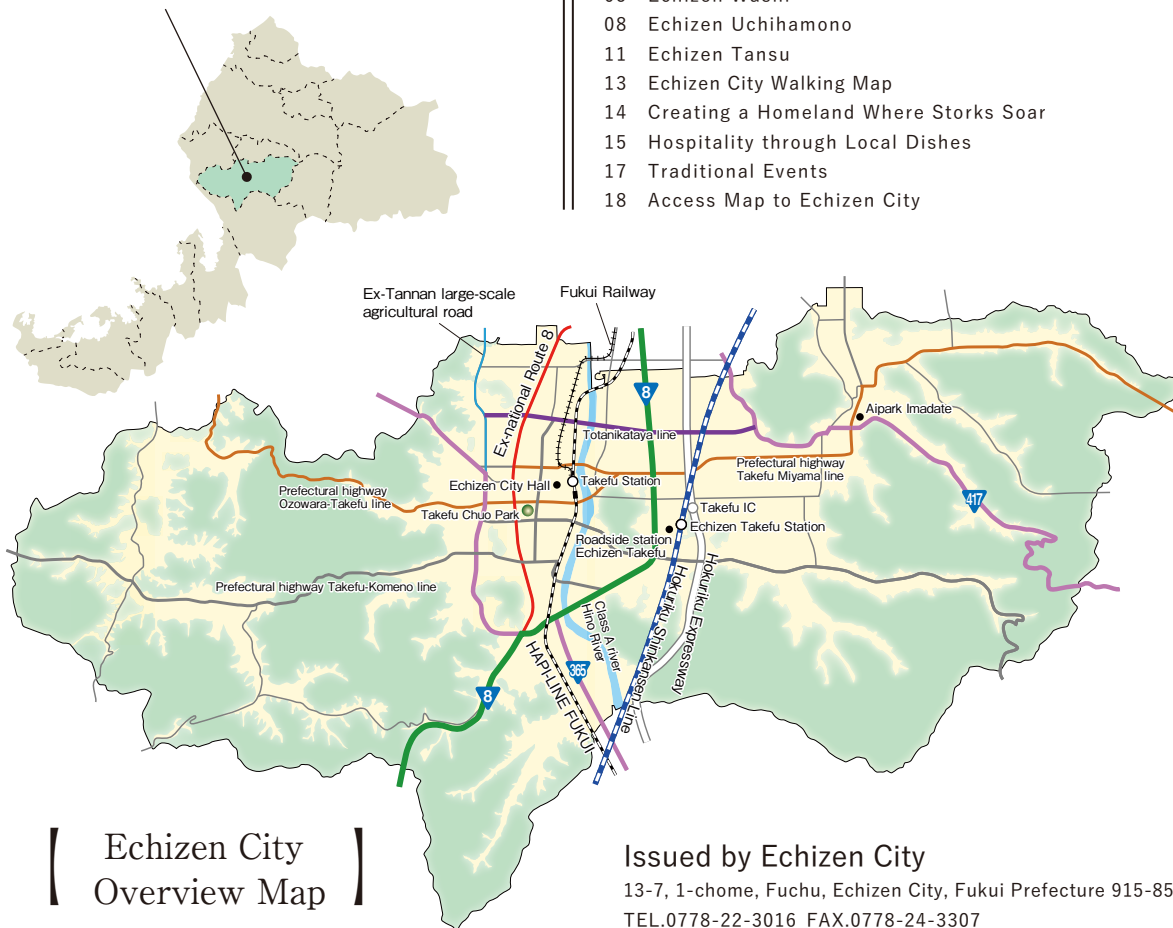




ECHIZEN CITY BRAND

Welcome to Our Town
Echizen City
Fukui Prefecture

Echizen City is located near the center of Fukui Prefecture. The Hokuriku Expressway and National Route 8 run vertically through the city, forming key routes that connect not only major cities in the Kansai and Chukyo areas but also nearby cities such as Fukui and Tsuruga. In addition, National Route 417 and major prefectural and local highways cross these main roads, creating an efficient transportation network.



Echizen City Overview Map

17 districts and 252 blocks

Authentic and Real

Echizen City, Fukui Prefecture

For generations, the skills, spirit, and devotion passed down in this community, together with its rich natural environment, have nurtured traditions and culture that embody authenticity.

Today, new initiatives are emerging as we look toward the future of our city and society, seeking what is truly meaningful.

From the harmony of the old and the new comes creativity, progress, and circularity.

This is the “Echizen City Brand” we take pride in.

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(In March, 2026)

About Echizen City

1 Geographical Features

Echizen City is surrounded by mountains ranging from 400 to 700 meters in height, including the Echizen Central Mountain Range to the east, the Niu Mountain Range to the west, and Mt. Hino (795m), known as “Echizen Fuji,” to the south. This landscape forms the Takefu Basin. At the center of the basin flows the Hino River, one of the three major rivers in Fukui Prefecture. It runs north to south and joins the Kuzuryu River before flowing into the Sea of Japan.

