park golf course, disabled access friendly toilets. Also, Naganuma Hot Spring is just around the corner.



DATA 1 East 7 Line North 4 ☎0123-88-0700  
 1 adult1,040yen(night), children520yen(night) ※facility usage fees apart



There are many places in Naganuma that both adults and children can enjoy. Here are some of the most fun places that you can't help being a fan.

Experience Outdoor Stay

Outdoor Activity



## MAP 16 MAOIQ

MAOIQ is a vacation house for rent. You can enjoy a relaxing time in Naganuma and luxurious time away from the hustle and bustle of the city. It is not only a place to stay, but also a place to enjoy the surrounding location. Various activities are also available.

DATA 1 Kaga Dantai  
 ☎0123-76-9226  
 ○ check-in 16:00~20:00  
 check-out 8:00~12:00



MAP 13

Heidi's Farm



A variety of animals are kept on the 100-hectare site, and there is also a petting zoo and insect specimen museum. You can also enjoy Genghis Khan BBQ and soft-serve ice-cream at the ranch, making it a perfect visit for families.

DATA 1 East 9 Line South 2  
 ☎0123-88-0011  
 ○ early Apr. - early Nov. 10:00~17:00  
 <closed>wed.(except holidays)



## Kitanaganuma Suigo Park



DATA 1 Kitanaganumasuigo Park  
 Park-golf Courses

1 East 2 Line North 18  
 ☎0123-89-2182  
 ○ early Apr. - early Nov. 8:00~  
 10:00(wed.(except holidays))

DATA 1 Naganuma Town Athletic Square /  
 Comprehensive Park  
 Park-golf Courses

1 Minamicho 2-1  
 ☎0123-88-4297  
 ○ early Apr. - early Nov. 8:00~  
 10:00(closed>thu.(except holidays))

Park-golf is very popular in Naganuma. Particularly, Kita-Naganuma Suigo Park is an official course of Japan Park Golf Association, and also home to road bike races. Here you can find big farm stands and people of all ages and gender enjoying their escapes.



MAP 11-12

Park-golf Courses



## MAP 17 Naganuma Hot Spring

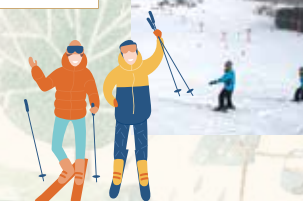
Naganuma Hot Spring boasts one of the largest amounts of hot spring water in Hokkaido. Of course, the water is not added or heated. It is also nicknamed "heat water" because of its high heat retention effect in the body. There is also a restaurant where you can enjoy local specialty.

DATA 1 East 6 Line North 4  
 ☎0123-88-2408  
 ○ 9:00~22:00(entry21:30)  
 <close>none  
 1 bath...adult600yen,  
 children(primary school)300yen,  
 preschool free admission



MAP 14

## Kita-naganuma Ski Resort



DATA 1 Area East 6 Line North 12 ☎0123-89-2915  
 ○ 9:00~20:30 late Dec. - mid Mar.

The course is long and gentle, so even beginners can give it a try without worry. The course is equipped with night skiing facilities, so it is not too late to enjoy skiing even after returning home from work or school.





# Shop



A popular candy store for children in and outside of town, offering a variety of old-fashioned candy. Special offers for birthdays!

MAP 20  
Oumiya

DATA 2-3-13 Minami, Higashimachi  
☎ 0123-88-2171  
⌚ Weekdays 11:00~18:00  
sat.sun.holiday 10:00~18:00  
<closed>irregular



## Tsuki Usagi

MAP 21

A must for all handicraft lovers! A store for handicraft items. They also offer advice on how to knit.



DATA 2-2-1 Minami, Higashimachi  
☎ 0123-88-2174  
⌚ sun+tue-thu 15:00~18:00  
wed-fri 9:00~18:00  
sat.sun.holiday 15:00~17:00  
<closed>irregular



Although not large in scale, there are many hidden-gem stores in the town. Let us introduce you some of the stores where you can have a nice chat with the owners!



MAP 19

## So Maoi

This is a flower shop with beautiful colorful flowers, and just stopping by itself is an experience. You can also experience making your own box-flower here (see p. 10)

DATA 1-6-8 Ginzaminami  
☎ 0123-82-5678  
⌚ 9:00~17:45  
<closed>sun.



