

# ENJOY TEA LIFE

It's delicious, fun, and feels great.  
There are so many wonderful things  
appealing about Japanese tea!



Enjoy brewing tea  
to your own taste

The flavor and aroma change depending on the water temperature and steeping time. Once you learn the basics about brewing tea, you can enjoy making tea to your preferred taste.



Enjoy selecting  
unique tea varieties

A wide variety of regions, tea varieties, and processing methods are involved in Japanese tea production. Learning about the different varieties and their unique characteristics expands the enjoyment of selecting a tea for particular situations and moods in your daily life.



Spend time leisurely  
brewing tea with a teapot

The process and trouble of preheating the teacup and cooling the hot water provides an invaluable time for focusing on the tea leaves and calming your mind.



Various ways to  
drink tea

Brew it slowly in cold water for iced tea, mix it with shochu, or mix matcha with milk for a matcha latte. The wide variety of ways to enjoy tea is one factor that makes tea so appealing.



A cup of hospitality that  
brings people closer together

The expressions "have tea", "tea room", "tea friends" all indicate how Japanese tea is a beverage that facilitates communication by gently complementing any situation intended to calm the mind and body.



A powerful friend for achieving  
beauty, health, and long life

Tea, which was drunk for medicinal purposes in ancient times, in recent years has attracted attention for its various chemical components and benefits. Japanese tea is now associated with the keyword "health" throughout the world.



Matcha from Japan, now  
loved throughout the world

Matcha tea, a healthy and delicious tea that conveys a feeling of traditional Japanese culture, has become popular around the world. In beverages, confections, cuisine, or other applications, the possible uses are limitless.



Tea from a teacup at home  
and a thermos when away

If you have a teapot, teacup, and thermos bottle, you can enjoy tea repeatedly wherever you are, whether at home or away. It is also an eco-friendly habit that reduces disposable container waste.

## Tea Demand Creation Council

Office: Japan Tea Commerce & Industry Cooperative Association

81 Kitabancho, Aoi-ku, Shizuoka-city, Shizuoka-ken  
TEL: 054-271-6161 FAX: 054-254-0415  
<https://www.zencharen.info/>

The information in this  
brochure is also available  
on the website.



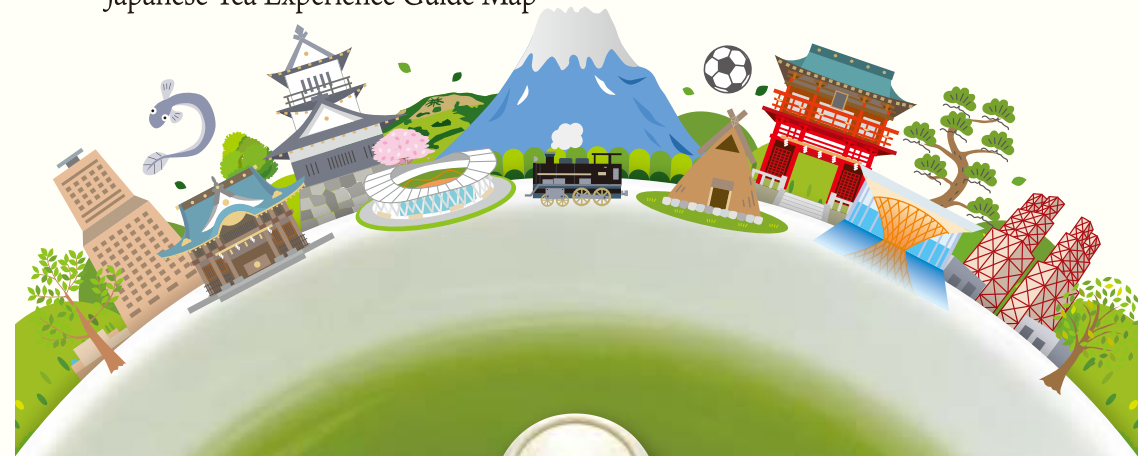
It's delicious, fun, and feels great

# MAP

Go experience TEA!

## Shizuoka

Shizuoka Prefecture  
Japanese Tea Experience Guide Map



ENJOY TEA LIFE



Tea Experience Action in SHIZUOKA



Photos are for illustrative purposes

Welcome to this guide of tea specialty shops in Shizuoka, where you can explore the wonders of tea!

# Shizuoka

Experience the wonders of tea at leading Japanese tea houses!

Shizuoka prefecture is known as the leading region for fine tea production in Japan. The topography, climate, and other factors make Shizuoka an ideal environment for growing tea. Blessed with mountains, rivers, tablelands, and other natural features, each region within Shizuoka produces tea with its own unique characteristics. There are also many tea wholesalers that further process tea. That provides unique opportunities only possible in a major tea producing region for serious tea-tasting or just having fun experiencing how delicious tea can taste.



Learning about the wonders of tea makes life more fun.



For example, try these ways of enjoying tea...



First thing in the morning	Sencha	This type is the most representative of Japanese tea and the most commonly consumed. Sleep in slightly hotter water for an eye-opening refreshed feel!
Before meals	Genmaicha	This is sencha mixed with toasted rice. The toasted aroma stimulates appetite!
After meals	Hojicha	This tea is sencha roasted to provide a toasted aroma. The slightly bitter astringency leaves a refreshing mouth feel!
With afternoon snacks	Bancha	This tea is made from the largest part of the tea leaves. It has a clean finish and less bitterness!
For afternoon tea	Sencha	Taking the time to steep it slowly will change your mood and help you relax!
After sports	Reicha	This cold tea is steeped in cold water. It is perfect for summer or after a hot bath!
After drinking alcohol	Bancha	The secret is to steep it in hotter water. It even helps cure a hangover!
During work or studies	Gyokuro	This tea is grown shaded from sunlight. The theanine content helps improve memory!
Before bed	Genmaicha	With less caffeine and a gentle aroma, this is perfect for small children, too!



# Shizuoka

Hamamatsu-city, Kosai-city



Located in western Shizuoka prefecture, this long north-south region extends from the plateaus to the foothills and produces a variety of teas, ranging from lightly or moderately steamed to deeply steamed, and with distinctive characteristics that are unique to respective districts.

- Free**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Fee charged**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Cafe/restaurant
- Tea equipment sales, etc.
- Confection sales, etc.
- Accepts credit cards
- Free Wi-Fi
- Parking lot

Scan the QR code to display a detailed map of the store.

## 1 Kaneta Otaen

36-1 Nishifujidaira, Tenryu-ku, Hamamatsu-city



☎ 053-928-0007

📍 Nishikajima Station 🚫 No fixed closed days  
🕒 9:00-19:00 (until 18:00 on Sat./Sun./holidays)  
Our family has continued to cultivate, process, and sell teas for many generations. If you time it just right, you can also visit the tea fields (reservations required).



## 2 Tea-shop ISSAN

1158-1 Futamata, Futamata-cho, Tenryu-ku, Hamamatsu-city



☎ 053-925-2433 📍 Futamatanakamachi (bus)

🕒 8:00-19:30 🗓 New Years Day  
Founded in 1878. This shop specializes in Tenryu tea tediously finished in small batches by drying leaves on washi paper. Come try the old-fashioned aromatic flavor.



## 3 Ishida-Chaya

[Miyakoda shop]  
3-1-1 Shinmiyakoda, Kita-ku, Hamamatsu-city  
Inside the CAINZ mall Miyakoda



☎ 053-428-7777 🕒 9:30-20:00  
📍 CAINZ mall Miyakoda 🗓 New Years Day

The Ishida Tea Store is located near the front entrance to the Miyakoda Cainz mall. It specializes in selling delicious teas selected for their smooth taste.



## 4 Ishida-Chaya

320-2 Sunayama-cho, Naka-ku, Hamamatsu-city  
Entetsu Department store Main build. B1F



☎ 053-457-6583 📍 Hamamatsu Station  
🕒 10:00-19:00 🗓 New Years Day

The Ishida Tea Store located on the first basement floor of the Entetsu Department Store near Hamamatsu Station offers teas specifically selected for their smoothness.



## 5 Ishida-Chaya

[Kosai shop]  
4040 Akebono, Nakanago, Arai-cho, Kosai-city  
Inside the COOK MART Hamanako-nishi store



☎ 053-543-7000 📍 Washizu Station  
🕒 9:30-20:00 🗓 Jan. 1-3

The Ishida Tea Store, which is located inside the Hamanako Cook Mart store, offers teas specifically selected for their smoothness.



### Pointer for Trying Tea

Even for identical tea leaves, flavor and aroma can vary depending on the water temperature, quantity of tea leaves, and steeping time.





# Shizuoka

Fukuroi city, Morimachi



Leisurely savor carefully brewed tea while contemplating the historical atmosphere from Enshu little Kyoto, the Morimachi tea production region made famous by Mori-no-Ishimatsu, and Fukuroi city, the lodging station at the halfway point of the 53 Tokaido Road stations.

- Free**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Fee charged**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour

- Cafe/restaurant
- Tea equipment sales, etc.
- Confection sales, etc.
- Accepts credit cards
- Free Wi-Fi
- Parking lot

**1 okuni-kotomachi-side-street Mori-no-Cha Honpo**  
 3956-1 Ichimiya, Morimachi, Shuchi district  
 Okuni-Kotomachi Yokocho

☎ 0538-89-7010 📍 Totoumi-Ichinomiya  
 🕒 9:00-17:30 🗓 No closed days

As the main Mori-no-Cha tea shop, we offer tea that sets the standard for tea quality and also offer a wide assortment of tea equipment and other products. After trying tea brewing and comparison tasting, purchase some of our popular Japanese confectionery items.



**2 akaikyusu-no-Otachaten**  
 3822 Ichimiya, Morimachi, Shuchi district

☎ 0538-84-2020 📍 Totoumi-Ichinomiya  
 🕒 9:00-16:00  
 🗓 Tue (Open in Jun, Apr, May, Nov, Dec)

Tea specialist shop marked by a red teapot on Myojin street at Okuni Shrine. Come enjoy a restful tea break surrounded by rich nature.



