

— 日本酒発祥の地しまね —

SHIMANE

The birthplace of
Sake

Shimane Sake Brewery Guide



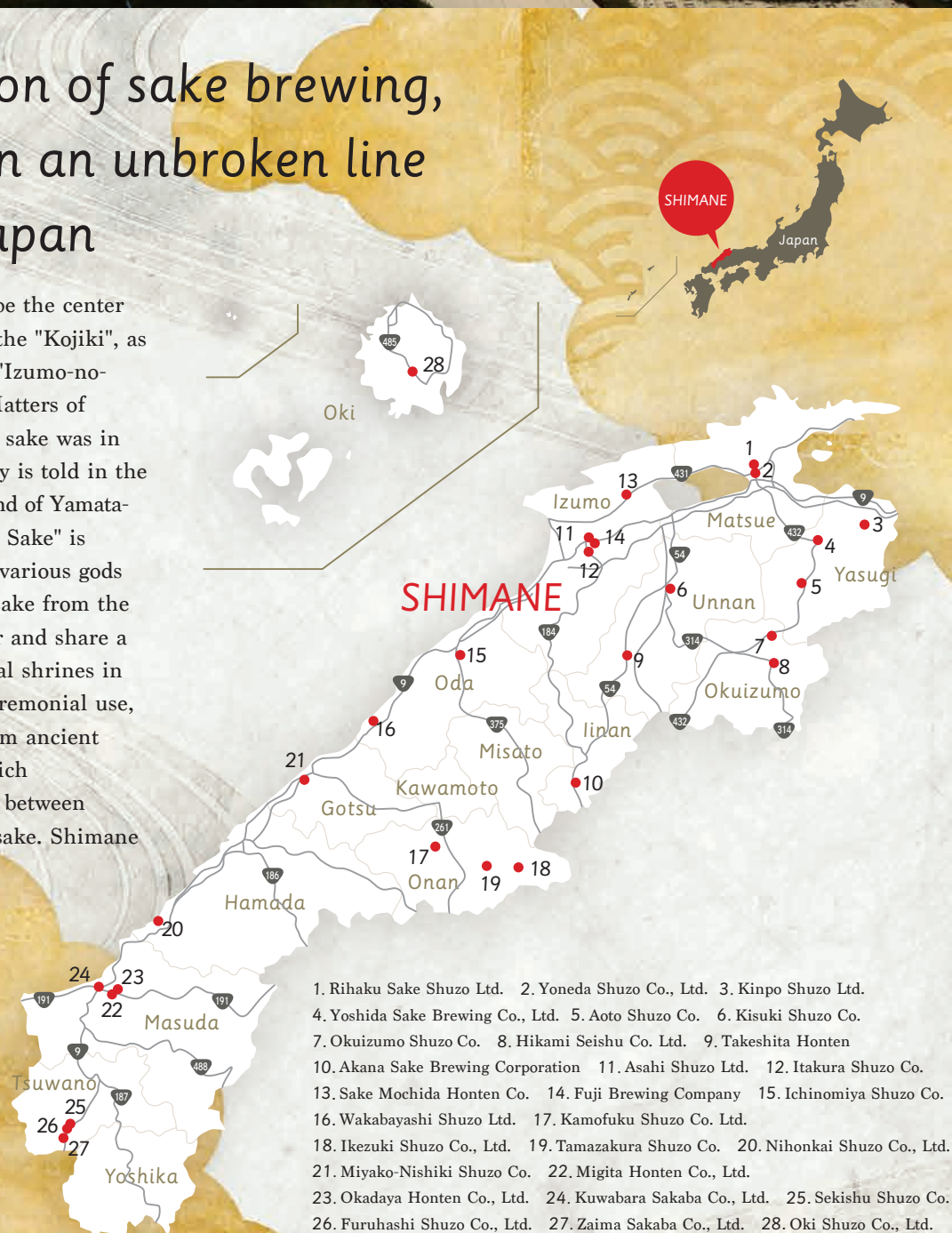
SHIMANE

The birthplace of Sake

A proud tradition of sake brewing, handed down in an unbroken line from ancient Japan

