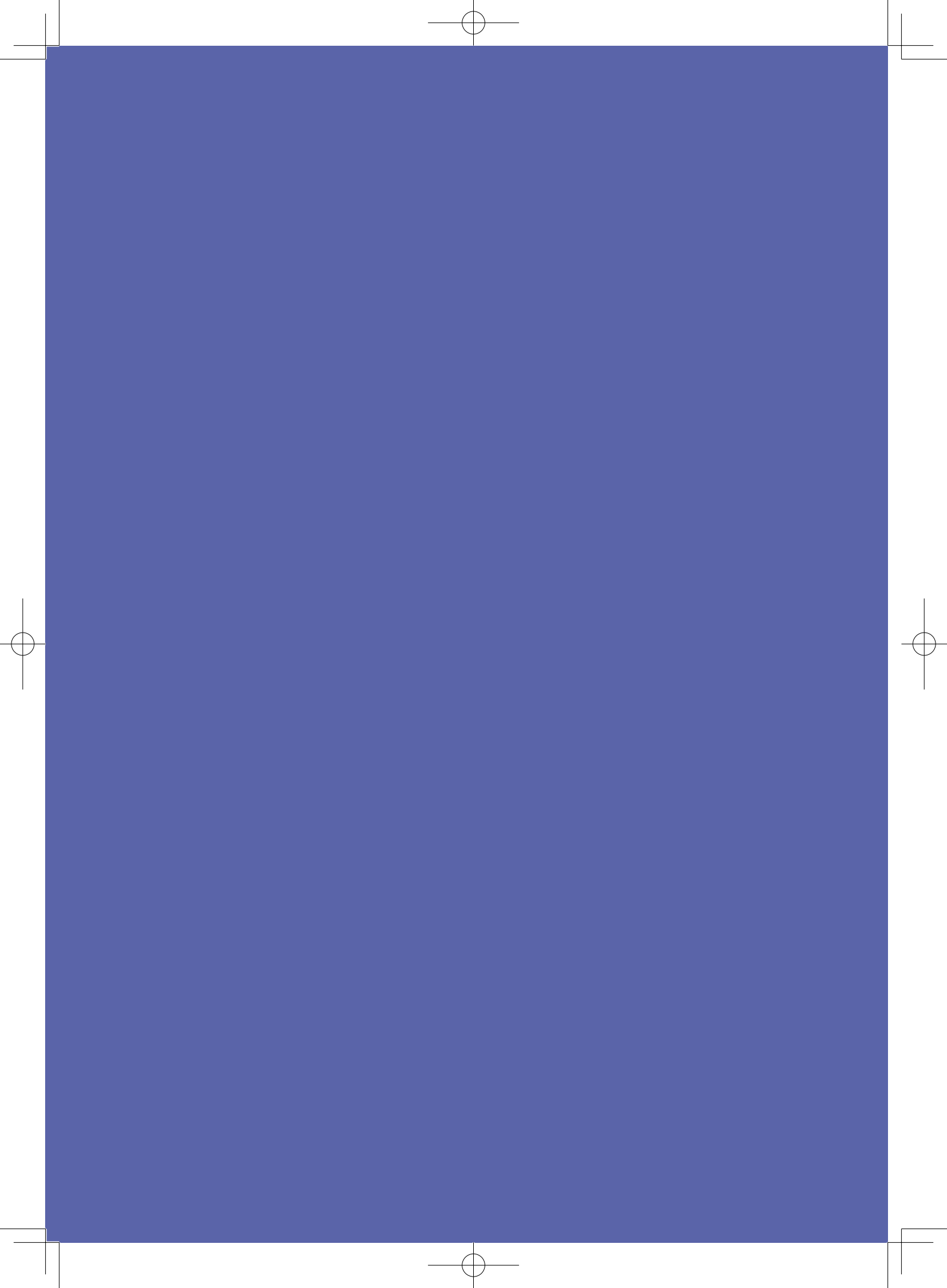


日本の魅力
発見プロジェクト
～千葉県北総地域～

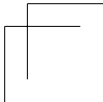
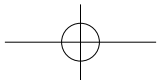
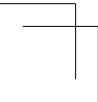
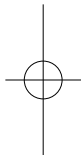
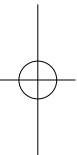
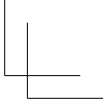
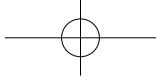
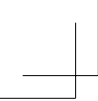
CHIBA — 千葉

BEYOND ORDINARY ITINERARIES

The Hokusō Area
in Chiba Prefecture



Beyond Ordinary Itineraries
The Hokuso Area in Chiba Prefecture



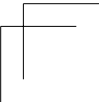
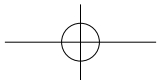
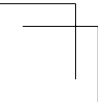
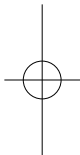
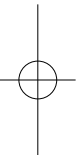
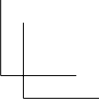
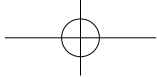
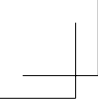
日本の魅力
発見プロジェクト
～千葉県北総地域～

