

Let's meet in Otsuchi.

The ocean of Otsuchi, where the sky opens up and opens your heart.

As you stroll along the beach and look at the sun and blue sea of rias, it feels like things are going to work out.

Life is full of ups and downs but take your time.

Eat what you want and meet the people you want to see.

Don't think too much. Just take action. Traveling in Otsuchi will make you forget about the time.

I'll show you around!



OCHAN

It represents the initial, "O" and a tsuch (hammer in Japanese).

CONTENTS



Stunning View

Experience Otsuchi's nature surrounded by the ocean and mountains.



Michinoku Coastal Trail

Enjoy the course you like best in a beautiful landscape.

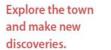


ge IU

Town Center Map



Page I





** **

Delicious! Foods and Souvenirs

Local specialties and memories to take home.



Page 14

And more! Enjoy Otsuchi's four seasons



Hands-on activities, events, traditional performing arts... and more!

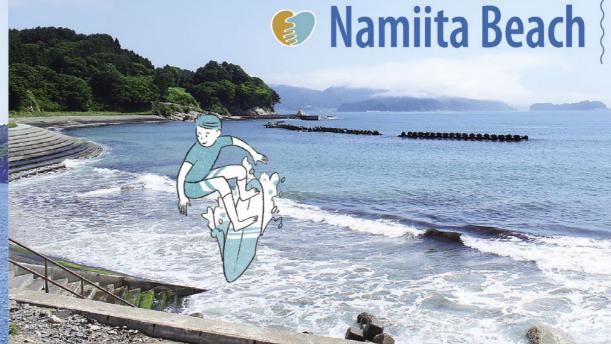




Otsuchi is blessed with the ocean and mountains. Feel the lush forests, crystal-clear spring water, and the pleasant ocean breeze.

Stunning

View



Located on the rias coast of Sanriku, Namiita Beach is famous for not having receding waves. It is characterized by calm water and loved by a wide range of people from families to surfers.



Namiita Beach Village



Shinyama Kogen Highland

Highlands area is also known

Namiita Fudo Waterfalls

The waterfalls located at the foot of Kujirayama Mountain overlook-ing Namilta Beach. The sight of a clear stream splashing down from a height of about 20 meters is just



Geopark?

What is the Sanriku

The Sanriku coast is a geologically valuable region. This is one of the largest geoparks in Japan, covering municipalities on The Sanriku coast is a geologically valuable region. This is one wate's coast, Hachinohe in Aomori, and Kesennuma in Miyagi and was created to show the traces of the Great East Japan Earthquake along with the beauty of the wild landscape



Floating in Otsuchi Bay is Horaijima

Island. The locals call it Hyotanjima

Mt. Kujirayama

cure the disease. People athered at the foot of this ned on the beach, hence

(Whale Mountain)



Gensui River (spring water) and three-spined stickleback habitat

Spring water from various parts of the town have been used for domestic water since ancient times, as they are located near the sea but contain no salt. It is an asset that continues to protect the lives of the locals.



Three-spined stickleback

Freshwater fish designated as a protected species in the town. There are also anadromous types that normally live at sea and migrate upstream during spawning season. After the 3.11 tsunami, cross-breeding has increased, and recently species with both characeristics have been found.





Discovery. Adventure. **Explore Otsuchi on foot.**

The long trail extending from Aomori to Fukushima gives us meaningful time to be in touch with nature and with ourselves.



Travel the Michinoku Coastal Trail on foot along the Pacific coast of Tohoku. The Otsuchi route gives you an opportunity to immerse yourself in nature. Visit Horaijima Island, observe three-spined stickleback swimming in the town's abundant spring water, hike Kujirayama Mountain, and explore the history of Shiroyama Park. Please check the latest infor-







Namiita Beach Village

Some say the name "Kirikiri" comes

rom the Ainu word "Kirikiri," meaning

the sound it makes when walking on

nite sandy beach," or is because of

Kirikiri Coast

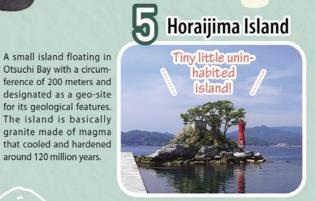
Nojima Island

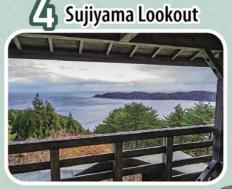


Shiroyama Park

around 120 million years.