Shimane Prefecture is believed to be the center of Japan's oldest historical record, the "Kojiki", as well as the subsequently compiled "Izumo-no-kuni Fudoki" (Record of Ancient Matters of Izumo). It is said that the origin of sake was in the Shimane area. The famous story is told in the Izumo-no-kuni Fudoki of "The Legend of Yamata-no-Orochi," in the which "Yashiori Sake" is created, and in addition, all of the various gods from across Japan gather to make sake from the overflowing waters of the Hii River and share a feast. Furthermore, there are several shrines in Shimane that still brew sake for ceremonial use, utilizing methods handed down from ancient times, or very similar methods, which demonstrates the deep relationship between Shimane Prefecture and Japanese sake. Shimane sake reflects a proud tradition of sake making that has come down in an unbroken line since ancient times.

This guidebook will introduce breweries in Shimane Prefecture, along with their representative brands. We hope you can visit Shimane and sample these flavors yourself.



1 Rihaku Sake Brewing Co., Ltd



Matsue
335 Ishibashicho, Matsue
TEL: 0852-26-5555
<http://www.rihaku.co.jp/>

A brewery established in an area resplendent with mountains, rivers, lakes, ocean, and the finest ingredients. The sake made here strives to bring together the room, the food, the bowl and the drinker. It is perfectly balanced to be enjoyed with a meal.



Rihaku Junmai Ginjo -WANDERING POET-

Imbued in many countries around the world. Featuring rich and savory qualities, this brew is great chilled, of course, but even though it is a *ginjo*, it is equally suited to being heated.

○ Yamada Nishiki Rice
● 55%
○ 15 ◎ +3

2 Yoneda Sake Brewery Co., Ltd.



Matsue
3-59 Higashi Honmachi, Matsue
TEL: 0852-22-3232
<http://www.toyonoaki.com/>

Named after gratitude and prayer for a rich fall harvest, the flagship label Toyo no Aki, or "abundant autumn," is nurtured in the rich, local nature. Inheriting the techniques and traditions of Izumo Toji (Master Brewer's Guild), this sake is made from pure local spring water and superior quality rice grown in Shimane Prefecture.



Toyo no Aki Daiginjo Tobindori (drip method)

Using a process known as *fukuro-zuri* (bag-hanging sake), this sake is gathered in a glass container, drop by drop seeping naturally and without pressure from a hanging sake bag. It is the finest sake under the Toyo no Aki label.

○ Yamada Nishiki Rice
● 40%
○ 17 ◎ +3.5

3 Kinpo Shuzo Ltd.



Yasugi
343 Kiyoi-cho, Yasugi
TEL: 0854-27-0111
<https://www.kinpo.jp/>

Kinpo was founded in 1869 in Yasugi City, known for its folk song Yasugi-bushi. There is a popular local saying: "The mountain is Daisen, the sake is Kinpo." Our sake is brewed in rich natural surroundings where white swans come flying in winter.

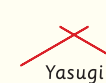


Junmaishu Kinpo

The principal characteristic of sake is the *umami* of the rice, and thus true sake really lets you savor the flavor of the rice. This has a firm body, yet features light after notes.

○ Gohyakumangoku Rice
● 60%
○ 15 ◎ -2

4 Yoshida Sake Brewing Co., Ltd.



Yasugi
1216 Hirose, Hirose-cho, Yasugi
TEL: 0854-32-2258
<https://www.e-gassan.co.jp/>

Using top-quality rice grown in Hirose, Yasugi City, as well as water that has been designated as one of the top 100 waters in Shimane because of its very soft 0.3 hardness rating, this sake is a brew with soft, mellow flavors representative of Shimane.



Gassan Daiginjo

A very fine bottle, winner of multiple gold medals, that truly demonstrates the high level of soft water techniques of the Gassan label.