2 The General Climate of Echizen City

Echizen City experiences a distinctive Sea of Japan climate, with hot and humid summers and snowy winters that can see more than one meter of snowfall.

3 Basic Information

Population **80,020**

Number of Households **32,779**
(based on basic resident register as of December 1, 2025)

Total area **230.70km²**

4 Symbols



city emblem



city tree
(cherry tree)



city flower
(chrysanthemum)



city bird
(stork)

Topic

Events of the Four Seasons

Throughout the year, Echizen City is filled with seasonal flowers and long-established local events that bring each area to life.



Hanagatami Festival (Kakyo park)

(beginning of April)



Echizen City Summer Festival

(middle of August)



Takefu Chrysanthemum Doll Festival

(beginning of October to beginning of November)



Chrysanthemum Marathon

(November 3)

Murasaki Shikibu and the Provincial Capital (Kokufu)



Murasaki Shikibu spent a formative year of her youth in Takefu—presentday Echizen City—once home to the Echizen provincial capital.

Foundation of History and Culture Ancient Echizen

Her Sole Year Spent Away from the Capital

Murasaki Shikibu, celebrated author of *The Tale of Genji* and one of the most renowned female writers of the Heian period, spent a year of her youth in Takefu. Although she spent most of her life in Kyoto, this was the only time she ever lived away from the capital.

In the year 996 (Chōtoku 2), she accompanied her father, Tametoki Fujiwara, when he was appointed Governor of Echizen Province. Before the end of his term, however, Shikibu returned to Kyoto on her own, and it is believed that her stay in Takefu lasted a little over a year.

In her later years, she composed four poems recalling her time in Takefu, which are preserved in the *Murasaki Shikibu Shū*. The days she spent in Echizen—shaped by youthful sensitivity and vivid new impressions—surely had a profound and lasting influence on her literary work.

Takefu, Former Seat of the Great Echizen Kokufu

The kokufu, or provincial capital, served as the administrative center established by the ancient Yamato Court in each province to

govern the region. Although the exact location of the Echizen Kokufu has yet to be conclusively determined, several promising candidate sites have been identified.

One such site is Honkoji Temple, where archaeological excavations were carried out from 2023 to 2025 (Reiwa 5–7). These investigations revealed, for the first time, an early Heian period ditch believed to have formed part of the boundary of the kokufu complex. Ceramics thought to have been used by provincial officials were also unearthed, further raising expectations for discoveries that may illuminate the full extent of this ancient administrative center.



A photo of excavational investigation



A photo of green glazed earthenware

Echizen—UNESCO Creative City



Member of the UNESCO Creative Cities Network: Crafts & Folk Arts

From Echizen to the World - From Tradition to Innovation, Carrying Echizen's Culture into the Future

Echizen City is renowned for Echizen Washi (Japanese traditional paper), Echizen Uchihamono (forged knives), and Echizen Tansu (traditional Japanese chest of drawers)—traditional crafts produced entirely through exceptional artisanal handwork. To share the craftsmanship, spirit, and traditions cultivated over centuries with the world and to ensure their preservation for future generations, Echizen City applied for membership in the UNESCO Creative Cities Network (UCCN) in the field of Crafts & Folk Arts, and was officially designated as a member on October 31, 2025.



Echizen Washi

What is the UNESCO Creative Cities Network?

Established by UNESCO in 2004, the UCCN promotes deeper cultural understanding and collaboration among cities worldwide. Cities that place creativity at the heart of sustainable



Echizen Uchihamono

development are designated as "Creative Cities," participating in international exchange, capacity building, and cooperative programs.

A Global Network Shaping the Future: 408 Cities and Growing

The network comprises eight creative fields: Literature, Film, Music, Crafts & Folk Arts, Design, Media Arts, Gastronomy, and Architecture. As of October 31, 2025, the network includes 408 cities worldwide, with 12 member cities in Japan. Echizen City has joined the field of Crafts & Folk Arts, a category reserved for cities demonstrating outstanding excellence in traditional craftsmanship and folk performing arts. In Japan, this field also includes Kanazawa City (Ishikawa Prefecture) and Tamba-Sasayama City (Hyogo Prefecture).

Becoming part of the UCCN enhances Echizen City's ability to share its initiatives, traditions, and cultural assets with a global audience. This designation is expected to generate a wide range of benefits, including increasing visibility for the city's traditional industries, expanding market opportunities, creating new employment, attracting long-term residents, and fostering a strong sense of civic pride within the local community.

While honoring the traditions that have shaped Echizen for generations, the city also embraces new creative influences gained through international exchange, bringing fresh ideas, new connections, and innovation to the future of Echizen.



