

The City of Meat

# MATSUSAKA

松阪

*Let's meat at Matsusaka!*



Sukiyaki

Steak

Yakiniku

Chicken BBQ



Yuumi Kato, Ambassador of Matsusaka's Brand



The traditional Matsusaka cuisine

## How to Make Matsusaka-Style Sukiyaki

The method of making and eating Matsusaka-style Sukiyaki is different from the usual. In order to enjoy the original taste of the meat, we should first only season, cook, and eat the meat before adding any other ingredients.



*Elegant, sweet,  
and absolutely delicious♪*

An iron pot is the most suited for sukiyaki due to how effectively it transfers heat.



1

Place the pot above the stove and grease the pot before it gets hot. Spread the beef in the pot and season it with sugar, soy sauce, and a small amount of kelp dashi.



2

After the meat has been cooked, you may dip it in a beaten egg, or eat it as it is.



3

Cook the vegetables, such as onions, carrots, *mitsuba*, *shiitake* mushrooms, etc., in the hotpot that retains the *umami* of the Matsusaka beef.

4

Repeat the procedure and eat the meat and vegetables alternatively. By doing so, you can enjoy the *umami* of the Matsusaka beef and the sweetness of the vegetables.

As the method of making Matsusaka-style Sukiyaki varies between restaurants, exploring different variations of it is also one of the appeals in visiting Matsusaka.

For information regarding Matsusaka beef sukiyaki restaurants, please refer to P3 - P5.

Learn about Matsusaka beef, the pride of Matsusaka.

## What is Matsusaka Beef ?



### What makes a Matsusaka beef?

1. It must be a female cow that has never given birth before.
2. Each cow is registered under a unique tracing system. This ensures that every Matsusaka cattle can be individually identified and managed.
3. Matsusaka cattle have the longest fattening period and are only produced in specific areas in Matsusaka City and other neighboring towns.
4. Only cattle that are 12 months old and below will be introduced to the production farms, and any movement of the cattle after that will only be within the production area.

Only cattle that are shipped with all the above conditions met will be deemed as 'Matsusaka Beef'.

### Matsusaka Beef Individual Identification System?

By searching the identification number assigned to each Matsusaka beef, you may easily find data such as the birthdate, fattening duration, shipping date, etc. of the specific beef.

Scan me to learn more!



## The Secret to Its Taste

The sweet aroma and the texture that melts in your mouth lies in the fat of the meat

### 1 Rich in unsaturated fatty acid that is great for beauty and health

Matsusaka beef is rich in unsaturated fatty acid which helps regulate neutral fat and cholesterol level; it also helps blood flow smoothly.



### 2 The fat of the meat melts easily as it has a low melting point

The fat of Matsusaka beef has such a low melting point that it'll melt even at the temperature of human's hands.

As such, it has a texture that simply melts in your mouth.



### 3 The sweet and fragrant aroma as you grill the meat

When the beef is being cooked, a sweet and fragrant aroma called the 'Wagyu Aroma' spreads across the room



特産松阪牛

## What are 'Special Grade' Matsusaka Beef ?

These 'Special Grade' Matsusaka beef comes from cattle that are introduced from Hyogo prefecture, and fattened for more than 900 days in Matsusaka beef production areas.

These specially produced Matsusaka beef are raised even longer and more slowly than regular Matsusaka beef. Therefore, the *umami* of the lean meat is more condensed, and the melting point is further lowered, resulting in the finest marbled meat.

As the cost and risk of raising these specially graded beef are high, there are very few farms that produce it, which makes it an especially premium product.

## History

Matsusaka beef started gaining popularity during the Meiji period (1869 - 1912), when Yamaji Tokusaburo gathered cattle around Matsusaka and began walking eastward to Tokyo, in order to expand its sales channel.

In 1935, Matsusaka beef received the highest 'honorary award' at the National Meat and Livestock Expo in Shibaura, Tokyo. This greatly bolstered the reputation of Matsusaka beef as its name started spreading across the whole of Japan.

In 1958, a shipping company from Matsusaka and a meat trading company in Tokyo gathered to establish the 'Matsusaka Beef Association'. Along with laying the foundation for distributing Matsusaka beef, it has also firmly established Matsusaka beef's branding.

# Sukiyaki

Savor the traditional 'Matsusaka-style' sukiyaki

Scan the QR code for more information!

Introduction video



Scan me!

Sukiyaki

Steak

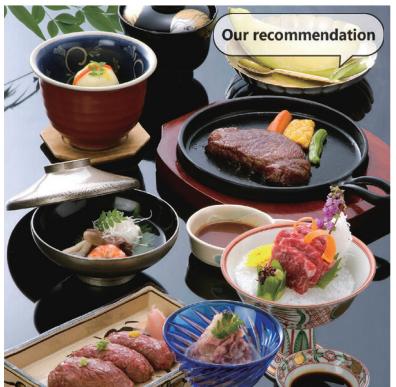
Yakiniku

Meat Lovers

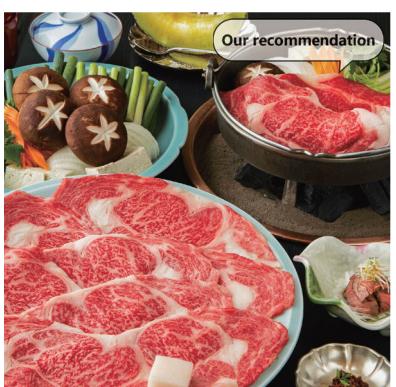
Matsusaka Chicken BBQ  
(Tori-Yakiniku)



Our recommendation: Matsusaka Beef Sukiayki / 8,833JPY - 19,723JPY per person  
(incl. service fee) [1] Exterior [2] Simmered Shigure Set B / 5,800JPY



Our recommendation: Matsusaka Beef Banquet / from 11,000JPY [1] Exterior [2] Interior



Our recommendation: Sukiyaki / from 11,120JPY  
[1] Exterior [2] Shigure-ni / 1,950JPY for 100g

## 01 牛銀本店 Gyugin

Inherited since the Meiji period, Gyugin brings you the 'Masterpiece of Taste' with their passion for Matsusaka beef

0598-21-0404 | 1618 Uomachi, Matsusaka

Gyugin is a well-known restaurant rich in history, and has preserved their style from the Meiji period (1868 - 1912) when they were a beef hotpot restaurant. Selected for 'COOL JAPAN AWARD 2019', Gyugin serves only the highest grade Matsusaka beef, which has an exquisite balance of lean meat and fat that simply melts in your mouth. Grilled carefully piece by piece in the Sukiyaki, it is a premium dish that can be enjoyed with just a simple seasoning of soy sauce and sugar.

[Business Hours]: 11:00 - 19:00 (L.O. for sukiyaki), 18:30 (L.O. for amiyaki)

[Closed] Please check our homepage for irregular holidays

\*Gyugin, Western Restaurant 11:00 - 18:30 L.O.



## 02 松阪肉会席・四季会席 相生亭 Aioi-tei

Satisfy yourself with a luxurious banquet that uses Matsusaka beef in all of its dishes

0598-21-0411 | 2109-3 Honmachi, Matsusaka

With more than 100 years of history, Aioi-tei has been serving seasonal banquet and Matsusaka beef dishes that will definitely satisfy your craving for Matsusaka beef. From appetizers to broiled dishes, steaks, and nigiri sushi, it's like a dream course as every single dish has finely marbled, high-quality Matsusaka beef in them.

[Business Hours]: 11:30 - 13:30 (L.O. for lunch), 17:00 - 20:00 (L.O. for dinner), closes at 21:30

[Closed]: Monday, Irregular holidays

\*Private room has a service fee of 10%. (No service fee for regular seatings)



## 03 松阪肉元祖 和田金 Wadakin

Enjoy the taste by the famous restaurant known as the 'Founder of Matsusaka beef'

0598-21-1188 | 1878 Nakamachi, Matsusaka

Established in the Meiji period (1868 - 1912), Wadakin is a famous restaurant that has walked through different periods with Matsusaka beef, with the family motto 'push through with good meat' by the first owner. It's the restaurant's tradition to use the finest Matsusaka beef cut slightly thicker, then grill them slowly in a solid Nanbu iron pot. Enjoy the fragrant aroma of the meat that has been grilled to perfection to your heart's content.

[Business Hours]: 11:30 - 19:00 (last entry), (20:00 L.O., 21:00 closed), Opens from 11:00 on Saturday, Sunday, and public holidays.

[Closed]: 4th Tuesday of every month (subject to change according to the month), 1/1, 1/2, 8/16.



**Our recommendation:** Umami-Filled Aged Roast Beef / 3,500JPY for 100g  
 [1] Exterior [2] Interior



04 日本料理 快楽亭  
**Kairaku-tei**



Feel the passion of the restaurant owner with his exquisite roast beef

📞 0598-21-0222 | 1849-2 Nakamachi, Matsusaka

A long-established restaurant that has been passed on for generations since 1870. Within its wide variety of options, we highly recommend the 'Umami-Filled Aged Roast Beef' that was perfected by the 5th generation owner after many trials and errors. Only high quality Matsusaka beef from a butchery trusted for many years are being used. The beef is carefully roasted twice and marinated by soaking it overnight in a special soy sauce that captures the *umami* of the vegetables.

