



ShiriBeshi Dishes



One of the main attractions of Shiribeshi is its appetizing foods

Shiribeshi's undulating grassland landscapes are ideal for agriculture

The sea of Japan has plenty of seafood

Livestock is raised on vast farmlands

Thus, high quality of processed food

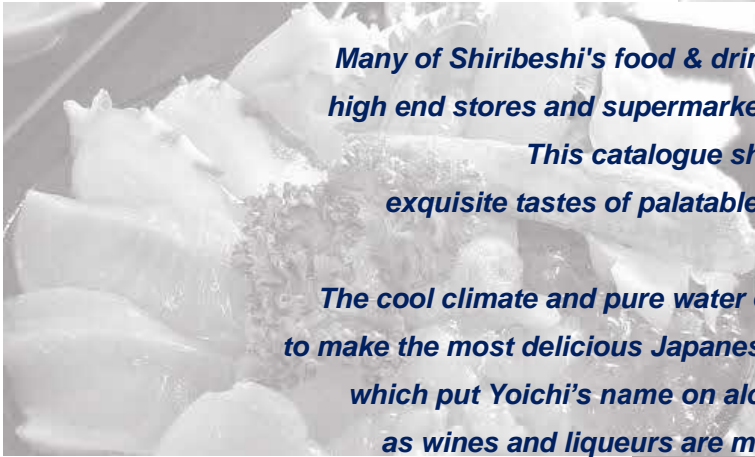
& alcoholic drinks are made from great foodstuffs



Many of Shiribeshi's food & drinks products are sold at high end stores and supermarkets as premium products

This catalogue showcases

exquisite tastes of palatable foods in Shiribeshi



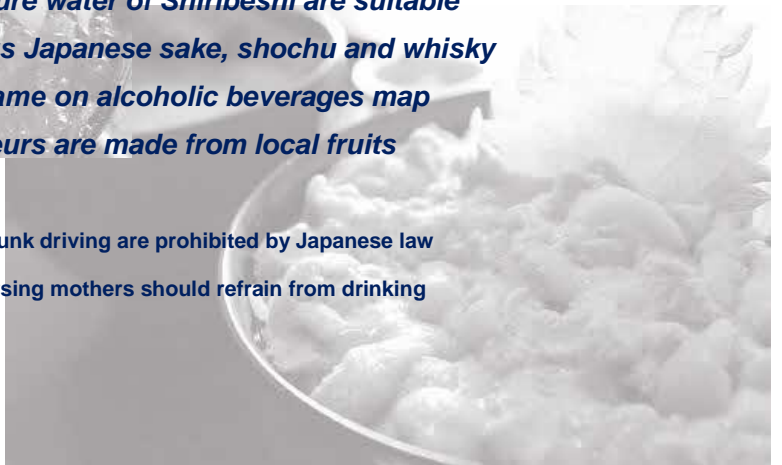
The cool climate and pure water of Shiribeshi are suitable to make the most delicious Japanese sake, shochu and whisky

which put Yoichi's name on alcoholic beverages map

as wines and liqueurs are made from local fruits

※Underage drinking and drunk driving are prohibited by Japanese law

※Pregnant women and nursing mothers should refrain from drinking



HOKKAIDO GOVERNMENT SHIRIBESHI GENERAL SUBPREFECTURAL BUREAU

***OTARU SHIMAMAKI SUTTSU KUROMATUSUNAI RANKOSHI NISEKO MAKKARI
RUSUTSU KIMOBETSU KYOUGOKU KUTCHAN KYOWA IWANAI TOMARI
KAMOENAI SHAKOTAN FURUBIRA NIKI YOICHI AKAIGAWA***



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■ High-grade Hokkaido food products

The Hokkaido government certifies Hokkaido's high-grade food products recommended by first-class chefs and merchandisers



■ Specialties of Shiribeshi's region

Food products companies which have participated in business meetings or trade fairs hosted by Hokkaido government are included in this catalogue.

2 *Recommended special food manufacturers and dealers*

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1 This catalogue features the following

High-grade Hokkaido food products
Specialties of Shiribeshi's region





Smoked Red Salmon (autumn salmon)

80g / JPY 1,300

This uncooked smoked salmon is smoked without any additives using a cold smoking method.



Smoked Tokishirazu Salmon (summer salmon)

100g / JPY 3,500

This smoked salmon is thickly cut into slices by hand. It is lightly salted on the surface without a smoky smell. You can enjoy fatty and firm salmon sashimi and savor the actual taste of fresh salmon.



Hokkaido Octopus Marinated in Garlic Oil

60g / JPY 700

This delicacy is made by marinating freshly caught Hokkaido octopuses in a garlic oil and soy sauce-based sauce. It is recommended to savor this delicacy with Mizuna (potherb mustard) or sliced onions.



