

# Food

## from Long-Established Businesses

- Products offered ●Year established
- Address of the business ●Telephone
- Days and hours open

**1 Okamotoya Eikichi Shoten/OKANAGA CO.,LTD.**  
●Sake Distributor and Sake Exporter - Standing Sake Bar and Shop  
●1884 (MAP B-2)  
●1-7-3, Nihonbashi Bakurocho  
●+81(0)3-3663-2800  
●Mon.-Fri./14:00-22:00 (Closed on Sat., Sun., holidays (Bar last order: Food 21:00, Sat./Sun. 21:30))

**2 Sukiyaki ISEJU**  
●Sukiyaki restaurant, butcher, sale of processed beef and pork products  
●1869 (MAP B-3)  
●1-4-9 Nihonbashi kodemmacho  
●+81(0)3-3663-7841  
●Mon.-Sat./11:00-22:00, Closed on Sun. and holidays

**3 Confectionery - Miharado Honten**  
●Manufacture and sale of Japanese, western, and rice confectioneries overall  
●1877 (MAP B-4)  
●1-14-10 Nihonbashi ningyochi  
●+81(0)3-3666-3333  
●Open year round excl. Jan. 1, 9:30-18:00

**4 Poultry Restaurant Tamahide**  
●Chicken sukiyaki  
●1760 (MAP B-4)  
●1-17-10 Nihonbashi ningyochi  
●+81(0)3-3668-7651  
●11:30-13:30 (LO) 17:30-21:00 (LO)  
●No scheduled holidays

**5 Ningyo-yaki - Shigemori**  
●Production and sale of ningyo-yaki (doll-shaped cakes filled with sweet bean paste) and zeitaku senbei (sweet flour/egg-based crackers)  
●1917 (MAP B-4)  
●2-1-11 Nihonbashi ningyochi  
●+81(0)3-3666-5885  
●Mon.-Fri./9:00-19:00, Sat., holidays/9:00-18:00 (may be closed on Mon.)

**6 Home-Roasted Green Tea - Morinoen**  
●Sale of green tea roasted in-house, green tea, and roasted green tea confectionery, cafe  
●1914 (MAP B-4)  
●2-4-9 Nihonbashi ningyochi  
●+81(0)3-3667-2666  
●Tea shop(1F) Mon.-Sun./10:00-19:00

**7 Ningyocho Imahan Sozai Honten**  
●Sales of boxed meals, Japanese-style deli products, etc. using beef  
●1895 (MAP B-4)  
●2-10-3 Nihonbashi ningyochi  
●+81(0)3-3666-1240  
●10:00-19:00 (No scheduled holidays)

**8 Ningyocho Shinodazushi Souhonten**  
●Sale of sushi and Japanese-style deli products to go  
●1877 (MAP B-4)  
●2-10-10 Nihonbashi ningyochi  
●+81(0)3-5614-9300  
●Open year round (excl. Jan.1)/9:00-19:00

**9 Taiyaki Yanagiya**  
●Production and sale of taiyaki(fished-shaped cakes filled with sweet bean paste)  
●1916 (MAP B-4)  
●2-11-3 Nihonbashi ningyochi  
●+81(0)3-3666-9901  
●Tue.-Sat./12:30-18:00

**10 GENYADANA HAMADAYA**  
●Service of Japanese cuisine as a Japanese restaurant  
●1912 (MAP B-3)  
●3-13-5 Nihonbashi ningyochi  
●+81(0)3-3661-5940  
●Lunch/11:30-15:00 (open Wed., Thurs., Sat. only); Dinner/17:30-22:00 (Closed Sun. & holidays)

**11 Organic Foods - Enchu Shouten**  
●Vendor of tsukudani (preserved food cooked in soy sauce & sugar), organic vegetables, and organic food products  
●1913 (MAP B-4)  
●1-30-10 Nihonbashi kakigaracho  
●+81(0)3-6661-6021  
●Mon.-Sat./11:00-19:00 (Closed Sun. & holidays)  
●Tsukudani made with rare first-harvest nori sourced from Tokyo Bay

**12 Yamamoto Noriten**  
●Nori sales and food & beverage service  
●1849 (MAP B-4)  
●Muromachi NS Building 1F, 1-8-3, Muromachi, Nihonbashi  
●+81(0)3-3241-0290  
●Merchandise: 10:00-18:00, Food & beverage: 11:00-18:00

**13 Nihonbashi Benmatsu Souhonten**  
●Sale of boxed meals and Japanese-style deli products  
●1850 (MAP B-4)  
●1-10-7 Nihonbashi muromachi  
●+81(0)3-3279-2361  
●Weekdays/9:30-15:00; Sat., Sun., holidays/9:30-12:30

**14 Nihonbashi Kanmo**  
●Production and sale of hanpen, kamaboko, and other seafood paste products  
●1688 (MAP B-4)  
●1-11-8 Nihonbashi muromachi  
●+81(0)3-3241-3988  
●Mon.-Fri./10:00-18:00, Sat./10:00-17:00 (Closed on Sun. and holidays)  
●Tendon hanpen (Handmade steamed fish cakes)