[Business Hours] 11:00 - 14:00 (L.O. for lunch), 17:00 - 20:00 (L.O. for dinner)  
 [Closed] Tuesday, Wednesday



**Our recommendation:** Matsusaka Beef Sukiyaki / 7,865JPY - 14,520JPY  
 [1] Matsusaka Beef Steak / 8,470JPY - 14,520JPY [2] Exterior



05 鮓屋旅館  
**Taiya Ryokan**



Enjoy exquisite sukiyaki in a restaurant with deep history and a traditional Japanese atmosphere

📞 0598-23-1200 | 780 Hinomachi, Matsusaka

Established for about 250 years, Taiya Ryokan is a traditional Japanese-style inn & restaurant that has been around since the Edo period (1603 - 1867). You can enjoy delicious Matsusaka beef in a private space with traditional Japanese atmosphere. 200g of luxurious A5 Matsusaka beef is used per person for the Sukiyaki. Enjoy the *umami* and the soft and tenderness of the meat that simply melts in your mouth. The Kamonabe (duck hotpot) is also very popular among fans.

[Business Hours] 11:30 - 13:30 (L.O. for lunch), 18:00 - 20:00 (L.O. for dinner)  
 [Closed] Monday and Thursday for lunch, Irregular holidays for dinner  
 \*Reservation is required for everything



**Our recommendation:** Matsusaka Beef Sukiyaki Meal / 3,690JPY [1] Interior



06 松燈庵  
**Shoto-an**

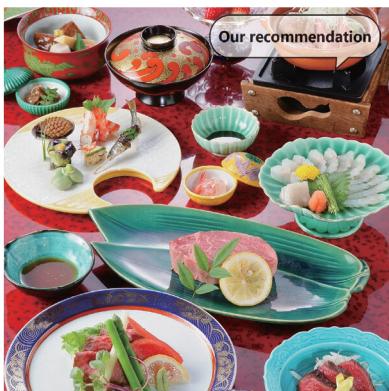


Enjoy affordable lunch with high quality Matsusaka beef Sukiyaki

📞 0598-23-0657 | 1360 Tonomachi, Matsusaka

You can feel the retro-ness and nostalgia as you enter the restaurant located in the street of the historic castle town. Enjoy the affordable 'Matsusaka Beef Sukiyaki Meal' which only uses A4 and A5 beef. It is seasoned with the restaurant's homemade sauce, which brings out the sweetness and *umami* of the meat. The counter seating where you can enjoy the greenery of the garden together with the delicious food is especially popular with ladies.

[Business Hours] 11:00 - 14:00 (L.O. for lunch), 17:00 - 21:00 (L.O. for dinner)  
 \*Reservation is required at least a day before for dinner  
 [Closed] Wednesday, Others



**Our recommendation:** Matsusaka Beef Kaiseki / Standard Course - 16,500JPY, Chateaubriand Course - 22,000JPY (Steak would be upgraded to Chateaubriand for the main course) [1] Interior [2] Matsusaka Beef Sukiyaki / 11,000JPY~



07 割烹旅館 八千代

## YACHIYO, Kappou & Ryokan



Luxurious Matsusaka beef *kaiseki* course

📞 0598-21-2501 | 1295 Tonomachi, Matsusaka

Yachiyo is a long-established *ryokan* since 1915. The Matsusaka Beef *Kaiseki* is a popular choice which includes plenty of Matsusaka beef dishes that are soft and filled with strong *umami* flavor, from simmered beef *shigure* to steak. The building which retains architecture of the past is also registered as a tangible cultural property of Japan.

[Business Hours] 11:00 - 14:00 (L.O. for lunch), 17:00 - 20:00 (L.O. for dinner)

[Closed] Irregular holidays

\*Please contact us in advance if you would like to visit on the very day



**Our recommendation:** Sukiyaki / 6,490JPY for Normal, 8,690JPY for Upper Grade (There is a service charge of 10% for Tatami room) [1] Exterior [2] Meat take-out / we will ship and deliver them according to your budget



08 肉道楽 西むら

## Nishimura

Only at Nishimura, you can enjoy delicious beef *horumon* sukiyaki filled with *umami*

📞 0598-23-4129 | 261 Miyamachi, Matsusaka

Nishimura is also a meat wholesaler. The restaurant only uses high quality Kuroge Wagyu, and the biggest charm is how the owner carefully handles the quality of the meat. Enjoy 'Matsusaka-style' sukiyaki where the meat is carefully spread out and grilled piece by piece, followed by the vegetables that are soaked with the umami of the beef. Other than the regular sukiyaki, the beef offals sukiyaki is extremely popular as well. You may also enjoy Matsusaka beef shabu shabu, steak, yakiniku, and many more at Nishimura.

[Business Hours] 11:00 - 13:30 (L.O. for lunch), 17:00 - 21:30 (L.O. for dinner)

[Closed] Monday, 12/31, 1/1, other irregular temporary closures

\*Depending on the situation, we may close early as well



**Our recommendation:** 'Special Grade' Matsusaka Beef Yakiniku Course / from 8,800 JPY per person [1] Exterior [2] Roast Beef (available as add-on)



09 おう児牛肉店

## Oji Beef Shop



You may savor the premium, 'Special Grade' Matsusaka beef which is rare even within Matsusaka beef

📞 0598-67-0298 | 767-15 Kubocho, Matsusaka

Oji beef shop is one of the few places that offers rare and specially fattened Matsusaka beef that accounts for only 3% of all Matsusaka beef produced all year round. It has a butchery and a restaurant that allow visitors to easily get their hands on this premium meat. The restaurant serves sukiyaki, in which the thickly sliced, 'Special Grade' beef is carefully grilled. This is the highest level of umami and fragrance one can experience.

[Business Hours] 10:00-16:00 L.O. (Butchery), 11:00-19:00 L.O. for sukiyaki and yakiniku (reservation is required)

[Closed] Thursday, Sunday, other irregular temporary closures

\*Please make a reservation for your desired time from 11:00 - 19:00

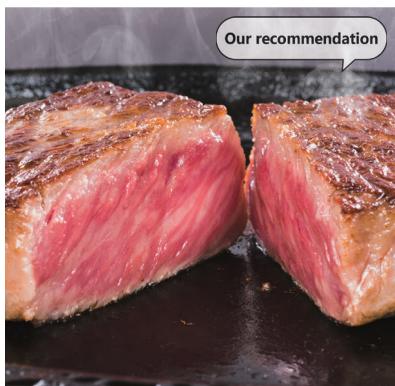
# Steak

Savor the overflowing flavor of *umami*

Introduction video



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Our recommendation: Matsusaka Beef Loin Core Steak / 20,900JPY [1] Exterior [2] Box of Grilled Matsusaka Beef Hamburg Steak 4pcs (with demi-glace sauce, frozen) / 5,292JPY

10

松阪まるよし鎌田本店

**Matsusaka Maruyoshi**



English

The highest grade Matsusaka beef steak that uses only the core of the sirloin

📞 0598-51-2240 | 239-2 Kamadacho, Matsusaka

The Matsusaka beef core loin steak only uses meat located at the center of the sirloin, which is said to be the highest grade and the most precious part of Matsusaka beef. The delicate marbling within the thickly marbled meat; the *umami* of the juicy fat and the sweetness of the meat spreading in your mouth, making it a truly supreme dish. You may also find a myriad of other options such as sukiyaki and shabu shabu in the menu.

[Business Hours] 10:00 - 20:30 L.O.

[Closed] Wednesday (open if it's a public holiday, and closed on the following day)

\*Business hour may subject to change



Our recommendation: Sirloin Steak / 10,560JPY for 160g [1] Exterior [2] Interior

12

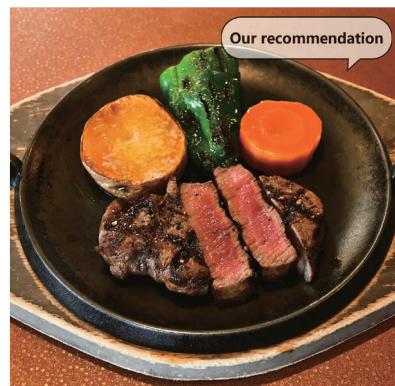
**Sato**

Taste the original *umami* of Matsusaka beef that is grilled with infrared rays

📞 0598-52-2918 | 266-6 Kamadacho, Matsusaka

Sato is a meat restaurant with a calming traditional Japanese atmosphere. The restaurant is not only popular among the locals, but also tourists and visitors that are craving for high quality Matsusaka beef. In order to preserve the pure original taste of the meat, the sirloin steak is grilled with infrared rays to remove excess fat. The beef cutlet, which is crispy on the outside and juicy on the inside, is also equally popular.

[Business Hours] 11:30 - 14:00 (L.O. for lunch), 16:30 - 20:00 (L.O. for dinner)  
[Closed] Thursday



Our recommendation: Matsusaka Beef Fillet Steak / 8,000 JPY - 10,000 JPY for 100g [1] Interior [2] Simmered Matsusaka Beef Shigure / 1,400JPY

11

**Beef Club Noel**



ビーフクラブノエル

The finest Matsusaka beef steak at an affordable price, managed directly by the butchery

📞 0598-26-6410 | 25 Kyomachi, Matsusaka

Directly operated by 'Maruko Butchery', a butchery standing right beside the restaurant, its greatest appeal is the fresh and fine quality of meat. The 'Matsusaka Beef Fillet Steak' is a healthy dish with little fat, and it is carefully grilled so as to not spoil the taste of the beef. Enjoy the tenderness of the meat when it is cooked medium rare. The affordable lunch menu is also very popular.