CHIBA

千葉

BEYOND ORDINARY ITINERARIES

The Hokusō Area
in Chiba Prefecture



CONTENTS

p.10

Introduction

Tradition – Inheriting the Spirit and the Soul

p.11

Chapter.1

Sawara

The Town That Recovered Its Lost Glory by Inheriting the Past Leaders' Spirit

p.27

Chapter.2

Kouzaki and Shisui

Sake Breweries Which Connect the Inherited Soul of the Founders and the Future

p.34

One Day Trip

to Sawara, Little Edo, in Chiba





伝統とは精神を 継承することをいう

Tradition – Inheriting the Spirit and the Soul

千葉県の観光地といえば、ディズニーランドがある東京湾沿いの地域か、房総半島の海沿いの地域が有名で、茨城県寄りの千葉県北総地域といってもピンと来ないかもしれない。成田空港の近辺で、明治神宮に次いで初詣客が多く、有名人を招いて盛大に開かれる節分会で有名な成田山新勝寺があり、近年巨大なアウトレットモールができた地域だが、観光という目的で、この地域を訪れる人はまだまだ少ないように思う。そんな千葉県の北東部の地域でキラリと輝く場所を見つけるべく訪問した。そして、「伝統とは形を継承することと言わず、その魂を、その精神を継承することを使う。」という、柔道の創始者である嘉納治五郎の言葉が頭を駆け巡る場所に出会った。

The most famous tourist attraction in Chiba would be Tokyo Disneyland (even though many people do not care which prefecture it belongs to!) Beach resorts in Boso peninsula are also popular. But very few people (including Japanese) come across the kind of attractions that exist in the Hokusai area, the north-east part of Chiba near Ibaraki prefecture. Amusingly, most of the foreign visitors to Japan have visited this area because Narita Airport is there! We would like to introduce you some interesting places to visit near Narita Airport. Shisui Premium Outlets, approx. 15 minutes from the airport by bus, is the latest hot spot for those who love shopping. For those who love Japanese traditional culture, on the other hand, Narita-san Shinshoji temple, which has more than 1,000 years of history, is one of the most famous and popular temples among Japanese. <<http://www.naritasan.or.jp/english/>> We visited this Hokusai area to find something extraordinary beyond the ordinary itineraries and found places which reminded us of the words of the founder of Judo, Kano Jigoro: “The forms or styles inherited from the predecessors cannot be called tradition, but their spirit and soul can.”

Beyond Ordinary Itineraries
The Hokusō Area in Chiba Prefecture

日本の魅力 発見プロジェクト
千葉県 北総地域

過去の名主の魂を受け継ぐ
郷土愛によって復活したまち。
佐原

Chapter **1**

“Sawara”

The Town That Recovered Its Lost Glory
by Inheriting the Past Leaders' Spirit

text by *Rei Saionji*
photographs by *Hide Urabe*





佐原—— 江戸優りの心意気

佐原は、『小江戸』として有名な町だが、『小江戸』とは何だろうか。『小江戸』と同じように町の愛称として使われている『小京都』の場合、日本経済新聞によれば、その条件は、①京都に似た自然景観、町並み、たたずまいがある。②京都と歴史的なつながりがある。③伝統的な産業、芸能がある。という3点の加盟基準をクリアし、「全国京都会議」という組織に加盟することであるという。『全国京都会議』には、お手本である京都市を含め、2015年時点において45の市町が加盟している。一方、『小江戸』には、お手本となるべき江戸は既に存在しないため「江戸のような」といっても、基準を決めたり、お墨付きを与えることは非常に難しい。『小江戸』を名乗る、千葉県香取市の佐原、埼玉県川越市、栃木県栃木市の共通点は、江戸との舟運で栄え、現在でも、当時の町並みや風習が残されていることだ。特に、江戸時代の佐原は、『小江戸』ではなく、『江戸優り（えどまさり）』と戯歌で歌われるほど発展しており、当時名人といわれる匠たちを招き、江戸以上のものを佐原につくりあげていた

The Town That Recovered Its Lost Glory by Inheriting the Past Leaders' Spirit

隆盛ぶりは江戸をしのぐほどのものであったという。

東京には現存しない江戸の町並みを体験するべく、千葉県香取市にある佐原を訪れた。佐原へのアクセスは比較的簡単。東京駅からJR総武線の快速で成田駅まで1時間強。成田駅でJR成田線に乗り換えて、30分程で佐原駅に到着。その他、東京駅から出ている高速バスで佐原に行くこともできる（千葉交通京成バス、関鉄グリーンバス）。車では、東関東自動車道を利用し、所要時間は東京都内から約1時間半。さあ、佐原の町の散策をスタートしよう。

Sawara is one of the towns known as Little Edo. As Edo is how Tokyo used to be called before the modernization of the nation in the 19th century, it is like Little Tokyo. But it is absolutely not like Little Tokyo in Los Angeles! It is a town that has an atmosphere that reminds us of Old Tokyo. Kawagoe in Saitama prefecture, Tochigi in Tochigi prefecture, and Sawara in Chiba prefecture are the leading Little Edo among seven that exist in Japan. These three towns have two things in common: they were wealthy due to their dealings with Edo through the waterway; and they have districts that maintain the original traditional atmosphere. Especially, Sawara was so prosperous in Edo period (1603-1868), when the central government was in Edo, that it was also called S.T.E. (Superior to Edo). People in Sawara invited master artists from Edo and there they created better works than what they had done in Edo.

Accessing Sawara is quite simple. To access by train, take JR Sobu Line from Tokyo station to Narita and then change to the JR Narita Line to Sawara (1.5h). There are also buses that go directly to Sawara from Tokyo station. Why don't you go and visit Sawara to experience the atmosphere of Old Tokyo?