**15 Sembikiya-Sohonten**  
●Fruit, pastries, and wine sales & fruit parlor and restaurant  
●1834 (MAP B-3)  
●2-1-2, Muromachi, Nihonbashi (Nihonbashi Main Store)  
●1F Main Store: +81(0)3-3241-0877  
●2F Fruit Parlor: +81(0)3-3241-1630  
●1F Main Store: 10:00-18:00  
●2F Fruit Parlor & Restaurant: 11:00-21:00

**16 NINBEN ORIGINAL NIHONBASHI STORE**  
●We sell dried bonito and seasonings and dashi(soup stock, broth). We also offer dashi tasting menus at Dashi Bar.  
●1699 (MAP B-4)  
●COREDO Muromachi 1, 1F, 2-2-1 Nihonbashi muromachi  
●Open year round excl. January 1 (same as COREDO Muromachi 1)/11:00-19:00 on Sat., Sun., holidays/10:30-19:00  
●[Experience] Dried bonito shaving (free of charge)\*ask shop clerk

**17 ROJI Nihonbashi**  
●Sale of food products, confectionery, alcoholic beverages, etc.  
●1712 (MAP B-4)  
●Kokubu Headquarter Bldg. 1F, 1-1-1 Nihonbashi  
●+81(0)3-3276-4162  
●Mon.-Fri./11:00-18:30, Sat., Sun., holidays/10:30-18:00 (Closed at the end of each month)\*Relocation planned after 2027

**18 Eitaro Sohonpo**  
●Sales of candies and confectionery  
●1818 (MAP B-4)  
●1-2-8 Nihonbashi  
●+81(0)3-3271-7785  
●Mon.-Sat./10:00-18:00 (Closed on Sun. and holidays)

**19 Kyobashi Sembikiya**  
●Sale of fruits and Western confectionery, and operation of a fruit parlor  
●1881 (MAP B-5)  
●1-1-9 Kyobashi  
●+81(0)3-3281-0300  
●Mon.-Fri. (excl. holidays)/9:00-19:00, Sat., Sun., holidays/10:00-18:00

**20 MEIDI-YA KYOBASHI STORE**  
●Provision of products, mainly domestic and imported food products and alcoholic beverages, and services  
●1885 (MAP B-5)  
●Meidi-ya Kyobashi Bldg. 1F, 2-2-8 Kyobashi  
●+81(0)3-3271-1134  
●Weekdays/10:00-20:00  
●Sat., Sun., holidays/10:00-19:00  
●Open year round excl. New Year holidays

**21 YAMAGATAYA NORITEN**  
●Sale of laver, green tea, etc.  
●1764 (MAP B-5)  
●2-6-21 Kyobashi  
●+81(0)3-3561-0171  
●Mon.-Fri./Closed on Sat., Sun., holidays/11:00-18:00

**22 Baikatei Japanese Confectionery**  
●Ume Monaka, Dorayaki, Mikasayama, our signature Japanese sweets production and sale.  
●1850 (MAP B-5)  
●2-1-4 Shinkawa  
●+81(0)3-3551-4660  
●Mon.-Fri./9:00-17:00

**23 TEKKINRO**  
●We have an affordable set menu at noon, and kaiseki and one dish at night.  
●1873 (MAP B-6)  
●1-10-4 Shintomi  
●+81(0)3-3553-0365  
●Mon.-Sat./11:30-13:25, Mon.-Fri./17:30-20:00  
●Lunch service may not be available on weekdays. On Saturdays, lunch is offered by reservation only.  
●[Experience] See restaurant website for experience

**24 Shiose Souhonke**  
●Japanese confectionery overall, including Shiose-manju (buns filled with sweet bean paste), yokan (jellied bean paste), and monaka (wafers filled with sweet bean paste)  
●1349 (MAP B-7)  
●7-14 Akashicho ●+81(0)3-6264-2550  
●Mon.-Sat./9:00-18:30, Sun & holidays/10:00-18:00  
●Joyo Manju (yam manju), one of Shiose's signature products

**25 Tsukiji Tama Sushi**  
●Sales of Edomae sushi, food service. Experience of handmade sushi by veteran sushi chef  
●1924 (MAP B-7)  
●Mitsukasa Tsukiji B1-2F, 2-15-19 Tsukiji  
●+81(0)3-3541-0001  
●Open year round (excl. New Year Day)/11:00-22:00 (Closed 15:00-17:00)  
●Reservations are also available for the popular Sushi Making Experience

**26 Tsukumo**  
●Sale of tsukudani and boiled beans  
●1856 (MAP B-7)  
●3-10-9, Tsukiji ●+81(0)3-3541-0280  
●Mon.-Sat./9:00-17:00  
●An assortment box featuring five of Tsukumo's signature tsukudani.

**27 Marukyu Shouten**  
●Sale of Edomae-style tsukudani made in Japan  
●1859 (MAP B-7)  
●1-2-10 Tsukudani ●+81(0)3-3531-4823  
●Mon., Tue., Thu., Fri., Sat., Sun., holidays/10:00-18:00 (closed on Wed.)  
●Three popular varieties: clams, whitebait, and shrimp

**28 Tsukugen Tanakaya**  
●Sale of tsukudani (preserved food cooked in soy sauce & sugar)  
●1853 (MAP B-7)  
●1-3-13 Tsukuda ●+81(0)3-3531-2649  
●Weekdays/9:30-17:30, Sun. holidays/10:00-17:00  
●Serving customers since our founding

