

A sake industry that stays true to its roots

And the area's liquor culture wouldn't be complete without its wineries and beer breweries with unique methods that make the maximum use of local ingredients.

Northern Hokkaido is blessed with all the ingredients needed for a great sake—quality water, rice and wheat. Its freezing temperatures are particularly suited to brewing, which has seen many breweries open over the years since the Meiji Period (1868-1912), and those centuries-old traditions are passed to each new generation.

Asahikawa
Taisetsu No Kura
 Godo Shusei Co., Ltd.
 Brewing since 1988. This brewery produces some of the best sakes in Hokkaido, which are made from locally harvested rice and the clear water of Taisetsu Mountain, which is located near Asahikawa.

Oenon Group Customer Center ☎ 047-705-7790

Rumoi
Mashike Cidre
 Mashike
 Established in 2003. This winery uses a natural fermentation process to make wine from the finest local apples. No artificial flavors or coloring are used.

Mashike Fruit Winery ☎ 0164-53-1668

Asahikawa
Otokoyama
 Established in 1887. Otokoyama's famous sakes have won a string of awards both in Japan and overseas. You can learn all about the culture that informs Otokoyama's practices at the brewery's museum.

Otokoyama Co., Ltd. ☎ 0166-47-7080

Asahikawa
Taisetsu Ji-Beer Kan
 Established in 1996. The best way to enjoy this brewery's craft beer made from Hokkaido ingredients is with a locally sourced meal at the brewery's restaurant.

Taisetsu Ji-Beer Co., Ltd. ☎ 0166-25-0400

Bifuka
Bifuka Shirakaba Brewery
 Established in 2018. Japan's northernmost craft beer brewery. You can enjoy a selection of the brewery's beers with local lamb dishes at the brewery restaurant!

Bifuka Shirakaba Brewery Co., Ltd. ☎ 01656-8-7123

Asahikawa
Takasago Shuzo
 Established in 1899. Step back to the Meiji period (1868-1912) in this brewery's museum, where you can sample famous sakes like Kokushimuso.

Takasago Shuzo Co., Ltd. ☎ 0166-23-2251

Rumoi
Kunimare
 Mashike
 Established in 1882. Mashike has been a port town since the Edo period (1603-1868), and this brewery is a part of its history. Its fascinating stories are told in the brewery museum.

Kunimare Sake Brewery Co., Ltd. ☎ 0164-53-1050

Nayoro
Shinga
 This winery first began growing grapes in 2011, and debuted with its first wine in 2019. Shinga's mission is to get the best out of the area's natural bounties.

Shinga Co., Ltd. ☎ 01654-3-2400

Best cuisine

After working up an appetite enjoying northern Hokkaido's powder snow and exciting activities, refuel with these amazing local dishes.



Shinko-yaki

An Asahikawa soul food. Ultra-juicy chicken is grilled in a sweet, spicy marinade. It's served at many of the city's Japanese-style pubs (izakaya), and each izakaya has its own unique style.



Sushi and seafood rice bowls (donburi)

Areas on the Sea of Japan coast, like Rumoi, are a seafood paradise. Enjoy fresh local specialties including herring roe (kazunoko), Alaskan pink shrimp and more.

Maruki (Rumoi) ☎ 0164-42-1476



Soup curry ramen

This irresistible dish pairs aromatic curry soup with thick ramen noodles made on-site from Hokkaido Haruyutaka wheat.

Mutsumi Shokudo ☎ 01656-2-1271



Simmered Genghis Khan

Marinated lamb is simmered with vegetable and udon noodles in flavorful tare sauce. The tare infuses the meat and vegetables with a delicious umami flavor.

Restaurant Akagera ☎ 01654-2-2131



Suffolk lamb

The signature dish of Shibetsu. This rare breed of sheep is only found in a few places in Japan. Their meat is prized for its soft texture and mild flavor. The most famous way to enjoy it is grilled in marinade in a dish called Genghis Khan. Amiyaki (lamb grilled on a wired net) is another must-try.

Getting around

Local bus services are a convenient way to get around northern Hokkaido.

Kamui Ski Links

City service
4 services each way per day (city loop)
 Every day from December 18 to April 3

No. 455, Rapid Santa Links service
 Dohokubus Corporation ☎ 0166-23-4161

Airport service
2 services each way per day (direct service)

Reservations for the winter-only airport service can only be made through travel agencies.

Kamui Ski Links ☎ 0166-72-2311



Piyashiri Ski Resort area

Nisshin Piyashiri service
5 services each way per day
 Every day from December 1 to March 31

Nayoro Station to ski resort. Free for those getting on or off at the ski ground!