佐原—— 江戸優りの心意気

案内役は、佐原商工会議所の椎名喜予さん。江戸情緒溢れる佐原の町を歩きながら、佐原の町並みの歴史について話を聞いた。町中を流れる利根川の支流である小野川沿いや、香取街道沿いには、江戸時代から昭和初期にかけて建てられた木造の町家、蔵、大正モダンをほうふつとさせる洋風建築の建物が今もなおその姿のままで並び、関東で初めて「重要伝統建造物群保存地区」に選定された。

佐原は江戸中期、8代将軍徳川吉宗の時代には、利根川の舟運による江戸との交易で、江戸から東で最も栄えた町のひとつだった。しかし、それから約300年の年月が経ち、佐原を取り巻く環境は激変している。そもそも、取引先であった江戸は東京となり、物流の方法も、人の移動の方法も、より早く便利な鉄道や自動車へと変化し、当時の佐原を支えていた舟運は衰退してしまった。そして、人々の住居の形態も、より快適でメンテナンスが簡単な洋風の近代建築やマンションが好まれるようになり、また商店も個人商店が減り大型の複合商業施設が増加している。そんな中、佐原が佐原であり続けることは容易なことであったのであろうか。大金を投じて作った施設ですら、使われないと短期間で廃墟になってしまうように、舟運が衰退した後の小野川は廃水やゴミで汚れ、古い町並みも維持管理にお金と手間だけがかかる『負の遺産』となっていた時代があったという。その時代にピリオドを打ち、佐原を『新たな古い町』に戻すべく舵を切らせたのは、地域の人々の“郷土愛”であった。

1 |

佐原商工会議所 椎名喜予さん

Ms. Kiyo Shiina, the Sawara Chamber of
Commerce and Industry





Sawara, the Place Superior to Edo

Ms. Kiyo Shiina of the Sawara Chamber of Commerce and Industry took us around Sawara and explained the history of the town. Old wooden houses and storehouses built from the 18th century to the early 20th century and old Western style houses along the Ono River (a tributary of the Tone River) and Katori Road are all well-kept. This district was designated an Important Preservation District for Groups of Traditional Buildings for the first time in the Greater Tokyo Area.

Sawara was one of the wealthiest towns to the east of Edo in the 18th century. During the 300 years that have passed, the circumstances surrounding Sawara have drastically changed. In the first place, Edo, their trading partner, was transformed to Tokyo. The transportation method has changed, from boats to trains and cars. As the main business of Sawara was transportation by boat, the use of the waterway has declined. Moreover, trends in preferred dwelling styles have shifted towards Western style houses and apartments, which are easier to maintain than their traditional Japanese counterparts. The style of shops has also changed from private shops to big



supermarkets. With these big changes, it must have been so hard for the town of Sawara to keep its identity. We all know that even the buildings or facilities built for the international events with a large sum of invested money can become ruins easily if they are not in use. After the shipping business of Sawara declined, we heard, that there was a time when the Ono River was contaminated with liquid waste and garbage, and the beautiful district was nothing but a “negative legacy” which only required money and effort for maintenance. However, the people’s local patriotism brought this “dark age” to an end and made Sawara a beautiful old town again.

2003 年から運行されている観光遊覧船に乗り、江戸優り（えどまさり）・佐原の復活した町並みを小野川から見上げる。綺麗に清掃された小野川、川の景色を縁取る柳の街路樹、景観に配慮して作り直された川の兩岸の木の柵のようなガードレールや街灯、地中に埋められた電線類。寒い冬の日でも、遊覧船の中には、こたつが完備されているので暖かく、目から入る景色と、耳から入る船頭さんの話によって、まさにぬくぬくとした暖かい気持ちで心が満たされている。

この町の名主であったという伊能忠敬は、今の千葉県山武郡九十九里町で生まれた後、佐原で酒や醤油の醸造や舟運業を営んでいた伊能家に跡取りとして婿養子に入った。17 歳から 49 歳まで過ごした旧住宅は、伊能忠敬が婿入りする前の 1762 年以前に建てられた古い時代のもので、一般開放されている。当時佐原は、『小江戸』として知られている他の二ヶ所、川越と栃木とは異なり、天領であったため、武士による統治ではなく、町衆の自治によって政治が行われていた。そこで、彼は名主として本領を発揮した。地域で問題が起こった時には、域内を歩き回って説得にあたり、話し合いを重ねて解決。全国的に多くの餓死者を出した天明の大飢饉の際にも、伊能忠敬の裁量の下、佐原からは一人の餓死者も出さなかったという。授業で習った、日本国中を歩き初めて実測による日本地図を作ったのは隠居後なのだ。現在の佐原の運命を決定した偉大な人物である伊能忠敬は、現代の佐原の町の人々の心の中に今でも『チェウケイ先生』として生き続けている。

2 |

町の中をそぞろ歩くと、外から見れば昔の木造建築の店、中は実はモダンな物を扱う店や最先端のフレンチやイタリアンなどのレストランもあることに驚く。しかも、そのクオリティーも『江戸優り（えどまさり）』ではなく『東京優り（とうきょうまさり）』。

Walking around the town, you will be astonished to find some hip restaurants, French or Italian, and shops among wooden traditional houses. They maintained the outer part of buildings traditional and have renovated the interiors. Their quality is nothing but S.T.E., to be precise S.T.T. (Superior to Tokyo)!