**29 Tsukudani Tenyasu**  
●Specializing in tsukudani(kelp, whitebait, clams, eel, cod roe, and more)  
●1837 (MAP B-7)  
●1-3-14 Tsukuda  
●+81(0)3-3531-3457  
●No scheduled holidays / 9:00-18:00  
●An original tsukudani shop dating back to the Edo period

**30 HACHIMAKI OKADA**  
●Restaurant (Japanese / Edo-style cuisine)  
●1916 (MAP B-6)  
●3-7-21 Ginza ●+81(0)3-3561-0357  
●Mon.-Sat./17:00-21:00, Closed Sun. & holidays

**31 Ginza Kimuraya**  
●Manufacture and sale of bread; operation of restaurants  
●1869 (MAP B-6)  
●4-5-7 Ginza ●+81(0)3-3561-0091  
●10:00-20:00 \*Excl. year-end/New Year holidays

**32 GINZA Cave Fuki**  
●Specialty store of natural wines from around the world and Japanese wines  
●1889 (MAP B-7)  
●4-7-12 Ginza ●+81(0)3-6228-6111  
●Mon.-Fri./11:00-19:00, Sat., Sun., holidays/12:00-9:00  
●\*Excl. year-end/New Year holidays

**33 MATSUZAKI SHOTEN**  
●Production and sale of confectionery and rice crackers  
●1804 (MAP B-7)  
●Wafuji Building 1F, 4-13-8, Ginza  
●+81(0)3-5624-6703  
●Open year round/11:00-19:00 (LO 18:30)  
●Scheduled to relocate to a nearby location in spring 2026  
●Edo-Matsuzaki Shamido items are available for individual selection

**34 GINZA KIKUNOYA**  
●A confectionery specializing in Edo-era Japanese sweets, best known for its registered trademark Fukiyoine  
●1890 (MAP B-7)  
●Ginza Azuma Building 1F, 5-9-17, Ginza  
●+81(0)3-3571-4095  
●Mon., Tue., Thu., and Fri./9:30-18:00, Sat., Sun., holidays/9:30-17:30, Closed on Wed.  
●Registered Trademark: Fukiyoine Kotohagi (celebratory words)

**35 SEIGETSUDO=HONTEN**  
●JAPANESE CONFECTIONERY  
●1907 (MAP B-7)  
●7-16-15 Ginza  
●+81(0)3-3541-5588  
●Mon.-Fri./9:30-19:00, Sat./10:00-17:00  
●\*Closed on Sun.  
●Oshibumi is a steamed confection made from egg paste sweetened with wasbonan sugar and wrapped in azuki bean paste.

**36 Chikuyotei, Main Restaurant**  
●Broiled eels, Japanese cuisine  
●The late Edo Period (MAP B-7)  
●9-14-7 Ginza ●+81(0)3-3542-0789  
●Mon.-Sat./11:30-14:30, 16:30-20:00  
●\*Closed Sun. public holidays, and year-end/New Year holidays

**37 CAFÉ PAULISTA**  
●Coffee shop mainly offering coffee and cakes; light fare also available  
●1910 (MAP B-7)  
●Nagasaki Center Bldg. 1F & 2F, 8-9-16 Ginza  
●+81(0)3-3572-6160  
●Mon.-Fri./9:00-20:00, Sat.: 9:00-19:30 Sun & holidays: 11:30-19:00  
●Mori no Coffee and Mont Blanc cake

**38 Bag and Wallet FUKUMOTO**  
●anello,Thinkbee,COACH Bag and Ladies, Mens Wallet Sale  
●1920 (MAP B-2)  
●2-1-4 Nihonbashi bakurocho  
●+81(0)3-3663-8541  
●Mon.-Fri./9:00-17:00 Sat./9:30-15:30\*Excl. Sun & holidays

**39 Kinkame Shigyo**  
●Planning and wholesale of threads, patchwork-related products, fabrics, and silk product  
●1893 (MAP B-3)  
●1-2-15 Higashi-Nihonbashi  
●+81(0)3-5687-8511  
●Mon.-Fri./9:00-17:30 \*Excluding holidays  
●Use Kinkame's silk thread for Japanese sewing and small handicraft items

**40 Shin-edozome Marukyu shoten**  
●Design, manufacture, and wholesale of chusen-dyed products, including commercial tengui and yukata (No retail sales in-store; online shopping available)  
●1899 (MAP B-3)  
●Marukyu Building 1F, 1-4-1, Horidomecho, Nihonbashi  
●+81(0)3-3663-9393  
●Mon.-Fri./9:00-17:00, Excl. holidays  
●Tokyo chusen-dyed yukata fabrics

**41 Rienzome Todaya Shoten**  
●Manufacture and wholesale of yukata, tengui(hand dyed), and other products.  
●1872 (MAP B-3)  
●2-1-11 Nihonbashi horidomecho  
●+81(0)3-3661-9566 ●Mon.-Fri./9:00-17:00  
●\*Excl. holidays, year-end/New Year holidays, and summer holidays

**42 Ichimasu Tagen Kimono Clinic**  
●Kimono cleaning and maintenance, sale of kimono, Japanese accessories, and miscellaneous goods  
●1815 (MAP B-3)  
●Tagen Bldg. 1F/2F, 2-3-8 Nihonbashi horidomecho  
●+81(0)3-3661-9351  
●10:00-17:30 No scheduled holidays excl. year-end/New Year holidays