Smoked Scallops

130g / JPY 2,200

This product is created using Hokkaido's scallops. The texture of this product is soft like sashimi.

Onion Soup

300g / JPY 900

This is a special onion soup made from Hokkaido's onions. This soup is simmered for a long time and is characterized by its onions' sweetness and added flavor by the chef. With some bread and cheese, you can make it into onion gratin soup.

Otaru city

Hokkaido Wine Co., Ltd.

T e l l : 0134-34-2181

F A X : 0134-34-2183



Asarigawa Onsen 1-130, Otaru City

Otaru Niagara (white wine)

Standard 720 ml / JPY 1,210
Speciality 720 ml / JPY 2,420

This brand is made from using Japanese table grapes, Niagara. It is one of the most popular varieties of Japanese brand wines. The Muscat-flavored juicy taste distinguishes it from wines which are made from Western grapes.



Hokkaido Kellner (white wine)

720 ml / JPY 1,300

This wine is brewed mainly from Kellner's grape harvested in Yoichi Town. It features a fresh citrus aroma and a light, moderately dry taste. This brand goes well with lemon-flavored dishes and seafood. Hokkaido produced cheese is also a good compliment for this wine



Tsurunuma Gewurztraminer (white wine)

720 ml / JPY 2,860

This wine is exclusively made from using grapes cultivated on Tsurunuma Farm of Hokkaido Wine Co., Ltd. This brand is characterized by its gorgeous fragrance and sweetness of lychee fruits with a fruity flavor.



Otaru city

Hokkaido Wine Co., Ltd.

T e l l : 0134-34-2181

F A X : 0134-34-2183



Asarigawa Onsen 1-130, Otaru City

Tsurunuma Muscat (white wine)

720 ml /JPY 2,200

This type is also made exclusively from using grapes cultivated on Tsurunuma Farm of Hokkaido Wine Co., Ltd. The white wine features a fresh Muscat flavor and it is easy to drink.

The 2017 Vintage received the silver prize at the Japan Wine Competition.



Masanobu Tasaki Zweigert (red wine)

720 ml /JPY 2,200

This wine is made using grapes grown by Masanobu Tasaki, a grape farmer of Yoichi Town in the Shiribeshi district. This brand, categorized as medium light-bodied red wine, is made using Zweigelt grapes, which are commonly cultivated in Germany and Austria and have a spicy pepper-like taste.



Yoichi Harvest Kerner Special Cuvee

750 ml /JPY 5,500

This sweet wine is made using late harvest Kerner grapes cultivated in Yoichi Town in the Shiribeshi region. The gorgeous, robust taste, like sweet German wine, is recommended as a dessert wine.

It won the silver prize at an International Wine and Spirit Competition held in London.



Otaru city

Tanaka Sake Brewing Co., Ltd.

T e l l : 0134-23-0390

F A X : 0134-22-7210



Ironai 3-2-5, Otaru City

Kitano Hon Mirin (cooking sake)

500 ml / JPY 1,430

Tanaka Sake Brewing Co., Ltd. is the only brewery in Hokkaido that manufactures hon-mirin (pure sweet cooking rice wine) exclusively using glutinous Hokkaido-grown rice. They use Kazenoko Mochi rice from Yakumo Town and Hakucho Mochi rice from Minami-Furano Town as the glutinous rice, which is the decisive factor that determines palatability. No other ingredients are added.



Top-quality sake with no added alcohol – Otaru Bijin

500 ml / JPY 1,650

This product contains a generous quantity of organic acids such as lactic, malic, citric and succinic acids, making it ideal for those who care about health and beauty, and is characterized by a refreshingly sour taste. It incorporates completely new concepts that are not found with conventional Japanese sake, and has been gaining a high reputation, especially among female consumers.



Otaru city

Maruamami

Irifune 1-2-22, Otaru City

T e l l : 0134-61-1138

F A X : 0134-61-1139



Hard-baked Baumkuchen

JPY 1,600

This is a rich Baumkuchen that has been carefully baked with Hokkaido-grown wheat flour, eggs and fermented butter.



Soft-baked Baum (assortment of four flavors)

JPY 1,200

This is an assortment of four different kinds of Baumkuchen baked with Hokkaido-grown wheat flour, eggs and butter.



Custard Cube

JPY350

This is a square, baked cream puff with generous portions of special custard and whipped cream inside.



Brulee Custard in Baum

JPY400

This is a Baumkuchen with custard cream inside and burnt surface.



Suttu town

Marutoshi Yoshino Shoten Co., Ltd.