[Business Hours] 11:30-13:30 (L.O. for lunch) (11:30-14:00 L.O. on Saturday, Sunday, and Public Holiday), 17:00-20:00 (L.O. for dinner)

[Closed] Thursday, first and third Wednesday of the month



Our recommendation: Matsusaka Beef Fillet (tenderloin) Steak / 11,000 JPY for 200g [1] Interior [2] Hamburg Steak Set / from 1,200JPY (lunch), from 2,000JPY (dinner)

13

**Oka**



西洋肉料理 岡

Bringing out the best flavor of Matsusaka beef that's grilled to perfection

📞 0598-21-2792 | 115-20 Uchigomagaricho, Matsusaka

A long-established restaurant serving authentic western cuisine since 1964 that has been loved by generations. Tenderloin with vivid red meat and fine marbling is used for the Matsusaka beef fillet steak. Grilled straight on high heat, the outside of the meat is fragrant, and the tenderness of the inside can be felt as you cut into the meat. The hamburg steak, which is dipped in beaten eggs and then grilled to trap the *umami*, is also popular.

[Business Hours] 11:00 - 14:20 (L.O. for lunch), 17:00 - 20:20 (L.O. for dinner)  
[Closed] Tuesday, Wednesday, 12/30 - 1/1

Sukiyaki

Steak

Yakiniku

Meat Lovers

Matsusaka (Tori-Yakiniku) BBQ

# Yakiniku

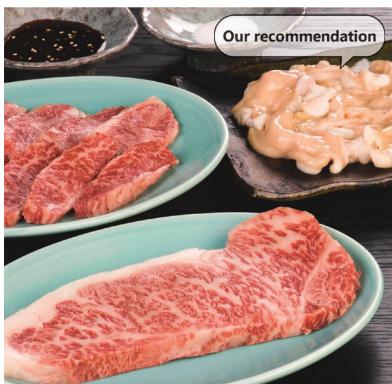
Enjoy a lively meal while being surrounded by delicious meat

Scan the QR code for more information!

Introduction video



Scan me!



Our recommendation: Matsusaka Beef Loin / 2,860JPY  
[1] Exterior [2] Matsusaka Beef Kalbi Bento / 1,566JPY

14 0598-26-0111 | 338-13 Miyamachi, Matsusaka

## Senriki Atago



Serving high quality meat at an affordable price that comes directly from the butchery

0598-26-0111 | 338-13 Miyamachi, Matsusaka

Senriki Atago has 3 outlets in Matsusaka that attracts a wide array of customers from youngsters to office workers. Offering only high quality, A4 and A5 Matsusaka beef, the Matsusaka beef loin with beautiful marbling is grilled on a steel net to bring out the best *umami* and sweetness of the meat. Other options such as the Special Assorted Matsusaka Beef *Horumon* is also popular among the locals.

[Business Hours] 11:00 - 21:30 L.O.

[Closed] None



Our recommendation: Matsusaka Beef Horumon (Minokomi) / 660JPY [1] Exterior  
[2] Interior

16 0598-51-4569 | 1 Ku 26-1 Kyomachi, Matsusaka

## Miyamoto-ya



Enjoy a different kind beef *horumon* texture with Matsusaka-ish miso sauce

0598-51-4569 | 1 Ku 26-1 Kyomachi, Matsusaka

Miyamoto-ya is a long-established restaurant with customers ranging from regulars to tourists since the end of World War II. *Minokomi* is a mixed *horumon* dish in which you can enjoy a variety of beef offals, from small intestine to large intestine and rumen. Filled with the 'taste' of Matsusaka, the miso sauce has been passed down since it was created when the restaurant was established.

[Business Hours] 11:30 - 20:15 (L.O. for food), 20:30 (L.O. for drinks)  
[Closed] Sunday



Our recommendation: Matsusaka Beef *Horumon* / 720JPY  
[1] Matsusaka Beef *Kalbi* / 1,100JPY [2] Exterior

15 0598-51-5952 | 16-2 Kyomachi, Matsusaka

## Takoyan



Enjoy an affordable Matsusaka beef yakiniku over charcoal grill

0598-51-5952 | 16-2 Kyomachi, Matsusaka

Takoyan is a lively and popular restaurant with more than 60 years in business. You can enjoy affordable Matsusaka beef yakiniku with options such as *kalbi* and liver; among them the most popular option is the Matsusaka Beef *Horumon*. You can taste the flavor of Matsusaka with the exceptionally fresh *horumon* mixed with rich red miso sauce.

[Business Hours] 11:00 - 14:00 (L.O. for lunch), 17:00 - 21:00 (L.O. for dinner)

[Closed] Tuesday



Our recommendation: Premium Matsusaka Beef Loin / 1,430JPY (revolving seat)  
[1] Exterior [2] Matsusaka Beef *Horumon* / 825JPY

17 0598-50-1200 | 14-4-5 Miyamachi, Matsusaka

## Isshobin Miyamachi



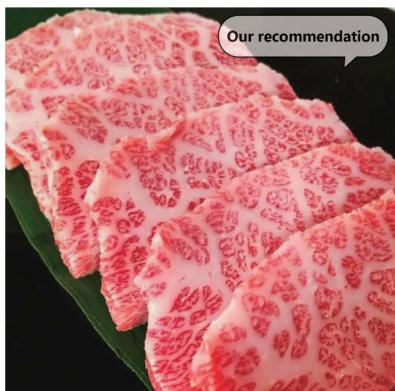
Enjoy A5 Matsusaka beef at a revolving yakiniku restaurant

0598-50-1200 | 14-4-5 Miyamachi, Matsusaka

The Miyamachi branch is one of the few unique Isshobin branches where you can enjoy revolving yakiniku. Filled with high quality A5 beef that revolves around the belt, it allows customers to take their time to enjoy their favorite dish. The 'Premium Matsusaka Beef Loin' only uses parts from sirloin and loin ribs. It is a luxurious dish with rich marbling, aroma of the meat, and sweet fragrance of the fat.

[Business Hours] Weekday: 11:00 - 14:30 (L.O. for lunch), 16:30 - 21:00 (L.O. for dinner), on Saturday, Sunday, and Public Holiday: 11:00 - 21:00 L.O. [Closed] None

\*During weekdays, revolving seats are only available in the evening



**Our recommendation:** Sankaku Jo-Kalbi / 1,380 JPY  
 [1] Exterior [2] Matsusaka Beef Cake / 5,000JPY (reservations required)



18 烧肉スタミナ本舗

## Yakiniku Stamina Honpo

Enjoy the melty fat of the meat, and rare cuts that are changed every month

0598-42-7289 | 4-225 Ureshinonakagawa Shinmachi, Matsusaka

With the motto of 'making fine meat even more affordable', Staminahonpo is a yakiniku restaurant that's loved by locals. Among the yakiniku that can be enjoyed with the electric roaster that emits little smoke, the most popular option is the 'Sankaku Jo-karubi' which is said to be the best part of beef ribs. The rare parts of the beef that are changed monthly are also popular among regular customers.

[Business Hours] 11:30 - 13:30 (L.O. for lunch), 17:00 - 21:30 (L.O. for dinner)

[Closed] Monday (Tuesday if Monday is a Public Holiday), third Tuesday of the month



**Our recommendation:** Omuhayashi with Horumon / 700JPY  
 [1] Exterior [2] Yakiniku Bento / 1,650JPY



20 烧肉蓮

## Yakiniku Ren

Popular Omuhayashi with Horumon that is unique to this yakiniku restaurant

0598-51-8929 | 235-1 Obiraicho, Matsusaka

Yakiniku Ren is a relaxing restaurant with a calming atmosphere that offers Matsusaka beef, Japanese black beef, branded pork, and chicken. The 'Omuhayashi with Horumon', served with appetizing fluffy eggs, and within the roux is horumon filled with umami, is a popular dish among children and adults alike. For the yakiniku, the tongue that is eaten with salt is popular among regular customers, and the garlic seasoning is also especially addictive.

[Business Hours] 17:30 - 21:00 L.O.

[Closed] Monday (Tuesday if Monday is a Public Holiday)



**Our recommendation:** Matsusaka Beef Horumon / 660JPY  
 [1] Premium Kalbi / 1,210JPY [2] Original London Yakiniku Miso Sauce / 486JPY



19 炭火焼きの店 ロンドン  
 London



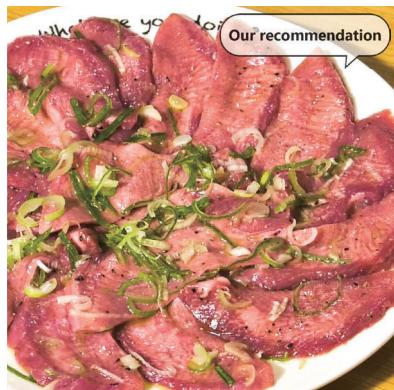
Enjoy 3 different flavors of the soft and tender Matsusaka beef horumon

0598-56-4638 | 429-15 Soharacho, Matsusaka

The restaurant is always lively with families during the weekends and holidays. The 'Matsusaka Beef Horumon', condensed with umami and sweetness, is offered at an affordable price. You can choose from three flavors: salted, sauce, and stamina sauce. There are also many other options in the menu, such as the 'London-style salad'.

[Business Hours] 11:00 - 22:45 L.O.

[Closed] Thursday (open if it is a Public Holiday)



**Our recommendation:** Salted Tongue / 1,045JPY  
 [1] Prime Kalbi / 1,320JPY [2] Exterior



21 烧肉一力  
 Yakiniku Ichiriki



Many passionate fans who visit to eat only the Salted Tongue

0598-52-1202 | 370 Otsukacho, Matsusaka

Popular among younger crowds, Ichiriki operates until late at night with reasonable pricing. The most popular item that customers always order, the carefully seasoned 'Salted Tongue', is only prepared after the order has been received. We also recommend the 'Prime Kalbi', which uses only A5 Matsusaka beef and the little bit of wasabi added to it makes the taste more refreshing.

