

Gourmet Fujiyoshida

Fujiyoshida City Gourmet Guide

English





*Gourmet
Fujiyoshida*



**More than just udon!
Amazing Dining**



The people of Fujiyoshida are lively, hospitable, and kind. There are many restaurants that offer delicious food at a reasonable price. This can be seen in the local tradition of frequent "Chokinkai" and "Mujinkai" gatherings held every month, where groups of friends put money towards a meal on the town. We also highly recommend multi-course meals that will leave you and your wallet feeling full.



Find more info about local food on our website!

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Izakaya Pubs & Bars

From popular bars that have seen all the ups and downs of Fujiyoshida, to stylish dining experiences that are ahead of their time, enjoy an immersive night in all parts of Fujiyoshida.

BAR TOTAN

A bar master who is constantly searching for what it takes to make a delicious cocktail creates first-rate concoctions using high purity ice, bringing the cocktails to below freezing as he rapidly shakes them in a shaker. The menu features over 300 cocktails and a diverse array of Chinese teas. A wide variety of complex non-alcoholic cocktails are also available.



The bar itself is a work of art!
This famous bartender delivers engaging stories with a wicked tongue.

☎ 090-1764-9173

Address: 2-5-38 Kamiyoshida Higashi, Fujiyoshida City

Hours: 8:00 p.m. ~ 2:00 a.m.

Closed: Sundays (Open Sundays if next day is a holiday)

MAP Enlarged View A B-4



They also offer many non-alcoholic cocktails, soft drinks, and desserts!



Pink De Flamingos

A dining bar where you can drink until dawn. The shop's menu is well-rounded and offers a bounty of appetizers, rice bowls, pasta, and ramen. It also functions as a late night cafeteria, where employees from other restaurants come to eat after closing their stores. Over 130 cocktails are available. Customers enjoy lively conversation at the bottle-lined counter.

☎ 0555-24-5385

Address: 3-14-8 Shimoyoshida, Fujiyoshida City

Hours: 7:00 p.m. ~ 4:00 a.m. (Last Order: 3:00 a.m.)

Closed: Tuesdays

MAP Enlarged View B

IRIFUNE 3265

A stylish izakaya pub where the Jazz music flows. Almost all customers order the fried chicken, a masterpiece of a dish made of fist-sized pieces of breast meat with a crunchy breading and juicy center. You also won't be able to resist dunking bread into their sweet and creamy kabocha squash dip.

☎ 0555-24-3265

Address: 2-7-12 Nakazone, Fujiyoshida City

Hours: 6:00 p.m. ~ Midnight

Closed: Sundays

MAP Enlarged View A B-3



Try their incredibly popular tuna carpaccio!



Food & Drink at BAKU

Step into this luxurious restaurant and enjoy countless creative and handmade cuisines. Dishes include ebimayo, a popular dish made of large shrimp and homemade mayonnaise, fresh spring rolls made with tuna and avocado and wrapped in tofu skins, and more. Indulge in choice sake alongside dishes made with the prefecture's famed Shingen chicken, Fujizakura pork, and Fujiyoshida's famous horse-meat sashimi.

☎ 0555-24-6222

Address: 3-3-21 Shinnishihara, Fujiyoshida City

Hours: 6:00 p.m. ~ Midnight (Last Order: 11:00 p.m.)

Closed: Mondays

MAP Urban Map B-3



Their homemade soy cream cheese pairs excellently with sweet sauces!



Their fresh wasabi makes the flavors of the sashimi even more pronounced.

Talk the Whole Night Through at Irori

Built at the beginning of the Showa era (1926-1989), this building was remodeled to make this comfy bar. The current owner loves good alcohol, and offers a wide variety of very carefully selected drinks from Yamanashi and Akita Prefectures. The star of the cuisine served here is the fresh seafood caught in the Sea of Japan and brought directly to the store by fishermen via a unique route. The carefully created seasonal dishes are delicious.

☎ 0555-75-2289

Address: 2-13-1 Shimoyoshida, Fujiyoshida City

Hours: 6:00 p.m. ~ Midnight (Last Order: 11:00 p.m.)

Closed: Tuesdays

MAP Enlarged View B



3Piece

An izakaya bar with American flair, built in a renovated traditional Japanese house. They serve more than 30 types of craft beer from all over the world, including local brewery. Pair your beer with savory eats, like meat and fish dishes, or authentic pizzas and pasta. Get ready for the night of your life!



☎ 0555-73-8862

Address: 3-12-72 Shimoyoshida, Fujiyoshida City

Hours: [Tues-Thurs] 6:00 p.m. ~ 11:00 p.m. (Last Order: 10:00 p.m.)

[Fri-Sat] 6:00 p.m. ~ 2:00 a.m. (Last Order: 1:00 a.m.)

Closed: Sundays, Mondays

MAP Enlarged View B

The massive, juicy hamburger is a big hit with customers.



CHIN CHIKI

A pub with something for everyone, from sommeliers to pub crawlers, all at a reasonable price. The walls are lined with more than 120 types of whiskey and 30 types of gin, as well as rare liquors like absinthe, mezcal, and cocalero. The owner is an experienced bartender. Try familiar cocktails with an unexpected twist.

☎ 090-4672-8944

Address: 3-12-67 Shimoyoshida, Fujiyoshida City

Hours: 10:00 p.m. ~ 3:00 a.m.

Closed: Sundays (and irregular days)

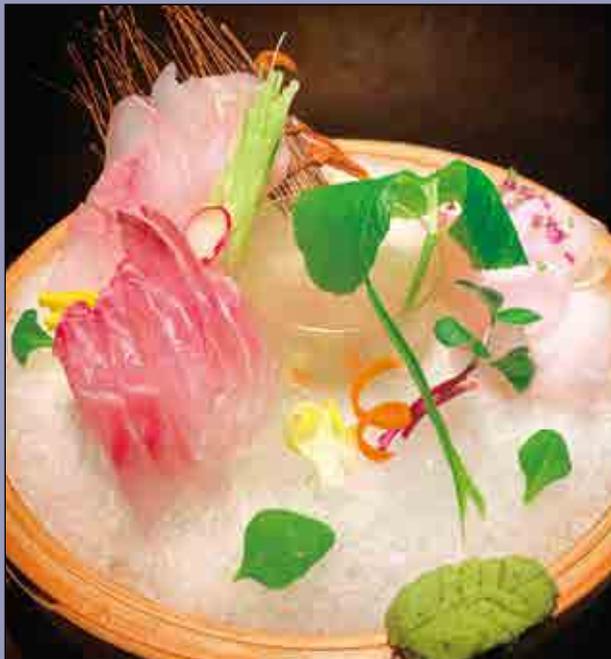


MAP Enlarged View B



Homemade mojito with mint and a Nishiura Highball, bursting with flavor.

Izakaya Pubs & Bars



The Shidarezakura Cherry Tree in front of the store is breathtaking from early to mid-April.



Sakigake

Sakigake is an izakaya pub run out of a renovated old Japanese-style house that has continued to preserve the history of the Mt. Fuji worshippers of the Oshimachi area. The izakaya focuses on using prefectural meat brands and local vegetables to offer seasonal dishes that delight all five senses. Their fish and sashimi are highly recommended as they come directly from fishing harbors all around Japan.

☎ 0555-24-0223

Address: 2-20-1 Kamiyoshida, Fujiyoshida City

Hours: 5:00 p.m. ~ Midnight (Last Order: 11:00 p.m.)

Closed: Irregular days

MAP Enlarged View A B-3



Banshaku

Banshaku is a Japanese cuisine izakaya pub founded 65 years ago. The restaurant has a variety of rooms, from private ones that accommodate groups of four or five, to a large dining hall. It's perfect for a relaxed dining experience which offers choice alcohol from all across Japan and hearty portions. Hometown favorites like the tender umamotsu horse offal stew, horse-meat sashimi, and more, are recommended.

The dressed potato salad is a top-seller!

☎ 0555-23-8855

Address: 3-10-6 Kamiyoshida, Fujiyoshida City

Hours: 5:00 p.m. ~ 11:00 p.m.

Closed: Open daily

MAP Enlarged View B



Fire-cooked food at Fukumatsu

Fukumatsu cooks seasonal appetizers and vegetables on a grill right in front of customers. The surefire winning dish is the salt-grilled shrimp. The travel-loving chef cooks up delicious local food that he's found from all across Japan, including Japanese hard clams from Kujukuri Bay, broad velvet shrimp from Toyama Prefecture, Gorojima sweet potatoes from Kanazawa, and more!

How stylish!
Served on a massive paddle!

☎ 0555-24-3223

Address: 4-2-30 Shimoyoshida, Fujiyoshida City

Hours: 5:15 p.m. ~ 11:00 p.m. (Last Order: 10:30 p.m.)

Closed: Sundays

MAP Enlarged View B



Food & Drink at Sasaume

The most popular items here are the fried chicken thighs, made by cooking chicken from Hokkaido at high temperatures until crispy, and the Pacific bluefin tuna that bursts with flavor the moment you put it in your mouth. All dishes here make the most of their ingredients, from the rolled omelet made with Yamanashi Prefecture eggs, to the freshly cooked umamotsu horse offal stew, and beyond.

☎ 0555-22-1424

Address: 3-15-27 Shimoyoshida, Fujiyoshida City

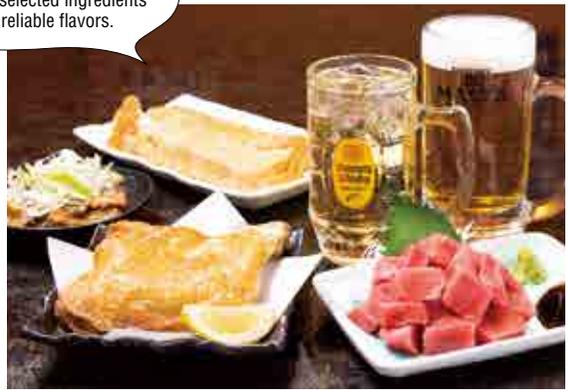
Hours: 5:30 p.m. ~ 11:30 p.m.

Closed: Irregular days

[MAP](#) [Enlarged View B](#)



Founded 65 years ago. An eternal local favorite, carefully selected ingredients and reliable flavors.



A stylish lady chef will greet you as you come in!



Izakaya Pub Yasubei

In addition to a variety-rich, staple menu with over 70 popular dishes, guests at Yasubei can enjoy seasonal raw dishes and filling monjayaki & okonomiyaki savory pancakes. Most popular of all is the horumonyaki grilled offal brought up from the city of Yokohama. Enjoy the timeless hustle and bustle of this pub.

☎ 0555-22-0911

Address: 5-12-16 Shimoyoshida, Fujiyoshida City

Hours: 5:00 p.m. ~ 11:00 p.m.

Closed: Mondays (and irregular days)

[MAP](#) [Enlarged View A](#) **B-2**



Don't miss out on the healthy Roku Roku salad, popular with men and women!



TORIYAKI YAMITSUKI Main Branch

Enjoy fresh chicken grilled on an earthen charcoal grill right on your table. From staple cuts to more rare and unique ones, the store routinely has over 10 cuts of meat available. The most popular of all is the "Muneniku - Yamamori Negi Nokke" which is sliced chicken breast topped with chopped chives quickly seared and enjoyed rare. Come enjoy this dish that can only be achieved with pasteurized Tsukuba chicken!

☎ 0555-28-4129

Address: 4249-1 Kamiyoshida, Fujiyoshida City

Hours: 5:00 p.m. ~ Midnight (Last Order: 11:30 p.m.)

Closed: Thursdays

[MAP](#) [Enlarged View A](#) **A-3**

TORIYAKI YAMITSUKI Shimoyoshida Branch

☎ 0555-28-5129

Address: 5-18-27 Shimoyoshida, Fujiyoshida City

Hours: 5:00 p.m. ~ Midnight (Last Order: 11:30 p.m.)

Closed: Wednesdays

[MAP](#) [Enlarged View A](#) **B-2**



The juicy finish only attainable by charcoal grilling. Also available at the Shimoyoshida branch!



Roku Roku

Roku Roku is a relaxed izakaya pub run by a female owner. In addition to the sunken kotatsu counter, Roku Roku also has a wide tatami mat room and a raised tatami mat seating area. Enjoy handmade dishes featuring seasonal ingredients. There are many excellent dishes here, including the sea urchin fried rice, a hit even among those who claim not to enjoy sea urchin, a sweet and sour fried rice made with pickles, and more!

☎ 0555-22-6969

Address: 2-4-35 Tatsugaoka, Fujiyoshida City

Hours: 6:00 p.m. ~ 11:00 p.m.

Closed: Wednesdays, Third Thursdays of the Month

[MAP](#) [Enlarged View A](#) **A-2**



Yakitori Skewers & Yakiniku BBQ

In Fujiyoshida, "yakitori" doesn't just refer to skewered chicken like it usually does! It actually includes pork skewers as well. Start with the carefully-crafted grilled skewers before moving onto dishes like choice cuts of beef, offal, and more. Meat-lovers won't be able to hold back at any one of these exceptional shops!



Dip your grilled yakitori skewers in the specially-made spicy miso and enjoy!

Bindo

Bindo is an izakaya pub located in an old Japanese-style home which stands on the path approaching Gekkoji Temple. Their main appeal is the 13 different local cuts of meat which are prepared as yakitori skewers or kushiyaki grilled skewers. The flavorful tsukune chicken meatballs are prepared from scratch each time they're ordered. Dip them in a spicy sauce handmade by the female owner and savor them slowly. If you're lucky, you may even find horse liver sashimi on the menu that day.

☎ 0555-22-1045

Address: 3-12-10 Shimoyoshida, Fujiyoshida City

Hours: 6:00 p.m. ~ 11:00 p.m. (Last Order: 10:00 p.m.)

Closed: Tuesdays

[MAP](#) [Enlarged View B](#)



Yakitori Skewers at Sengoku

Sengoku was founded 35 years ago and has been a local favorite ever since. The shining gem among its dishes are the large chunks of chicken and pork carefully-chosen from across the country. The young chef honed his skills in the hotel industry, and his authentic Japanese cuisine with seasonal ingredients are often a hot topic.

☎ 0555-22-7315

Address: 1-1-13 Matsuyama, Fujiyoshida City

Hours: 5:30 p.m. ~ Around Midnight

Closed: Irregular days

[MAP](#) [Enlarged View A](#) [B-2](#)



The menu is full of dishes beyond yakitori skewers, like pork-wrapped vegetable skewers, fried foods, and fish!



Ask the young master for something not on the menu, and he might just make it just for you!



Tori-no-bo

Tori-no-bo makes its yakitori skewers with pieces slightly larger than bite size. They are served with the aromatic, tender finish characteristic of a charcoal grill, and pair excellently with either salt or a slightly sweet sauce. Their original dish, mentai potato, uses spicy pollock roe to enhance the sweetness of a potato. This filling dish is extremely popular.

☎ 0555-24-9411

Address: 8-10-30 Shimoyoshida, Fujiyoshida City

Hours: 5:30 p.m. ~ 11:00 p.m.

Closed: Mondays

[MAP](#) [Urban Map](#) [D-2](#)



TOBARI

This house embodies the definition of "a perfect getaway for adults" with its relaxed and comfortable interior. It'll make you want to pull up a chair and enjoy beer from around the world with their savory yakitori skewers, individually cooked with care by the owner.

☎ 0555-75-0445

Address: 3-12-56 Shimoyoshida, Fujiyoshida City

Hours:

(Tues ~ Thur & Sunday) 6:00 p.m. ~ Midnight
(Fri & Sat) 6:00 p.m. ~ 2:00 a.m.

Closed: Mondays

[MAP](#) [Enlarged View B](#)



Another great part of its charm is its reasonable pricing.



The walls are covered with a fantastic, paper Mt. Fuji!



Charcoal-grilled Yakitori Skewers at Megumi

Yakitori skewers are the main dish here, and start at 100 yen. The store routinely offers more than 25 types of yakitori at all times. This includes the standard yakitori as well as pork jowl, pork hearts, pork liver, and more, and even offer more unique options like cheese stuffed peppers. The umamotsu horse offal stew simmers large chunks of meat with soy sauce and miso paste, leaving them chewy and delicious. The female staff are attentive, so you're sure to enjoy your fill of drinks.

☎ 0555-24-5523

Address: 3-16-22 Shimoyoshida, Fujiyoshida City

Hours: 5:00 p.m. ~ 11:30 p.m.

Closed: Thursdays

[MAP](#) [Enlarged View B](#)



Lightly flavored, fluffily rolled omelets. The staff will ask how sweet you want them when ordered!



☎ 0555-24-5829

Address: 3-12-77 Shimoyoshida, Fujiyoshida City

Hours: 6:00 p.m. ~ 11:30 p.m. (Last Order)

* Yakitori stops at 10:00 p.m. as the charcoal is put out.

Closed: Sundays

[MAP](#) [Enlarged View B](#)



The course meals are a great deal and will bring you dish upon dish of cuisine not listed on the menu!



Charcoal-grilled Skewers at I.W

I.W is the real deal when it comes to charcoal-grilled cooking as it uses high-grade charcoal from Kishu. Their main dish is kushiyaki grilled skewers, with approximately 50 variations centered around chicken and vegetables. Any appetite is sure to be aroused by their dishes that feature the quintessential charcoal-grilled flavor, with a crispy exterior and a juicy interior. You'll want to pull up a chair at the counter and watch the owner grill the food piping hot right before your eyes.

☎ 0555-23-9944

Address: 7-1-10 Kamiyoshida, Fujiyoshida City

Hours: 6:00 p.m.~

Closed: Wednesday

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Yakitori Skewers & Yakiniku BBQ

Rare and delicious cuts of meat from Koshu beef and Japanese Black wagyu!



YAKINIKU Tatsugaoka

YAKINIKU Tatsugaoka is popular among the locals for its naturally delicious meat. Carefully cooked on ceramic grills, their dishes have a crispy exterior and a tender, juicy interior. They offer a variety of rare cuts from Kagoshima Berkshire pig to Yamanashi-raised brands like Koshu beef.

☎ 0555-24-3988

Address: 3-6-10 Tatsugaoka, Fujiyoshida City

Hours: 11:30 a.m. ~ 1:30 p.m.

5:00 p.m. ~ 8:30 p.m.

Closed: New Year's Day only

[MAP](#) [Enlarged View A](#) **A-2**



Yakiniku BBQ at Kanichikan

Kanichikan was founded 45 years ago. Rather than locking in their suppliers, Kanichikan very carefully chooses where to buy the best possible cuts of beef based on the tenderness and flavors available at the time. Be it sauces, kimchi, or gochujang red chili paste, Kanichikan proudly makes everything by hand, allowing them to provide delicious meals at a favorable price. Their homemade bacon, salted tongue with onions, and hamburger steaks (only available at lunch!) are delicious.

☎ 0555-23-0406

Address: 3-3-18 Shinnishihara, Fujiyoshida City

Hours: 11:00 a.m. ~ 1:30 p.m. (Last Order: 1:15 p.m.)

