

Make the most of it!

Momen kaido

UNSYUHIRATA

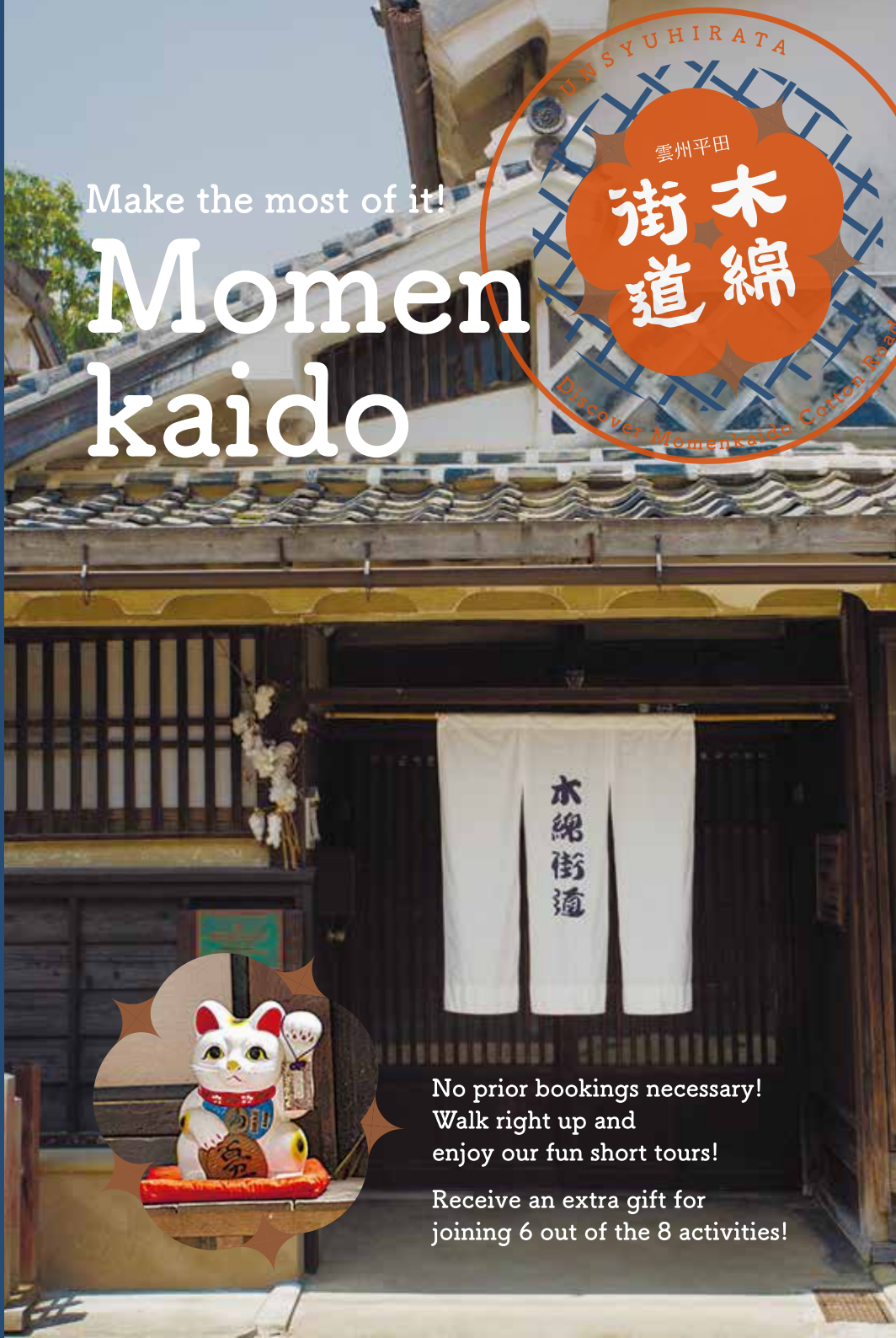
雲州平田

木綿
街道

Discover Momenkaido Cotton Road

No prior bookings necessary!
Walk right up and
enjoy our fun short tours!

Receive an extra gift for
joining 6 out of the 8 activities!



Historic town with white-walled storehouses and wealthy merchant residences

Hirata is a small town nestled between the shore of Lake Shinji and Japan Sea, blessed with exquisite nature; sea, mountains, lakes and rivers. It was once famous for its thriving cotton production.