T e l l : 0136-64-5018

F A X : 0136-64-5728



Biya 206-1, Aza Utasutsu-cho, Suttu-cho

Dried by Cold Wind Salmon Sake Flakes

200g / JPY 1,296

This product is made from selected autumn salmon in Hokkaido. All spawn and innards are removed without damaging the fish meat itself, subtle amount of salt is added to each fish to extract the full flavor of the salmon.



Pacific Oysters in Olive Oil

50g / JPY 756

This is a product prepared by seasoning, air-drying, and smoking fresh Hokkaido oysters with cherry tree wood chips at a constant temperature, then marinating it in olive oil. It can be eaten alone or used as a topping for canape, pasta, salad or pizza.



Suttu town

Yamashita Suisan Co., Ltd.

T e l l : 0136-62-2023

F A X : 0136-62-3527



Aza Oiso-cho 75, Suttu-cho

Premium Fresh Young Lancefish Simmered in Soy Sauce

160g×2 / JPY 4,687

Locally caught rare young lancefish are freshly cooked until soft by specialty chef to create this delicacy. It is recommended to eat with hot rice and walnuts for a very delicious taste.





Toit Vert

Aza Mena 152-4, Kuromatsunai-cho, Suttso-gun

Dairy products made from high quality raw milk freshly supplied by local cattle farmers in Kuromatsunai Town areas.

Cream Cheese

160g / JPY 540

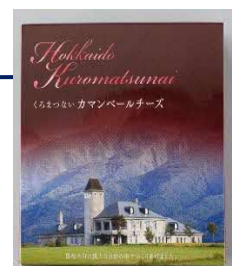
This cream cheese is characterized by a subtle sweet flavor, slight acidity and smooth palatability. In July 2013, this cream cheese was served to first class passengers on four domestic JAL flights. Dice the cheese, garnish it with green onions and dried bonito flakes, add soy sauce and enjoy it like chilled tofu. This cream cheese has won the Excellence Award at the 5th All Japan Natural Cheese Contest.



Kuromatsunai Camembert Cheese

120g / JPY 756

This cheese is created by using non homogenized raw high-fat milk (3.6-4.2%) to achieve a rich, smooth taste. In September 2012, the Camembert raw cheese of this selection was chosen to serve first class passengers on JAL domestic routes. This brand was also selected as first class side dish from December 2015 to February 2016, and business class side dish from September to November 2016.



Kuromatsunai Blue Cheese

200g / JPY 1,458

This blue cheese is matured for two months in blue mold and mildly cured. Its universal taste appeals to all generations.

For two consecutive years of 2013 and 2014, it was chosen as local brand of cheese served on-board to first-class passengers on JAL international flights departing from Japan. This blue cheese won the gold prize in the blue-mold division of the 8th All Japan Natural Cheese Contest.



Kuromatsunai town

Toit Vert

T e l l : 0136-72-4416

F A X : 0136-72-4417



Aza Meno 152-4, Kuromatsunai-cho, Suttsu-gun

Dairy products made from high quality raw milk freshly supplied by local cattle farmers in Kuromatsunai Town areas.

Smoked Fresh Bacon

100g / JPY 594

This bacon is made of Hokkaido-produced quality pork back ribs. Salt and condiments are rubbed into the ribs by hand before leaving them to mature slowly - a traditional method called "dry curing." The fatty portion of the bacon has a savory taste. Add some sautéed vegetables or pasta for a relishing taste.



Coarsely Ground Sausage

125g / JPY 486

This sausage is made from ground Hokkaido-produced quality pork that has been preserved with salt for three to five days without adding any extra flavors to extract the original flavor of the meat.

This ground pork is then stuffed into delicate natural sheep casings before smoking it with cherry tree chips to make coarsely ground Vienna sausages.



Kuromatsunai town

Kuromatsunai Meisui Co., Ltd.

T e l l : 011-792-1132

F A X : 011-792-1130



Aza Toyohoro 279-2, Kuromatsunai-cho, Suttsu-gun

Suisai-no Mori Mineral Water

2ℓ / JPY 250

500 ml / JPY 120

This product has crystal clear mineral water taste.
This is natural alkaline water that has been filtered over the years through shell layers that were formed in ancient times (layers of tightly packed bivalve shells).



Niseko town

Okutsuchi Farm Brick-Oven Bakery

T e l l : 0136-44-1095

F A X : 0136-44-1095



Aza Kondo 421, Niseko-cho, Abuta-gun

We use natural yeast made from rye and grapes to bake breads in a firewood stone kiln made of piling bricks.

Rye Campagne

JPY460

This bread is made with self-milled home-grown whole-grain rye flour and home-made natural yeast, and is baked in a firewood kiln. It has a slightly sour and savory flavor.



