

Recommended by locals

Great places to dine in Matsuyama

Discover your new favorite here!

Let us guide you!



Ehime Prefecture International Center Staff

Foreign residents living in Ehime who are involved in international exchange will introduce restaurants that even those unfamiliar with Japanese food will enjoy.



Ehime Prefecture Official Tourism and Leisure Guidebook Editorial Staff

Local experts will highlight popular and top-rated locations that have trendy menu items and interesting dining spots.

SHOP 01 Ajireki Shobu



Editor's review

Enjoy fresh seafood at reasonable prices along with Ehime's local sake and special side dishes served in large bowls. Fish is exclusively selected from the market every morning to ensure the best quality. The restaurant's lunch options are especially popular and people will line up just to grab a seat!

Recommended: ● Premium Nigiri Sushi Platter ¥2,200 ● Assorted Sashimi ¥1,980

SHOP 02 Tsuruchan



International Center staff's review

Try Ehime's local udon, which is famous for its soft noodles and sweet broth. There are also many other local delicacies for you to enjoy, such as the classic nabeyaki udon, charcoal-grilled chicken, and deep-fried fish cake!

Recommended: ● Tempura Udon with Daikon Radish ¥1,480 ● Jakoten Udon ¥1,023

SHOP 03 Tempura Goten



International Center staff's review

Bite into crispy tempura hot out of the fryer! Every piece is made right in front of you, so you can watch as chefs skillfully prepare your food. You also get free rice refills and a variety of condiments and seasonings to try with your tempura. There are also seasonal specials, making it a great place to come back to again and again.

Recommended: ● Tempura Set ¥1,200 ● Vegetable Tempura Set ¥950

SHOP 04 Bekoya



International Center staff's review

Great place for juicy and flavorful charcoal-grilled yakiniku. Each bite fills your mouth and has a slight aroma of charcoal. Each plate is purposefully small to allow you to try a variety of cuts. You can also try some Korean dishes that pair perfectly with your grilled meat!

Recommended: ● Kuroge Wagyu Beef Lunch Set ¥3,500 ● Bekoya Specialty Platter ¥2,200

SHOP 05 Kuroshiotei



Editor's review

Enjoy freshly caught fish at this izakaya, conveniently located near Matsuyama City Station. They offer a wide variety of food and drinks for you to enjoy, whether you want just a cup of sake or a full-course meal. The great thing about this place is that they offer generously sized lunch sets and grilled eel dishes at reasonable prices.

Recommended: ● Chef's Sashimi Trio Platter ¥1,000 ● Shimanto Grilled Eel and Unagi Roll ¥3,800

SHOP 06 Katsuretsutei



Editor's review

This long-established restaurant was a pioneer for Matsuyama tonkatsu. They use pork that was locally grown in Japan, which has rich, tender meat and sweet fat. If you're in the mood for something indulgent, you should order the Japanese beef filled cutlet. They offer free rice and cabbage refills, and you can even order to go.

Recommended: ● Kurobuta Pork Loin Cutlet Set ¥1,500 ● Premium Japanese Beef Fillet Cutlet Set ¥4,200

SHOP 07 Goshiki



Editor's review

Another long-established restaurant with over 380 years of history. Try local delicacies such as fresh sea bream and wagyu beef. There is a wide variety for you to try plate-by-plate or as part of a lavish full-course meal.

Recommended: ● Hime Kaishoku Set ¥2,550 (lunch) ¥2,850 (dinner) ● Matsuyama Taimeshi Gozen Set ¥1,750 (lunch) ¥2,300 (dinner)

SHOP 08 Isshinmaru



Editor's review

This restaurant brings out the best of Ehime's famous produce! They use fish from the Seto Inland Sea, Himekko locally-raised chicken, and Amatoro sweet pork to create specialties such as specialty grilled amberjack and made-to-order clay pot sea bream rice. Their daily specials and lunch sets are also very popular.

Recommended: ● Specialty Grilled Amberjack ¥1,205 ● Sea Bream Rice (serves 2) ¥1,078

SHOP 09 noma-noma (Noma Fruit Orchard Matsuyama Okaido Shop)



International Center staff's review

Get the famous Ehime mandarin orange juice here! Each cup is made with freshly squeezed oranges, 100% all-natural. The servers wish you happiness when they give you your order. They also offer limited-time deals, juice of the day, orange ice cream, and parfaits.