Echizen Tansu

Echizen Washi

~Handmade Paper in Echizen~



Echizen Washi, which has been paid attention to by the world from long ago, has kept evolving and widening its applications.

Traditional craftsmanship of Echizen Washi has attracted global attention and it continues to evolve even today.

Echizen Washi is a traditional craftwork with the long history of 1,500 years.

Echizen Washi has the greatest production amount nationwide in the category of handmade Japanese paper among the production areas of Japanese paper. Its origin goes back to approximately 1,500 years ago. The legend has it that a beautiful princess appeared in the upper reaches of the Okamoto river and taught the technique of papermaking to the local villagers by saying, "If you make a living by making paper in this village blessed with pure mountain streams and beautiful mountains, you will lead a richer life." This is said to be the origin of making Echizen Washi. In the Muromachi period, "Echizen Hosho", the official paper for court nobles and warriors, was created in Echizen. Hosho refers to thick Japanese paper of the best quality for ceremonial use. It had the seal of "Okami Tenkaichi" affixed on it, proving that it was the best quality paper in Japan. In this way, Echizen Washi has enjoyed an established reputation of high quality since long ago. Moreover, in the Edo period, Fukui domain issued "hansatsu", a regional currency that is valid only inside the domain. Production of hansatsu was made in Goka area, the manufacturing district of Echizen Washi. Its special production technique is said to have been placed under strict management with the duty of confidentiality. In

the Meiji period, "Dajokan Satsu", a new paper currency, started to be produced by making use of this papermaking technique. It was also craftsmen of Echizen Washi who created the technique of "kuro sukashi", a black watermark, which is also used for current bank notes. In the Showa period, paper for Bank of Japan notes was made in Goka for a time. In 1976, Echizen Washi was designated as a traditional craftwork.

Machine-made paper appeared with the change of the times. In papermaking workshops, however, we can still see craftsmen making handmade paper earnestly. Echizen Washi has been produced by the local craftsmen who have continued much trial and error without being arrogant about their excellent techniques. Pride and responsibility of each and every craftsmen have been the driving force of the production area of Echizen Washi that has lasted over 1,500 years.



Various kinds of Japanese paper such as traditional "Echizen Hosho" paper are made.



"Hansatsu" and "Dajokan Satsu" made in Echizen City (owned by Paper & Culture Museum)

Japanese Paper Now Used in Space Suits and Architectural Materials Its Applications Continue to Expand

Japanese paper, which has been widely used in Japanese daily life since long ago for paper sliding screens, sliding doors, etc., is, in fact, a high-functional material. Its durability is said to be so high that it can last for over one thousand years. Even now, Echizen Washi is widely used for repairing important cultural properties in Japan. In recent years, there are also many cases where Japanese paper is used as interior and building materials by making use of its designability, texture and durability. It has been used for interior materials of buildings not only in Japan, but also around the world, demonstrating an overwhelming sense of existence.

Moreover, since tree bark used for the material of Japanese paper can shield ultraviolet rays and prevent germs from breeding, it has been confirmed that Japanese paper has significant antimicrobial and deodorizing effects. In recent years, fiber made of Echizen Washi was adopted as the material for space suits for space travel. This was the first case in the history of Japan where Japanese paper fiber product was used for space. Echizen Washi, which has 1,500 years of long history, has been

widely used from the level of our daily life to space. It is now assuming new roles in modern times as its usage evolves.



Art work made of Echizen Washi used for a shop abroad dealing with famous brands



Echizen Washi attracts attention as the building material with excellent design.

Photos presented by Sugihara Washipaper, Inc.

Topic

A Medium Admired by Artists Around the World

Echizen Washi has long been cherished by leading Japanese painters such as Taikan Yokoyama and Ikuo Hirayama, who regularly worked with its exceptional "hemp paper." Remarkably, fibers of gampi—a key material in traditional Japanese papermaking—have been identified in the prints of Dutch master Rembrandt, suggesting that Echizen Washi may have been used in his artwork as well. During that period, Japanese paper was exported to Europe through the Dutch East India Company, making it likely that Rembrandt encountered Echizen Washi and came to appreciate its distinctive quality.

"Echizen Torinoko Paper" Added to the UNESCO Intangible Cultural Heritage List

In December 2025, the UNESCO Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage convened in India and officially added Echizen Torinoko Paper as one of the techniques under "Washi: Craftsmanship of Traditional Japanese Handmade Paper". This recognition highlights the cultural value of Echizen Washi and affirms its importance on the global stage. Going forward, efforts will continue to promote its beauty both in Japan and abroad, while preserving and advancing the traditional techniques for future generations.