○ Yamada Nishiki Rice
● 35%
○ 17 ◎ +4

Column | One way to enjoy sake is to simply imagine the flavor!

Various elements are involved in the delicate and complex taste of sake. Anticipate the flavor of the sake inside while reading the information on the bottle!

○ Brand of Rice	The flavor of the sake varies depending on the type of rice used in brewing. Drink and compare!
● Rice Milling Percentage	This is the percentage of rice left after milling and it affects the clarity and richness of the flavor.
○ Alcohol Content	The higher the alcohol content, the richer the flavor; the lower: a crisper, refreshing taste.
◎ Sake Meter Value	"+" indicates the sake is dry, and "-" indicates sweet. High alcohol content makes the sake dry, while a high sugar content makes it sweet.

5

Aoto Shuzo Co., Ltd.

Yasugi

1164-4 Fube, Hirose-cho, Yasugi
TEL: 0854-36-0006
<http://www.aotoshuzo.co.jp/>

The saying, "Sake makes people, and people make sake." is the approach taken when brewing. Aoto Shuzo is thorough in its processes, and passionate about thoughtfully creating only the highest quality sake.



Aoto Shichisei
Junmai Ginjo 58
Kifune Shibori

Our aim is to extract the sweetness of Yamada Nishiki rice, grown in Hyogo Prefecture, in the creation of a more refined flavor.

○ Yamada Nishiki Rice

● 58%

○ 17

◎ Undisclosed

6

Kisuki Shuzo Co., Ltd.

Unnan

477-1Kisuki, Kisuki-cho, Unnan
TEL: 0854-42-0072
<http://www.kisukisyuzou.com/>

Using locally grown rice from Unnan City and spring water bubbling out of the mountains near the storehouse, Master Brewer Kuramoto, born and raised locally, solely focuses on his responsibility for brewing the very best sake.



Minami Taiheiyo Kumo
Junmai Ginjo Unfiltered
& Undiluted Sake

The rice is the source of sweetness and *umami* flavor you feel alongside the acidity, resulting in a firm yet easy to drink sake that can be enjoyed either before or during a meal.

○ Saka Nishiki Rice

● 55%

○ 19

◎ +11 - +12

7

Okuizumosyuzo Co., Ltd.

Okuizumo

1380-1 Kamedake, Okuizumo-cho, Nita-gun
TEL: 0854-57-0888
<http://www.okuizumosyuzou.com/>

Using local rice from Okuizumo, the sake is brewed by young Izumo Master Brewers. The goal is to create a sake that makes the drinker smile, which leads to a smiling face on the brewer, and in turn, everyone in the community.



Okuizumo Junmai Ginjo

Okuizumo is a brand that uses rice most suitable for brewing. This *Junmai Ginjo* has a strong reputation both in Japan and overseas, and is great when enjoyed with a meal.

○ Gohyakumangoku Rice
Saka Nishiki Rice

● 60%

○ 15度

◎ +1

11

Asahi Shuzo Ltd.

Izumo

662 Imaichi-cho, Izumo
TEL: 0853-21-0039
<http://jujasahi.co.jp/>

This brewery makes the area's quintessential brand, "★Juji Asahi" as well as "Yachihoko," the honored sake of Izumo Taisha Grand Shrine. In a facility built in the Taisho Era, classic techniques of blending rice and microorganisms are employed to create a broad palette of flavors, starting with a *Kimoto* sake.



Kimoto Junmai "★Juji Asahi"
Kairyo Omachi 70

A *Junmai Kimoto* Sake that expresses a flavor only found in Asahi bottles. A mealtime sake with a deep flavor that can be enjoyed with food, brewed with yeast developed within the brewery. The flavor is enhanced when heated.

○ Kairyo Omachi Rice

● 70%

○ 14

◎ +11

12

Itakura Shuzo Co., Ltd.

Izumo

468 Enya-cho, Izumo
TEL: 0853-21-0434
<http://www.tenon.jp/>

Founded in 1871. The sake brand "Ten'On" has a superior pedigree, taking its name from an excerpt of a Buddhist sutra. Taking a cue from the gods of Izumo, this sake strives to calm and enrich the soul of the drinker.