Recommended: ● Citrus Jelly starting at ¥330 ● Freshly Orange Juice (changes seasonally) starting at ¥350

SHOP 10 Goichi



Editor's review

Popular restaurant known for its large portions and delicious chicken. Their Stamina Karaage Set with its sweet and savory fried chicken has been a hit ever since its opening. You can also choose between their special sauce or sweet and sour sauce. Another fan favorite is the Chicken Namban Set, which will satisfy anyone's hunger with its huge portions!

Recommended: ● Chicken Namban Set ¥980 ● Half & Half Set ¥980

SHOP 11 Unagi Ogura



International Center staff's review

This restaurant's grilled eel over rice has crispy skin and tender meat, served with a sauce that has been passed down through generations. They provide sauce and chili peppers separately, allowing you to customize your order to your liking.

Recommended: ● Grilled Eel "Tokumori" Bowl Set ¥4,200 ● Premium Beef "Tokumori" Bowl (120g) ¥4,000

SHOP 12 Tonton



International Center staff's review

Enjoy thickly cut, perfectly fried tonkatsu made with aged pork! The meat is tender and juicy, paired perfectly with rice. It's served with a variety of sauces to try and a side of cabbage with either a citrus-based or Japanese-style dressing.

Recommended: ● Tsubaki Assorted Set ¥1,880 ● Iyo Imo Pork Loin Cutlet Set ¥2,580

SHOP 13 Kuramotoya



Editor's review

Run by the Ehime Sake Brewers' Association and the perfect place to try a wide selection of Ehime's alcoholic beverages, including locally brewed sake, beer, and liqueur. They often hold tasting fairs, but you can also sample their products for a fee at any time.

Recommended: ● Ehime Sakurahime Japanese Sake (720ml) starting at ¥1,750 ● Shizukuhime Japanese Sake (720ml) starting at ¥1,700

SHOP 14 Amimoto



Editor's review

Designed to resemble a fisherman's hut, this izakaya serves high-quality seafood from the Seto Inland Sea and locally brewed sake. You can enjoy mackerel sashimi made from a whole fish straight from the in-house fish tank, as well as various fresh fish grilled on straw.

Recommended: ● Whole Mackerel Sashimi (serves 4-5) ¥4,900 ● Straw-grilled Skipjack Tuna starting at ¥1,700 (varies by season)

SHOP 15 Menya Shinkura



Editor's review

This Michelin Bib Gourmand restaurant specializes in tsukemen dipping noodles and chukasoba noodles. You can customize the size and toppings of your ramen, but every bowl comes with their signature pork belly and slices of char siu specially cooked at a low temperatures.

Recommended: ● Regular Ajitama Tsukemen ¥1,000 ● Regular Ajitama Chukasoba ¥950

SHOP 16 Yamiichi Johnny



International Center staff's review

Great place for charcoal-grilled yakiniku with an amazing ambience. The menu offers a variety of rare cuts of meat, allowing you to experience different flavors, textures, and aromas with each bite. Drinks are also available at reasonable prices, making it a perfect place to enjoy both yakiniku and sake.

Recommended: ● Enjo Horumon Offal ¥748 ● Wagyu Beef Platter of the Day (medium, 2-3 servings) ¥4,950