## Country Barn

MAP 22

DATA 1-Kaga Dantai  
☎ 0123-88-4203  
⌚ (summer) 11:00~17:00  
(winter) 11:00~16:00  
<closed>mon, tue

With its stylish appearance, the store is filled with wonderful goods. Next door is a Tonkori workshop, where you can experience and/or buy the instrument. (see p.10)



## Morishita Shofuan

MAP 24

A long-established sweet-shop that sells Naganuma's famous "Karintou Manju" as well as other delicious Japanese and Western sweets. Japanese sweets making program is also available here (see p.10)



DATA 1-Honchokita 1-1-6  
☎ 0123-88-0051  
⌚ 9:00~18:00/sun.9:00~17:00  
<closed>New year's day 10



## Naganuma Marche

MAP 23

It serves as an information base and event place. On weekends it holds events with kitchen cars lined up in the parking lot.



DATA 1-1-8 Honchokita  
☎ 090-7659-3483 ⌚ 10:00~16:00  
<closed>sat.sun.holiday (except on event days) 10

MAP 18

## Roadside Station Maoi no Oka Park



DATA 1-East 10 Line South 7  
☎ 0123-84-2120  
⌚ 4月~11月9:00~18:00  
12月~3月9:00~17:00  
<closed>New year holidays

This is the 37th Roadside Station in Hokkaido. It has a farm stand area for fresh vegetables, a store selling local specialties, and a restaurant using local products, and is visited by more than one million people a year. The observatory on the fourth floor of the center house is also recommended. It is a certified facility as a tourist information center for foreigners (JNTO Category1)



Roadside Station Maoi no Oka Park is located at the intersection of Route 274 and newly opened Sengo Road, and is used by many people as an encountering point of the city and the countryside.

## Farm Stands



## Farm Stand Naganuma Agricultural Product Stand Association

Twelve stores in the town are members of the Naganuma Agricultural Product Stand Association, and they sell fresh and delicious agricultural products harvested seasonally. A harvest festival is held every year in late September and a thanksgiving festival in early November, so please drop by when you are in Naganuma!

Here are a couple of our shops!

MAP 18

## A Coop Naganuma Stand



This is a direct sales shop set up by the A-coop Naganuma in the town center. It sells fresh vegetables from all over the town as well as Genghis Khan meat.

DATA 1-East 10 Line South 7 ☎ 0123-84-2182  
⌚ 9:00~17:00 <closed>wed, winter (Dec.-Mar.)

MAP 18

## Unukari Naganuma



In addition to pesticide-free rice and rare vegetables, they also sell processed goods such as sweets and dairy products. Their SNS are being constantly updated.

DATA 1-East 10 Line South 7 ☎ 0123-76-7320  
⌚ 9:00~16:00 <closed>wed, winter (Dec.-Mar.)

	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.		Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.
Seedlings	●	●						Pumpkin				●			
Flowers	●							Leak	●	●					
Asparagus	●							Potatoes	●	●					
Cucumber		●	●	●	●			Onion			●	●			
Zucchini		●	●	●	●	●	●	New rice						●	
Cabbage		●	●	●	●			Carrot						●	
Tomatoes		●	●	●	●	●	●	Pak choi					●		
Broccoli		●	●	●	●	●	●	Daikon					●		
Bell-pepper		●	●	●	●	●	●	Chinese Yam					●		
Shiso		●	●	●	●	●	●	Pickling Veggies.					●		
Garlic					●	●	●	Blueberry					●		
Corn					●	●	●	Apple					●		



There are so many stylish cafes and restaurants. It's a treasure-hunt!



**DATA** 📍 East 6 Line North 5 ☎0123-76-7091  
 ☉ summer (Apr.-Oct.) 11:00~19:00 (L.O. 18:30)  
 ☉ winter (Nov.-Mar.) 11:00~18:00 (L.O. 17:30)  
 ☉ mon (if holiday, next day)



## Inkarushi

A cafe with a view from its large windows. How about a relaxing moment with a cup of home-roasted coffee and pizza made with local vegetables?

**DATA** 📍 East 11 Line South 5 ☎0123-88-1331 ☉10:30~17:00  
 <closed> mon-tue (except holidays). Closed in winter.

A cafe popular for its healthy sweets and breads made with natural products. You can also enjoy the relaxing atmosphere on the stylish terrace.