Ten'On Junmai Daiginjo
"Saka Nishiki" Rice

This bottle is a *Junmai Daiginjo* Sake featuring the sake rice "Saka Nishiki," exclusive to Shimane. It is characterized by a pure flavor and a deep lingering finish, hallmarks of the Izumo Toji brewing style.

○ Saka Nishiki Rice

● 50%

○ 15

◎ +1

13

Sakemochida honten Co. Ltd.

Izumo

785 Hirata-cho, Izumo
TEL: 0853-62-2023
<https://www.sakemochida.jp/>

Established in 1877, Sakemochida Honten Co., Ltd. brews sake in the proximity of Saka shrine which enshrines the god of sake brewing in Hirata-cho, Izumo-shi, Shimane Prefecture, which is known as a birthplace of sake. "Izumo Tohji", a traditional chief sake brewer of Izumo with a long history has been brewed rich rice flavored sake for about 140 years after the foundation. , The registered trademark "Yamasan Masamune" has been known since then. The street where the sake brewery is located is called "Momen Kaido/Cotton street. This area was once famous for cotton production and was famous for its distribution center," and the old townscape still remains. In 2017,Sakemochida's five buildings were designated by national government as registered tangible cultural properties.



Yamasan Masamune
Sakanishiki Junmai Ginjo

Saka Shrine in Izumo is a shrine dedicated to the god of sake brewing.Sakanishiki, a sake rice developed by Shimane Prefecture, was named after this shrine. This *Junmai Ginjo* brewed from Sakanishiki is a clear sake with a delicious taste of rice.

○ Saka-nishiki

● 60%

○ 15

◎ +2.0

8

Hikami Sake Brewery General Partnership Company

Okuizumo

1222 Yokota, Okuizumo-cho, Nita-gun
TEL: 0854-52-1331
<https://sake-hikami.co.jp/>

Established in 1712, our brewery has been making Sake for over 300 years and located in Okuizumo blessed with harsh yet rich mountainous nature. We strive for a balanced taste that pairs well with any dish, with a perfect aroma, a smooth taste, and a defined aftertaste.



Nanakanba Junmai-Daiginjo

The ingredient is local sake rice from Shimane Prefecture, "Saka-nishiki." The rice is carefully polished to a 40% ratio. Prepared by Chief Brewer Izumo, a highly skilled industry craftsman, the sake is brewed with pure water in Okuizumo, a land of myths of the gods.This sake has fresh muscat-like aroma and subtle sweetness. Enjoyed like a white wine, this sake is a great option for sake beginners!The bright blue package is very attractive.

○ Saka-nishiki from Shimane

● 40%

○ 17

◎ +3

9

Tanabe Takeshita Honten

Unnan

955-5 Kakeya, Kakeya-cho, Unnan
TEL: 0854-62-9880
<https://www.tanabe-takeshita.com>

In 1866, at the end of the Edo period, Rihachi, the sixth generation of the Takeshita family, the headman, took over the sake brewing rights from the Tabé family. Since then, the Takeshita Honten has continued to brew sake for 150 years, but a lack of successors made it difficult to continue the brewing business, and in 2022 the brewing business was returned to the Tabé family, giving birth to the Tabé-Takeshita Brewery.



Rihachi Junmai-Ginjo,
Yeast 901.

Yeast No. 901 has a mild aroma reminiscent of white grapes and lychee, with a refreshing mouthfeel. It can be enjoyed cold or at room temperature.

○ Yamada-nishiki or Enishi no Mai

● 50~60%

○ 15

◎ Yeast 901 ± 1.0

10

Akana Sake Brewing Corporation

linan

23 Akana, linan-cho, Iishi-gun
TEL: 0854-76-2016
<https://kinunomine.localinfo.jp/>

Every bottle of Japanese sake in the storehouse carries the spirit of a master brewer family. By adding a storage process at -10 degrees Celsius, a delicious and fragrant sake is delivered both locally and overseas.