3 |

伊能忠敬旧住宅
the house of Tadataka Ino

Now in Sawara you can spend some time just how you do in Venice in Italy. Of course there is no Gondola or Gondoniere, but you can see the beautiful district in Japanese-style boats guided by a man or a woman in traditional kimono. Even in cold Winter this short “cruising” is enjoyable because Kotatsu (a kind of table covered with heavy blanket with a heating element underneath) is well placed on a boat. The town can be seen differently if looked at from below with the branches of willow trees along the river swaying in the wind. You may be able to feel the slow and warm rhythm of the town during this short “cruise”.

We found the house of Tadataka Ino, where he lived from the age of 17 to 50. This house is believed to have been built before 1762 and it is one of the oldest houses remaining in Sawara. It is maintained as it used to be and is now open as a museum. Tadataka Ino is a well known person among Japanese people because we all learned about him in history classes during Elementary School. He is well known

Tradition – Inheriting the Spirit and the Soul

as the man who created the map of Japan for the first time in the early 19th century, walking all the coastline of Japan, including the islands. However,

very few people know about what he had done before he started this great project. He had been one of the village headmen in Sawara. Normally, the villages and cities in Japan were governed by the feudal lord samurai nominated by *shogun*. But Sawara was the land directly governed by Tokugawa Shogunate and there was no samurai as the ruler. It was like an autonomous republic and the villagers corporated with each other with the leadership of headmen villagers to govern the village. Tadataka Ino was born near the coast part of Chiba and he came to Sawara to marry to a lady whose father was a leading businessman in the area and to become the successor in the family business. He was very capable in business and as a headman. He devoted himself to make the village a better place. When there was trouble, he visited villagers and placated them. At the time of the great famine (it is said that over a million people died), nobody died in Sawara thanks to his discretion. Even now the locals of Sawara love and respect him and his soul is still living in their heart.

2011年の大震災の時、千葉県で最も甚大な被害を受けたのが佐原のある香取市だった。香取市内で被災した建物は約6000棟。重要伝統建造物群保存地区内にある保存すべき建築物に選定された建物の多くも被害を受け、壁が崩れ瓦が落ちた。建物の被害の他、道路も歪み、陥没。小野川は、護岸が崩れ、液状化によって道路と同じ高さまで隆起した。20数年かけて行ってきた美しい町並みを復活させるための努力が天災によって破壊され壊滅状態に陥ったが、『今こそ示そう江戸優り（えどまさり）、佐原の誇りを。』という指針の下に佐原の人々は立ち上がったのだ。重要なのは目に見えない人々の心で、その心を支えるのは佐原囃子だと、震災の日から2ヶ月後の5月に、佐原囃子のコンサートが開催された。コンサート会場では、被災した市民活動団体の女性たちが正装の着物姿で募金集めをし、被災した人々が自ら募金をした。同年7月には、佐原の大祭を





4 |

佐原まぐるみ博物館
中村屋商店 5代目女将
並木佳世子さん

Mrs. Kayoko Namiki, the 5th manageress
of Nakamura-shoten



開催。陥没している場所を避け、通れる所だけに山車を通すなど、町衆主体の様々な取り組みにより、佐原はどこよりも早くブルーシートがなくなったという。チュウケイ先生から受け継ぎ、今なお人々の心に生きている郷土愛により、再び町が復活を遂げたのだ。

At the time of the great earthquake in 2011, Katori-shi, the municipality that the town of Sawara belongs to, was the worst-affected area in the Chiba prefecture. Approximately 6,000 buildings were severely damaged, including many old traditional buildings. Roads were also badly damaged, distorted and caused many cave-ins. The Ono River was not an exception. The riverbanks were destroyed and the riverbed was lifted up due to the soil liquefaction. After a long time effort to revive the beautiful district, the town of Sawara was totally devastated. Even though water supply dwindled and the road was cut off, the locals got back on their feet and started to take action with the motto, “Now is the time when we should show our spirit of Sawara, the spirit of S.T.E.!” People’s state of mind was the first thing to be taken care of. And the rhythm of their festival music played that role. In May, only two months after the earthquake, when Sawara ought to have received many tourists, they called five bands to hold a charity concert for their music festival for two hours without a break. At the concert the manageresses of Sawara who were victims of the earthquake dressed up in kimono properly stood holding a donation box. Audiences, including victims, donated money for other victims. In July the festival was held and people pulled the festival floats only where the roads were less damaged. With the spirit inherited from Tadataka Ino and their local patriotism, the town of Sawara was revived again.

伊能忠敬の旧住宅のように、資料館として利用している古い建物もあるが、ほとんどが、今も商店として機能している『生きた遺産』である。それらの中には、「佐原まちぐるみ博物館」と書いてある木の看板が掲げられている店がある。「佐原まちぐるみ博物館」では、各商店が蔵を開放するなど、それぞれの家に代々伝わる調度品などのお宝や、昔の商売道具、庭園、伝統の味を紹介している。現在 40 軒以上ある「佐原まちぐるみ博物館」を運営しているのは、商家の女将さんの有志がメンバーとなっている「佐原おかみさん



