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- ④ Covered Taiko Bridge leading to the Yuge-jinja Shrine (p. 11)

UCHIKO

Japan

TOURIST GUIDE




Uchiko Town Visitors' Centre

Japan 791-3301, Ehime-ken, Kita-gun, Uchiko-chō, Uchiko 2020
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 www.we-love-uchiko.jp/

Printed March 2019.
 All prices subject to change.

Welcome to Uchiko








Uchiko
Tourist
Information



SCAN
QR



QR Translator

©Uchiko 2019 Scan to get the info in your own language.

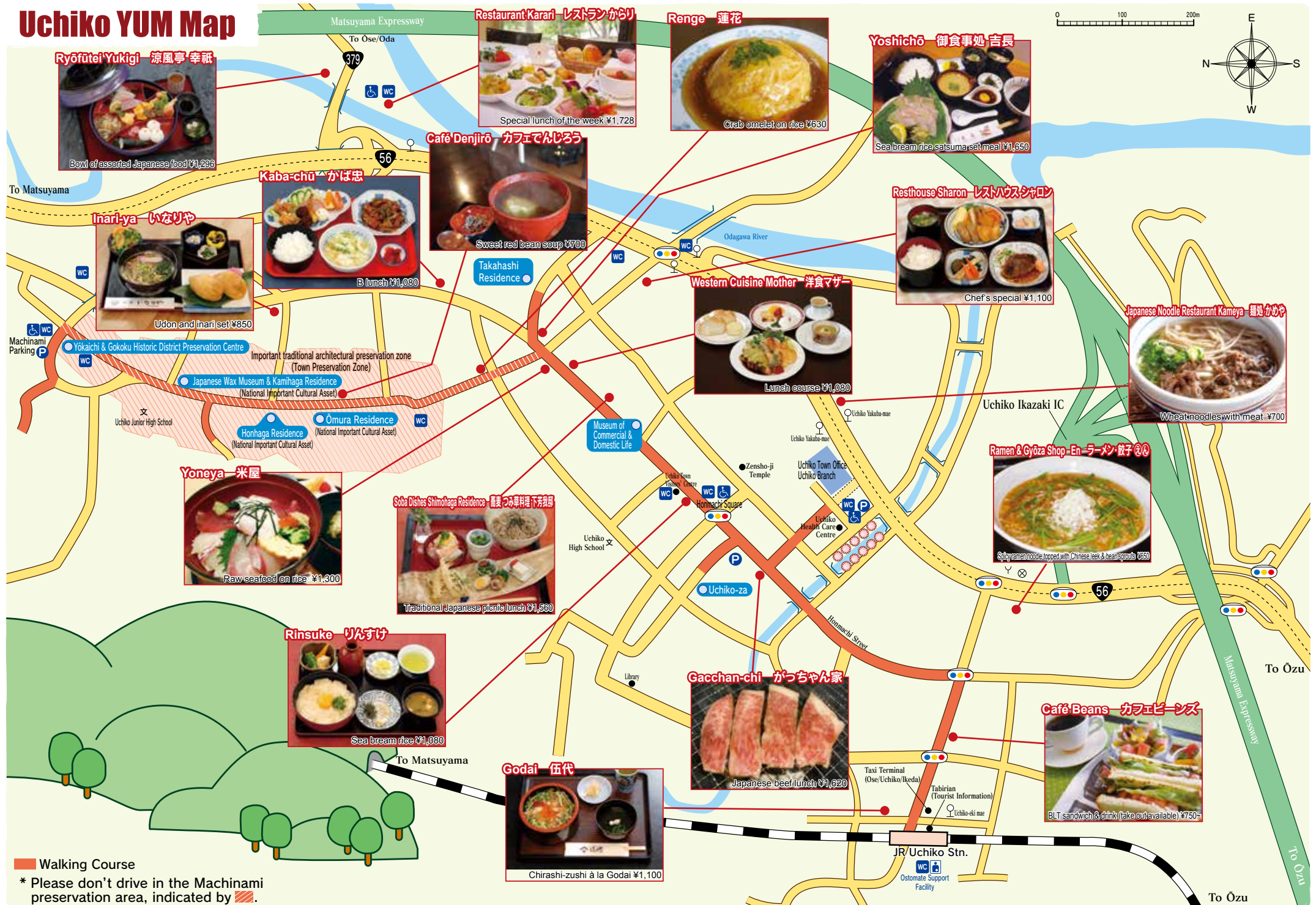
Uchiko Area



Downtown Uchiko



Uchiko YUM Map



Ryōfūtei Yukigi 涼風亭 幸祇
Bowl of assorted Japanese food ¥1,298

Restaurant Karari レストランからり
Special lunch of the week ¥1,728

Renge 蓮花
Crab omelet on rice ¥630

Yoshichō 御食事処 吉長
Sea bream rice salsuma set meal ¥1,650

Café Denjirō カフェでんじろう
Sweet red bean soup ¥700

Kaba-chū かば忠
B lunch ¥1,080

Inari-ya いなりや
Udon and Inari set ¥850

Resthouse Sharon レストランハウスシャロン
Chef's special ¥1,100

Western Cuisine Mother 洋食マザー
Lunch course ¥1,080

Japanese Noodle Restaurant Kameya 麺処かめや
Wheat noodles with meat ¥700

Yoneya 米屋
Raw seafood on rice ¥1,300

Soba Dishes Shimohaga Residence 蕎麦つみ草料理 下湯我邸
Traditional Japanese picnic lunch ¥1,680

Ramen & Gyoza Shop En ラーメン・餃子 縁
Gyoza (pan-fried dumplings) topped with Chinese leek & bean sprouts ¥650

Rinsuke りんすけ
Sea bream rice ¥1,080

Gacchan-chi がつちゃん家
Japanese beef lunch ¥1,620

Café Beans カフェビーンズ
BLT sandwich & drink (take out available) ¥750-

Godai 伍代
Chirashi-zushi à la Godai ¥1,100

Walking Course
* Please don't drive in the Machinami preservation area, indicated by .