5:00 p.m. ~ 9:30 p.m. (Last Order: 9:00 p.m.)

Closed: Mondays

[MAP](#) [Urban Map](#) **B-3**



The number one recommended Koshu beef chateaubriand.



Yakiniku Bar Hide

Try grilled rare cuts of Japanese Black at the foot of Mt. Fuji. They have an extensive a la carte menu with dishes like the raw liver, which pairs perfectly with a Hakushu whiskey highball. Enjoy their excellent selection of local wines. The Koshu beef chateaubriand comes highly recommended. Take this opportunity to savor beef so tender, it melts in your mouth.

*Rare cuts of beef may be sold out. Please check in advance.

☎ 0555-73-9465

Address: 1-4-10 Matsuyama, Fujiyoshida City

Hours: 5:00 p.m. ~ 10:00 p.m. (Mon, Wed, Thurs, Sun)

5:00 p.m. ~ 11:00 p.m. (Fri, Sat)

Closed: Tuesdays

[MAP](#) [Enlarged View A](#) **B-2**



Less garlic and less smoke!
Great for yakiniku BBQ lunches!



GAGA

GAGA is a yakiniku BBQ restaurant which specializes in unique horumon offal. Roughly 20 - 30 varieties of high-quality wagyu beef offal from all over Japan are offered at all times, allowing guests the best possible flavors. Enjoy cooking fresh offal on charcoal grills before you eat them. Their unique sweetness will spread across your tongue and could become a habit!

☎ 0555-28-5555

Address: 2F, 2-19-5 Shimoyoshida, Fujiyoshida City.

Hours: Noon ~ 2:00 p.m.

5:00 p.m. ~ Midnight (Last Order: 11:00 p.m.)

Closed: Tuesdays

[MAP](#) [Enlarged View B](#)



Welcome to the World of Horumon Offal!



Gourmet ♪

Japanese Cuisine

Fujiyoshida sees many banquets and dinner parties for men and women, young and old. Restaurants have a line-up of some of the greatest flavors imaginable with their trustworthy skills and sharpened senses, delighting even local customers with refined palates.



Boasting fresh toppings and excellent handiwork.

Authentic Pre-Edo Tastes at Sushi Hana

The cuisine at Sushi Hana is centered around seasonal fish and has some of the best toppings, with about 40 available at all times. Enjoy chic pre-Edo sushi at a reasonable price. Fresh seafood is brought in directly from Toyosu in Tokyo, and the nigiri created by the veteran sushi chef is unmatched. The tuna is chosen with particular care and is a must-try.



☎ 0555-24-2339
Address: 4-5-34 Kamiyoshida Higashi, Fujiyoshida City
Hours: 11:00 a.m. ~ 3:00 p.m.
 5:00 p.m. ~ 10:00 p.m. (Last Order: 9:30 p.m.)
Closed: Irregular days

MAP Enlarged View A C-4

The 'Shun-no-nigiri' has a hearty offering of some of the best seasonal toppings. This is the spirit of pre-Edo sushi!



Sushi-spot Sentaro

The top recommendation at Sentaro is the nigiri made with extra care with high-quality toppings. The strong umami of scallops, the elegant fatty tuna with pickled daikon radish... These sushi chef's talents are on display, pulling out the natural flavors of their ingredients. Private tatami mat rooms are also available, great for those who want to bring the whole family along.

☎ 0555-24-0485
Address: 2-23-24 Shinnishihara, Fujiyoshida City
Hours: 11:30 a.m. ~ 1:25 p.m.
 5:30 p.m. ~ 8:50 p.m.

Closed: Wednesdays

MAP Enlarged View A A-3



Chef's choice course of seasonal, creative cuisine (from 2,500 yen).



JU GA

A famous Japanese restaurant in a quiet residential area. The courses offered are creative and beautifully presented, using carefully selected seasonal fish and local ingredients. Try dishes using Japanese wild-game meat, such as fatty boar shabu-shabu (boiled in hot broth) or meat grilled over lava rock. Relax in a private room while you enjoy sophisticated cuisine.



☎ 0555-22-0150
Address: 7-10-20 Kamiyoshidahigashi, Fujiyoshida City
Hours: 6:00 p.m. ~ 11:00 p.m.
Closed: Mondays

MAP Urban Map C-4

Tomifuji

The kabayaki eel at this shop is dressed, grilled, and steamed upon arrival, making it both plump and aromatic. Since its founding, Tomifuji's sweetly-scented secret sauce has been handed down through generations for close to 50 years and is sure to whet your appetite. Grab a round of drinks to go along with other fine dishes like their unseasoned grilled seafood, skewered organs, deep fried fish bones, and umamotsu horse offal.

☎ 0555-22-5168
Address: 1-8-9 Kamiyoshida, Fujiyoshida City
Hours: 5:30 p.m. ~
Closed: Irregular days

MAP Enlarged View A B-3



Even the most standard order comes with a full-sized broiled eel! Very filling

Japanese Cuisine

Authentic Japanese cuisine that is as satisfying as it looks.



Rintei

Rintei's motto is "excellent freshness & seasonal dishes". With a relaxed atmosphere, here, guests are able to easily enjoy Japanese cuisine created by an experienced chef for a reasonable price. The lunch menu changes daily and offers two variations: one with meat and one with fish. At night, try out the omakase course(chef's choice) and savor the skilled technique and flavor.

☎ 0555-33-7435

Address: 7-3-13 Kamiyoshida Higashi, Fujiyoshida City

Hours: 11:30 a.m. ~ 2:00 p.m. (Last Order 1:45 p.m.)
5:30 p.m. ~ 10:00 p.m. (Last Order 9:30 p.m.)

Closed: Wednesdays

MAP Urban Map C-3



Japanese Cuisine at Sasaichi

Sasaichi was founded in the ninth year of the Showa era (1928) making it a well-established Japanese restaurant. The third-generation owner delivers countless dishes that are vibrant in color and give a sense of the seasons, using only hand-selected seasonal ingredients. The warm atmosphere of the shop is a reflection of the owner, and makes guests feel relaxed while enjoying carefully selected brand name sake with their meals.

☎ 055-20-0331

Address: 3-16-15 Shinnishihara, Fujiyoshida City

Hours: 17:00 ~ (Lunch reservations can be made up until the day prior.)

Closed: Wednesdays, New Year holidays

MAP Urban Map B-3



Get the multi-course menu made with excellent technique and careful presentation!



Creative Japanese Cuisine at GIN

The owner earned their stripes training at a famous restaurant in Kanazawa before opening their own Japanese restaurant. Gin offers the omakase course(chef's choice) for 3,000yen limited only five groups per day. The meals highlight the chef's skills through their creativity while honoring the foundation of Japanese cuisine by using seasonal ingredients.

☎ 0555-30-0008

Address: 3-10-9 Tatsugaoka, Fujiyoshida City

Hours: 5:30 p.m. ~ 10:30 p.m. (Last Order: 10:00 p.m.)

Saturdays, Sundays, & Lunches for celebrations and memorials are available by reservation only.

Closed: Mondays

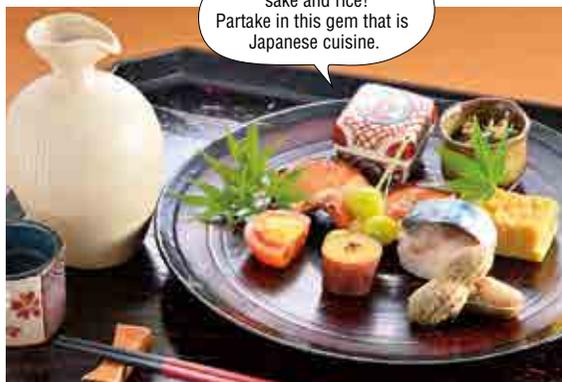


MAP Enlarged View A A-2

A first-class chef shows their skills with their creative cuisine. Who knows what will appear on your table?



Pairs perfectly with sake and rice!
Partake in this gem that is Japanese cuisine.



A Classic Eatery Sensui

Sensui is a restaurant where you can feel the artisans' concentration, expressed through their beautiful and delicately arranged Japanese cuisine. The restaurant features a wide variety of cuisine that you should try while in Japan, and that is including nimono(immered vegetables), agebitashi(deep-fried vegetables marrinated in a soy sause based broth), and more. It's all the better when eaten with pesticide-free, Fujiyoshida-grown rice cooked until fluffy in a massive pot .

☎ 0555-23-8972

Address: Q-STA 3F, Fuji-Q Terminal Building, 2-5-1

Kamiyoshida, Fujiyoshida City

Hours: 11:30 a.m. ~ 2:00 p.m. / 5:30 p.m. ~ 10:00 p.m. (Last Order 9:00 p.m.)

Closed: Mondays (In the event that Monday is a holiday, then the restaurant will be closed the following Tuesday).

MAP Enlarged View A B-3





A hearty tempura set meal served over a bowl of rice. Choose from either hot or chilled udon or soba noodles.

Yabu

Yabu is popular among clientele of all ages due to its offerings of soba noodle dishes, udon noodle dishes, ramen, rice bowls, set meals, and the a la carte menu. Every item on this diverse menu offers a hearty serving. Fill your stomach and heart with the delicious taste of homemade meals in an at-home kind of restaurant.

☎ 0555-23-0580
Address: 5-33-27 Shimoyoshida, Fujiyoshida City
Hours: 11:00 a.m. ~ 8:00 p.m.
Closed: Wednesdays, Thursdays (Irregular days)



[MAP](#) [Enlarged View A](#) **C-3**

Nikon-an

Using buckwheat grown at the base of the Yatsugatake mountains, the soba noodles at Nikon an are made from scratch every morning by the owner. They are a must-try for their permeating aromatics and faint sweetness. Take joy in knowing that the owner only selects seasonal vegetables raised around Mt. Fuji, making them into tempura and seasoning them with salt so you can enjoy each ingredient's flavors.

☎ 0555-22-9737
Address: 2-14-27 Shimoyoshida, Fujiyoshida City
Hours: 11:30 a.m. ~ 2:00 p.m. (Last Order: 1:30 p.m.)
 5:30 p.m. ~ 9:00 p.m. (Last Order: 8:30 p.m.)
Closed: Thursdays (Two consecutive days off once a month.)

[MAP](#) [Enlarged View B](#)



Their freshly made soba noodles have an exceptional flavor. The piping hot tempura is also delicious.



Check out the menu! It's full of hearty meals that gives climbers enough stamina to reach the summit of Mt. Fuji safely.

Fujisan Shokudo

Starting with the popular six-piece fried chicken, each one tender and juicy, this menu is full of hunger-quenching meals. Their udon noodle's broth has a faint soy sauce flavor, and guests can choose which miso sauce to stir in. The shop itself has an elegant interior, as it sits in a remodeled Japanese-style home that was built over 100 years ago.



☎ 0555-23-3697
Address: 6-9-6 Kamiyoshida, Fujiyoshida City
Hours: 11:00 a.m. ~ 2:00 p.m.
 [Sat, Sun, Holidays] 11:00 a.m. ~ 3:00 p.m.
Closed: Tuesdays (Open if holiday falls on Tuesday.)

[MAP](#) [Enlarged View A](#) **A-4**

Yoshida

Yoshida is a popular set-meal restaurant which has been in business for over forty years. The fried chicken is popular with young customers and is made by slicing chicken thigh into large pieces before coating it with a secret seasoning and frying it. The owner changes the special menu every morning after looking at their reserves of ingredients. Be sure not to miss this spot; it'll leave you and your wallet satisfied.



☎ 0555-23-7551
Address: 1-9-3 Matsuyama, Fujiyoshida City
Hours: 11:30 a.m. ~ 1:30 p.m. (Sat, Sun, Holidays Close)
 6:00 p.m. ~ 9:00 p.m.
Closed: Wednesdays (Irregular days)

[MAP](#) [Enlarged View A](#) **B-2**

These massive portions are excellent for growing teenage boys and sports athletes!



A Family-run Restaurant Ikoï

Ikoï offers thoughtful and balanced set meals that is including a fully-equipped kids menu as well as baby food, so you can bring your babies along! With a wide tatami mat sitting area and toys, it almost feels like home. Kick back, relax, and let the flavors of the food delight you.

☎ 0555-23-4191

Address: 8-19-25 Shimoyoshida, Fujiyoshida City

Hours: 11:30 a.m. ~ 3:00 p.m. (Lunch)

Closed: Sundays & Mondays

MAP Enlarged View A **C-2**

The rice porridge for babies is prepared in an earthenware pot. Vegetables used in baby food are selected from ingredients with mild flavors.



The popular daily menu offers pork loin cutlets and pork fillet cutlets. Dig in with a heaping serving of cabbage.

Genroku

With an excellent balance of meat and fat, only the best possible cuts of pork are chosen to be meticulously and thickly sliced, coated with superfine homemade panko bread flakes, and fried, making incredible pork cutlets. Crunchy, chewy, and juicy, the fatty portion of this meat practically melts on your tongue with every bite. This restaurant has many fans who come from far away to taste its age-old flavors.

☎ 0555-23-6843

Address: 7-3-2 Kamiyoshida, Fujiyoshida City

Hours: 11:30 a.m. ~ 1:30 p.m. (Last Order) 5:30 p.m. ~ 7:30 p.m. (Last Order) (Saturday only) (Reservations are given priority.)

Closed: Mondays (Some irregular closings)

MAP Enlarged View A **B-4**



Hearty portions to satisfy any appetite.



Hiroshima-style Okonomiyaki Pancakes and Teppanyaki-grilled Meals at Panja

The owner was but a high school student when they had their universe shaken to its very foundation following their first bite of Hiroshima-style okonomiyaki pancakes. They then trained in Tokyo before opening up Panja 30 years ago. To create excellent Hiroshima-style okonomiyaki, the owner carefully chooses seasonal cabbage and even takes special care in how it is cut. The great texture and mellow flavor will leave you wanting seconds, thirds, or more.

☎ 0555-22-8138

Address: 1-14-31 Kamiyoshida Higashi, Fujiyoshida City

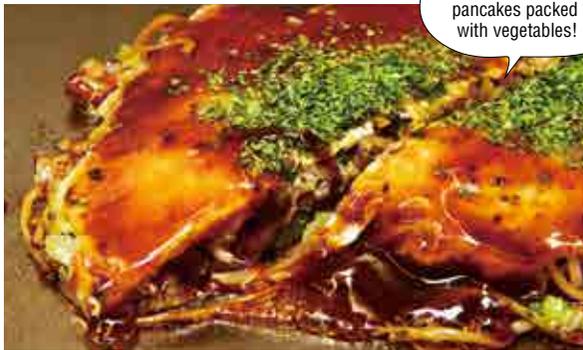
Hours: 11:30 a.m. ~ 10:30 p.m. (Last Order: 10:00 p.m.)

Closed: Tuesdays

MAP Enlarged View A **B-4**



Healthy okonomiyaki pancakes packed with vegetables!



Izumiya

A set meal restaurant founded in 1968. The second-generation owner, who trained in Shimbashi and Ginza, carefully examines each ingredient and pours his knowledge and experience into crafting every dish. The fish dishes come highly recommended. Try the beautiful raw fish, the juicy and slow-grilled fish, or the crispy tempura fried with a thin layer of batter.

☎ 0555-23-0270

Address: 4-14-7 Shimoyoshida, Fujiyoshida City

Hours: 11:30 a.m. ~ 2:00 p.m. 5:00 p.m. ~ 9:00 p.m.

Closed: Tuesdays

MAP Enlarged View B



Gourmet ♪
Western Cuisine

When western cuisine is mentioned in Fujiyoshida, large fried shrimp come to mind. There's also the nostalgic taste of doria baked rice casseroles, and pizza and pasta. Restaurants here are chock-full of great dishes for lunch and dinner.

This rich flavored, delicious tomato cream pasta has a generous helping of shrimp!



Italian Restaurant Kagishippo

Enjoy authentic Italian cuisine in a casual setting created by a chef who moved to the area after being charmed by Mt. Fuji's spring water. The recommended dish is their cream pasta made with a homemade tomato sauce that really brings out the tartness of the tomatoes. The rich flavor is so good, you'll soon be back for more.



☎ 0555-73-8858
Address: 3-12-72 Shimoyoshida, Fujiyoshida City
Hours: Mon. ~ Thur. 6:00 p.m. ~ 11:00 p.m.
Fri. & Sat. 6:00 p.m. ~ 2:00 a.m.
Closed: Sundays

[MAP](#) [Enlarged View B](#)

You can never grow tired of this tartar sauce made with homemade mayonnaise.



Restaurant HAMAKKO Main Branch

HAMAKKO is a western cuisine restaurant which has a ship for its design logo and has been around to see three generations of owners. Their specialty is their fried shrimp which come in four different sizes. The balance between the crispy exterior and tender, juicy interior is exquisite. Go for the Hamakko DX lunch which gives you both shrimp and steak to truly enjoy the flavors of this well-established restaurant.

☎ 0555-22-2052
Address: 6-7-21 Shimoyoshida, Fujiyoshida City
Hours: 11:30 a.m. ~ 2:00 p.m. (Last Order: 1:30 p.m.)
5:00 p.m. ~ 9:00 p.m. (Last Order: 8:30 p.m.)
Closed: Tuesdays, third Wednesday of each month.



[MAP](#) [Enlarged View A](#) **C-3**

Kariamudhu

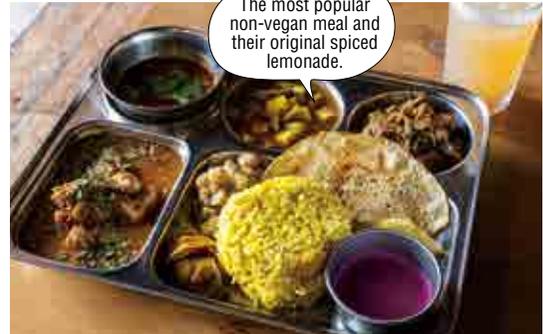
The owner, who worked as a chef at a Japanese restaurant, recreates authentic southern Indian cuisine through a variety of complex spices. Each delicious dish is packed with plenty of locally grown vegetables. Sample different aromas, flavors and textures with two different types of set meals, which come with multiple curries, soups, side dishes, rice and more.



☎ 090-4429-3061
Address: 3-6-28 Shimoyoshida, Fujiyoshida City
Hours: Wed.~Fri. 11:30 a.m. ~ 3:00 p.m.
Sat. & Sun. 11:30 a.m. ~ 4:00 p.m.
Closed: Mondays, Tuesdays

[MAP](#) [Enlarged View B](#)

The most popular non-vegan meal and their original spiced lemonade.



