



Koshi no Murasaki

Koshi no Murasaki has been making soy sauce for nearly 190 years, starting from the Edo period. The company building, now registered as a tangible cultural property, was completed in 1877. The building is still in good condition and won the first cityscape award of Nagaoka City. It is located where the Old Mikuni Kaido (ancient highway) intersects with the road to the mountain. The landmark jizo statue always watches over people going down the road with a gentle smile. A brewery tour is available with advance reservations. Closed: Saturdays, Sundays and national holidays
phone: 0258-32-0159 <http://www.koshi-no-murasaki.co.jp/>



Takashi Akiyama Poster Museum, Nagaoka

Exhibits display works by Akiyama Takashi from the local community. Special exhibitions and museum university events are also occasionally held.
Open: Friday through Sunday (Closed Monday through Thursday)
Closed for winter (November through March)
Reservations are required.
phone: 0258-39-1233 <http://apm-nagaoka.com/>



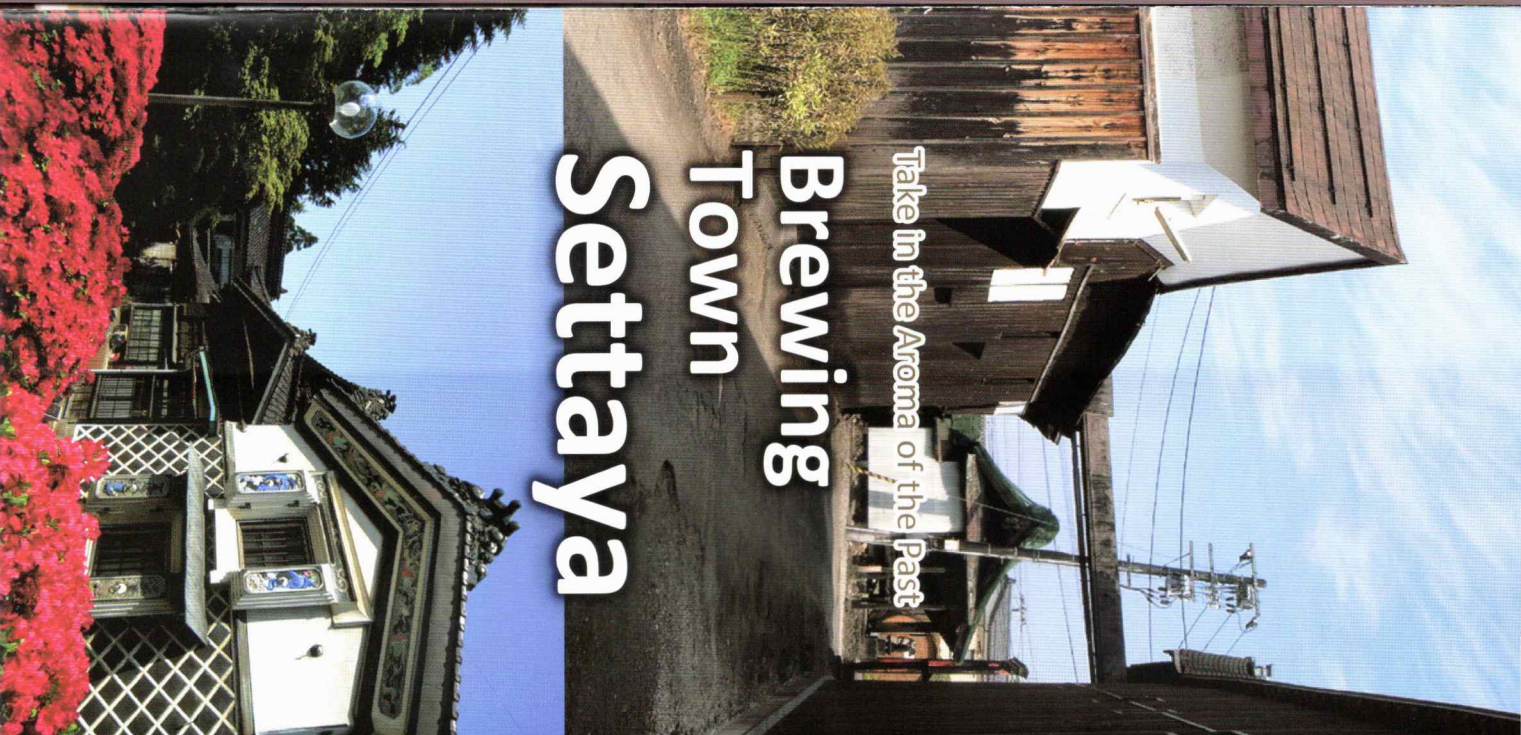
Hasegawa Sakagura (Sake Brewery) Museum Hisagotei
In the hall, hung with *hyoutan* gourds, old sake brewing tools and other items are displayed. You can learn about sake brewing with the video guidance and enjoy taste sitting a variety of sake for free.
Free admission. Irregular holidays. Reservations required.
phone: 090-2724-9751



Hasegawa Shuzo

Founded in 1842. The brick building facing the street is a *koi* room built during the Taisho period (1912-1926). The main house was built in 1886 and renovated in 1924. The house is used as an office today. It is said that the Hasegawa family's origin is from *Shinshu* (present-day Nagano Prefecture), and there is a branch of the famous Suwa Shrine on the west side of the storehouse.
Closed: Saturdays, Sundays, and national holidays
(Brewery tour is not available but sake retail on site is possible)

Take in the Aroma of the Past Brewing Town Settaya



Kina Saffron-Shu Honpo

The writer Hiroshi Aramata introduced the place as the "industrial king's dream house" in his book *Ougon Densetsu* (Golden Legend), inside the long stone wall, buildings and gardens built from the Meiji era to the early Showa era are spread out.