Matsuyama City Center Map

- Icon Descriptions
- Phone number

Days closed

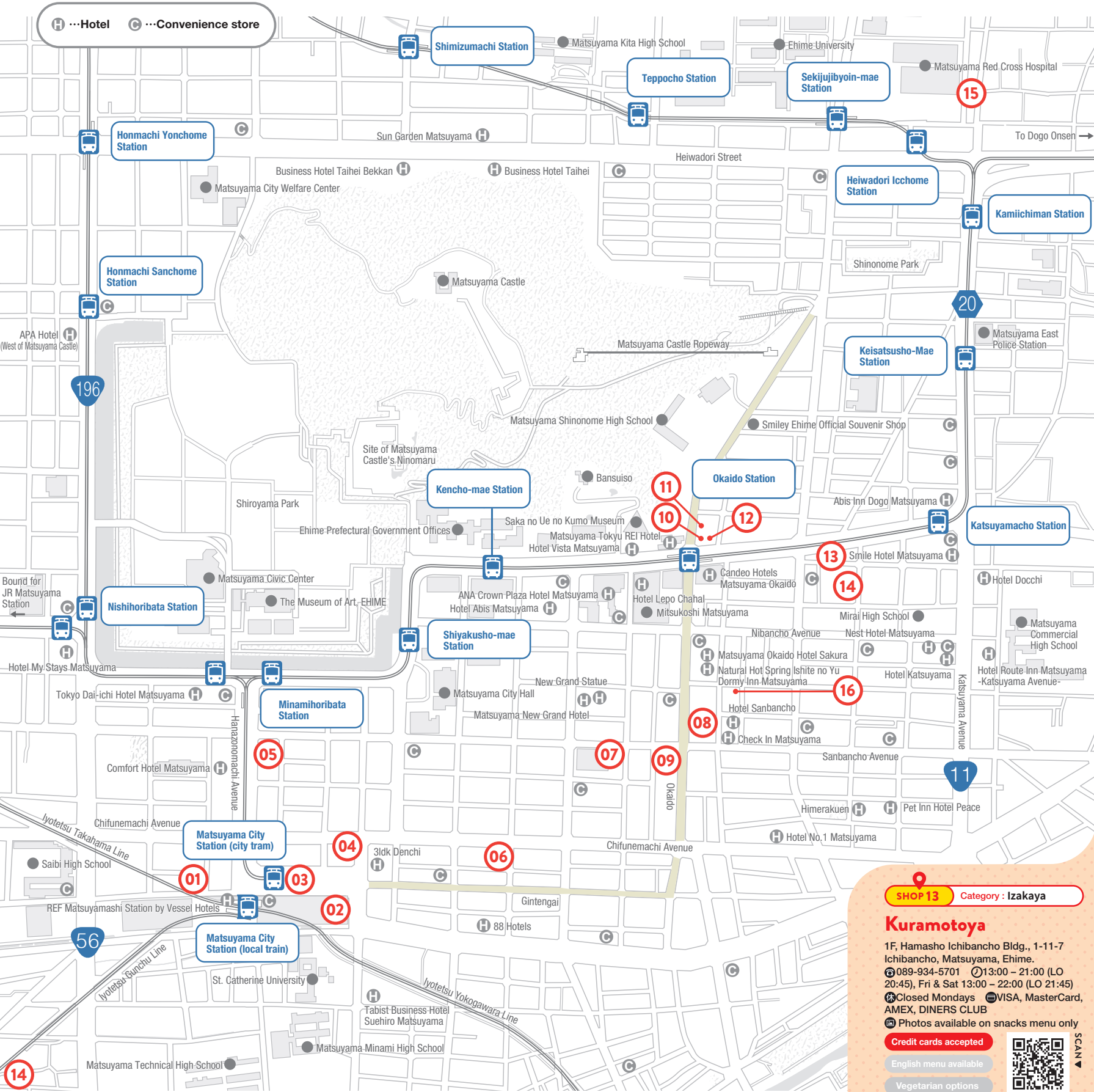
English menu

Allergen info

Opening hours

Accepted credit cards

Photos available on menu



SHOP 01 Category : Sushi

Ajireki Shobu
6-4-14 Minatomachi, Matsuyama, Ehime.
☎089-943-8355 🕒11:30 – 14:00 (LO 13:30), 17:30 – 22:00 (LO 21:30)
📅Closed Mondays and 1st, 3rd & 5th Tuesdays
💳VISA, MasterCard, AMEX, DINERS CLUB
🇬🇧English menu available
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 02 Category : Udon

Tsuruchan
8F, Iyotetsu Takashimaya, 5-1-1 Minatomachi, Matsuyama, Ehime.
☎089-948-2475 🕒11:00 – 21:00 (LO 20:30)
💳VISA, MasterCard, AMEX, DINERS CLUB, JCB
🍽️Dishes may contain wheat and seafood such as seaweed and bonito flakes
📷Photos available on monthly menu only
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 03 Category : Tempura

Tempura Goten
Katsuchika Town, 5-1-1 Minatomachi, Matsuyama, Ehime.
☎089-961-4752 🕒11:00 – 21:00 (LO 20:30)
💳VISA, MasterCard, AMEX, DINERS CLUB
🇬🇧English menu available
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 04 Category : Yakimiku

Bekoya
5-2-7 Chifunemachi, Matsuyama, Ehime.
☎089-933-3151 🕒11:30 – 14:00, 18:00 – 22:00
💳VISA, MasterCard
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 05 Category : Izakaya

Kurosiotei
5-8 Hanazonomachi, Matsuyama, Ehime.
☎089-941-0209 🕒11:00 – 14:00, 17:00 – 22:30 (LO 22:00)
📅Closed Sundays
💳VISA, MasterCard, JCB, DC, UFJ, NICOS, MUFG
📷Photos available on menu
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 06 Category : Tonkatsu