[Business Hours] 19:00 - 24:30 L.O.

[Closed] Tuesday, Wednesday



**Our recommendation:** Prime Salted Tongue / 1,750 JPY  
[1] Katsudon / 770JPY [2] Exterior



**Our recommendation:** Tongue Steak / 2,970JPY [1] Interior



22 **かどや**  
**Kadoya**

Offers hidden must-try specialty dish that is not bound by the traditional framework of a yakiniku restaurant

📞 0598-51-7913 | 59-3 Miyamachi, Matsusaka

Kadoya originally started off as a cafeteria and butchery in front of Matsusaka Station. Even after the renewal as a yakiniku restaurant, over time, the passion to serve high quality meat continued. The satisfying 'Prime Salted Tongue', is thickly sliced to give it exceptional texture and juiciness. Kadoya also serves other meat dishes such as the 'Katsudon' where customers can choose between beef, pork, or chicken.

[Business Hours] 11:00 - 14:30 (L.O. for lunch), 17:00 - 21:30 (L.O. for dinner)

21:00 last entry

[Closed] Thursday, third Wednesday of the month (open if it is a Public Holiday)



23 **新羅会館 家族亭**  
**Shinrakaikan Kazoku-tei**

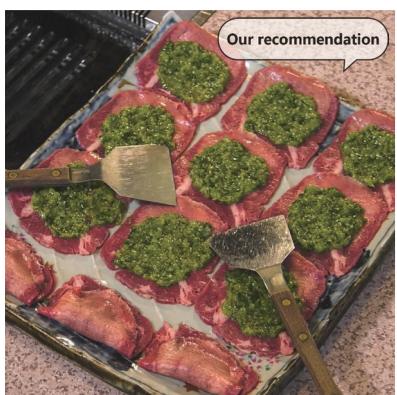
Enjoy a extravagantly thickly-sliced tongue grilled as a steak

📞 0120-22-8929 | 503 Kaibanacho, Matsusaka

Including carefully selected Matsusaka beef, Kazoku-tei has a wide selection of yakiniku and side dishes that customers can enjoy. We highly recommend the thick and juicy 'Tongue Steak' that comes in a generous portion. In addition, the restaurant offers other affordable options such as the 'Lean Meat' and 'Rump' which are great as steaks.

[Business Hours] 11:00 - 14:00 (L.O. for lunch), 16:30 - 21:00 (L.O. for dinner)

[Closed] Tuesday (Wednesday if Tuesday is a Public Holiday)



**Our recommendation:** Tongue with Spring Onions / 1,420JPY [1] Exterior



24 **焼肉 光州園**  
**Yakiniku Koshu-en**

Exquisite grilled Tongue with Spring Onions filled with seasonings

📞 0598-26-0039 | 62-10 Otsucho, Matsusaka

Koshu-en is a popular restaurant located near Higashi Matsusaka Station, with many customers from outside of the city. The addictive 'Tongue with Spring Onions' which is filled with seasonings, then folded and grilled to envelope the flavor, is a specialty that the restaurant has been proud of since its opening. Other than this, the 'Stamina' option with garlic is popular with customers that can eat a lot.

[Business Hours] 16:00 - 21:30 L.O.

[Closed] Tuesday, third Wednesday of the month

25 **炭火焼 和火**  
**Wabi**

Enjoy yakiniku while taking it easy in a calm atmosphere

📞 0598-29-3997 | 895-1 Kubocho, Matsusaka

The owner's recommendation, 'Premium Sagari', is characterized by the proper amount of fat and a very soft texture of the meat. In addition, it is popular due to its affordability and that you can directly taste the *umami* of the meat in your mouth. The chewy and tender Matsusaka beef 'Premium Horumon' that melts in your mouth is also highly recommended.

[Business Hours] 11:00 - 13:30 (L.O. for lunch) 17:00 - 23:00 (L.O. for dinner)

[Closed] Tuesday

\*For lunch, the restaurant is only open on Saturday, Sunday, and Public Holiday



Our recommendation: Mishima Beef / 11,000JPY [1] Exterior [2] Interior



[1] Exterior [2] Interior

## 26 炭火焼肉 丸勢 Marusei



A unique restaurant that offers branded beef from different parts of Japan

📞 0598-28-2720 | 909-2 Toyoharacho, Matsusaka

Starting with Japan's top 4 Wagyu, Marusei offers branded and rare beef from different parts of Japan. Among them, the 'Natural Monument, Mishima Beef', produced from Yamaguchi pref., of which only about 10 cows are being shipped annually, is one to look out for. Mishima Beef is also known as the roots of Wagyu, where the traditional rich flavor and *umami* continues to be preserved.

[Business Hours] 11:00 - 14:30 (L.O. for lunch), 17:00 - 22:00 (L.O. for dinner)

[Closed] Irregular holidays



Our recommendation: Specialty! Spring Onion Salted Tongue / 1,580JPY  
[1] Interior



## 28 炙り焼肉専門店 にく福 Nikufuku



Get addicted to the Spring Onion Salted Tongue

The secret menu is also a must-try

📞 0598-31-2919 | 2567-3 Yamamurocho, Matsusaka

Nikufuku is a stylish restaurant that would make you think it is a cafe or bar at first sight. The popular and addictive signature dish, 'Specialty! Spring Onion Salted Tongue', is eaten with the grilled tongue wrapped in spring onions. To order the secret dish, 'Grilled Kuroge Wagyu Nigiri', please call out to the staff as it is not displayed on the menu.

[Business Hours] Weekday: 18:00 - 21:00 L.O., Weekend and Public Holiday: 11:30 - 14:00 (L.O. for lunch), 17:00 - 21:00 (L.O. for dinner)

[Closed] Monday (Tuesday if Monday is a Public Holiday)

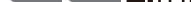


Our recommendation: Buffet / 2,750JPY for adults, 2,200JPY for children, 880JPY for toddlers, 550JPY for below 3 Y.O, free for below 1 Y.O [1] Exterior [2] Interior



[1] Exterior [2] Interior

## 27 Dream オーシャン Dream Ocean



Eat to your heart's content! Buffet-style yakiniku

📞 0598-28-2829 | 254-1 Inagicho, Matsusaka

Dream Ocean offers Matsusaka beef from 'Shimofuri Honpo', a butchery beside the restaurant with their own private ranch. What's popular is the 90 minute all-you-can-eat buffet. 'Sukiyaki-style Yakiniku', which is eaten by grilling the thinly sliced, salted-sweet marinated meat, and then dipped into a beaten egg, is literally a 'grilled sukiyaki' that is rare even within the city.

[Business Hours] Weekday: 11:30 - 14:30 (L.O. for lunch), 17:00 - 20:30 (L.O. for dinner)

Weekend and Public Holiday: 11:00 - 15:00 (L.O. for lunch), 17:00 - 20:30 (L.O. for dinner)  
[Closed] 12/31, 1/1 - 1/3



Our recommendation: Horumon [1] Exterior [2] Interior



## 29 焼肉一番 Yakiniku Ichiban

Matsusaka beef Horumon and Wakadori, enjoy a feast with a beautiful view of nature

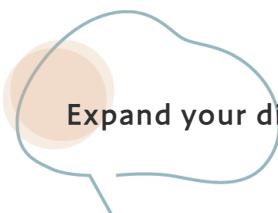
📞 0598-32-2383 | 44 linancho Yokono, Matsusaka

Located next to the beautiful Kushida river, Ichiban has many fans that often visit for the Homemade Matsusaka-style Miso Sauce, which is perfect with the popular Matsusaka beef horumon. The 'Horumon' and the light and soft 'Wakadori' are both popular dishes of the restaurant. Enjoy a wonderful mealtime with delicious yakiniku and beer, and beautiful scenery of Kushida River.

[Business Hours] 11:00 - 13:30 (L.O. for lunch), 16:30 - 20:00 (L.O. for dinner)

[Closed] Monday-Tuesday or Tuesday-Wednesday depending on the week

\*Depending on the situation, we may close early.



Expand your dining experience by learning about the common terms used for beef!

Japanese	(Pronunciation)	English
<定番>	<Teiban>	<Standard>
カルビ	Karubi (Kalbi)	Short Ribs
かた	Kata	Chuck
もも	Momo	Round
赤身肉	Akami Niku	Lean Meat
<上質>	<Joshitsu>	<Premium>
三角上カルビ	Sankaku Jo-kalbi	Prime Chuck Short Ribs
リブロース	Ribu Rosu	Rib Roast
サーロイン	Saroin	Sirloin
かたロース	Kata Rosu	Chuck Loin
ヒレ	Hire	Fillet
ランプ	Rampu	Rump
ランボソ	Ramboso	Core of the Rump

<内臓>	<Naizo>	<Offals>
タン	Tan	Tongue
ホルモン	Horumon	Small Intestine
マルチョウ	Marucho	Small Intestine (flipped inside-out)
シマチョウ	Shimacho	Large Intestine
ミノ	Mino	Rumen (first stomach)
レバー	Reba	Liver
ハラミ	Harami	Skirt
サガリ	Sagari	Hanging Tender
しぐれ煮	Shigure-ni	Beef Simmered with Ginger

# Meat Lovers

Shops with variety of meat dishes



Our recommendation: Moo Tarō Bento / 1,700JPY  
[1] Special Beef Bento / 1,700JPY [2] Exterior



Our recommendation: Premium Tongue / 2,750JPY  
[1] Exterior [2] Interior



Our recommendation: Stewed Beef Tongue Lunch Set / 1,500JPY [1] Beef Tongue Hamburg Steak Lunch Set / 1,300JPY [2] Exterior



Our recommendation: Matsusaka Beef Cheek Simmered in Red Wine / 2,800JPY [1] Exterior [2] Interior



Our recommendation: Meat Course / 3,800JPY  
[1] Fruit Cake / 2,100JPY per loaf [2] Exterior

30

Bring a warm and freshly made sukiyaki bento to accompany your trip

## Ekiben Aratake

0598-21-4350 | 729-3 Hinomachi, Matsusaka

Aratake is a long-established *Ekiben* shop since 1895 that is easily accessible by foot from Matsusaka station. Their most popular dish is the 'Moo Tarō Bento', which comes with a bento box shaped like a cow's face. The bento contains generous amount of A5 *Kuroge Wagyu* sukiyaki, mixed with the shop's secret sauce. In addition, a melody will be played when the cover is opened, which certainly would make your journey on the train an enjoyable one.