BRUSCHETTA

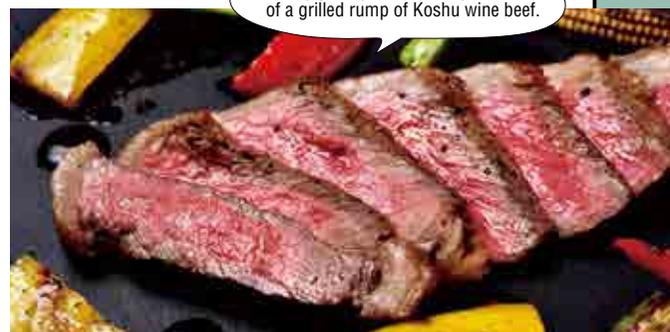
BRUSCHETTA has a chic, relaxed interior and offers private rooms, excellent for those who have children. The menu routinely has over 70 different items available. Only the freshest local ingredients are used, such as Koshu wine beef, Fujizakura pork, and seasonal vegetables, and with just a little extra effort, they become brilliantly delicious meals.

☎ 0555-72-8303
Address: 2-6-4 Asahi, Fujiyoshida City
Hours: Lunch- 11:30 a.m. ~ 2:00 p.m. (Last Order: 1:30 p.m.)
Cafe- 2:00 p.m. ~ 5:00 p.m. (Last Order: 4:30 p.m.)
Dinner- 6:00 p.m. ~ 10:30 p.m. (Last Order: 9:30 p.m.)
Closed: Wednesday, second Tuesday of every month, Irregular Sundays



[MAP](#) [Enlarged View A](#) **A-1**

Enjoy the perfect-sized portion of a grilled rump of Koshu wine beef.



Western Cuisine

Pizza at **Capo Rina**

Capo Rina is a food truck specializing in pizza and managed by chefs who learned how to cook in Italy. The pizza is baked in a firewood kiln inside of their truck and has the perfect balance of chewy crust, tomato sauce, and cheese. Don't forget to check out their original pizza made with seasonal vegetables.



If there's a firewood kiln, then you know the shop boasts fluffy textures and excellent flavor.



☎ 070-3770-1274

Address: 2-1-30-101 Kamiyoshida Higashi, Fujiyoshida City
Please check their website and social media for more information about hours of operation.

URL: <https://www.pizzacaporina.com>



Diverse offerings of cream croquettes, breaded pork cutlets, and more. Looking for Japanese cuisine? Order the multi-course meal!

Restaurant **Hamakko Yokomachi**

Founded 40 years ago, Hamakko Yokomachi offers both Japanese and Western cuisine created by the skilled hands of a master chef who trained at a well-established traditional Japanese restaurant and a chef who studied Western cuisine. The recommended dish to try is the "Hamakko-Zen", a greedy delight which gives guests a taste of large fried shrimp, steak, and fresh sashimi shipped directly from Toyosu in Tokyo. Kick back and relax in their private rooms.

☎ 0555-24-0043

Address: 4-4-15 Shinnishihara, Fujiyoshida City
Hours: 11:30 a.m. ~ 2:00 p.m.

5:00 p.m. ~ 10:00 p.m. (Last Order: 9:00 p.m.)

Closed: Tuesdays, one Wednesday a month.



MAP Urban Map **B-3**

Italian Cuisine at **mondo elettrico**

The motto of this restaurant "looks great, tastes great." They offer simple Italian cuisine for a reasonable price. Recommended to try are the vegetable dishes that use seasonal veggies harvested from the garden out back, and their homemade chicken liver paste. Don't miss the dinner-only Neapolitan pizza, either!

☎ 090-9973-7808

Address: 5-27-7 Shimoyoshida, Fujiyoshida City
Hours: Lunch - 11:30 a.m. ~ 2:00 p.m. (Last Order: 1:30 p.m.)

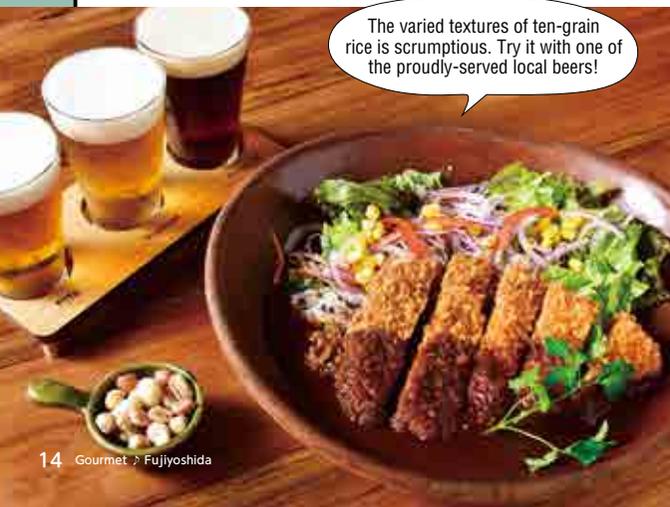
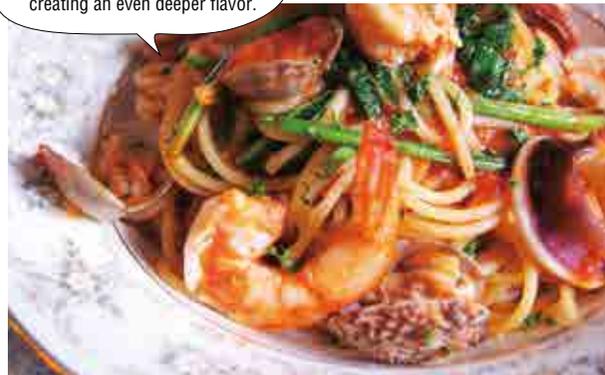
Dinner - 6:00 p.m. ~ 10:00 p.m. (Last Order: 9:00 p.m.)

Closed: Sundays (Some irregular days)



MAP Enlarged View A **C-2**

Umami from seafood melts into this homemade tomato sauce, creating an even deeper flavor.



The varied textures of ten-grain rice is scrumptious. Try it with one of the proudly-served local beers!

Fujiyama Beer

Restaurant **Harves Terrace**

The premium pork cutlet curry is simmered with beer to create an original spicy curry. It comes with a locally-raised, high-quality breaded pork cutlet, both crispy and juicy, on a bed of ten-grain rice. The roux for the curry has a complex flavor which stems from the acidity of the yeast from the beer, and pairs well with a locally brewed beer.

☎ 0555-24-4800

Address: 3-7-1 Araya, Fujiyoshida City

Hours: 11:00 a.m. ~ 9:00 p.m. (Last Order: 8:00 p.m.)

No new customers after 7 p.m.

Closed: Irregular days. Closed every Wednesday during winter.

*Hours may change based on the season.



MAP Enlarged View C

Slice through this omelet to find a creamy center. Pairs perfectly with spicy rice.



Kitchen Oku

One of the charms of Kitchen Oku is the creative cuisine created by the owner's bountiful knowledge and techniques honed by working in hotels and restaurants for years. Starting with fluffy omelet rice, they have three popular daily specials that change weekly. Take a break and enjoy their relaxed multi-course dinners!



☎ 0555-24-2347

Address: 5-32-3 Shimoyoshida, Fujiyoshida City

Hours: Lunch - (Tues ~ Fri) 11:30 a.m. ~ 1:30 p.m.

Dinner - (Tues ~ Sun) 6:00 p.m. ~ 9:30 p.m.

Closed: Mondays

[MAP](#) [Enlarged View A](#) **C-3**

Transparent FULL MOON

Transparent FULL MOON is a perfect getaway for adults, standing in one of Gekkoji Temple's back alleys which are reminiscent of the Showa era (1926-1989). As for what's available, the chef only relies on ingredients that they have carefully selected and tasted themselves-- ingredients that they are confident will produce quality Italian food. The restaurant also offers a wide selection of wine, including some that are locally produced.

☎ 090-4424-3565

Address: 3-7-25 Shimoyoshida, Fujiyoshida City

Hours: Lunch - (Wednesday ~ Sunday) 11:30 a.m. ~ 2:00 p.m. (Last Order: 1:30 p.m.) / Dinner - 6:00 p.m. ~ 11:00 p.m. (Last Order: 10:00 p.m.), 5:30 p.m.

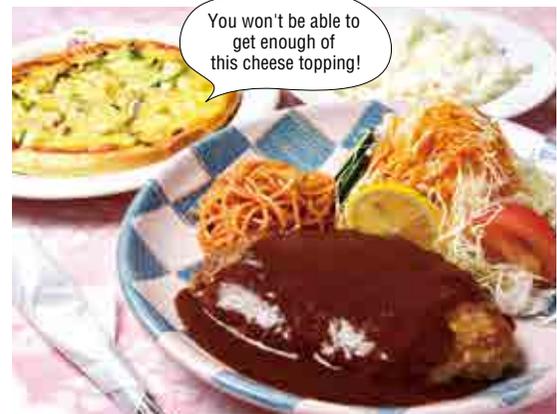
~ 10:00 p.m. (Last Order: 9:00 p.m.) (Sunday only.)

Closed: Mondays



[MAP](#) [Enlarged View B](#)

This simple potato gnocchi draws out the natural sweetness of potatoes and tastes just like an Italian mother's cooking.



You won't be able to get enough of this cheese topping!

Pizza House Poppo

Poppo is decorated with paintings and silverware. Here, guests can enjoy western cuisine that's handmade with care. The recommended dish to try is the voluptuous hamburger steak. They're double the size of a regular hamburger steak and weigh in at 300 grams. It's a surefire way to fill up hungry teenagers.



☎ 0555-23-1393

Address: 7-3-11 Kamiyoshida, Fujiyoshida City

Hours: 11:30 a.m. ~ 1:00 p.m.

Reservation only at night

Closed: Wednesdays

[MAP](#) [Enlarged View A](#) **B-4**

Western Cuisine Restaurant M-2

The interior feels like you've been transported back to the Showa era (1928-1989). The thick aroma of coffee hangs in the air, and patrons can enjoy popular dishes of years past like doria rice casseroles, breaded pork cutlet curry, hamburger steaks, and more. The restaurant still proudly serves the daikon radish spaghetti that was loved by prematurely-departed Masahiko Shimura of the rock band Fujifabric.

☎ 0555-23-9309

Address: 3-6-45 Shimoyoshida, Fujiyoshida City

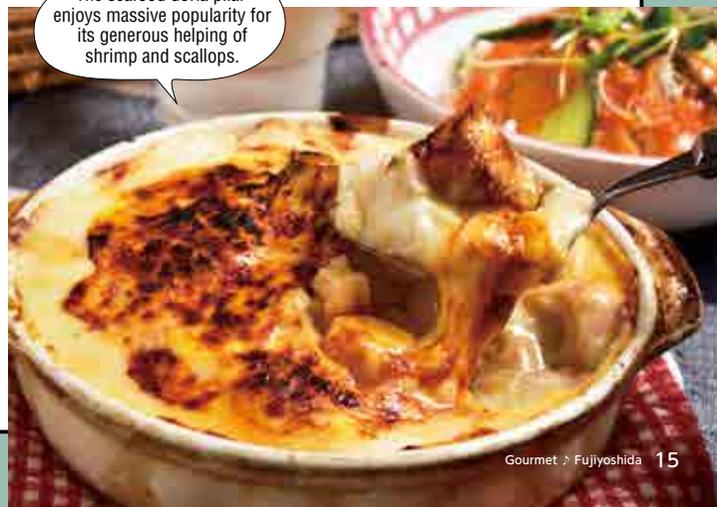
Hours: 11:30 a.m. ~ 9:00 p.m.

Closed: Irregular days

[MAP](#) [Enlarged View B](#)



The seafood doria pilaf enjoys massive popularity for its generous helping of shrimp and scallops.



Chinese Cuisine & Ramen

In a city like Fujiyoshida where udon noodles reign supreme, ramen struggles to find a foothold. However, by using only the best ingredients and preparation methods, it makes sense that the greatest of ramen would be born here, and from it, exquisite broths and original dishes that you won't be able to get enough of.

Noodle Cuisine at Jajauma

Jajauma is a progressive ramen shop which is constantly on the hunt for new flavors. The most popular dish is the tsukemen noodle with tonkotsu(pork) and seafood soup. The dish pairs a rich soup with thick, chewy, whole-wheat noodles. The Kaki-no-Awa ramen is one of their best with its soft, yet creamy broth and abundant oysters.

Modeled after the 30s of the Showa era (1955-1965), this shop has a retro vibe!



☎ 0555-22-3344
Address: Yamanashi Juki Bld. 1F, 1-7-19 Kamiyoshida Higashi, Fujiyoshida City
Hours: 11:00 a.m. ~ 2:00 p.m.
 6:00 p.m. ~ 10:00 p.m.
Closed: Irregular days

MAP Enlarged View A B-4



The secret of their irresistible menu is the chef, who trained at famous restaurants.

Chinese Cuisine at Tensho

This Chinese restaurant is popular among locals for its large portions and delicious taste. Enjoy authentic Chinese food at great prices, like the Sichuan-style mapo tofu or the chili shrimp. Their lunch menu features exciting new specials every day. They offer tatami floor seating and private rooms for you to enjoy with your family.



☎ 0555-22-6266
Address: 1-15-9 Kamikurechi, Fujiyoshida City
Hours: 11:00 a.m. ~ 2:00 p.m.
 5:00 p.m. ~ 9:00 p.m. (Last Order: 8:30 p.m.)
Closed: Wednesday

MAP Urban Map D-1

Mendokoro Toraji

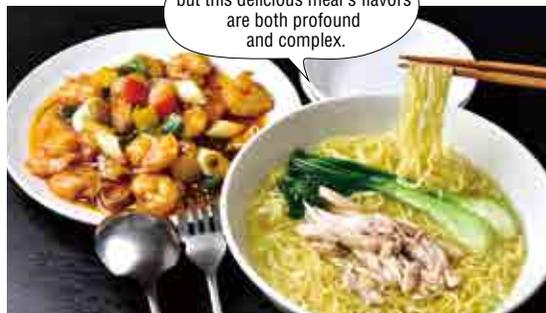
Known for their broth, which is made by boiling chicken and pork bones for eight hours, then adding seafood stock made of dried sardines and clams. Choose from chili, Chinese garlic or shrimp oil and savor the powerful flavor of each dish. The recipe for the homemade chashu barbequed pork has been passed down since the restaurant's founding.

Address: 1-1-15 Kamiyoshida, Fujiyoshida City
Hours: Mon.-Sat. 11:00 a.m. ~ 2:00 p.m.
 5:30 p.m. ~ 10:00 p.m.
 Sun. & Holidays 11:00 a.m. ~ 9:00 p.m.
Closed: Tuesdays

MAP Enlarged View A B-3



Soy sauce ramen with an extra kick of Chinese garlic oil.



It may appear simple, but this delicious meal's flavors are both profound and complex.

Chinese Cuisine at Ren

Ren was founded over 50 years ago. The restaurant offers authentic Chinese cuisine found in a Chinatown. Ren is proud of its specialty dish, the chicken soba noodles, which features a golden soup infused with chicken savoriness. This fantastically flavored soup pairs well with the tender chicken and thin noodles. The sweet and spicy kung pao shrimp is also exquisite.

☎ 0555-22-2634
Address: 1418-4 Matsuyama, Fujiyoshida City
Hours: 11:30 a.m. ~ 1:30 p.m. (Last Order: 1:00 p.m.)
 5:30 p.m. ~ 8:30 p.m. (Last Order: 8:00 p.m.)
Closed: Mondays, Tuesdays (Open on holidays)

MAP Urban Map B-3



Chinese Soba at Taiki

The noodles at Taiki are freshly made every day by the owner and have a firm chewiness and smooth texture. Their transparent soup is soy sauce and tonkotsu pork flavored. Refreshingly light yet deep in flavor, it goes perfectly with noodles. The green onion soba is full of fresh noodles and covered in a mountain of stir fried green onions, char siu barbecued pork, and Szechuan pickles.



☎ 0555-24-3546
Address: 3-11-5 Nakazone,
 Fujiyoshida City
Hours: 11:30 a.m. ~ 2:00 p.m.
 5:30 p.m. ~ 7:30 p.m.
Closed: Sundays

The firm carrots and aroma of Chinese chives will spur your hunger. Don't miss out on the egg fried rice, either!



The popular meals here are super filling. Not to mention, the lunch specials are fantastic!

Chinese Cuisine at Shoen

Shoen is a Chinese restaurant which has been loved by the community for the past 40 years. The owner trained in Tokyo, and now offers a comforting menu of dishes made fresh each day with chicken soup stock and tonkotsu pork stock. Each item on the menu is uniquely delicious. The shop offers a bountiful variety of dishes featuring carefully created noodles, such as fried soba noodles in a thick sauce, and ramen.

☎ 0555-24-0905
Address: 1-3-5 Araya, Fujiyoshida City
Hours: 11:30 a.m. ~ 2:00 p.m.
 5:30 p.m. ~ 9:00 p.m.
Closed: Irregular days



[MAP](#) [Enlarged View A](#) **B-4**

Multi-course meals in the evening! Colorful, aromatic, and flavorful; eat your fill of authentic Szechuan cuisine.



Hachiryu

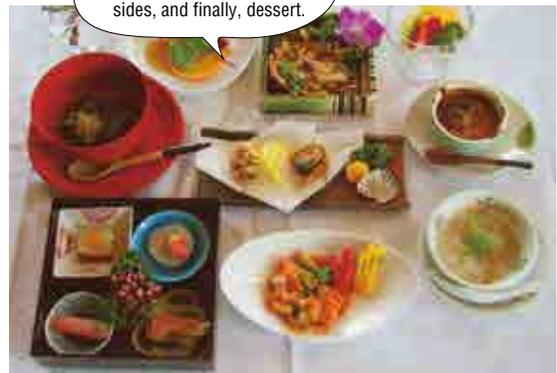
Hachiryu was founded over 40 years ago. It features a banquet of countless vibrant and original dishes made with high quality, carefully selected ingredients, all made by a veteran chef. By creating refined flavors using ingredients that defied the traditional image of Chinese cuisine, the restaurant has become popular among the elderly too.

☎ 0555-24-0051
Address: 2-17-1 Shimoyoshida, Fujiyoshida City
Hours: 11:30 a.m. ~ 2:00 p.m.
 5:00 p.m. ~ 9:00 p.m.
Closed: Wednesdays



[MAP](#) [Enlarged View B](#)

Meals start with an appetizer, then move on to the main dish, sides, and finally, dessert.



Chinese Cuisine at Shisen Ryuto

Those in the know, know about this famous Szechuan restaurant where the young head chef shows you skills honed at a hotel in Osaka. The authentic Chinese cuisine served here is visually striking as it is delicious, not to mention reasonably priced. The homemade almond pudding is a must-order and comes topped with heaping apricot and mango pudding!

☎ 0555-23-5150
Address: 3-20-22 Shimoyoshida, Fujiyoshida City
Hours: 11:30 a.m. ~ 1:30 p.m.
 6:30 p.m. ~ 8:30 p.m. (Last Order: 8:00 p.m.)
Closed: Wednesdays



[MAP](#) [Enlarged View B](#)

Gourmet Cafes

Unique cafes quietly exist everywhere in Fujiyoshida, on street corners and hidden amongst the trees. Relax inside with the aroma of coffee drifting through the air, as you enjoy colorful and elaborate sweets.



natural food cafe **CON BRIO**

This isolated cafe resembles a concert hall inside, and offers meals and sweets made with all-natural ingredients. The most popular item here is the striking "Jimijimi Meal Set" which comes with about 5-6 side dishes piled up on a single plate. You'll want to take your time enjoying each and every flavor.