Melshibus Co., Ltd. ☎ 01654-2-4151



Note: Information is correct for the 2021-2022 season.

Hokkaido's initiatives against the novel coronavirus (COVID-19)

Hokkaido locals and businesses are adopting a "new Hokkaido lifestyle" in a Hokkaido-wide initiative to prevent the spread of COVID-19.



Inquiries about tourist information

- Asahikawa Tourism and Local Products Information Center
- Taisetsu-Hokkaido Activity Center

East Concourse, JR Asahikawa Station, Miyashita-dori 8-chome 3-1, Asahikawa

☎ 0166-26-6665 FAX: 0166-22-6704

Northern Hokkaido

Your next adventure

Spend the day enjoying some of the best powder snow in the world, indulge the foodie in you with local cuisine and sake and get to know a culture like no other. Asahikawa, Nayoro, Bifuka, Shibetsu and Rumoi have something for everyone.



Asahikawa

The second largest city in Hokkaido, Asahikawa's subzero winters and incredible powder snow set the scene for the ultimate range of winter activities. Add in delectable local dishes and a rich culture and you have the perfect urban resort.

☉ Kamui Ski Links

25 courses, maximum gradient 35°, longest course 4,000m. A variety of uncompacted courses are available to get the best of the powder snow.

☎ 0166-72-2311



Lots to enjoy in the plaza by the south gate of Asahikawa Station and the surrounding area

☉ Snow activities



During the annual Snow Garden event, a skating rink is set up and a Snow Train (sleds pulled by a snowmobile) makes its way between venues. You can also enjoy fat biking, cross country skiing and snowshoeing (rentals are available)!

Asahikawa Tourism and Local Products Information Center
JR Asahikawa Station East Concourse
☎ 0166-26-6665

☉ Learn about the history and culture of the Ainu people

Asahikawa Museum

With thousands of items related to Ainu culture, Asahikawa Museum shares the past and present of the indigenous Ainu people. You'll also see exhibits on the nature and history of the Asahikawa area—a great way to gain an in-depth understanding of the places you'll visit.



☎ 0166-69-2004

Kawamura Kaneto Ainu Museum



Opened in 1916, this is the oldest privately established Ainu museum in Japan. You're invited to try a variety of activities from Ainu culture—play a mukkur (mouth harp), try traditional embroidery and sample Ainu dishes.

☎ 0166-51-2461

☉ Immerse yourself in Japanese sake culture

Kaku-uchi

Kaku-uchi is a part of Japanese sake culture that dates back to the Edo Period (1603-1868). A corner (kaku) is set up in sake stores where you can order sake exactly the way you like it and drink it while standing there. This is a great way to enjoy rare types of sake that are unique to the store.

Uedaya ☎ 0166-25-8222



Sanroku-gai Furariito Paris-gai

The second biggest restaurant district in Hokkaido

The area to the north of Asahikawa Station boasts around 1,000 restaurants and bars, from Japanese-style pubs (izakaya) serving homestyle dishes to Asahikawa's famous specialty ramen restaurants. It's not a vacation without the excitement of choosing where to eat and what to try.



Rumoi

Located on the Sea of Japan coast, Rumoi offers an incredible bounty of locally caught seafood—sea urchin, scallops, octopus, shrimp and more—and has built its main industry by developing a variety of great processed seafood products. Its scenery is breathtaking, with a view of Teuri and Yagishiri Islands in the Sea of Japan and hills and mountains inland.

☉ Mashike Shokanbetsu-dake Ski Field



6 courses, maximum gradient 30°, longest course 1,400m. The deep blue of the Sea of Japan in the background contrasts beautifully with the snow on Mt. Shokanbetsu-dake. Whether you're a beginner or an expert, there's a course that's perfect for you.

☎ 0164-53-3002

☉ Find inner peace by trying Zen meditation



Get away from it all and get back in touch with yourself by trying Zen meditation. Zen meditation is about finding peace by tuning in to your body and mind and focusing on the here and now. If you time your trip right, you can join a session.

Jufuku-ji Temple (Soto sect) ☎ 0164-42-1346

Bifuka

The Teshio River, the second largest river in Hokkaido, runs through the center of this picturesque town. Bifuka reaches -30°C in winter, and the record for the deepest snowfall is almost 150cm. This is a town nourished by exquisitely pure water—it is home to the Cold Water and 16 Waterfalls of Niupu, which were selected as one of the Top 100 Waters of the Heisei Era (1989-2019).