**3 OSADAEN HONTEN**  
 1522-1 Mori, Morimachi, Shuchi district

☎ 0538-85-1500 📍 Morimachi Byoinmae Station  
 🕒 9:00-18:00 (Cafe: 10:00-17:00 with 16:30 last order)


We offer carefully selected teas and confections in anticipation of your visit. We also provide detailed advice about how to enjoy tea in a way that best suits each customer. (Nenikiri cake making and table tea ceremony experiences: Fee charged)



**4 Ishida-Chaya [Morimachi-Honten]**  
 1525-1 Mori, Morimachi, Shuchi district

☎ 0538-85-2446 📍 Morimachi Byoinmae Station  
 🕒 9:00-17:30 🗓 New Years Day

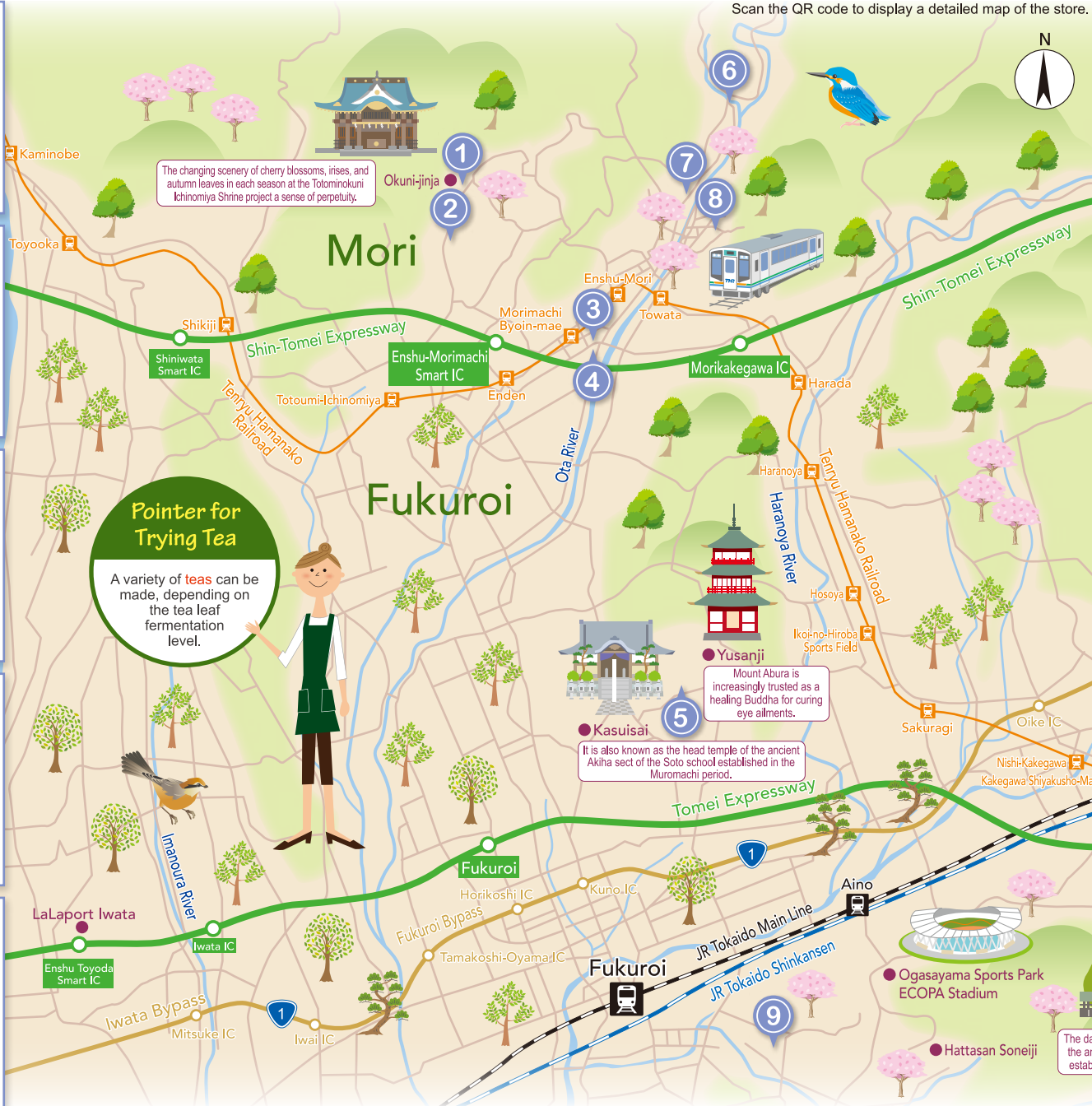
Direct sales of teas from Morimachi in Shizuoka prefecture, we offer specially-selected smooth teas shipped directly from the region where they are produced. Our homemade sencha soft ice cream cones are also very popular.



**5 Hishidai Seicha**  
 1553 Muramatsu, Fukuroi-city

☎ 0538-42-3231 📍 Fukuroi Station  
 🕒 9:00-17:30 🗓 Sat/Sun/holidays

We are a Japanese tea shop operated directly by a tea manufacturer. In addition to sencha and genmaicha teas, we also offer an extensive line of hojicha teas made by roasting sencha over charcoal.

Scan the QR code to display a detailed map of the store.

**6 Matsuura Seicha**  
 165-1 Shiroshita, Morimachi, Shuchi district

☎ 0538-85-4188 📍 Enshu-mori Station  
 🕒 9:00-17:00 🗓 Before/after New Years

New outdoor eating space. We also offer homemade sencha and matcha gelato. Please stop by. (Tea brewing experience: Reservation required)



**7 Yawataya Chaho**  
 581-1 Amenomiya, Morimachi, Shuchi district

☎ 0538-85-3039 📍 Towata Station  
 🕒 8:00-17:00  
 🗓 Sun/holidays, before/after New Years, and some summer days

Established over 100 years ago. With teas manufactured and sold from our award-winning factory (Minister of the Ministry of Agriculture, Forestry and Fisheries Award), we confidently offer the highest quality at the best prices.



**8 O-cha-no-Marushichi**  
 874-2 Mukaiamagata, Morimachi, Shuchi district

☎ 0538-85-2158 📍 Enshu-Morimachi (bus)  
 🕒 9:00-18:00 🗓 First three days of the New Year

We demonstrate how to brew delicious tea in front of customers. We also welcome customer questions.



**9 Hougyokuen**  
 860 Toyosawa, Fukuroi-city

☎ 0538-43-2417 📍 Fukuroi Station/Aino Station  
 🕒 10:00-17:00 🗓 No closed days

We are a tea specialty shop that manufactures and sells mainly first-pick teas from our own fields, where no agricultural chemicals are applied. We offer teas fermented from sencha. (Facilities tour: Seasonal only)





# Shizuoka

Kakegawa city (1)



This region is known as a premier producer of deep-steamed teas and includes many sightseeing spots, such as Kakegawa Castle. From late April to early May, you can witness the first harvest of new leaves in tea fields spread out among the surrounding foothills.

- Free**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Fee charged**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour

- Cafe/restaurant
- Tea equipment sales, etc.
- Confection sales, etc.
- Accepts credit cards
- Free Wi-Fi
- Parking lot

**1 O-cha-no-Hayashien**  
1519 Hongo, Kakegawa city

☎ 0537-26-1321 📍 Haranoya Station  
🕒 9:00-17:00 📅 Sun/holidays

Rich flavors and intense aroma are the secret to the popularity of our deep-steamed only 100% Kakegawa tea proudly sold at Hayashien.

**2 AKIHA-CHAEN**  
2735-1 Oike, Kakegawa city

☎ 0537-23-6266 📍 Sakuragi Station  
🕒 9:00-17:30 📅 Sun/holidays

We manufacture and sell Kakegawa teas. Tea-tasting is also available. You can try a wide variety of teas from Kakegawa.

**3 Mikasaen [Saida shop]**  
267-1 Saida, Kakegawa city

☎ 0537-24-5050 📍 Kakegawa Station  
🕒 8:00-17:00 📅 Sat/Sun/holidays  
(open daily during new tea harvest and Saturdays in May/Jun and Nov/Dec)

We offer delicious tea based on the motto of making tea with soul.

**4 Mikasaen**  
1-15-5 Shironishi, Kakegawa city

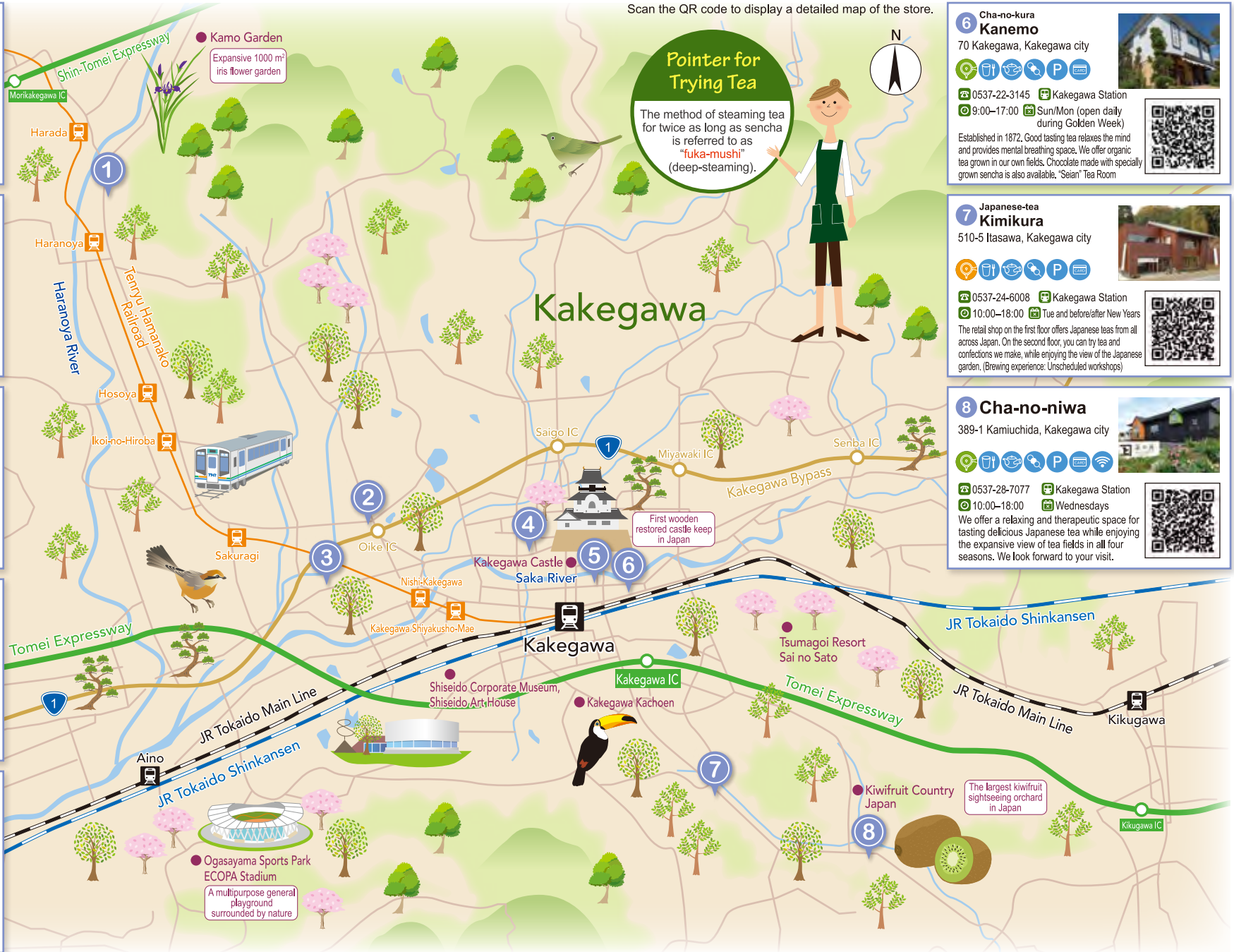
☎ 0537-24-0011 📍 Kakegawa Station  
🕒 8:00-16:45 📅 Sat/Sun/holidays

Tea shop specializing in Shizuoka and deep-steamed Kakegawa teas, including teas made by the traditional tea-grass integrated method registered as a globally important agricultural heritage asset.