※ Prices subject to change in October 2019.

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Uchiko at a glance

The charming, traditional town of Uchiko is located in the heart of Ehime prefecture, about 40km southwest of Matsuyama, the prefectural capital. The town has a total area of 299.5km², with the Odagawa river, an arm of the Hijikawa river, running all the way through it. Uchiko is flat in very few places and about 77% of its land is forest, but the soil is fertile, the climate is warm and humid, and there is an abundance of water. Agriculture, especially the cultivation of persimmons, chestnuts, shiitake mushrooms, grapes, Japanese pears and peaches, is widespread. Uchiko has an abundance of mountains and nature, including the state-owned forests of the Odamiyama mountains and valleys. In terms of its industry, more than half of Uchiko's production lies within the tertiary sector: distribution, retail, and services. In 2005, the three towns of Uchiko,

Ikazaki, and Oda merged, and the current population is approximately 16,700.

Following Japan's rapid economic growth between 1954 and 1973, rows of buildings sprang up throughout the country, and living a life surrounded by concrete has become the norm. In today's Japan, Uchiko holds its cultural heritage and old-time lifestyle in high regard.

Uchiko takes great care in maintaining its high-class residences constructed between the Edo period (1603-1867) and the Meiji period (1868-1912), and its uniquely Japanese landscape and character.

Japanese visitors arriving in Uchiko from noisy cities find themselves remembering with nostalgia how all of Japan used to be. Join us as we explore the town of Uchiko, its villages and mountains. Now is your chance to discover historic Japan!

General Information

⑫ JR Uchiko Station

Should you choose public transport, JR Shikoku trains are the most convenient option. Uchiko is 25 minutes from JR Matsuyama Station by limited express train.



Coin Lockers

There are coin lockers next to the entrance of JR Uchiko Station where you can leave your baggage.



Tabirian Tourist Information

Next door to JR Uchiko Station, Tabirian Tourist Information offers free tourist pamphlets and maps as well as selling postcards and other souvenirs. Bicycle rental is also available and highly recommended for a tour around Uchiko.

Opening hours: 9:00~17:00



Taxi

There is a taxi stand in front of JR Uchiko Station. Taking a taxi is an excellent option if you wish to go to more distant places such as Ishidatami or Oda. Taxis offer pick-up from anywhere in the Uchiko area.

Ikeda Taxi Phone: 0893-44-2191
Uchiko Taxi Phone: 0893-44-2345
Tachikawa Taxi Phone: 0893-45-0129

Uchiko Locals – Foreign Language Volunteer Guides



If you make a reservation in advance, a volunteer can guide you around Uchiko's attractions. Guides are also available in English. This service is free of charge, but it is necessary to book at least one week in advance.



Uchiko Guided Tours (estimated time between 2-3 hours; shorter tour time is possible)

- A: A walking trip around Uchiko's Historic District Preservation Zone including a visit to 3 points of interest: 900 yen
- B: A visit to one point of interest including Uchiko's traditional Japanese paper (*washi*) making experience (weekdays only)
Paper making: 500 yen
Taxi from Uchiko downtown to the paper factory: about 1,700 yen (round trip)
Rental bicycle from JR Uchiko Station to the paper factory: 500 yen (for 3 hours)
Please choose one point of interest: the Uchiko-za Theatre: 400 yen or the Japanese Wax Museum & Kamihaga Residence: 500 yen



www.we-love-uchiko.jp/contact_en/
www.facebook.com/uchiko.locals/

⑩ Cafe & Souvenir Shop Nanze



Here you can find a large variety of local crafts and souvenirs. Located behind Uchiko Town Visitor's Centre, Nanze is also an ideal place to take a break and try some original sweets or a light meal served in the open-air café. Free Wi-Fi and bicycle rentals for 500 yen for 3 hours are available.

⑨ Uchiko Town Visitors' Centre A・runze



The Visitors Centre should be your first port of call upon arrival in Uchiko. Any information you need to plan your sightseeing can be found in their vast collection of brochures or from an advisor at the information desk. Free Wi-Fi available.



Opening hours: April to September 9:00~17:30
October to March 9:00~16:30
closed on Thursdays
Phone: 0893-44-3790 **Fax:** 0893-44-3798
Email: uchiko-k@lagoon.ocn.ne.jp
Admission: free

Credit cards

Some accommodations, shops and restaurants accept credit cards.

International ATM

The ATM in the post office is the only place in Uchiko where cash can be withdrawn using credit cards. The following cards are accepted: Visa, Plus, Master Card, Maestro, and Cirrus.

workdays 8:45~19:00
holidays 9:00~17:00
Uchiko post office



Special Sightseeing Deals

3 Attractions Combined Ticket

This ticket grants you access to all of the following locations: Uchiko-za Theatre, Japanese Wax Museum & Kamihaga Residence, and Museum of Commercial & Domestic Life. It can be purchased at any of the three attractions.

Price: 900 yen for adults
450 yen for children

Take a stroll in a kimono and into the past!