Rural Bread

JPY440

This bread is made with home grown whole grain rye flour and homemade natural yeast. It is characterized by a salty taste which complements main dish.

Pumpkin Bread

JPY440

This bread uses home grown ripe pumpkins grilled in a firewood kiln has a gentle sweet taste.



Black-bean Bread

JPY460

This bread is made with home grown black soybeans roasted in a firewood kiln. It has a salty taste which complements main dish.

Bread with Grapes and Walnuts

JPY500

This bread is made by using large amount of walnuts and raisins and thinly flavored with honey. It is recommended to eat with main dish.



Niseko town

Niseko Takahashi Dairy Farm

T e l l : 0136-44-3734

F A X : 0136-55-8808



Soga 888-1, Niseko-cho, Abuta-gun

Niseko Yogurt Drink

500 ml / JPY370

This product won the gold prize at the Local Yogurt Grand Prix.
It is characterized by its thick and refreshing sour taste.



String Cheese

JPY390

This string cheese has a delicate rich taste of milk .



Milkuchen

JPY1,200

This milkuchen is made exclusively using milk from the baker's farm and local eggs.

It won the gold prize at the Local Sweets Grand Prix.



Rusuthu village

Rusutsu Shokuhin Kako Co., Ltd.

T e l l : 011-252-9677

F A X : 011-219-8485



Aza Mitoyo 121, Rusutsu Village

This food processing company specializes in quality freeze-drying.

Freeze-dried Asparagus

JPY 480

This product is made by boiling freshly harvested asparagus and freeze drying them. This is a popular non-additive product with a fresh taste and it has excellent nutritional value.



Freeze-dried Beans Simmered with Kelp

JPY 480

This product is made by boiling extra-large Tamafukura soybeans from Hokuto City in the southern part of Hokkaido until soft, then freeze-drying them with kelp. This perfect combination of sweet soybeans and salty kelp is a popular snack.



Freeze-dried Japanese Mountain Horse Radish

JPY 480

Yama-wasabi is horse radish that is grown in the mountains and fields of Hokkaido. Yama-wasabi accounts for more than 90% of all yama-wasabi grown in Japan.

It has a more refreshing sharp flavor than hon-wasabi. After being freeze-dried, it is processed into powder. A pinch of this powder accentuates the original flavor of a dish. It goes extremely well with roast beef and tempura.



Rusuthu village

Rusutsu Shokuhin Kako Co., Ltd.

T e l l : 011-252-9677

F A X : 011-219-8485



Aza Mitoyo 121, Rusutsu Village

This food processing company specializes in quality freeze-drying.

Freeze-dried Corn

JPY 480

This product is made by freeze-drying fresh Hokkaido sweet corn. The original sweetness and nutritional value are preserved in this product. It is popular not only as an ingredient for cooking, but also as a snack.



Freeze-dried Onions

JPY 480

This product is created by freeze-drying the traditional vegetable, Sapporo-Ki, called a phantom onion. This brand is one-and-a-half times as sweet as common onions, complementing your cuisine. You can use it as a topping for soup and salad, or eat it as such as a snack.



Kimobetsu town

Kimobetsu Tourism Association

(1F of the Center for improving the rural environment)

T e l l : 0136-33-3122

F A X : 0136-55-8775



Aza Fushimi 264-4, Kimobetsu Town

Cheer up! Corn Potage with Grains

180g / JPY 324

This soup is made by using sweet corn from Kimobetsu Town and its surrounding areas.

The sweet taste is popular with all generations from children to senior citizens. Corn grains account for 20% of the soup's content. This thick corn potage is palatable, it can be served hot and cold.



Cheer up! Asparagus Potage

180g / JPY 324

This soup is made by using Hokkaido green asparagus only.

This creamy asparagus potage is very tasty, it can be served hot and cold. You can also use this soup as a sauce for meat or fish, or arrange it to create new dishes.



Pickled White Asparagus

170g / JPY 702

This product is made by using fresh Hokkaido white asparagus that is blended with quality apple vinegar and condiments.

It is cut into bite-size pieces with an elegant sweet-and-sour flavor.



Kamoenai village

Kit Blue

T e l l : 0135-76-5555

F A X : 0135-76-5560



Oaza Kamoenai Village 15-16, Kamoenai Village

Exclusive Dried Hokkaido Sea Cucumber

Sea cucumbers from Ganwu, characterized by six rows of upright processes, are carefully collected by hand by divers.

The collected sea cucumbers are immediately transported to the processing plant, where workers apply a process to maintain its components and original taste



Hokkaido Horse Oil

This skin care oil is the result of combination of highly pure Japanese horse oil with moisture-rich sea cucumbers from Ganwu.