**5 Ohamaen**  
2-1 Renjaku, Kakegawa city

☎ 0537-22-2346 📍 Kakegawa Station  
🕒 8:30-18:30 📅 Sundays

Manufacturer-direct sales shop established in 1926. We offer fine teas at affordable producer-direct prices, from teas for gifts to teas for personal or commercial use.



**6 Cha-no-kura Kanemo**  
70 Kakegawa, Kakegawa city

☎ 0537-22-3145 📍 Kakegawa Station  
🕒 9:00-17:00 📅 Sun/Mon (open daily during Golden Week)

Established in 1872. Good tasting tea relaxes the mind and provides mental breathing space. We offer organic tea grown in our own fields. Chocolate made with specially grown sencha is also available. "Seian" Tea Room

**7 Japanese-tea Kimikura**  
510-5 Itasawa, Kakegawa city

☎ 0537-24-6008 📍 Kakegawa Station  
🕒 9:00-18:00 📅 Tue and before/after New Years

The retail shop on the first floor offers Japanese teas from all across Japan. On the second floor, you can try tea and confections we make, while enjoying the view of the Japanese garden. (Brewing experience: Unscheduled workshops)

**8 Cha-no-niwa**  
389-1 Kamiuchida, Kakegawa city

☎ 0537-28-7077 📍 Kakegawa Station  
🕒 10:00-18:00 📅 Wednesdays

We offer a relaxing and therapeutic space for tasting delicious Japanese tea while enjoying the expansive view of tea fields in all four seasons. We look forward to your visit.



# Shizuoka

Kakegawa city (2)/Kikugawa city



This region practices the traditional tea-grass integrated method registered as a globally important agricultural heritage asset. Blessed with rich nature, beautiful hilly tea fields are visible everywhere. Kikugawa city is also known as the birthplace of deep-steamed tea.

**Free** Steeping instructions Comparison sampling, etc. Blend sampling Facilities tour

**Fee charged** Steeping instructions Comparison sampling, etc. Blend sampling Facilities tour

Cafe/restaurant Tea equipment sales, etc. Confection sales, etc.

Accepts credit cards Free Wi-Fi Parking lot

**1 MIEDAI TEA**  
707-1 Ono, Kakegawa city

☎ 0537-27-1104  
Ono/Miedai-Seicha mae (bus)  
🕒 8:00-17:00 🗓 2nd/4th Sat and Sun/holidays  
We are daily devoted to making delicious teas based on our company philosophy that "fine treasures are produced by skilled artisans", meaning a tea master's skill produces everlasting treasures.

**2 Maruchu**  
1664 Ono, Kakegawa city

☎ 0537-27-0411 🚌 Nissaka (bus)  
🕒 8:00-17:00 🗓 Sundays  
Established in 1930. Come try our aromatic teas.

**3 YAMAEI**  
121 Nissaka, Kakegawa city

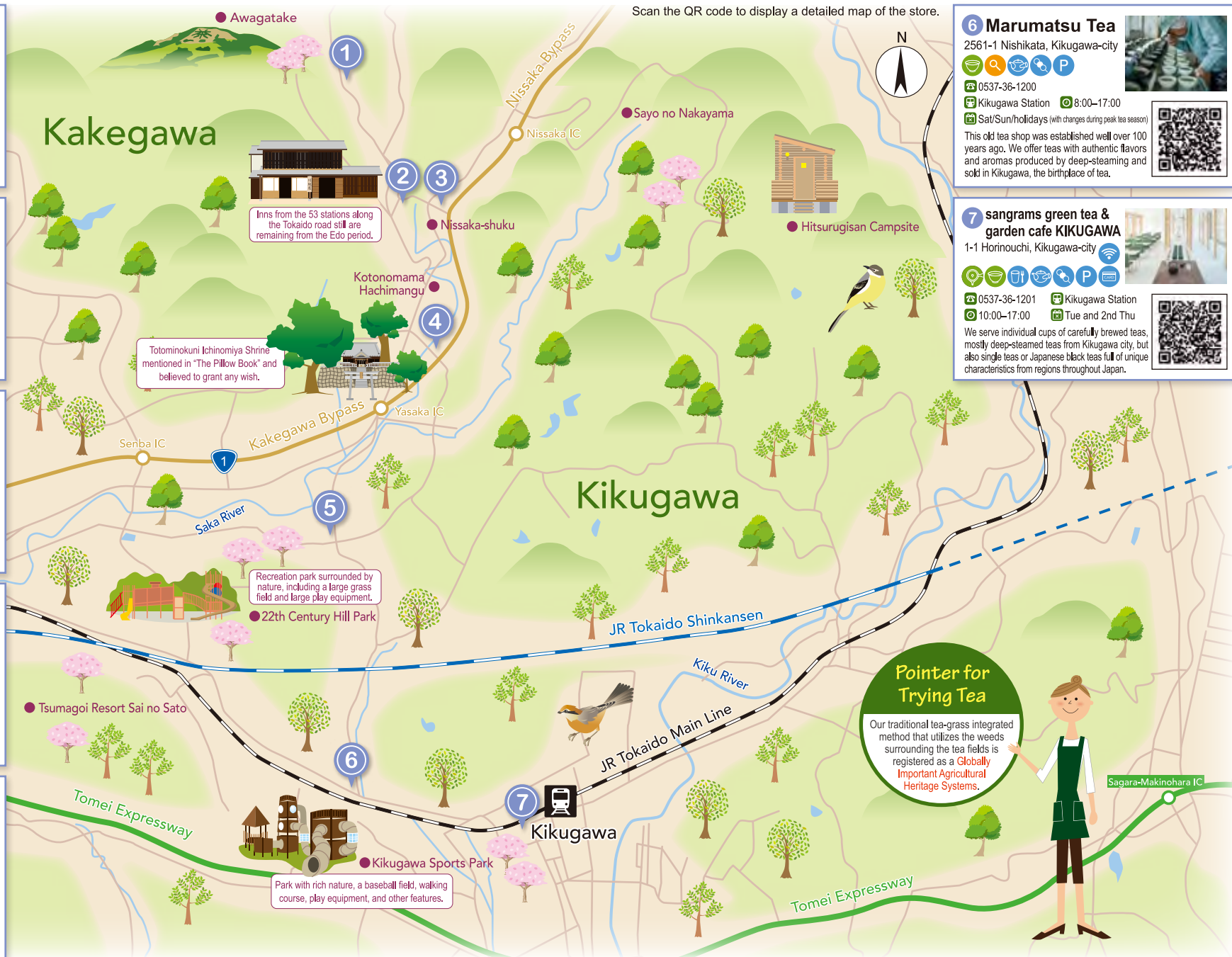
☎ 0120-27-1024 🚌 Nissaka (bus)  
🕒 9:00-17:00 🗓 Sun/holidays  
Yamaei manufactures tea based on principles of safety, peace of mind, and health and a direct connect to tea growers.

**4 ochadokoro Higashiyama [Michi-no-Eki Kakegawa]**  
882-1 Yasaka, Kakegawa city  
Inside the Roadside Station Kakegawa

☎ 0537-27-2255 🕒 9:00-17:00  
🚌 Miyamura/Hachimangu-mae, Kotonomama-Hachimangu (bus)  
🗓 2nd Mon (with some variations)  
We mainly offer Kakegawa tea deep-steamed at the Kakegawa Roadside Station.

**5 HOWAEN**  
920-5 Datagata, Kakegawa-city

☎ 0537-27-1166 🚉 Kakegawa Station  
🕒 9:00-17:00 🗓 Sat/Sun  
We have been making environmentally-friendly teas that are kind to nature for many years. We offer fresh teas, rather than stocking manufactured products.



Scan the QR code to display a detailed map of the store.

**6 Marumatsu Tea**  
2561-1 Nishikata, Kikugawa-city

☎ 0537-36-1200  
🚉 Kikugawa Station 🕒 8:00-17:00  
🗓 Sat/Sun/holidays (with charges during peak tea season)  
This old tea shop was established well over 100 years ago. We offer teas with authentic flavors and aromas produced by deep-steaming and sold in Kikugawa, the birthplace of tea.

**7 sangrams green tea & garden cafe KIKUGAWA**  
1-1 Horinouchi, Kikugawa-city

☎ 0537-36-1201 🚉 Kikugawa Station  
🕒 10:00-17:00 🗓 Tue and 2nd Thu  
We serve individual cups of carefully brewed teas, mostly deep-steamed teas from Kikugawa city, but also single teas or Japanese black teas full of unique characteristics from regions throughout Japan.

**Pointer for Trying Tea**  
Our traditional tea-grass integrated method that utilizes the weeds surrounding the tea fields is registered as a **Globally Important Agricultural Heritage Systems**.



# Shizuoka

Shimada city/Makinohara city (1)



This region includes the Makinohara Plateau, which produces more unrefined tea than any other region in Japan. When the plump tea leaves grown on this plateau are steamed, they result in smooth tea with low astringency levels.