[Business Hours] Weekday: 9:00 - 17:30, Saturday, Sunday: 7:00 - 17:30 [Closed] None



31

Creative meat dishes made with unconventional method

## Tabē

0598-23-0229 | 8 Kyomachi, Matsusaka

Enjoy original dishes with carefully selected beef in a classy atmosphere. The stone-grilled *ishiyaki* uses only female *kuroge wagyu* which has a tender texture and strong umami flavor from the fat. Creative foods that can't be found anywhere else, like thick-sliced beef tongue and premium sashimi made from rump roast, are made here daily.

[Business Hours] 17:30-22:30 L.O. (23:30 L.O. for Friday and Saturday)

[Closed] Wednesday, first Tuesday of the month

32

Affordable lunch with simmered beef tongue that is slowly cooked over time

## Pocket Café

0598-20-8649 | 560-2 Okurodacho, Matsusaka

With a lively and homely atmosphere, Pocket Café is the first café in Matsusaka that supports people with disabilities. The 'Stewed Beef Tongue', 'Beef Tongue Hamburg Steak', and 'Beef Tongue Bowl' are popular tongue dishes during lunch. The beef tongue is slowly simmered in a red wine based soup which creates a texture that simply melts in your mouth. The Beef *Sagari* is also recommended if you want to eat a lot.

[Business Hours] 10:30 - 13:30 (L.O. for lunch), 16:00 - 17:30 (L.O. for dinner)

[Closed] Public Holidays, Irregular Weekend



33

Enjoy casual European-style Matsusaka beef cuisine meal with alcohol

## Inver House

0598-21-5939 | 240-3 Okamotocho, Matsusaka

Enjoy unique European cuisines in a vintage European environment. The 'Matsusaka Beef Cheek Stewed in Red Wine' has been the signature dish since the restaurant's opening. It is slowly simmered, and the sweetness and *umami* of the Matsusaka beef melts away as you bite into the meat. In the basement, there is also an authentic wine cellar where you can enjoy the compatibility of the food with the right wine.

[Business Hours] 11:30 - 13:30 (L.O. for lunch), 18:00 - 22:00 (L.O. for dinner)

[Closed] Monday (Open if it is a Public Holiday)



34

Relax and enjoy a French meat course

## Chez Roanne

0598-23-7030 | 1074-8 Maenohetacho, Matsusaka

A European-style restaurant that's loved by men and women of all ages, with a homely atmosphere in which diners can casually enjoy. The *Wagyu* fillet steak, which is the main dish in the 'Meat Course', is infused with the restaurant's original sauce that further enhances the *umami* of the meat. The course also includes *Hors d'oeuvre*, vegetable soup, salad, and dessert.

[Business Hour] 11:00 - 13:30 (L.O. for lunch), 17:00 - 20:00 (L.O. for dinner)

[Closed] Monday



Sukiyaki

Steak

Yakiniku

Meat Lovers

Matsusaka Chicken BBQ  
(Torri-Yakiniku)

Introduction video



Scan me!

# Matsusaka Chicken BBQ (Tori-Yakiniku)

A chicken cuisine that you can only find in Matsusaka

Introduction video



Scan me!



Chicken, and not beef in Matsusaka?!

**It's not all about Matsusaka beef!  
The local cuisine that is loved by the locals**

What exactly is Matsusaka Chicken BBQ?

Sukiyaki

Steak

Yakiniku

Meat Lovers

Matsusaka Chicken BBQ  
(Tori-Yakiniku)

## Matsusaka Chicken BBQ terms

Japanese	(Pronunciation)	English
若鶏	Wakadori	Young Chicken
親鶏 (ひね)	Oyadori (Hine)	Adult Chicken
せせり	Seseri	Neck
ムネ肉	Muneniku	Chicken Breast
手羽	Teba	Chicken Wings
砂肝	Sunagimo	Chicken Gizzard
鶏皮	Torikawa	Chicken Skin
ポンジリ	Bonjiri	Chicken Tail



Our recommendation: Chicken Tail (Bonjiri) / 530JPY  
[1] Interior [2] Miso Sauce / 778JPY

35 だるまや 松阪駅前店

**Daruma-ya**



Enjoy fresh Chicken and plenty of other options near the station!

📞 0598-26-3350 | 513-8 Kyomachi, Matsusaka

Located at a convenient location near Matsusaka station, Daruma-ya offers chicken which pairs perfectly with their homemade miso sauce. Within the myriad of options, the most popular choice is the 'Chicken Tail', which bursts with the *umami* of the chicken as you bite into the meat. Other than chicken, there are also plenty of other options such as beef, pork, fried dishes, and seasonal oysters, scallops, and curry rice.

[Business Hours] 17:00 - 23:00 L.O. [Closed] Irregular holidays

Scan the QR code for more information!

**It's not all about Matsusaka beef!  
The local cuisine that is loved by the locals**

What exactly is Matsusaka Chicken BBQ?

## Definitions of Matsusaka Chicken BBQ

1 The miso sauce

The richness of miso sauce is perfect for the mild taste of the chicken. It was influenced by the norm in Matsusaka area to use red miso in home cooking since the past, and it is characterized by the strong flavor of the base.

2 It is an Amiyaki

Most of the restaurants in Matsusaka are *Amiyaki*-style, where the chicken is grilled on stoves or charcoal stoves rather than it being on a skewer. The billowing smoke and the fragrance of the miso sauce are also what makes it so enjoyable.

3 Chicken is first thing you see on the menu

As specialists of Chicken BBQ, these restaurants offer various chicken parts, each with its own unique texture and taste in which you can enjoy!



Our recommendation: Chicken Oysters / 640JPY  
[1] Chicken Dango Soup / 550JPY [2] Premium Miso Sauce / 650JPY

36 とりみそあみ焼き 地鶏屋 本店

**Jidori-ya**



Enjoy free-range chicken with the restaurant's 3 types of secret sauce

📞 0598-42-1151 | 415-1 Ureshino Gongenmaecho, Matsusaka

Established since 2014, Jidori-ya is a spacious restaurant that has been loved by men and women of all ages. The extremely rare 'Chicken Oysters' is soft and elastic, yet exquisitely juicy and light. In the restaurant, you can also enjoy other rare parts such as the shoulders, ribs, and chicken gristle.

[Business Hours] Weekday: 11:30 - 13:30 (L.O. for lunch), 17:00 - 21:30 (L.O. for dinner),  
Weekend and Public Holiday: 11:30 - 21:30 L.O. (22:30 L.O. for Friday and Saturday)

[Closed] Wednesday



Our recommendation: Wakadori / 530JPY  
 [1] Special Tamagoyaki / 550JPY [2] Interior

37とり焼肉の店 とり佐

## Torisa

Enjoy the generous amount of *Wakadori* mixed with our homemade miso sauce

0598-56-7500 | 253-4 Ozicho, Matsusaka

Located 5 minutes walk away from Rokken station, where you can enjoy soft and juicy *Kinso wakadori* mixed with the restaurant's homemade miso sauce. *Torisa* also has sweet miso sauce that suits children's taste, which makes it a restaurant where the whole family can enjoy. Moreover, the restaurant is also popular for its 'Special Tamagoyaki' that is stuffed with spring onions, making it perfect with Chicken BBQ.

[Business Hours] 16:00 - 21:00 L.O.

[Closed] Wednesday



Our recommendation: Chicken Breast (Muneniku) / 460JPY [1] Exterior

39 とり鈴

## Torisuzu

Enjoy soft and juicy chicken with delicious salted-sweet sauce

0598-67-7022 | 105-1 Takamachi, Matsusaka

The most popular choice at *Torisuzu* is the chicken breast, which has a surprisingly tender and juicy texture. The new green onion salted chicken breast is a fan favorite, and the side menu has a wide selection to suit any taste.

[Business Hours] 11:00 - 13:00 (L.O. for lunch), 17:00 - 20:30 (L.O. for dinner)

[Closed] Wednesday, first and third Tuesday of the month



Our recommendation: Neck (Seseri) / 500JPY [1] Interior

38 あみ焼き 風  
**Nagi**

From offering *teishoku* to exquisite and light *Seseri* on Chicken BBQ

0598-52-2023 | 162-1 Matsugashimacho, Matsusaka

After 15 years of serving mainly *teishoku*, *Nagi* has expanded its menu to include Chicken BBQ as well. The restaurant is split into 2 floors, one for *teishoku* and the other for Chicken BBQ. We recommend the 'Seseri' or neck, which is condensed with the *umami* of the *Kinso* chicken fat. It has a light and soft texture after grilling on the stove. The 'Tekka-don', which includes the best tuna of the season, is also popular.