The "Industrial King," Nitaro Yoshizawa, poured money he earned from the production and sales of his saffron liquor into building a unique "Nitaro World" represented by the *kotee-gura* storehouse.

A long-standing conservation movement paid off, and the Honpo is about to be transformed into an attractive tourist facility and local treasure.

Until completion, you can visit on national holidays (Saturdays, Sundays and national holidays from Golden Week until November) and on event days open to the public.

*You can see the outside of the *kotee-gura* storehouse any time. Retail Store is closed on Mondays and Wednesdays.

phone: 0258-33-4560

<http://kina-saffron.com/>



Kofukuji Temple

During the Boshin War, *Nagaoka-han* (Nagaoka Domain) placed their headquarters at this temple and attacked the *Shin Seifu-gun* (new government army) to regain the *Enoki Touge* (an important mountain pass), which they had lost after the *Ojiya Dampan* (Ojiya negotiation).



Old Milkuni Kaido

This ancient highway weaves through the breweries and the aroma of brewing floats in the air. The highway is affectionately called "Old Milkuni Kaido" or "Tonosama Kaido" (Road of Lords) by locals.



Hoshino Main Store

Founded in 1846, Hoshino Main Store has been producing miso and soy sauce since the Edo era, under the trademark *Yamahoshi-san*, and has been highly praised at national competitions over the years. The storehouse on the premises is a three-story storehouse, which is rare in Niigata Prefecture. Soy sauce tasting is available in the store attached to the office. In addition to miso and soy sauce, *kagura nanban* (local spicy pepper) miso, *tsukemono* (Japanese pickles), and other items are available as well.



Miso Hoshi Roku

The *dozo*, a traditional style Japanese storehouse, was taken over and relocated from the Hoshino Main Store in 1897. It is still used as a miso storehouse to this day. Hoshi Roku miso was featured in the long-running Japanese cooking manga *Okishinbo*. It is made the old-fashioned way with select ingredients, and the taste and color of miso deepen with age. Two-year and three-year aged miso are both available at the store.

Closed: Sundays

phone: 0258-32-6206 <http://www.hoshif.com/>



Historical Town Settaya

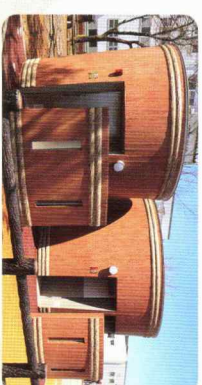
Most of the Nagaoka city area was burned down during WWII, but Settaya made it out of the disaster. Thanks to this, the buildings that were related to brewing from the Meiji and Taisho periods remain to this day and the landscape has a sense of nostalgia. It is said that Settaya prospered as a highway and port town by the Shinano River. It is now widely accepted that Settaya's name was derived from the word *setta-ya*, a simple accommodation for medieval warriors and monks.

During the Edo period, Settaya was incorporated into the territory of Ueno Kan-eiji Temple, where loose regulations and favorable local conditions led to a concentration of miso, soy sauce, and sake brewers. Five brewers continue to manufacture there to this day.

The best way to enjoy this town is to take a stroll and enjoy the aroma of koji and soy sauce. Feel the warmth of history and enjoy Settaya.

Settaya Park

The landmark of this park is the unique toilet which was inspired by the *shikomi-oke*, a preparation tub for Japanese sake and soy sauce making. The information board in the park explains the history of Settaya. In the back, there is a large ginkgo tree and a memorial monument to Fleet Admiral Isoroku Yamamoto, with an inscription lauding his loyalty and strength in the face of adversity.



Yoshinogawa

Founded in 1548, this sake brewery is the oldest in Niigata Prefecture and has lasted for over 470 years thanks to high quality groundwater and other optimal conditions for sake brewing. They modernized quickly, and in the postwar years they have taken on several challenges with the aim of combining technological innovations for sake brewing with traditional techniques. They have taken the initiative in Japan for developing equipment for mass production of *koji*, and have made large-scale preparation possible.

At the same time, they have refined skills based on the conviction that "the basics of sake brewing exist in the *ginjo* style production" and have repeatedly won awards at various review meetings.

The storehouse facing the road on the west of the site was built in 1923, and it is one of the very early reinforced concrete storage buildings in Japan.

Closed: Saturdays, Sundays, and national holidays

phone: 0258-35-3000

<https://yoshinogawa.co.jp/>



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Yoshinogawa Jyo-gura (Historic Storehouse)



Hisagotei

Nagaoka-

Aoshima Ramen (Restaurant)

Shinkiya
(Reserved Dining)


←10 min walk to Saffron-Shu

sti

Curry Lab
(Restaurant)

nk
quelsu
Magg

Shinkin Ba



41

Taiko Banh



soy sauce/miso



Supermarke

Margaret Drabble's *Victoria Wood*

Tsuji Jizo (Historic Landmark)

 = Large Groups OK

Settaya Volunteer Guide Contact Nagaoka Tourism Convention Association