**43 Chikusen**  
●Manufacture and sale of kimono, obi, yukata, dyed accessories, noren curtains, and hanten  
●1842 (MAP B-4)  
●2-3 Nihonbashi kobuncho  
●+81(0)3-5202-0991 ●Mon.-Fri./9:00-16:00 (Saturdays open April-July by appointment only)

**44 Onoyashonten**  
●Manufacture and sale of tabi socks, underwear, and Japanese goods  
●1770 (MAP B-4)  
●2-2-1 Shintomi  
●+81(0)3-3551-0896  
●Mon.-Fri./9:00-17:00 \*Excl. Sat., Sun., holidays

**45 Ginza Echigoya**  
●Sale of kimono  
●1755 (MAP B-6)  
●Ginza Treacious Bldg. 1F, 2-6-5 Ginza  
●+81(0)3-3563-5691  
●11:00-18:00  
●Closed on Tue. & year-end/New Year holidays

**46 Taya Ginza Flagship Store**  
●Original, high-quality products designed and produced at Taya's Yonezawa Studio in Yonezawa City, Yamagata.  
●1905 (MAP B-6)  
●4-6-17 Ginza  
●+81(0)3-3563-3431  
●Open year round/10:00-19:30  
●\*Except Jan. 1

**47 Iwasaki Opticians**  
●Sale of glasses, sun glasses, museum glasses, magnifiers, etc.  
●1895 (MAP B-7)  
●Iwasaki Bldg. 1F, 6-9-4 Ginza  
●+81(0)3-3571-0319  
●Open year round/11:00-19:00  
●A specialty store dedicated to eyewear in Ginza

**48 GINZA YOSHINOYA GINZA FLAGSHIP STORE**  
●Sales of women's shoes, handbags, men's shoes, children's shoes, women's clothing, and hats, with an on-site cafe.  
●1872 (MAP B-7)  
●6-9-6 Ginza ●+81(0)3-3572-0391  
●11:00-19:00 \*Close on Jan. 1

**49 Ginza Takagen**  
●Sale of walking sticks, walking stick accessories, and umbrellas  
●1882 (MAP B-6)  
●Ginza Sugata Building 1F, 1-9-18, Ginza  
●+81(0)3-6263-9515  
●10:30-18:30 \*Excl. year-end/New Year holidays

**50 Iseyoshi**  
●Kimono and Japanese accessories  
●1878 (MAP B-7)  
●Iseyoshi Building 1F, 8-8-19, Ginza  
●+81(0)3-3571-5386  
●Mon.-Fri./11:00-18:00 Sat./12:00-17:00  
●A Rikyū bag made from Iseyoshi's original obiage

**51 Kawashima Kami Ten**  
●Sale of paper for fusuma and shoji sliding doors, washi paper, and processed washi paper products  
●1673 (MAP B-3)  
●2-3 Nihonbashi kodemmacho  
●+81(0)3-3663-3371  
●Mon.-Sat./9:00-18:00, Closed on Sun., holidays, 1st & 3rd Sat.

# Apparel, Lifestyle Items, Learning

**52 MORI BUDOGO**  
●Sale of kendo and other martial art equipment, lead by the production of traditional kendo-gu.  
●1913 (MAP B-3)  
●6-12 Nihonbashi kodemmacho  
●+81(0)3-3661-0469  
●Mon.-Fri./9:00-18:30, Sat./9:00-17:00, Closed on Sun. and holidays

**53 Edoya**  
●Sale of various brushes, including specialty brushes, clothes brushes, and cosmetic brushes  
●1718 (MAP B-3)  
●2-16 Nihonbashi odenmacho  
●+81(0)3-3664-5671  
●Mon.-Fri./9:00-17:00  
●\*Closed on Sat., Sun., and holidays

**54 MUCCO**  
●Sale of miscellaneous Japanese-style goods, small gift items, etc.  
●1914 (MAP B-4)  
●2-4-3 Nihonbashi ningyochi  
●+81(0)3-3662-0875  
●10:00-18:00, Closed on New Year holidays

**55 CLASSICS the Small Luxury**  
●Personalized Handkerchiefs Store  
●1879 (MAP B-4)  
●3-4-5 Nihonbashi ningyochi  
●+81(0)3-5623-9171  
●Mon.-Fri./11:00-18:00 Sat./12:00-18:00  
●\*Excl. summer Year-end/New Year holidays

**56 Ubukeya**  
●Sale and sharpening of cutlery  
●1783 (MAP B-3)  
●3-9-2 Nihonbashi ningyochi  
●+81(0)3-3661-5425  
●Mon.-Fri./9:00-18:00, Sat./9:00-17:00, Closed on Sun. and holidays

**57 Saruya**  
●Sale of toothpicks made of spicebrush, toothpick holders, etc.  
●1704 (MAP B-4)  
●1-12-5 Nihonbashi muromachi  
●+81(0)3-5542-1905  
●Mon.-Fri./10:00-17:00, Sat./12:00-17:00, Closed on Sun. and holidays

**58 KIYA Nihonbashi Main Store**  
●Retail sale of kitchen knives and other household cutlery, cooking utensils, and hairdressing and beauty tools, etc.  
●1792 (MAP B-4)  
●COREDO Nihonbashi 1F, 2-2-1 Nihonbashi muromachi  
●+81(0)3-3241-0110  
●Open year round excl. New Year's Day & closure dates 11:00-19:00 (weekdays), 10:30-19:00 (Sat., Sun., holidays)