[Business Hours] 11:00 ~ 12:40 (L.O. for lunch), 17:00 ~ 20:00 (L.O. for dinner)

[Closed] 11:00-12:40 (L.O. for lunch), 17:00-20:00 (L.O. for dinner)



Our recommendation: Hine (adult chicken) / 550JPY

[1] Cold Tofu with Tempura Flakes / 330JPY [2] Interior

40 あみ焼き 拓家

## Takuya

Enjoy Chicken BBQ in a cozy restaurant while tasting the chicken's original flavor

0598-31-1293 | 824-1 Otsucho, Matsusaka

The interior of the restaurant was set up with the idea of wanting customers to feel like they are having a meal at home. We recommend the 'Hine', which gets more and more flavorful as you chew. In order for customers to fully enjoy the flavor of the chicken, the restaurant is extremely particular about everything from the preparation to the storage. There are plenty of other side dishes available, such as the 'Cold Tofu with Tempura Flakes'.

[Business Hours] 17:00 - 22:00 L.O.

[Closed] Tuesday, Second and Fourth Wednesday of the month





**Our recommendation:** Hine (adult chicken) with Miso Sauce / 500JPY  
 [1] Sashimi Platter / 1,800JPY [2] Interior



41 鶏のあみ焼きとお魚のお店 赤かぶ

## Akakabu

A restaurant where you can enjoy both Chicken BBQ and fish dishes

📞 0598-29-1519 | 836-4 Kubocho, Matsusaka

Out of the 10 different chicken parts offered by Akakabu, we recommend the 'Hine'. The restaurant is particular with the ingredients used, and how the meat is cut so that customers can feel the soft texture of the meat. Various sauces, such as the special miso sauce, salted sauce, and yuzu pepper, make the Chicken BBQ perfect with rice and alcohol. You may also enjoy fresh fish and sashimi here.

[Business Hours] 17:00 - 23:30 L.O.

[Closed] Monday

English  
Menu



**Our recommendation:** Wings / 400JPY [1] Exterior



43 おつ鳥やさん

## Ottoriya-san

Serving you our proud homemade miso sauce and Kinsu chicken that is freshly prepared every morning

📞 0598-54-2236 | 2-196 Kasugacho, Matsusaka

Enjoy a menu of high quality selections including Matsusaka pork and freshly prepared Kinsu chicken with a homemade miso sauce! The diverse seating options include counter seats and private rooms to accommodate any size group, whether you're by yourself or with the family.

[Business Hours] 17:00-22:15 L.O. (open from 12:00 on Sunday)

[Closed] Thursday, second and fourth Monday of the month



**Our recommendation:** Tsukune / 500JPY  
 [1] Oyako-don / 700JPY [2] Exterior



42 鳥料理 おそ松くん

## Osomatsu-kun

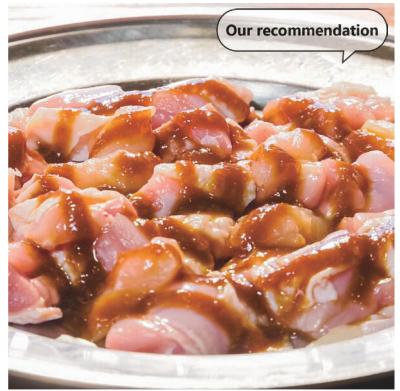
We serve chicken so fresh that you can eat them as sashimi, not just grilled!

📞 0598-26-7607 | 151-13 Maenohetacho, Matsusaka

Since its opening around 20 years ago, Osomatsu-kun has boasted a cozy interior and fresh chicken. The handmade 'Tsukune', which mixes wakadori and yam, is a rare dish with strong garlic flavor that is very popular with regular customers! You can enjoy it in various ways, such as grilling, frying, and even cooking it in a hotpot. The 'Oyako-don' is also highly recommended.

[Business Hours] 17:00 - 21:30 L.O.

[Closed] Tuesday



**Our recommendation:** Wakadori / 520JPY [1] Interior



44 とり壺

## Toritsubo

Fresh chicken with extensive side menu options

📞 0598-21-1008 | 466-1 Kokurodacho, Matsusaka

Toritsubo is a Chicken BBQ restaurant with a calming atmosphere that has been operating for more than 10 years. The fresh and soft 'Wakadori' filled with umami is highly recommended, and it's perfect with miso sauce. The chicken neck and gizzard are also great with just salt and pepper. To finish off the meal, we recommend the 'Chicken Nyumen', which is thin noodles mixed with chicken stock.

[Business Hours] 17:00 - 21:30 L.O.

[Closed] Monday



Our recommendation: Wakadori (miso) / 528JPY [1] Exterior

45 あみ焼き鶏料理 のぼやん 田村店

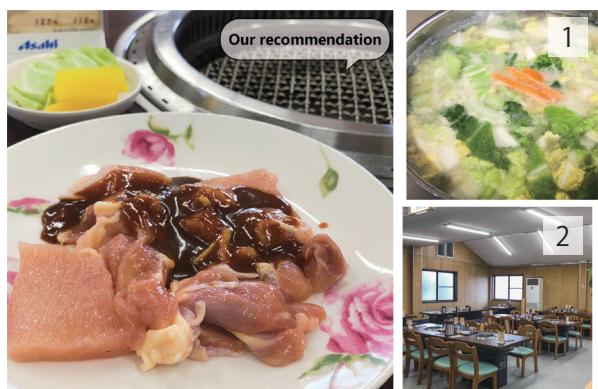
## Noboyan Tamura

A restaurant that is filled with commitment to bring out the *umami* of the ingredients

📞 0598-67-0308 | 114-1 Tamuracho, Matsusaka

Located near Matsusaka station stands the first branch of Nobayan. The main restaurant, located at Tamuracho, is loved by locals and families alike. The tender and succulent 'Wakadori' using thigh meat, goes perfectly with their homemade miso sauce that the restaurant has perfected since its founding.

[Business Hours] Weekday: 17:00 - 21:30 L.O. Weekend ad Public Holidays: 11:00 - 13:30 (L.O. for lunch) 17:00 - 21:30 (L.O. for dinner) [Closed] Wednesday



Our recommendation: Wakadori / 520JPY [1] Tori-yasai / 520JPY [2] Interior

47 前島食堂

## Maeshima Shokudo

Offering secret homemade salted-sweet miso sauce that goes perfectly with chicken since 1967

📞 0598-36-0057 | 612-1 Okawachicho, Matsusaka

Maeshima Shokudo is a long-established restaurant that has appeared frequently in media. The juicy and tender chicken is mixed with the restaurant's secret homemade salted-sweet miso sauce. We also recommend the 'Tori-yasai', which is a soup filled with umami from chicken stock and vegetable that'll get you absolutely hooked.

[Business Hours] 10:30-17:00 L.O.

[Closed] Friday, second and fourth Thursday of the month



Our recommendation: Assorted Matsusaka Jidori / 3,080JPY

[1] Exterior [2] Secret Sauce / 649JPY

46 とりいち本店

## Toriichi

Enjoy soft and tender Wakadori with our homemade red miso sauce

📞 0598-58-4780 | 2640-1 Isederacho, Matsusaka

Established in 2007, Toriichi is proud of their carefully selected chicken and miso sauce. The most popular dish is the 'Wakadori', which is loved by men and women of all ages. There are many other parts available, but the restaurant would like everyone to try their Karaage, marinated in miso sauce which is very juicy and popular.

[Business Hours] 11:00 - 13:45 (L.O. for lunch), 17:00 - 19:45 (L.O. for dinner)

[Closed] Monday



Our recommendation: Wakadori / 530JPY [1] Interior

48 若どり あみ焼き 鳥広

## Torihiro

An old-fashioned Chicken BBQ restaurant that serves a generous portion of Kinsu chicken

📞 0598-29-2005 | 607-2 Izawacho, Matsusaka

A comfortable restaurant that continues to be loved by the locals. We recommend the soft, tender, and filled with *umami* 'Wakadori' that only uses Kinsu chicken, served with generous portion. The fat of the skin is carefully removed during preparation, which makes the taste light. The miso sauce goes well with rice, and the salt with sake. The restaurant also offers pork and beef options.

[Business Hours] 11:30 - 13:30 (L.O. for lunch), 17:00 - 19:30 (L.O. for dinner), Tuesday : dinner only, Sunday: 12:00 - 14:30 (L.O. for lunch), 16:00 - 19:30 (L.O. for dinner) [Closed] Monday, Thursday

# Matsusaka Map / Outskirt

Sukiyaki • • P5

for Meat Lovers • • P12

Steak • • P6

ChickenBBQ • • P13 ~ P16

Yakiniku • • P7 ~ P11

Stopovers • • P19 ~ P20

## By Train

from  
**Kyoto**

Kintetsu Limited  
Express Train  
1 hour 45 min

from  
**Osaka Namba**

Kintetsu Limited  
Express Train  
1 hour 35 min

from  
**Nagoya**

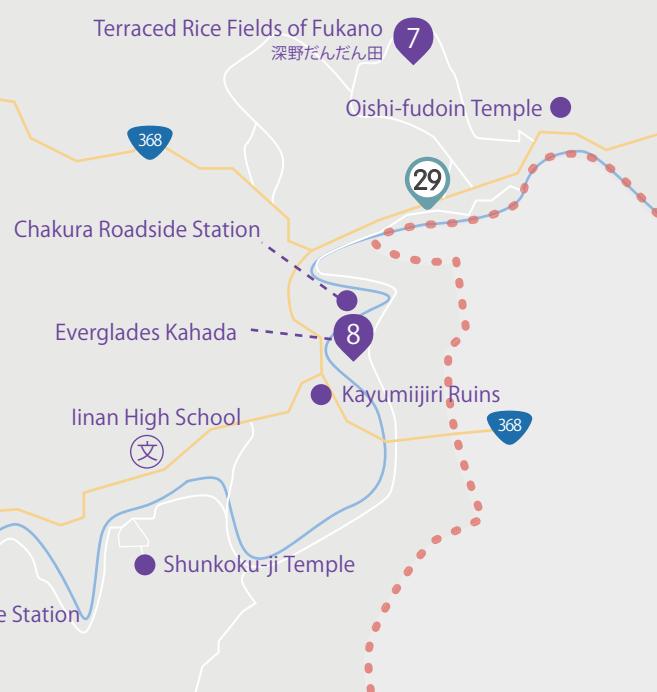
JR/Kintetsu Limited  
Express Train  
1 hour 15 min