☎ 0555-22-7676

Address: 5335-11 Kamiyoshida, Fujiyoshida City

Hours: 11:00 a.m. ~ 5:30 p.m.

(Lunch - Last Order: 3:00 p.m., Tea Last Order - 5:00 p.m.)

Closed: Mondays, Tuesdays, second and fourth Sundays of the month.

  **C-3**



Food that's good for the body and mind.

café Blue blanc

A chic cafe where you can casually enjoy a wide variety of items from omelet rice and pasta, to a full-course menu. Recommended items are the creative cuisine dishes made with vegetables grown by the cafe and fresh fish brought in from sellers. The cafe is a hit with mothers and children thanks to the wide tatami mat room and extensive kids menu.



☎ 0555-24-0705

Address: 5551 Kamiyoshida, Fujiyoshida City

Hours: Daytime - 11:30 a.m. ~ 2:00 p.m.

Nighttime - 5:30 p.m. ~ 9:00 p.m.

Closed: Thursdays

  **A-4**



Character cakes and illustrated cakes are a big hit!

From the regular must-haves to the newest creations, all of the cakes and baked goods are worth trying here.



Tirol Pastry Shop (Kaneyama Branch)

This extremely popular shop is well-known for its sweets and light western cuisine meticulously made with carefully selected ingredients. Lunch offers two options: gratin pot pie or meat sauce pasta. Both come with the cafe's popular fresh vegetable salad and homemade bread made with natural yeast. Try out a colorful slice of cake from their packed showcase after your meal.

☎ 0555-24-0801

Address: 9-7-10 Kamiyoshida Higashi, Fujiyoshida City

Hours: 10:00 a.m. ~ 8:00 p.m. (Last Order: 4:30 p.m.)

Closed: Wednesdays

  **C-4**



THE DEARGROUND

This cafe is directly run by Oldman's Tailor, a fashion brand based in Fujiyoshida. The relaxed interior embodies the worldview of the owners. Enjoy the organic herb tea "Far Leaves TEA" and other tea blends with delicious handmade sweets.

☎ 0555-73-8845

Address: 6-18-46 Shimoyoshida, Fujiyoshida City

Hours: 11:00 a.m. ~ 6:00 p.m.

Closed: Tuesdays, Wednesdays, and Thursdays



MAP Enlarged View A C-3



Try topping a freshly baked scone with clotted cream and jam!



Cafe Restaurant Madrid

Delicious and nostalgic western cuisine of the past is featured on the menu here. It includes 13 types of pasta, hamburger steaks, pilaf fried rice, gratin baked casseroles, doria baked rice casseroles, and more. Founded close to 50 years ago, the cafe has continued to preserve its original flavor. The summer time limited tomato salad with its original dressing is very popular.

☎ 0555-23-8547

Address: 5-18-29 Shimoyoshida, Fujiyoshida City

Hours: 9:00 a.m. ~ 9:30 p.m.

Closed: Mondays

MAP Enlarged View A B-2



The popular dressing here makes an excellent souvenir. On sale at Michi-no-eki Fujiyoshida (roadside rest and shopping area).



KISSA LEMON

Managed by the design company "Lemonlife" in Shibuya, Tokyo. A coffee shop full of specialties.

Supervised by the owner-chef of a Fujiyoshida Italian joint.

You can enjoy light meals such as hot dogs made with local ingredients, original blended coffee, homemade lemon soda, and popular desserts using local fruits.

☎ 090-4019-8729

Address: 2-2-27 Shimoyoshida Fujiyoshida City

Hours: 11:00 ~ 17:00

Closed: Wednesday, Thursday

MAP Enlarged View B



Try the fluffy homemade dorayaki pancakes stuffed with sweet red bean paste!



FUUTO COFFEE & BAKE SHOP

A Japanese patisserie and barista opened this cafe which sits on the Gekkoji Daimon shopping arcade. The coffee beans are purchased from famous sellers all over the country and are roasted in-house. The coffee is mellow and fragrant, and pairs well with their homemade sweets. Spend a leisurely moment drinking in the aroma of this lovely cafe.



☎ 0555-72-8380
Address: 3-12-3 Shimoyoshida, Fujiyoshida City
Hours: 10:00 a.m. ~ 6:00 p.m. (Drink Last Order: 5:30 p.m.)
Closed: Mondays, Tuesdays

MAP Enlarged View B

A popular hot sandwich with a mellow tartar sauce, a recipe handed down from the chef's mother.



Wakagusa Coffee

A retro coffee shop in "the city of the night" Nishiura Bar district, reminiscent of the Showa era (1926–1989). The barista listens to each customer's preferences, carefully roasts the beans, and hand drips each cup of coffee. Also try the homemade Basque cake with brandy-boiled blueberries!



☎ 090-2936-2231
Address: 3-15-14 Shimoyoshida, Fujiyoshida City
Hours: 11:30 a.m. ~ 10:00 p.m.
Closed: Thursdays

MAP Enlarged View B

Y's café'tta

A relaxing cafe situated in a residential area. They specialize in healthy cakes made with organic vegetables and nuts, baked with a minimal amount of oil and sugar. They have many seasonal varieties, like the crown daisy chiffon cake. Don't miss their homemade brown rice amazake (sweet fermented rice drink) ice cream, an original flavor with a rich taste.



☎ 090-5512-6210
Address: 2-11-9 Kamiyoshida, Fujiyoshida City
Hours: 11:00 a.m. ~ 5:00 p.m.
Closed: Sundays, Mondays, Tuesdays

MAP Enlarged View A B-3

A rich carrot cake and a sweet potato tart that's not too sugary.



Coffee Salon

Since its founding in 1976, this coffee shop has continued to serve the highest quality coffee. Their signature coffee is a luxurious blend, dripped using a special method. Enjoy coffee with a truly original aroma and flavor, plus homemade food like fried egg sandwiches and coffee-flavored jelly that melts in your mouth.

☎ 0555-23-6776
Address: 2-3-6 Kamiyoshida, Fujiyoshida City
Hours: 8:30 a.m. ~ 8:00 p.m.
Closed: Wednesdays

MAP Enlarged View A B-3



Take a break with a sip of home-roasted coffee and scrumptious homemade sweets.



Souvenir Sweets

Fujiyoshida City is full of sweets perfect for souvenirs! Enjoy picking from store specialties and cute designs.

A long-established Japanese sweets shop with a focus on its ingredients

Tokyoya Seika

☎ 0555-22-1547
Address: 1-5-1 Tatsugaoka, Fujiyoshida City
Hours: 9:00 a.m. - 7:00 p.m.
Closed: Tuesdays



Chiffon-Fuji

☎ 0555-24-8488
Address: 2-23-44 Oasumi, Fujiyoshida City
Hours: 10:00 a.m. - 6:00 p.m.
Closed: Tuesdays/4th Wednesday of the month (open on holidays)

Higashi (traditional Japanese pressed sugar sweets)

Special higashi that are a treat for the eye and the palate. Available in a variety of shapes, like Mt. Fuji and cherry blossoms. A perfect gift!



Nokiba Fuji Dorayaki

This dorayaki pancake perfectly showcases its carefully selected ingredients, the warmth of hand baking, and the seriousness of the craftsmanship behind it. The packaging features a nostalgic view of Fujiyoshida.



Suehiro-Fuji Monaka

These monaka wafer cakes are filled with mochi rice cakes and shaped to resemble Mt. Fuji. They're airy, with a fragrant wafer and red bean paste that isn't overly sweet. Super Instagram worthy.

Sakuya Fuji

The east and west come together in a blend of gentle buttery aromas and red bean paste. Pairs perfectly with green tea, black tea, and coffee.



A chiffon cake baked with kindness and hospitality.

Fuji-ffon Large

A soft and fluffy chiffon cake made from carefully selected local ingredients.

It comes in lovely iconic packaging!

Fuji-ffon Rusk

The rusks made from fluffy chiffon batter are sweet and airy. You'll be down to the last one before you know it.



Abend

☎ 0555-24-5888
Address: 1-8-1 Shinnishihara, Fujiyoshida City
Hours: 8:00 a.m. - 8:00 p.m.
Closed: Open all year round

The famous "staff" sweet is modeled after the pilgrim staff that hikers of Mt. Fuji are often seen with.

Mt. Fuji Nagori-yuki(lingering snow) Gift

A variety pack of sweets that includes Nagori-yuki flower cookies, Mt. Fuji spring water jelly and more. It's a perfect choice for a gift! (Includes 6 varieties of sweets, 12 total per pack)

* Inquire about eating and drinking



Qurulu

☎ 090-7813-2691
Address: 2-8-6 Oasumi, Fujiyoshida City
Hours: 10:00 a.m. - 6:00 p.m.

Swiss roll cakes made with love in a small factory

Fruit Macaron (3-Piece)

Delicious and crispy macarons. They taste just as lovely as they look! Gift these for guaranteed smiles.

Try our macarons and cakes made with special ingredients and special technique!



Plane Swiss Roll

The swiss rolls are so fluffy, even knives will get stuck trying to slice through the cake and whipped cream. Beware: you might just end up eating one all by yourself.



Rich Baked Cheesecake

Savor a forkful of this fragrant cheesecake.

Belle et singe

☎ 0555-22-1572
Address: 1440-3 Matsuyama, Fujiyoshida City
Hours: 11:00 a.m. - 7:00 p.m.
Closed: Mondays, Tuesdays

Roadside Station Fujiyoshida Area



Mt. Fuji Radar Dome Museum

The Mt. Fuji Radar Dome, which in the past played an important role in weather observation at the summit of Mt. Fuji, has been relocated and opened to the public as an experiential learning facility. It is a place where you can discover a new side of Mt. Fuji through displays about disaster prevention and the Radar Dome's valuable history, and the "experience the summit cold" installation.

Fujiyoshida Araya 3-7-2 TEL 0555-20-0223
Closed: Tuesdays (excluding national holidays) *Open in July and August every day.



Roadside Station Fujiyoshida

Welcome to the Roadside station specializing Mt. Fuji, Yoshida udon, and water. Stop by during your trip and be sure to check out the local specialty store, the restaurant, and the Fuji water filling station.

You can check local road and weather information on the multivision screen, and there are electric vehicle charging stations (500yen per charge).

Fujiyoshida Araya 3-7-3 TEL 0555-21-1225 Open every day year-round.



Product Store

We have a wide selection of specialty products such as Yoshida udon, Fujiyama beer, Yoshida Udonburi-chan goods, Mt. Fuji goods, and original products that can only be obtained here!



Fujisan Arena & Kids US Land

We're an immense indoor amusement park where kids can play as much as they like on over 30 types of amusements such as jungle gyms, ball pools, and air trampolines. We've also prepared karaoke and massage chairs, so it's a place that the whole family can enjoy without worrying about the weather.

Fujiyoshida Araya 3-7-5 TEL 0555-73-8767
Closed: Irregular schedule



Blessing of Mt. Fuji Water (water filling station).

You can freely taste the vanadium-rich "Mt. Fuji's famous water," which is produced from rain and snow filtering through Mt. Fuji over several decades. Plastic bottles for drawing water are also sold at Roadside Station Fujiyoshida.

Forest Learning Facility "Fujisan no Nukumori Kipokipo"

This is a base facility for forest environmental education that focuses on forest experiences and education. There are lots of wooden toys such as a wooden ball pool, building blocks, a play house and fishing! There is also a "Baby Plaza" where babies can play safely, a tree house that feels like a hideout, and a woodworking room where you can do crafts using natural materials, so you can have a fun time surrounded by the warmth of nature.

Fujiyoshida Kamiyoshida 5605-3
TEL 0555-22-3219 Closed Tuesdays



Onshirin Bike Park

A mountain bike course based on the concept that everyone from first-time riders to pros can enjoy. There are four areas including the pump track and trail course. Complete bike and gear rentals are also available, so no problem if it's your first time! Enjoy Mt. Fuji's natural environment on a mountain bike!

Fujiyoshida Kamiyoshida 5605-3 TEL 0555-25-6566
Closed Tuesdays

Fujisan Museum Park Area

Fuji no Mori / Junrei-no-Go Koen (Pilgrimage Park) (Nickname: Fujisan Museum Park)

Inside the park you can find Fujisan Museum, which introduces the history, folklore and industry of the city that evolved at the base of Mt. Fuji, Kaneyama Falls whose water source is spring water from the Mt. Fuji, Yamanakako, and Oshino Hakkai area, a Kominka Café in a renovated Oshi residence, where outside there is a row of cherry blossom trees in spring, and a maple corridor in autumn, so you can enjoy dishes made with plenty of local ingredients while feeling the four seasons and nature of Japan. You can learn about the history and culture unique to the city, including Mt. Fuji.

7-27-1 Kamiyoshida Higashi, Fujiyoshida City TEL 0555-21-1000
Opening hours: 9:00-17:00 Closed: No holidays



Fujisan Museum (History and Folklore Museum)

In addition to exhibiting historical materials related to Fujisan Shinko (Mt. Fuji worship), we also introduce the constituent assets of the Mt. Fuji World Cultural Heritage Site, as well as the history, folklore, and industry of the region that has evolved with Mt. Fuji.

Mt. Fuji has always been loved by people, and with impressive high-definition projection mapping and the 360° VR theater, anyone can easily and happily learn about and enjoy the charm of Mt. Fuji.

7-27-1 Kamiyoshida Higashi, Fujiyoshida City TEL 0555-24-2411
Business hours: 9:30-17:00 Last entry 16:30
Closed: Tuesdays (excluding holidays) *No holidays in July and August

Folk House Café Konohana

The Restored Osano Family Residence (Pilgrim Residence), an important national cultural property, has been renovated into a cafe where you can enjoy the warmth of the traditional kominka construction. Enjoy the beautiful four seasons of Fuji and meals made with plenty of local ingredients.

Fujiyoshida Kamiyoshida Higashi 7-27-2
TEL 0555-28-5737
Hours of Operation: 10:00 ~ 17:00 Last Order at 16:00
Closed: Irregular Schedule



Enlarged View A

Gekkoji Temple, Kanadorii Gate Area

Arakura Fuji Sengen-jinja Shrine

Chureito Pagoda



Enlarged View B

Omuro Sengen-jinja Shrine

Gekkoji Area
(Nishiura District)

Shimoyoshida Sta.

Gekkoji Sta.

Nishiura District

Chuo Street

Honcho Street

Kinuyamachi

Miyagawa Riv.

Maorigayara Riv.

Yoshida

Yoshida Junior High School

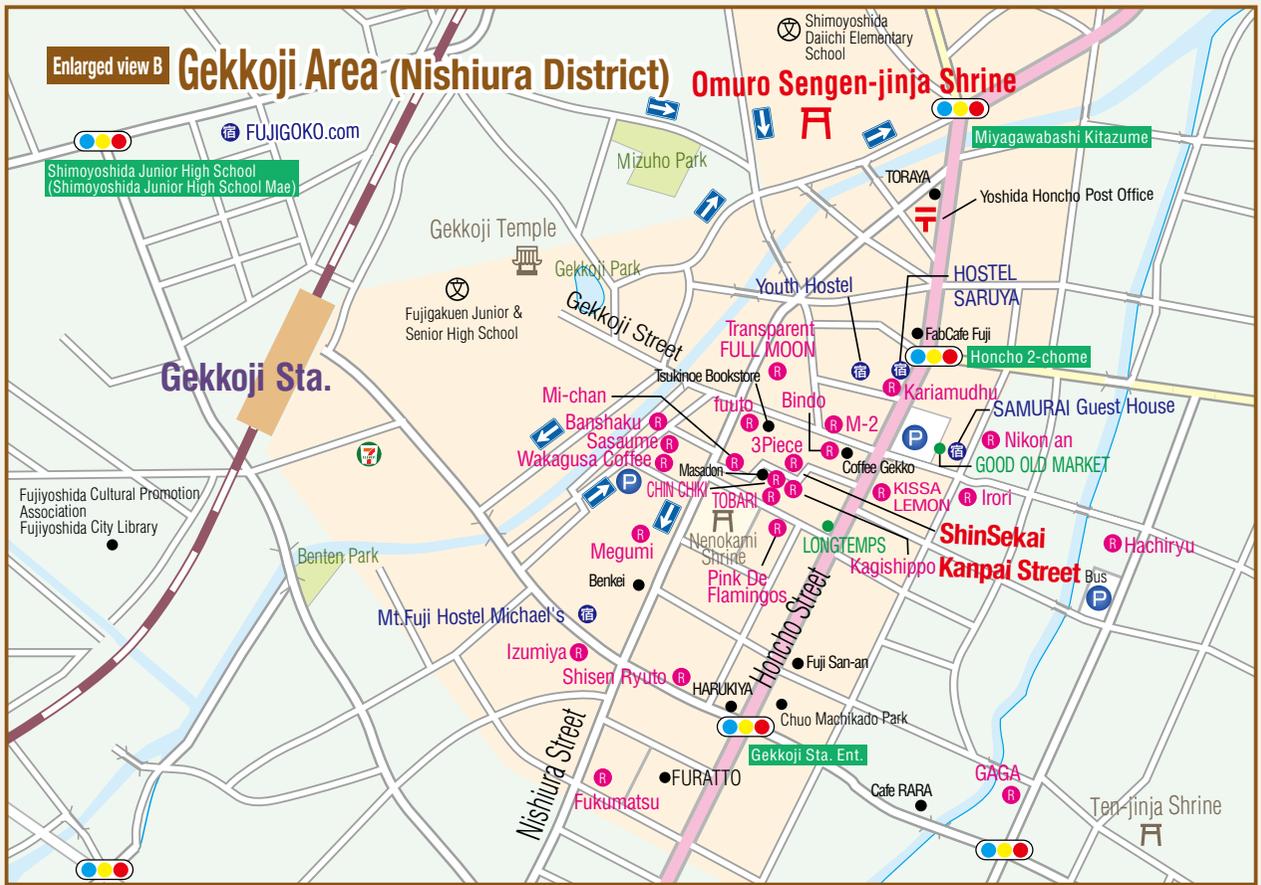
Yoshida Elementary School

Yoshida Post Office

Yoshida Fruit and Vegetable Market

Yoshida Community Center

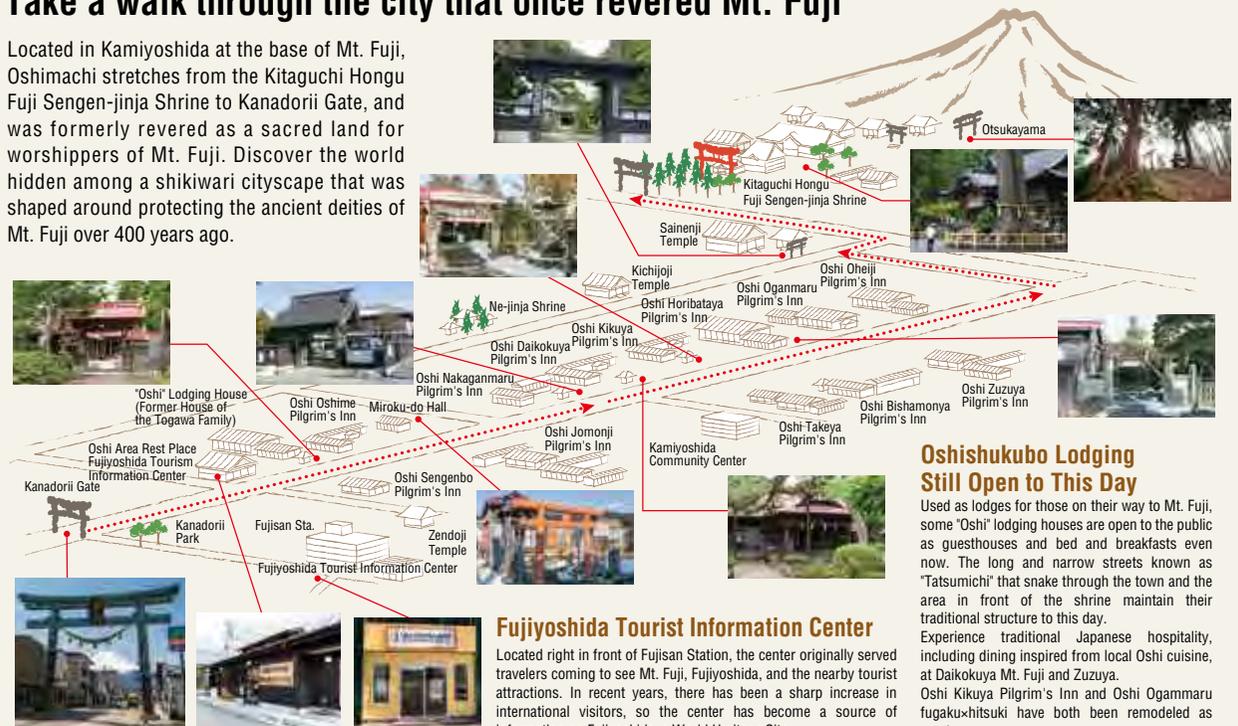
Yoshida Post Office



Oshimachi's Kanadorii Gate Area

Take a walk through the city that once revered Mt. Fuji

Located in Kamiyoshida at the base of Mt. Fuji, Oshimachi stretches from the Kitaguchi Hongu Fuji Sengen-jinja Shrine to Kanadorii Gate, and was formerly revered as a sacred land for worshippers of Mt. Fuji. Discover the world hidden among a shikiwari cityscape that was shaped around protecting the ancient deities of Mt. Fuji over 400 years ago.