Cotton cultivation began in the early 1700s and the harvest was exported to many different domains and regions. The quality was tightly controlled and thus, the products maintained an illustrious reputation. The name Unshu Momen (Unshu is the name of the area and Momen is cotton) was renowned far and wide and buyers from Osaka travelled just to purchase this quality product.

In the Meiji period, raw silk took over the market and spinning mills were built as the area developed into an industrial town. The population increased and the area prospered as a merchant town.



The canal named Hirata Funagawa, which connects to Lake Shinji, had frequent sailing ships traversing the routes. There was a regular shipping service to Matsue all the way up until around 1951. Alleys, landing and unloading sites still remain from that time and are scattered throughout the area.

Traditional houses with a long narrow entrance and white-walled storehouses are lined along the streets. At first glance, the places appear simple, but upon closer inspection the well designed interiors and decorations show how wealthy life was during that period.





Momenkaido Guide

Cotton Road map



Receive an extra gift for joining 6 out of the 8 activities!

- | | |
|---|---|
| <p>1 Kurumaya Shougatou Honpo
來問屋生姜糖本舗
(Kurumaya Ginger Sugar Confections Shop)</p> | <p>5 Momenkaido Koryukan
木綿街道交流館
(Momenkaido Tourism Center)</p> |
| <p>2 Mochida Shoyu
持田醤油店
(Mochida Soy Sauce Brewery)</p> | <p>6 Momenkaido Koryukan
木綿街道交流館
(Momenkaido Tourism Center)</p> |
| <p>3 Sake Mochida Honten
(Registered tangible cultural property)
酒持田本店 (国登録有形文化財)
(Mochida Sake Brewery)</p> | <p>7 Momenkaido Koryukan
木綿街道交流館
(Momenkaido Tourism Center)</p> |
| <p>4 Agouya
吾郷屋
(Handmade notebook shop)</p> | <p>8 Oka Moichiro Shoten
岡茂一郎商店
(Oka Moichiro Soy Sauce Brewery)</p> |

- 9 Umi Shirine
- 10 Enmusubi Shrine
- 11 Hasegawa Setsuko Seika
(The house of Hasegawa Setsuko's birth)
- 12 Omura-Tei (Omura Residence)
- 13 Kakedashi (Pier)
- 14 trattoria814 (Italian restaurant)
- 15 Takahashi Gofuku-Ten (Takahashi kimono store)
- 16 Bunkichi Tamaki (Udon noodle restaurant)
- 17 NIPPONIA IZUMO HIRATA COTTON ROAD
- 18 Kato Shoyu (Kato Soy Sauce Brewery)
- 19 En No Ki Damari (Marital Trees)
- 20 Hon Ishibashi-Tei (Ishibashi Residence and garden)