☉ Bifuka Have a go at snowboarding with a yuki-ita!



A yuki-ita is a simple snowboard with no binding or edge—you're basically surfing on the snow. What makes it even more unique is that you start by making your own board by hand.

Bifuka Tourism Association ☎ 01656-9-2470

☉ Horokanai Fish for Wakasagi smelt on the ice of Lake Shumarinai



Holes 15-20cm wide are drilled in the thick ice over the lake so that you can try fishing for Wakasagi smelt. You'll be so captivated that you'll lose track of the time.

Shumarinai Fresh Water Fisheries Association ☎ 0165-38-2470

Nayoro

Nayoro produces more of the special rice used in mochi (rice cakes) than anywhere else in Japan. With a whopping 60°C difference between the hottest and coldest temperatures of the year and two rivers—the Teshio River and the Nayoro River—providing an abundance of water, Nayoro has the right conditions for many different crops.

☉ Nayoro Piyashiri Ski Resort

9 courses, maximum gradient 35°, longest course 1,800m. You'll be amazed by the variety of the courses—forest trails, walls, trees covered in ice tufts called rime, and more. After a day of skiing, relax and recharge at the Nayoro Onsen Sun Pillar hot spring.

☎ 01654-2-1180



Powder Snow Safari

Ride a snowmobile all the way to the top of Mt. Piyashiri and marvel at the "Snow Monsters", a captivating thicket of trees covered in snow tufts called rime.

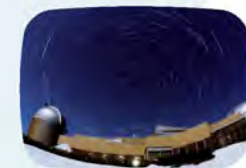
Picnic in the snow

This activity takes you into the forest on a snowmobile, where you can enjoy sledding, snowshoeing and other great experiences that are at their best in a snowy forest.

Nayoro Sight-seeing & Town Planning Association ☎ 01654-9-6711



☉ Nayoro Observatory Kitasubaru



(Check the public schedule for the planetarium and Pirka Telescope before visiting to avoid disappointment.)

This observatory is home to Japan's second-largest publicly available astronomy telescope, the Pirka Telescope, among other unique telescopes. There's also a 50-seat planetarium. See the incredible winter constellations up close.

Kitasubaru ☎ 01654-2-3956



☉ Sun pillars an ethereal natural phenomenon

Sun pillars are a rare phenomenon that can only be seen in very cold areas under the right combination of conditions. They're caused by the sun reflecting diamond dust in the air.

Shibetsu

Located at the head of the Teshio River with a view of Mt. Teshio-dake, the highest peak in the Kitami mountain range, Shibetsu is home to a diverse range of farms, from rice paddies and fields of crops to livestock farms. Suffolk sheep have been bred and raised here for many years, and fields of grazing sheep can be seen from several of the area's attractions.

☉ Shibetsu-shi Hinata Ski Resort

5 courses, maximum gradient 36°, longest course 1,000m. If there's one thing the world knows about this area, it's that the powder snow is some of the best in the world. This ski resort has something for everyone, from beginners to experts. Next door is the Hinata Onsen hot spring, a popular spot among locals.

☎ 0165-26-2577



☉ Snowmobile Land in Shibetsu

Have a go at driving a snowmobile! An instructor will teach you everything you need to know. You can also enjoy tubing and riding on a banana boat.

Shibetsu Doiyukai Country Club ☎ 0165-23-1281



☉ Kembuchi Airboarding



Looking for a winter sport with even more thrills than skiing and snowboarding? Kembuchi has the experience for you. With an instructor to help you, you'll be powering down the specially designed slope at speeds you never imagined!

Viva Alpaca Farm ☎ 0165-34-3911

☉ Kawanishi No Oka Shizuo Farm



The Suffolk lamb from this farm is so famous that it was even served to heads of state at Yokohama APEC. You can enjoy this world-class lamb with fresh vegetables from the farm at Farm Inn λ (Lambda) and Restaurant Pecora Kitchen.

☎ 0165-22-4545

Takibi Campground Shibetsu Pecora

This eco-campground in the farm is the result of the farmer's combined passion for sheep farming and camping. There's an extensive range of facilities, including a restaurant, café and souvenir store.

☎ 080-5152-3619



☉ Wassamu Dig up wintering cabbages in the area that invented the practice

Cabbages harvested in the fall develop a higher sugar content when left in the snow. So as a town with heavy snowfall, Wassamu plays to its strengths. You can try digging up these wintering cabbages yourself.

Industry Promotion Section, Wassamu Town Hall ☎ 0165-32-2423

