

Tasty experience Yuasa Machigoto Soy Sauce Museum

(The entire city of Yuasa is a soy sauce museum)

Yuasa, with a substantial remaining cityscape that flourished around soy sauce brewing centered around the “Preservation District for Groups of Traditional Buildings” where old merchant’s and craftsmen’s houses (machiya) from 100 years ago and more line the streets, continues the tradition of brewing as the birthplace of soy sauce, and was designated as Japan Heritage for continuing to preserve this tradition.

The place to experience the charms of such a city with your five senses is “Yuasa Machigoto Soy Sauce Museum.” You can enjoy a tourist experience with your five senses “Look, hear, touch, enjoy the fragrance, and then taste.” Walking around machiya with impressive thickly tiled roofs and delicate latticework and white walled soil lacquered warehouses lining the main streets (tori) and lanes (shoji), experience the culture and charm that handmade soy sauce creates, and by methods such “Frying with, boiling in, brushing with, mixing with or pouring soy sauce on,” enjoy the charms of the soy sauce culture spreading around the world with your five senses.

Museum Opening/Closing Days

| | Opening Hours | Closing Days |
|---|----------------|--|
| Building 1 Yuasa Umaimongura (Tasty Things Warehouse) | 10:00 to 16:00 | Wednesday (If Wednesday is a public holiday, the museum will be closed on the following day.) Year-end and New Year (December 29th to January 3rd) ※[Building 3 Nishigura] is open mainly on weekends. |
| Building 2 Okasho | | |
| Building 3 Nishigura | | |
| Building 4 Kadocho Shokunin-gura | | |
| Building 5 Handmade Soy Sauce Resource Center | | |
| Building 6 Tateishi Chaya | | |

※We sell a ticket that allows you to enjoy “Walking and Eating” of Gozen cuisine using seasonal ingredients from Wakayama prefecture. (Soy sauce taste comparison experience 700 yen/Reservations for a tasting experience of dishes made using Yuasa handmade soy sauce 3,000 yen) For details please visit our website.

Access



By train



※From Shin Osaka approx. 1 hr. 30 min. minimum/From Tennoji approx. 1 hr. 10 min. minimum



By car



※From the direction of Osaka get off the express way (Approx. 1 hr. 30 min.) at the Arida I.C or Yuasa I.C. From the direction of Shirahama get off the express way at the Hirokawa I.C.

Approx. 5 min. from the Hanwa Expressway Arida I.C
 Approx. 5 min. from the Yuasa-Gobou Road Yuasa I.C
 Approximately 10 min from the Yuasa-Gobou Road Hirokawa I.C



湯浅まちごと 醤油博物館

THE SOY SAUCE MUSEUM YUASA JAPAN



Detailed information on each facility and an introduction to good photo spots are available on our official website.
<http://www.yuasa-for-yourtrip.com/>
 We plan to open an official Instagram account.
 We will introduce you to the charms of Yuasa!



Come to the city where you can enjoy delicious tastes and traditions, lured by the fragrance of soy sauce.

Located on the western shore of the Kii Peninsula, Yuasa boasts inlets with gentle waves and the beautiful coastline stretching on. From its privileged geography, from ancient times it flourished as a harbor town. Soy sauce was born here around the Middle Ages.

Within the bustling city where various businesses and cultures developed, the production of soy sauce, the decisive factor in the taste of Japanese food, started from the imagination of craftsmen that focused on the production process of “Kinzanji Miso.”

The cityscape where warehouses and buildings related to soy sauce production remain was designated as a “Preservation District for Groups of Traditional Buildings” and in 2017 as “Japan Heritage,” being a city where the history and traditions of soy sauce production thrive.

A quaint cityscape – About the Preservation District for Groups of Traditional Buildings of Yuasa

The area designated by the state as a Preservation District for Groups of Traditional Buildings is approx. 400 m East to West and approx. 280 m North to South, and buildings line the relatively wide main avenues (tori) and the maze like small streets (shoji) between them. Brewing warehouses from the past remain and you can feel the tradition of soy sauce production. The “makuita” hanging from the eaves and various types of lattice and “mushiko-mado windows” with lattices coated with plaster and other old machiya facades are the cityscape that is a fusion of culture that exemplifies Yuasa and a highlights thereof.

1 Building 1 Yuasa Umaimongura (Tasty Things Warehouse)



A facility with an assortment of Yuasa's "umaimon" (tasty things). It is the entrance to the Yuasa Machigoto Soy Sauce Museum where the diorama of the Preservation District for Groups of Traditional Buildings are displayed, and is a new base for Yuasa tourism which also has a tourist parking lot and a place for eating.

2 Building 2 Okasho



A tourist information center and rest area utilizing a machiya built at the end of the Edo period. Formerly a sake dealer called "Okasho." You can obtain tourist information about Yuasa here.