## Mashure



## Sambongi



The curry is carefully prepared from the spices, and the various menus featuring local rice and vegetables are popular. You can also take a break with homemade sweets and coffee.

**DATA** 📍 East 6 Line North 2 ☎0123-88-2278  
 ☉11:00~17:00 (L.O. 16:00)  
 <closed> wed-thu (irregular)

A bakery with focus on local production and consumption. The more you bite, the more you feel the taste of wheat. The famous "Fluffy Shaved Ice" keeps people coming back.

## Ichigensha Bakery



**DATA** 📍 East 2 Line North 6 ☎0123-88-2552 ☉9:00~18:00  
 <closed> New year holidays



**DATA** 📍 Kaga Dantai ☎0123-88-0820  
 ☉11:00-Sunset <closed> wed.

A cafe with a roasting studio. Enjoy homemade sweets and light snacks while sipping coffee and admiring the beautiful scenery from the hillside of Maoi

## Oka no Ue Coffee



## Ice no le

An Ice-cream shop with cute pink-toned building is popular for its gelato and crepes and attract long line of customers. They also offer carefully prepared bacon and cheese as souvenirs.

**DATA** 📍 West 11 Line South 6 ☎0123-88-0170  
 ☉ (Jan. Feb. Nov. Dec.) 9:30~17:00  
 (Mar. Apr. Sep. Oct.) 9:30~18:00  
 (May. Jun. Jul. Aug.) 9:30~19:00  
 <closed> wed (Nov.-Feb.), New year's day



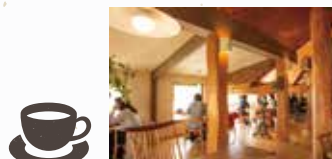
Gourmet information is also on tourist bureau's HP



## Harvest

**DATA** 📍 Higashi 4 Line North 13 ☎0123-89-2822  
 ☉ mon-fri 11:00~17:00 (L.O. 16:00),  
 sat. sun. holiday 11:00~20:00 (L.O. 19:00)  
 <closed> thu (Dec-Feb: wed & thu)

One of the earliest and most popular farm restaurants in Hokkaido. In addition to menu featuring apples and potatoes from the farm, there is also a seasonal menus. Also souvenir store right next door.



## Cress

**DATA** 📍 Higashi 3 Line North 10 ☎0123-82-5500  
 ☉ mon-fri 11:00~14:30 (L.O. 14:00), sat. sun. holiday 11:00~15:00 (L.O. 14:30)  
 <closed> wed (except holidays)



A popular restaurant with stylish building. You can enjoy dishes made with local vegetables in buffet style. After meal, you can take a walk in the garden to enjoy seasonal flowers and nature.

Farm Restaurant

## Satobiory

Surrounded by rice fields, the restaurant has an excellent atmosphere. The homemade "Naganuma hamburger steak" made of lamb and beef, and the lovely "vegetable palette" are very popular.



**DATA** 📍 East 7 Line South 3 ☎0123-82-5257  
 ☉ summer (late Apr.-Oct.) 11:00~14:30 (L.O. 14:00) / winter (Nov.-late Apr.) 11:30~14:00 (L.O. 13:30)  
 ※Close as finish. ※close during Dec.-Feb. <closed> Mon. (if holiday, next day) & fri

# Naganuma Gourmet Information

Fresh Veggies from Naganuma turn into exquisite dishes in these Farm Restaurants!



## MAP 40 Kappa



A restaurant with cute Kappa picture as its symbol. Special curry and loco moco style kappa-rice bowl are popular for lunch. In the evening, you can enjoy the night in Naganuma with delicious food and drinks.

DATA 1-6-2 Chuo Minami  
0123-88-0780  
11:30~14:00 (lunch: mon-wed-fri)  
17:00~21:00  
closed>sat, sun, holiday



## MAP 39 Asa

A Nepalese curry restaurant where you can taste freshly baked naan. There is a wide variety of curries, and the naan is refillable, so you can fill your heart and stomach.

DATA 1-9-9 Ginza Minami  
0123-76-7832  
11:00~15:00, 17:00~21:00 closed>none

## Town Center

here are bars and restaurants of old and new in town center. When the street lights turns on, it becomes the busiest street in town.

## MAP 35 Karyu

A very popular Chinese restaurant where the owner, who trained at a hotel kitchen, shows off his skills. You can enjoy dishes using soybeans and vegetables grown in Naganuma at reasonable prices.



