



A Journey to Experience Kyoto's Food Culture and Traditions through Fushimi's Sake and Famous Water



Kyoto's food culture
of taking good care of
ingredients and
Fushimi's sake
brewery tourism

Fushimi, Kyoto, has a long history of sake brewing and is one of the three major sake brewing areas in Japan. Fushimi's sake has a deep connection with Kyoto's nature, lifestyle, and culture, including the water and rice produced by Fushimi's rich natural environment, sake lees that embody the culture of taking good care of food, and crafts such as sake containers, and has been handed down to the people while developing along with the city of Fushimi. In this booklet, in addition to the experience of learning about traditional sake brewing, we have prepared contents such as visiting a farmhouse and experiencing traditional crafts, which even those who do not have a deep knowledge of sake can enjoy together with other experiences typical of Kyoto. We hope you will experience the charm of Fushimi's sake through the Kyo-Yasai produced by Fushimi's famous water, dishes using sake lees, and the marriage of sake with non-Japanese cuisine.



About the City of Fushimi and Sake Brewing

Fushimi has a long history, and its name is mentioned in the Chronicles of Japan. During the Heian period (794-1185), the imperial family and aristocrats built villas in this scenic area, and during the Azuchi-Momoyama period (1568-1600), Toyotomi Hideyoshi built Fushimi Castle, creating a large castle town. In the Edo period (1603-1867), Fushimi prospered as the gateway to the Yodo River water transportation linking Kyoto and Osaka, and at the end of the Edo period (1603-1867), it became the stage for the dawn of the modern age with the likes of Ryoma Sakamoto and other loyalists of the Imperialists. Blessed with a rich natural climate and refined by

the Kyoto culture, Fushimi's sake is said to have its origins in the Yayoi period, when rice cultivation was introduced to Japan. The sake brewing tradition that has been passed down from generation to generation since then blossomed during the Azuchi-Momoyama period (1568-1600). Since then, the area has developed further as a strategic location for land and water transportation, and has become famous throughout the country as a sake brewing center. Even today, there are more than 20 sake breweries within a 1.5 km radius of the city, and the city continues to develop as Japan's second-largest sake-producing region.

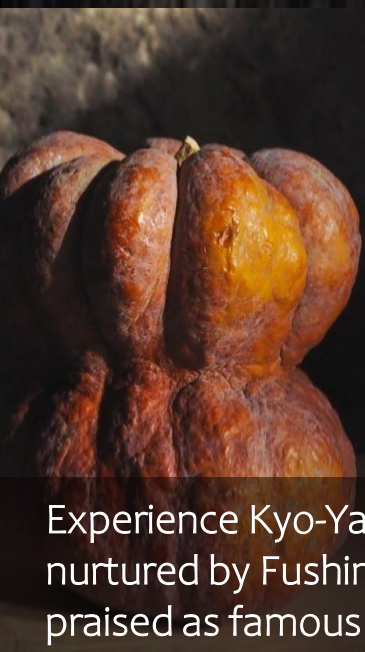




2-day/1-night model course
to experience Kyoto's food culture and
traditions through Fushimi's sake
and famous water

10:00AM Sake Rice Field Trip and Kyo-Yasai Harvesting Experience

In Fushimi, the cultivation of Kyoto-produced sake rice “Iwai” once ceased, but was revived thanks to the efforts of the Fushimi Sake Brewers Association. Visitors can observe the cultivation of “Iwai” sake rice and experience the harvesting of Kyoto’s traditional vegetable “Kyo-Yasai”. During the tasting, you will be able to taste the original flavor and sweetness of vegetables grown in Fushimi’s abundant water and without pesticides or chemical fertilizers.



Experience Kyo-Yasai and sake rice
nurtured by Fushimizu, which is highly
praised as famous water.




Taste Kyo-Yasai grown in Fushimizu
and Fushimi's sake lees

12:00PM Japanese lunch with
Kyo-Yasai and Fushimi's sake lees

Kyoto-style cuisine, using Fushimi's famous water to maximize the flavor of the ingredients, is served in a Japanese-style ryotei restaurant with a Japanese atmosphere. Enjoy the locally produced and locally consumed lunch with Fushimi's sake lees and Kyo-Yasai nurtured in the Fushimi land.