**59 OZU WASHI**  
●Sales of Washi paper from regions across Japan  
●1653 (MAP B-3)  
●Ozu Honkan Bldg. 1F~3F, 3-6-2 Nihonbashi honcho  
●+81(0)3-3662-1184  
●Mon.-Sat./10:00-18:00  
●\*Excl. Sun. and year-end/New Year holidays

**60 HOTEL KAZUSAYA**  
●Rebuilt and reopened in July 2020  
●1891 (MAP B-3)  
●4-7-15 Nihonbashi honcho  
●+81(0)3-3241-1045  
●Open 24 hours

**61 Ibasen**  
●Production and sale of flat fans, folding fans, paper products, and ukuyo-themed products  
●1590 (MAP B-3)  
●1-1 Nihonbashi kobuncho  
●+81(0)3-3664-9261  
●Office Hours: Mon.-Fri. 9:00-17:30 (excl. holidays)  
●Store Hours: Mon.-Sat./10:00-18:00 (excl. holidays)  
●[Experience] Painting on a flat/folding fan (¥3,000~¥5,000; reservation required; 5 people~)

**62 KUROEYA**  
●Sale of lacquerware  
●1689 (MAP B-4)  
●Kuroeya Kokubu Bldg. 2F, 1-2-6 Nihonbashi  
●+81(0)3-3272-0948  
●Mon.-Fri./9:00-18:00

**63 nihombashi nishikawa**  
●An experience-based store where sleep specialists guide you toward quality sleep  
●1566 (MAP B-4)  
●COREDO Nihonbashi B1F, 1-4-1, Nihonbashi  
●11:00-20:00  
●Closed according to COREDO Nihonbashi's schedule  
●[Experience] Certified sleep specialists, known as "Sleep Masters," provide personalized recommendations for sleep and bedding. For details and reservations; https://reserva.be/nemurimo4

**64 Haibara**  
●Sale of wash paper, chiyogami paper, envelopes, letter paper, and related items  
●1800 (MAP B-6)  
●Tokyo Nihonbashi Tower, 2-7-1 Nihonbashi  
●+81(0)3-3272-3801  
●Weekdays/10:00-18:30, Sat., Sun/10:00-17:30, Closed public and year-end/New Year holidays

**65 HATTORI SAMURAI ARTS SHOP**  
●Samurai Swords & fittings sell & buy  
●Circa 1885 (MAP B-5)  
●ForYou Tokyo 2F, 3-5-12, Nihonbashi  
●+81(0)3-3274-5170  
●Mon.-Sat./11:00-18:30  
●\*Excl. holidays  
●[Experience] Handle and photograph authentic samurai swords and Edo-period helmets dating back hundreds of years (Reservations required; 03-3274-5170)

**66 Shirokiya Denbe**  
●Sale of brooms and brushes, such as Edo-style brooms handmade from superior-quality grass  
●1830 (MAP B-4)  
●Shiroden Bldg., 3-9-8 Kyobashi  
●+81(0)3-3563-1771  
●Mon.-Sat./10:00-19:00 \*Closed on Sun., open on holidays

**67 Marine shop Onzamarinet**  
●Yacht/Boat/Marine goods/ Marine interior/Marine wear  
●1852 (MAP B-7)  
●ONZEMARINA 2F, 2-12-4 Shintomi  
●+81(0)3-3206-6931  
●Mon.-Fri./10:00-18:00 \*Excl. holidays

**68 Hatsuko Endo**  
●Hair salon, esthetic services, dress sales, and costume rental  
●1905 (MAP B-6)  
●1-7-3 Ginza  
●1F Vera Wang  
●Ginza Main Store (03-3535-2688)/ 11:00-20:00 (weekdays), 10:00-19:00 (Sat., Sun., holidays)  
●2F-5F Hatsuko Endo  
●Weddings GINZA (03-3563-1411)/ 11:00-20:00 (weekdays), 10:00-19:00 (Sat., Sun., holidays)  
●7F Hatsuko Endo beauty studio & esthetic Ginza (03-3564-6101)/10:00-20:00 (Closed on Tue.)  
●Original facial beauty treatments by Endo Ryo-kan, at the time of its founding

**69 MIYAMOTO-SHOKO**  
●Sale of silver products, craftwork, and gift items  
●1880 (MAP B-6)  
●Yoel Ginza Bldg. No. 2, 1-9-7 Ginza  
●+81(0)3-3538-3513  
●Mon.-Sat./10:30-18:30  
●\*Closed Sun. and holidays

**70 Nakamura Katsuji**  
●Printing of business cards, post cards, etc.  
●1910 (MAP B-6)  
●1-7-3 Ginza  
●+81(0)3-3541-6563  
●Mon.-Fri./8:30-17:00  
●\*Closed Sat., Sun. and holidays  
●[Experience] Advance consultations required

**71 Koju**  
●Specialty store of Japanese fragrances (incense, incense sticks, etc.)  
●1571 (MAP B-7)  
●6-1, 4-9-1 Ginza  
●+81(0)3-6264-2450  
●11:00-19:00 daily  
●[Experience] Japanese incense ceremony 14:00~15:30 on 2nd & 4th Fri. (¥11,000/Reservation required/The required time may change depending on group size) https://kojuxperience.petitx.com/

