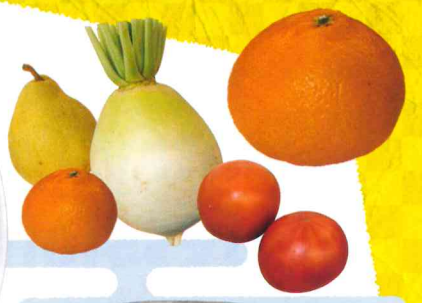
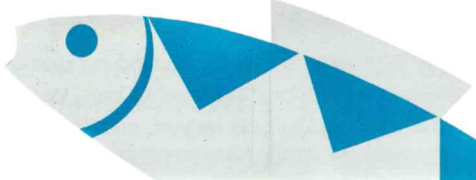


About **5** min.
on foot
from
Nagoya Sta.



Try the dishes of professionals in
the "pantry" of the Tokai area!



Yanagibashi Central Market Guidebook

Complete



Fresh & delicious
Even rare ingredients are available!



Delicious lunch made from
seasonal ingredients!

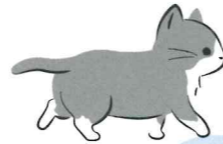


Explore, shop and taste!

“Pantry” of the Tokai area – A market that attracts professionals to buy tasty ingredients

The Yanagibashi Central Market is located in the center of Nagoya, which is one of the few cities in Japan that has such a big market in the downtown area. It is located in the office district where many people work. Fresh ingredients are delivered early in the morning, and many market staff and buyers gather. After the market hours, tables and chairs are put out in the passageways to encourage many people to enjoy the market cuisine.

Attractive features of Yanagibashi based on interviews with market workers



No. 1 Fresh and delicious ingredients from around Japan and overseas

The Yanagibashi Central Market is known as the “pantry” of the Tokai area, and features branded ingredients from around Japan and overseas. It offers tasty imported ingredients in addition to an extensive range of local ingredients. Quality local ingredients are delivered from nearby Ise Bay and Mikawa Bay, as well as leading producing areas, including Mie, Gifu, Nagano, and Shizuoka Prefectures. There are many restaurants in the market area serving popular market cuisine using plenty of ingredients from the market.



“The fish is freshly caught, so the freshness is second to none. The Yanagibashi market sells only the finest fish of the day.” (Mr. Kiyokazu Inukai of Uokatsu) MAP 11

No. 2 Visitors can buy the freshest, high-quality ingredients, which are prized by the pros!



Every morning, the Yanagibashi Central Market attracts professional cooks from restaurants, who use the freshest, high-quality ingredients, in the three prefectures of the Tokai area. This private market welcomes both visitors and professionals. Here, rare and premium ingredients served at Western- and Japanese-style restaurants can be purchased in small quantities.



“The market is most crowded during the big sale at the end of the year. Many visitors compete to get premium ingredients at a discount. This is the winter tradition at Yanagibashi.” (Ms. Aki Mito of Meisoku) MAP 12

Tips for visiting the market

- 👉 The best time is after 8:00 a.m. or on Saturday.
- 👉 Ask about recommended ingredients.
- 👉 The market is place where professionals work – please give them priority.
- 👉 Be careful of the vehicles and other people.

Also check the promotional videos.



“Let’s visit the Yanagibashi Central Market ♪” (in Japanese)

The videos explain the attractions of the market, touring and shopping methods, and recommended cooking methods.



No. 3 Shop staff recommend the best products to visitors

At the market, most items on display don't have tags. If interested, simply ask the staff, and they'll recommend what's best that day.