- Free**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Fee charged**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour

- Cafe/restaurant
- Tea equipment sales, etc.
- Confection sales, etc.
- Accepts credit cards
- Free Wi-Fi
- Parking lot

**1 Meichadonya Ootaen**  
1340-1 Kanayanikenya, Shimada-city

☎ 0547-46-3041 📍 Kanaya Station  
🕒 7:30-17:00 📅 Sat/Sun/holidays

This is an old style tea shop. We make tea in an earnest and serious-minded way.

**2 Tea Museum, Shizuoka**  
3053-2 Kanayafujimi-cho, Shimada-city

📞 0547-46-5588 📍 Kanaya Station  
🕒 9:00-17:00 (entry until 16:30)  
📅 Tue (and day after holidays), before/after New Years

Other things to try: Tea equipment, grinding matcha, teas from around the world

This museum specializes in tea, which is unusual anywhere in Japan. It allows you to see, touch, and taste to fully experience the true appeal of tea (credit cards only accepted in the shop and restaurant).

**3 Takayanagi Seicha**  
2310-4 Katsuta, Makinohara-city

☎ 0548-27-2325 📍 Chagyō Kenkyū Center (bus)  
🕒 9:00-17:00 📅 No closed days

In addition to Shizuoka Makinohara tea and unique confectionery items, we also offer our own very popular homemade tea soft ice cream. (The ice cream is only available at the main store.)

**4 Arahataen**  
257 Nunohikihara, Makinohara-city

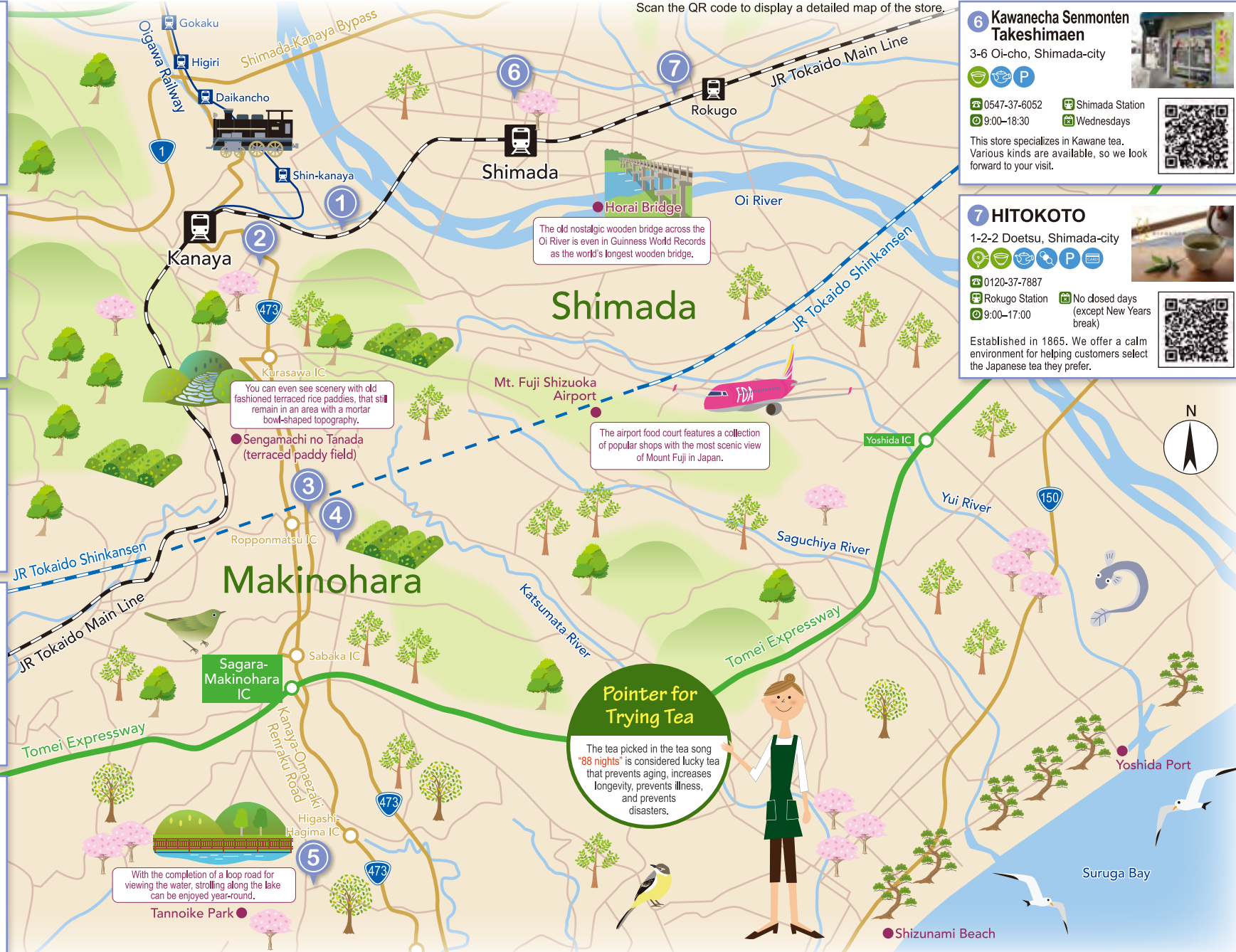
☎ 0548-27-2517 📍 Kanaya Station  
🕒 9:15-16:30 📅 Sundays

This tea shop specializes in deep-steamed tea, with fully-integrated operations extending from our own tea fields and manufacturing to sales. We also make and sell health teas.

**5 gurinpia-makinohara**  
1151 Nishihigima Makinohara-city

☎ 0548-27-2988 📍 Kikugawa Station  
🕒 10:00-17:00 📅 Before/after New Years

We offer tea factory tours and, depending on the season, even tea-picking experiences. In addition to tea, our store also sells gelato and chocolate. (Tea-picking is offered for a fee and only during the season.)



Scan the QR code to display a detailed map of the store.

**6 Kawanecha Senmonten Takeshimaen**  
3-6 Oi-cho, Shimada-city

☎ 0547-37-6052 📍 Shimada Station  
🕒 9:00-18:30 📅 Wednesdays

This store specializes in Kawane tea. Various kinds are available, so we look forward to your visit.

**7 HITOKOTO**  
1-2-2 Doetsu, Shimada-city

☎ 0120-37-7887 📍 Rokugo Station  
🕒 9:00-17:00 📅 No closed days (except New Years break)

Established in 1865. We offer a calm environment for helping customers select the Japanese tea they prefer.





# Shizuoka

Omaezaki city/Makinohara city (2)



The first leaves from the earliest tea harvest in the southern-most tea fields in Shizuoka prefecture fill the mouth with a smooth fresh cooling sensation and conjure images of a bright spring green season.



- Free**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Fee charged**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour

- Cafe/restaurant
- Tea equipment sales, etc.
- Confection sales, etc.
- Accepts credit cards
- Free Wi-Fi
- Parking lot

**1 YAMAMA MASUDAEN**  
1687 Kamiasahina, Omaezaki-city

☎ 0537-87-2056  
📍 Kikugawa Station ⌚ 8:30-17:00  
📅 Sat/Sun/holidays

Yama Masudaen, a tea manufacturer in Omaezaki, Shizuoka prefecture, received the Emperor Cup and Minister of the Ministry of Agriculture, Forestry and Fisheries Award for their teas.

**2 Maruyochaya**  
1950-2 Kadoya, Omaezaki-city

☎ 0120-04-6089  
📍 Kikugawa Station 📅 Wed (open holidays)  
⌚ 9:00-18:00 (cafe blend tasting 16:30)

Our tea shop specializes in deep-steamed tea integrated in daily lives to draw people together with cafes and tea using plenty of delicious leaves from Enshu.




**3 Nagashima Saen**  
2494-5 Ikeshinden, Omaezaki-city

☎ 0537-86-2525  
📍 Hamaoka-Chugakko mae  
⌚ 9:00-18:00 📅 Sun (open when new leaves are available)

Here, you can compare the taste of Yabukita and Tsuyuhikari varieties grown in Omaezaki, on the southern-most edge of Shizuoka.





Scan the QR code to display a detailed map of the store.

**4 Sagara bussan**  
102 Hazu, Makinohara-city

☎ 0120-06-2323 ⌚ 8:00-17:00  
📅 Sagarakyoku-mae (bus)  
📅 Sun/holiday (open holidays during first pick: Late Apr to late May)

Established 300 years ago. Try our deep-steamed tea with low bitter astringency and strong smooth flavor.




**5 Sawada Yukihei Shoten**  
1241-1 Susuki, Makinohara-city

☎ 0548-52-0046 📅 Jidaiguchi (bus)  
⌚ 8:00-18:00 📅 Sat/Sun/holidays

We are an old tea manufacturer that makes a variety of teas, including sencha, hojicha, genmaicha, and herb teas.




**6 Oguri Noen**  
2090-3 Shinsho, Makinohara-city

☎ 0548-58-0680 📍 Kanaya Station  
⌚ 9:00-17:00 📅 Sundays

Japanese tea instructors are available to help suggest a tea that best suits the customer's lifestyle.




**Pointer for Trying Tea**

To fully enjoy the **aroma and astringency** of tea, we recommend briefly steeping the tea in especially hot water.



● Hamaoka-Sakyu (Sand dune)  
These are the largest sand dunes on the Pacific Ocean side of Japan, stretching all the way to the Enshu Sea.

● Sagara SUN beach  
The view is spectacular, with the white sandy beaches, green pines, Mt. Fuji, and the string of Izu mountains.

● Omaezaki-todai (lighthouse)  
You can experience a 360-degree panorama of Shizuoka prefecture, from the Izu Peninsula in the far south to Mount Fuji, the Southern Alps, and Enshu Sea.







# Shizuoka

Fujieda city (1)



In the old days, the tea produced in land tucked between the foothills along the Seto River was called "Shida-cha." Those areas also produced a unique tea variety reminiscent of Fuji Kaori, which has a jasmine-like fragrance.

- Free**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Fee charged**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour

- Cafe/restaurant
- Tea equipment sales, etc.
- Confection sales, etc.
- Accepts credit cards
- Free Wi-Fi
- Parking lot

### 1 Matsuba Seicha

1-14-1 Horinouchi, Fujieda-city

☎ 054-641-3055 📍 Fujieda Station  
🕒 8:00-17:00 🗓 Sat/Sun/holidays

We have been a tea wholesaler for over 70 years to deliver delicious teas made with a keen eye and time-consuming tea-making skills.