5 6 7
Momenkaido Koryukan
(Momenkaido Tourism Center)
STAMP

8
Oka Moichiro Shoten
STAMP

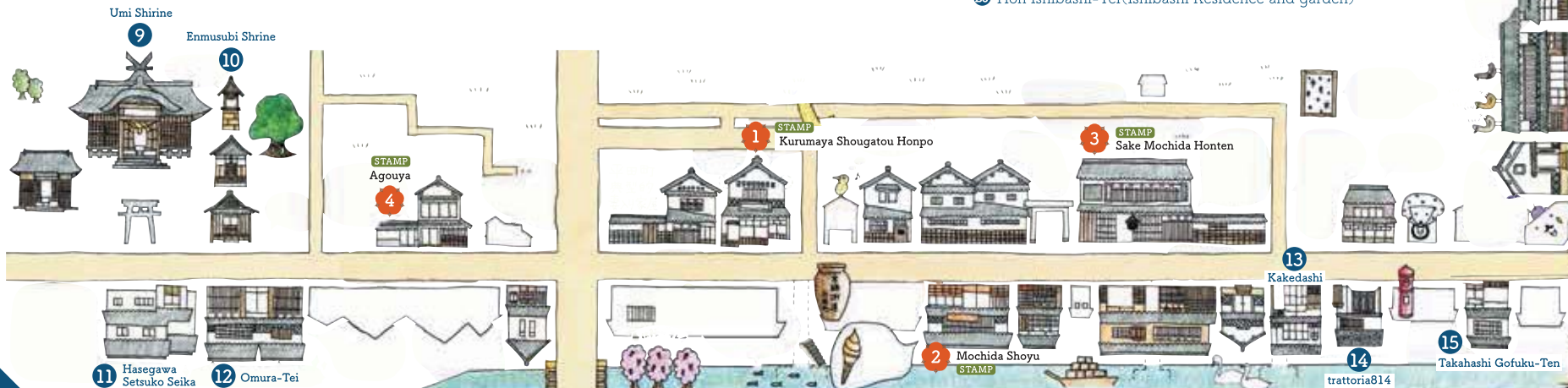
20
Hon Ishibashi-Tei
STAMP

19
En No Ki Damari

18
Kato Shoyu

16
Bunkichi Tamaki

17
NIPPONIA
IZUMO HIRATA
COTTON ROAD



Machiya are traditional merchant's houses with a classic architectural style. The exteriors that remain today, such as Namakokabe (a wall with square tiles jointed with raised plaster) and lattice-windows create the tranquil townscape. The ancient traditions are well preserved at the long-running businesses like the sake brewery, soy sauce store and Japanese-style confectionary shop.

Contemporary life exists in the old townscape in Momenkaido. You can practically taste the welcoming atmosphere. Come visit and enjoy the relaxed and chill vibe!

Momenkaido Koryukan

木綿街道交流館
(Momenkaido Tourism Center)



Key Facts!

This Information center has all of your Momenkaido needs covered. There are useful tips about the surrounding area and the intriguing people and shops. Bookings for the guided tours or viewing the Ishibashi Residence can be made at the centre. Souvenirs are available and you can also enjoy a meal at the restaurant Men no Hana or just chill out and relax.

Hon Ishibashi-Tei (Registered tangible cultural property)

本石橋邸 (国登録有形文化財)
(Ishibashi Residence and garden)



Key Facts!

Ishibashi Residence is the most prestigious building in the Momenkaido area. A powerful landowner built the house around 1750. Come check out its many charms and listen to various anecdotes about the place.

Why don't you stroll around the town and experience the many activities!



1 Learn About and Taste Traditional Ginger Sugar Confections

【What you can experience】

Freshly made ginger sugar confections tasting

Duration 15mins **Price** 400yen



How are ginger sugar confections made? Come find out about the production and development of this hard yet delicate melt in your mouth treat. A concise video will reveal the story behind the creation of this simple but elegant candy. The freshly made ginger candy is only available in store and the taste will blow your mind!

【Souvenirs/Gifts】 Confection samples

【Number of people】 1-15people (if more, please check with the shop in advance)

【Bookings】 tel.0853-62-2115

Mon Tue Wed Thu Fri Sat Sun

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11:00~15:00

● = Booking needed (you can book on the day)
◎ = No booking required



Kurumaya is a long-established ginger sugar confections store. Over the course of 300 years it has continued its traditional hand made production, using charcoal fire. The ginger used is locally produced, Izumo Shussai ginger, with less fibre and a rich flavor.



3 Sake tastings at a historic sake brewery

【What you can experience】

Sake tasting

Duration 15mins **Price** 500yen



【Number of people】 1-20people

【Enquiries】 tel.0853-62-2023



Mon Tue Wed Thu Fri Sat Sun

◎ ◎ ◎ ◎ ◎ ◎ ◎

9:30~17:00

◎ = No booking required



Taste the three recommended sake types with an expert explanation of the production process. You'll also be taught to taste the subtle and not so subtle differences in the sake types, find out what food makes the best pairings and when is the best time to drink them.

Started in 1877, this local brewery has been using rice grown in Shimane prefecture to make superb sake since its inception.

The rice is polished at the brewery and the master brewers have been using their vast expertise to produce rich and robust sake for generations.

The new challenge is to reacquaint people with the depth and hidden potential of this time honored traditional beverage.

With this in mind, 10 year old Koshu (Long-term storage and aged sake) and plum liquor made like sake are being released (normally plum wine is made with distilled liquor but here they make plum wine from sake). Come try these delicious drinks and enter the expansive world of sake!

2 Soy sauce brewery tour and soy sauce sweets tastings

【What you can experience】

Soy sauce brewery tour, soy sauce sweets tastings

Duration 20mins **Price** 800yen



With a lot of soy sauce being mass-produced it's rare to get the chance to see a traditional brewery. This tour guides you through the brewery and shows you the production process. You even get to sample delicious soy sauce sweets afterwards.



The brewery takes great care mellowing the soy sauce over time to give it a mature flavor. Additive-Free, non-heat-treated soy sauces are also made and sold at the store. On top of that, soy sauce soft serve, grilled rice balls and bread with soy sauce cream fillings are extremely popular among customers.