Junmaishu Kinunomine

Brewed entirely from "Gohyaku-mangoku" rice grown locally in Iinan-cho, known for their rice, this is a fruity selection that is stored year-round at -10°C, maintaining its excellent flavor.

○ Gohyakumangoku Rice

● 60%

○ 15

◎ +3

14

Fuji Brewing Company

Izumo

1403 Imaichi-cho, Izumo
TEL: 0853-21-1510
<https://izumofuji.com/>

We revere the traditional methods of making sake by hand and the time-honored techniques of Izumo Toji. Thus, we continually strive to focus on making Izumo local sake that brings people together with other people, good food and memorable times.



Izumo Fuji Special Junmai
Black Label

This offering makes the most of the sharpness and richness that comes from Shimane's trademark Saka Nishiki variety of rice, specially contracted and grown for this sake.

○ Saka Nishiki Rice

● 60%

○ 16

◎ +6

15

Ichinomiya Shuzo Co., Ltd.

Oda

Ha-271 Oda, Oda-cho, Oda
TEL: 0854-82-0057
<https://www.ichinomiya-s.jp/>

Reviving the once-forgotten rice variety "Kairyo Hattannagare" in this *Junmai Ginjo* sake, a unique in-bottle fermentation process is used to create a sparkling "Yukika" and a rose sake called "Sahime," which features scents from Shimane-grown roses. This brewery actively pursues new innovations in brewing!



Iwami Ginzan
Tokubetsu Junmai

We use only 100% "Kairyo Hattannagare," the once forgotten rice, grown by fastidious local farmers. A perfect balance of flavor and bouquet that one never tires of drinking. We recommend drinking either chilled or heated.

○ Kairyo Hattannagare

● 60%

○ 16

◎ +2 - +5

16

Wakabayashi Shuzo Ltd.

Oda

Ro-73, Kohama, Yunotsu-cho, Oda
TEL: 0855-65-2007
<http://www.kaishun.co.jp/top.htm>

A small brewery in a small town, blessed with hot springs and the sea. Focused on *junmaishu*, the specialty is the creation of sake with special characteristics such as super-dry, *Kimoto* and wood barrel brewing.



Kaishun Junmai Super Dry

A clean, sharp *junmai* offering. Brewed from "Kan no Mai" rice, grown in Shimane.

○ Kan no Mai (Divine Dance)

● 60%

○ 15

◎ +15



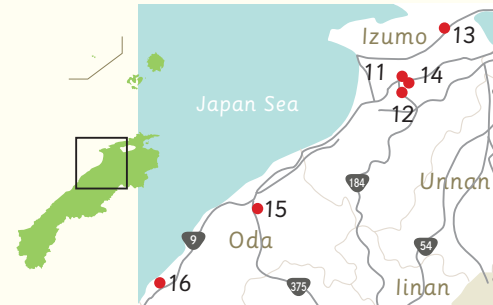
Column | The first secret to Shimane's delicious sake: optimal rice and water.



Rain falling into the broad-leaved forests of the Chugoku Mountains slowly passes through a layer of weathered granite, creating a mineral-rich water that is ideal for sake. Also, there is a spring in Oki that has been designated by the Japan Environmental Agency as one of the "Top 100 Waters" in Japan. Moreover, the climate of the San'in region, coupled with the development of terraced rice fields, as well as efforts to develop better varieties of rice, has enabled production of ideal sake rice.

Column | The second secret to Shimane's delicious sake: the esteemed Shimane Toji

Much like the wine world has its "meisters," Japanese sake has a tradition of the Toji. The Toji Masters of Shimane take pride in making excellent sake by constantly improving brewing techniques and quality while protecting their ancient traditions, always mindful of the blessings of nature.



17

Kamofuku Shuzo Co., Ltd.

2405 Nakano, Ohnan-cho, Ohchi-gun
TEL: 0855-95-0318
<http://www.kamofuku.co.jp/>

Onan

They've discarded the Toji system and rely on valued employees for the brewing process. The desire is to bring to you, the consumer, unique, high-quality sake that is the calling card of small breweries.