### 2 Shinchaen

1-10-29 Chamachi, Fujieda-city

Tea ceremony classes in general.  
Fee charged

☎ 054-641-6228 📍 Kamitenma (bus)  
🕒 10:00-18:00 🗓 Sundays

Founded as a tea wholesaler over 220 years ago, confections made using select teas and premium matcha are very popular.

### 3 Marutou Hitokoto Shoten

3-11-10 Fujieda, Fujieda-city

☎ 054-641-0431 📍 Fujieda Station  
🕒 9:00-17:00 🗓 Sat/Sun/holidays

Thanks to customer loyalty, we have been in business for over 100 years. We remain committed to offering delicious teas in the future as well.

### 4 Yamauchi Shoten

1-3-8 Chamachi, Fujieda-city

☎ 054-641-1685 📍 Kamitenma (bus)  
🕒 8:00-17:00 🗓 Sat/Sun/holidays (but will open if requested in advance)

Officially, we do not sell to the public, so we have no signage. Look for a spring green refrigerator.

**Pointer for Trying Tea**

Taste the flavor differences between **first, second, and third steepings** with water poured from a teapot.

**Shirafuji Waterfall**

Famous location with seven types of waterfalls

**Okabe-shuku**

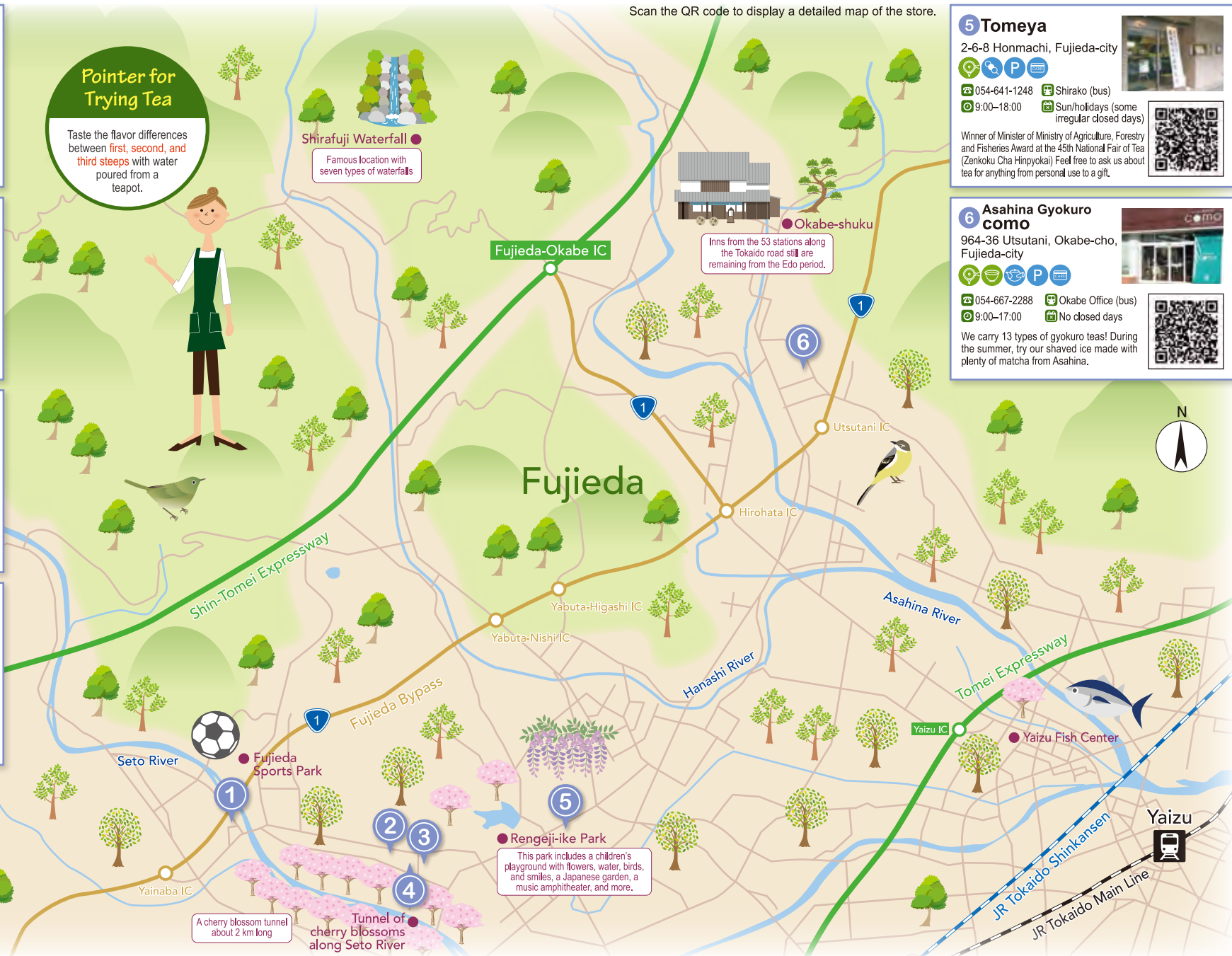
Inns from the 53 stations along the Tokaido road still are remaining from the Edo period.

**Rengeji-ike Park**

This park includes a children's playground with flowers, water, birds, and smiles, a Japanese garden, a music amphitheater, and more.

A cherry blossom tunnel about 2 km long

Tunnel of cherry blossoms along Seto River



### 5 Tomeya

2-6-8 Honmachi, Fujieda-city

☎ 054-641-1248 📍 Shirako (bus)  
🕒 9:00-18:00 🗓 Sun/holidays (some irregular closed days)

Winner of Minister of Ministry of Agriculture, Forestry and Fisheries Award at the 45th National Fair of Tea (Zenkoku Cha Hinnyokai) Feel free to ask us about tea for anything from personal use to a gift.

### 6 Asahina Gyokuro como

964-36 Utsutani, Okabe-cho, Fujieda-city

☎ 054-667-2288 📍 Okabe Office (bus)  
🕒 9:00-17:00 🗓 No closed days

We carry 13 types of gyokuro teas! During the summer, try our shaved ice made with plenty of matcha from Asahina.





# Shizuoka

Fujieda city (2)/Yaizu city



This region is bounded by the Oi and Seto Rivers and Suruga Bay. In Fujieda city, which has a long history of making superior teas, you can enjoy the delight of tasting tea while feeling the natural breezes from the mountains, rivers, oceans, and the fishing town of Yaizu, one of the leading fishing ports in Japan.

- Free**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Fee charged**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour

- Cafe/restaurant
- Tea equipment sales, etc.
- Confection sales, etc.
- Accepts credit cards
- Free Wi-Fi
- Parking lot

### 1 TOEI SEICHA

1-1-11 Chamachi, Fujieda-city

054-641-0054

Fujieda Station 8:30-16:30

Sat/Sun/holidays (except summer, before/after New Years, or other days off)

We mainly offer medium-steamed premium sencha teas. We offer tea at direct processor/wholesaler pricing. We ship to other regions.

### 2 Maruka-Muramatsu

2-6-26 Fujieda, Fujieda-city

054-643-1280 Kachikusabashi (bus)

10:00-17:30 (17:00 last order)

Wed (open holidays)

We have been a tea broker in Fujieda, Shizuoka prefecture, since about 1910. We also conduct classes to teach how to brew tea.

### 3 Hitokoto

2-2-21 Chamachi, Fujieda-city

054-641-0045

Fujieda Station 9:00-17:00

Sun/holidays, before/after New Years

We are a tea shop in a Shizuoka tea town, Fujieda. We also sell unique tea equipment and confections. Feel free to stop by.

### 4 Nanaya [Fujieda shop]

141-1 Uchisetou, Fujieda-city

054-646-7783

Fujieda Station/Sogo-chosha mae (bus)

10:00-18:00 Wed (open holidays)

We use matcha produced in a tea field that received an award from the Minister of the Ministry of Agriculture, Forestry and Fisheries, to make our gelato with the strongest matcha flavor in the world. We also offer a variety of chocolates that won second prize in an international competition. (A portion of the tea processing operations can be viewed from within the store.)

### 5 Matsudaen

2-7-26 Ekimae, Fujieda-city

054-641-0411

Fujieda Station 10:00-19:00

New Years Day

With over 100 years since we were established in the Fujieda tea area, our shop offers an extensive selection of tea for personal use or as gifts.

Scan the QR code to display a detailed map of the store.

### Pointer for Trying Tea

The process of drying the tea leaves a second time to maximize their unique aroma characteristics is referred to "hira" (firing).

This park includes a children's playground with flowers, water, birds, and smiles, a Japanese garden, a music amphitheater, and more.

A cherry blossom tunnel about 2 km long

Tunnel of cherry blossoms along Seto River

This park features a suspension bridge and play equipment installed on the surrounding trees.

This popular planetarium, based on the themes of space, ocean, and nature, recreates a star-filled sky to convey the dramatic impact of space.

### 6 Cafe karen serving organic Fujieda tea

1-13-22 2F Ekimae, Fujieda-city

054-625-8008

Fujieda Station 11:00-15:30

Sun/Mon/Tue/Wed

Our shop is small but highly motivated! Try comparison tasting organic teas made in Fujieda. Look for the Shizuoka tea shop banner.

### 7 Gashoan [Yaizu Nishikogawa shop]

6-5-1 Nishikogawa, Yaizu-city

054-620-7800

New Years Day

Kogawa-Higashi (bus)

10:00-19:00

Cafe: weekdays 11:00-17:00 with 16:00 last order

Sat/Sun/holidays 11:00-18:00 with 17:00 last order

We offer Shizuoka tea and confections made with Shizuoka tea.

### 8 Takayangi Seicha

555 Negishima, Yaizu-city

Inside the AEON Yaizu 1F

054-656-2413

Negishima-minami (bus)

9:00-21:00

No closed days

In addition to tea and sweets, our premium bottled tea is used by luxury hotels and Japanese luxury car dealers, where their popularity is booming!



# Shizuoka

Shizuoka city (1)



This is considered the heartland of Shizuoka tea production, stretching from the Motoyama region, which has a very long history of producing famous teas, to Shizuoka city, the prefectural capital where Ieyasu Tokugawa spent his twilight years, and the port of Shimizu, which served as the gateway for Japanese tea exports in the early 20th century.

- Free**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Fee charged**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour

- Cafe/restaurant
- Tea equipment sales, etc.
- Confection sales, etc.
- Accepts credit cards
- Free Wi-Fi
- Parking lot



**Pointer for Trying Tea**

Just like there are various varieties of rice, there are many types of tea and they exhibit various unique characteristics.

