



Transportation Guide

By Train

● Shin Osaka / Tennoji → Yuasa Station

(Kinokuni Line / Kuroshio Express)

*Approx. 1 hour 30 min from Shin Osaka /
Approx. 1 hour 10 min from Tennoji

● Kansai International Airport →

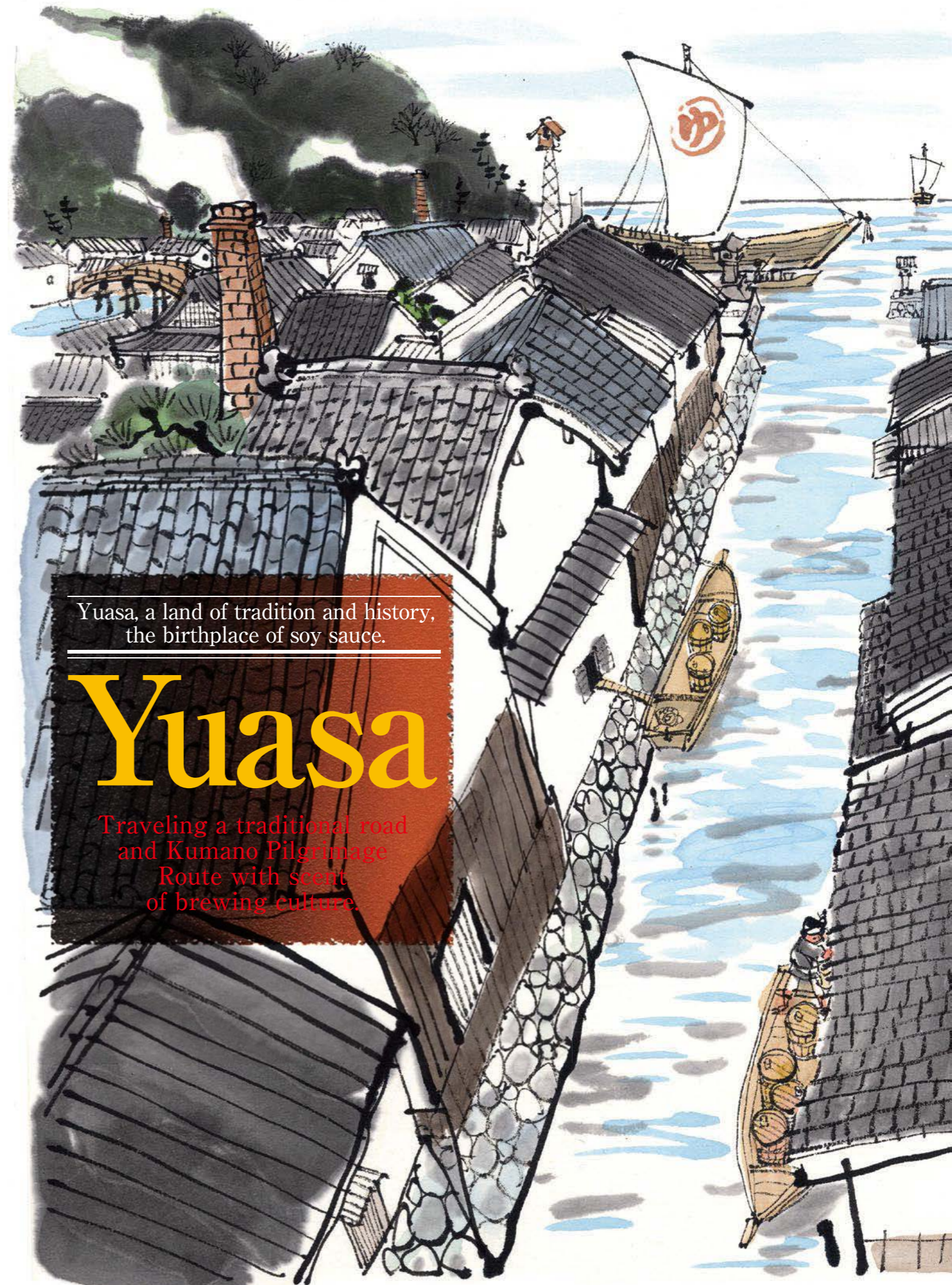
Hineno Station → Yuasa Station

(Kansai airport line / Kinokuni Line)



