













soba. The staff can't speak English, but the

A casual restaurant specializing in different kinds of donburi (rice bowls), including original-recipe donburi dishes at reasonable prices. A variety of

roughout the year. Itoya uses local ingredients and

•Mikasane (triple-tier) soba noodles •Zaru (chilled) soba noodles







●Tuna sashimi ●Yakitori

abc an s

This Japanese-style bar is located in

traditional kura-style building and serves seasonal fish and local specials such as

• Jingisu ton (Genghis Khan-style grilled pork) ¥590

abc

S15 Kuromon

lapanese

Izakaya

Closed: Mon.

N<sub>19</sub> BUN

N27 Kura-no-hana

Japanese/

Izakaya

Closed: Sun







S6-1 Norito

56-2 Yukiyoshi

58-1 Kuriya

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

recommended are the charcoal-grilled foods and the cher original dishes. A large selection of drinks are also availabl including local sake and shochu (traditional Japanese distilled liquor

17:30 induding local sake and shochu (traditional Japanese distilled liquor).
 Midnight ◆Assorted tempura ¥1,000 ◆5-piece yakitori set ¥780

Korean dining Closed: Irregular





















cuisine along with a variety of more than 20 types local sake. The handmade soba is also popular.

•Zaru soba (chilled soba noodles) ¥800

●Lunch course from ¥1,100

S24 Say (Soan Annex)

Japanese/

Mostly on Wed.

Japanese

S11 Nomugi

N24 Gonta

N68 Le nid

531 Yamahei

1st & 3rd Mon.

(L) 11:00 - 18:30

sweet soy sauce) and goheimoc

Mitarashi dango ¥90 ●Goheimochi ¥300Potapota mochi (rice cake) ¥150

Okinado's long-loved confection including the Metoba no Tsuki and O Monaka, are very popular as souver

building in the back, is also worth a vis

quiche, tarts, salads and other items

and varieties of honey including cherry

This shop sells a variety of local foo and produce. Open from Jan. 2nd duri the New Year holiday, so you can stop after visiting Yohashira Shrine and pick some freshly pounded mochi (rice cakes

abc) 🤶

THE PARTY

N44 Nanraku

"Western-style Restaurant"

abc

N56 Okinado Kura Branch

S32 Ayana

Izakaya





blown away! Make sure you try the terrific pancakes or you'll regret it. HuLa-La is the first restaurant in Matsumoto specializing in Hawaiian food.

•Garlic shrimp platter lunch (with drink) ¥1180

• Hamburger lunch (with drink and side dish) ¥790+

Enjoy SenRi's popular soft-serve ice cream, which has garnered praise from John Lennon and other celebrities, and tacos made with local buckwheat flour.

Appealing to mature tastes, this bar specializes in rum, boasting around 250 kinds. Avid jazz lovers will appreciate the music streaming from the JBL speakers while enjoying drinks.

●Royal sweet vanilla soft serve ¥400+

•Rums from around the world ¥700+

(abc) (abc)

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

You will find a hairdresser on the 1st floor (booking required) and a cafe on the 2nd floor where you can enjoy popular items such as the sandwiches (from #620) and homemade cakes on the following day)

(from #400). The entrance is shared.

59-1 Senri

59-2 Cantina Wan

S48-2 Salon as Salon

Closed: Wed.

Closed: Sun

(L) 20:00-2:00

1st & 3rd Wed.

(L) 11:00-20:00

528-2 chiiann

R7-1 Cucina

Italian Masanoli

R7-2 Heaven &





R6 Okinado

Founded in 1933, Okinado serves pork and beef steaks, and dishes using vegetables grown on their own organic farm. Great place Pork steak ¥1.600

R<sub>19</sub> Marumo current kura-style building being constructed after the great fire in Matsumoto in 1888. Furnished throughout with Matsumoto folk furniture, relax and enjoy the historic atmosphere of this cafe! New Year's Day **(**8:00-18:00

from Nov. to Mar. R24 Fruit Dining Shun Closed: Wed.

Run by a wholesaler from Matsumoto Public Market, this shop offers various seasonal fruit items including fruit jelly, fresh juices, crepes, and pancakes. A small space to sit and 



Matsumoto-style pancakes

Closed: Wed.

Mon. - Sat.

11:00-19:00

Sun & holidays.

Matsumoto-style pancakes). All foods are natural, so parents can rest assured that children are eating something healthy. Both eat-in and take-out available. High-energy foods for trekking and the light breakfast are also recommended. Sun. & holidays 9:00-17:00



Closed: Wed. & Sun.

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

Café & wine bar Closed: Mon.

Closed: Sun.

Italian

Café

4th Wed. & Thu.

N57 amijok

LOUGHDE

DOTE

coffee starting at lunchtime. You will find a good selection of natural wines from Japan, as well. N40-2 Okura

ounter that is a great place to converse wit

N42 Matsumoto Brewery Craft beer Closed: Tue. ●Half pint ¥600 ●One pint ¥900

N46 Sidecar With its kura-styled exterior and chic interior featuring an authentic bar, Sidecar car offers

nice atmosphere along with various drinks such as cocktails and malt whiskey.