Pacific Ocean from Namiita Beach to Funakoshi Bay, with a view of Noiima Island below. Since it faces the Rias Scenic Line, many people stop by





Horaijima Island

A resting point at the top of the 205-meter-high Sujiyama Mountain. There are trails surrounded by forests, rest areas, recreational areas, etc., and the Sujiyama Lookout overlooks the Pacific Ocean on the outside of Otsuchi Bay.





*Showing shops listed on page 12 and onward.

Town **Center Map**

New town center that is full of old and new shops.

Suehiro Shokudo

Phone: 080-2819-3160

Closed: Tuesdays

末広食堂

5:00 PM to 8:30 PM for dinner

and gyoza.

Relocated from the temporary Fukko

Kirari Shopping St. to the current loca-

tion near Otsuchi Town Hall, Popular

menu items include old-fashioned ramen

Hours: 11:00 AM to 3:00 PM for lunch,

Koishi Shoten

Phone: 0193-42-3081

Closed: Sundays

Sanriku Yataimura

Otsuchi Marumaru Yokocho

ers can indulge in pure happiness

rs: 10:00 AM - midnight

A new hub of activities symbolizing a fresh start for Otsuchi and

the reconstruction of Sanriku. A one-of-a-kind alley where custom-

Enjoy Otsuchi's unique flavors at seafood taverns as well as authen-

Hours: 10:00 AM - 6:30 PM

Features the "hyuzu," traditional snack

in the coastal area. Enjoy the thick fill-

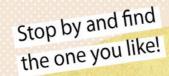
The brightly lit lights of the

alley are a guide to the smiles

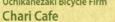
of all who visit.

ing spilling out of wheat wrapper.









Bicycle shop and cafe together? Local favorites include Oshachi Daifuku using homemade anko

Phone: 0193-27-5888



Kashi Kobo HERMANO

This bakery opened in 1949 boasts

a wide range of yummy cakes and

baked items

Phone: 0193-42-3532

Hours: 9:30 AM - 6:30 PM



Kissa Snack Fish

A place for everyone to relax and enjoy good food and drinks. The locals love it here for karaoke and socializing. Their okonomiyaki is loved by everyone.

Phone: 0193-42-4067 Hours: 6:00 PM - midnight Closed: Irregular



MooMoo House

Offering a warm place where everyone wants to gather, MooMoo House specializes in authentic bread rolls to rebuild and revitalize the local economy

Phone: 0193-55-4392 Hours: 11:30 AM - 5:00 PM (rolls are sold on Tuesdays and Fridays.) Closed: Saturdays

Daiko Soba

Inexpensive and filling, standing-only noodle shop. Their tempura made using locally grown vegetables is

Hours: 11:00 AM - 7:30 PM Closed: Sundays



Wafu Kissa Hoen

Phone: 0193-42-3381

Closed: None

Hours: 11:00 AM - 8:00 PM

A coffee shop with heart-warming

menu including hot udon noodles,

Japanese pasta, and special coffee

zakaya Ebisu

Siphon coffee, spaghetti Napolitan, and other items with a nostalgic Showa-era















Izakaya Ebisu

Phone: 090-6784-9120

Hours: 6:00 PM - 11:00 PM

Closed: Sundays and Mondays

iima Island

Izakaya featuring seafood. The beer

mug is designed with the town's

symbol, the red lighthouse of Horai-





Passing on the lessons

Generous amount

learned from our predecessors

Oshacchi

A cultural exchange center that combines an earthquake legacy facility, a library, and the Oshacchi Fureai Center, etc.

Next to the building is spring water and a stone monument engraved with the lessons learned rom major tsunami.

Phone: 0193-27-5181 Hours: 9:00 AM - 10:00 PM Closed: Tuesdays

Shoryumaru

Features local seafood and local sake. Look for the entrance curtain with a picture of a sea bream and a lantern.

Phone: 090-1069-0485 Hours: 5:00 PM - 11:00 PM

Closed: Mondays, 1st, 3rd, and 5th Sun-

Salmon Ramen

Mensho Tokishirazu

The flavorful broth made from the bones of the local specialty, Aramaki Salmon, is excellent. Phone: 080-9633-0345 Hours: 11:00 AM - 2:00 PM Closed: Irregular

Ciel Bleu

A ramen shop that turns into a bar at night. A cozy restaurant where you can enjoy the chef's special daily menu and a wide selection of drinks.