**72 Yasuda Shokeido**  
●Family Buddhist altars, altar fittings, Buddhist rosaries, incense sticks, various repairs, acceptance of orders  
●1792 (MAP B-7)  
●THE FORME GINZA 1F~2F, 8-18-4, Ginza  
●+81(0)3-3542-5477  
●No scheduled holidays (excl. year-end/New Year holidays)/10:00-18:00  
●\*The above address will be in operation from June 2026

**73 GEKKOSO GAZAITEN**  
●Painting, stationery, general merchandise, bags, tableware, Framing, Gallery, cafe  
●1917 (MAP B-7)  
●3-7-2 Ginza Eiju Bldg. 1F & B1  
●+81(0)3-3572-5605  
●Open year round / Mon.-Fri. 11:00-18:00, Sat., Sun., holidays 11:00-17:00  
●A paint area inspired by overseas delicatessens

**74 Kosakai Chemical**  
●Ningyocho Shojakukai  
●1918 (MAP B-3)  
●11-7 Nihonbashi tomiwazacho  
●+81(0)3-3662-7070  
●A warm, laughter-filled two-hour program  
●[Experience] Performances are held several times a year on Saturdays from 14:00 to 16:00. Reservations required. \*Please visit the website for details.

**75 Currency Museum, Bank of Japan**  
●Exhibits on the history of Japanese currencies  
●1882 (MAP B-4)  
●3-1-1 Nihonbashi hongokuchō  
●+81(0)3-3277-3037  
●Closed on Mon. (holidays are open)  
●Hours: 9:30-16:30 (last entry at 16:00)  
●A comprehensive collection of large-format coins from the Edo period  
●Exhibition guides are available on non-holiday Tue. and Thu. from 13:30.

**76 Ozu Gallery, Ozu History Museum, Washi Experience Studio**  
●Exhibits showcase various works and the relationship between paper and the company's history.  
●1653 (MAP B-3)  
●Ozu Honkan Bldg. 1F~3F, 3-6-2 Nihonbashi honcho  
●+81(0)3-3662-1184  
●Mon.-Sat./10:00-18:00 \*Closed Sundays and year-end/New Year holidays  
●[Experience] The Handmade Washi Workshop. From ¥1,000; advance reservations recommended. Closed on Mon. (if a public holiday falls on a Monday, the following day will be closed).

# Experience '老舗'!

(SHINISE\*)

# Tourist Map

Chuo City

Food Shop Experience Observe

\*SHINISE is long-established businesses



# About This Map

Chuo City has a large number of long-established businesses with history and tradition that have been continually innovating. This map was made in the hope of informing more people of, and thereby encouraging visits to, the long-established businesses, and regional assets, of Chuo City that embody the Japanese culture and have been loved by many over the years.

Information on the type of experience (meals, observe, shop) offered by each business is provided together with photographs.

We hope that this map will help both the first-time and the experienced visitors discover or re-discover the allure of these long-established businesses.

\*The information listed is current as of fall 2025. Please contact each store for the most up-to-date information.





**30 HACHIMAKI OKADA B-6**  
We serve traditional "Edo-style" cuisine that includes grilled tofu with miso sauce, fish cakes and, in the winter, anglerfish hot pot. There is everything from dishes strongly seasoned with soy sauce and sugar to those minimally seasoned to highlight the natural flavors of the ingredients. We also have a tea room on the third floor (available for private use, subject to discussion of terms).

**41 Ginza Kimuraya B-6**  
Founded in 1859, Kimuraya is guided by the philosophy of "everything from dishes strongly seasoned with soy sauce and sugar to those minimally seasoned to highlight the natural flavors of the ingredients. We also have a tea room on the third floor (available for private use, subject to discussion of terms)."

**32 GINZA Cave Fujiki B-7**  
The gentle flavor of natural wines made from organic grapes provide a suitable accompaniment for your meals. We have long been in the business of offering wines and other alcoholic beverages that enrich the table.

**33 MATSUZAKI SHOTEN B-7**  
Matsuzaki was established in Shiba Goyakuzan in 1804. It has been more than 220 years since Shoten, the fifth-generation owner, moved the store to Ginza. We are working diligently each day to keep with the motto "Put your heart into each and every article, and do not let our customers' wishes be passed down through the generations."

**35 SEIGETSUDO-HONTEN B-7**  
We believe that Japanese confectioneries play a role in conveying the thoughts of the sender to the recipient, thus fostering relationships. Through confectioneries that are gentle on both body and mind, we strive to bring happiness with the world.

**36 Chikuyotei, Main Restaurant A-7**  
Chikuyotei has been a favorite of numerous celebrities and great writers. Seasoned with a sauce that has been preserved and added to for generations, ribs that are properly seasoned and then broiled with Bincho coals are light and tender. A separate tea room that was built during the Edo period still remains in its original form.

**37 CAFÉ PAULISTA A-7**  
Our first CEO, who successfully sent Japanese immigrants to the state of São Paulo in Brazil, opened Café Paulista (coffee from São Paulo) in Ginza in an effort to serve in Japan the coffee produced by the immigrants, becoming a pioneer in the industry.

**70 Nakamura Katsuji B-6**  
We are working daily to ensure the theme of "live-creating does not go out." We also hope to familiarize the younger people with type printing.