You can rent and get fitted in a kimono in an authentic Japanese-style house from 140 years ago. Depending on the season, you can choose from 40 kimonos. Getting dressed in a kimono is very popular among men, too.



Reservation:

Contact us on Facebook www.facebook.com/uchikochou.kankoukyoukai or by email uchiko-k@lagoon.ocn.ne.jp to make a reservation.



Fees for kimono rental & fitting:

- Kimono: choose from our selection of kimonos and obi (4,500 yen)
 - Yukata: choose one of 20 light cotton kimonos (3,500 yen)
 - Hair styling: by professional hairdresser (1,500 yen)
 - Japanese tabi socks: bring your own or purchase a pair for 500 yen
- Cancellation fee: 2-5 days before 50%, the day before 80%, on the day 100%**

Historic Townscape

① Historic District Preservation Zone

町並保存地区



From the Edo period (1603~1867) to the Meiji period (1868~1912) the Yōkaichi & Gokoku Historic District Preservation Zone prospered as a manufacturing centre of Japanese wax. From the district's acquired fortune came the construction of many solid, elegant houses. The ground breaking preservation movement of the historic district in Uchiko began in 1972. In 1982, Uchiko became the first town in Shikoku to have one of Japan's designated Important Preservation Districts for Groups of Historic Buildings. Today there are more than one hundred designated preservation zones in Japan, but what sets Uchiko apart is the fact that its old, traditional houses are still inhabited. According to the town's strict regulations, however, there are many restrictions preventing residents from making unauthorized renovations on the properties. If a house is to be repaired, the residents must abide by the rules and regulations to keep the buildings as they were originally designed, often at a significant cost compared to modern construction. Despite these constraints, the preservation zone has been maintained by the locals for more than 30 years. Because a major role is played by the locals, the historic district preservation movement is also strongly tied to the protection of the history and culture of the area. Thanks to the understanding and cooperation of the locals, Uchiko's historic townscape remains intact even today.

⑪ Uchiko-za Theatre (National Important Cultural Asset)

内子座
(国の重要文化財指定)

This is a wooden theatre built in 1916 by patrons of the arts. At that time, Uchiko-za was one of the town's main amusement spots where performances such as Japanese classical drama (*kabuki*) or puppet theatre (*bunraku*) took place. As time passed, however, the number of performances decreased, and the theatre was in danger of being demolished due to its aging façade. The idea of preserving the theatre as a building of historical value began to grow within the historic district preservation movement. Uchiko-za was revived as a theatre in 1985 after its renovation. Some 20 traditional theatres exist in Japan, but Uchiko-za is affectionately referred to as a "living theatre" because it is still used for performances and presentations today.

Opening hours: 9:00~16:30
Address: Uchiko-chō, Uchiko 2102
Phone: 0893-44-2840 (Japanese only)
Admission: adults 400 yen, children 200 yen



Depending on events hold in the theatre, a tour of the inside might not be possible in some cases. Please check beforehand: www.town.uchiko.ehime.jp/site/uchikoza/

④ Honhaga Residence (National Important Cultural Asset)

本芳我家住宅
(国の重要文化財指定)



This residence was owned by a wealthy merchant who made a fortune in the production of vegetable wax. It was built at a time when wax production in Uchiko was at its peak. The designs which can be seen all over the building are both striking and magnificent. Even in the historic district, the Honhaga residence stands out as an outstanding example of traditional Japanese architecture. Viewing is limited to the garden and the exterior of the building.

③ Japanese Wax Museum & Kamihaga Residence (National Important Cultural Asset)

木蠟資料館 上芳我邸
(国の重要文化財指定)



The Kamihaga residence was once the home of a wealthy merchant and member of the Haga family who made a fortune in the production of Japanese vegetable wax. It is a traditional Japanese house with a boiler room, which was once a work place, and tatami rooms that provide a glimpse into the lifestyle of former times. The museum introduces the wax-making process and offers a great deal of information about wax production in Uchiko.

Opening hours: 9:00~16:30
Address: Uchiko-chō, Uchiko 2696
Phone: 0893-44-2771
Admission: adults 500 yen
children 250 yen

What is Japanese Wax? 木蠟とは?

Japanese wax is made from the berries of the sumac tree. The berries are crushed into a fine powder, steamed, and then the wax is extracted and hardened. This is called crude wax (*kirō*). The Haga family bleached the wax with its own original bleaching technique to make high quality white wax (*hakurō*). The crude wax and the white wax are generally called Japanese wax (*mokurō*). Since the Meiji period (1868-1912) this Japanese wax was exported and used to make candles, soap, or polish for woodwork.



⑧ Museum of Commercial & Domestic Life

商いと暮らし博物館



This traditional merchant house belonging to the Sano family, who started their business in Uchiko in 1897, was restored and is today used as a museum. Using life-size human figures, the museum depicts scenes of dining and everyday life to get a real sense of how Japanese merchants of the Taishō period (1912~1926) lived.

Opening hours: 9:00~16:30
Address: Uchiko-chō, Uchiko 1938
Phone: 0893-44-5220
Admission: adults 200 yen, children 100 yen

⑥ Takahashi Residence

文化交流館 高橋邸

Asahi Beer dominates the beer brewing industry in Japan. The so-called “king” of Japanese beer, Ryūtarō Takahashi, president of Japan Beer, later to become Asahi Beer, was born in Uchiko. His birth residence was donated to the town of Uchiko and is now used as a guest house. There are permanent exhibitions related to the residence.