DATA 1-6-2 Shiraishi-ter Ginza Minami  
0123-88-3288  
11:30~14:30, 17:30~21:00 (L.O. 20:00) closed>wed.

## MAP 34 Iwaki



"Akaji-don" (deficit rice bowl) is known as the Naganuma specialty. The prawn tempura that doesn't fit in the bowl will surprise anyone. Try the Kuroji-don and Shiroji-don as well.

DATA 1-6-3 Minami  
0123-88-0122 11:00~15:00  
closed>tue-sat-sun

## MAP 38 WILD HERB



Here you can enjoy Hokkaido beef hamburgers, hotdogs, and pizza. Sausages and bacon are all homemade and vegetables are from naganuma. Including our smoked goods line-up, everything can be enjoyed to-go.

DATA 1-4 Higashimachikita Nakayoshi Heights B  
0123-76-7655  
11:30~19:00 closed>sun, holidays



## MAP 37 Bliss Dining

An izakaya that has been loved for 35 years by the townspeople. Recently it was transformed into a dining bar with wide variety of dishes and drinks.

DATA 1-6-14 Ginza Minami  
0123-88-4891  
17:00~23:30 closed>irregular



This popular bakery opens every morning at 7 am. Loaves made with rice flour whole wheat, walnuts and sesame are popular. They offer seasonal specialty bread as well.



## MAP 36 Peacock

DATA 1-7-8 Chuominami  
0123-88-2720  
7:00~20:00 closed>wed.

## MAP 41 Maoi Handmade Soba Noodle Association

This is a soba dojo where about 40 members practice hard to improve their skills. The dojo is always a big hit at town events, and the soba can also be purchased at the Roadside station. You can also try your hand at making your own soba here under nice and detailed instruction.



DATA 1-2-4 Chuokita  
090-3394-7081

info here



## A Quiet Boom? Soba Making in Naganuma!

The amount of soba produced in Naganuma has quadrupled in the last ten years, and the soba here is gaining reputation of high quality. The town also has a thriving handmade soba industry, and many people from neighboring cities and towns come to visit the soba dojo (studio) in the town. Please try Naganuma's soba, which is both good to make and to eat!



## MAP 42 Kamiwaki



A buckwheat noodle shop that uses only unpolished buckwheat grown in Naganuma. The home-milled buckwheat noodles are fresh and fragrant, and many fans from neighboring cities and towns visit this popular restaurant.

DATA 1-6-32 Chuominami  
0123-88-2777  
11:00~14:00, 16:00~19:00 closed>thu.

## MAP 43 Yonosuke



A soba noodle restaurant that opened in 2020. It features unusual broad noodles of buckwheat flour of Naganuma. Fresh tempuras made with vegetables from farmers in town are also delicious.

DATA 1-6-14 West 6 Line North 4  
0123-88-3314  
11:00~15:00 (thu-fri-sat-sun-mon)/  
17:00~20:00 (fri-sat)  
closed>tue-wed

※Adjacent pottery studio is open for visitors, too





## Handmade Soba (buckwheat noodle)

...800 yen (for 2-3 people)

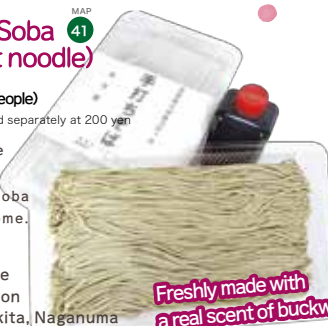
\* Mentsuyu-sauce is sold separately at 200 yen

You can enjoy the soba made by the members of the Soba Association at home.

DATA

Maori Handmade Soba Association  
1-2-4 Honchokita, Naganuma  
090-3394-7081

Sales: Unukari Naganuma (on the premises of the roadside station)



Freshly made with a real scent of buckwheat

## Karinto Manju ...500 yen (5 pieces)

\* 120 yen per piece

A long-selling product with a nostalgic taste with fragrance of brown sugar.