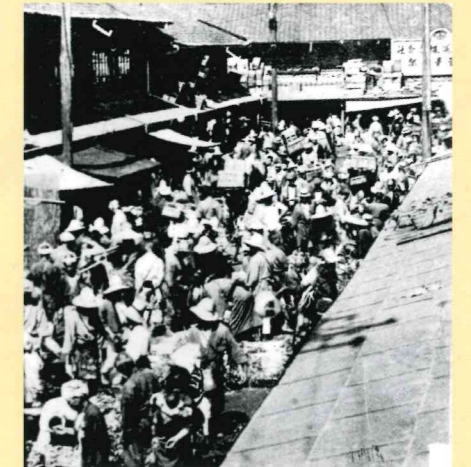
“Don't hesitate to ask what we recommend. We also gut and slice the fish.” (Mr. Takanori Suzuki of Ichisuzu) MAP 13

History of Yanagibashi Central Market

Many shops and people clustered together and the place turned into a market.

The Yanagibashi Central Market dates back to the late Meiji period (1868–1912) when wholesale stores of miscellaneous goods established by different proprietors in the area were brought together.

As symbolized by the slogan “100 Years of Providing Fresh Fish,” the market has a history of about 100 years. At present, the market has about 130 shops, and is one of the few markets in Japan located in a downtown area. Yanagibashi attracts throngs of people as one of the largest private central markets in Japan.



Collection of the Tsuruma Central Library, City of Nagoya

A day in the market

4:00~



Auctioned fish is delivered.

6:00~



Buyers gather, bringing the market to life.

8:00~



Visitors also come for shopping.

10:00~



Retail shops start to close.

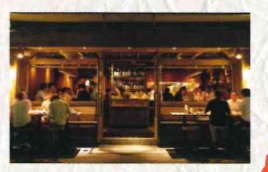
12:00~



Courtesy: Jizakana Shokudo TERUTERU MAP 3

Lunch dishes are highly popular.

18:00~



Courtesy: Dome MAP 14

At night, people enjoy good food and drink.

Chosen by market professionals

Tasty ingredients from across Japan, including Aichi

Throughout the year, ingredients of the finest quality are delivered from around Japan and overseas to the Yanagibashi Central Market! Let's take a look at what the market pros recommend.

Fresh ingredients from Aichi!

Red sea bream

Season **Spring** **Autumn**

Red sea bream caught in the spring are called "sakura-dai" (named after cherry blossoms), while those caught in late autumn to winter are called "momiji-dai" (named after autumn foliage). In these seasons, the bream are fatty and particularly recommended.



Courtesy: Kaneko

MAP 15



Courtesy: Mitsuya Suisan

MAP 16

Tilefish

Season **Autumn** **Spring**

This premium fish is an essential part of Kyoto cuisine. The flesh is soft and has a sweet flavor. As it tends to break up due to the high moisture content, dry the fish overnight or sprinkle salt to dehydrate it before cooking.



Mr. Naoki Tsuji

Atsumi premium RAS salmon

Usually, salmon is farmed using food and pharmaceuticals including antibiotics. We are proud to offer this salmon which is farmed without pharmaceuticals at a recirculating aquaculture plant in Atsumi Peninsula. It is also served to first-class passengers of a major airline.



Courtesy: Tsujiki

MAP 21



Courtesy: Aiseiya

Bastard halibut

Season **Winter**

Among white-meat fish, bastard halibut is a premium fish comparable to red sea bream, with a light and gentle taste. The market sells fresh bastard halibut caught in Mikawa Bay and Ise Bay.



Mr. Daichi Aikawa

MAP 22

Pen shell

Season **Winter** **Early summer**

The adductor muscles are larger than those of scallops and are known as rare premium ingredients. They are popular among food-lovers for their firm texture, sweetness and umami flavor.



Courtesy: Kanedai

MAP 23



Purple butter clam

Season **Spring**

These are large bivalves about 10 cm in size. Those caught around Himaka Island are particularly famous. The plump clam meat is delicious with a rich flavor, and is best grilled or fried.

MAP 17

Courtesy: Uohan

Japanese pufferfish

Season **Winter**

Japanese pufferfish, which is commonly known as the king of cuisine in winter, is caught by longline fishing from October to February. The flesh has a firm texture and good flavor. It can be cooked in various ways, including tessa (sashimi), tecchiri (hot pot), and tempura (deep fry).