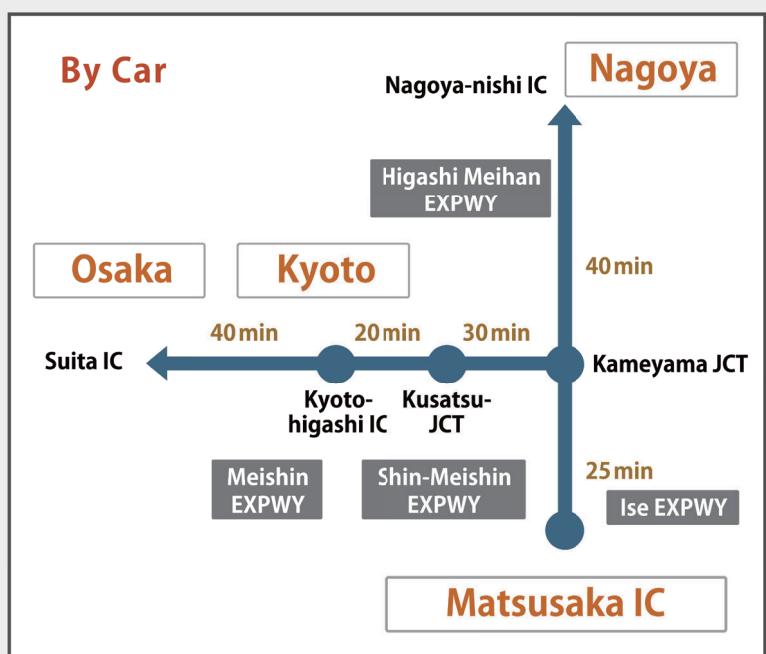
**Matsusaka Station**

Tenpaku Ruins  
Matsusaka Agricultural Park Bell Farm  
松阪農業公園ベルファーム  
Lake Nameri

## Matsusaka City

Tsu City





Matsusaka / Outskirt 松阪

# Recommended Stopovers

## in Matsusaka City (Outskirt)



1 An exhibit for precious Haniwas that are designated National Treasures

### Matsusaka City Cultural Asset Center "Haniwa Museum"

This museum exhibits National Treasures called haniwa (clay figures used in ancient funerals) that were excavated at the Takarazuka burial mound. The main attraction is a ship-shaped haniwa that is the largest of its kind in Japan. A citizen's local art gallery is installed in the former Kanebo Textile Factory Warehouse of Matsusaka, a designated National Tangible Cultural Property. Situated next to the museum is Suzunomori Park, which has a vast lawn area and a fountain.

Address: 1 Sotogomagaricho, Matsusaka, Mie Tel: 0598-26-7330 Admission Fee: 110JPY for adults, free for age 18 and below  
Operating Hour: 9:00 - 17:00 (last entry 16:30) Closed on Monday (Tuesday when Monday is a public holiday), 12/29-1/3



Enjoy Together With  
Matsusaka Beef!



2 Buy local souvenirs and goods while enjoying the nature around the park

### Matsusaka Agricultural Park Bell Farm

At the agricultural park, you can buy Matsusaka's local goods and souvenirs, enjoy freshly baked breads, and chill out at the cafes and eateries. The English garden, which consists of nine areas, has flowers and plants of each season, and within this, the spring roses are especially popular for their gorgeous color and fragrance.

Address: 551-3 Isederacho, Matsusaka, Mie Tel: 0598-63-0050  
Operating Hour: 9:00 - 17:00 (different according to each site)  
Closed on Wednesday



3 Take a walk along the bamboo grove surrounded by magical tranquility

### Minoda Bamboo Forest Road / Minoda Great Buddha

The bamboo grove, which was once desolated, has been restored into a magical bamboo forest road by local volunteers. Minoda Bamboo Forest Road is just around 840m walk from Matsusaka Agricultural Park Bell Farm's east carpark, so it is recommended to visit these 2 sites as a set.

Address: Minodacho, Matsusaka, Mie



Let the sound of the bamboo swaying in wind heal your mind♪

4 The Godparent of Hokkaido, Matsuura Takeshiro

### Matsuura Takeshiro Memorial Museum

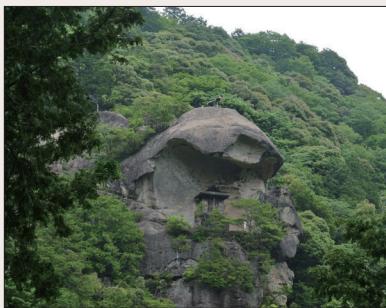


Matsuura Takeshiro, the man who became the "godparent of Hokkaido" during the Meiji Restoration (1868-1889), went on six expeditions to the region now known as Hokkaido and created numerous records and detailed maps of the area. All 1,505 documents he left behind are designated Important Cultural Properties and form the main exhibit of the museum. Takeshiro's story is told through quizzes and short films. The Birthplace of Matsuura Takeshiro, located about a five minute walk from the museum, is a must-see.

Address: 383 Onoe-cho, Matsusaka, Mie TEL: 0598-56-6847 Admission fee: 360 JPY  
Operating Hour: 9:00-16:30 Closed on Monday (Tuesday when Monday is a public holiday), the following day of public holiday, 12/29-1/3



5 / Challenge yourself to the steep mountainous climb at Ise Sanjo  
**Ise Sanjo (Ibuta-ji Temple)**



Ise Sanjo was said to have been established in the year 701 as a training ground for ascetic monks. Currently open to the public, hikers can experience the training that ascetic monks went through, while enjoying the spectacular view of nature. If you intend to take on this challenge, please prepare for a 2-3 hour hike, wear long sleeves, long pants, and proper hiking shoes.

Address: 273 Ibutacho, Matsusaka, Mie  
Admission Fee (for hiking): 500JPY



6 / One of the biggest skateboard parks in Japan  
**Matsusaka City Skateboard Park**



The skateboard park has four areas that are split according to various difficulties and specialties, which anyone from beginners to experts, children to adults can enjoy. As there are also skateboard and safety gear rental available at the park, it is also perfect for casual visitors that want to try out skateboarding for the first time.

Address: 111 Yamashitacho, Matsusaka, Mie Tel: 0598-28-6757  
Admission Fee: 300JPY for adults, 100JPY for junior school and high school students, free for elementary students and below.  
Operating Hour: 8:30 - 22:00  
Closed on Monday (Tuesday when Monday is a public holiday), the following day of public holiday, 12/29 - 1/3



7 / Enjoy the view of the magnificent terraced rice field  
**Terraced Rice Fields of Fukano**



The history of the terraced rice fields dates back to the Muromachi period (1336-1573), when they fed samurai that were keeping watch over the smoke signal station. In 1999, it was designated as Japan's top 100 terraced rice fields. There is a parking lot and public washroom where you can stop your car, take a walk, and enjoy the magnificent view of and from the terraced rice fields.

Address: linancho Fukano, Matsusaka, Mie



8 / An outdoor field by the Kushida River  
**Everglades Kahada**



The Everglades Kahada is situated within a Prefectural Natural Park with a gorgeous canyon carved out by the Kushida River. Here, you can experience nature through all sorts of outdoor activities. Gaze upon the gentle waters of the Kushida river while enjoying American-style barbecue. The expansive view from above on the crimson Chakura Bridge nearby is a sight worth seeing.

Address: 1084-1 linancho Kayumi, Matsusaka, Mie  
Tel: 0598-32-3223



9 / A roadside station where you can enjoy hot spring and soba making experience  
**litaka Roadside Station**



At the litaka Roadside Station, you can enjoy natural hot springs with 11 types of baths such as herb bath and open-air bath. There is also soba making lesson, which uses local buckwheat flour is also available from 2200JPY a bowl. In addition, there is a shop that sells delicious and fresh local food products and souvenirs.

Address: 117 litakacho Miyamae, Matsusaka, Mie Tel: 0598-46-1111  
Operating Hour: 10:00 - 18:00 (different according to each site)  
Closed on Wednesday

# Matsusaka Map / Downtown

-  Sukiyaki • • • P3 ~ P5
-  Steak • • • P6
-  Yakiniku • • • P7 ~ P11
-  for Meat Lovers • • • P12
-  ChickenBBQ • • P13 ~ P16
-  Stopovers • • P23 ~ P24







Enjoy Together With  
Matsusaka Beef!

## Recommended Stopovers in Matsusaka City



1 The largest existing samurai residential site

### Castle Guard Residences



National Important Cultural Property

The residences of Matsusaka castle guard during the late Edo period, where some of their descendants still currently reside. The row of houses on both sides of the stone pavement which symbolizes Matsusaka is a sight that must not be missed! One of the buildings in the west is open to the public.

Address: 1385 Tonomachi, Matsusaka, Mie Tel: 0598-26-5174

Admission Fee: Free

Operating Hour: 10:00 - 16:00 Closed on Monday (Tuesday when Monday is a public holiday), New Year's Holiday

What is Matsusaka Cotton?