1F: 11 counter seats, 2F: 16 table seats ●Martini ¥900 ●Food (15-20 items) ¥700+ N48 Chikufudo

Japanese sweets furniture. Enjoy a meal with chestnut rice or a cup of tea while you take in the Japanese moss garden and its pond. As souvenirs, the chestnut sweets are recommended. OYamaga set meal (chestnut rice, cooked edible wild plants, sweetened rainbow trout, apple wine and more) ¥1,890

New Year's Day N55 Quatre, gats A relaxed and cozy restaurant where you can make yourself at home as you enjoy local delicacies and seasonal dishes. Closed: Tue.

aromatic coffee and generous soft muffine that are definitely worth trying.

10 eg 🤝 11 🐼 🖷 (

8

●Shinshu roast pork lunch (with salad, soup, bread, and dessert) ¥1,720 

520 Kurassic-kan See reverse A cafe and bric-a-brac store that serves rich

N25 Trois

A small cate noused in a 100 year one and a-style building that offers black tea by the pot, hand-dripped coffee, and baked goods. Matsumote honey & lemon soda, alcohol, and other drinks are also available. Check out the historical building from the inside and browse through the craft goods on sale.

Bar Tsurutokame Café Cafe

N32 Nakamachi 58-1 Kuriya

Also see under "Japanese Restaurant"



R23 Yaoya no Shun A traditional produce stand run by a wholesaler from the Matsumoto Public Market. Here you can buy all sorts of local

N6 Temariya

Winner of the Baumkuchen Summit Grand Prix award two years in a row. Made with locally grown rice flour and makes a great souvenir! abc abc abc

N<sub>12</sub> Miyukido Closed: Wed. (open if holiday)

Closed: Sun.

Open year-round

Closed: Irregular

Closed: Wed.

This cake shop is popular with both local custome and others from further afield. Miyukido special selects their ingredients, such as fresh crea vanilla beans, and eggs, according to each type ●Cake set ¥670 ●Cakes to-go ¥230-450 

N13-1 Oimo Biyori Sweet potato confectionery

> A small shop that offers a variety of sweet potato snacks, desserts, even roast sweet potato ice cream. **■ abc abc ?**

N23 Nakanishiya Sake & liquor

Choose from a selection of great sake take home or you can even drink right













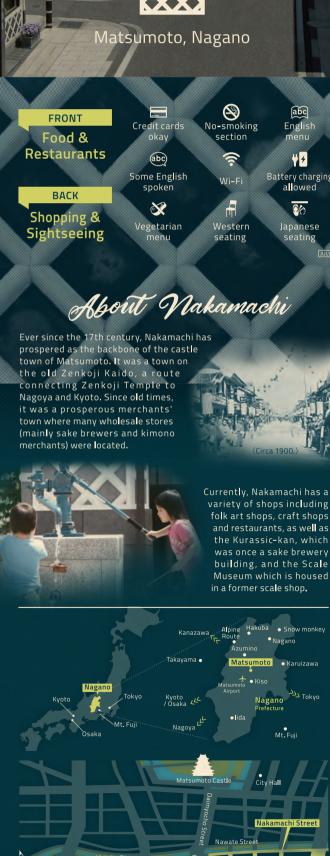




"Western-style Restaurant" R<sub>26</sub> Mame Mame

"Western-style Restaurant"





Guide Map



Nakamachi Shopping Street **Promotion Association** 

Email: info@nakamachi-street.com TEL.0263-36-1421 FAX.0263-36-1421 3-2-14 Chuo, Matsumoto, Nagano, Japan

nakamachi-street.com/en

### Kura

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





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

Check the locations on the map!

# Izakaya

that serves a variety of food.

# Otoshi

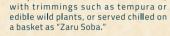
This is a small side dish served to all customers at izakaya-style served. It is most often charged for and is a common Japanese practice that functions as a kind of cover

charge. It can create trouble for foreigners who don't understand why they have been charged for what they haven't specifically ordered. However, do note, although they may not appeal to everyone's tastes, even if declined, the charge will still be required as a part of Japanese pub culture.



## Sanzokuyaki

A local dish with marinated, chunky, They can be served as hot noodles, deep-fried chicken



Soba

## Free Rental Cycle ree bicycle rental is available at Sui

ii Town in the Nakamachi "Kuranoaru" arking Lot near Kurassic-kan. S29-1 See the location on the map

Buckwheat noodles, famous in Nagano.

Rental hours: 9:00-17:00

### Farmers Market

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

### Morning Market 529-1 Every Sat. from Apr. to Dec. 9:30 until sold out.

Nakamachi "Kuranoaru" Parking Lot

Evening Market 520 Every Wed, from May, to Dec 15:00 - 16:30

Square in front of Kurassic-kar



Tenjin Festival

including those from Nakamachi parade through the streets. July 24th

## Matsumoto Bon Bon

Tens of thousands of people dance on Fukashi Shrine's lively annual festival the streets of Matsumoto. The first where traditional wooden floats,

# Ameichi (Candy Festival)

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



Shimin (Citizens') Festival

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





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



Enjoy fresh ground, house-roasted coffee, Japanese desserts, and tea while you gaze upon the tranquil Japanese garden. • Japanese tea with a Japanese dessert ¥550

●Coffee with cake ¥750 (L) 10:00 - 17:00 (Nov. to Mar., 10:30 - 16:00) 



## N5 Ontade

Clothing

Accessories

specialty boutique Closed: Every other Thu.