中村屋商店
Nakamura-shoten





会」。肩書きは学芸員ではなく、『楽芸員』で、佐原の町の歴史やお店の歴史を楽しく伝えている。

「佐原まちぐるみ博物館」の1軒である「福新呉服店」も東日本大震災の際、屋敷や蔵の瓦が落ち、壁の一部が崩れるなど大きな被害にあった。歴史的建造物の修復費用は、県や市の補助金、募金活動で集まった寄付金の他、ワールド・モノユメント財団が佐原の町並みを「存続が危ぶまれる危機遺産のリスト」に載せたことにより集まった支援によって、大部分が賄われ、修復は数年前にほぼ完了した。『過去の遺産』を守ることのハードルは非常に高い。経年劣化だけではなく、人々の生活や意識の変化、天災からも守らなければならない。しかし、これを守る地域の人々の郷土愛、それを賛美する観光客、そして、その賛美の声が地域の人々の誇りをさらに高める、という『正のスパイラル』が生まれることによって、そのハードルは下がっていくに違いない。しかし、古き良き江戸を思わせる町並み、という形だけが残っているのであれば、博物館や時代劇の撮影所のセットと変わらない。現代の佐原に住む人々の心の中に、かつて佐原を救ったチュウケイ先生の魂や精神が継承されていることで、佐原の町は、かつての江戸を超える『江戸優り（えどまさり）』の町になっている。佐原は成田空港から車で30分。クールジャパンを満喫した外国人観光客にも、例えば日本を離れる前に「江戸優り・佐原」を訪れ、もうひとつ大切な思い出を持って帰国の途に就かれることを提案したい。

5 |

「福新呉服店」7代目女将 平塚喜伊子さん（右）8代目女将 平塚智子さん。佐原の町の暮らしぶりをつないでいる。

Mrs. Kiiiko Hiratsuka, the 7th manageress (right) and Mrs. Tomoko Hiratsuka, the 8th manageress (left) of Fukushin kimono shop

Most of the old buildings are a “still-living legacy” and are still used as normal shops. But some of them are called “Town museums”. Unlike ordinary museums, there are no entry charges or curators. Town museums are just normal shops but with treasures inside, like old warehouses, hidden gardens, antique tools, which visitors can see. The Town Museum Network is organized by local female proprietors. They work as presentators of the history of Sawara as well as manageresses of shops.

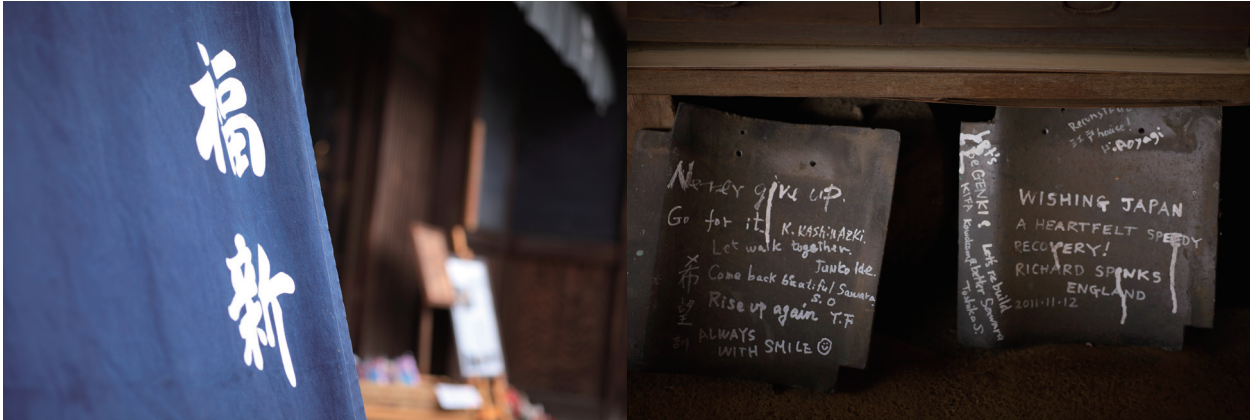
Tradition – Inheriting the Spirit and the Soul

We visited one of “Town museums”. The manageresses showed us their old warehouse in the back of the shop. They said some part of the main buildings and the warehouse collapsed at the time of the great earthquake in

2011. At least 25 out of 93 buildings in “Important Preservation Districts for Groups of Traditional Buildings”, were listed as “must repaired”, and their shop was not the exception. Thanks to the governmental and municipal subsidies, people’s donations, and the financial back up through World Monuments Fund, the restoration was been completed a few years ago.

We are facing very big hurdle to protect legacies from the past. Some of the challenges are: that the quality of things deteriorates with time; that changes in people’s life style and way of thinking makes conservation less of a priority; and natural hazards can





damage fragile historical sites. But no mountain is too high! The peoples' local patriotism evokes the admiration from visitors, and this admiration enlarges locals' love and pride for the area. The hurdle may become smaller when this positive spiral occurs. Moreover, legacy will be just a museum matter if only the forms are maintained. The historical district in Sawara is more than that because the locals have inherited the spirit of Tadataka Ino who saved the town of Sawara in the past.

Sawara is very near to Narita Airport, just half an hour by car. We would like to suggest you to reserve one day for a visit in Sawara before you leave Japan. It would be a good idea to see a place that was said to be superior to Tokyo after you enjoy cutting edge culture in present Tokyo.