**1 Cha no me**  
1827 Ohara, Aoi-ku, Shizuoka-city  
☎ 054-270-1313  
🚉 Shizuoka Station 10:00-16:30  
📅 Mon/4th Tue (and day after holidays)  
Let us explain how to best steep the tea you order. Enjoy relaxing with good-tasting tea and Japanese sweets.



**2 SATOEN ocha-cafe**  
1107 Ohara, Aoi-ku, Shizuoka-city  
☎ 054-270-1188  
🚌 Nakawarashina-Hoikuen (bus)  
📅 Tue. 2nd/4th Wed 9:30-17:00 (with changes for holidays)  
In addition to our most popular tea, "Abe no Seiryu", we also offer premium confections, souvenirs, and other items at direct wholesale prices.



**4 Gashoan**  
[yazaizu seicha honten]  
1198-1 Mukoshikiji, Suruga-ku, Shizuoka-city  
☎ 054-259-6786 📅 New Years Day  
🚉 Mukoshikijikami (bus)  
📅 Weekdays/Sat 8:30-17:30 Sun/holidays 10:00-17:30  
We offer Shizuoka tea and confections made with Shizuoka tea. We also have many flavors of gelato made with tea.




**3 SOKO CHAYA**  
1-12-17 Yoichi, Aoi-ku, Shizuoka-city  
☎ 054-253-0368 📅 9:00-15:00  
🚉 Akiyama-cho (bus)  
📅 Sat/Sun/holidays/before-after New Years and before-after 8/15 (advance notice required)  
Exhibits include machinery, tools, and other items from the 1945-65 period when tea manufacturing methods were being modernized (free admission).



**5 Shiotaniyoshikazu Shoten**  
[Kamiasharai shop]  
2-4-11 Kamiasharai, Aoi-ku, Shizuoka-city  
☎ 054-245-6839  
🚌 Chuden-Shataku-mae/Zenzamachi (bus)  
📅 9:00-17:00 📅 Sun/holidays  
Tea leaves obsessively selected by a tea master are finished in our own factory. Select the tea you prefer, such as Honyama tea or deep-steamed tea.



**6 chakoubou Sizuoka**  
35 Tomoe-cho, Aoi-ku, Shizuoka-city  
☎ 054-245-0750 🚉 Tomoe-cho (bus)  
📅 9:00-18:00 📅 Sun/holidays  
We offer fine teas painstakingly selected for superior flavor and aroma since we were established in 1935. Also feel free to ask about shipping.



**8 Yamanashi Shoten**  
6-17-24 Chiyoda, Aoi-ku, Shizuoka-city  
☎ 054-263-1710 🚉 Kutsunoya-5 chome (bus)  
📅 10:00-17:00 📅 Sat/Sun/holidays  
We are a tea processor/wholesaler that also retails tea from Yamanashi Shoten. Tea can also be prepared as gifts or shipped to other regions.



**7 Gashoan [Chiyoda honten]**  
7-1-47 Chiyoda, Aoi-ku, Shizuoka-city  
☎ 054-267-3008 📅 New Years Day  
🚉 Chiyoda 7-chome Tobu-Taikukan Iriguchi (bus)  
📅 10:00-19:00  
Cafe: weekdays 11:00-17:00 with 16:00 last order Sat/Sun/holidays 11:00-18:00 with 17:00 last order  
We offer Shizuoka tea and confections made with Shizuoka tea.



**9 Gashoan**  
[Baydream-shimizu shop]  
8-1 Komagoe-Kitamachi, Shimizu-ku, Shizuoka-city  
Inside the Bay Dream Shimizu 1F  
☎ 054-368-7380 🚉 Komagoe-kita (bus)  
📅 10:00-20:00 📅 No closed days  
We offer Shizuoka tea and confections made with Shizuoka tea.



Scan the QR code to display a detailed map of the store.



# Shizuoka

Shizuoka-city (2)



About 1.5 km northwest of Shizuoka Station is a region referred to as "Chamachi" (tea town). In the early Edo period, various tea shops gathered near that "Tea Town" area and even today there is a high concentration of companies and shops involved in the tea business.

- Free**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Fee charged**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour

- Cafe/restaurant
- Tea equipment sales, etc.
- Confection sales, etc.
- Accepts credit cards
- Free Wi-Fi
- Parking lot

Scan the QR code to display a detailed map of the store.



**1 Shirakata Denshiro Shoten**  
96-1 Shinmei-cho, Aoi-ku, Shizuoka-city  
☎ 054-271-3238  
📍 Shizuoka Station/Shinmeicho (bus)  
🕒 9:00-17:30 📅 Sat/Sun/holidays  
This tea wholesaler was established in 1923. Japanese tea instructors are available to help suggest a tea that best suits customer preferences.

**2 TAKEZAWA SELECT Shop**  
61-2 Kitabanchō, Aoi-ku, Shizuoka-city  
☎ 054-271-3355 📍 Shizuoka Welfare Hospital (bus)  
🕒 10:00-17:00 (closed 12:00-13:00)  
📅 Sat/Sun/holidays, Obon, and before/after New Years (also sometimes closed for changed or unscheduled days)  
\*Tea & Sweets\* is a new Takezawa Select brand for food products created by Takezawa Seicha.

**3 MARUHIDE IWAZAKI TEA FACTORY**  
40-21 Kitabanchō, Aoi-ku, Shizuoka-city  
☎ 054-271-1010 📍 Shizuoka Station  
🕒 9:00-17:00 📅 Wed/Sun/holidays  
One day monthly, we gather delicious teas and foods from Shizuoka to conduct a Maruhide "department store". The most popular item, Kuradashi tea, which is only available in the fall and winter, is also sold online.

**4 chaya suzuwa**  
3-68 Anzai, Aoi-ku, Shizuoka-city  
☎ 054-271-1238  
📍 Shizuoka Station 🕒 10:00-16:30  
📅 Thu/Sun/holidays, and non-2nd/4th Saturdays  
Established over 170 years ago. We offer a luxuriant experience through teas.

**5 Homme Asakichi Shoten**  
3-65 Anzai, Aoi-ku, Shizuoka-city  
☎ 054-271-1352  
📍 Shizuoka Welfare Hospital (bus)  
🕒 9:00-17:00 📅 Sat/Sun/holidays  
Founded in Shizuoka in 1868. We have won gold and gold grand prizes at world green tea contests many times.

**6 TEA FACTORY HAMASA SHOTEN**  
3-11 Anzai, Aoi-ku, Shizuoka-city  
☎ 054-251-1515 📍 Shizuoka Station  
🕒 10:00-17:00 📅 Sun/holidays  
A corner of the factory is open for selling seasonal teas at factory prices!! We are also offering confectionery items made with liberal amounts of tea!!

**7 Wada Chouji Shoten**  
4-51 Anzai, Aoi-ku, Shizuoka-city  
☎ 054-252-4300 📍 Anzai 4-chome (bus)  
🕒 8:00-17:00 📅 Sat/Sun/holidays  
Established 70 years ago in 1950. We intend to create new innovative traditions while also preserving the old.

**8 Yamanashi Shoten**  
80 Ichibancho, Aoi-ku, Shizuoka-city  
☎ 054-252-0503 📍 Anzai 4-chome (bus)  
🕒 8:00-17:00 📅 Sat/Sun/holidays  
We manufacture sencha, hojicha, and fermented teas (oolong and pu'erh) from tea leaves produced in Shizuoka city.

**9 Marukakatsuyama Shoten**  
2-24-7 Shintomi-cho, Aoi-ku, Shizuoka-city  
☎ 054-253-7787  
📍 Shizuoka Station/Ichibancho (bus)  
🕒 9:00-18:00 📅 Sat/Sun/holidays  
We have two Japanese tea advisors available to carefully advise visitors how to prepare tea, brew the best-tasting tea, and select a tea that matches their preferences.

**10 Shiotaniyoshikazu Shoten [Nibancho shop]**  
13-1 Nibancho, Aoi-ku, Shizuoka-city  
☎ 054-252-6548 📍 Ichibancho (bus)  
🕒 9:00-17:00  
📅 Sun/holidays (closed some Saturdays)  
We manufacture and sell teas made from obsessively selected tea leaves processed in our own factory. Come find the tea you prefer, such as Honyama tea and deep-steamed tea.

**Pointer for Trying Tea**  
To prepare tea that tastes smooth and has umami, brew it slowly at a low temperature.

A fountain puts on daily shows coordinated with music and lights based on the themes of water, light, sound, and green.

Also feel free to visit the art museum shop and cafe space in Aoi Tower.

Located in the center of Shizuoka city, this park is surrounded by a double-moat and beautiful stone walls remaining from the former Senpu Castle, where Ieyasu Tokugawa spent his twilight years.

This museum of the historical shrine where the "genpuku-shiki" coming-of-age ceremony was held for Ieyasu Tokugawa includes various artifacts related to Shogun Ieyasu.



# Shizuoka

Shizuoka city (3)



There are many companies and stores near Shizuoka Station that are involved in the tea business. It is a great place to casually try various tea experiences, while also enjoying shopping in the commercial district or station building.

- Free**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Fee charged**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour

- Cafe/restaurant
- Tea equipment sales, etc.
- Confection sales, etc.
- Accepts credit cards
- Free Wi-Fi
- Parking lot

**1 CHAMACHI KINZABURO**  
27 Dodayu-cho, Aoi-ku, Shizuoka-city

Reservations required two weeks in advance for tea experiences (weekdays)

☎ 054-252-2098 📍 Anzai 2-chome (bus)

🕒 9:30-18:00 (eat-in until 17:00) 📅 Wednesdays Sun/holidays 10:00-17:00

This store features the champion of a famous tea competition show on TV, "Chaffies" and other tea confections, including 11 kinds of free tea, are available in the second floor indoor eating area. In the summer, shaved ice is also served.

**2 Fukamushicha-n-Senjuen**  
60 Aoi-cho, Aoi-ku, Shizuoka-city

☎ 054-255-0970 📍 Shizuoka Station

🕒 8:30-19:00 📅 Sundays

Serving Only Deep-Steamed Sencha Teas  
Established 100 years ago. Reliable products cultivated over our long history.