Hours: 6:00 PM - midnight Closed: Sundays



made with

Sushitatsu Carefully prepared sushi using local fresh seasonal fish is served with the chef's original

Phone: 0193-55-6122 Hours: 12:00 PM - 1:30 PM, 5:00 PM - 2:00 AM Closed: Mondays (and occasional other days)

Try vanilla







Pokemon Manhole























Sanriku Railway **Otsuchi Station**

222

Phone: 0193-42-5693

Hours: 10:30 AM - 2:30 PM

Moomin

Cute station building inspired by Horaiiima Island! Characters from the NHK puppet show "Hyokkori Hyotanjima" pop up here and there. A stone monument dedicated to Kenji Miyazawa describes a scene of Otsuchi Town.



Donryuan

The "Hyotanjima (gourd island) Curry," with its cute gourd-shaped rice floating in a sea of two types of curry, is available here only. Phone: 0193-41-1777 Hours: 11:00 AM - 7:00 PM (Las













Foods and Souvenirs

Comforting food and wonderful souvenirs to find on a whimsical trip.

(See locations on the maps on pages 8 and 9.)



Sanriku's signature ramen noodles with light and mild flavored soup lavishly topped with seaweed and seafood. Enjoy the ocean

◆ Sanzuroya, Kaachan House Daasuko, Mensho Tokishirazu

Squid Meal Set, Squid Rice

The fragrant broth of squid guts in the broth is soaked into the vegetables and tofu, making it an appetizing dish. The hearty whole squid rice is plump and soft.

◆ Sea Side Town MAST (Arugo)





Enjoy an old and beloved local dish of hittsumi. The Otsuchi Hittsumi Project, which cultivates Hittsumi into a town specialty, is also attracting attention.



Uni Bowl 👚 The lavish bowl of rice topped with fresh sea urchins caught in the local waters is exqui-

Sanzuroya, Shizenha Chubo Ririshiya



Otsuchi Station.



Hyotanjima Cookies

Cookies made with Iwate-grown soybean flour. The smooth and crunchy texture and gentle flavor gives you a nostalgic taste. It is certified by Otsuchi Geo Food and is sold at Kashi Kobo





Hyotanjima Satsuma-age

Gourd-shaped Satsuma-age (fried fishcake) made with stems of Sanriku wakame seaweed and squid with red ginger accents.



Myojinmaru Squid marinated with soy sauce

Squid marinated in a secret sauce right after landing and frozen in one piece on board of Myojinmaru.



Tomato Juice

Tomato juice made with homegrown toma toes and without additives. The concentrated deep flavor is a popular choice.

Uminosachi Set



Original dressing that combines cereal grains from JA Iwate Hanamaki with shiitake mushrooms, onions, and wakame seaweed from Otsuchi. It's a fusion of the fields, mountains and sea.



Filled with Sanriku salmon. The texture of chopped wakame stem and the taste of cheese are also delightful. Enjoy them fried or boiled.



Masking tape designed with the local performing arts images is not only useful for sending packages and envelopes, but also for decorating various items.



Decorative Card Case

Stylish drawing card case with a cut-out pattern and wood grain. They are made of either walnut or cherry trees.



Barbecue Restaurant's Bolognese 1

Using generous amount of beef rib and skirt, this excellent pasta is only possible at a barbe-◆ Sea Side Town MAST (Yakiniku DAIMARU



Crispy Fried Chicken Appetizing crispiness and spice make this dish perfect for a meal or pairing with liquor.



Born in Otsuchi, Sanriku's pride and joy.

sels, scallops, squid, crab, and shrimp. Iso Ramen, which started at a roadside restaurant in Otsuchi





A generous seven-piece set to enjoy seafood caught in Otsuchi, such as dried saury

seasoned with mirin, salted squid guts, and salted seaweed.

Wild salmon dried and salted in cold air to bring out the flavor.

the cold air to ship to the capital. A wide range of Aramaki Salmon is available from a whole fish to give as a New Year's celebration to fillets to suit your lifestyle.





And more!

Enjoy Otsuchi's

Four Seasons

Create memories with a unique Otsuchi experience!



Learn surfing from professional surfers on Namiita and other beaches. Different levels of lessons are offered.



Balancing on a board, SUP (Stand Up Paddle- ing on the waves condition) board) is a great way to get some exercise. [Fee] 3,500 yen for two hours of lessons and gear rental, 8,000 yen for hosts SUP races as well.