01:30PM Visit to a sake brewery in Fushimi

This is a special experience that allows you to make a private visit to a sake brewery in Fushimi that is normally closed to the public. Through the tour, you will learn about the traditional sake brewing process in Fushimi. After the tour, you will also have the opportunity to experience a sake tasting with an explanation of the characteristics of the sake.



Learn about traditional
sake brewing in Fushimi

Tour of famous water places that nurtured history and culture

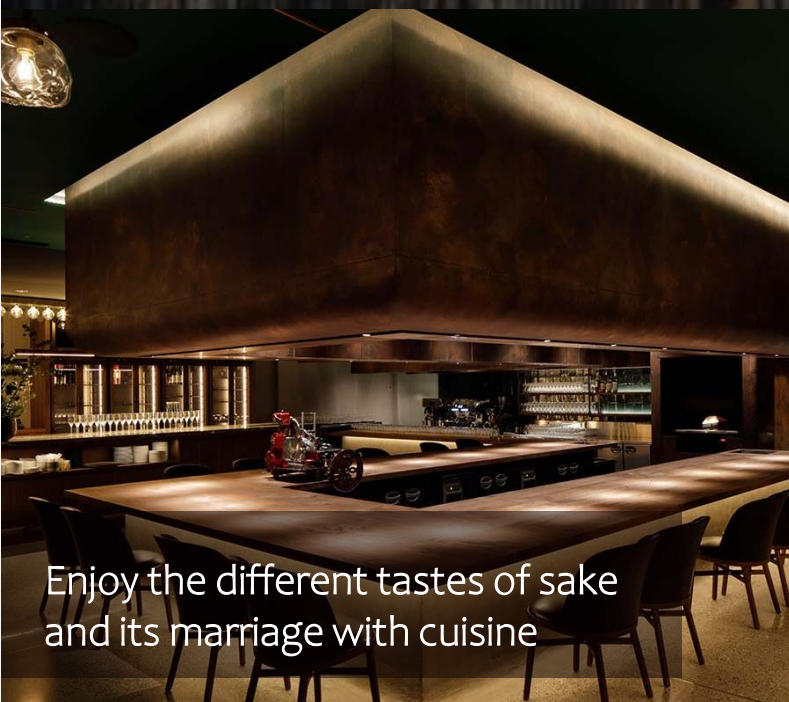


03:00PM Stroll in the town of Fushimi

In Fushimi, where old-fashioned sake breweries remain, buildings that retain their traditional wooden and white plaster exteriors are clustered in one corner of the town. On the waterway, which retains the vestiges of Fushimi's former prosperity as a key point of water transportation between Kyoto and Osaka, you can enjoy a relaxing time on a sightseeing houseboat while viewing sake breweries along the river.


07:00PM Italian x Fushimi's sake pairing dinner

In the evening, enjoy a sake pairing dinner with sake from Fushimi. This is a very rare dinner where sake from Fushimi's sake brewery will be paired with Italian dishes using Kyo-Yasai and other ingredients. Enjoy sake of various characteristics and find your favorite sake that goes well with the cuisine of your own country.



Enjoy the different tastes of sake and its marriage with cuisine





Experience Kyoto's Traditional
Crafts for Enhancing Sake

Next day 10:00AM
Sake vessel making experience
under the guidance of a craftsman

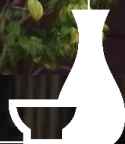
The next morning, we will visit a traditional craft workshop that carries on the traditions of Kyoto. After a talk and demonstration of traditional crafts by a craftsman, you will try your hand at making sake vessels under the guidance of the craftsman. Pour your favorite sake into the finished sake vessels and enjoy sake with the memories of your trip.



All photos shown are for illustrative purposes only.
Contents will be introduced on the next page.

Masuda Tokubee Shoten

Private Sake brewery tour has a history of more than 300 years



Founded in 1675, Masuda Tokubee Shoten is a sake brewery in Fushimi with a history of over 300 years. The company has continued to brew innovative sake alongside its traditions, such as introducing Japan's first "Sparkling Nigori Sake." The owner of the brewery, Mr. Tokubee Masuda, will lead the participants on a tour of the brewery. The tour includes a special look at the brewery during the brewing period (November to March), which is usually a rare opportunity to see the brewery in action. After the tour, the participants can enjoy a sake tasting in the brewery's salon while listening to an explanation of the taste and depth of sake.