福新呉服店

Fukushin kimono shop

<http://m-kaze.com/sawara/fukushin.html>

<https://www.facebook.com/sawarafukushin>

千葉県香取市佐原イ 505 0478-52-3030
i505 sawara ,Katori-shi, Chiba prefecture

Beyond Ordinary Itineraries
The Hokuso Area in Chiba Prefecture

日本の魅力 発見プロジェクト
千葉県 北総地域

Chapter 2

“Kouzaki and Shisui”

Sake Breweries Which Connect
the Inherited Soul of the Founders
and the Future

text by Rei Saionji
photographs by Hide Urabe

創業当時の魂を
未来へと繋ぐ酒蔵
神崎・酒々井
(こうざき・しすい)



香取郡神崎町
鍋店 (なべだな)
神崎酒造蔵

成田近辺で酒造りを見学できる酒蔵、2軒を訪問した。酒造りといえば、灘のある兵庫県、伏見のある京都府、そして新潟県が日本酒の生産量ベスト3であり、関東地方では、埼玉県が上位に入っている。どちらかという、千葉県といえば、日本酒よりも醤油のイメージの方が強いが、千葉県には40軒以上の酒蔵がある。なかでも、香取郡神崎町にある、「鍋店^{なべだな}神崎酒造蔵」は、千葉県で最も生産量の多い酒蔵で、関東地方でも上位に入る。

鍋店 (なべだな) は、創業元禄2年 (1689年)、現在の当主は19代目を数える老舗。成田山新勝寺の門前で酒造りを始め、この地に出蔵を設けたのは明治時代であったとのこと。

鍋店 (なべだな) の造る酒の5分の1を占める主力製品、「不動」。もちろん、成田山新勝寺の不動明王の名前から取っている。米は主に秋田県の美山錦・酒こまちを使っているが、地元神崎産の米を使った100%メイド・イン・神崎の酒も造っている。一緒に合わせ





る食事によって、美味しく感じる酒は変わる。その土地の食材を、地元の味付けで料理し、地域の酒とともに味わう。これが本当の贅沢である。

今回は、製造部部長 宮野明夫さんの話を聞きながら見学したが、宮野さんが菌のことを語る際、菌を「彼ら」と言っていたのが、とても印象的だった。米を酒へと変化させてくれる菌は、蔵人にとって大切な『仲間』なのだ。

鍋店（なべだな）株式会社 神崎酒造蔵

<http://www.nabedana.co.jp>

千葉県香取郡神崎町神崎本宿 1916 0478-72-2255

Nabedana Honten in Kouzaki-machi, Katori-gun



We visited two sake breweries where visitors can see the process of sake brewing. Hyogo, Kyoto and Niigata prefectures are the Top three sake producing areas in Japan. Near Tokyo, the Saitama prefecture is the leading area. The Chiba prefecture, on the other hand, is well known for soy sauce producing, but there are more than 40 sake breweries. Among them Nabedana Honten produces the largest amount of sake in Chiba.

Nabedana Honten (trans. main shop) was founded in 1689. The current president is the 19th generation. The founder started to produce sake in front of the Narita-san Shinshoji temple and moved to this place after the modernization of the nation in the 19th century.

Their major series of sake is called Fudo. Fudo is taken from the name of a Buddha, Fudo Myoo, which the Narita-san Shinshoji temple worships. Fudo Myoo literally means “Unmovable Wisdom King” and it is known as a fire god. Miyama-nishiki of the Akita prefecture is the rice used for Fudo but they are also making sake with the local harvested rice. As sake is drunk during meals, food is an important factor which affects the taste of sake. The best way to spend blissful moment is to choose the local

New Tradition – Connecting the Inherited Spirit to the Future

sake for the local dishes made with local ingredients and local flavoring.

In Nabadana Honten you can see all the processes of sake brewing, rice steaming, malted rice making, yeast starter making, fermentation process, and pressing. (Reservation is required.) Mr. Akio Miyano, who is responsible for sake brewing, guided us and explained the sake making process. In his explanation we noticed from his choice of words that he regarded the microorganism that converts rice to sake as his fellow workers, which was so impressive.

—
Nabadana, Kouzaki Shuzo

<http://www.nabadana.co.jp>

1916 Kouzaki-Honjuku, Kouzaki-machi, Katori-gun, Chiba prefecture
0478-72-2255



印旛郡酒々井町 飯沼本家



飯沼本家 取締役営業部長 飯沼一喜さん

Mr. Kazuyoshi Iinuma, the current Executive Sales Manager

酒々井町（しすいまち）という、いかにも酒々しい名前の町にある「飯沼本家」は300年以上の歴史を持つ老舗、酒蔵ツーリズムを牽引する酒蔵だ。酒蔵ツーリズムとは、酒造りだけでなく、酒を中心としたエンターテインメントを提供するという考えに基づいたものであると、日本酒業界以外の業種のサラリーマンを経験した後、アメリカへ留学した異色の経歴を持つ取締役営業部長 飯沼一喜氏は言う。

「酒々井まがり家」というレストラン+ギャラリー+土産物店の複合施設では、日本酒の利き酒はもちろん、日本酒を使ったメニューを提供。また「きのえね農園」を所有しており、酒米、ブルーベリー、梅、柚子、キウイフルーツなどを栽培するとともに、ここで収穫された米や果実で商品を作る他、観光農園として、フルーツ狩りという楽しみも提供している。飯沼本家では、酒蔵見学もエンターテインメントだ。業界では珍しい有料の見学は、ガイド役である蔵人から酒造りについての講義を受け、酒についてのより深い知識を身につけながら楽しむことができるものとなっている。

毎年ゴールデンウィークの頃に「まがり家フェスタ」という、酒米の田植え体験やバーベキューを楽しめるイベントを、11月下旬には、魅力ある地域づくりを目指す有志の集まりである「酒々井すいすい倶楽部」とともに新酒祭も開催している。年間5万人もの集客力のある飯沼本家は、酒蔵という枠を超えた、酒々井の町をさらに酒々しくしている存在なのだ。