Crispy fried and light texture

DATA

Morishita Shofuan/1-1-6 Honchokita, Naganuma  
0123-88-0051

\* Sold at the roadside stations and the hot spring



Once you eat it, you can't stop

## Kita no Oichieeze

540 yen

strip-style new cheese snack that won the gold medal at Japan Cheese Awards 2020

DATA

Ice no le/West 11 Line South 6, Naganuma  
0123-88-0170



Abundant types, rich and light aftertaste

## Cup ice cream

...280 yen each

There are 8 flavors in all. Gelato and candies are also on sale

Collaboration of local farmers and baker



## Chiffon cake made of Naganuma rice powder

...540yen

Moist chiffon cake made with local specialty rice powder

Peacock/Chuoiminami 1-chome 7-8  
0123-76-7320

Unukari Naganuma (in the premise of the Roadside Station)



Handmade one-of-a-kind item.

## Wood crafts

Accessory case 800 yen/Pentagon tray from 1,000 yen  
Be impressed by stylish wooden items made with parquet and Kumiki techniques

Studio Kaede/East 2 Line South 2, Naganuma  
0123-76-7519 10:00-18:00  
closed/irregular holidays (inquiries required)

\* Workshop tour is possible. Also on sale at Naganuma Marche



Surprisingly sweet and rich

## Gensen Tofu

(From left) Deep-fried 420 yen, Yose tofu 300 yen, Eating Soy Milk 300 yen

Made from the best soybeans from Naganuma, with the hidden flavor of Naganuma hot spring water.

Naganuma Tofu Kobo  
East 6 Line North 4, Naganuma  
0123-76-9102

\* Also available at the roadside station

## Wine

- Hahakigi ¥ 1,813 (red wine: 720ml)
- Miotsukushi 2,220 yen (white wine: 720ml)
- Yugao 1,915 yen (rose wine: 720ml)

It is a specialty wine made at a winery that makes wine mainly from home-grown mountain grapes.

DATA

Maoi Jiyu no Oka Winery (direct sales shop)  
Aza Kaga Dantai, Naganuma  
0123-88-3704

10:00-17:00 (Saturdays, Sundays, and holidays only)  
closed/Weekdays, January-March

\* Available at the roadside station and the hot spring



Naganuma's brand of wine

Here are some of the best souvenirs that you will want to buy when in Naganuma!

Clean and refreshing



## Junmai Ginjo Sake Yumemaoi

...1,731 yen (720 ml)

Made from 100% "Yumepirika" rice from Naganuma.

DATA

A-Coop Naganuma store  
1-5-19 Ginzakita, Naganuma  
0123-88-2222

Naganuma was certified as a "Doburoku Special Zone" in 2005, and rice farmers in the town manufacture and sell homemade rice-wine. Why don't you compare the uniqueness of Doburoku?

## Doburoku Ikkon

...1,380 yen (720 ml)

Saka Farm  
West 2 Line North 12, Naganuma  
0123-89-2026

\* Available at the roadside station and the hot spring

Even those who do not like alcohol find it easy to drink.

## Doburoku Maihime

...1050 yen (500 ml)

Komatani Farm  
East 6 Line South 11, Naganuma  
0123-84-2836

\* Available at the roadside station



A full lineup with a light taste

The natural sweetness of Oborozuki spreads in your mouth



## Doburoku Kiryo

...1,000 yen (500 ml)

DATA

Kimura Farm  
Higashi 8 Line North 1, Naganuma  
0123-88-4328

The "raw" manufacturing method without heat treatment

## Doburoku Koshin

...980 yen (500 ml)

DATA

Restaurant Kanehiro (inside the facility)  
East 6 Line South 6, Naganuma  
0123-88-2213





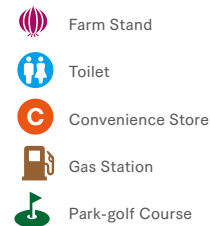
## Town Center Map



MAP	Business Name	Address	Tel.	Page
1	A Coop Naganuma Store	Ginzakita 1-5-19	0123-88-2222	8
2	Sato Meat Shop	1-1-52 Higashimachikita	0123-88-2452	8
3	Kanehiro	1-19 Nishikimachi Minami	0123-88-2628	8
4	Naganuma Genghis Khan Shop	Ginzakita 1-5-24	0123-88-2717	8
5	Restaurant Kanehiro	Higashi 6 Line South 6	0123-88-2213	8
8	Art Space Kei	Minami 1-1-2	090-1646-2245	9
10	Maori Art Studio	1-22 Asahimachikita	0123-88-2530	10
11	Kitanagamasuigo Park	East 2 Line North 18	0123-89-2182	11
12	Naganuma Town Athletic Square / Comprehensive Park	Minamicho 2-1	0123-88-4297	11
18	Road Station Maoinooka Park	East 10 Line South 7	0123-84-2120	13
18	Unukarinaganuma	East 10 Line South 7	0123-76-7320	13
18	A Corp Naganuma store direct sales office	East 10 Line South 7	0123-84-2182	13
19	Sou MAOI	1-6-8 Ginzaminami	0123-82-5678	14
20	Oumiya	2-3-13 Minami, Higashimachi	0123-88-2171	14
21	Tsukiusagi	2-2-1 Minami, Higashimachi	0123-88-2174	14
23	Naganuma Marche	1-1-8 Honchokita	090-7659-3483	14