SPOT

Important Cultural Property

Goddess of Papermaking / Okamoto Shrine • Otaki Shrine

This is a shrine with an old history that worships “Kawakami gozen”, the goddess of papermaking, from whom Echizen Washi is said to have originated. Shrine buildings have the roofs covered with Japanese cypress barks which look like dozens of overlapping waves. Moreover, they have an unusual shape with the main hall and worship hall connected together. These buildings are designated as a National Important Cultural Property. Kawakamigozen is usually enshrined in “Okunoin”, the inner shrine, in Mt. Gongen rising behind the shrine. Only twice a year in spring and fall, people welcome Kawakamigozen to Gegu (Satomiya), a shrine located in the lowest place in the shrine precincts, and Reitaisai, a major shrine festival held once or twice a year, is held when a portable shrine with Kawakamigozen enshrined in it makes a ritual procession around Goka area.



Come and enjoy traditional papermaking

Papyrus Kan

This is the workshop where anyone from children to adults can experience papermaking. At the back of the first floor, there is “Washidokoro Echizen,” where you can buy various kinds of Japanese paper for crafts, arts, and miscellaneous goods made with Japanese paper.



You can see the technique of traditional craftsmen close by.

Udatsu no Kogeikan

This is the ex-residence of Heiemon Nishino, a craftsman of papermaking, which has been dismantled and reconstructed at the present site. This is a rare facility even across Japan where you can see up close traditional craftsmen make paper using conventional tools.



Echizen Uchihamono

~Echizen Forged Knives~



Echizen Uchihamono, which has been regularly used by first-class chefs both domestically and abroad, is a traditional handicraft that Echizen City presents to the world.

Echizen Uchihamono has been overwhelmingly supported by first-class chefs as their reliable partners.

Echizen Uchihamono’s modern design has gained a high reputation, as well as the sharp cutting quality and strength created by traditional techniques.

Echizen Uchihamono is a traditional handicraft Echizen City presents to the world with approximately over 700 years of long history. The forging technology has inherited from ancient times. “Forging” refers to the process of strengthening the heated metal by hammering it repeatedly. Even now, craftsmen elaborately sharpen the blades they forged by hand and finish them so that they have sharp cutting quality.

Echizen is the first knife industry area in Japan where its products were designated as “National Traditional Craft” in 1979, in recognition of the sophisticated traditional technology. In recent years, kitchen knives and steak knives are created using both traditional technology and modern design. This made them highly sought throughout the world. Due to orders pouring in from first-class chefs globally, production has struggled to keep up with the high demand.

Interest in Echizen Uchihamono has been growing across various fields, for example when a famous actor became fond of the knife after being impressed by its sharpness while using it in a drama supervised by a top-class chef.



Echizen knives comes in various types such as double edge, single edge, etc. along with various sizes according to specific purposes of the customers.



Thin and strong blades are brought to completion using the traditional forging technology of shaping with heat.

Topic

The Secret Behind Exceptional Sharpness

A unique technology of Echizen Uchihamono is the “nimai hiroge”, which creates the distinguished sharp cutting quality of the kitchen knives that fascinates first-class chefs. Craftsmen strike the front and back surfaces of overlapped blades with a hammer. By quickly spreading two blades at the same time, it increases the strength of the blades, creating high quality knives with less irregularity on the blade surface.

Echizen Uchihamono

Where Japanese Craftsmanship Meets French Gastronomy The Sharpness of Echizen Uchihamono

Orders of kitchen knives of Echizen Uchihamono flood in from top-class chefs at well-known Michelin-starred restaurants. Yuichiro Watanabe, the owner of “Nabeno-Ism”, a French restaurant in Komagata in Asakusa, Tokyo, is a famous chef who has loved to use Echizen Uchihamono for many years.

As the executive chef of an exclusive restaurant in Ebisu, Tokyo, Chef Watanabe had gained a three-star evaluation from the Michelin Guide for nine consecutive years. Then he opened “Nabeno-Ism” in 2016 and he has gained a two-star evaluation from the Michelin Guide for five consecutive years since its 2019 edition.

He says, “I really feel that the dishes I cook have evolved further since I’ve encountered Echizen Uchihamono. Dishes are born through the combination of ingredients, people, and cooking tools. The sharp cutting quality of Echizen Uchihamono is also one of my indispensable seasonings for my dishes.”



Chef Watanabe cuts ingredients with a kitchen knife of Echizen Uchihamono. He uses a butcher knife, a muscle pull knife, a petit knife, etc., properly depending on the dish he is cooking.