Kamofuku Junmai Ginjo

Featuring yeast developed at Shimane University and locally-grown rice perfectly suited to sake brewing. Focused on brewing for the local community. Unfiltered and undiluted sake.

○ Gohyakumangoku Rice
● 60%
○ 17 ◎ +5

18

Ikezuki Shuzo Co., Ltd.

1-3 Asuna, Ohnan-cho, Ohchi-gun
TEL 0855-88-0008
<http://www.ikezuki.com/>

Onan

Located in the mountains of the Chugoku region and blessed with abundant natural resources, the brew uses natural spring water and rice specially grown in local fields. This is a traditional, hand-made sake.



Junmai Ginjo Homare Ikezuki

A *junmai ginjo* brewed with super soft water for a gentle flavor. This offering displays a flowery Ginjo bouquet alongside the sweetness of the rice.

○ Hantan Nishiki Rice
● 50%
○ 16 ◎ -1

19

Tamazakura Shuzo Co., Ltd.

148 Haramura, Ohnan-cho, Ohchi-gun
TEL: 0855-83-0015
<http://www.tamazakura.com/>

Onan

Brewed from locally grown sake rice and refreshing spring water, this *junmai* sake is best when heated. It has a simple, rich flavor. Its true value shines when paired with a delicious meal.



Tamazakura Junmai Gohyakumangoku

A *junmai* offering rich in flavor. Features an amber color due to being unfiltered, as well as having an extended aging period. Warm it to around 60 °C and enjoy it with your favorite appetizer.

○ Gohyakumangoku Rice
● 70%
○ 15 ◎ +8.5

23

Okadayahonten Co., Ltd.

5-7 Someba-cho, Masuda
TEL: 0856-22-0127
<http://www.kikuyasaka.co.jp/>

Masuda

"Meals should fun and delicious!" This is the theme of our daily product development. We make every effort to create sake, shochu, and liqueur that, rather than interfere, aid in the enjoyment of meals.



Kikuyasaka Select

No matter whether you drink it chilled or warmed, you'll never tire of this sake. A medium bodied offering, this bottle is sure to please everyone.

○ General Rice
● 70%
○ 15 - 16 ◎ ±0

24

Kuwabara Sakaba Co., Ltd.

171 Nakashima-cho, Masuda
TEL: 0856-23-2263

Masuda

Uses clear spring water taken from Takatsu River, known as the clearest stream in Japan. Indifferent to a floral aroma, this looks to provide the original *umami* of rice, and aims to be a sake that can be paired with a meal, either at room temperature or warmed.



Fuzozuru Junmai Ginjo Saka Nishiki

Made from 100% Shimane Sakanishiki rice, ideally suited for sake, this offering features a soft, delicate flavor.

○ Saka Nishiki Rice
● 55%
○ 15 ◎ +4

25

Sekishu Shuzo Co., Ltd.

Ro-221 Ushiroda, Tsuwano-cho, Kanoashi-gun
TEL: 0856-72-0036
<http://kasen1730.ocnk.net/>

Tsuwano

Founded in mid-Edo Period 1730, our current master is the eleventh generation to brew sake in this house. Using the clear spring waters of Mount Shuho Aono, we continue to nurture traditional hand-brewing techniques after the manner of the Kasen Brewery in Tsuwano.



Select Kasen

The best of this brewery's *junmai* bottles. Stunning *ginjo* fragrance and well-rounded flavor. A Tsuwano *Junmai Daiginjo* in every sense.

○ Saka Nishiki Rice
● 40%
○ 16 ◎ ±0

20

Nihonkai Shuzo Co., Ltd.