- *The guide may change from Mr. Tokubee Masuda depending on the schedule.
- *Please refrain from eating Natto(fermented soybeans) on the day and prior day of your visit the brewery.
- *Please refrain from using perfume or other strongly scented products.

Duration About 90 min

【Schedule】

- Greetings by Mr. Tokubee Masuda, the owner of the brewery, and a video on sake brewing: 20 min
- Private tour of the brewery with Mr. Tokubee Masuda: 40 min
- Sake tasting after the tour: 30 min

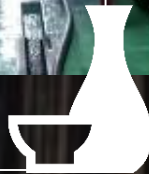
*Image is for illustration purposes.





Saito Shuzo Co., Ltd.

Sake brewery tour and "rare sake" tasting with the brewery president



Established in 1895. The brewery has received high acclaim for its brewing techniques, which are backed up by the high quality of its sake. In addition to winning gold prizes at “the Annual Japan Sake Awards” for 14 consecutive years and “Delicious Sake in a Wine Glass Award”, the brewery has also won prizes in the sake category of the INTERNATIONAL WINE CHALLENGE (commonly known as IWC), a world-class wine competition held every year in London, England. Aiming for further evolution in traditional sake brewing, the brewery developed "Eikun SPARKLING SAKE," a sake with natural effervescence from secondary fermentation, using carefully selected ingredients. It took four and a half years from conception to commercialization, and the brewery is now taking on the challenge of making sake that can be enjoyed by people around the world. This is a rare sake experience that includes a private tour of the brewery with Mr. Saito, the president of the brewery, and a chance to drink "rare sake" from the Saito Sake Brewery, which is said to be undrinkable even by Saito Sake Brewery employees.



Duration About 90 min

【Schedule】

- Viewing of a video on sake brewing and explanation of the brewery by Mr. Saito: 20 min.
- Guided tour of the brewery by Mr. Saito: 50 min.
- 4-5 types of sake tasting including the "rare sake" after the tour: 20 min



*Image is for illustration purposes.

Option①

Sake brewery tour & sparkling sake tasting with the brewery president

This optional plan includes a private brewery tour by with the brewery president and tasting of “Eikun SPARKLING SAKE,” a product that took four and a half years from conception to commercialization.

Duration About 90 min

【Schedule】

- Viewing of a video on sake brewing and explanation of the brewery by Mr. Saito: 20 min.
- Guided tour of the brewery by Mr. Saito: 50 min.
- 4-5 types of sake tasting including the “Eikun SPARKLING SAKE” after the tour: 20 min



*Image is for illustration purposes.



Matsuyama Sake Brewery

**Private brewery tours
to experience the skills of
the Master brewer**



A sake brewery that has been making sake in Fushimi since its establishment in 1923, has renewed its production style in 2023. Kyoto-grown sake rice, water, koji, yeast... the brewery is pursuing sake brewing that focuses on Kyoto as the source of all ingredients. In this tour, one can experience sake brewery with the toji (master brewer) of Matsuyama Sake Brewery, by tasting the steamed rice and koji, stirring the fermentation mash, bottling the sake, etc. This is a special sake brewery tour that allows visitors not only to tour the brewery, but also to actually experience the sake brewing process. The toji, Mr. Yukio Takagaki, is a veteran sake brewer who has been in charge of high-end sake brewing at Gekkeikan, a major sake brewery in Fushimi. Also he was selected to the traditional craftsman award "Mirai no Meisho" which were designated by Kyoto city. It is a memorable sake experience with the toji.

Duration About 90-120 min

【Schedule】

- Explanation of sake brewing by the toji: 30 min.
- Tour in the brewery with the toji: 40-70 min.
(The tour may include: observing of washing and steaming of rice, observing of koji, tasting of koji, stirring fermentation mash, or bottling)
- Sake tasting after the tour: 20 min.
- *The start of the tour is fixed at 9:30 a.m.
- *The content of the tour will vary depending on the brewing process of the day.