Sea cucumbers' ingredients such as collagen, proteoglycan and saponins are included in the horse oil, making it superior, safe and reliable.



Hokkaido Beauty Gel

100g / JPY 2,160

Taking advantage of the rich content of ingredients in sea cucumbers from Ganwu, we have developed this naturally derived beauty gel

by combining sea cucumber powder (allowing improved permeability of, and absorbability by, the epidermal horny layer based on our unique manufacturing process) with Hakodate Gagome kelp extract and Hokkaido salmon collagen.



Winter Sea Urchin

Sea urchins nurtured in the harsh natural environment of the Shakotan Peninsula are cultured in cylindrical baskets in the sea from autumn. In an effort to enhance their sweet taste and quantity, they are fed with vegetables until they have grown large enough to be harvested in June the following year.



Niki town

Natural Farm

T e l l : 0135-32-3090
F A X : 0135-32-3092



Higashi-machi 15-41, Niki Town

Konpeki no Koi (blueberry juice)

710ml / JPY3,800
100ml / JPY545

This extremely rich, non-concentrated juice (without added water or sugar) is harvested from blueberries that have fully ripened on the trees. You can drink it straight or use it as a sauce for yogurt or pancakes after adding some sugar.



Peeled Prunes in Syrup

460g / JPY907

This is a product made of prunes, a specialty of Yoichi and Niki Towns. They are preserved in syrup. We have succeeded in creating a good taste texture by peeling the skin but leaving the pits inside on purpose.



Niki town

T e l l : 0135-32-2765

F A X : 0135-32-2765



Fujisaki Fruit Farm

Minami-machi 2-10, Niki Town

Obtained certification as processed organic beverage in October 2018

Premium Grape Juice (Campbell's Early)

500 ml / JPY 1,800

The extract from grapes is cultivated and bottled without applying agrochemicals, fertilizers or additives. The juice is characterized by its natural rich flavor of grape. It contains more polyphenols than blueberries. It is recommended to drink the juice chilled when you want to savor the rich flavor and sweetness of a non-alcohol wine.. This product has acquired organic JAS certification.



Premium Grape Juice (Niagara)

500 ml / JPY 1,800

Niagara premium grape juice has a very rich flavor. Its special sweetness and aromatic flavor are gaining high reputation. This juice has no added water or sugar, and has a refreshing flavor.



Yoichi town

Nippon Seishu Co., Ltd. / Yoichi Winery

T e l l : 011-221-7106



Kurokawa-cho 1318, Yoichi Town

Zweigeltrebe (barrel-matured red wine)

720ml / JPY2,972

This specialty red wine is created by maturing Zweigeltrebe grape.
(a grape variety believed to be indigenous to Australia which
was developed as a variety to make Germany red wine in 1922)
This red wine is put in old French oak barrels for two years.
It complements meat dishes and cheeses.



Yoichi town

Nakano Farm

T e l l : 0135-22-2203

F A X : 0135-22-2263



Sakae-machi 551-6, Yoichi Town

SUNSET(Tomato juice)

710ml / JPY2,650

This juice tastes like taking a bite from a freshly picked whole tomato. It is commonly considered very difficult to cultivate large tomatoes with a sugar content of more than 8 degrees.

However, we have developed these tomatoes with a sugar content far exceeding 8 degrees. We use only tomatoes with a sugar content of 9 to 10 degrees to make this juice. The tomato juice is not only sweet, but also has strong sour and rich flavors.



Akaigawa village

Yamanaka Dairy Farm

T e l l : 0135-34-6711

F A X : 0135-34-6551



Aza Ochiai 478-1, Akaigawa Village

Premium Butter

200g / JPY1,296



This product is made by using high-quality fresh milk as raw material, and complicated time-consuming processes based on olden days production method with special care. It has minimal amount of moisture, a milkfat-rich flavor and a smooth rich taste.

Fermented Premium Butter

200g / JPY1,404



This product is made by using high-quality fresh milk as raw material and complicated time-consuming processes based on olden days production method with special care. Different from plain butter, this butter is characterized by its robust and rich flavor derived from fermented lactic acid bacteria. It has a refreshing sour and deep taste.

Yamanaka Condensed Milk

200g / JPY972

Sophisticatedly made condensed milk has a rich and strong flavor is reminiscent of a traditional taste.





2 *Recommended special food
manufacturers and dealers*



Otaru city

Tanche Marche in JR Otaru Station

T e l l : 0134-31-1111

F A X : 0134-31-1115



Inaho 2-22-15, Otaru City

This store sells an array of local specialties from Otaru and Shiribeshi areas. From seasonal vegetables, homemade delicacies and award-winning merchandises are available for purchase.