80 Minatoura, Misumi-cho, Hamada
TEL: 0855-32-1221
<http://www.kan-nihonkai.com/>

Hamada

Founded in 1888. In order to respond to the diversifying needs of the current food scene, sake brewing in line with our basic philosophy is not just about making sake, but rather about imagining the ideal taste and making it, and through sake brewing we can contribute to the local community and provide information. We aim to communicate the following. "Sake that connects people's hearts" is what Nihonkai Shuzo Co., Ltd. is all about.



Kannihonkai Junmaidaiginjo Mizusuminosato

"Yamada Nishiki" has been polished to a rice polishing ratio of 40%. This *Junmai Daiginjo* sake is characterized by its rich aroma and soft texture.

○ Yamada Nishiki
● 40%
○ 15 ◎ ±0

21

Miyako-Nishiki Sake Brewing Ltd.

1415 kakushi-cho, Gotsu
TEL: 0855-52-2129
<https://miyakonishiki.jp>

Gotsu

Our Brewery is in Gotsu where the Gonokawa river meets the Sea of Japan. We collaborate with Farmers engaging in sustainable agriculture in Shimane. We supply you with tasty and healthy sake brought through dynamic fermentation: activities of vital plants and vital microorganisms.



Noko-sake 88

Noko-sake 88 is light brown *Junmai*-sake made from sustainable rice.

○ sustainable rice
● 88%
○ 16 ◎ +10

22

Migita Honten Co., Ltd.

3-30 Honmachi, Masuda
TEL: 0856-23-0028
<https://migitahonten.com/>

Masuda

Founded in 1602, it is the oldest brewery in the prefecture. For generations, the brewery has made the most of the rich climate and clean water sources to produce sake. In particular, the subterranean water pumped up from 30 metres underground is ultra-soft and an extremely valuable source of water.



Sōmi Saka Nishiki Junmai Ginjō

Saka-nishiki rice is a popular product that is perfect for Japanese cuisine, with its gorgeous aroma, tasty rice flavour, light thirst and elegant sweetness.

○ Saka Nishiki Rice
● 60%
○ 15 ◎ +1

26

Furuhashi Shuzo Co., Ltd.

Ro-196 Ushiroda, Tsuwano-cho, Kanoashi-gun
<http://uijin.net>

Tsuwano

A small local brewery in a town known as the "Little Kyoto" of San'in Region: Tsuwano. In a climate blessed with quality water favorable to sake brewing, they maintain traditional techniques. Devoted to brewing sake with an original purpose as the name "Uijin" indicates.



Uijin Select Tsuwano Daiginjo

Tsuwano sake rice is milled to 40% and it might even be said, made with stubborn attention to detail. Fruity, with a soft, smooth taste.

○ Yamada Nishiki Rice
● 40%
○ 16 ◎ +5

27

Zaima Sakaba Co., Ltd.

Ro-34 Nakaza, Tsuwano-cho, Kanoashi-gun
TEL: 0856-72-0039
<https://www.zaimasakaba.com/>

Tsuwano

Zaima Sakaba is a sake brewery that has been around since the Edo Period and also operates a sake museum using a warehouse that is more than 200 years old. In addition to liquor, they also produce shochu made from local ingredients as well as liqueurs such as *purinshu* (egg nog).



Select Takasago

A traditional handmade sake, brewed with Tsuwano-grown Saka Nishiki rice that is ideal for sake.

○ Saka Nishiki Rice
● 70%
○ 15 ◎ +4

28

OKI SAKE BREWERY Co., Ltd

174 Harada, Okinoshima-cho, Oki-gun
TEL: 08512-2-1111
<https://okishuzou.com/>

Oki

Oki is registered as a national park and a UNESCO Global Geopark and is abundant in nature, with high-quality water springs throughout the island. We manufacture sake, shochu, and liqueur in this blessed environment.



Okihomare Junmai Ginjo

This sake is characterised by a beautiful acidity. The light *umami* from the rice gently spreads in the mouth. It can be enjoyed chilled or lukewarmly warmed.