**3 Kojima Chaten**  
19 Nishiki-cho, Aoi-ku, Shizuoka-city

☎ 054-252-1955 📍 Ichibancho (bus) 🕒 8:00-19:00

📅 Sun/holidays (closed some Saturdays)

We offer aromatic Honryama tea and other fine teas from other regions of the prefecture. Our tea packs and other products are also popular.

**4 Kanoh Chaya**  
9 Nishiki-cho, Aoi-ku, Shizuoka-city

☎ 054-252-2783 📍 Shizuoka Station 🕒 10:00-16:00

📅 Sun/holidays (closed some Saturdays)

Enjoy using the various teas selected by the shop owner, who is a certified Japanese tea instructor, to try blending or comparing teas.

**5 MARUKA**  
2-2-1 Chamachi, Aoi-ku, Shizuoka-city

☎ 054-253-7166 📍 Shizuoka Station

🕒 9:00-15:00 📅 Sat/Sun/holidays

This tea shop feels like an old building.



**Pointer for Trying Tea**

Matcha is made with tea leaves that are cultivated shaded from the sun, dried without crumpling, and then finely ground, such as by using a tea grinding mill.

A fountain puts on daily shows coordinated with music and lights based on the themes of water, light, sound, and green.

Located in the center of Shizuoka city, this park is surrounded by a double-moat and beautiful stone walls remaining from the former Sunpu Castle, where Ieyasu Tokugawa spent his twilight years.

This museum of the historical shrine where the "genpuku-shiki" coming-of-age ceremony was held for Ieyasu Tokugawa includes various artifacts related to Shogun Ieyasu.

Also feel free to visit the art museum shop and cafe space in Aoi Tower.

**6 Maruzen Tea Roastery**  
2-2-5 Gofuku-cho, Aoi-ku, Shizuoka-city

☎ 054-204-1737 📍 Shizuoka Station

🕒 11:00-18:00 📅 Tuesdays

Tea gelato cafe where you can choose the roasting temperature. An in-store roasting operation can roast teas at different temperature ranges.

**7 Nanaya [Shizuoka shop]**  
2-5-12 Gofuku-cho, Aoi-ku, Shizuoka-city

☎ 054-251-7783 📍 Shizuoka Station

🕒 11:00-19:00 📅 Wed (open holidays)

We offer gelato with the world's strongest matcha, serious tea chocolate voted as having the second-strongest tea flavor at an international competition, and lots of gifts and souvenirs. A bar counter and seating are available on the second floor.

**8 Koyamaen [Gofukucho honten]**  
2-8-18 Gofuku-cho, Aoi-ku, Shizuoka-city

☎ 0120-580118 📍 Shizuoka Station

🕒 10:00-19:00 📅 No closed days

Established in 1865. We have remained committed to this one path. Offering tea that tastes like the first tea you ever tried at Koyamaen.

**9 Sugiyama-en**  
1-3-1 Takajo, Aoi-ku, Shizuoka-city

☎ 054-253-0620 📍 Shin-Shizuoka Station/Shin-Shizuoka (bus)

🕒 9:00-19:00 📅 Sundays

Established in 1915. Try tasting various Shizuoka teas. Our tea instructors will help you select the tea with the flavors you prefer.

**10 chagama**  
2-10-7 Takajo, Aoi-ku, Shizuoka-city Passage-TAKAJO 1F

☎ 054-260-4775 📍 Hiyosichicho Station

🕒 10:00-19:00 📅 Mondays

With over 100 types of tea ready to be tasted at any time, you are sure to find the tea that is perfect for you.

**11 ISSA**  
49-1 Kurogane-cho, Aoi-ku, Shizuoka-city (underground plaza at the North entrance of JR Shizuoka Station)

☎ 054-253-0030 📍 Shizuoka Station 🕒 10:00-19:00 (last order 18:30)

📅 Wed (and day after holidays), before/after New Years

Items selected by tea artisans at about 50 companies within the city for sale at a price of 500 yen or less. You can also try tea that changes weekly.



# Shizuoka

Ito city



This bright hot spring resort sightseeing destination faces toward Sagami Bay and is backed by the Amagi mountain range.

Guri tea is famous for its strong flavor without astringency or bitterness and its rounded shape.

<b>Free</b>	Steeping instructions	Comparison sampling, etc.	Blend sampling	Facilities tour
<b>Fee charged</b>	Steeping instructions	Comparison sampling, etc.	Blend sampling	Facilities tour

Cafe/restaurant	Tea equipment sales, etc.	Confection sales, etc.
Accepts credit cards	Free Wi-Fi	Parking lot



**1 Guricha-no-Sugiyama [Honten]**  
7-25 Ginza-motomachi, Ito city

☎ 0557-37-1202 ⌚ 9:00-17:00 🚉 Ito Station

🗓 No closed days (except for New Years and summer days posted on the website)

"Guri" tea made by our deep-steaming process is popular not just as a regional specialty souvenir for tourists but also with local customers. On the east side of the Izu peninsula, our tea is so firmly established that tea is often generically referred to as "Guri" tea, whether for use at home or as gifts.

**5 Ichikawa Seicha [Yoshida shop]**  
574-2 Yoshida, Ito city

☎ 0557-45-0263 🚉 Shinmachi (bus) ⌚ 8:30-17:30 🗓 Wednesdays

Our Guri tea soft ice cream is especially popular so we added a new Guri tea hard ice cream product to the menu!

**2 Ichikawa Seicha [Yunohadori shop]**  
1-2-1 Shishido, Ito city

☎ 0557-37-3796 🚉 Ito Station ⌚ 10:00-17:00 🗓 Thursdays

Mainly selling Guri teas, we are also expanding our line of souvenirs, soft ice cream, and other products for take-out.

**6 Guricha-no-Sugiyama [Izukoen shop]**  
1105-120 Yawatano, Ito city

☎ 0557-37-1202 🚉 Tue/Wed ⌚ 9:00-17:00 🚉 Jogasaki-Kaigan Station

"Guri" tea made by our deep-steaming process is popular not just as a regional specialty souvenir for tourists but also with local customers. On the east side of the Izu peninsula, our tea is so firmly established that tea is often generically referred to as "Guri" tea, whether for use at home or as gifts.

**3 Ichikawa Seicha [Itoginzamotomachi shop]**  
5-2 Ginza-motomachi, Ito city

☎ 0557-55-9222 🚉 Ito Station ⌚ 10:00-18:00 🗓 Fridays

In addition to selling various teas, we also offer a "relaxation corner" (oxygen room).

**7 Ichikawa Seicha [Izukoen shop]**  
1151 Yawatano, Ito city

☎ 0557-53-2262 🚉 Izu-Kogen Station ⌚ 9:00-17:00 🗓 Thursdays

Our shop is located in the Yamamo Plaza inside the Izu-Kogen Station! We mainly sell regional souvenirs and Guri tea.

**4 Ichikawa Seicha [Honten]**  
2-12 Yuda-cho, Ito city

☎ 0557-36-0038 🚉 Ito Station ⌚ 8:30-17:30 🗓 Sundays

**Pointer for Trying Tea**

Blue patterns and lines in teacups also serve to **make the tea color look more beautiful.**

Scan the QR code to display a detailed map of the store.





# Shizuoka

Kawane/Fuji city



Kawane: This tea-growing region is located in the upper areas of the Oi River and produces tea characterized by crisp astringency and distinctive umami. Fuji: This tea allows enjoying flavor refined by clean air, pure waters, and pristine mist.

## 1 Kawane bussan

1216 Senzu, Kawanehoncho, Haibara district

☎ 0547-59-2044 📍 Senzu Station  
🕒 8:00-17:00 🗓 Before/after New Years

We manufacture and sell tea made with state-of-the-art technology used to carefully protect the unique flavors and aroma of traditional Kawane tea. We also sell soft ice cream made on-site with Kawane tea.



## 2 Sakamotoen

110 Kamikishi, kawanehon-cho, Haibara district

☎ 0547-59-2155 📍 Senzu Station  
🕒 9:00-17:00 🗓 Sat/Sun

Located in a quiet valley, we sell tea directly from the manufacturer. We offer hospitality based on delicious tea from Kawane.



**Pointer for Trying Tea**

"Blending" refers to the process of creating teas by combining various teas that go together well.

The longest suspension bridge on the Oi River. The unusual suspension bridge straddles a prefectural highway, railroad, and private homes.

Shiogo Suspension Bridge

Shiogo

Jina

Kawaneonsen-Sasamado

Kawane Onsen Fureaino-Izumi

Nukuri

Ieyama

Nomori Lake

### 3 Asahien [Ekimae honten]

372-1 Kawanechoiyama, Shimada-city

☎ 0547-53-2058 📍 Ieyama Station  
🕒 9:00-17:00 🗓 No closed days

In front of Ieyama Station (Oigawa Railway) Please stop by when visiting the Ieyama Station area, whether by ar, train, or steam locomotive.



### 4 YAMASEKIEN·SEICHA

3533 Kawanechominari, Shimada-city

☎ 0547-53-2406 🗓 New Years Day  
📍 Ieyama Station 🕒 10:00-17:00

Kawane tea offers a rich aroma that gently blooms in the throat. It is characterized by a delicate richness with refined smoothness and just the right amount of astringency. Try picking tea (seasonal) or roasting your original hojicha.



- Free**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour
- Fee charged**
  - Steeping instructions
  - Comparison sampling, etc.
  - Blend sampling
  - Facilities tour

- Cafe/restaurant
- Tea equipment sales, etc.
- Confection sales, etc.
- Accepts credit cards
- Free Wi-Fi
- Parking lot

Scan the QR code to display a detailed map of the store.

**1 Fujimeicha Kubotaen**  
2-9-1 Yoshiwara, Fuji city  
☎ 0545-52-0224 🕒 9:00-17:30  
📍 Yoshiwara-honcho Station 🗓 Sundays  
Offers a wide selection of teas from famous tea regions within Shizuoka prefecture and over 100 tea equipment products. Tea novices are especially welcome. Reservations required for tea experiences. Paid parking is available across the street (ask for a parking voucher).

**2 OCHA NO YAMADAIEN**  
2-5-18 Chuo-cho, Fuji city  
☎ 0545-52-2540  
📍 Yoshiwara chuoeki (bus)  
🕒 9:00-18:30 🗓 2nd Sundays  
Founded in 1889. Let us share, with heartfelt earnestness, the enjoyment of brewing tea and the true deliciousness of brewing tea with a teapot.

**1 Mt. Fuji and Princess Kaguya Museum**  
This is the only museum in the world with exhibits about the story of Princess Kaguya returning to Mount Fuji.