Opening hours: 9:00~16:30
closed on Tuesdays
Address: Uchiko-chō, Uchiko 2403
Phone: 0893-44-2354
Admission: free

② Yōkaichi & Gokoku Historic District Preservation Centre

八日市・護国町並保存センター



The preservation centre is the heart of Uchiko's historic district preservation movement. Here you can find information about the history and origins of the town's preservation efforts as well as an exhibition on the construction of the historic buildings, including the tools used.

Opening hours: 9:00~16:30
closed on Tuesdays
Address: Uchiko-chō, Shiromawari 211
Phone: 0893-44-5212
Admission: free

⑤ Ōmura Residence (National Important Cultural Asset)

大村家住宅
(国の重要文化財指定)



The Ōmura Residence was built between 1789 and 1801, making it one of the oldest private residences in Uchiko's historic district. Renovations started in 2009 and within three years the residence was completely renovated to its original state.

Viewing is limited to the façade of the building.

⑭ Tenjin Japanese Paper Factory

天神産紙工場

Clean water is crucial to the production of Japanese paper (*washi*), and thanks to an abundance of pure water from the Odagawa River, Uchiko has prospered as a producer of high quality Japanese paper. Tenjin Paper Factory has long produced washi using traditional techniques. Next door stands the factory's charming gift shop selling their unique handmade Japanese paper and crafts. With a reservation you can try making your own paper in the workshop, though this is limited to week days.



Opening hours: 9:00~16:30 (closed on Mondays if the Sunday is a national holiday)

Address: Uchiko-chō, Hiraoka-kō 1240-1

Phone: 0893-44-2002

Admission: free

Paper making experience: 500 yen (prior booking essential, on weekdays only)

⑬ Ikazaki Kite Museum

五十崎凧博物館



Here you can find an exhibition of kites from all over Japan and the world. To provide an insight into the Japanese cultural tradition of kites, a variety of exhibits detailing how kites are created from Japanese paper and bamboo are on display. Visitors to the museum are welcome to borrow a kite free-of-charge to fly at the riverside.

Opening hours: 9:00-16:30 (closed on Mondays if the Sunday is a national holiday)

Address: Uchiko-chō, Ikazaki-kō 1437

Phone: 0893-44-5200

Admission: adults 300 yen, children 150 yen

Recommended Route

⌚ Required time: about 2 hours



Ishidatami

石畳地区



In the unchanging scenic landscape of Ishidatami lies the memory of every Japanese person's childhood. The inheritance and protection of this area's customs and traditions are considered very important. Japanese visitors from urban areas recall with some nostalgia the scenery they knew long ago when they visit Ishidatami, which hopefully gives them the feeling of returning home.

⑱ Japanese Inn Ishidatami-no-yado

Covered Bridges

屋根付き橋

In Uchiko there used to be more than ten covered bridges that were once common throughout southern Ehime prefecture. Unfortunately, many were washed away in flooding and only a few remain today. Thanks to the thatched roof, which protected them from weathering and decomposition, these bridges have been preserved. Covered Tamaru Bridge not only facilitated movement within and between small villages, but they also served as a storage place for charcoal, and a shelter for farmers to rest under.



⑮ Covered Tamaru Bridge



⑯ Covered Taiko Bridge leading to the Yuge-jinja Shrine

⑰ Ishidatami Seiryū-en Park

石畳清流園

Thirty water mills once operated in this area, but this number has decreased with the passage of time. Thanks to local volunteers, three water mills were restored to form the Ishidatami Seiryū-en Park, which is now the area's most iconic feature. The restored hand-built watermills rumble in their unique way and are utilized in day-to-day life as instruments for milling rice into flour.



⑲ Terraced Rice Fields of Izumidani

泉谷の棚田



These 95 terraced rice paddy fields are spread across the mountainside. They make up one of the most beautiful landscapes in Japan and have been designated as one of the 100 Greatest Japanese Terraced Rice Fields sites. They are maintained by just three local farming families.

②0 Ōse - Townscape of the Naruya District

大瀬 成留屋地区の町並み



The 1994 winner of the Nobel Prize for Literature, Kenzaburō Ōe, was born and raised here. In the past, the district profited from the distribution of goods and being a stopping point for pilgrims. Consequently the townscape that formed was unlike that of the Yōkaichi & Gokoku District. It is surrounded by a diverse natural environment which includes forests and a river, and it is said that the roots of several of Ōe's works lie here.

⑦ Karari Farmers' Market & Restaurant

道の駅 内子フレッシュパークからり

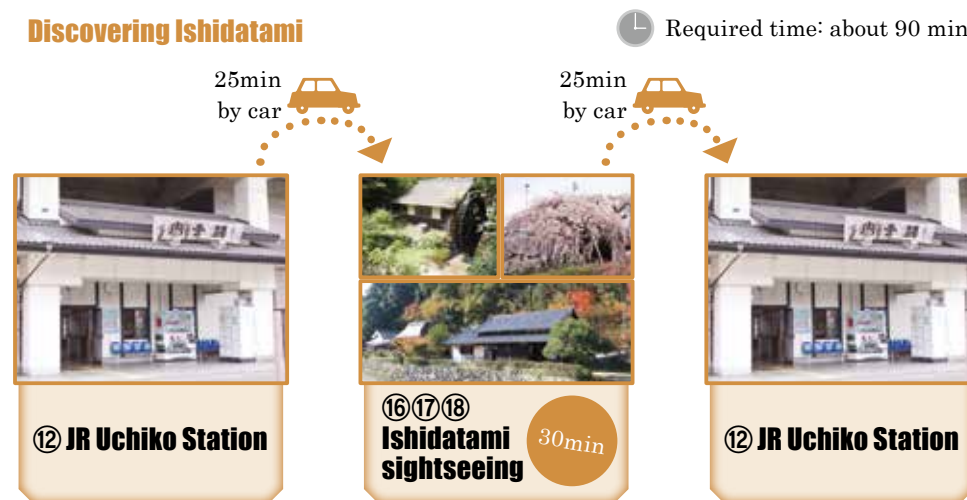


Farm products and crafts manufactured in Uchiko are on sale at this roadside market. There are not only stands selling fresh local specialties and fruits and vegetables, but also a restaurant, a bakery, and an ice cream parlour that make shopping enjoyable. If you are tired of walking, take a rest on the deck overlooking the Odagawa river and try an Uchiko pork and miso burger, Karari's famous dish.