Katsuretsutei
4-13-10 Minatomachi, Matsuyama, Ehime.
☎089-921-9091 🕒11:00 – 20:30 (LO 20:00)
📅Open all year
💳VISA, MasterCard, AMEX, DINERS CLUB
🇬🇧English menu available
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 07 Category : Regional cuisine

Goshiki
3-5-4 Sanbancho, Matsuyama, Ehime.
☎089-933-3838 🕒11:00 – 14:00 (LO 13:30), 17:00 – 22:00 (LO 21:20) * Dinner is served during Sundays and public holidays from 17:00 to 21:00 (LO 20:20)
💳VISA, MasterCard, JCB, AMEX, UnionPay
🇬🇧English menu available
📷Photos available on menu (excluding drinks menu)
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 08 Category : Izakaya

Isshinmaru
2-1-5 Okaido, Matsuyama, Ehime.
☎089-941-3488 🕒11:00 – 14:30 (LO 14:00), 17:00 – 23:30 (LO 23:00)
📅Open all year
💳VISA, MasterCard, AMEX, DINERS CLUB
🇬🇧English menu available
📷Photos available on menu
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 09 Category : Juice bar

noma-noma
(Noma Fruit Orchard Matsuyama Okaido Shop)
1-4-20 Okaido, Matsuyama, Ehime.
☎089-945-6111 🕒10:00 – 19:00
📅Closed January 1st
💳VISA, MasterCard, JCB
🇬🇧English menu available
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 10 Category : Kara'age

Goichi
3-1-2 Okaido, Matsuyama, Ehime.
☎089-933-5129 🕒11:00 – 21:00 (LO 20:30)
📅Open all year
💳VISA, MasterCard, AMEX, DINERS CLUB
📷Photos available on limited time offers only
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 11 Category : Eel

Unagi Ogura
3-1-4 Okaido, Matsuyama, Ehime.
☎089-948-4550 🕒11:00 – 15:00 (LO 14:30), 17:00 – 20:30 (LO 19:30)
📅Closed Tuesdays
💳VISA, MasterCard, AMEX, DINERS CLUB
🇬🇧English menu available
📷Photos available on menu
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 12 Category : Tonkatsu

Tonton
1F Iyotetsu Kaikan Bldg., 3-1-1 Okaido, Matsuyama, Ehime.
☎089-931-4700 🕒11:00 – 15:00 (LO 14:30), 17:00 – 21:30 (LO 21:00)
📅Closed Wednesdays
💳VISA, MasterCard, AMEX, DINERS CLUB
🇬🇧English menu available
📷Photos available on main and lunch menus only
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 13 Category : Izakaya

Kuramotoya
1F, Hamasho Ichibancho Bldg., 1-11-7 Ichibancho, Matsuyama, Ehime.
☎089-934-5701 🕒13:00 – 21:00 (LO 20:45), Fri & Sat 13:00 – 22:00 (LO 21:45)
📅Closed Mondays
💳VISA, MasterCard, AMEX, DINERS CLUB
📷Photos available on snacks menu only
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 14 Category : Izakaya

Amimoto
2-1 Kita-Fujiwaramachi, Matsuyama, Ehime.
☎089-933-8308 🕒Sun, Tue – Thu, holidays: 17:00 – 23:30 (food LO 22:30, drinks LO 23:00), Fri, Sat, day before holiday 17:00 – midnight (food LO 23:00, drinks LO 23:30), takeaways 12:00 – 21:00 *Opening hours are subject to change
📅Closed Mondays (Closed on Tuesday if Monday is a holiday)
💳VISA, MasterCard, AMEX, DINERS CLUB, JCB
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 15 Category : Ramen

Menya Shinkura
1F Shinonome Heights, 8-28 Dogo Ichiman, Matsuyama, Ehime.
☎089-924-9911 🕒11:00 – 14:00 (while availability lasts)
📅Closed Sundays and 2nd & 4th Mondays (subject to unscheduled closures)
💳None
📷Photos available on menu
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options

SHOP 16 Category : Yakimiku

Yamiichi Johnny
1F Tamatani Bldg., 2-6 Nibancho, Matsuyama, Ehime.
☎089-931-2480 🕒Mon, Wed, Thu, Fri, Sat, and day before holidays 18:30 – 02:30, Sun and holidays 18:30 – midnight
📅Closed Tuesdays
💳VISA, MasterCard, JCB, AMEX
🇬🇧English menu available
💳Credit cards accepted
🇬🇧English menu available
🌱Vegetarian options