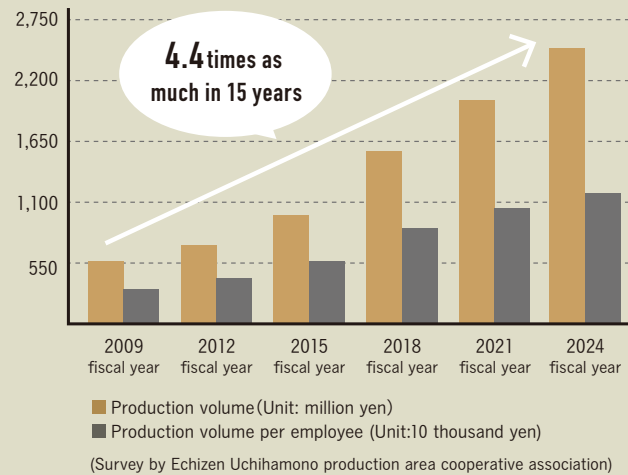
DATA

Over Fourfold Growth in 15 Years Fueled by Global Demand and Higher Unit Prices

Once facing decline, Echizen Uchihamono has made a remarkable comeback by embracing innovation while preserving its traditions. Its knives—renowned for exceptional sharpness and contemporary design—have earned praise from top chefs worldwide, driving rapid growth in demand across Europe, the United States, and beyond. As unit prices rose, productivity per worker also increased, and by 2024 the region’s total production value had grown to about 4.4 times that of 2009.

Today, Echizen Uchihamono stands as a powerful symbol of Japan’s craftsmanship thriving in the modern era.

【 Production of Echizen Uchihamono 】



SPOT

A collaborative workshop where craftsmen with the cutting-edge technology of Echizen Uchihamono come together

Takefu Knife Village

This is not only a collaborative workshop of Echizen Uchihamono but also a comprehensive tourist facility. A new building was completed in 2020. Here you can observe the workshop and also enjoy shopping for various knives. Besides this, they have a “kitchen knife trial class” where visitors can experience the processes from forging to sharpening blades. This is a rare hands-on workshop offered nationwide and is very popular among visitors.



This is the facility that transmits the culture of traditional handicrafts of Echizen Uchihamono.

Echizen Chiyozuru Hall

This is a facility to convey the long history and technology of Echizen Uchihamono that have lasted for about 700 years. This history originates with Kuniyasu Chiyozuru a famous swordsmith during the Northern and Southern Courts period. You can not only see exhibitions of various blades made by workshops that have inherited traditional techniques, but also a demonstration of forging knives by traditional craftsmen. You can also enjoy a hands-on experience of sharpening blades.



The shrine that worships Kuniyasu Chiyozuru, the founder of Echizen Uchihamono Chiyozuru Shrine

The object of worship at Chiyozuru Shrine is a sword which is said to have been made by Kuniyasu Chiyozuru, the founder of Echizen Uchihamono. In the precincts of the shrine, there is a pond called “Chiyozuru no Ike (the pond of Chiyozuru)” whose water is said to have been drawn by Kuniyasu Chiyozuru when he forged his sword. Kuniyasu was a swordsmith who moved to Fuchu (present-day Echizen City) from Kyoto around the turbulent period of the Northern and Southern Courts period. Legend has it that the Echizen sickle originates from the sickle produced by Kuniyasu who was inspired by a crescent moon reflected on the surface of the pond of Chiyozuru. Echizen sickles with outstanding cutting quality spread all over Japan through peddlers and boasted overwhelming market share.



A guardian dog produced by Kuniyasu Chiyozuru

Legend has it that every time Kuniyasu made his sword, he carved a guardian dog with a grinding stone and submerged it the pond with a prayer.

Echizen Tansu

~Echizen Chest of Drawers~



Echizen Tansu has a long history dating back to the late Edo period, fascinating many people with its high skill of artisanship.

Tradition and Evolution of Craftsmanship

Echizen Tansu has been developed by integrating multiple traditional techniques.

Echizen Tansu is a Japanese-style chest made with a unique technique without using nails. Its long history can be traced back to the brush writing of "Echizen" in India ink on the pedestal of Tachibana Fujin Zushi, a national treasure of Horyuji Temple. It is said to have been written by a craftsman from Echizen engaged in producing this zushi. Echizen Tansu has been produced for over one hundred years since the current technique was established in the late Edo period. It was designated as a traditional handicraft in 2013.



The metal fittings are made by the technique of Echizen Uchihamono (Echizen forged knives), and the surface is coated by the technique of lacquer ware. These traditional techniques unique to Echizen are combined, creating a refined texture and a solid, dignified appearance

Echizen Tansu That Evolves with the Times



Left / A suitcase crafted using the technique of Echizen Tansu which attracts attention not only in Japan but also abroad.
Right / A furniture of Echizen Tansu made entirely of natural wood, combining excellent design with high practicality.

Craftsmen of Echizen Tansu have been striving to manufacture their products in a creative manner by constantly meeting the needs of the time, while inheriting the tradition and technique accumulated over one hundred years. For instance, new types of chest have been produced such as the one with the legs at its base to make it easier to use or the one with various built-in mechanisms like a hidden door. Besides these, they also produce portable suitcases, etc. In this way, they have created various products from general goods to furniture that fit our modern lifestyle.