Useful Words and Phrases

- Hello Konnichiwa こんにちは。
- Goodbye Sayonara さよなら。
- Thank you. Arigato ありがとう。
- Excuse me. Sumimasen. すみません。
- Do you speak English?
..... Eigo ga hanasemasu ka? 英語が話せますか?
- I don't understand. / I don't know.
..... Wakarimasen. わかりません。
- I can't speak Japanese. Nihongo wa dekimasen.
..... 日本語はできません。
- Is it OK to take a photo?
..... Shashin o totte mo ii desu ka?
写真を撮ってもいいですか?
- Yes. Hai. はい。
- No. Iie. いいえ。
- Would you please show me on this map where I am right now?
..... Kono chizu de genzaichi o oshiete kudasai.
この地図で現在地を教えてください。
- Where is the _____?
..... ____wa doko desu ka? ____はどこですか?
- Bus stop Basu-tei バス停
- Kumano Kodo pilgrimage routes Kumano-kodo 熊野古道
- Toilet O-tearai/toire お手洗い/トイレ
- Help me! Tasukete! たすけて!
- I need a doctor. Isha ga hitsuyo desu. 医者が必要です。



Yuasa, a land of tradition and history,
the birthplace of soy sauce.

Yuasa

Traveling a traditional road
and Kumano Pilgrimage
Route with scent
of brewing culture.

Inquiries: Yuasa Town Hall, Tourism Section

668-1 Aoki, Yuasa-cho, Arida-gun, Wakayama Prefecture 643-0002 TEL0737-63-2525 FAX0737-63-4150
E-mail sangyou2@town.yuasa.lg.jp URL <http://www.town.yuasa.wakayama.jp>



13 Kadocho
A shoyu shop established in 1841. A shokunin-kura (worker's lodging) built near the shop in 1866 exhibits all the tools used during shoyu brewing. You can feel the old style of shoyu brewing here. In the Shoyu resource center in the newly built storehouse, literature on shoyu brewing is on display, and shoyu production methods are introduced in an easy-to-understand way.



14 Kadocho



15 Kadocho Shoyu Resource Center



Walking around a town with a secret history, tradition, and passion.

From JR Yuasa station to the Preservation District of Traditional Buildings (judenken) is about a 15 minute walk. Along the way, you will pass Kumano Pilgrimage Route (Doumachi Dori). Once you enter the preservation district, leisurely take a stroll while viewing the preserved houses. "Seiro (bamboo steamer) Museum" decorates the

grids on the street. There are also rest areas using old houses, while the resource center is located in a storehouse.

Don't just stay on the main street, go to "komichi-komichi" streets too. It will feel like you traveled back in time.

Rental bicycles at the multi-purpose square in front of Yuasa station

Located on right side when exiting JR Yuasa station. In the square, tourism information and rental bicycles are available. Leisurely touring the town by bicycle is also recommended.

●Inquiries
0737-63-4123



Walking with a storyteller

Enjoy walking around town with a Yuasa Guide Association storyteller with deep knowledge of Yuasa. As you listen to the history, life, and anecdotes of the town and each building, feelings of attachment to this place become deeply rooted in your heart.

●Inquiries
0737-63-2525



11 Daisenbori

Formerly the pier used to ship shoyu. Shoyu from Yuasa was shipped from here to places throughout Japan. The stone-plied channel and shoyu warehouse still retains the original atmosphere of Yuasa.



Seiro Museum

Considering the entire town to be a folk resource museum, the related poems and old tools decorate the shelves made from seiro (bamboo baskets) and morobuta (bamboo trays) creating a rich scene.

Shouji-Kouji

This narrow lane in between houses is easily overlooked. It is called "shouji-kouji" and closely related to life of the local people. Yuasa's street is characterized by the co-existence of a two scenes, one that faces the main street and another that faces the narrow alley.



7 Kita no machi Roujin Iko-no-ie

A chronological table, pictorial diagram, and old pictures on the history of Yuasa are displayed for visitors to Yuasa. A DVD corner introducing must-see-sights of Yuasa town is also provided.

18 Honshoji Temple

Jodo Shinshu Honganji School temple, built during the Tenso Period (1573-91). The main hall was built in early 18th Century and is a cultural property designated by the town.

16 Jin-buro

A public bath which had the business from the end of Edo era until 1985. It was preserved and restored with the residence of the owner, and publicly opened as a resource center which transmit the life at that time.