Courtesy: Chukyomaru

MAP 18

Japanese tiger prawn

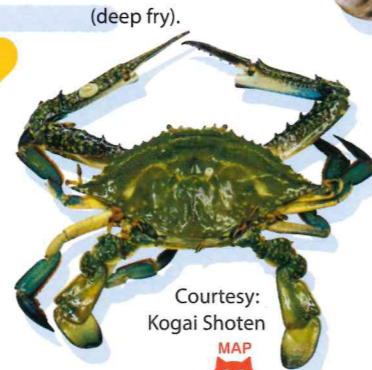
Season **Summer** **Autumn**

All Japanese tiger prawn landed in Aichi Prefecture are wild-caught. After growing in inner bays, they move to the open sea, which makes them large and delicious.



Courtesy: Maruju Takeuchi

MAP 19



Courtesy: Kogai Shoten

MAP 20

Swimming crabs

Season **Spring** **Autumn**

Swimming crabs are in season in autumn when the catch is high and they are meaty. They are also tasty in spring when the female crabs are carrying eggs.



Courtesy: Butaichi

MAP 24

Anjo Wagyu

Anjo Wagyu are Japanese black cattle that originated in Anjo, the oldest wagyu-producing area in the prefecture, and are well-known for high quality. The cattle won the Award for Excellence in the "Wagyu Olympics."

Don't miss tasty ingredients from around Japan!

Pacific bluefin tuna

Pacific bluefin tuna, called "the king of tuna," is a premium product. It is creamy and sweet and has a strong, rich flavor.

Mr. Takuya Ishikawa



Courtesy: Daishin

MAP 25

Broadbanded thornyhead

This is a premium fish of the Tohoku region, whose counterpart is rosy seabass in Western Japan. The fatty white flesh simply melts in the mouth.



Courtesy: Yamatetsu Shoten

MAP 26



Courtesy: Meisoku

MAP 12

Tomatoes

We sell carefully selected premium tomatoes, including those cultivated in Aichi Prefecture. They have a high sugar content and addictive amazing flavor.

Mr. Masayuki Yamada



Courtesy: Kondo Nori

MAP 27

Laver

We sell laver carefully selected from popular fisheries cooperatives across Japan. Various products are available for different purposes. Visitors can also purchase laver products used by premium sushi restaurants.

Mr. Kiyomi Kondo

Kelp

We offer various types of kelp from Hokkaido, including giant kelp (makonbu), Laus kelp, and Hidaka kelp. You can make tasty kelp broth with a great aroma and deep flavor quite different from ordinary broth.



Courtesy: Kimura Konbu

MAP 28

There are many other attractive shops!

Rollled omelet

This Nagoya-style rolled omelet is made starting around 2:00 a.m.



Courtesy: Udaijin

MAP 29

Fish paste

Visitors can buy freshly made fish paste products, even just a single piece.



Courtesy: Oshima Shoten

MAP 30

Daily dishes

Eighty types of products are prepared at the in-house factory every day.



Courtesy: Tamamiya Shokuhin

MAP 31

Imported ingredients

The shop sells imported ingredients for foodies who appreciate the difference.



Courtesy: Taichi

MAP 32

Japanese traditional sweets

Hand-made Japanese traditional sweets, which are made from top-class ingredients, are sold at wholesale prices.