Yamada Farm

Visit to the Production Site of
Sake Rice and Kyoto
Traditional Vegetables



Established in 1830, Yamada Farm grows rice and vegetables using only the best of Fushimi's land and water. In addition to growing more than 100 varieties of seasonal Kyoto traditional vegetables "Kyo-Yasai", Western vegetables, and herbs, the farm also cultivate Kyoto's original sake rice, "Iwai". Yamada Farm's pesticide-free produced vegetables have particular tastes that bring out the true flavor and sweetness. Visitors can see the farm only during the winter months of January and February and the summer months of July and August. Through a tour of sake rice and Kyoto traditional vegetable production sites, which are not usually available, and through actual tasting of Kyoto traditional vegetables, visitors can learn about sustainable agriculture. (Souvenirs of rice are included)

Duration About 90 min

【Schedule】

- Lecture on the history of Fushimi area, sake rice, and Kyo-Yasai: 20min
- Observation of Iwai rice field: 20min
- Tour of vegetables farm and tasting of freshly harvested vegetables: 40min

*The program is subject to change depending on the season.



Takamiya Farm

Tour of sake rice and Kyoto Traditional Vegetables at a farm aiming to produce all “made in Fushimi” sake



Fushimi Mukaijima used to be an island floating in a large pond called Oguraike. The Oguraike, which has since been reclaimed, is known as one of the best rice-producing areas in Kyoto Prefecture. Takamiya Farm also grows Kyoto’s original sake rice, “Iwai” and use that rice to make original sake in tie-ups with sake brewery and liquor store in Fushimi. In this content, one can learn about rice, including sake rice grown at Takamiya Farm, and experience the efforts of farmers who are committed to environmentally sustainable agriculture through the harvesting of Kyoto traditional vegetables and Western vegetables grown at the farm.



Duration About 100 min

【Schedule】

(Meet near the field of Takamiya Farm)

- History of Fushimi-Mukaijima and Oguraike: 10 min.
- Visiting Flowering kale fields and harvesting of Kyoto traditional vegetables/ Western vegetables: 40 min.
- (Drive from the field to the warehouse is located, 10 min. by car)
- Lecture on sake rice and sake tasting: 40 min.

*Transportation from the field to the warehouse is not included in the service. It is about 10 minutes drive, so please arrange a private car or taxi by yourselves.

*Schedule may change depending on the time of year and weather conditions.



Option ①

Sake rice and Kyoto traditional vegetables tour and “Farm to Table” experience

In addition to the field tour, the optional plan invites a local Japanese cuisine chef to the farmer's warehouse. One can experience “Farm To Table” cooking of rice and vegetables harvested at Takamiya Farm in the live kitchen. Please taste Fushimi's bounty further enhanced by the chef's hands with the sake made from rice harvested at Takamiya Farm.

Duration About 120 min

【Schedule】

(Meet near the field of Takamiya Farm)

- History of Fushimi-Mukaijima and Oguraike: 10 min.
 - Visiting Flowering kale fields and harvesting of Kyoto traditional vegetables/ Western vegetables: 40 min.
- (Drive from the field to the warehouse is located, 10 min. by car)
- Lecture on sake rice, tasting of dishes by the Japanese cuisine chef and sake tasting: 60 min.

*Transportation from the field to the warehouse is not included in the service. It is about 10 minutes drive, so please arrange a private car or taxi by yourselves.

*Schedule may change depending on the time of year and weather conditions.





Uosaburo

Japanese lunch using Kyoto traditional vegetables and Fushimi's sake lees



Uosaburo is a long-established Kyoto cuisine restaurant with over 250 years of tradition and history. The well at Uosaburo supplies rich groundwater that supports the brewing of sake in Fushimi. The water is used for tea, rice, and even for “dashi (Japanese soup stock),” the key ingredient of Kyoto cuisine. During the sake brewing season (October through March), you can also enjoy dishes made with Fushimi's sake lees. Uosaburo continues to serve dishes that are based on Fushimi's local ingredients, such as Fushimi's famous water and local Kyoto traditional vegetables "Kyo-Yasai". Please enjoy the taste and sensibility refined in Kyoto.