**71 Yasuda Shokeido B-7**  
The consolation, peace of mind, and a positive feeling that can be obtained by pleasing the hands together in front of a family Buddhist altar and talking to the loved ones. We propose a lifestyle that will let you appreciate the presence of a family altar in your home.

**72 GEKOSHO GAZAITEN A-7**  
Your only original is a life treasure. We offer only our original products full of our passion. We propose an aesthetically pleasing lifestyle through our art supplies. Our trademark is the "horn that friends'."

**43 Ginza Echigoya B-6**  
Established in 1755, Echigoya mainly features classical design while modifying color to create kimono suitable for the modern townscapes.

**46 Taya Ginza, Flagship Store B-6**  
TAYA established in 1905, is a men's clothing store located in Ginza, the mecca of commissioner shopping in Tokyo. Among the many original products, TAYA has a fine reputation for its original selection of neckties and shirts. Considering more than 120 years of history and tradition, TAYA will continue to progress as part of the fabric of Ginza's fashion culture.

**47 Iwasaki Opticians A-7**  
We have been making glasses for the satisfaction of our customers for over 130 years, providing an array of high-quality frames made both in Japan and overseas. Mussum glasses, our original product, are ideal for enjoying works of art. We also offer overseas delivery service via EMS.

**49 Ginza Takagen B-6**  
Takagen was established in Ginza in 1882 as the first store in Japan specializing in walking sticks and western-style umbrellas. Ever since, we have been offering high-quality products using carefully selected materials. Each piece is designed not only as a Ninben amabi, but also as a refined fashion accessory.

**50 Iseyoshi A-7**  
Established 140 years ago, Iseyoshi offers authentic Japanese accessories that feature traditional craftsmanship while also featuring a wide range of original designs.

**68 Hatsuko Endo B-6**  
Endo Ryo-kan was founded in Ginza in 1905 by Hatsuko Endo, a pioneer of Japan's beauty and bridal industries who introduced the country's first fashion magazines.

**69 MIYAMOTO-SHOKO B-6**  
As the first specialty store in Japan for silver products and a purveyor to the Imperial Household Agency, we offer a large number of high-quality products and crafts.

**73 GINZA YOSHINOYA GINZA FLAGSHIP STORE A-7**  
Founded in 1807, our store is guided by the motto "Comfort is beauty." Our flagship store offers a wide selection of women's and men's shoes, bags, and accessories. We are working to place families can enjoy together. A cafe is also located on the third floor.

**74 GINZA KIKUNOYA B-7**  
Established in 1890 in Kobikicho, Ginza, the shop relocated to its current location in Ginza 5-chome after World War II. Guided by the motto "comforting and delicious sweets for all," our confectioneries designed to bring smiles to people of all ages.

**75 GINZA Cave Fujiki B-7**  
The gentle flavor of natural wines made from organic grapes provide a suitable accompaniment for your meals. We have long been in the business of offering wines and other alcoholic beverages that enrich the table.

**12 Yamamoto Noriten G-4**  
Approximately 150 years ago, the company's second-generation owner inherited seasoned nori. Today, expertly trained specialists carefully select and sort seaweed to ensure the highest quality for the restaurant. Temaki YAMAMOTO, guests can fully enjoy the rich flavor of freshly cooked nori.

**13 Nihonbashi Benmatsu Souhonten G-4**  
Established in the Nihonbashi fish market, we specialize in bento lunch boxes and deliver the sweet-savory bento dating back to the Edo period. Experience the Edo culture through nostalgic bento made in containers made of paper-thin wood.

**14 Nihonbashi Kanmo G-4**  
Born in the Nihonbashi fish market during the Edo period, Kanmo is a fish paste products store specializing in steamed fish cakes, either with starch (hanpen) or without (kamaboko). We have upheld the traditional Japanese food culture for 340 years in the same location we began business, maintaining the manufacturing method dating back to the Edo period.

**15 Sembikiya-Shonten G-3**  
First-generation owner Bencho, who was a samurai in Senriki Village of Saltara District in Mutsu-shi Province (current Senriki, Kochiyagashi, Saltara Prefecture), opened a fruit and vegetable store in Fukiya-cho (current Nishinijo, Nihonbashi). Since we specialize in fruits, our lineup includes carefully selected high-quality fruits from all over the world, as well as various Japanese confectioneries or used as gift items, cakes and baked goods. We also offer fruit-heavy desserts and Western-style meals in our cafe and restaurant.

**16 NINBEN ORIGINAL NINBENSHI STORE G-4**  
With a history spanning more than 300 years, Ninben is dedicated to kabuzakuri (dried bonito flakes). Loved by generations of customers, the shop is known as a place where visitors can discover the true flavor of authentic dashi. Ninben amabi, a traditional Japanese sweets made in the shape of a kabuzakuri, and shure (the appeal) of dashi worldwide.

**17 ROJI Nihonbashi G-4**  
ROJI Nihonbashi is a specialty store where Kokubu Group Corporation, a food product wholesaler with more than 300 years of history, sells company brand products designed to provide a venue for culinary exploration and discoveries. We also operate the online shopping site "ROJI Nihonbashi ONLINE STORE."

**18 KUROEYA G-4**  
Kuroeya, which specializes in lacquerware, was established approximately 300 years ago by the Nihonbashi Bridge Lacquerware, a natural coating material extracted from lacquer tree, also known as "urushi." Lacquerware is created by applying lacquer sap to base materials such as wood and bamboo. The product is indeed the fusion of nature's blessing and human craftsmanship.