Yamanaka Condensed Milk

200g / JPY972

Sophisticatedly made special condensed milk features a rich and strong flavor is reminiscent of a traditional taste.



Smoked Shrimp

40g / JPY972

Smoked Sweet Shrimps from Nampo Tome Taro Shoten (Yoichi Town); Fresh sweet shrimps in Yoichi Town are carefully smoked to prepare this specialty. These shrimps can be eaten entirely, include its head and tail, with a pleasant flavor and taste.



Sweetened Beans

165g / JPY276

Red kidney beans from Tokachi are simmered with delicious water in Otaru and coated with refined sugar to create this sweetened beans.



Otaru city

Tarcho Marche in JR Otaru Station

T e l l : 0134-31-1111

F A X : 0134-31-1115



Inaho 2-22-15, Otaru City

This store sells an array of local specialties from Otaru and Shiribeshi areas. From seasonal vegetables, homemade delicacies and award-winning merchandises are available for purchase.

Sea Urchin Simmered in Soy Sauce

60g / JPY2,160

King's Sea Urchin from Irikyu Miura Suisan (Otaru City)

This delicacy is boiled in soy sauce by using Otaru sea urchins. It won silver prize in the Otaru Seafood Processing Grand Prix Competition. It complements not only rice but also Japanese sake.



Freeze-dried Japanese Mountain Horse Radish

20g / JPY518

Yama-wasabi is horse radish that is grown in the mountains and fields.

Hokkaido yama-wasabi accounts for more than 90% of all yama-wasabi grown in Japan. It has a more refreshing and sharp flavor than hon-wasabi.

It is being made into powder by freeze-dried process. A pinch of yama-wasabi uses as spice accentuates the original flavor of foods. It goes extremely well with roast beef and tempura.



Otaru city

Canal Plaza (Otaru Tourism Products Plaza)

T e l l : 0134-33-1661

F A X : 0134-64-1673



Ironai 2-1-20, Otaru City

The purpose of this facility is to promote local products and provide tourist information. Attendants who can speak English, Chinese and Korean are available at this plaza at all times.

Dairy Products

Soft ice cream from Amato Co.,Ltd. in Otaru; Rare cheesecake from Kurashima Nyugyo in Iwanai Town.

Craft Beers / Low-malt Beers

Pilsner from Otaru Beer; Otaru winery beer from Hokkaido Wine Co., Ltd. ;
Brewing honey apple ale from Hokkaido Brewing.

Wine / Japanese Sake

A wide variety of wines from Hokkaido Wine Co., Ltd. in Otaru; Top-quality sake with no added alcohol – Takaragawa from Tanaka Sake Brewing Co., Ltd. in Otaru; Raw sake in a snowman-shaped bottle from Niseko Sake Brewery in Kutchan.

Smoked Meat

Aged bacon from Fukasawa Meat Co., Ltd. in Otaru

Processed Seafood Products

Seed herring roll from Otaru Kanecho Kaji Shoten ; Seasoned scallops from Tsukunaka in Otaru

Kutchan town

Lucky Supermarket

T e l l : 0136-21-3677

F A X : 0136-21-3678



Minami 2-jo, Nishi 1-chome, 1-11, Kutchan Town

Lucky supermarket aims to become the highest quality Japanese supermarket with reasonable pricing.

Hokkaido-produced Cheese

Cacho Cavallo from Milk Studio

200g / JPY 980

Milk Kobo's milk is freshly milked from Takahashi Dairy Farm. To ensure the milk is pure and natural, additives are minimum to pursue a safe & tasty milk.



Hokkaido-produced Wine

Specially selected Otaru Niagara from Hokkaido Wine Co., Ltd.

720 ml / JPY 2,420

This wine is characterized by its aromatic grape flavor and a full-bodied sweet taste. Only Hokkaido grapes can create such a flavor.



Processed Hokkaido Potatoes

Kutchan Jaqa from Homma Matsuzo Shoten

200g / JPY 321

This product is created by scrubbing and cutting potatoes, heating them under vacuum and chilling them in packets. Heat to eat. No seasonings or additives are used.



Kutchan town

Lucky Supermarket

T e l l : 0136-21-3677

F A X : 0136-21-3678



Minami 2-jo, Nishi 1-chome, 1-11, Kutchan Town

Lucky supermarket aims to become the highest quality Japanese supermarket with reasonable pricing.

Confectionery

Jagata-kun (4 pieces) from Kutchan Confectionery Manufacturers Association

4 / JPY 530

This potato confection is created in commemoration of the 100th anniversary of the foundation of Kutchan Town. It is baked to achieve a delicious dry potato taste.