株式会社飯沼本家

<http://www.iinumahonke.co.jp>

千葉県印旛郡酒々井町馬橋 106 043-496-1111



Inuma Honke, Shisui-machi, Inba-gun



The name of the town where Inuma Honke is situated is called Shisui. When it is written in Kanji, Japanese characters, it means “the spring of sake,” which was derived from the local legend. (cf: Kanji is one of the three writing systems in Japan. Hiragana and Katakana are phonograms like alphabets, while Kanji is ideographs.) Inuma Honke was founded more than 300 years ago and now it is a sake brewery that leads in Sake Tourism. According to Mr. Kazuyoshi Inuma, the current Executive Sales Manager, Sake Tourism offers visitors the chances to not only see the process of sake making but also offers sake-related entertainment. In Shisui Magariya, a composite facility (restaurant + gallery + shop), you can experience sake tasting and try various dishes cooked with sake. Inuma Honke also has farms where rice for sake, blueberries, plums, yuzu citrus, kiwi fruits, and so on are cultivated. Needless to say, it provides ingredients, but also visitors can experience harvesting here. The tour of the sake brewing facilities is also entertaining in Inuma Honke. The guided tour with an admission fee includes a lecture on sake making by a brewery worker. In every Spring they hold an event called “Magariya Festa” where people can experience rice planting. Visitors can have a barbecue, too. At the end of November, they hold a festival of new sake. Inuma Honke is a sake brewery with a long history and tradition but at the same time it creates a new business of sake connecting the spirit of the founder and the future. It goes beyond the definition of sake brewer which makes the legendary spring of sake greater, which is proved by the fact that it has more than 50,000 visitors a year.

—
Inuma Honke Co.,LTD.

<http://www.iinumahonke.co.jp/>
106 Mabashi, Shisui-machi, Inba-gun, Chiba prefecture
043-496-1111



Canal Boat Ride on the Ono River



Historical district



Inae



Mougians

The Hokusai area in Chiba prefecture
— Sawara in your pockets

One Day Trip

to Sawara, Little Edo, in Chiba

INVITATION to SAWARA

One of the wealthiest towns to the east of Tokyo in the 18th century. Before transportation methods changed to trains and cars, it had been prosperous with trading through the use of its waterway. You will feel the warmth of the locals who love and are proud of their hometown, which has saved Sawara against difficulties including the big earthquake in 2011. There are several places called Little Edo, but only Sawara is called “Superior to Edo.”

TIME SCHEDULE

TIME	SCHEDULE	TRANSPORTATION
09:40	Tokyo Station(Yaesu South Exit) (東京駅 八重洲南口)	Kantetsu Green Bus bound for Hokota (関鉄グリーンバス 銚田行き)
10:57	Chukei-bashi Bridge in Sawara (忠敬橋)	
12:00	Lunch	
13:00	Town strolling	
17:30	Dinner	
19:05	Sawara Station (佐原駅) (Bus Stop No.3, north side of the station)	Chiba Kotsu Bus bound for Tokyo (千葉交通バス)
20:54	Tokyo Station(Yaesu Exit) (東京駅 八重洲口)	

TIME TABLES

• TIMETABLE of Kantetsu Bus (関鉄バス) (as of March, 2017)

From Tokyo Station (Yaesu South Exit) (東京駅 八重洲南口)
9:40, 11:20, 13:40, 15:50
From Chukei-bashi Bridge (忠敬橋)
14:18, 15:58
—Time Required: 1hr 45min. —Fare: 1,750 yen

From Sawara Station
(Bus Stop No.2, south side of the station)
(佐原駅) 14:15, 15:55

• TIME TABLE of Chiba Kotsu Bus (as of March, 2017) (千葉交通バス)

From Tokyo Station (Yaesu Exit) (東京駅 八重洲口)
8:50, 9:20, 9:50, 10:40, 11:20,
12:20
—Time Required: 1hr 42min. —Fare: 1,650 yen

From Sawara Station
(Bus Stop No. 3, north side of the station)
(佐原駅)
16:05, 17:05, 18:05, 19:05

WHAT TO SEE

• Historical district

Old wooden houses and storehouses built in 18th-early 20th century are well-preserved along the willow-lined Ono River (小野川) and Katori Road (香取街道), designated an Important Preservation District for Groups of Traditional Buildings, shows its Golden Age as a thriving merchant town and the atmosphere of Edo (old Tokyo), which does not exist any more in modern Tokyo.

• Sawara Visitors' Center (佐原町並み交流館)

Other than taking an English map, miniature doll houses of the old houses of Sawara are a must-see. (next to old red-brick building built in 1914 (used to be a bank).)

1903-1 Sawara-I, Katori-shi (香取市佐原イ 1903-1)

TEL: 0478-52-1000

Opening hours: 10:00-17:00 Closed on the 2nd Monday every month

• Ino Tadataka Museum (伊能忠敬記念館)

Ino Tadataka (1745-1818), known nationwide for his creation of the first map of Japan in the early 19th century, was a village headman of Sawara. His maps (National Treasure) and instruments used for mapmaking are exhibited. A display superimposing his map on a recent Landsat photo of Japan is a must-see.

1722-1 Sawara-I, Katori-shi (香取市佐原イ 1722-1)

TEL: 0478-54-1118

Opening hours: 9:30 - 16:30 Closed on Mondays

Admission: 500 yen

• Old House of Ino Tadataka (伊能忠敬旧宅)

A few minutes' stroll from the museum across the Ono River, you will find the old residence of Ino, which is said to have been built before 1762, one of the oldest houses remaining in Sawara.