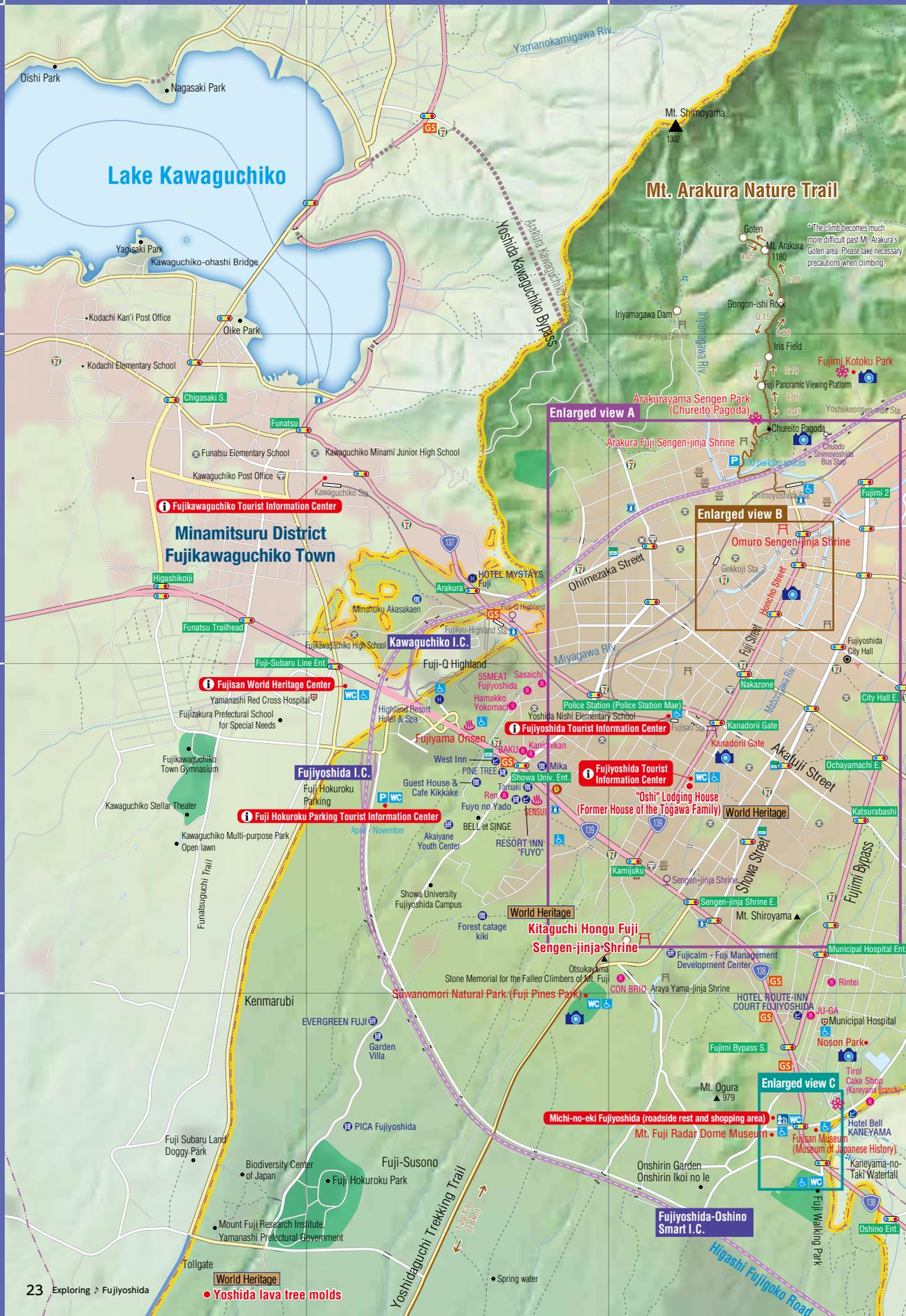
Oshishukubo Lodging Still Open to This Day

Used as lodges for those on their way to Mt. Fuji, some "Oshi" lodging houses are open to the public as guesthouses and bed and breakfasts even now. The long and narrow streets known as "Tatsumichi" that snake through the town and the area in front of the shrine maintain their traditional structure to this day. Experience traditional Japanese hospitality, including dining inspired from local Oshi cuisine, at Daikokuya Mt. Fuji and Zuzuya. Oshi Kikuya Pilgrim's Inn and Oshi Oganmaru fagakuhitsuki have both been remodeled as guesthouses.

Fujiyoshida Tourist Information Center

Located right in front of Fujisan Station, the center originally served travelers coming to see Mt. Fuji, Fujiyoshida, and the nearby tourist attractions. In recent years, there has been a sharp increase in international visitors, so the center has become a source of information on Fujiyoshida, a World Heritage Site.
Address: 2-3-6 Kamiyoshida, Fujiyoshida City. ☎ 0555-22-7000

*With the exception of the "Oshi" Lodging House (Former House of the Togawa Family) and facilities attached to the city's museum, all other buildings are private residences. Please speak with residents if you wish for a tour, and refrain from trespassing.



Lake Kawaguchiko

Mt. Arakura Nature Trail

Minamitsuru District Fujikawaguchiko Town

Fujijoshida I.C.

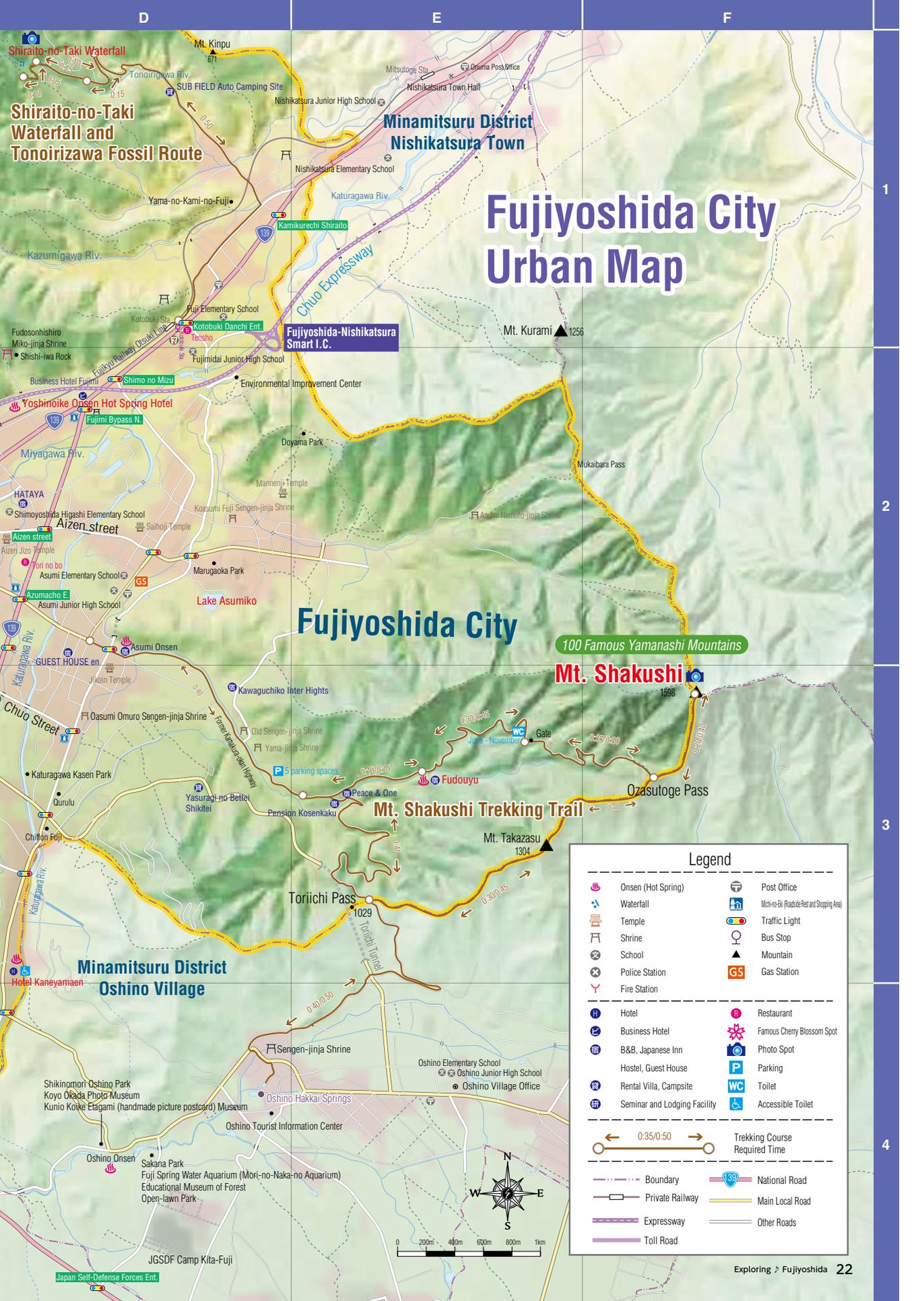
Enlarged view A

Enlarged view B

Enlarged view C

Shiraito-no-Taki Waterfall and Tonoirizawa Fossil Route

Fujiyoshida City Urban Map



Fujiyoshida City

100 Famous Yamanashi Mountains

Mt. Shakushi

Mt. Shakushi Trekking Trail

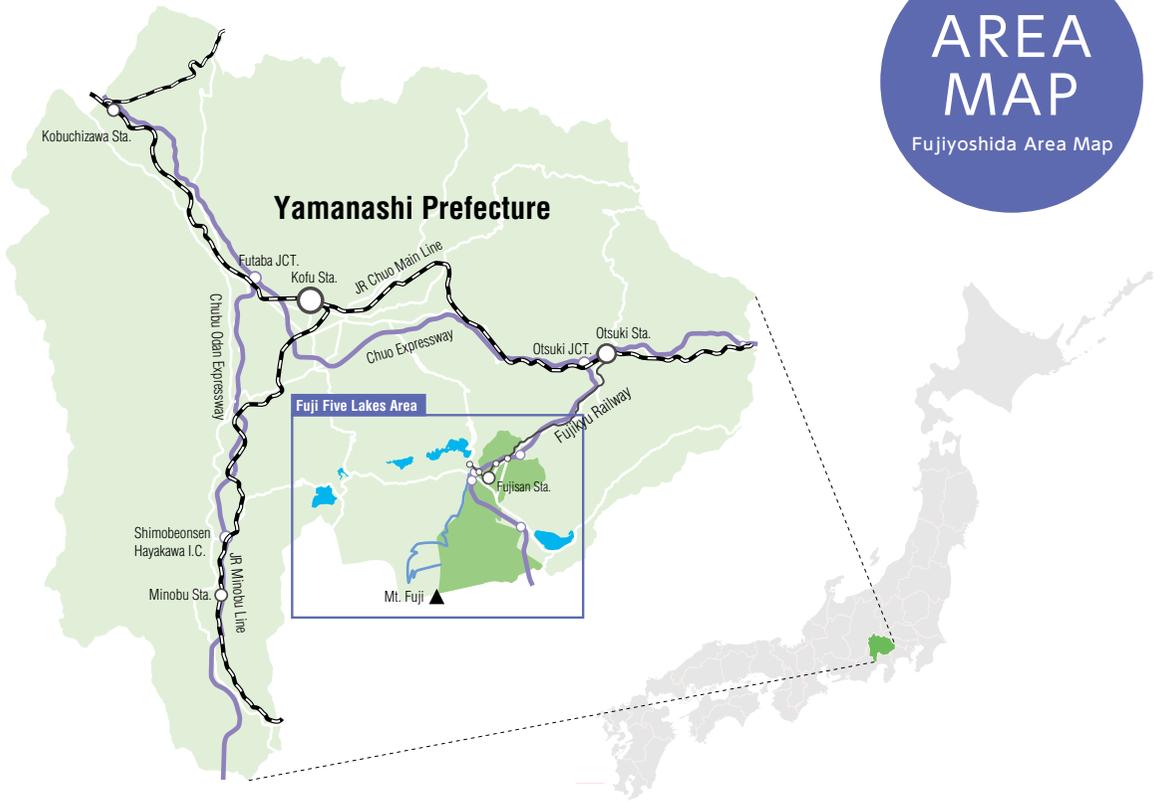
Minamitsuru District Oshino Village

Legend	
	Onsen (Hot Spring)
	Waterfall
	Temple
	Shrine
	School
	Police Station
	Fire Station
	Hotel
	Business Hotel
	B&B, Japanese Inn
	Hostel, Guest House
	Rental Villa, Campsite
	Seminar and Lodging Facility
	Post Office
	Michi-no-Eki (Rest and Shopping Area)
	Traffic Light
	Bus Stop
	Mountain
	Gas Station
	Restaurant
	Famous Cherry Blossom Spot
	Photo Spot
	Parking
	Toilet
	Accessible Toilet
	Trekking Course Required Time
	Boundary
	Private Railway
	Expressway
	Toll Road
	National Road
	Main Local Road
	Other Roads



AREA MAP

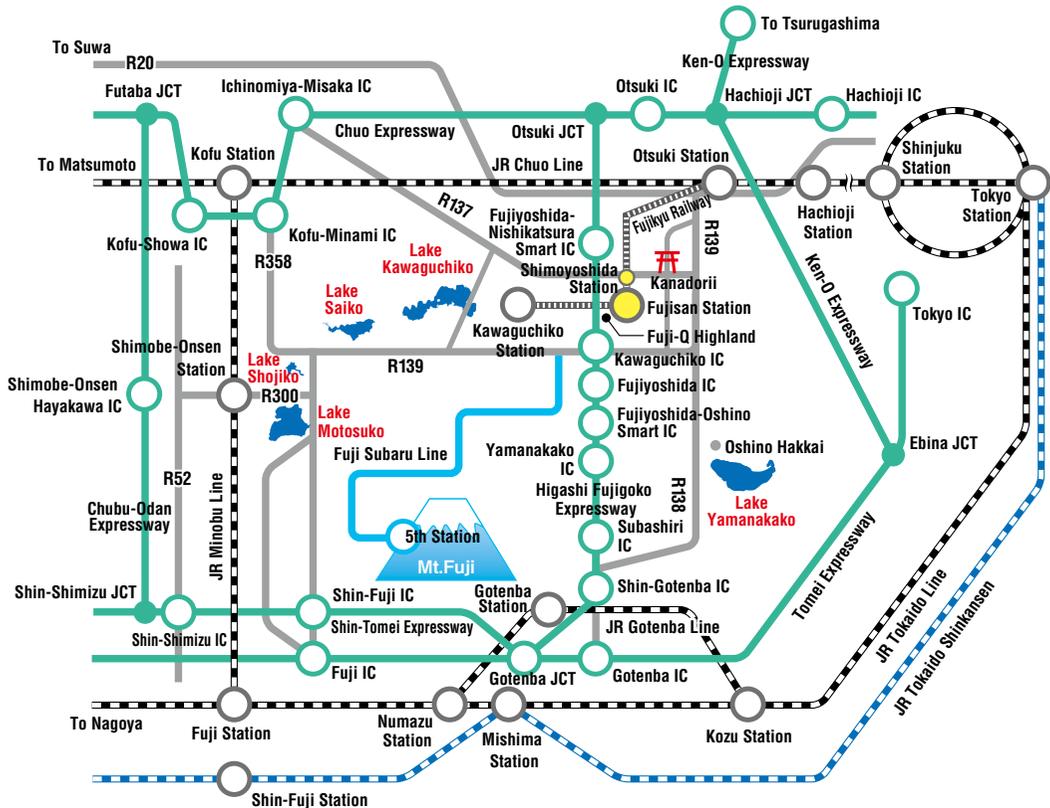
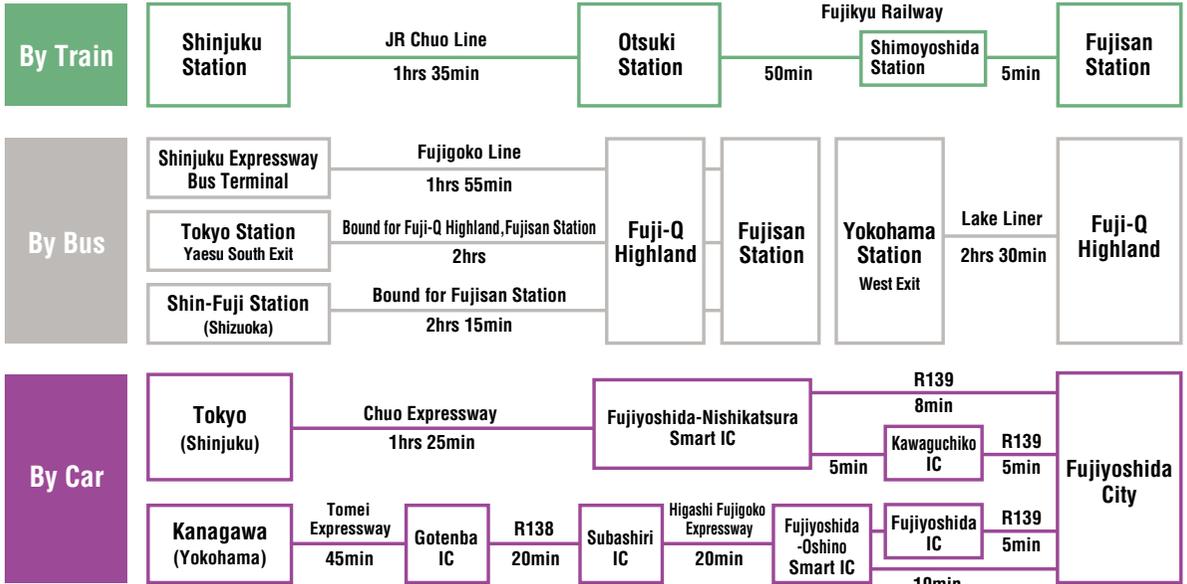
Fujiyoshida Area Map



Fuji Five Lakes Area



ACCESS



Kick up your feet at the base of Mt. Fuji.