Courtesy: Satosuzume

MAP 33

Cooking utensils

Kitchen knives for professionals and cooking utensils



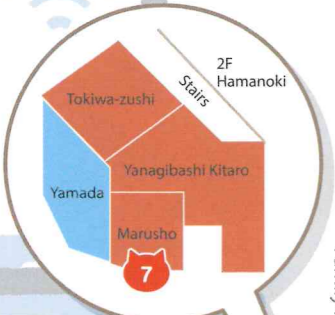
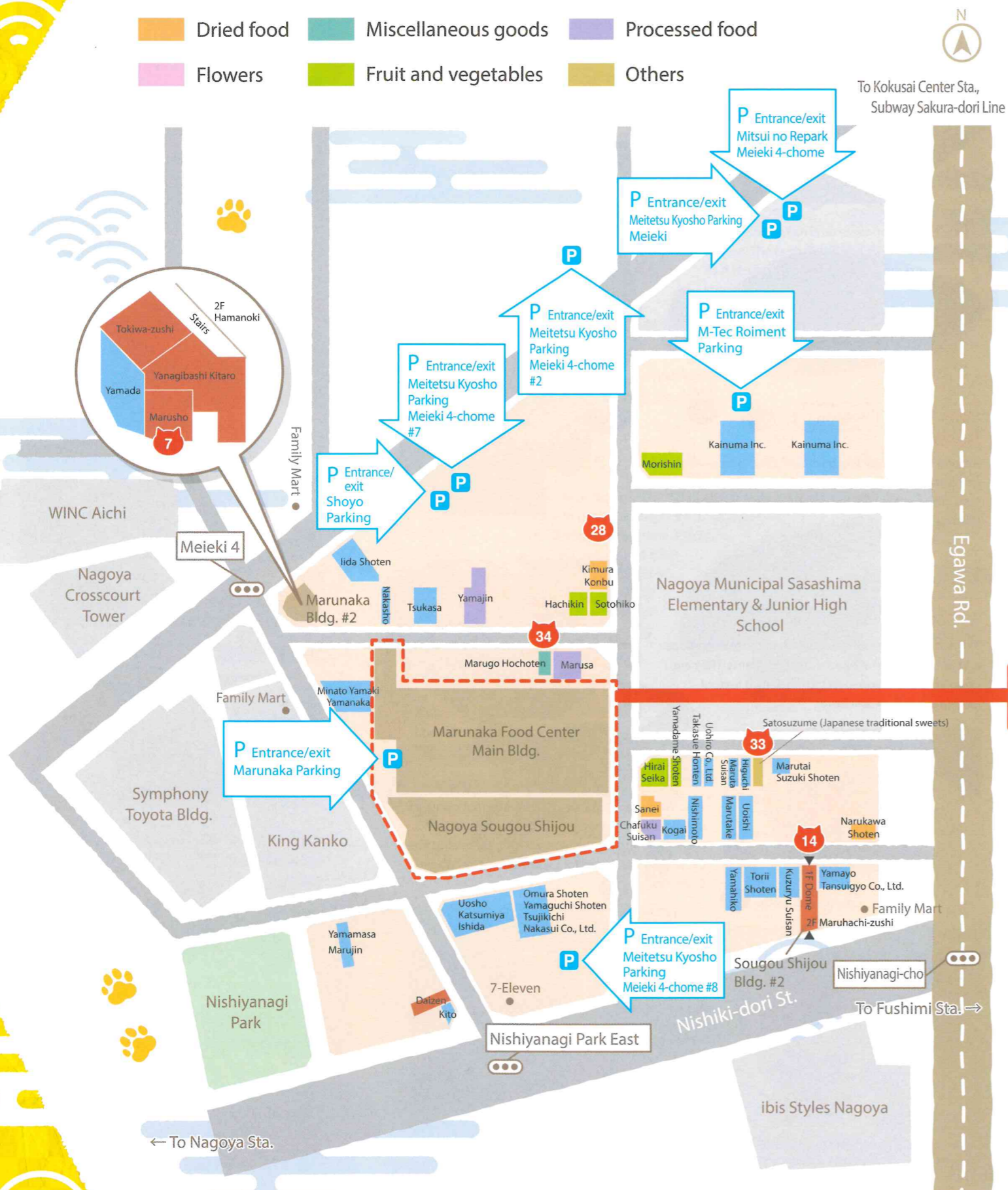
Courtesy: Marugo Hochoten

MAP 34

There are many must-see shops!

Yanagibashi Central Market Area Map

- Fresh fish
- Meat
- Eating and drinking
- Dried food
- Miscellaneous goods
- Processed food
- Flowers
- Fruit and vegetables
- Others



Marunaka Food Center Main Bldg.