MAP	Business Name	Address	Tel.	Page
24	Morishita Shofuan	Honchokita 1-1-6	0123-88-0051	14
28	Ice No Ie West	West 11 Line South 6	0123-88-0170	16
30	Mashure	East 11 Line South 5	0123-88-1331	16
31	Ichigensha Bakery	East 2 Line North 6	0123-88-2552	16
34	Iwaki	Minami 1-6-30	0123-88-0122	17
35	Karyu Shirashitei	1-6-2 Ginzaminami	0123-88-3288	17
36	Peacock	1-chome 7-8	0123-88-2720	17
37	BLISS DINING	1-6-14 Ginza Minami	0123-88-4891	17
38	WILD HERB	1-2-4 Higashimachikita Nakayoshi Heights B	0123-76-7655	17
39	Asa	Ginza Minami 1-9-9	0123-76-7832	18
40	Kappa	Chuo Minami 1-6-2	0123-88-0780	18
41	Soba no Kai	1-2-4 Chuokita	090-3394-7081	18
42	Kamiwaki	Chuominami 1-6-32	0123-88-2777	18
43	Yonosuke	West 6 Line North 4	0123-88-3314	18
46	Saka Farm	West 2 Line North 12	0123-89-2026	19
47	Komatani Farm	East 6 Line South 11	0123-84-2836	19
48	Workshop Kaede	Higashi 2 Line South 2	0123-76-7519	20