Sensui Onsen

The walls and floors of the bath are lined with lava plates, and from the diverse baths to the rest area, the entire onsen hot spring uses underground water from Mt. Fuji. The popular micro-bubble, open-air bath offers front row seats to Mt. Fuji.

☎ 0555-24-2438 Address: 4261 Kamiyoshida, Fujiyoshida City



Fujiyama Onsen

This hot spring onsen is located right in front of Mt. Fuji. The wooden bathhouse is the largest in all of Japan, made of pure wood with traditionally constructed beamwork on display. Enjoy yourself with the luxurious, comforting warmth of the wood and the vanadium hot spring water from Mt. Fuji in this hot spring. Its even said to be good for the skin with its naturally occurring moisturizing agent, metasilicic acid.

☎ 0555-22-1126 Address: 4-17-1 Shinnishihara, Fujiyoshida City



Yoshinoike Onsen Hot Spring Hotel

The Yoshinoike Onsen Hot Spring Hotel is a day-trip hot spring resort where guests can get a feel for times past from the splendid wooden architecture. The black granite bathtubs have an excellent reputation for helping with dry skin and lower back pains. The Yoshida udon noodles served here are also popular. It's located near the Fujikyū Railway's Yoshiikeonsen-mae Station.

☎ 0555-22-3362 Address: 4-11-22 Fujimi, Fujiyoshida City



Fudoyu Onsen

Fudoyu Onsen was opened as a hot-spring health resort as the spring water had been said for generations to have miraculous healing properties. It was especially known all across Japan as a miraculous healing water for those suffering from skin diseases.

☎ 0555-23-9239 Address: 4401 Oasumi, Fujiyoshida City



Asumi Onsen

The baths here are filled from private springs to heal weary travelers. Guests can also enjoy the aura of the countryside, something unattainable in the city. Enjoy views of Mt. Fuji from the nearby garden. Only available to guests staying at Asumi Onsen.

☎ 0555-22-1251 Address: 1-22-8 Oasumi, Fujiyoshida City



Hotel Kaneyamaen

The natural hot spring at Hotel Kaneyamaen was dug 1500 m into the earth and is one of the few high-alkaline springs in all of Japan with a pH of 10.3. The hotel has been well-received for its views of Mt. Fuji, its massive Japanese-style garden, its Reiho Taiko drum show, and seasonal events. Only available to guests staying at the hotel.

☎ 0555-22-3168 Address: 9-1-18 Kamiyoshida Higashi, Fujiyoshida City

Flavors born from tradition and the waters of Mt. Fuji.

Ingredients

The sure winner here is the flash-boiled, finely chopped cabbage. Meat, carrots, scallions, thin deep-fried slices of tofu, and sweet kinpira gobo burdock root are all piled on top. Did we mention the meat is horse meat?

Noodles

Almost all restaurants here hand-make their own chewy noodles. Carefully selected wheat flour is thoroughly kneaded to create the noodles, which are then boiled in spring water from Mt. Fuji, creating a flavor that has more depth the more you chew.

Yoshida Udon Noodles

The soul food of Yoshida is this chewy noodle dish combined with flash-boiled cabbage, spicy-sweet simmered horse meat, and a broth made from a combination of soy sauce and miso paste. There are over 50 udon noodle shops within the city, and they are always bustling with locals. Each shop has its own unique noodles, ingredients, broth, and even condiments, so be sure to try touring a few different shops!

Visitors can receive an udon shop map at City Hall and tourism information centers!



Condiments

Each store has its own condiments called "suridane" which usually begins with chili pepper flakes, and includes sesame and Japanese peppers. Start by tasting the broth and adding in a little bit by bit to enjoy the transformation of the flavor.

Broth

The most popular broth is a soy sauce and miso paste blend, but there's those who prefer only soy sauce, only miso paste, or even broths where you can add in miso paste as you please. Each store creates its own original broth which pairs perfectly with their homemade noodles.



Horse-meat Sashimi

Horses have been revered on Mt. Fuji since the Edo era (1603-1868), so it is said that this horse-meat consumption culture took root in Fujiyoshida City because of the number of horses raised here. To the residents of Fujiyoshida City, the flavor of horse meat is a deeply nostalgic one, reflected in the fact that almost all of the butchers in town sell horse meat. Dip the tender, sweet, and fresh meat with soy sauce, a dab of garlic, ginger, or spicy miso paste and dig in.

Mineral Water

Fujiyoshida City is proud to be one of Japan's leading spring water production areas. There are many places where mineral water is collected, since the area is blessed with delicious waters. Over long periods of time, the rain and snow which fall on Mt. Fuji are filtered by volcanic boulders, springing up around them and absorbing their minerals, making deliciously sweet water.



Fujisan Vegetables

The spring water from Mt. Fuji, which runs cold even in the summer, the well-drained volcanic soil, and the uniquely cold climate in the highlands combine to create an ideal environment for growing delicious vegetables. You can buy vegetables grown at the foothills of Mt. Fuji at Michi-no-eki Fujiyoshida (roadside rest and shopping area) and at supermarkets around town. Or, you can taste them used in irresistible dishes served in local restaurants.





Kanadorii Gate

Kanadorii Gate is the landmark of Oshimachi and is said to be the boundary separating the secular world from the world of Mt. Fuji. Beyond here lies the sacred lands of Oshimachi, maintained by worshippers of Mt. Fuji. At its prime, more than 86 Oshi Pilgrim's Inns stood in this area, bustling with worshippers.



A remnant guidepost in front of Kanadorii Gate

Feel the history of those who worshipped Mt. Fuji Strolling through Oshimachi

On the south side of Kanadorii Gate is Oshimachi, an area created for religious pilgrims who climbed Mt. Fuji. Take in the vestiges of an ancient cityscape comprised of over 80 Oshi Pilgrim's Inns, an area frequented by Mt. Fuji worshippers.



Oshi Area Rest Place Fujiyoshida Tourism Information Center

This is a rest area which has been combined with a tourist information center. It has information on Mt. Fuji--a World Cultural Heritage Site, the Mt. Fuji faith and Oshi, tourist spots, and offers guided tours around Oshimachi called "Oshimachi Sanpo" (advance reservation required).



An audio guide available on your smartphone



Information on Oshimachi's Kanadorii Gate Area on pg. 24

"Oshi" Lodging House (Former House of the Togawa Family)

Religious guides known as "oshi" played a leadership role in the Mt. Fuji faith. They would welcome those here to climb Mt. Fuji into their homes, and managed all of their needs including lodging, guidance, prayers, and more. The former house of the Togawa family was first built in 1768. Even now, visitors can see the unique characteristics of this Oshi Pilgrim's Inn, which includes a water canal called the "Yana River" that runs through the property, used for purification rituals. Inside, visitors can see the tableware used by guests and the white clothing worn by worshippers.



White clothing worn by believers of the Mt. Fuji sect



Gate to the Former House of the Togawa Family



The main building was built 250 years ago



The altar room

Street-side sweets



Mugwort dango dumplings

Toasted dango dumplings

Take them with you as you walk!
This dango dumpling shop's a hit!

Maruya Kashiten

☎ 0555-23-8361
Address: 4-1-17 Kamiyoshida, Fujiyoshida City
Hours: 10:00 a.m. ~ 6:30 p.m.
Closed: Sundays



Ping-Pong Buns

A Japanese sweets shop that offers classic, mild flavors

Kintaro

☎ 0555-23-1188
Address: 4-3-4 Kamiyoshida, Fujiyoshida City
Hours: 7:00 a.m. ~ 7:00 p.m.
Closed: Irregular days



Take a relaxing break in this palm-reading cafe in an old-style Japanese house

Kitaguchi Yumeya

☎ 090-6860-5171
Address: 5-8-18 Kamiyoshida, Fujiyoshida City
Hours: 11:00 a.m. ~ 7:00 p.m.
Closed: Wednesdays



Kitaguchi Hongu Fuji Sengen-jinja Shrine

This shrine was designated by Takeru Yamato as the place from which Mt. Fuji should be worshipped at a distance. Since ancient times, worshippers would visit the shrine to pray before heading for the summit of Mt. Fuji. It is a shrine grove that is deeply connected to the Mt. Fuji faith and "Oshi" priests. (Pg. 05)

ShinSekai Kanpai Street

ShinSekai Kanpai Street used to be known simply as "ShinSekai Street" but in the hopes that kanpai (cheers) would ring out once again, volunteers were recruited to renovate the empty stores. Now, this photogenic night spot has been reborn, lined with Italian restaurants, barbecue restaurants, lounges, grilled skewer shops, and more. There's even frequent live music performances and events.



Nishiura Highballs are made with Wilkinson sparkling water, which uses water from Fujiyoshida, and are served in Nishiura Highball glasses. Every shop has its own recipe, so you can sample each establishment's unique flavor.



Gekkoji Temple and the Nishiura Area at Night

As the night encroaches, lanterns light up one after another and the Nishiura District gradually comes to life. The lasting old-time cityscape is dotted with distinct stores that invite you for a memorable night. The area is crisscrossed with little roads that only stretch for a few dozen meters like Ne-no-Kami Street, which is often traversed by locals, West King Street, which is lined with hostess bars, and Million Street, which is packed with bars and izakaya pubs. Their unique names remind us of the over 200 drinking establishments that once thrived here.



Retro & Nostalgic Back Streets Gekkoji Temple and the Nishiura Area

In the central area of Fujiyoshida, called Shimoyoshida, you'll find a part of town called Nishiura, where remnants of the Showa era (1926–1989) are proudly maintained. This area was once known as one of the Kanto region's best entertainment districts, and to this day the streets are lined with bars. Take a trip back in time and discover a neighborhood that transforms from day to night.



The Tsukinoe Bookstore is a well-established store that has been open since WWII



Cafes hosted in remodeled vintage stores allow visitors to experience classic sights

Gekkoji Temple and the Nishiura Area During the Day

The retro shopping district at the large front gate of Gekkoji Temple is the daytime face of this area. The area runs along both sides of Honcho Street all the way to Gekkoji Temple and has restaurants and shops long loved by locals. There are also older, well-established cafes which have undergone tasteful renovations where guests can enjoy getting to know the shop staff. The aged cityscape that once flourished as a pleasure quarter, and the massive Mt. Fuji just behind it, give travelers that perfect rush they seek.

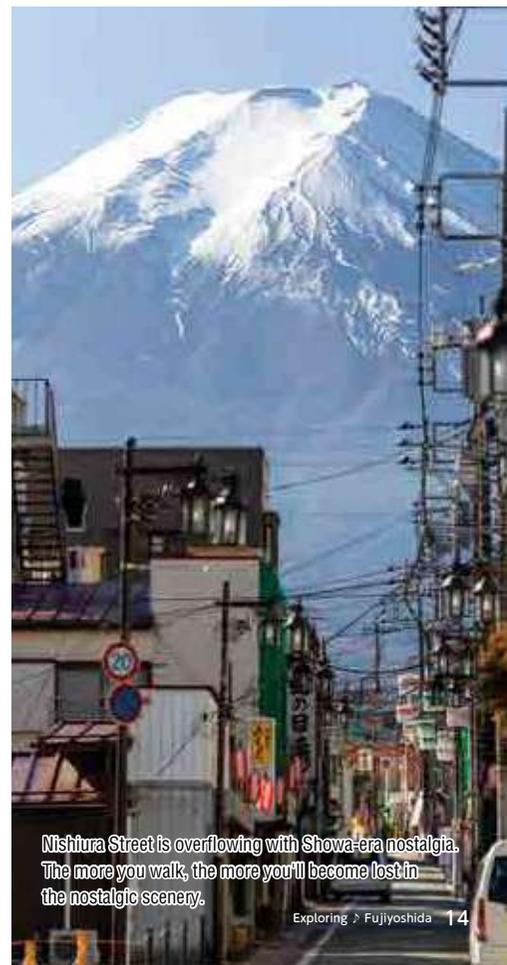


See pg. 24
for an expanded
view of the
Gekkoji Area

An audio guide
available on your
smartphone

ON
THE
TRIP

More information on
Gekkoji Temple and
the Nishiura area



Nishiura Street is overflowing with Showa-era nostalgia. The more you walk, the more you'll become lost in the nostalgic scenery.

Street-side sweets

A unique shop in the city where you can have tea while viewing Mt. Fuji.

Fuji San-an

☎ 0555-23-2525
Address: 2-4-28 Shimoyoshida Fujiyoshida City
Hours: 9:00 ~ 18:00
Morning Set 7:00 ~ 9:30 Tea Room 10:3 ~ 16:00
Closed: Wednesday



A healthy carrot cake with the sweetness of carrots and the slight aroma of spice.



FabCafe Fuji

☎ 0555-75-2214 (Saruya Hostel)
Address: 3-5-16 Shimoyoshida Fujiyoshida City
Hours: 8:00 ~ 17:00 (L.O. 16:30)
Closed: Tuesday

Roasted green tea ice cream from a teashop

HARUKIYA

☎ 0120-241-603
Address: 3-19-12 Shimoyoshida, Fujiyoshida City
Hours: Mon.-Sat. 9:00 a.m. ~ 6:30 p.m.
Sun. 9:00 a.m. ~ 6:00 p.m.
Closed: 12/31 ~ 1/2



Green tea ice cream
Roasted green tea ice cream

Popular square baumkuchen cakes

TORAYA

☎ 0555-23-5277
Address: 3-1-5 Shimoyoshida, Fujiyoshida City
Hours: Mon.-Fri. 9:00 a.m. ~ 1:00 p.m.
3:00 p.m. ~ 7:00 p.m.
Sat. 9:00 a.m. ~ 7:00 p.m.
Sun. 9:00 a.m. ~ 5:00 p.m.
Closed: Irregular days



Baumkuchen cake
(On sale from October to early May)



Hataori-Machi Festival

Hataori-Machi's Events

Fujiyoshida City's textile culture boasts a long history. This event was made to ensure that the area's history and culture will continue to connect with people even 100 years from now. The hataya textile factories that have supported this town since long ago have combined forces with young people who have been taken with its charm to create a new movement.



Hataori-Machi Festival (October)

This is a new kind of autumn festival which began in 2016. Though it originally began with the textile factories in the city, it has since grown to include factory brands from every area and up-and-coming creators, all lining up to sell accessories and textile goods at the Hataori-Machi Market. The event is now packed with all variety of designs and there are unique food stalls, restaurants, workshops, and more. You'll feel the excitement just walking about the town!



Fuji Textile Week (November, December)

Take a stroll around town viewing large-scale works of art, from local weavers and artists living overseas. This winter art festival features a variety of informative programs like talk shows and live performances, as well as weaving exhibitions, bus tours of weaving factories, and more.



Hataori-Machi Christmas (December)

A Christmas market held in Hataorimachi, with a focus on factory brand clothing and fabric products, as well as woodworking goods, accessories, and other items that will inspire your Christmas spirit. The venue will feature delicious eateries and workshops, as well as heartwarming and exciting vendors. Why not spend a fun and delicious time before Christmas at Hataorimachi?



B-Tan Market (varies per year)

B-grade items deemed unsellable due to slight scratches or irregularities in their color, called "B-tan" in Japanese, are held in storage until they are released for public sale at this market. You can snag these items at a bargain price. Plus, because this unique market is held in a textile manufacturing area, you can find scrap and remnants from the manufacturing process, as well as products created from those materials. There are craft and dyeing workshops, concerts, and other activities that adults and children can enjoy together.

For details about the event, please check our official Instagram account (QR code on the right).





LONGTEMPS

Located at the entrance to Ne-no-Kami Street in Nishiura, the Oboshi Furniture Store opened in the sixth year of the Showa era (1931) and has just been remodeled by the third generation owners, a brother and sister. The store's name means "long time" in French, and just as the name implies, they have sold high quality furniture and miscellaneous goods for a long time. They sell miscellaneous fabric-factory brand items like linen goods from TENJIN-factory, as well as goods from R&D.M.Co- and ALDIN. The main appeal of their items is the simplicity of natural materials that have more character the more you use them.

☎ 0555-22-0400

Address: Oboshi Furniture Store New Bld., 3-12-54 Shimoyoshida, Fujiyoshida City

Hours: 10:00 a.m. ~ 7:00 p.m.

Closed: Tuesdays

[MAP](#) [Enlarged View B](#)



LIFE STYLE SHOP ALT STYLE

ALT STYLE is a general store popular with the locals that sells cute and chic miscellaneous goods. Just by gazing at their products, you'll be put in a good mood. Inside, there's the "Fujiyama Ori" corner where they offer their own flashy factory brand goods. These include their GOSHUIN notebooks and "omamori pokke" (charm pouches). Be sure not to miss the goshuin (temple seal) collection book workshop where you can make your very own and choose two gold-brocaded satin damasks from over thirty types. It's sure to make a lasting memory.

☎ 0555-28-5445

Address: 2-13-14 Nakazone, Fujiyoshida City

Hours: 10:30 a.m. ~ 7:30 p.m.

Closed: Wednesdays

[MAP](#) [Enlarged View A](#) [B-3](#)



Take a workation in Fujiyoshida with creators!