○ Yamada Nishiki Rice
● 55%
○ 15 ◎ +6

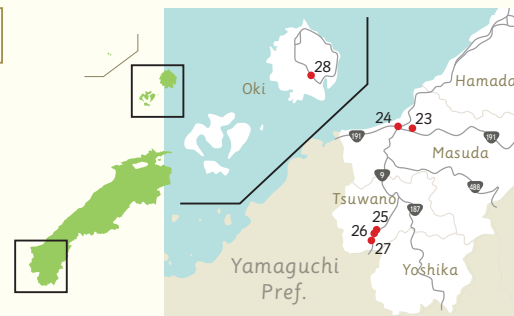
Column | The third secret to Shimane's delicious sake: rich personality.



Japanese sake is interesting because the natural features of the area where it was made appear in its flavor. Because Shimane Prefecture stretches a long distance from east to west, there are a wide variety of characteristics in our sake. Sake rich with *umami*, smooth and gentle sake, crisp sake, sake that harmonizes with each of the five tastes, and more. We hope you'll enjoy our wide variety of offerings!

Column | The fourth secret to Shimane's delicious sake: Shimane is the land of beautiful complexion.

Sake contains many amino acids and is a "beautiful" drink for your skin and body. A major cosmetics company has repeatedly ranked Shimane as the number one prefecture for great skin in all of Japan. It is thought that sake plays a role in this. Shimane's sake is great for women as well!



Major Classifications of Japanese Sake

(Specific Names of Sake Varieties)

<Ingredients>
Rice, rice *koji*, brewer's alcohol

Ratio of *koji* to rice exceeds 15%

<Ingredients>
Rice, rice *koji*

Honjozo-shu

Rice polishing ratio up to 70%

Good flavor,
good coloration

Junmai-shu

Ginjo-shu

Rice polishing ratio up to 60%

Ginjo production,
unique flavor,
good coloration

Junmai Ginjo-shu

Rice polishing ratio up to 60%

Daiginjo

Rice polishing ratio up to 50%

Ginjo production,
unique flavor,
coloration is particularly good

Junmai Daiginjo

Rice polishing ratio up to 50%

Special Honjozo-shu

Rice polishing ratio not exceeding 60%
with special manufacturing methods

Full flavor, coloration is
particularly good

Special Junmai-shu

Rice polishing ratio not exceeding 60%
with special manufacturing methods

The specific names of Japanese sake varieties are divided into eight types, based on differences in raw materials and production methods. Broadly speaking, a variety that uses brewer's alcohol as the raw material is called "honjozo", and varieties that use only rice and rice yeast are called "junmai (sake)". Among them, those with a rice milling rate of 60% or less are called "ginjo" and those with a rice milling rate of 50% or less are called "daiginjo." Those made by special production methods are "special honjozo-shu" and "special junmai-shu," respectively. Those that do not fall under that category are called "futsuu-shu."



This facility features the greatest selection of local products anywhere in the prefecture, both for sale and on display, and customers find a large number of their souvenirs and travel gifts here. In addition, many travel brochures are available, and the staff will also provide tourism advice.



Shimane

Shimane Prefectural Tourism Center

Shimane Furusato
191 Matsue-jo Otemae, Tonomachi, Matsue, Shimane, 690-0887
TEL: 0852-22-5758 FAX: 0852-25-6785
Open: 9:00-18:00 Closed: Dec 31 - Jan 1



This shop has many local specialty products on display, and also features an event corner, where food sampling, craft-making demonstrations, and other presentations and sales take place. Additionally, there is a corner where visitors can explore Shimane's history, culture, and get information on sightseeing.



Tokyo

"Shimane-Kan" Antenna Shop in Hibiya

Hibiya Chanter (B1F)
1-2-2 Yurakuchō, Chiyoda-ku, Tokyo 100-0006
TEL: 03-6457-9404 FAX: 03-6457-9405
Hours: 11:00 AM to 8:00 PM Closed irregularly



Shimane Sake Brewers Association

1258-1 Higashitsuda-cho, Matsue, Shimane 690-0011
TEL: 0852-26-5595

<https://shimane-sake.or.jp/en>

Shimane Sake Brewers Association

Search