* Information is valid as of March 2024 and is subject to change.
* Hours vary depending on the shop.



Fresh and delicious market cuisine

The following are some of the tasty dishes offered in the Yanagibashi area.

Find your favorite market cuisine.



Ramen (Taiga)

MAP 1

This ramen is available from early in the morning. The typical ramen featuring soy sauce-based soup and straight noodles is addictive.



Kishimen noodles (Sarashina)

MAP 6

Kishimen flat noodles are a simple dish served with green onion, kamaboko (boiled fish paste), and dried bonito flakes. The flavor of the dried bonito broth and thick soup will continue to stimulate your appetite.



Pork cutlet rice bowl (Wadassen)

MAP 2

The unique bar-shaped cutlet is made by layering slices of pork like mille-feuille. The proprietary sauce made from soy sauce is amazing, as is the pork cutlet rice bowl.



Prawn tempura rice bowl (Wine and Tempura Marusho)

MAP 7

Moun-Tendon has as many as six prawns. The batter is crispy and the prawns are plump. The store manager goes around the market to buy the ingredients on his own.



Sashimi rice bowl (Jizakana Shokudo TERUTERU)

MAP 3

The bowl of rice is topped with sashimi mainly using fresh local fish landed at Toyohama Port in Minamichita. The generous toppings are impressive.



Sushi

MAP 8

(Yanagibashi Kitaro in the market)

This authentic Edomae sushi makes the most of fresh fish from the market. The flavors are enhanced by various cooking methods, such as roasting, grilling, boiling, and steaming, in addition to sashimi.



Eel dishes (Unasho)

MAP 4

This is a take-out-only shop for cooked eels. The best eels in season are selected by experienced staff of the eel wholesale store, which was founded in 1952, and then carefully grilled over a charcoal fire with special sauce.



Seafood dishes (Uoyanagi)

MAP 9

Serves fresh seafood purchased at the market. In addition to sashimi, warayaki (straw-roasted) items are recommended because this cooking method enhances the taste. Alcoholic drinks go well with everything on the menu!



Rice balls (Onigiri Masa)

MAP 5

Choose from more than 10 types of fillings for quality handmade rice balls. The crispy deep fried chicken is also recommended.



Yanagibashi beer garden (in summer) Hot pot garden (in winter)

MAP 10

Being close to the market, the range of fresh ingredients is extensive. Visitors can enjoy barbecue in summer and all-you-can-eat hotpot dishes in winter. Relish the carefully selected ingredients, including living fish, fresh fish, sashimi, meat and poultry, and organic vegetables.



Details of Yanagibashi Central Market

Meieki 4-chome, Nakamura-ku, Nagoya City

Hours: Early morning to around 10:00 a.m.
(Closing time varies depending on the shop/restaurant.)

Closed: Sundays and national holidays (except for some shops/restaurants)
The market is closed on some Wednesdays.

Access: ● 5 min. on foot to the east from Nagoya Sta. of JR, Meitetsu, Kintetsu and the subway
● 3 min. on foot to the southwest from Kokusai Center Sta., Subway Sakura-dori Line

* Marunaka Parking Lot and other parking lots are available nearby, but the number of parking spaces is limited. Visit the market by public transport if possible.

The City of Nagoya has been developing the community of the Yanagibashi area, including the market, as part of city planning by using various local resources around Nagoya Station toward the opening of the Chuo Shinkansen maglev line. This guidebook is intended to publicize the attractions of the market and the Yanagibashi area in cooperation with the local people.

Cooperation: Self-governing Committee, Yanagibashi Central Market (contact: 052-581-8111)

Issued by: Linear Chuo Shinkansen & Nagoya Station Area Development Promotion Division, Housing & City Planning Bureau, City of Nagoya

* The information in this guidebook is valid as of March 2024 and is subject to change. * Unauthorized reproduction and reprinting of illustrations, images, etc. in the guidebook is prohibited.

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