At the roadside station "Michi-no-Eki Echizen Takefu" located next to the Shinkansen Takefu Station, guests are welcomed by a reception counter crafted with traditional Echizen Tansu techniques.

"Michi-no-Eki Echizen Takefu" opened in the area next to the Hokuriku Shinkansen Echizen Takefu Station on March 18, 2023. At the tourist information center on the first floor, visitors are welcomed by the reception counter made by traditional craftsmen of Echizen Tansu. A closer look at it enables you to feel advanced technical ability of the three traditional craftsmen who specialize in wood surface processing, metal fitting processing, fixing work, etc.



The reception counter of the tourist information center in Michi-no-Eki Echizen Takefu (Roadside station Echizen Takefu)

Echizen City Walking Map

The old city area of Echizen-Takefu has preserved its historic streets, offering a nostalgic atmosphere. As you stroll through the district, you will discover many charming sights and experiences along the way.

Tansumachi-dori

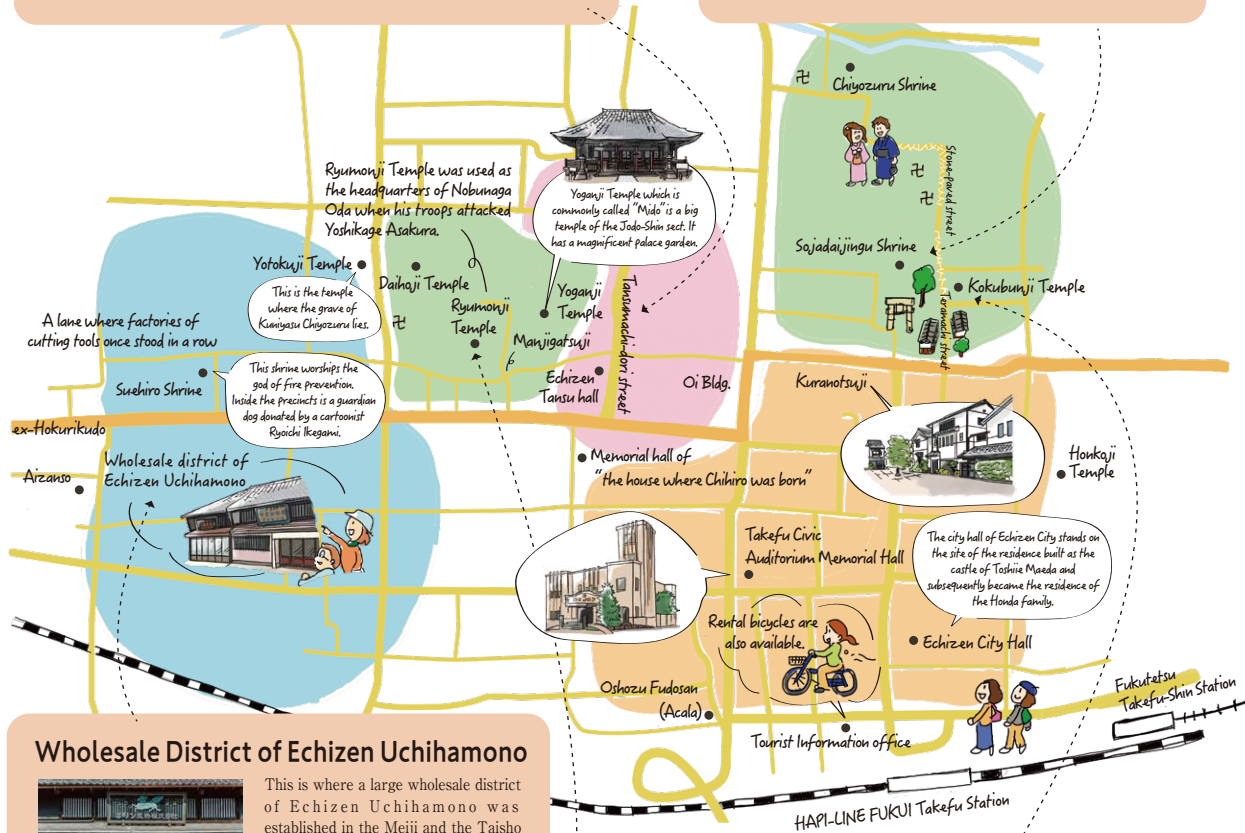


This is the street where Echizen Tansu makers and workshops of cabinetwork craftsmen gathered from the end of the Edo period up to the beginning of the Meiji period. Even now, furniture stores and workshops stand in a row, adding tasteful atmosphere to this old street.