2

Feel the Matsusaka cotton that enchanted the people of Edo (currently Tokyo)

### Matsusaka Cotton Center



At the Matsusaka Cotton Center, you can experience hand-weaving Matsusaka cotton (~ 1 hour - 1300JPY) which was a huge fashion trend during the Edo period. Matsusaka cotton threads are dyed with natural indigo and woven into vertical striped patterns. If you are looking for souvenirs that represent Matsusaka, the Cotton Center also sells products such as clothes and accessories made from Matsusaka cotton.

Address: 2176 Honmachi, Matsusaka, Mie Tel: 0598-26-6355

Operating Hour: 9:00 - 17:00 (Cotton weaving experience available until 15:00)

Closed on Tuesday (Wednesday when Tuesday is a public holiday), New Year's Holiday



3

Former residence of the wealthy Hasegawa family

### Former Hasegawa Residence



This estate located in the street of Uomachi, was the cotton wholesaler "Tanbaya" during the Edo period (1603 - 1867). The workmanship of the mansion and the beautiful garden perfectly depicts how wealthy the Hasegawa family was at that point in time. The mansion also exhibits business records, old documents, other daily tools, etc. that are well preserved. Exhibits are changed every 3 months.

Address: 1653 Uomachi, Matsusaka, Mie Tel: 0598-21-8600

Admission Fee: 400JPY for adults, 200JPY for age 6-18

Operating Hour: 9:00 - 17:00 (Last Entry 16:30)

Closed on Wednesday (Thursday when Wednesday is a public holiday), New Year's Holiday



4

Get to know the history of Edo's top paper merchant

### Former Ozu Residence (Matsusaka Merchant Museum)



This is the residence of the Ozu family, one of the wealthiest merchants during the Edo period. The site includes a spacious and beautiful main house and two storehouses that have exhibits about the Ozu family and Matsusaka merchants. In addition, it also features the "Man Ryo Bako" (a huge money chest) which shows the wealth of the Ozu family.

Address: 2195 Honmachi, Matsusaka, Mie Tel: 0598-21-4331

Admission Fee: 200JPY for adults, 100JPY for age 6-18

Operating Hour: 9:00 - 17:00 (Last Entry 16:30)

Closed on Wednesday (Thursday when Wednesday is a public holiday), New Year's Holiday



5

## Birthplace of Mitsui Takatoshi, the founder of Mitsui Group Birthplace of the Mitsui Family



The Mitsui family was one of the wealthiest merchants during the Edo period. Designated as the city's historic site in 1956, it has a memorial to the birthplace, a well which was used to give Takatoshi his first bath as a newborn, and also a five-ring pagoda of Takatoshi's father and grandfather. This site is not open to the public.

Address: 2214 Honmachi, Matsusaka, Mie

- National Historic Site
- Japan's 100 Best Castle



6

The symbol of Matsusaka and its majestic stone walls

## Matsusaka Castle Ruins (Matsusaka Park)



Loved by the citizens and also the symbol of Matsusaka, the Matsusaka Castle was built by Gamo Ujisato in 1588. From the castle ruins, you can overlook the townscape that retains the vestiges of the castle town, and also enjoy the beautiful scenery throughout the four seasons.

Address: 1538-1 Tonomachi, Matsusaka, Mie Tel: 0598-23-7771 (Matsusaka Station Tourist Information Center)

Open: 24/7

Admission: Free



7

## There is also an exhibition of a world-renowned film director who has a connection with Matsusaka Matsusaka City Museum of History and Folklore (2F Ozu Yasujiro Memorial Museum)



Located in the Matsusaka Castle Ruins, the building used to be a library when it was built in 1912. The first floor has the exhibition of tools that were used daily in the old days of Matsusaka and the replica of the helmet of Gamo Ujisato, the lord of Matsusaka Castle. On the second floor, you can find materials and documents related to the world-renowned film director, Ozu Yasujiro, who spent his youth in Matsusaka.

Address: 1539 Tonomachi, Matsusaka, Mie Tel: 0598-23-2381

Admission Fee: 150JPY for adults, 70JPY for age 6-18

Operating Hour: 9:00 - 16:30 (April to September), 9:00 - 16:00 (October to March)

Closed on Monday (Tuesday when Monday is a public holiday), New Year's Holiday



8

## Learn more about the charm and achievements of Japanese scholar, Motoori Norinaga Motoori Norinaga Memorial Museum/Suzu-no-Ya



The museum contains around 16,000 manuscripts and bequeathed items of Motoori Norinaga, a Japanese scholar during the Edo period known for his work on *Kojiki-den*. Beside the museum is Motoori's former residence "Suzu-no-Ya" (House of Bells). The name "Suzu-no-Ya" came about as Norinaga loved the sound of bells and hung them in his study room on the second floor. (National Historic Site)

Address: 1536-7 Tonomachi, Matsusaka City, Mie Tel: 0598-21-0312

Admission Fee: 400JPY for adults, 300JPY for university students, 200JPY for age 6 - 18

Operating Hour: 9:00 - 17:00 (Last Entry 16:30)

Closed on Monday (Tuesday when Monday is a public holiday), New Year's Holiday



9

A samurai residence from the late Edo period in Doshincho

## Former Residence of Harada Jiro



Harada Jiro was a businessman that was active from the Meiji era to the Taisho era. In 1920, Harada established Harada Sekikenkai Foundation with all his money (15 billion yen in current value) to provide aid to social utilities all over Japan in various ways. The residence, which was slightly modified by Harada, has been well preserved ever since the Edo period.

Address: 1290 Tonomachi, Matsusaka, Mie Tel: 0598-23-1656

Admission Fee: 100JPY for adults, free for age 18 and below

Operating Hour: 9:00- 17:00 (Last Entry 16:30)

Closed on Wednesday (Thursday when Wednesday is a public holiday), New Year's Holiday

The souvenir corner is lined with locally-made specialties such as Matsusaka beef, Matsusaka tea, Matsusaka cotton, and famous local confections. The Information Center also ships Matsusaka meat and merchandise to any destination around the country.

Address: 1658-3 Uomachi, Matsusaka

Tel: 0598-25-6565

[Business Hours] 9:00 ~ 18:00 (Until 17:00 from December to February)

[Closed] 12/30 - 1/2



## City of Wealthy Merchant, Matsusaka Matsusaka City Tourist Information Center



Begin your journey at the Tourist Information Center, where you can learn about the history of the city, obtain tourist information, and purchase souvenirs that are unique to Matsusaka.

You can find seasonal information that is written by the staff, and monitor display of the old map and aerial map that will take you back in time.



2F



### Historical exhibition about the streets of Matsusaka

There is an exhibition with cute illustrations on the second floor that introduces the history and culture of the city, from prominent historical figures such as Motoori Morinaga and Mitsui Takatoshi, to Matsusaka cotton and tea. The moment you step into the exhibition, you'll also find a detailed model diorama of the streets of Matsusaka during the Edo period. There is also an animated video with English subtitles that tells the story of Matsusaka.

### Bring Matsusaka products back home as souvenir

#### Matsusaka Cotton

Once a fashion trend as kimono during Edo period due to 'thrift law' that prevented commoners to dress extravagantly, Matsusaka cotton has a unique characteristic with its striped pattern and indigo-dyed thread. Currently, in addition to kimono, there are other products such as bags and accessories that are made from Matsusaka cotton.



Scan me to learn more!

#### Matsusaka Tea

Mie prefecture has the 3rd largest tea production area in Japan. Within Matsusaka city, there are several production area of high quality *Fukamushi Sencha* (deep-steamed green tea) located in Iitaka and Iinan area. *Fukamushi Sencha* leaves are usually steamed for a longer duration, giving the tea a darker color and mellow flavor with just the right amount of astringency.



You can also enjoy Matsusaka tea with sweets♪

Let's go!

# Take a stroll around Matsusaka

Find more information about the spots on P23.

## Route #1

Enjoy to the fullest!

### Full day course

In this course, you'll be able to visit and enjoy symbolic and historical spots such as the Matsusaka Castle Ruins, Castle Guard Residences, residences of the wealthy merchants, as well as the famous Matsusaka beef.



## Route #2

Quick tour

### 2-hour course

Matsusaka has many historical and tourist spots that can be reached by foot. This is a recommended course if you'd like to enjoy Matsusaka in a short period of time.



## Recommended Options

### Kimono Rental

- 3,000JPY ~ / 3 hrs
- Reservation is recommended
- TEL. 0598-23-7771
- Mail: info@matsusaka-kanko.com

### Bicycle Rental

- At Matsusaka Sta. Tourist Information Center
- 400JPY for 4 hours
- Extra hour: 100JPY / hr



**Castle Guard Residences**  
Popular Instagrammable Spot



**Former Ozu Residence**  
Enjoy the beauty of the garden



**Former Hasegawa Residence**  
Take a short break with tea and sweets



**Matsusaka Cotton Center**  
Make your own Matsusaka cotton

## Affordable Ticket

### Two Site Combination Ticket

- Former Hasegawa Residence
- Former Ozu Residence

490JPY for Adults,  
240JPY for age 6-18

### Three Site Combination Ticket

- Former Hasegawa Residence
- Former Ozu Residence
- Former Residence of Harada Jiro

570JPY for Adults

# MATSUSAKA

## The City of Wealthy Merchants



\* Information on the listed stores is updated as of 2025 February, and the cost and hours may be subject to change.

\* All prices are inclusive of tax.

Issued by Matsusaka City Tourism & Exchange Division