SHIGOTABI (Every winter)

A Fujiyoshida local experience where you can hone your sensibilities, foster your creativity, and stimulate your five senses through interactions with rich nature and heart-warming people. SHIGOTABI is an exploration of regional potential based on the concept of "a Voyage of Reflection." Together with creators working in a variety of fields, we will cultivate regional value and gain new perspective by reconsidering local history, culture, industry, and the environment. How about taking a voyage with our creators to discover the new charm of Fujiyoshida City?



The FACTORY SHOP is open every third Saturday of the month.

All textile factory shops open at the same time, hold workshops, and sell their own brand products on this special day. For details about the event, please check with each workshop in advance.



A tour of Hataorimachi



An audio guide available on your smartphone





Shops where
Fujiyoshida textiles
can be
purchased.

Yamanashi Hataori Travel MILL SHOP

MILL SHOP has two meanings behind its name. First, "mill" means "production facility", and second, "mill" sounds like the Japanese word "miru" which means "to see", perfect for this showroom. The artisans use meticulously spun threads to create neatly made stoles, umbrellas, neckties, floor cushions, handkerchiefs, and more. Their textiles are a symbol of this production area.

☎ 0555-23-1111
Address: Mt. Fuji Station Bldg. (Q-STA)
 1F, 2-5-1 Kamiyoshida, Fujiyoshida City
Hours: 10:00 a.m. ~ 8:00 p.m.
Closed: Irregular days

MAP Enlarged View A B-3



Hataori-Machi Information Center (Fujiyoshida Textile Cooperative)

Located directly next to the Fujikyū Railway's Fujisan Station, the center is full of information on Hataori-Machi. It has panels which introduce the history of the textile industry, and provides information on events and other general information. In addition to this, a great variety of woven fabrics have been brought in from local factories and are available for purchase in 10 cm units. You can also purchase original goods, odds and ends, and enjoy making buttons and brooches.

☎ 0555-22-2164
Address: 2-5-1 Kamiyoshida, Fujiyoshida City
Hours: 10:00 a.m. ~ 5:00 p.m.
Closed: Irregular days

MAP Enlarged View A B-3



GOOD OLD MARKET

A shop run by Mio Kataoka, a designer based in Fujiyoshida who aims to express the emotions of daily life in their work. Inside the store, a renovated storehouse, you can find items from Mio's brand GOOD OLD MARKET and IYU TEXTILE, which was jointly developed with Hikari Orimono. They also sell a selection of other souvenirs, like tote bags and drawstring bags made from locally produced necktie fabric, as well as sweatshirts featuring Mt. Fuji designs.

☎ 090-6493-1845
Address: 2-5-25 Shimoyoshida,
 Fujiyoshida City
Hours: 11:00 a.m. ~ 6:00 p.m.
Closed: Mondays, Tuesdays,
 Wednesdays, and Thursdays

MAP Enlarged View B





Exploring **Textiles**

Hataori-Machi, raised by the spring waters of Mt. Fuji

Those who know, know that Fujiyoshida City has been a hataya textile town for a very long time. There are many hataya (textile factories) located in the center of Shimoyoshida, and if you listen closely, you can hear the sound of looms at work.

During the Edo era (1603-1868), it was known for its production of top-class silk goods like Gunnaizjima and Kaiki, leading to nationwide fame. Following WWII, the area developed as a textile hub, producing all kinds of products from umbrellas to blankets to neckties, and more. Their greatest strength was their technique, passed down over generations, most notably of which was their vibrant dying process carried out on the most fine and delicate of silk strings using spring water from Mt. Fuji. This gave their materials a soft texture and it is said that the weaving techniques here are among the greatest in the world.

In recent years, individual factories have begun developing their own unique characteristics, and as such, these factory brands with superior craftsmanship are beginning to gain prominence. Hataori-Machi is becoming livelier by the day. Next time you're here, why not take a tour of one of the factories or try your hand at making something in one of the workshops?



Climbing Season (Mt. Fuji Opening Eve Festival, Mt. Fuji Opening Ceremony)

These festivals are held on July 1st, the official opening of Mt. Fuji for climbing, and June 30th, the eve prior. Devotees clad in white clothing parade through the city from Kanadorii Gate to Kitaguchi Hongu Fuji Sengen-jinja Shrine. Shinto rituals such as one using a chinowa cogon grass ring, the "Omichi Biraki" opening ritual where a giant rope is hung on the Climbing Gate and then severed, summer purification rituals, are performed. Additionally, Shinto music and dances are performed to pray for the safety of the season's climbers.



Fujizakura Festival Yoshida Tainai Festival

The grove of twenty thousand or so Fuji cherry trees between the Yoshida Trail and the Nakanochaya Teahouse is the largest in all of Japan. Fujizakura, also referred to as Fuji Cherry Blossoms, are in full blossom in late April when the Fujizakura Festival is held and cherry blossom tea and other items are sold. Around the same time on April 29th, the Yoshida Tainai Festival, a sacred Shinto ritual, is celebrated by worshippers of Mt. Fuji at the Yoshida lava tree molds. Though it is normally closed, it is opened to the public on this day alone.



Festivals & Events in Fujiyoshida

- Feb.** • Aizen Yakuyoke Jizo Temple Festival
- Apr.** • Arakurayama Sengen Park Cherry Blossom Festival
- Fujizakura Festival
- Yoshida Tainai Festival
- Jun.** • Climbing Season
- Jul.** (Mt. Fuji Opening Eve Festival, Mt. Fuji Opening Ceremony)
- Jul.** • Fuji Mountain Race
- Aug.** • Yoshida Fire Festival
- Sep.** • Yabusame Festival
- Oct.** • Hataori-Machi Festival
- Nov.** • Fuji Textile Week
- Dec.** • Fuji Textile Week
- Hataori-Machi Christmas

Workation • SHIGOTABI

※Please see pg. 12 for SHIGOTABI and pg. 13 for Fuji Textile Week.

Yabusame Festival (Omuro Sengen-jinja Shrine)

The annual Yabusame (Horseback Archery) Festival is held in September. Differing from normal horseback archery festivals, riders do not aim for a target. Instead, the horses' hoofprints are read for fortunes. Known as "Batei Uranai", it is an extremely unique form of fortune telling that took root with the worshippers of Mt. Fuji and devotees of Noshin (god of agriculture). The sacred horses are cared for on the temple grounds.



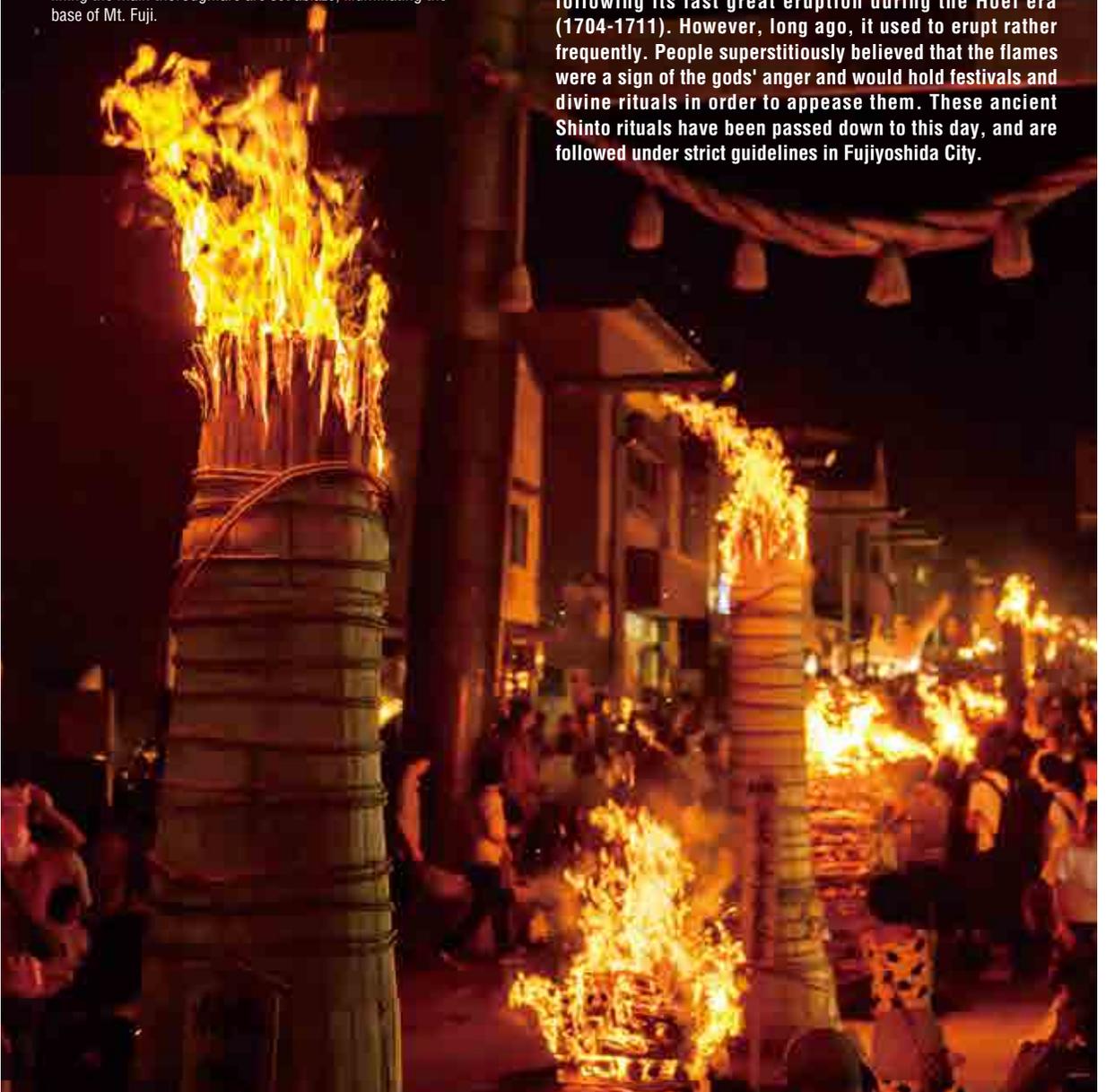
Yoshida Fire Festival

The Chinka-taisai Fire Extinguishing Festival has existed for over four hundred years as a festival to appease Mt. Fuji and prevent eruptions. It is also a festival that marks the end of Mt. Fuji's hiking season. From its unique characteristics, it has been recognized as one of Japan's three most unique festivals. Held on the first night of the two-day Fire Festival held annually on August 26th and 27th, the festival is truly a spectacle to behold as three-meter-high grand torches and household torches lining the main thoroughfare are set ablaze, illuminating the base of Mt. Fuji.

Exploring ♪ Festivals

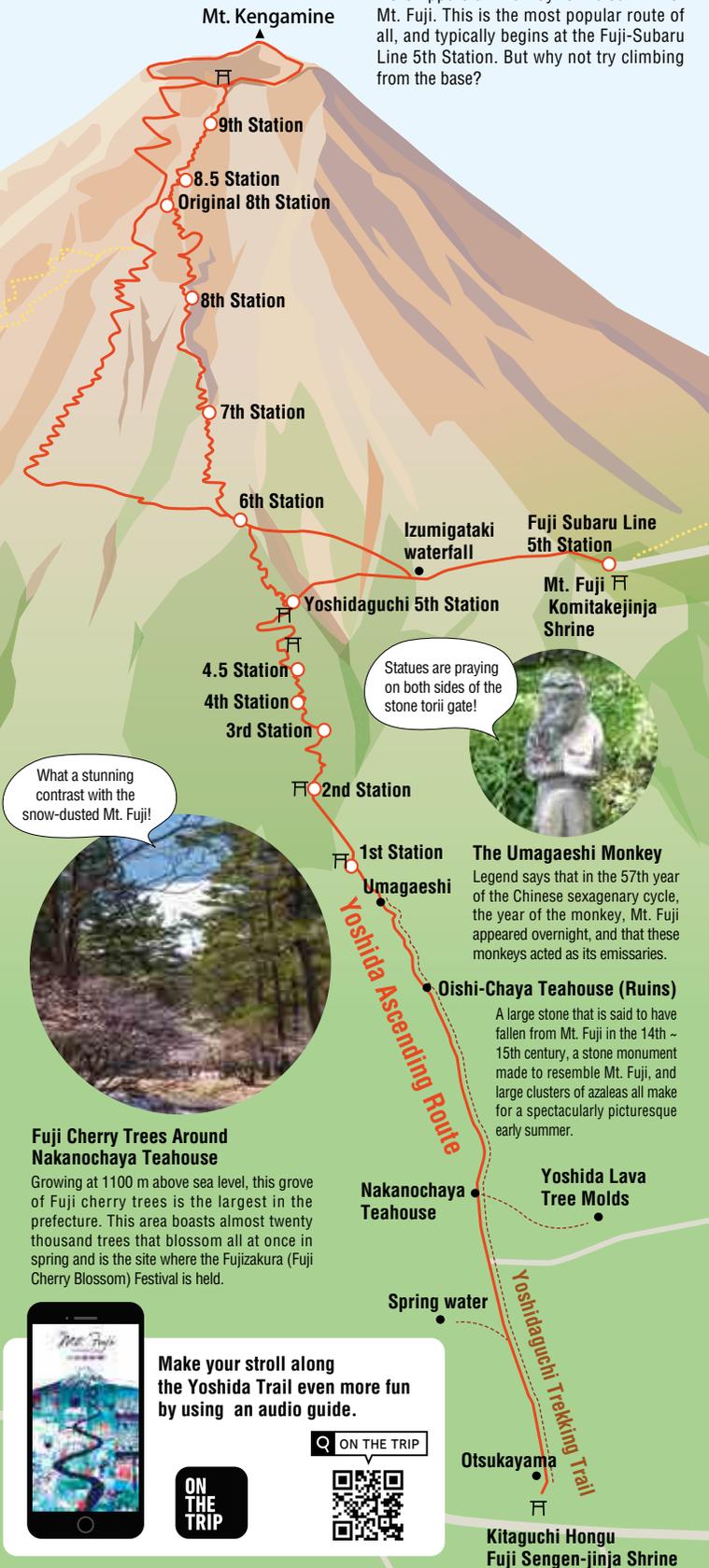
Prayers are offered up to Mt. Fuji to this day.

Mt. Fuji has laid dormant for more than three hundred years following its last great eruption during the Hiei era (1704-1711). However, long ago, it used to erupt rather frequently. People superstitiously believed that the flames were a sign of the gods' anger and would hold festivals and divine rituals in order to appease them. These ancient Shinto rituals have been passed down to this day, and are followed under strict guidelines in Fujiyoshida City.



Yoshida Ascending Route

This is the road that started at Kitaguchi Hongu Fuji Sengen-jinja Shrine and lead worshippers all the way to the summit of Mt. Fuji. This is the most popular route of all, and typically begins at the Fuji-Subaru Line 5th Station. But why not try climbing from the base?



Spring water

This is where a spring that was part of the eight ponds of Mt. Fuji once was. The waters were prized for having miraculous properties. Believers would stop here and pour cold water from this spring over their bodies.



Nakanochaya Teahouse

This is a teahouse about halfway to the Umagaeshi. It was said from here was a holy place which separated this world from the other. You've finally entered the sacred land of Mt. Fuji.



Daimonji-Ya

A resting place in Umagaeshi. You can buy simple refreshments like bottled drinks or cup noodles, or get your very own branded wooden charm. You can even grab some freshly brewed coffee.



Umagaeshi

This was the point where those who were riding horses would have to turn back. There is a stone-made torii gate here, as well as a rest area where refreshment drinks may be ordered (hiking season only).

Fuji Cherry Trees Around Nakanochaya Teahouse

Growing at 1100 m above sea level, this grove of Fuji cherry trees is the largest in the prefecture. This area boasts almost twenty thousand trees that blossom all at once in spring and is the site where the Fujizakura (Fuji Cherry Blossom) Festival is held.



Make your stroll along the Yoshida Trail even more fun by using an audio guide.

ON THE TRIP





Climbing Gate

The climbing gate is the starting point for the Yoshida Ascending Route, and is located on the right, behind the inner sanctuary of the Kitaguchi Hongu Fuji Sengen-jinja Shrine. Worshippers looking to climb and pray at Mt. Fuji would start their ascent here.

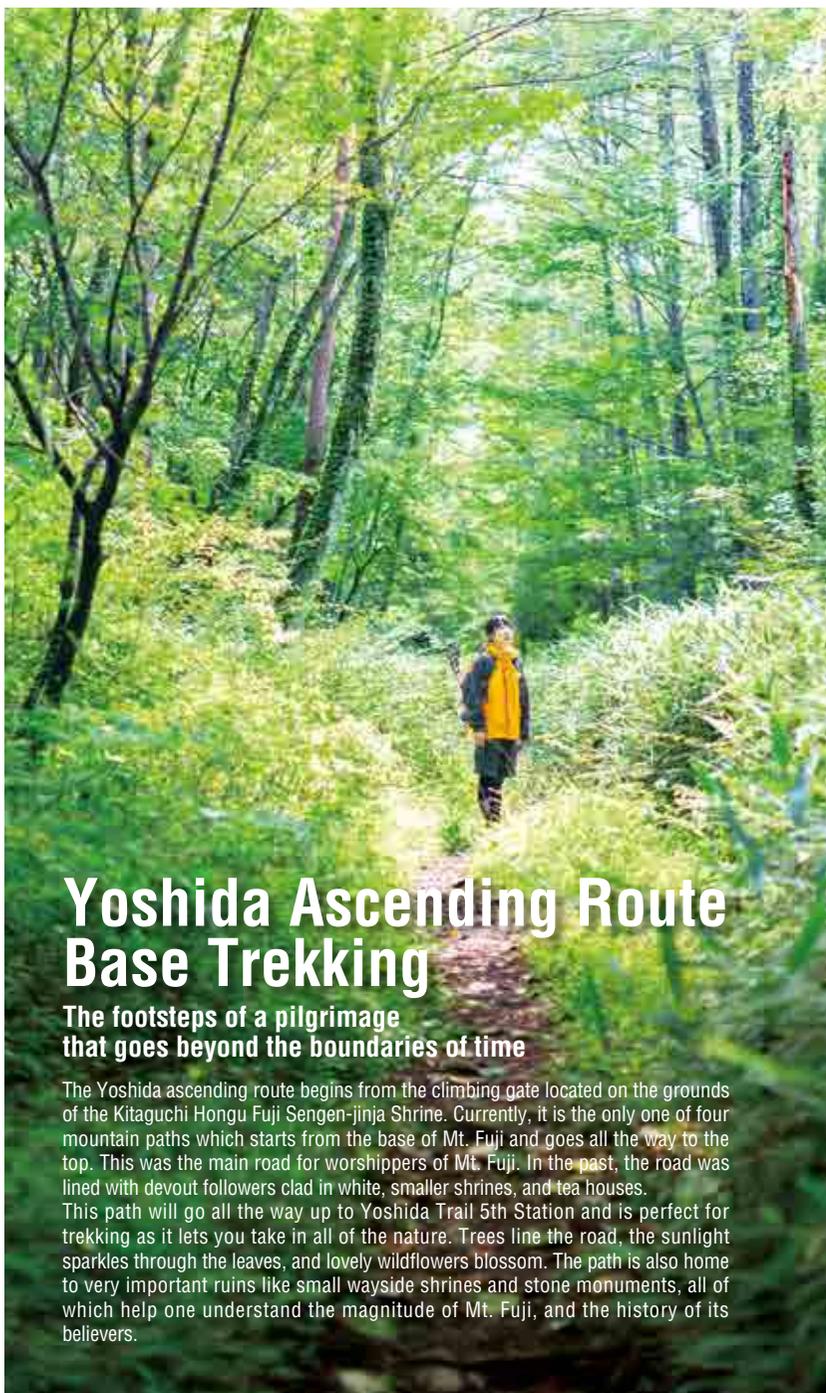


Otsukayama

This is where the Kitaguchi Hongu Fuji Sengen-jinja Shrine was built. There is a small wayward shrine dedicated to Takeru Yamato who, on an eastward expedition, stopped here and stated, "Mt. Fuji should be worshipped from this spot."