Closed: Irregular

WEINI

N21 Ichinose Sewing Machine

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## N22 HARU Shoe Studio

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

for men, women, and babies. selection of Japanese-made shot and socks, which make grea nirs, is also available

## N50 coto.coto

Accessories & craftwork Closed: Wed.

(L) 10:00 - 18:00

Inspired by the concepts of art and a fun lifestyle, this shop

N54 Saddleblanket

# Clothing

A clothing store selling spe selected casual wear for men and women -

## 55-2 Seltie

Clothing



## 529-2 Yosan Kobo

Original clothing & dressmaker RSVP required

An original clothing store offering tailor-made clothing, repairs and alteration

## 540 Yaguchi

Closed: Wed

A shop that sells a variet family and you can try on footwear before purchasing.



## S41-1 Sanwa

Japanese accessories Closed: Wed.



## 541-2 ilk Matsumoto

Clothing Closed: Wed.

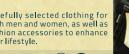
With shops in Matsumoto and Kofu, ilk offers specially

This shop sells natural st -

543 Dekobokodo

Accessories

## 549 Kurafu



# R7-2 Heaven & Tsurutokame

R20 Mode Maruwa

# N<sub>13-2</sub> ao.cloth

N57 amijok





lhara is hard to miss with Closed: Wed. (L) 9:30 - 18:30

337 abc 100



# 

Japanese and internation

handicrafts, artwork, an

Featuring beautiful Europe

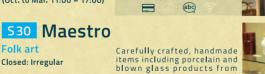


# 516 Ongakusha

Customers can try out all instruments and mouth piech this shop. Also provides r



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



items including porcelain blown glass products f around the country, 

Shrine



Closed: Wed

L 10:00-18:00



# 546 Sekiya



# R12 Kikuoka Matsuno

550 Touhenboku

Closed: Wed. & 3rd Tue.

N24 Matsubaya

N37 Higuchi

527 Chuo Mingei N41 Kanzan S51 Southern

N52 Chikiriya

N35 Takaraya

518 Fujimori Hospital

Being founded in 1889, this hospital has a 120 year history of serving the local community. Their new building was built in 2009.

526 Mimura & Shibuki

S35 Sinary Ra-na

non-surgical face lifts at reasonable prices

dishes. By purchasing ev

# Asian folk crafts



R18 Wako

# Internal medicine clinic

# N34-3 MT Laboratories

### N36 Midori Pharmacy

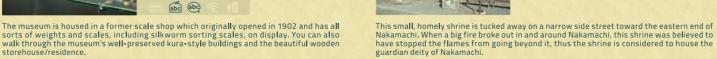
This pharmacy, with its original store facade built in the Taisho period (1912-1926), still has an image reminiscent of those times.

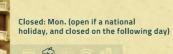
# S52 Karin

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

548-1 Gunjo

A simple, yet excellent quality salon with an S54 | Ikegami interior design featuring wood, concrete, and metal materials.





ne history of Japanese radio and TV in the 20th century with their

S29-1 🏂 Free Rental Cycle



eateries and quirky shops where you can buy trinkets and Japanese-style snacks. The street retains its Edo-style atmosphere and is popular with tourists. You will also find

# Misc.



## R21 Ikedaya Hotel

paper balloons, and

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



N7-2 Gallery Ai

Antiques

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

N33 Kura Miiru Rental gallery

# N50 coto.coto

Women's clothing

533 Kazariya Taguchi Also see reverse under "Western-style Restaurant



# N<sub>18</sub> Ihara







# N53 Stationery Nomado

N30 samsara

handicrafts & artwork

Closed: Sun.

(open every day

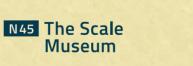
great collection.

during high season)

N49 Piano

Pottery shop Closed: 1st & 3rd Wed.





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



Nakamachi Shopping Street Promotion Association Office

# N51 Shinmeigu



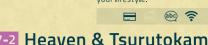
Lonely Planet guidebook. abc) 🛜

## R19 Marumo "Western-style restaurant

Also see under "Accessories

Closed: Wed. vour lifestyle.

# Carefully selected clothing for both men and women, as well a





N61 Hayama



# 539 Grain Note

original furniture made by t owner, and woodwork ceramics from local artists.

# 544 Nabeya

R17 Imai

Real estate N7-1 Ito

### N34-2 Fukuda Masaharu Law firm

Translation, web deve Specializes in translating foreign languages and the production of websites and brochures related to tourism.

58-2 The Cabana Hair salon

Eye doctor

Dermatology and urology clinic