Processed Hokkaido Products

Pate de Campagne from Charcuterie Akashi in Niseko

100g / JPY 734

Exclusively processed handmade ham and pate. They go very well with wines, and can also be used as ingredients for a variety of salads.





3 Outlines of ShiriBeshi region





Outlines of Shiribeshi



■ Climate

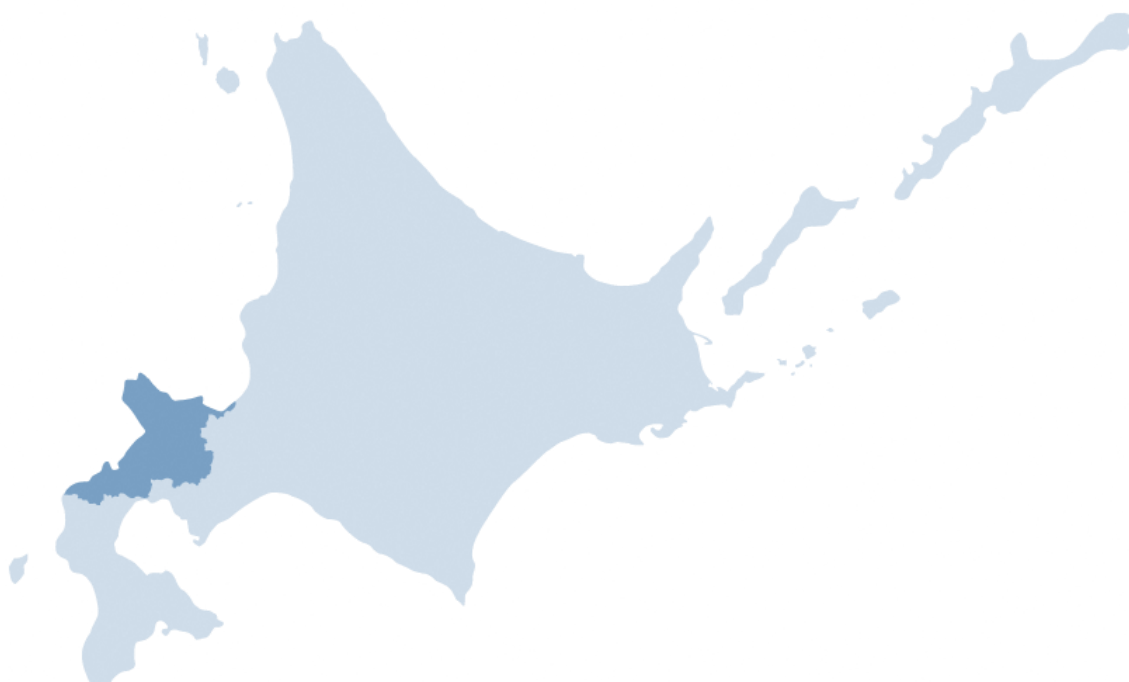
- The northern Shiribeshi district, includes Otaru City, is characterized by a relatively mild climate and light snow precipitation.
- Kutchan Town and other municipalities located on the base of Mt. Yotei witness the first snow earlier than any other parts of Hokkaido as they are known as one of the heaviest snowfall areas in Hokkaido.
- The coastal southern region of the Shakotan Peninsula is known for heavy wind and snow due to direct seasonal winds.

■ Area

- 4,305.87 km² (accounting for approx. 5.1% of the total area of Hokkaido: 83,423.83 km²) *1
*1: Data is based on statistical reports on land areas by prefectures and municipalities in Japan conducted by the Geographical Survey Institute, the Ministry of Land, Infrastructure, Transport and Tourism (as of January 1, 2019)

■ Population

- 209,584 (accounting for approx. 4% of the total population of Hokkaido: 5,304,413) *2
*2: Data is based on the Resident Registration conducted by the Public Management Ministry (as of January 1, 2019)



Tourism in Shiribeshi

Shiribeshi is known as one of the major tourism region of Hokkaido, bustling with 29.8 million inbound tourists annually (as of 2019).

Tourist areas such as Niseko and other popular international ski resorts are attracting large number of skiers and snowboarders from China, Hong Kong, Australia and other countries who eager to experience "Japow", the Japanese powder snow.