K-SURF

Namiita Beach Village 14-2-1 Kirikiri, Otsuchi-cho, Kamihei-gun, Iwate 028-1101 Phone/Faxl 0193-44-2340

[Closed] Irregular from April to October, Wednesdays and occasionally from November to March (depend

Beginners can casually enjoy it. Otsuchi Town a SUP tour (reservation required, student discount available)



Guided Tour on Tsunami

The locals offer a guided tour to tsunami-hit areas for awareness raising on tsunami and disaster management. Learn their first-hand stories on the actual sites.

Oraga-Otsuchi Yumehiroba [Phone] 080-8209-2330 [Fax] 019-903-0396 [Email] mioinusa@gmail.com

Jan—Feb—Mar—Apr—May—Jun—Jul—Aug—Sep--Oct-Nov-Dec-



Rich taste

Full of specialties from the ocean, mountains and fields.













Shiitake mushroom (harvested in autumn)



Bell pepper







Events Calenda



Shinyama Kogen Highland



self in nature here in Otsuchi, going uphill island to perform a dedication dance. on a bike



Official beach opening at



Sanriku's first hill climb race to the summit Festival dedicated to Benten Shrine in The swimming season comes to beautiful of the 1,000-meter-high Shinyama Kogen Horaijima Island. Local performing arts white sand beach of Kirikiri Coast. A SUP Highland with the theme of regeneration, groups make a procession on the breakwa- (Stand Up Paddleboard) event and the Forest creation, and coexistence. Immerse your- ter leading to the island and land on the and Sea Film Festival are held every year.

Kirikiri Festival



The annual festival of Amaterasu Mioya shrine. A glittering mikoshi (portable es by local groups add to the summer excitement of Otsuchi.

Otsuchi Festival

The annual festival held jointly by Otsuchi Inari and Kozuchi Shrines. A procession shrine) and a number of local performanc- of local performing arts such as Toramai, Shishiodori and Okagura dances and mikoshi lead to the shrines.

Watch traditional performing arts at these two festivals



Otsuchi Salmon Festiva



Dynamic and fun hands-on events such as catching salmon and making Aramaki Salmon. You can try salmon soup and buy Aramaki Salmon and salmon roe.

Traditional Performing Arts

Otsuchi boasts a number of traditional performing arts. People's desire to "pass down to the future" keeps the tradition burning.



Toramai Dance

One of the local performing arts since ancient times unique to the coastal areas of Iwate (especially in Yamada, Otsuchi, and Kamaishi)

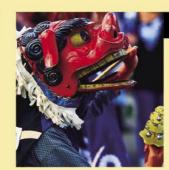
- Ando Toramai
- Kirikiri Toramai Kochu association
- Mukaigawara Toramai
- Rikuchu Benten Toramai

Shiroyama Toramai

: Municipal intangible cultural property

Shishiodori Dance

- Usuzawa Shishiodori
- Kanezawa Shishiodori
- Kamiyo Shishiodori Kirikiri Shishiodori
- Tokunami Shishiodori



Kagura/Daikagura Ceremonial Dance

- Hanawada Kagura
- Matsunoshita Daikagura
- Namiita Kagura
- Namiita Daikagur
- Kanezawa Kagura
- C Kirikiri Daikagura O Nakasuka Daikagura
- O Jonai Daikagura
- Ando Daikagura

: Municipal intangible cultural property

14



About 5 mins About 100 mins About 30 mins

Highway Bus 💯

Otsuchi Bypass Ikebukuro Iwate-ken Kotsu Tono-Kamaishi Line (4/week) 10 hrs 15 mins

> Otsuchi Chuo Kominkan Iriguchi Iwate-ken Kotsu Tono-Morioka Line (1/day) 3 hrs About 20 mins



Morioka

Issued by Industrial Promotion Division, Otsuchi Town

1-3 Kamicho, Otsuchi-cho, Kamihei-gun, Iwate 028-1192 Phone: 0193-42-8725 Fax: 0193-42-3855 URL: http://town.otsuchi.iwate.jp/



Otsuchi Tourism Exchange Association

1-1 Honcho, Otsuchi-cho, Kamihei-gun, Iwate 028-1116 Phone: 0193-42-5121 Fax: 0193-42-5122 URL: otsuchi-ta.com





Note: This guide is based on the information as of February 2021. Natural scenic areas may be inaccessible due to construction or other reasons. Temporary stores, for example, may be relocated or closed due to reconstruction efforts. Please check with the respective facility before visiting.