5 Jinsenji Temple

Gyoki opened this temple in the Nara period, under the name "Kaian-in." It is said to be the temporary lodging place for the emperor or former emperor when visiting Kumano for worship. Including the main temple rebuilt in 1663, the soumon (main gate), kyakuden (guest hall), and shoin (drawing room) are prefecture-designated cultural properties. A 1m 80cm "Shachihoko-gawara" (ridge-end tile with the figure of a Shachihoko) is displayed in the main hall.



6 Daijishin tsunami

A stone monument warning later generations not to be caught off guard by believing old wives tales, describing the details of the Ansei-Nankai Great Earthquake and Tsunami, and providing a specific escape route.

17 Machinami Koryukan

A rest area marked by red-ocher koshi built on the alley.



3 Tateishi Dohyo of Doumachi

A guidepost approx. 2m high in Doumachi, which developed as a town along Kumano Kaido (street). Built in 1838, "Sugu Kumanodo" (straight Kumanodo) was written on the north side, "Isekauyadou" (road to Ise) on the south side, and "Kimidera" (Kimii temple) on the east side. The post is lit up at night.



2 Multi-purpose square in front of the station

10 Otakyusuke-ginsei

With a shoyu brewing history from the end of the Edo period up to World War I, this building was built in the late Edo period. Kinzanji-miso is currently manufactured and sold here.



9 Kitamachi Fureai Gallery

A gallery and rest area with a sense of nostalgia. Pamphlets on Yuasa town are available.



8 Yuasa Preservation District of Traditional Buildings rest area "Okashou"

Tourism information center / souvenir shop located on the corner of Kajimachi dori and Kitamachi dori (streets). Previously a liquor shop named "Okashou."

4 Tateishi Chaya (café)

A rest area renovated from a machiya (townhouse) of late Edo era, built on the facing corner of Tateishi Dohyo.



1 JR Yuasa Station

Time required for the model course

JR Yuasa Station

Approx. 8 min. walk

Tateishi Dohyo

Approx. 1 min. walk

Monument of Jinsenji Temple / Great earthquake and tsunami

Approx. 3 min. walk

Preservation District of Traditional Buildings

Approx. 5 min. walk

Okashou / Kita no machi Roujin Rest House

Approx. 3 min. walk

Kitamachi Fureai Gallery

Approx. 2 min. walk

Kadocho Shokunin-gura / Shoyu Museum

Approx. 2 min. walk

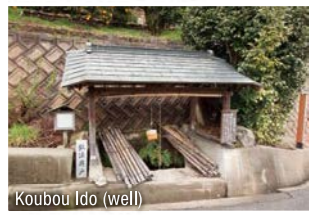
Daisenbori

Approx. 8 min. walk

Jinburo

Approx. 18 min. walk

JR Yuasa Station



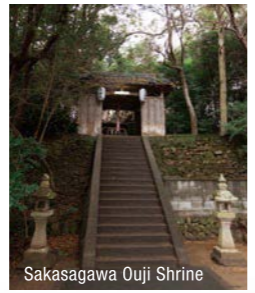
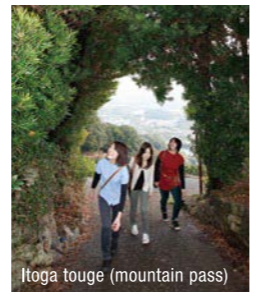
Touring Kumano Pilgrimage Route

Kumano Pilgrimage Route Kiyoji, the main route from Kyoto / Osaka to Kumano Sanzan, the big three Kumano shrines, passes through Yuasa Town. Yuasa flourished as an important accommodations stop along this road. Please come visit the historical ruins along this ancient road, and follow the path from Kii-Miyahara Station near Arita river to Yuasa, imagining the pilgrimage to the Kumano shrines?