Yoshidaguchi Trekking Trail

This trekking trail runs parallel to the hiking course, but lets travelers slowly take in nature as they walk along. The path continues for about 7.5 km until the Umageshi point.



Yoshida Ascending Route Base Trekking

**The footsteps of a pilgrimage
that goes beyond the boundaries of time**

The Yoshida ascending route begins from the climbing gate located on the grounds of the Kitaguchi Hongu Fuji Sengen-jinja Shrine. Currently, it is the only one of four mountain paths which starts from the base of Mt. Fuji and goes all the way to the top. This was the main road for worshippers of Mt. Fuji. In the past, the road was lined with devout followers clad in white, smaller shrines, and tea houses.

This path will go all the way up to Yoshida Trail 5th Station and is perfect for trekking as it lets you take in all of the nature. Trees line the road, the sunlight sparkles through the leaves, and lovely wildflowers blossom. The path is also home to very important ruins like small wayside shrines and stone monuments, all of which help one understand the magnitude of Mt. Fuji, and the history of its believers.



Only a portion of the molds are open to the public on April 29th during the Yoshida Tainai Festival.

Yoshida Lava Tree Molds (Not Open to the Public)

61 meters long, this sacred ground transformed pilgrimages for believers.

These lava tree molds were left behind after trees were sealed in lava, and burnt away. Worshippers of Mt. Fuji believed that the molds resembled the inside of a human body, calling it "otainai", and would worship Konohanasakuya-hime within. It is said that the day before climbing Mt. Fuji to worship, believers would pass through the tunnel, purify their bodies, and once they were reborn, head for the summit.





Kitaguchi Hongu Fuji Sengen-jinja Shrine

The Miraculous Sacred Lands of Those Who Revere Mt. Fuji

This miraculous sacred land is said to be the place where worshippers of Mt. Fuji would always stop to pray before climbing the mountain. The shrine grounds are home to many spiritual spots, including the Tachigyo-ishi rock, which is said to tell the story of the founding ascetic of the Mt. Fuji faith who stood on his tiptoes in prayer in the middle of winter, naked, for thirty days. Here, one can be healed by the vitality of the trees and find clarity. Eleven shrines and halls here are registered as Important Cultural Properties.

Outer Shrine

This splendid outer shrine was built in the middle of the Edo period (1603-1868) thanks to the donations of members of the Mt. Fuji faith. It is overflowing with a unique energy accumulated through religious piety.



Temizusha

The magnificent decorations on these hand washing stations include a dragon which spews water and a spun flower basin created by lava.



Otorii Gate

The gate here is the largest wooden gate in all of Japan. It is reconstructed once every sixty years.



The Bishop's Tachigyo-ishi Rock

The rock upon which the founding ascetic of the Mt. Fuji faith was said to have practiced extreme spiritual training.



Taro Cedar

The Taro Cedar is a massive cedar tree said to be 1000 years old. The roots of this tree resemble Mt. Fuji itself.



Meoto Japanese Cypress

In Japanese, "meoto" means husband and wife. This tree is actually two hinoki cypress trees which grew intertwined together earning it its name.



Heart-shaped Divine Cherry Tree

A cherry tree on the path with a heart-shaped protrusion. It is worshipped as the "holy tree of matrimony".



Marriage charms



Otonomiya Katsura Historic Remains

This katsura tree is where the head of the beheaded third son of Emperor Go-Daigo, Prince Moriyoshi Shinno (Otonomiya), is said to rest. It is said that taking one of the heart-shaped leaves and placing it inside a temple seal collection book will bring one good fortune in meeting a partner.



Sacred Horse Stables

Sacred horses used in the Yabusame (Horseback Archery) Festival are kept and raised here.



Meet some adorable horses!

Barikiya, an organization that aims to preserve the tradition of the Yabusame (Horseback Archery) Festival, is working to create a variety of tourist activities centered around horses. There are all sorts of fun things to do, like guided horseback riding or a tour around the city in a horse-drawn carriage. Don't miss out!



Website



Omuro Sengen-jinja Shrine

An old shrine said to bless those praying to find a good partner.

"Shimomiya-san" is adored by the locals of Shimoyoshida as a local Shinto deity. The shrine is famous for its Yabusame (Horseback Archery) Festival held every year on September 19th. However, it is also popular as a marriage shrine since many prayers to find a good partner have been granted here. Maybe by praying here, you will also have a new encounter in the future?

Lake Asumiko (Lotus Pond)

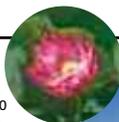
A famous hidden spot as written in the 100 Views of Mt. Fuji by Hokusai

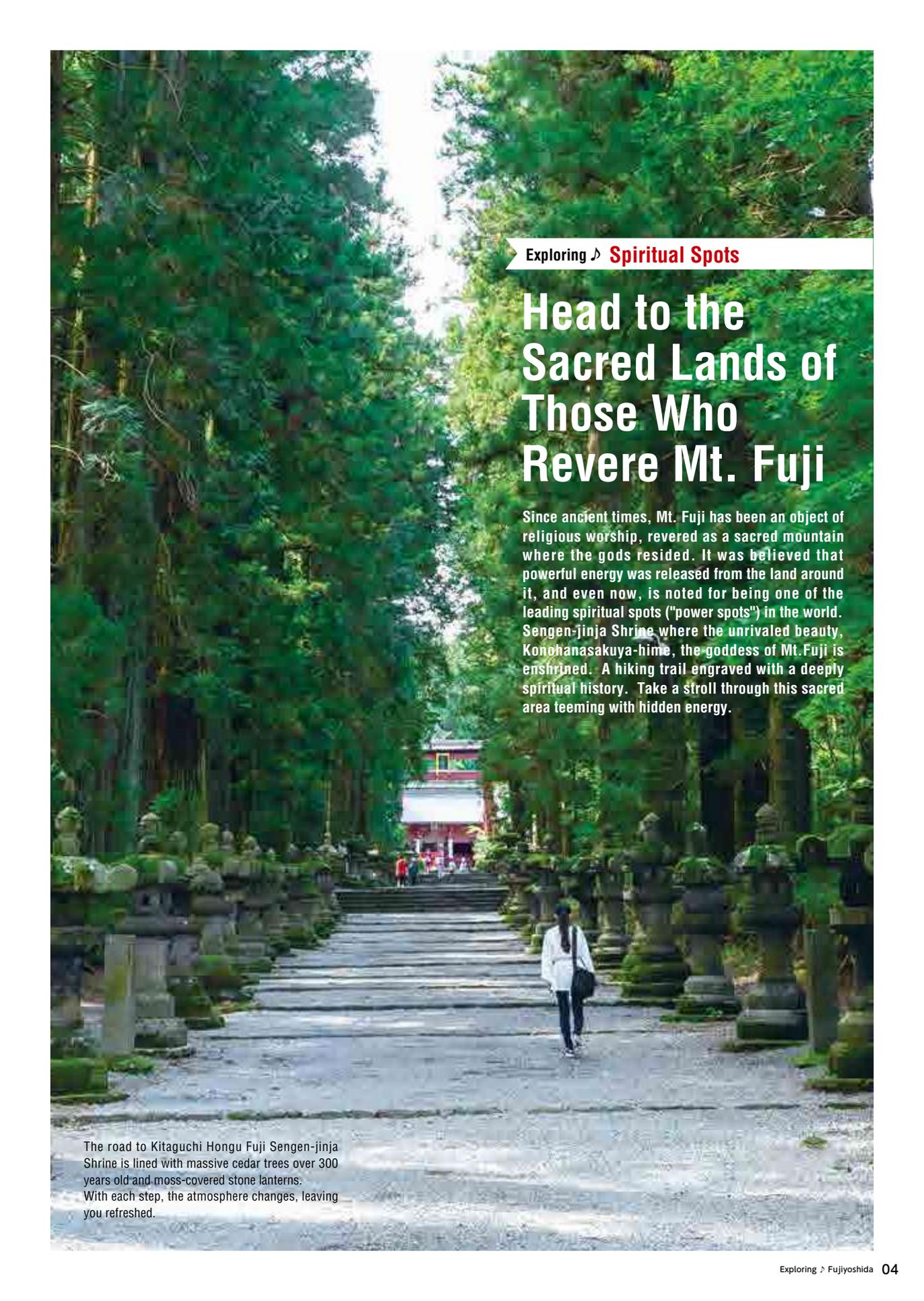
Lake Asumiko is said to be one of the eight spring water ponds of Mt. Fuji and it was where travelers would purify themselves on the path to Mt. Fuji. It is referred to colloquially as "Lotus Lake". It's also said that the ukiyoe artist, Katsushika Hokusai, included this in his painting, "Fuji in Asumi Village". Mt. Fuji is in the background as green leaves spread over the surface of the water and majestic pink flowers blossom above them. It is often the source of inspiration for summer poetry about natural scenery.



Katsushika Hokusai
100 Views of Mt. Fuji
"Fuji in Asumi Village"

The best time to see the lotus is late July to mid-August.





Exploring ♪ **Spiritual Spots**

Head to the Sacred Lands of Those Who Revere Mt. Fuji

Since ancient times, Mt. Fuji has been an object of religious worship, revered as a sacred mountain where the gods resided. It was believed that powerful energy was released from the land around it, and even now, is noted for being one of the leading spiritual spots ("power spots") in the world. Sengen-jinja Shrine where the unrivaled beauty, Konohanasakuya-hime, the goddess of Mt. Fuji is enshrined. A hiking trail engraved with a deeply spiritual history. Take a stroll through this sacred area teeming with hidden energy.

The road to Kitaguchi Hongu Fuji Sengen-jinja Shrine is lined with massive cedar trees over 300 years old and moss-covered stone lanterns. With each step, the atmosphere changes, leaving you refreshed.

Views of Mt. Fuji from Trekking Courses



Arakurayama Sengen Park (Chureito Pagoda)

Mt. Arakura Nature Trail

Take in views of the beautifully symmetric Mt. Fuji with the city of Fujiyoshida. Views of the nearby symbolic Chureito Pagoda with Mt. Fuji in the background is an image that has been introduced in many textbooks as a representation of Japan. The skyline from here has been chosen as one of Japan's Top 100 Night Views and the area is famous for cherry blossoms in spring and fall foliage in autumn. The observation deck was remodeled in February 2022. (The best time to see the cherry blossoms is mid-April).



Arakurayama Sengen Park Cherry Blossom Festival

The cherry blossom festival is held in mid-April when over 650 Yoshino cherry trees within the park are in full blossom. Enjoy spring in Fujiyoshida, basking in the picturesque scenery of cherry blossoms and Mt. Fuji.



Mt. Shakushiyama (100 Famous Mountains of Yamanashi)

Mt. Shakushiyama Nature Trail

Mt. Shakushiyama is 1,598 meters tall at its peak and is an iconic viewing spot of Mt. Fuji due to its unobstructed views. It offers a 360-degree panorama view at the summit. In addition to the overwhelming presence of Mt. Fuji's massive base, you can look out over Mt. Mitsutoge and the Japanese Southern Alps, all the way past Lake Yamanakako to Sagami Bay.



Shiraito-no-Taki Waterfall (Fujimidai)

Shiraito-no-Taki Waterfall and Tonoirisawa Fossil Route

The Shiraito-no-Taki waterfall is 150 m high. Spring water wells up throughout its vast bedrock and forms a beautiful waterfall which flows in thin, silk-like streams, and looks as if it was hand-drawn. The area is also regarded as the most healing spot in Fujiyoshida City. Nearby are the thirty-three visages of Kannon and the strange rock formations noted by the Japanese Buddhist priest, Nichiren. Various wild grasses and flowers grow here, and the view of Mt. Fuji from the Fujimidai viewing platform is extraordinary.



Views of Mt. Fuji from the City

Noson Park

The contrast between the beautiful ridgelines of Mt. Fuji spreading out across a tranquil rural landscape is positively breathtaking. The view of "upside-down Mt. Fuji" reflected in rice paddies is particularly striking and is only viewable during the rice-planting season. The park is a well-kept secret where you can experience Mt. Fuji during other seasons, when moss phlox flowers and ears of rice appear.



Fujimi Kotoku Park

Starting with views of Mt. Fuji embellished with beautiful cherry blossoms, watch as the seasons change and Mt. Fuji becomes decorated with hydrangea, azaleas, Japanese yellow roses, and autumn leaves. This hidden gem is a hit with photographers.



Kanadorii Gate

Said to have been first erected in 1788, Kanadorii Gate serves as the boundary between the secular world and the spiritual realm of Mt. Fuji. It is also referred to as "Ichi-no-Torii" (the first gate) by hikers on their way to climb Mt. Fuji. The majestic mountain can be seen through it.



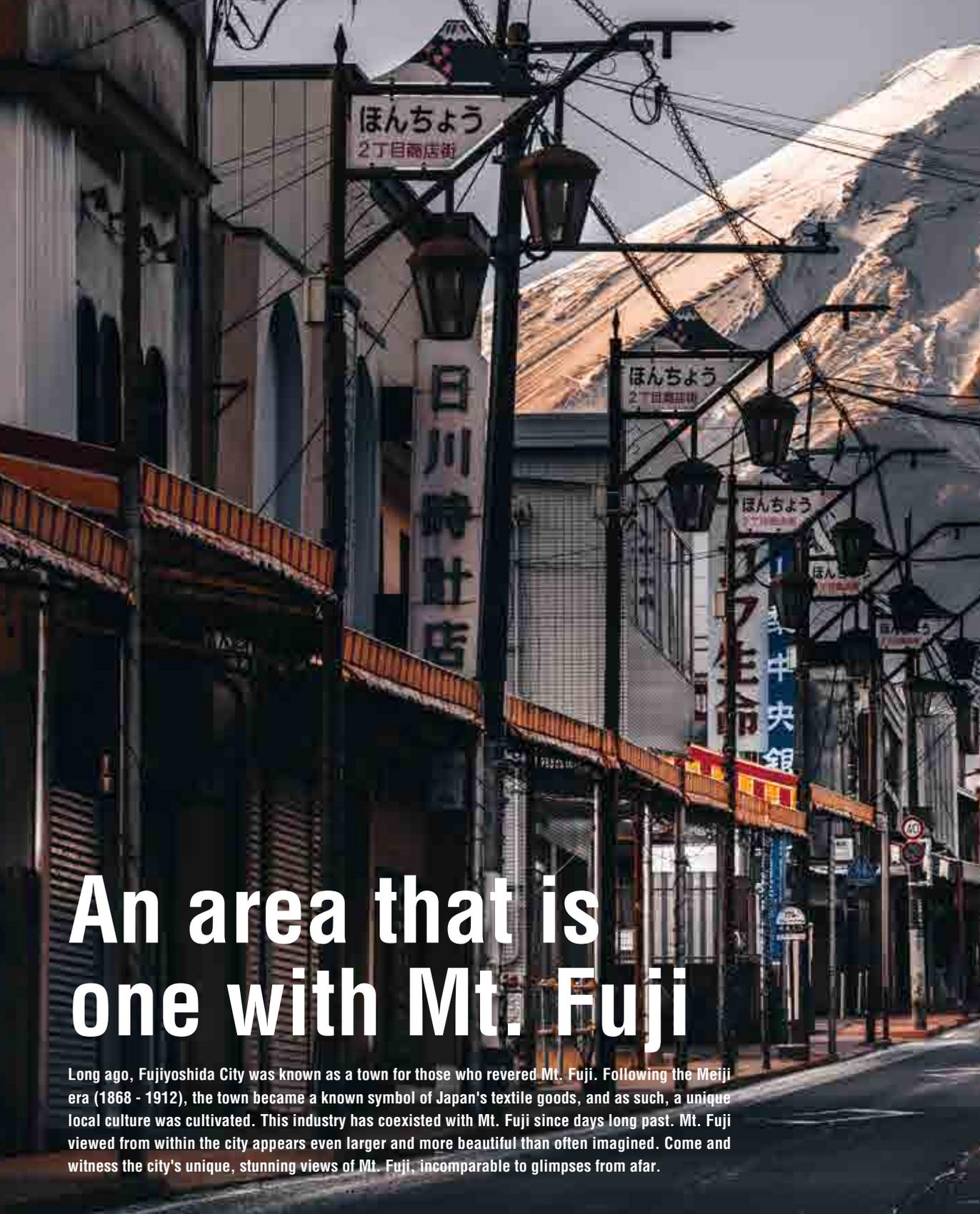
Suwanomori Natural Park (Fuji Pines Park)

This natural park was established in the middle of a Japanese red pine forest that sits 900 m above sea level. The vast green lawns offer great views of Mt. Fuji.



Fujikyu Railway

The Fujikyu Railway operates the closest railway to Mt. Fuji, offering many fantastic spots to take photos of the majestic mountain. Passengers can enjoy views of Mt. Fuji from the windows, making the line itself a tourism spot, and not just a means of transport!



An area that is one with Mt. Fuji

Long ago, Fujiyoshida City was known as a town for those who revered Mt. Fuji. Following the Meiji era (1868 - 1912), the town became a known symbol of Japan's textile goods, and as such, a unique local culture was cultivated. This industry has coexisted with Mt. Fuji since days long past. Mt. Fuji viewed from within the city appears even larger and more beautiful than often imagined. Come and witness the city's unique, stunning views of Mt. Fuji, incomparable to glimpses from afar.

Honcho-dori Street

Honcho-dori street is lined with shops and runs directly toward Mt. Fuji. The sharp contrast between the enormous Mt. Fuji and the retro landscape reminiscent of the Showa era makes for an exquisite view to behold.

* For your safety, please refrain from taking photos in the streets.



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良辰

RK [Photos on the cover and opening pages]

A Japanese photographer with over 750,000 followers on Instagram. His rich and fantastical works are highly acclaimed all over the world. His photos of Mt. Fuji taken from a shopping street in Fujiyoshida were shared on Instagram's official account and received a lot of attention overseas. He continues to share his one-of-a-kind worldview through photos of ordinary places like streets, buildings, and nature.



A Complete Guide to Fujiyoshida City

Exploring Fujiyoshida

English