# TOWN MAP



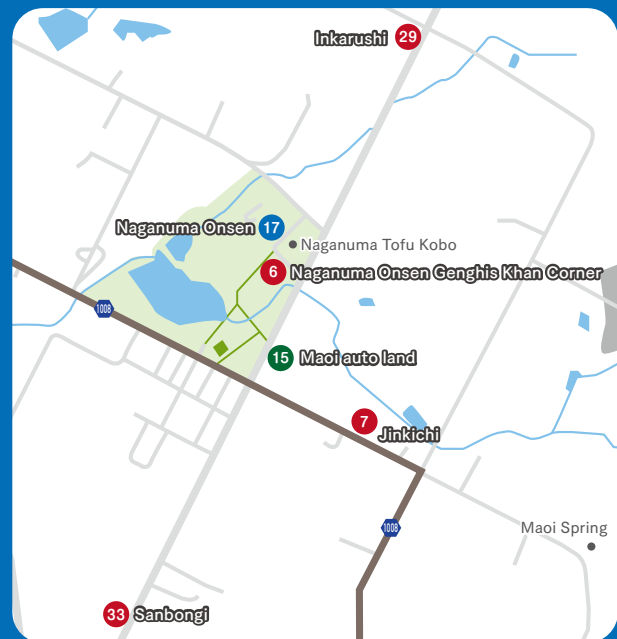




- Genghis Khan BBQ
- Art
- Activity
- Stay
- Shop
- Restaurant
- Doburoku



### Maoi Hills Center



### Maoi Hills South



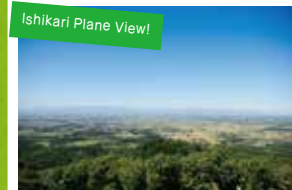
### Maoi Hills North



MAP	Business Name	Address	Tel.	Page
6	Naganuma Onsen Genghis Khan Corner	East 6 Line North 4	0123-88-2408	8
7	Jinkichi	Aza Maoi	0123-88-2333	8
9	Naganuma Yoga Room	East 8 Line North 2	090-2813-0201	10
13	Heidi Farm	East 9 Line South 2	0123-88-0011	11
14	Kitanaganuma Ski Area	East 6 Line North 12	0123-89-2915	11
15	Maoi Autoland	East 7 Line North 4	0123-88-0700	12
16	MAOIQ	Kaga Dantai	0123-76-9226	12
17	Naganuma Onsen	East 6 Line North 4	0123-88-2408	12
22	Country Barn	East 6 Line North 4	0123-88-4203	14
25	Harvest	Higashi 4 Line North 130123-89-2822	15	
26	Cress	Higashi 3 Line North 100123-82-5500	15	
27	Satobiyori	East 7 Line South 3	0123-82-5257	15
29	Inkarushi	East 6 Line North 5	0123-76-7091	16
32	Oka-no-Ue Coffee	Kaga Dantai	0123-88-0820	16
33	Sanbongi	East 6 Line North 2	0123-88-2278	16
44	Maoi Jiyu-no-Oka Winery	Kaga Dantai	0123-88-3704	19
45	Kimura Farm	East 8 Line North 1	0123-88-4328	19



Literary Monument!



Ishikari Plane View!

When the weather is clear, you can view from Japanese Sea to the Pacific



## EVENT

### Maoi Yume



#### Full of great laughs for both adults and children

This is a major summer event that attracts about 10,000 participants every year. The highlight of the event is the heated "Yamase", in which candidates push a wheelbarrow filled with vegetables through a course on the water, competing to see how far they can go while enduring the strong wind and spray from the blower. In addition, there are many other exciting events such as Naganuma Centennial Taiko Drumming and Shishi-mai (Lion Dance)!

Date: Late August 10:00-16:00

Venue: 2-3 Minami-machi, Naganuma-cho (Naganuma Sogo Park)

Inquiries: 0123-76-8019 (Naganuma Town Industrial Promotion Division)

## Festivals in Naganuma

### Yu-Yake-Ichi



#### Once a month from spring to fall, the shopping district becomes a fair!

The "Yuyake-Ichi" (Sunset Market) is held on the fourth Saturday of every month from May to September in the Hondori shopping street. The market has been held more than 100 times and the national highway becomes a pedestrian paradise during the market hours.

Date&Time: 4th Saturday of the month from May to September, 17:30-20:00

Venue: Naganuma Hondori shopping street

Inquiries: 0123-88-2221 (Naganuma Town Chamber of Commerce and Industry)

#### Special Thanks to...

Naganuma Tetsuken Co., Ltd. • Care Forest Co., Ltd. Paid nursing home for the elderly Kaede no Mori Co., Ltd. • Momono Oil Store Co., Ltd. • Tajima Shoten Co., Ltd. • Takushin Engineer Co., Ltd. Restaurant Association, Ikeuchi Construction Co., Ltd., Doo Color Design Co., Ltd., Daiichi Jiko Co., Ltd., Naganuma Tourism Development Co., Ltd., Family Printing, Hokuko Equipment Industry Co., Ltd. Street light management association, Minpaku Bunbuku, and about 50 other individual members

#### Naganuma Tourism Bureau

1-1-1, Chuo-kita, Naganuma-cho, Yubari-gun, Hokkaido 069-1392, Japan  
TEL: 0123-76-8019 <https://naganuma-kanko.com/>

The above information is current as of the end of February 2021. All prices include tax. Please note that opening hours, holidays, and periods of operation are subject to change depending on the prevalence of infectious diseases and weather conditions.

Editing and design by UNIdesign. Cover illustration by SARU1

This pamphlet was produced with the help of the Hokkaido Tourism Promotion Organization's project to promote the creation of tourist attractions by making the most of local attractions (tourist attraction development project).



←Naganuma Tourism Bureau HP

## Access

### Close and Easy Access from Sapporo and Chitose

Only 1hour driving from Sapporo and 30min from Chitose and Iwamizawa, Naganuma is in the most attractive distance for your day-trip. Many come for its relaxing country-side scenery, rich greenery, and abundant local specialties.

#### ACCESS

##### ● JR+Bus



Get off the train at Kitahiroshima Station, about 20 minutes from Sapporo or New Chitose Airport.

From Kitahiroshima Station, take JR Hokkaido Bus to Naganuma. The trip will take around 30 minutes

##### ● CAR



From Sapporo ...50 min

From Kitahiroshima...20 min

From Chitose...30 min

From Iwamizawa...30 min

17 min by car from New Chitose Airport to Roadside Station Maoi no Oka



#### Easy Access from Everywhere!