Get off at JR Kii-Miyahara station, cross the Miyahara-oohashi (bridge). The Tokushoji (temple) related to Chujo-Hime is on the Arita river, feared as a "rampageous". Nearby, "Itoga no Sato," the scenery of the nobel "Arita Gawa" of Sawako Ariyoshi spreads out, with the climbing up to Itoga Touge (mountain path) through Itoga Oji. You will be refreshed by the scenery of Yuasa Bay looking down from Itoga touge as you go down the road, arriving at Sakasagawa Oji. This temple is described as an "up-side-down oji" in Gokouki, written by Sadaie Fujiwara, a follower of Kumano Gokou worship of Emperor Go-Toba. Continuing down the road, you will come across Koubou Ido (well), the remains of the Koubou Daishi legend, near Houzuto touge (mountain pass). As you go down Houzuto touge, walk along the Yamada river, across the Hokuei bridge. You will soon reach the center of the town. Enjoy going back in time along the ancient road, relaxing in the old Doumachi doori (street) with the Preservation District of Traditional Buildings and the Tateishi guide spot.

Kumano Pilgrimage Route model course

1. JR Kii-Miyahara Station
↓ Approx. 25 min. walk
2. Tokushoji (temple)
↓ Approx. 11 min. walk
3. Itoga Oji
↓ Approx. 23 min. walk
4. Itoga Touge (mountain path)
↓ Approx. 20 min. walk
5. Sakagawa Oji
↓ Approx. 10 min. walk
6. Koubou Ido (well)
↓ Approx. 20 min. walk
7. Hokueibashi
↓ Approx. 7 min. walk
8. Tateishi Dohyou (Guidepost) of Doumachi
↓ Approx. 6 min. walk
9. JR Yuasa Station



Ruins of Itoga touge Chaya (café)

Taste tour of Yuasa foods

Yuasa is very attractive for its food, such as delicious seafood, local fruits including mikan oranges, and traditional Japanese sweets. Visit Yuasa, and search for our "food" attractions. In particular, Kishu-Yuasa's "Shirasu-don (whitebait on top of a bowl of rice) using fresh shirasu (Yuasa boasts the largest catch in the prefecture) is recommended as a gourmet food of Yuasa, listed as "Wakayama's 30 best local gourmet foods." Shops offering "Shirasu-don" display a banner, be sure to try it.



Great tasting, proudly offered Shirasu-don



"Ocean caught Shirasu (whitebait) is difficult to keep fresh due to their delicate condition. Cells are destroyed by conventional freezing methods and when defrosted the delicious taste is lost and freshness is greatly reduced. As a result, only fishermen and the local people could eat this delicacy. Today, fresh shirasu from Kishu-Yuasa can be delivered to your table as in their "just taken from the ocean condition", using the latest CAS instantaneous freezing method.



Fresh shirasu



No "upset win" occurs in shoyu (soy sauce) manufacturing. Accumulated efforts of each day are passed on to the next generation. We seek to protect the Yuasa brand.

Shoyu from Yuasa



Shoyu measuring container when sold by volume.



Brewing preparation by workers

Kakushin (Houto-kokushi) brought the miso production method of Kinzanji-miso from Sung (ancient China) in 1254, and shoyu brewing starting shortly after. When making miso (fermented bean paste), a mahogany-colored liquid collected on top the miso and at the bottom of the miso bucket. A curious worker tasted it. The liquid had good taste with a unique rich flavor and a fermented aroma. Miso brewers of Yuasa, expecting this mahogany colored juice as they made miso, began studying it and eventually made shoyu. In Edo period, Yuasa was under the protection of the Kishu Clan, one of the top three Tokugawa-related families.

Shoyu exports shipped from Yuasa port to Osaka increased each year and shoyu shops flourished as main industry of the town, totaling 92 shops in Yuasa, which comprised of 1,000 houses at that time. Later, soy sauce spread from Yuasa to various areas in Japan, then crossing oceans to arrive at the table of countries around the world. Currently, only a few breweries remained in the town, however, the traditional manufacturing method which takes one year to slowly prepare has inherited. Yuasa's soy sauce produced from selected materials can taste soy bean flavor, and received good evaluation to enhance the taste of food material.

Miso spread with a deep connection with Buddhism.

Kinzanji Miso

Kinzanji miso has a long history. The brewing method was brought from Sung, China, by the Buddhist high priest, Kakushin, during the Kamakura period. Kinzanji miso is called "na-me" miso. It is to be eaten as is, rather than as a seasoning. Kinzanji miso is prepared by brewing soybeans, wheat, rice malt, and salt, mixed with minced eggplant, melon, shiso (perilla leaves) and ginger. Fermentation takes 8-10 months in a sealed tank. Please try Kinzanji miso, prepared by the traditional techniques and method.



Kinzanji miso has deep taste and flavor, and is eaten over rice while drinking sake wine.