Soja Daijingu Shrine



This is a shrine where many gods, including those of Echizen province, are enshrined. The current main shrine was rebuilt in 1926 and it is affectionately called "Osonja san" by the citizens of Echizen City.



Wholesale District of Echizen Uchihamono



This is where a large wholesale district of Echizen Uchihamono was established in the Meiji and the Taisho period. There still remain wholesale stores of cutting tools with retro signboards that remind us of the atmosphere of old days.

Ryumonji Temple



This temple was established in 1299 and was used as a military base of Nobunaga Oda when his troops attacked Yoshikage Asakura and also when they subdued Ikko-ikki. Even now, the traces of moats and earthen walls can be seen as the remnants.

Kokubunji Temple



Kokubunji Temple was built by the imperial command of Emperor Shomu in 741. "Tenpai yakushinyorai zazo" (Seated statue of tenpai yakushinyorai), a Buddhist statue rarely shown to the public which is said to have been made by Gyoki, is enshrined as the principal object of worship.

Scan this code to view the "Handcraft Town Strolling Map," which also introduces shrines and temples in Echizen City.



Creating a Homeland Where Storks Soar

~The Stork: A Symbol of a Healthy Satoyama~



The Oriental White Stork requires about 500g of aquatic life each day and can live only in regions with rich biodiversity. Thanks to long-term eco-friendly farming and community-led conservation efforts, the Shirayama area restored its natural environment, leading to the stork's return in 2010. Today it is one of Japan's leading breeding sites.

Farming in Harmony with Nature

Shirayama's rice cultivation is centered on organic farming, which forms the ecological foundation for storks and other wildlife. Organic agriculture—free from chemical pesticides, chemical fertilizers, and Genetically Modified Technology—helps:

- Reduce greenhouse gas emissions
- Protect soil organisms and improve soil fertility
- Prevent chemical runoff and safeguard water quality

Echizen City as an Organic City

In 2024, Echizen City became Japan's first municipality to declare itself an Organic City, promoting organic practices across production, distribution, consumption, and waste.

➔ FY2023: ranked 17th nationwide in organic farmland ratio (out of 960 municipalities).

The city's website also highlights restaurants offering vegan and vegetarian meals, promoting sustainable food and agriculture.

Preserving Biodiversity

To support diverse wildlife, the area also practices nature-friendly field management:



Delayed Drainage:

Allows larvae and tadpoles to finish emerging before fields are dried.



Winter-Flooded Fields:

Create biotopes that serve as feeding grounds for birds.



Refuge Trenches:

Provide safe spaces for aquatic life when water levels drop.

Topic

Toward Best Tourism Village (BTV) Recognition

The UN Tourism BTV program recognizes rural areas advancing through sustainable tourism.

Echizen City seeks BTV recognition for Shirayama—a satoyama landscape where storks soar and traditional food and farming culture thrive.

Hospitality through Local Dishes

In Echizen City, where a local government office called Kokufu once stood, people came and went fostering vibrant cultural exchange. Over time, these interactions helped shape the region's unique food culture.

The Place Where “Echizen Oroshi Soba” was Born

**Unforgettable taste for Emperor Showa
“I yearn for that soba noodle in Echizen.”**

Soba noodle is one of the soul foods of Japanese people. In Echizen City, “Echizen Oroshi Soba” is famous. It is served cold with soup, plenty of grated daikon radish, dried bonito flakes and finely chopped green onion. The origin of soba noodle in Fukui is said to date back to the Age of the Warring States. Takakage Asakura, a military commander of the Warring States period, who lived in Ichijodani in Fukui is said to have recommended growing soba as an emergency crop to prepare for wars and natural disasters. This is because it is more nutritious than rice and can be harvested in short periods. “Echizen Oroshi Soba” has various episodes. The most famous one is about Emperor Showa who visited Takefu City in 1947. He ate it and wanted a second helping. After returning to the Imperial Palace in Tokyo, he missed the tasty soba noodle he ate in Echizen. This episode is said to have spread the name of “Echizen Oroshi Soba” nationwide.

Its profound taste comes from the simplicity of each ingredient. Even now, Echizen City has many soba noodle restaurants, providing exquisite taste which differs from restaurant to restaurant.



Was Echizen Oroshi Soba devised by Tomimasa Honda?

Tomimasa Honda who became the domain lord of Fuchu, present-day Echizen City, in 1601, is said to have created “Echizen Oroshi Soba”. Legend has it that he invited Gonzaemon Kaneko, a soba chef, from Fushimi in Kyoto, and created soba noodle to eat with grated daikon radish on it so that it will be helpful to promote good health.



Wooden image of Tomimasa Honda (owned by Fujigaki Shrine)

Topic

How to Enjoy

The soba noodle used in “Echizen Oroshi Soba” is made of buckwheat flour including its husks. The soba noodle is characterized by the strong scent and flavor as well as its blackish tint. It is eaten by wildly pouring soup with grated daikon radish in it. Some eat by adding grated daikon radish separately and others by adding only the juice of grated daikon radish. Basically, people eat this soba cold even in winter.