3 Building 3 Nishigura



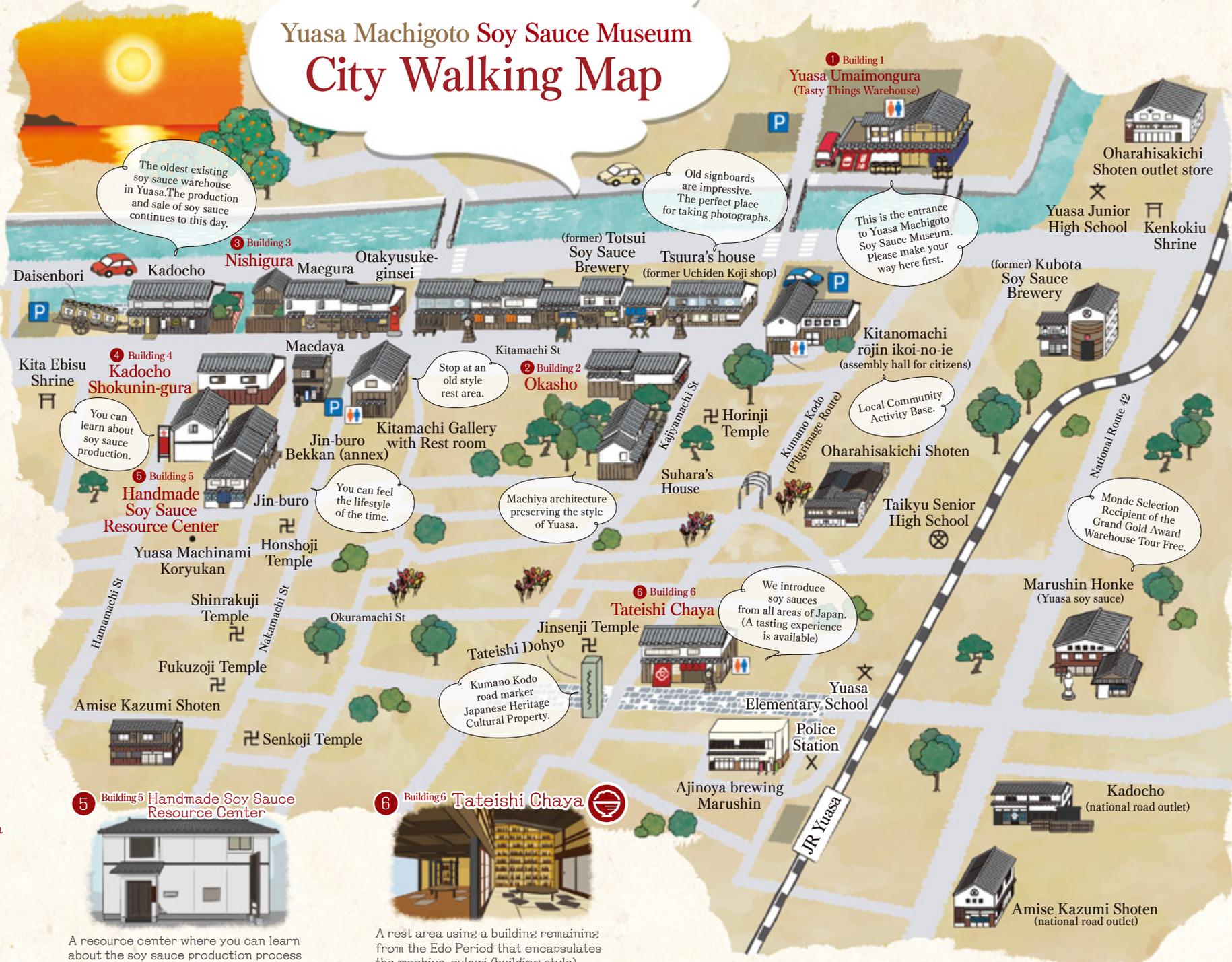
Now "Otakyusuke-ginsei" where Kinzanji Miso is produced and sold, this building was used as a warehouse when the company was a soy sauce brewery. Since it is on the western side of the precinct it is known as "Nishigura." It is also the food tasting spot of the Yuasa Machigoto Soy Sauce Museum. It is open mainly on weekends.

4 Building 4 Kadocho Shokunin-gura



The production process inherited from the soy sauce brewery founded in 1841, you can see tools such as the preparation barrels and press actually used. The current building is a preparation warehouse built in 1866.

Yuasa Machigoto Soy Sauce Museum City Walking Map



The oldest existing soy sauce warehouse in Yuasa. The production and sale of soy sauce continues to this day.

Old signboards are impressive. The perfect place for taking photographs.

This is the entrance to Yuasa Machigoto Soy Sauce Museum. Please make your way here first.

Stop at an old style rest area.

You can learn about soy sauce production.

You can feel the lifestyle of the time.

Machiya architecture preserving the style of Yuasa.

We introduce soy sauces from all areas of Japan. (A tasting experience is available)

Kumano Kodo road marker Japanese Heritage Cultural Property.

Monde Selection Recipient of the Grand Gold Award Warehouse Tour Free.

5 Building 5 Handmade Soy Sauce Resource Center



A resource center where you can learn about the soy sauce production process and history in an easily understandable way by looking at valuable period materials and dioramas, panel exhibitions and images. You can feel the long and profound history of soy sauce production become more familiar.

6 Building 6 Tateishi Chaya



A rest area using a building remaining from the Edo Period that encapsulates the machiya-zukuri (building style). You can feel the high level of the architectural techniques of the time everywhere, such as in the ascending beams and earthen floor, and the warehouse.

"Walk and Eat" experiences can be had at facilities marked with