*Lunch using Fushimi's sake lees is available from October to March.

Option ①

Private "Dashi Lecture" by "Uosaburo" to feel the water of Fushimi + Japanese lunch using Kyoto traditional vegetables and Fushimi's sake lees

This is a lecture on dashi (Japanese soup stock) given by the ninth and tenth generation owner of the Uosaburo and the head chef, who have passed down the taste of Uosanro from generation to generation. At the dashi lecture participants will learn about dashi and watch a demonstration of how to make dashi right in front of them. The participants learn how to make dashi, and can take home some of the kelp used in the lecture so that they can make dashi at home just as they have learned. While actually tasting and comparing dashi, participants can learn about water and dashi, which has supported the brewing of sake in Fushimi. After the lecture, the participants enjoy a Japanese lunch to deepen appreciation of dashi.

*The person in charge of the lecture may be different for each reserved day.

*Lunch using Fushimi's sake lees is available from October to March.

Duration About 90 min

【Schedule】

-Dashi (Japanese soup stock) lecture by the chef of "Uosaburo": 30 min

-Japanese lunch using Kyoto traditional vegetables and Fushimi sake lees: 60 min



*Image is for illustration purposes.



Seiwasou

Japanese lunch using Kyoto traditional vegetables and Fushimi's sake lees



Seiwasou was established in 1956 in Fushimi, Kyoto. In Kyoto, Fushimi was once called "Fushimizu", because it is abundantly blessed with pure and clean underground water. This abundant water nurtures Fushimi's sake brewing and is also essential for Kyoto cuisine. The well water pumped up from the "Seiwa-no-i well" on the grounds of Seiwasou produces a fragrant "dashi" (Japanese soup stock). Please enjoy Fushimi's unique Kyoto cuisine using this mellow soup stock, Kyoto vegetables, and "sakekasu" (sake lees) directly from the sake brewery.



Option①

Private "dashi lecture" by the third generation owner of Seiwasou to feel the water of Fushimi + Japanese lunch using Kyoto traditional vegetables and Fushimi's sake lees

Japanese cuisine has been registered as a World Intangible Cultural Heritage and is attracting a lot of attention from overseas. The foundation of Japanese cuisine is "dashi" (Japanese soup stock). It is said that behind the development of the dashi culture is the Kyoto's unique mellow water quality. While comparing different types of dashi made by kelp and bonito broths, combined broths, and soups, participants can learn about water and dashi, which has also supported the brewing of sake in Fushimi. After the lecture, the participants can enjoy the taste of dashi with Japanese lunch.



Duration About 90 min

【Schedule】

- Lecture on dashi by the third generation owner of Seiwasou at the counter or in a private room: 30 min
- Japanese lunch using Kyoto traditional vegetables and Fushimi sake lees: 60 min



Option②

Private "Fermentation Lecture" by the third generation owner of Seiwasou to experience the brewing culture+ Japanese Lunch using Kyoto traditional vegetables and Fushimi's sake lees

Fermented foods such as miso and natto have been attracting attention overseas as superfoods in recent years. Let's learn from the owner of Seiwasou how "fermentation," which is also essential for sake brewing, is used in Japanese cuisine.



Duration About 90 min

【Schedule】

- Lecture on fermentation by the third generation owner of Seiwasou at the counter or in a private room: 30 min
- Japanese lunch using Kyoto traditional vegetables and Fushimi sake lees: 60 min

ERUTAN

Pairing Dinner with Fushimi's sake at ERUTAN



Sake Pairing Dinner, a collaboration of Western plates and Japanese sake by Italian restaurant ERUTAN. Since its opening in 2019, ERUTAN has been offering dishes from a sustainable perspective, such as local production for local consumption and food loss issues. The nutritious and healthy Italian dinner course will be served with a focus on local vegetables. This is a special pairing dinner of sake from Fushimi's eight sake breweries. The staff will explain about Fushimi's sake, its history, and the flavors of each sake. Please enjoy the marriage dinner of Italian and Fushimi's sake while listening to the staff explaining about the sake.

*ERUTAN is a restaurant in Good Nature Hotel Kyoto. Please visit Good Nature Hotel Kyoto for the accommodation as well.