■ Abundant of tourism natural resources

- *Fantastic nature surrounding such as Mt. Yotei, is known as Hokkaido Mt. Fuji, and the coastlines of the Sea of Japan.*
- *Hot springs minerals has healing effects for rheumatism and skin beauty.*
- *Heritage culture historical landmarks were once served as hubs for Hokkaido's development.*
- *Seafood from the Sea of Japan, agricultural products and livestock from various parts of Hokkaido are palatable foods of Hokkaido.*
- *Yoichi and Niki vineyards produce regional flavor of wines, whisky and other liquors.*



■ Attractions in summer

- *Outdoor sports amidst incredible nature (skydiving, rafting, canoeing, cycling, hiking, trekking, horse riding and camping).*
- *Experiencing fruit picking such as cherries, grapes and peach.*
- *Hands-on farming experiences of potatoes and corns.*



■ Attractions in winter

- *Snow sports in Mt. Niseko Annupuri areas and its surrounding areas such as Kiroro resort in Akaigawa village and Rusutsu resort in Rusutsu village.*
- *Winter season events to make winter pleasurable such as Otaru Snow Light Path and Kutchan Yukitopia Snow Festival.*



■ Shiribeshi is One of Hokkaido's Foremost Tourist Region

Shiribeshi has a variety of tourism natural resources such as breathtaking landscapes, coastlines along the Sea of Japan and historical heritage sites brimming with traditional culture.

Mt. Niseko Annupuri is known as one of the world's leading ski resorts due to its powder snow and hot spring facilities. Rich food resources from the sea and mountains and pure refreshing water constitute the best tourism palatability factors of food representing Shiribeshi.

Therefore, Hokkaido attracts approximately 30 million inbound tourists annually.

Shiribeshi also provides the opportunity for visitors to participate in various adventure outdoor sports amidst nature such as rafting, canoeing, trekking, and cycling, as well as hands-on farming experience of picking cherries and grapes and digging potatoes. Crafting hands-on experience such as glass blowing and pottery making are also available.

Major scenic spots in Shiribeshi region include the following:

- Otaru Canal bricks warehouses along the canal is a landmark and symbol of Otaru.*
- Mt. Yotei, which is one of Japan's best 100 mountains, is known as Ezo Fuji as it resembles Mt. Fuji.*
- Cape Kamuy, has a panoramic view of the Sea of Japan along both sides of the pathway that leads to the tip of the cape.*
- Garo Falls which is the greatest waterfall in Hokkaido is selected as one of Japan's best 100 waterfalls.*
- Fukuhara Fishing Ground and other lodging houses are famous for fishing herring.*

■ Hot springs in Shiribeshi

The Shiribeshi areas are regarded as one of Hokkaido's leading hot spring resort areas, boasting a variety of hot spring minerals such as hydrogen carbonate, sulfate, sulfurous and alkaline springs. Bathers are able to luxuriate in various types of hot springs such as outdoor open air bath, where seasonal beautiful sceneries and Mt. Yotei's magnificent view can be enjoyed.

■ The growing number of inbound tourists

Many tourists visit Shiribeshi areas such as Otaru and Niseko as they can enjoy Otaru canal scenic view and its fresh seafood. Niseko quality powder snow on the slopes of Mt. Niseko Annupuri and its surrounding areas attract many long stay tourists as they can enjoy not only snow sports but hot springs and farmlands. Over the past several years, many tourists from Hong Kong, Singapore and elsewhere has burgeoned. Thus, the number of inbound tourists are expected to increase.



Seasonal fish calendar

Name of the fish	Fishing Season											
	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
chum salmon									■	■		
masu salmon			■	■	■							
pacific cod	■	■	■								■	■
walleye Pollock	■	■	■	■	■	■					■	■
arabesque greenling	■	■	■	■	■	■	■	■	■	■	■	■
japanese flounder					■	■	■	■	■	■	■	■
Herring	■	■	■									
Flounder	■	■	■	■	■	■	■	■	■	■	■	■
japanese sand lance			■	■	■							
Jacopever	■	■	■	■	■	■	■	■	■	■	■	■
spear loliginid squid		■	■	■	■							
japanese common squid						■	■	■	■	■	■	■
north pacific giant octopus	■	■	■	■	■	■	■	■	■	■	■	■
sea cucumber						■	■	■				
mantis shrimp				■	■	■	■	■		■	■	■
sea urchin						■	■	■				
pacific northern shrimp			■	■	■	■	■	■	■	■	■	■
giant ezo scallop	■	■	■	■	■	■	■	■	■	■	■	■
japanese surf clam				■	■	■	■	■	■			
pacific oyster					■	■						
ezo-abalone										■	■	■
Name of the fish	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
	Fishing Season											



ShiriBeshi

The text 'ShiriBeshi' is rendered in a blue, serif font. The word is slanted upwards from left to right. The letter 'B' is significantly larger than the other letters. Below the 'S', 'h', and 'i' of 'Shiri', there are three stylized, wavy lines representing water. Above the 'B', 'e', and 's' of 'Beshi', there is a stylized mountain peak with a snow-capped summit. The final 'h' and 'i' of 'Beshi' are in a smaller, more cursive-like font style.