Recommended Route

Discovering Ishidatami

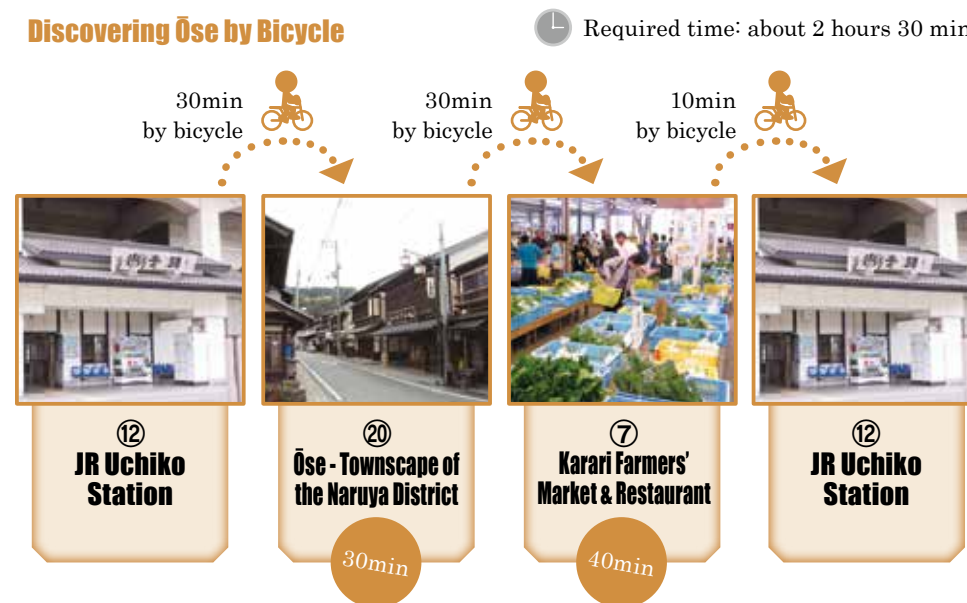
⌚ Required time: about 90 min



We strongly recommend going to Ishidatami by car. But if you make a reservation in advance, you can book the town's personal bus, which only runs on weekdays. Please contact the visitors' centre by email: uchiko-k@lagoon.ocn.ne.jp

Discovering Ōse by Bicycle

⌚ Required time: about 2 hours 30 min



Bicycle rental available at Tabirian Tourist Information.

The Surrounding Mountains

②③ Odamiyama Keikoku (Oda Mountains & Valleys)

小田深山溪谷



End of June



Beginning of November

The Odamiyama Keikoku is located in the eastern corner of Uchiko, and in these treasured mountains you can find an incredibly pristine natural environment. The picturesque scenery gives you the chance to feel the Japanese seasons in their purest form with fresh green leaves in early summer and beautiful coloured leaves in autumn. Odamiyama is a popular location for walking and hiking. On arrival in the mountains, you will be greeted by the creatures of the season: fireflies, red-spotted masu salmon, and various birds.

②② Oak trees and Japanese zelkovas at Hirose-jinja Shrine

イナイガシとケヤキ(広瀬神社)



Oak tree



Japanese zelkova

On the road to Odamiyama stands the Hirose-jinja Shrine with its three giant trees, each dating back more than 1000 years. Through the ages, these trees, believed to be the home of gods, have been treated as treasures. Should you decide to visit Oda, your chance to experience the mystical energy of this spiritual place is just a brief stop on the way to Odamiyama.

②① Seseragi Farmers' Market

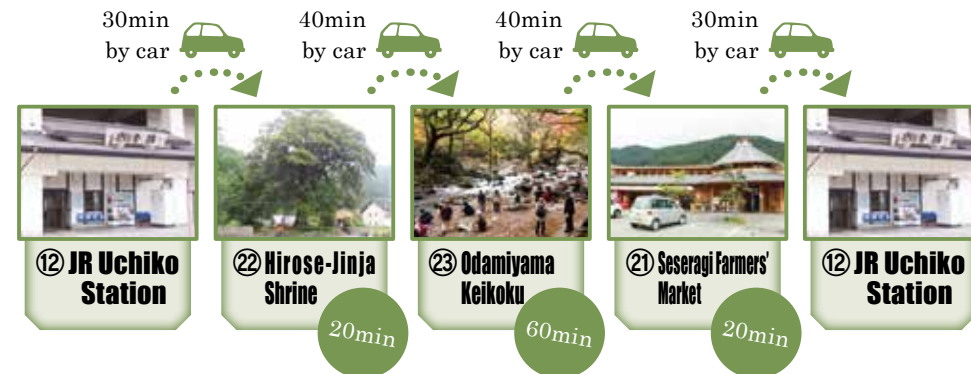
道の駅 せせらぎ

Vegetables and fruits harvested in the Oda area and handicrafts made from natural materials are sold here. In the adjacent restaurant, Kajikatei, you can eat Oda's special Tarai udon, wheat noodles served in a small wooden tub.