【Course Example】※Course content will change depending on the season.
(9 Italian dishes + 8 Fushimi sake)

1. Amuse (1): Berkel sliced cured ham
2. Amuse (2): Eclair of Shishigatani Pumpkin and Hokkaido Sea Urchin
3. Cold appetizer: Carpaccio of seasonal fish
4. Hot appetizer: Risotto of Kyoto sake rice "Iwai" with truffles
5. Fish Dish: Grilled tilefish with scales
6. Pasta: Pasta with turban shell from Wakasa Bay and watercress from Uji Tawara
7. Meat dish: Char-grilled Kyoto beef
8. Dessert (1) (to cleanse the palate): Sake lees and Pione sorbet
9. Dessert (2): Chestnut Tiramisu

Option①

Pairing Dinner with Fushimi's Sake at ERUTAN

+ 7 Types of Fushimi's Sake Tasting

In addition to the 8 sake from the 8 different Fushimi sake breweries of above mentioned pairing dinner the participants can also enjoy tasting 7 varieties of sake from 7 other breweries in Fushimi, making it total of 15 different sake from 15 different Fushimi breweries. This is an optional plan that allows participants to fully enjoy Fushimi's sake.



GOOD NATURE HOTEL KYOTO

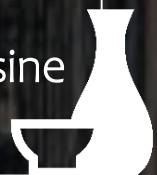
GOOD NATURE HOTEL KYOTO is located in the heart of Kyoto, not far from Gion. It is a hotel that embodies a lifestyle that pursues comfort for the mind and body, while at the same time considering the global environment. In 2020, GOOD NATURE HOTEL KYOTO became the first hotel in the world to receive the WELL Certification, a hotel version of the evaluation standard that evaluates hotels from the perspectives of health and the environment. Through the consideration of amenities aimed at a "recycling-oriented society without disposables" and highly unique wellness programs for guests (yoga, zazen experience), guests can experience the "GOOD NATURE" lifestyle.





SCALAE

Special Pairing Dinner of Fushimi's Sake & Italian cuisine



SCALAE is an Italian restaurant where you can enjoy the “Wow!” of the ingredients and cooking methods. The restaurant uses some ingredients that restaurant staffs visited the production area to talk with the producers. This is a special "Sake Pairing Dinner" experience that combines a uniquely creative cuisine with Fushimi sake selected by the chef and sommelier. Please enjoy this unique Western x Japanese pairing dinner while listening to an explanation of Fushimi's sake, its history, and its individual flavors.

*SCALE is a restaurant in THE THOUSAND KYOTO. Please visit THE THOUSAND KYOTO for the accommodation as well.

【Course Example】※Course content will change depending on the season.

(8 Italian dishes + 8 Fushimi sake)

- 1, Amuse①: A welcome dish from SCALAE
- 2, Amuse②: Porpetta and spinach zuppa
- 3, Hot appetizer: Sauteed cod milt with mornay sauce
- 4, Pasta: Turnip and tuna spaghettini
- 5, Fish dish: Poiret of the day with cauliflower and bisque sauce
- 6, Meat dish: Veal Saltimbocca
- 7, Dessert①: Cheese matched with Fushimi's sake
- 8, Dessert②: SCALAE Monte Bianco

THE THOUSAND KYOTO

THE THOUSAND KYOTO is a "Sustainable Comfort Hotel" that inherits the wisdom of living with nature and the spirit of hospitality of 1000 Year City Kyoto. Please enjoy a moving experience that is comfortable for people, society, and the future alike. In addition to its convenient location just a 2-minute walk from Kyoto Station, the hotel also boasts a variety of artworks that add color to the hotel. The artwork is based on "greenery and light," which is in keeping with Kyoto's culture of embracing the beauty of nature, and is decorated with themes such as scenes swaying in the wind and comfort that changes with the seasons.