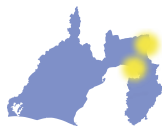
**2 Fuji-city Chukoen**  
Known as a relaxing place for citizens and a place for roses, which covers a 63,000 m<sup>2</sup> area.

**1 Fujinokuni Tagonoura Minato Park**  
Take your family to enjoy the spectacular view of Mount Fuji and Suruga Bay from the park observation deck or play on the grass athletic field.



# Shizuoka

Numazu city, Shimizu-cho, Gotemba city



Numazu: Numazu is known for refreshing flavorful teas grown in the warm environment at the foot of Mt. Ashitaka.

Gotemba: This lush green highland city is located on the eastern slopes of Mt. Fuji, a world heritage site.

**1 TEA HOUSE ARAI-EN**

301-3 Higashihara, Higashi-shijii, Numazu-city LaLaport Numazu 1F

☎ 055-941-5191 🕒 10:00-19:30

🚉 Numazu Station 📍 Same with LaLaPort Numazu

Rediscover the delicious taste of Japanese tea. We especially recommend the matcha latte overflowing with umami, the intensely aromatic hojicha soft ice cream, or matcha paired with seasonal Japanese confections. (Experience: Try grinding matcha)

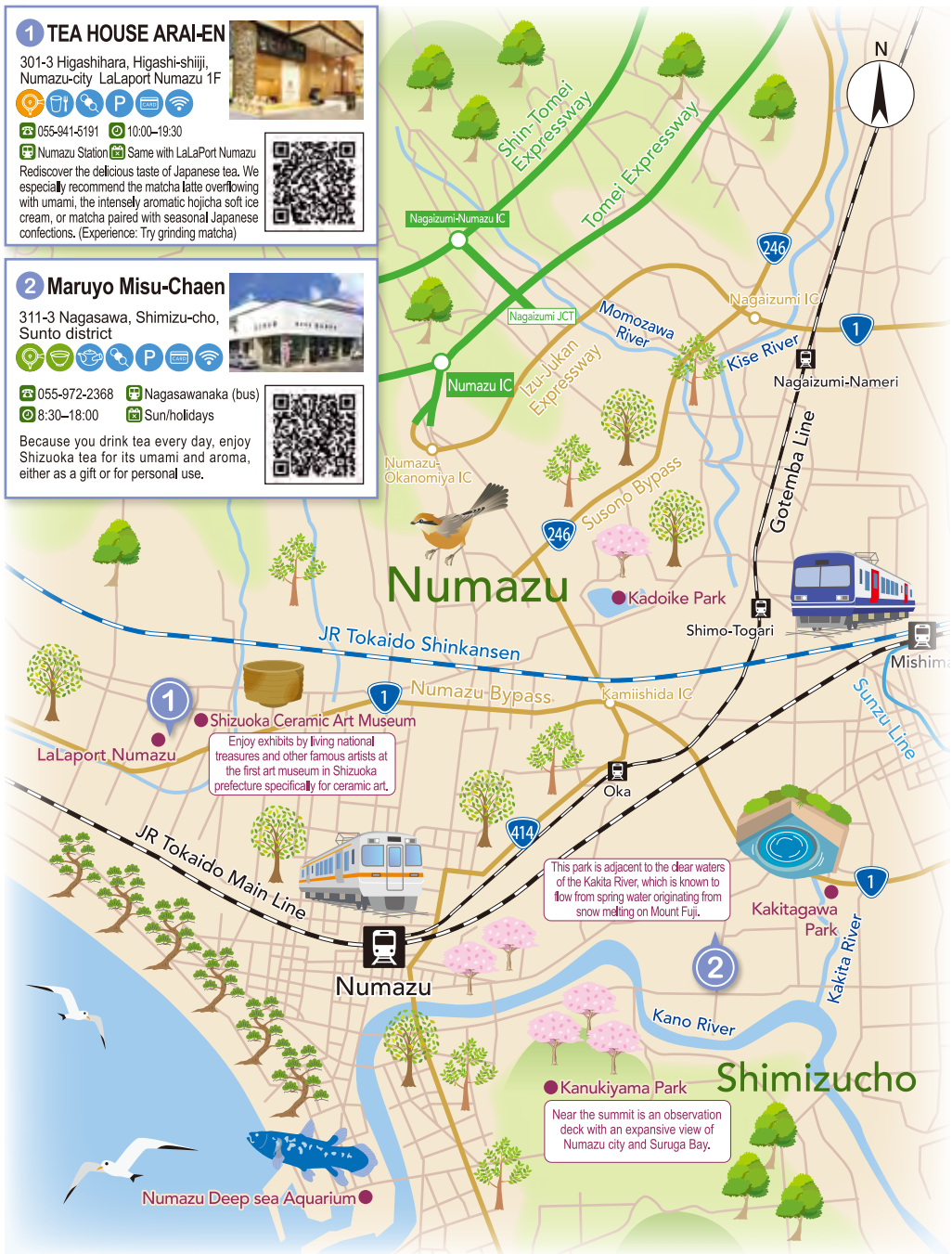
**2 Maruyo Misu-Chaen**

311-3 Nagasawa, Shimizu-cho, Sunto district

☎ 055-972-2368 🕒 8:30-18:00

🚉 Nagasawanaka (bus) 📍 Sun/holidays

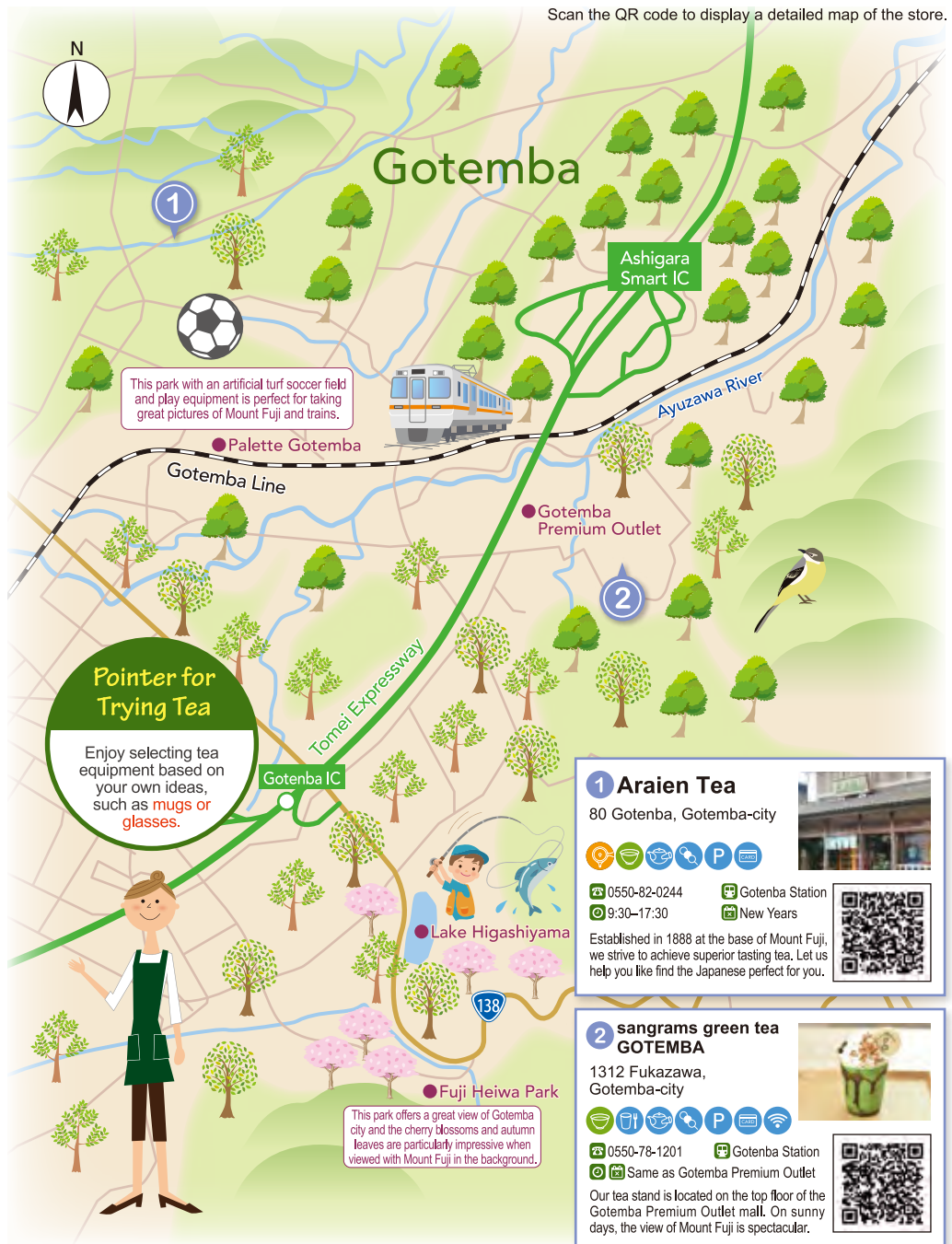
Because you drink tea every day, enjoy Shizuoka tea for its umami and aroma, either as a gift or for personal use.



- Free**
  - ☑ Steeping instructions
  - ☑ Comparison sampling, etc.
  - ☑ Blend sampling
  - ☑ Facilities tour
- Fee charged**
  - ☑ Steeping instructions
  - ☑ Comparison sampling, etc.
  - ☑ Blend sampling
  - ☑ Facilities tour

- ☑ Cafe/restaurant
- ☑ Tea equipment sales, etc.
- ☑ Confection sales, etc.
- ☑ Accepts credit cards
- ☑ Free Wi-Fi
- ☑ Parking lot

Scan the QR code to display a detailed map of the store.



**Pointer for Trying Tea**

Enjoy selecting tea equipment based on your own ideas, such as **mugs or glasses.**

**1 Arai-en Tea**

80 Gotemba, Gotemba-city

☎ 0550-82-0244 🕒 9:30-17:30

🚉 Gotemba Station 📍 New Years

Established in 1888 at the base of Mount Fuji, we strive to achieve superior tasting tea. Let us help you like find the Japanese perfect for you.

**2 sangrams green tea GOTEMBA**

1312 Fukazawa, Gotemba-city

☎ 0550-78-1201 🕒 Same as Gotemba Premium Outlet

🚉 Gotemba Station

Our tea stand is located on the top floor of the Gotemba Premium Outlet mall. On sunny days, the view of Mount Fuji is spectacular.