Recommended Route

🕒 Required time: about 4 hours



Ikazaki Kite Festival

いかざき大凧合戦



The Ikazaki Kite Festival, now approaching its 400th year, is held on Children's Day (5th May). On the banks of both sides of the river, kites uniquely painted to spell out "Ikazaki" are flown high in the sky. Each kite is fitted with a cutting tool, or gagari, on the string to cut the strings of the other kites. The teams make every effort to put on a good show, and Ikazaki is the only place in Japan where you can see this kind of kite battle.

Date: 5th May (if it rains, the following Sunday)
Place: Toyoakigawara

※ For information on other events, visit www.we-love-uchiko.jp

Oda Fire Festival

寺村 山の神火祭り

This traditional event has been held in Oda since 1823. Written in fire at the base of the Terayama Mountain are the words "God of the mountain". With fireworks lighting up the sky and Taiko drums being played on a stage in the middle of the rice fields, you can really feel the excitement and anticipation in the air.



Date: 15th August
Place: Oda District along Route 379

Yōkaichi Machinami Historic District Moon Viewing Event

八日市町並観月会



For the annual mid-autumn moon viewing event, the streets are lined with bamboo and paper lanterns, which light up the historic district and create a magical atmosphere. The experience of this truly Japanese moonlit event would be incomplete without a variety of traditional music performances and the chance to enjoy some Japanese dumplings under the moonlight.

Date: two consecutive days during the full moon in mid-autumn
Place: Yōkaichi & Gokoku Machinami Historic District Preservation Zone

Made according to traditional recipes, the flavours of Uchiko's special dishes and treats bring memories of long-forgotten tastes flooding back. Having come all the way to Uchiko, it would be a shame not to sample the local cuisine!

Tarai-udon thick wheat noodles served in a wooden tub



These noodles are a specialty of the Oda area. After being cooked, they are served in hot water in a small wooden tub and then dipped into a special broth. The noodles have a springy and soft texture, and the broth is characterized by flavours of soybeans and shiitake mushrooms.

The tarai-udon noodles can be eaten at Kajika-tei, a small restaurant which is adjacent to Oda Farmers' Market Seseragi, and various other restaurants in the Oda area.

Maruzushi round fish balls

Round fish balls, made by wrapping soy pulp (*okara*) in fresh seasonal fish from Southern Ehime, is one of the acclaimed products sold at Katsumori, the fish shop in the middle of Uchiko's old shopping street. Its unique sweet-and-sour flavour is what most Japanese think of when they talk about the taste of Japanese home cooking.



Uchiko pork & miso burger



The high quality locally-raised Uchiko Pork is reared to be extremely fresh and free of disease. It is also known as SPF (Specific Pathogen Free) pork. Uchiko Pork burgers are sold at Uchiko's Karari Farmers' Market & Restaurant. The fluffy bread filled with Uchiko Pork, fresh local vegetables and the subtle flavour of unrefined miso complement each other perfectly and create this trademark dish.

Yuzukko Japanese citron confectionery

Legend has it that Princess Toki, the fifth daughter of the famous Japanese military commander Taira no Kiyomori, and her entourage once took refuge in Oda, a district of Uchiko, during a conflict between two clans. She is the inspiration for this Japanese confectionery. Sweet white bean paste is wrapped in thin jelly and topped with Japanese citron (*yuzu*) peel marmalade, representing Princess Toki's sweet nature. This confectionery is made in Oda (Kinshōdō), but can be bought at the café and souvenir shop Nanze.



Souvenirs

Uchiko is a town with many traditional craftspeople. You can admire the attention to detail and feel the love and warmth that goes into the handcrafting of each and every souvenir. All of these products can be bought at various shops in Uchiko including café and souvenir shop Nanze, Uchiko Farmers' Market Karari, Oda Farmers' Market Seseragi, and the Handicraft Artisans' House located in Uchiko's historic district preservation zone.

Japanese candles and candlesticks



The Ōmori family has been making Japanese candles for six generations. These candles do not drip and make almost no soot when burned. The hand-made iron candlesticks are crafted by a third-generation blacksmith in Uchiko using traditional techniques.

Natural dyeing

Studio Yume Fūsen in Oda produces natural dyes which are used to colour scarves and bags. Natural ingredients such as chestnuts, Japanese medlar leaves, and madder roots are used to create tasteful dyes. You can appreciate the natural simplicity of the colors which become deeper and more attractive with each use.



Japanese gilt paper

Gilding is a Western decorating technique in which thin metallic foil is used to create a design on paper or other material. The company Ikazaki Shachū in the Ikazaki district brings together East and West by using local hand-made Japanese paper for the gilding. Japanese gilt paper is used to create many products, from book covers to letter sets.



Andon – Japanese indoor lanterns

These 30cm cube lanterns are a product of the Uchiko Handicraft Association, which brings together and unifies the crafts of local woodworkers, blacksmiths, dyers, painters, and Japanese paper makers. An andon consists of a wooden frame with hand-made Japanese paper panels. These lanterns represent Uchiko's commitment to traditional Japanese craftsmanship. They can be purchased at the Handicraft Artisans' House, run by the association.



Sake

Chiyo no kame Sake Brewery

Chiyo no kame are 9th generation brewers dating back to the Edo period (1603-1868). Using local rice and water, their aim is to create irreproducible sake. The brewery produces pure Japanese sake without adding alcohol or sugar. These are predominantly Daiginjōshu (in which 50% of the rice grains are milled) and Ginjōshu (in which 60% of the white rice grains are milled). Chiyo no kame do not shy away from challenges, and have developed unique manufacturing techniques to brew some truly special sakes.