1900-1 Sawara-I, Katori-shi (香取市佐原イ 1900-1)

TEL: 0478-54-1118

Opening hours: 9:00-16:30 Closed only on New Year's Holidays

Admission: free

• Canal Boat Ride on the Ono River (小江戸さわら舟めぐり)

About 30 min. cruising in a Japanese-style boat guided by a man or a woman in traditional kimono.

Boarding point: in front of Old House of Ino Tadataka (伊能忠敬旧宅前)

Operating hours: 10:00 - 15:00 or 16:30 (according to the season)

Fee: 1,300 yen

• Festival Floats Museum (水郷佐原山車会館)

Some of 'Dashi' (festival floats), made 270 years ago, and videos on large display will show you how beautiful the historic festivals of Sawara is.

3368 Sawara-I, Katori-shi (香取市佐原イ 3368)

TEL: 0478-52-4104

Opening hours: 9:00-16:30 Closed every Monday

Admission: 400 yen

SHOPPING

Most of the old buildings in the historic district are “still-living legacy” and still used as normal shops. You will find various fascinating shops that you won't find everywhere, such as: Fukushin (kimono shop) (福新呉服店), Nakamura-ya (small gadgets shop) (中村屋商店), Miuraya (traditional handmade toys) (三浦屋), Aburamo (traditional sesame oil shop) (油茂製油) .

RESTAURANTS & CAFÉ

• Mougians (夢時庵)

A French restaurant in a renovated old house built in 1901. Local and French ingredients collaborate on dishes.

3403-2 Sawara-I, Katori-shi. (香取市佐原イ 3403-2)

TEL: 0478-52-2466

Lunch 11:30-14:00 Dinner 17:30-21:00

• Rotisserie Kittei (ロテスリー吉庭)

A Casual buffet-style restaurant of French based fusion cuisine. More than 50 dishes and desserts made mainly with the local ingredients are waiting for you.

474-8 Sawara-I, Katori-shi (香取市佐原イ 474-8)

TEL: 0478-55-0800

Lunch 11:30-15:00 Tea Time 14:00-17:00 Dinner 17:30-21:00

• Ristorante Casa Alberata (リストランテ カーザ・アルベラータ)

An Authentic Italian restaurant in a renovated old house near Old House of Ino Tadataka. Reservation required.

1727 Sawara-I, Katori-shi (香取市佐原イ 1727)

TEL: 0478-79-9422

Lunch 11:30-14:00 Dinner 18:00-20:30

• Unagi Kappo Yamada (うなぎ割烹山田)

An unagi (eel) restaurant with 300 years' history. Steamed and grilled eel with sweetened soy-sauce base sauce on rice, here called 'Jika-ju', is extraordinary.

5 min. walk from Chukei-bashi Bridge. (忠敬橋)

454 Sawara-I, Katori-shi (香取市佐原イ 454)

TEL: 0478-52-4375

Lunch 11:00-14:30 Dinner 16:30-19:30

• Inae (いなえ)

Café, shop and gallery.

It offers Japanese traditional desserts and small lunches in a beautiful space in renovated old houses and warehouse built in the Meiji era. The architecture is something you must be astonished at.

511 Sawara-I, Katori-shi (香取市佐原イ 511)

TEL: 0478-54-7575

Opening hours: 10:30-17:00

• Bakery Chou Chou (パン工房シュシュ)

It offers wide variety of home baked bread and Danish pastries. Outdoor tables are available for your lunch or a break. Near Yasaka Shrine and Festival Float Museum.

3501-1 Sawara-I, Katori-shi (香取市佐原イ 3501-1)

TEL: 0478-79-9203

Opening hours: 7:00-19:00

ACKNOWLEDGEMENTS

主催／経済産業省関東経済産業局

協力／レ・クレドール ジャパン

Contents & WEB

全体監修／阿部佳（グランドハイアット東京 コンシェルジュ、
明海大学ホスピタリティ・ツーリズム学部教授）

編集／島山祐加子（株式会社料理通信社）

文章／西園寺 怜（Team Mercurius）

写真／Hide Urabe

Book

編集／堀江由利子

アートディレクション・デザイン／ampersands

校正・校閲（日本語）／有限会社 西進社

印刷・製本／株式会社八紘美術

Project Sponsor/Kanto Bureau of Economy, Trade and Industry

Cooperation/Les Clefs d'Or Japan

Contents & WEB

Supervision/Kay Abe, Concierge (Grand Hyatt Tokyo),

Professor (Meikai University)

Editor/Yukako Toriyama, Ryori Tsushinsha Co., Ltd.

Writer/Rei Saionji, Team Mercurius

Photographer/Hide Urabe

Book

Editor/Yuriko Horie

Art Director/ampersands

Proof Revisions (Japanese)/Saishinsha, Ltd.

Printing/Hakkou Bijyutsu Co., Ltd.

Beyond Ordinary Itineraries

The Hokusai Area in Chiba Prefecture

“CHIBA”

日本の魅力 発見プロジェクト

～千葉県 北総地域～

※本プロジェクトは、経済産業省関東経済産業局が実施する「平成28年度地域とホテルコンシェルジュが連携した、新たなインバウンド富裕層獲得のための支援事業」と連携して、グランドハイアット東京コンシェルジュ 阿部佳氏のアドバイスを得て実施しています。

This project is supported by the Kanto Bureau of Economy, Trade and Industry.