Echizen City has about thirty soba restaurants, each of which serves you unique soba.

Echizen City has about thirty restaurants where you can enjoy “Echizen Oroshi Soba”. The types of buckwheat flour, milling method, daikon radish, taste of soup, etc., differ from restaurant to restaurant. You can enjoy unique soba noodles with different flavor, firmness, texture, etc. You can taste newly harvested soba of the year full of fragrance called Shin-soba from around the latter half of every November. Quite a few people visit soba restaurants in Echizen City to relish the fresh, tasty soba.

Old, elegant Japanese-style restaurants in Echizen City have nurtured the spirit of hospitality with the passage of time and have a formed unique culture of hospitality characteristic of these traditional restaurants.

Echizen province in ancient times was visited even by foreign guests as the gateway from which the culture of the continent was rapidly diffused. The local government office called Kokufu, which was the center of politics, economy, and culture at that time, was established in the area where Echizen City is now located. It enjoyed great prosperity and also acted as a hub for business activities along the highway running through the Hokuriku region. Culture of hospitality was also created with the

development of business and transaction. Many traditional Japanese-style restaurants still remain in this old city retaining an elegant atmosphere which fortunately avoided damage from the war. In these restaurants you can relish a variety of gorgeous dishes of fresh products both from the sea and the mountains in Echizen area in a sophisticated space. In winter, you can also savor “Echizen Crab” known as a traditional gift to the Imperial family from Fukui Prefecture, in these restaurants in a relaxed manner.



This is a male snow crab called “Echizen Crab”, a representative delicious food of Fukui in winter. During the annual fishing season from November 6 to March 20, we can enjoy various kinds of crabs such as female snow crabs called “Seikogani Crab” and crabs right after shedding their skins called “Mizugani Crab”, etc., depending on the period of the fishing season.



Elaborately designed room arrangement that makes us feel each different season of the year in the quiet and calm atmosphere, separated from the noises of daily life is also one of the enjoyments of Japanese-style restaurants.

Traditional Events Passed Down for Generations

This is the performance of blessing that celebrates early spring of the Hokuriku region. The first performance is held on January 1.

Echizen Manzai



The origin of this performance is said to date back to the period before the middle ages. After the early modern times, the performers of Echizen manzai visited not only various domains of Echizen region such as Fukui, Sabae, etc., but also places as far as Kanazawa and Daishoji in Kaga region. It was commonly known as the familiar performance celebrating early spring of the Hokuriku region.

This is a unique festival held on February 17 where guests are treated to a heap of cooked white rice and burdock.

Goboko



This is a unique festival also known as "Soda Shogatsu Juushichinichiko". As much as five cups (0.9 liters) of rice is served in a rice bowl called "Mossomeshi" whose height is about fifteen centimeters, a heap of burdock sliced and mixed with miso paste, etc., are prepared by the house on duty and treated to the male guests in the community.

This is the festival where men and women of all ages march across the street pulling a float on February 11.

Oraishi



This is one of the Shinto rituals of Okamoto Shrine which is said to have begun for the purpose of celebrating the enthronement of Emperor Keitai. Many people from children to the elderly march across the street pulling a float, praying for productiveness of grains, peaceful reigns over the land, etc.

This is a festival held from May 3 to 5 to welcome Kawakamigozen, the goddess of papermaking.

Festival of God and Paper



This is an annual festival held in spring in Washinosato during the Golden Week holidays at Okamoto shrine and Otaki shrine which worship Kawakamigozen, the goddess of papermaking, who is said to have taught the local people how to make paper. During the festival, the local people welcome Kawakamigozen by carrying mikoshi which the goddess is said to ride on from Okunoin, the inner shrine, and send the goddess back to Okunoin again at the end of the festival.

Easy Access to Echizen City!

"Echizen Takefu Station" opened on March 16, 2024 when the Hokuriku Shinkansen was extended to Fukui Prefecture. The entire Chubu Jukan Expressway will open in spring 2026.

Access to Echizen City

【Shinkansen】 Time required (Unit: hour / min.)
 ·Tokyo 3:06
 ·Nagano 1:44
 ·Kyoto 0:45 (shortened by 28 min.)
 ·Shin-Osaka ... 1:04 (shortened by 33 min.)
 ·Nagoya 1:24

※Time required is based on trial calculation when the Shinkansen is extended to Osaka.

【 Car 】 Time required
 ·Tokyo 5:55 (shortened by 50 min.)
 ※via Chubu Jukan Expressway
 ·Matsumoto ... 3:10 (shortened by 100 min.)
 ※via Chubu Jukan Expressway

Echizen Takefu Station