Rifū (photo right) is a robust, dry sake with a mellow aroma reminiscent of fresh pear. Rifū was served at the 2008 Cannes International Film Festival reception party and received high praise from guests. Chiyo no kame's Funamuku (photo left) is a sake made using rice polished down to 50%. When freshly brewed, its flavour is rich with discreetly crisp notes. Chiyo no kame are determined to create sake of a high quality, which is both original and genuine.



Sakaroku Sake Brewing

Sakaroku's brewery was established in 1941, and its original wooden storehouse is still in use. The old storehouse houses the enriched yeast which, combined with the intuition and skills of the sake brewers, creates the unique Kyōhina flavour. As the years go by, its taste and the special flavour of the region it contains remain the same. A visit to the brewery will allow you to sample the pure, elegant Kyōhina sake. Suimōken (photo left) from the Sakaroku Sake Brewery has a fine flavour of freshly cut rice dried in the wind. It is a fruity sake, which goes down easily and is often recommended for women.

Miyama (photo right) is a mild sake that pairs very well with Western food. Its autumnal quality means that it is best drunk late in the year.



Wine

Business Union Winery

Uchiko Yume Wine (photos left) is the product of one local grape farmer's long-cherished dream. This wine is made from grapes grown with great care.

Doburoku

Business Union Doburoku Botega

Doburoku is a local sake product which is produced as a gift to show gratitude to the gods after a good harvest. These unfiltered 'prototype' sakes can be found all over Japan, but only in Uchiko can you drink the town's own Doburoku (photos right).



Miso paste & Soy sauce



Made from Ehime barley, Ofuku miso paste and Hizō soy sauce both have a gentle, mild flavour. The two have been continuously produced since the founding of Moribun Brewery Co. Ltd. in 1893 and are sold at several shops in Uchiko.



The attention and care shown in the making of Hishio miso paste and soy sauce at a small brewery in rural Oda make these products ideal gifts. Both are sold at Oda Farmers' Market Sesaragi and Uchiko Farmers' Market Karari.

Accommodation

※ For more options, visit www.we-love-uchiko.jp



Auberge Uchiko オーベルジュ内子



Hisa 久



Cocoro 町家別荘こころ



Tsuki-no-ya 月乃家



Ori 織



Hotel Cocoro.kura HOTEL こころ・くら



Nakahaga Residence Guesthouse 中芳我邸ゲストハウス

Luxury

Auberge Uchiko オーベルジュ内子

Charge: from 30,240 yen / night including dinner & breakfast
Capacity: 15 / only 5 suites available
Phone: 0893-44-6565
Address: Ikazaki-otsu 485-2
www.orienthotel.jp/uchiko/

Ori 織

Charge: 50,000 yen / meals not included, plus 1,500 yen per guest, tax not included
Capacity: 6 / entire house available for rent
Phone: 0893-44-5735
Address: Uchiko 3013
www.uchi-cocoro.com/

Hisa 久

Charge: 50,000 yen / meals not included, plus 1,500 yen per guest, tax not included
Capacity: 6 / entire house available for rent
Phone: 0893-44-5735
Address: Uchiko 2871
www.uchi-cocoro.com/

Traditional Japanese Houses

Tsuki-no-ya 月乃家

Charge: from 8,610 yen / night including dinner & breakfast
Capacity: 12
Phone: 0893-43-1160
Address: Uchiko 2646
<http://uchiko-tsukinoya.com/>

Merchant's Villa Cocoro 町家別荘こころ

Charge: from 9,800 yen / night including breakfast
Capacity: 5 / only 1 suite available
Phone: 0893-44-5735
Address: Uchiko 1949
www.uchi-cocoro.com/

Hotel Cocoro.kura HOTEL こころ・くら

Charge: from 9,800 yen / night including breakfast
Capacity: 6 / only 2 suites available
Phone: 0893-44-5735
Address: Uchiko 1995
www.uchi-cocoro.com/

Takahashi Residence 高橋邸

Charge: 6,260 yen / night including breakfast
Capacity: 10 / only 1 suite available
Phone: 0893-44-2354
Address: Uchiko 2403

Nakahaga Residence Guesthouse 中芳我邸ゲストハウス

Charge: from 6,000 yen / tax and meals not included
Capacity: 4 / only 1 suite available
Phone: 0893-50-6270
Address: Uchiko 2655
E-mail: kamihaga@gmail.com
<http://kamihaga-club.com/?tid=8&mode=f4>

Uchikobare Guest House & Bar 内子晴れ

Charge: from 4,000 yen / meals not included
Capacity: 14
Phone: 0893-57-6330
Address: Uchiko 3025
<http://uchikobare.jp/>

Japanese Inns

Japanese Inn Matsunoya 松乃屋

Charge: from 10,500 yen / night including dinner & breakfast
Capacity: 30
Phone: 0893-44-5000
Address: Uchiko 1913
www.dokidoki.ne.jp/home2/matunoya

Ryokan Daifuku 大福旅館

Charge: from 7,500 yen / night including dinner & breakfast
Capacity: 7
Phone: 0892-52-2402
Address: Teramura 1140

Fujiya Ryokan ふじや旅館

Charge: from 7,500 yen / night including dinner & breakfast
Capacity: 20
Phone: 0892-52-2002
Address: Oda 253

Muraya むらや

Charge: from 8,640 yen / night including dinner & breakfast
Capacity: 10
Phone: 0892-52-2120
Address: Hongawa 3073

※ Prices subject to change in October 2019.