【Souvenirs/Gifts】 Soy sauce soft serve or Mitarashi Dango (traditional rice dumplings coated with a soy and sugar syrup)

【Number of people】 1-20people

【Bookings】 tel.0853-62-3137

Mon Tue Wed Thu Fri Sat Sun

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10:00~16:00

● = Booking needed (you can book on the day)
◎ = No booking required

4 Original notebook workshop

【What you can experience】

Making a thread-sown notebook workshop

Duration 2hours **Price** 1000yen

※Additional fees are applicable for materials used(e.g.paper).



【Souvenirs/Gifts】 Original notebook

【Number of people】 1-5 people

【Bookings】 tel.090-2000-9433

Mon Tue Wed Thu Fri Sat Sun

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10:00~15:00

● = Booking needed (you can book on the day)
◎ = No booking required



Agou creates many things, from notebooks to paper sculptures. Every step of his processes are done by hand. Come make your own, one of a kind special notebook.



5 History of Momenkaido and weaving workshop

【What you can experience】

Weaving

Duration 20mins Price 500yen



【Souvenirs/Gifts】 Cotton seeds
【Number of people】 1-20 people
【Enquiries】 tel.0853-62-2631
 (Momenkaido Tourism Center)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
◎	×	◎	◎	◎	◎	◎

13:30~16:30
 ◎=No booking required

Learn the history of cotton cultivation in the area and the rise and fall of the cotton industry. You can even try using a weaving machine and experience how cloth was made.

6 Momenkaido guided walking tour

【What you can experience】

Japanese garden, Ishibashi Residence, townscape

Duration 1 hour Price 1000yen



【Number of people】 1-5people
【Enquiries】 tel.0853-62-2631
 (Momenkaido Tourism Center)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
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10:00~16:00
 ◎=No booking required

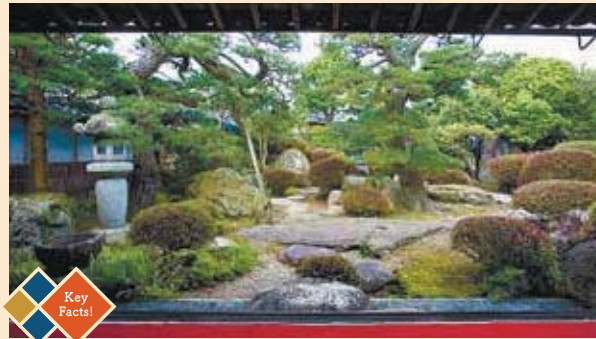
A guide shows you around the town of Momenkaido and through the Ishibashi residence.

7 Visit a registered tangible cultural property; Ishibashi Residence

【What you can experience】

Japanese garden, Ishibashi Residence

Duration 20mins Price 500yen



【Number of people】 1-20 people
【Enquiries】 tel.0853-62-2631
 (Momenkaido Tourism Center)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
◎	×	◎	◎	◎	◎	◎

10:00~16:00
 ◎=No booking required

Experience a guided tour of the over 250 year old Ishibashi Residence. The traditional architecture, tea room and beautiful Japanese garden are all a must see!

8 Soy sauce tasting

【What you can experience】

Soy sauce tasting

Duration 20mins

Price free of charge



【Number of people】 1-20 people
【Enquiries】 tel.0853-62-2045

Mon	Tue	Wed	Thu	Fri	Sat	Sun
◎	×	◎	◎	◎	◎	◎

10:00~16:00
 ◎=No booking required

You can't miss this amazing and informative workshop. Learn how soy sauce is made, the different kinds of soy sauce, the food culture of Izumo region and the history of the shop. Izumo's speciality soy sauce is called saishikomi and you'll come out the other side of this experience a virtual soy sauce aficionado.

Benefits for tour participants

Receive a discount to use at the onsen (hot spring) facilities if you join at least 1 tour.

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Onsen (hot spring) discount



いずも縁結び温泉

ゆずり

Izumo Enmusubi Onsen Yurari

Onsen facilities fee discounted to ¥450

Bring this flyer with a stamp on it to Onsen Yurari. This flyer is valid for one use for a single customer.

For bookings call this number

0120-318-026

The above number is not available outside of the Chugoku region.
For calls outside the Chugoku region and general enquires please dial 0853-62-1234.



How to Get There

The area is a 10-minute walk from Unshu-Hirata station (Ichibata Electric Railway). From the Kansai region, it takes about 4 hours by shinkansen and Yakumo Limited Express to JR Izumoshi station via JR Okayama station. From JR Izumoshi station to Unshu-Hirata station is another 20 minutes on Ichibata Electric Railway.

Momenkaido Promotion Association

(一社)木綿街道振興会



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