Hotel exterior



Art



Grand staircase



Harmony Suite



Superior Twin



Superior Double

Rakuyaki Pottery Rakunyu

Learning from Traditional
Craftsmen: Sake-cup
Making and Tea Ceremony



“Rakuyaki” is handmade without using a potter’s wheel and this type of pottery was born in Kyoto more than 400 years ago. It is said that the tea master Sen no Rikyu who was a famous pioneer of the tea ceremony was fascinated by the Rakuyaki’s “imperfect beauty.” In this tour, the participants will experience making of “guinomi (sake cup)” at a workshop that has inherited the traditional Rakuyaki technique. Rakunyu the third, one of the traditional craftsmen of Rakuyaki, will personally serve the participants the tea. After listening to a story about Rakuyaki at the tea ceremony, the participants can make their own guinomi under the guidance of Rakunyu.

Duration About 60 min

【Schedule】

- Tea Ceremony by Rakunyu the third and story telling about Rakuyaki: 30 min
- Guinomi making under the guidance of Rakunyu: 30 min
- *The guinomi will be fired and mailed to participants at a later date. (Overseas EMS shipping available)



*Image is for illustration purposes.

Option①

Learning from Traditional Craftsmen: Sake-cup Making and Tea Ceremony

Option to make a guinomi (sake-cup) and a katakuchi (sake-bowl) for serving sake.

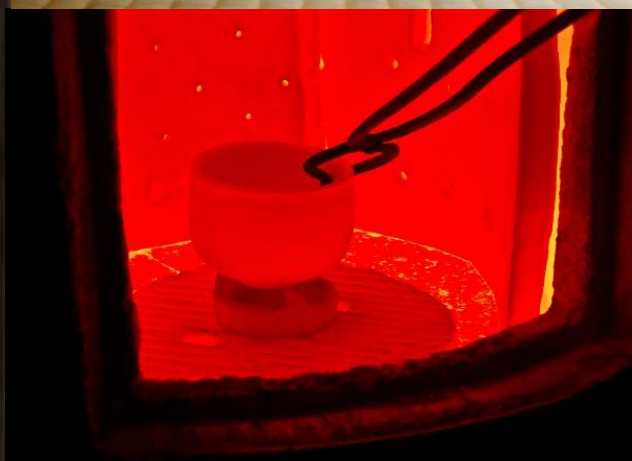
The sake bowl is also formed by hand as the sake cup. In two hours, participants can make an original set of sake cup and bowl that are only one in the world.

Duration About 120 min

【Schedule】

- Tea Ceremony by Rakunyu the third and story telling about Rakuyaki: 30 min
- Guinomi and katakuchi making under the guidance of Rakunyu: 90 min

※The guinomi and the katakuchi will be be fired and mailed to participants at a later date.
(Overseas EMS shipping available)



Option②

Learning from Traditional Craftsmen: 2 Sake-cups and bowl Making and Tea Ceremony

Option to make 2 guinomis (sake-cups) and a katakuchi (sake-bowl) for serving sake. 2 sake cups and bowl are formed by hand. Participants can make an original set of sake cups and bowl that are only one in the world while thoughtfully taking their time.

Duration About 150 min

【Schedule】

- Tea Ceremony by Rakunyu the third and story telling about Rakuyaki: 30 min
- Guinomis and katakuchi making under the guidance of Rakunyu: 120 min

※The guinomi and the katakuchi will be be fired and mailed to participants at a later date.
(Overseas EMS shipping available)



Seikado

The oldest tin workshop in existence, Seikado Sake-cup making workshop taught by the seventh generation craftsman



“Thinking of the life of a vessel in terms of hundred years.” Founded in 1838 during the late Edo period, Seikado is the oldest tin workshop still in existence in Japan. Compared to other metals, tin is soft and easily scratched. Genbei Yamanaka the seventh believes that this is why every scratch and dent is a piece of beauty that will last through the ages. Under the guidance of the seventh, the participants can make their own "sake cup" that will be with one for 100 years.

Duration About 150 min

【Schedule】

- Self-introduction by Genbei Yamanaka of Seikado & Explanation of products at the store "History of Tin and Metal Crafts": 25 min
- Tour of the workshop and partial demonstration: 15 min
- Guinomi (sake cup) making experience (Forging process where tin plate is cut out and beaten into shape): 80 min
- Sake Tasting with self-made guinomi, discussion with Genbei Yamanaka, and Q&A session: 30 min

✂ Participants can take home the sake cups they made on the day.