Farm Inn RAUM Kokuriko ファーム・イン RAUM 古久里米



Japanese Inn Ishidatami-no-yado 石畳の宿



Japanese Inn Ishidatami-no-yado 石畳の宿



Kokuriko 古久里米



Japanese Inn Ishidatami-no-yado 石畳の宿



Ose-no-yakata 大瀬の館

Agritourism Lodging

Farm Inn RAUM Kokuriko ファーム・イン RAUM 古久里米

Charge: from 8,500 yen / night including dinner & breakfast
Capacity: 8
Phone: 0893-44-2079
Address: Iyoki 636
www.dokidoki.ne.jp/home2/kokuriko/

Japanese Inn Ishidatami-no-yado 石畳の宿

Charge: from 8,800 yen / night including dinner & breakfast
Capacity: 12
Phone: 0893-44-5730
Address: Ishidatami 2877
<http://imm-2.chobi.net/yado.html>

Pension Stellar Mira ステラ・ミラ

Charge: from 9,300 yen / night including dinner & breakfast
Capacity: 21
Phone: 0893-44-5987
Address: Rondan 898-2
www.stellar-mira.sakura.ne.jp/

Ikadaya いかだや

Charge: from 7,700 yen / night including dinner & breakfast
Capacity: 18
Phone: 0893-59-9900
Address: Ose-higashi 3581

Green Tourism Satoyama グリーンツーリズム里山

Charge: from 8,085 yen / night including dinner & breakfast
Capacity: 8
Phone: 0893-45-0755
Address: Kawanaka 2366

Log Tachiyama ログ立山

Charge: 8,500 yen / night including dinner & breakfast
Capacity: 5 / only 1 suite available
Phone: 0893-45-0222
Address: Tachiyama 3925

Tenchū-no-yado Hiroko 天忠の宿 ひろこ

Charge: from 8,500 yen / night including dinner & breakfast
Capacity: 5 / only 1 suite available
Phone: 0893-45-0601
Address: Tachiyama 3105

Hidamari 日だまり

Charge: from 9,000 yen / night including dinner & breakfast
Capacity: 6 / only 1 suite available
Phone: 0893-57-6868
Address: Iyoki 346-3

Shishigoe-sō 獅子越荘

Charge: 6,500yen / night including dinner & breakfast
Capacity: 64
Phone: 0892-52-3232
Address: Nakagawa, Odamiyama

Nagata Mountain School お山の学校 ながた

Charge: from 6,300 yen / night including dinner & breakfast
Capacity: 20
Phone: 0893-45-0232
Address: Iyoki 4192

Izumidani-no-yado Kaho 泉谷の宿 花穂

Charge: 8,000 yen for 2 guests, plus 1,000 yen per extra guest / meals not included
Capacity: 4 / entire house available for rent
Phone: 0893-43-0620
Address: Kitaomote-kō 1167
<http://m.facebook.com/misoginogururi/>

Business Hotels

HOTEL AZ ホテル AZ

Charge: from 5,180 yen / night including breakfast
Capacity: 172
Phone: 0893-44-3371
Address: Uchiko 1529-1
www.az-hotel.com/uchiko/

Pilgrimage Inns

Sharon 民宿 シャロン

Charge: 4,500 yen / meals not included
Capacity: 8
Phone: 0893-47-3339
Address: 1619 Uchiko

Ose-no-yakata 大瀬の館

Charge: from 4,000 yen / meals not included
Capacity: 20
Phone: 0893-47-0102
Address: Ose-chūō 4601-1

Yamamomo 民宿 やまもも

Charge: 3,500 yen / meals not included
Capacity: 5 / only 1 suite available
Phone: 090-5912-8785
Address: Uchiko 885-7

Access

By Air

To Matsuyama Airport

- From Tōkyō..... About one hour and 20 min
- From Ōsaka..... About 50 min
- From Fukuoka..... About 50 min
- From Seoul..... About one hour and 30 min
- From Shanghai..... About 3 hours

From Matsuyama Airport by bus ⇒ Uchiko or JR Matsuyama Station.

By Ship

To Matsuyama Kanko Port

- From Hiroshima..... About 2 hours and 40 min
- From Kokura..... About 7 hours
- From Hiroshima/Kure (High speed ship)..... About one hour and 10 min

From Kanko port by Bus/Railway ⇒ JR Matsuyama Station.

To Yawatahama Port

- From Usuki..... About 2 hours and 15 min
- From Beppu..... About 2 hours and 50 min

From Yawatahama Port by Taxi ⇒ JR Yawatahama Station.

To Misaki Port

- From Saganoseki..... About one hour and 10 min

From Misaki Port by Bus ⇒ JR Yawatahama Station.

By Bus

To Uchiko Bus stop

- From Matsuyama..... About one hour
- From Ōzu..... About 15 min
- From Yawatahama..... About 35 min

By Railway

To Uchiko station JR Yoson Line/Uchiko Line

- From Takamatsu..... Express about 3 hours
- From Matsuyama..... Express 25 min / Local 60 min
- From Yawatahama..... Express 25 min
- From Uwajima..... Express 60 min

All Shikoku Rail Pass

With the ALL SHIKOKU Rail Pass you can get unlimited rides on all railways in Shikoku. For more information, please check: www.shikoku-railwaytrip.com/

By Car

To Uchiko-Ikazaki IC.

- From Iyo Interchange (Expressway) About 20 min