**19 KIYA Nihonbashi Main Store G-4**  
For more than 230 years, Kiya has been offering a wide range of utensils for daily use, most of which are cutting utensils such as knives and scissors. We are highly trusted not only by home-use customers, but also by professional chefs.

**20 MEIDI-YA KYOBASHI STORE B-5**  
We store your visit, with a product line-up you will find satisfactory and superb services. In keeping with the management philosophy "The Highest Quality for Everyone, Every Time."

**25 Tsukiji Tama Sushi B-7**  
Established in Tsukiji in the Tachikawa area. We purchase fish shells that stick to the freshness and quality. We put fish in sushi-like form, we will grasp consistently and carefully. Enjoy a rich menu of alcoholic beverages and a cozy atmosphere.

**21 OZU WASHI G-3**  
Ozu Washi is a cultural center for carrying on the cultural tradition of the craft of Japanese "Washi" papermaking, and to exhibit for our guests the considerable charms of this fine old Japanese tradition. Besides the Washi shop, we have the Ozu History Museum, Ozu Gallery, Ozu Cultural Classes, Ozu Washi Shop, and the Handmade Washi Experience Studio in building.

**22 YAMAGATAYA NORITEN B-5**  
Established in 1764 during the Edo period, this is Yamagataya's flagship store. While honoring traditional values, the shop continues to explore new ideas and experiences. In addition to the sale of premium lower sourced from across Japan, the store also features a cafe and restaurant.

**23 KUROEYA G-4**  
Ever since its establishment in 1806, this Washi paper shop has operated in Nihonbashi, Tokyo. Haibara offers woodblock print artworks featuring Haibara designs by renowned artists such as Shibata Zeshin and Kawarabe Kyosai, as well as wash accessories, letter paper, and envelopes.

**24 HOTEL KAZUSAYA G-3**  
Since the opening of the Hotel Kazusaya in 1891 at Nihonbashi in Tokyo, it has been offering safe, clean and comfortable service as tradition. We have been making it a motto to extend our guests "Warm and relaxing hospitality." Although it is comparatively a small hotel, we are proud of creating a family-like atmosphere which is not found in larger establishments. Rebuilt and reopened in July 2020.

**25 Saruya G-4**  
Using spicewood, which releases an aroma when snapped, Saruya has been offering hand-crafted tobacco cases used to hold high-end Japanese confectioneries or used as gift items, packed in paludarium boxes, for 300 years.

**26 Tsukumo G-7**  
Using fresh ingredients from around Japan, products are seasoned simply with high-quality soy sauce, sugar, and mirin. Known for its gently sweet "tsukumo" that appeals to all ages, the shop continues to develop offerings that suit modern lifestyles.

**27 Marukyu Shouten D-7**  
We have been in this business for about 160 years. We feel that we were able to come to this far because we are in Tsukuda.

**28 Tsukugen Tanakaya D-7**  
Ever since its establishment on Tsukudajima Island during the late Edo period, Tanakaya has been making tsukudani (fish and other ingredients seasoned mainly with soy sauce and sugar) simmered in our secret "sauce" that has been passed down from 190 years since our establishment and/or other ingredients adding to it.

**29 Tsukudani Tenyusu D-7**  
Enjoy the fabulous tsukudani (fish and other ingredients seasoned mainly with soy sauce and sugar) simmered in our secret "sauce" that has been passed down from 190 years since our establishment and/or other ingredients adding to it.

**30 Kuroeya G-4**  
Kuroeya, which specializes in lacquerware, was established approximately 300 years ago by the Nihonbashi Bridge Lacquerware, a natural coating material extracted from lacquer tree, also known as "urushi." Lacquerware is created by applying lacquer sap to base materials such as wood and bamboo. The product is indeed the fusion of nature's blessing and human craftsmanship.

**31 Hattori Samurai Arts Shop B-5**  
A sword dealer since the Edo period, Hattori handles samurai-related artworks, including swords dating from approximately 300 years ago to the present day.

**32 Shirokiya Denbe B-6**  
Brooks woven from grass manually from craftsmen are light, flexible, easily non-slip, and suitable for use on tatami mats, carpets, or wood floors.

**33 Nihonbashi Nishikawa G-4**  
We are a bedding specialty store with over 450 years of history. With the concept of "A good smile comes from good sleep," our sleep professionals, known as Sleep Masters, carefully assist each customer in selecting the perfect bedding, focusing on popular customer-made pillows and high-performance mattresses.

**34 Haibara G-4**  
Ever since its establishment in 1806, this Washi paper shop has operated in Nihonbashi, Tokyo. Haibara offers woodblock print artworks featuring Haibara designs by renowned artists such as Shibata Zeshin and Kawarabe Kyosai, as well as wash accessories, letter paper, and envelopes.

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Brooks woven from grass manually from craftsmen are light, flexible, easily non-slip, and suitable for use on tatami mats, carpets, or wood floors.

**37 Marine shop Onzamarinet G-7**  
Founded in 1822 in Hatozakicho, Nihonbashi, the company originally supplied equipment and materials for Takase neobanks during Japan's river shipping era. Today, TANAKA Sangyo provides marine machinery and materials for shipping, fishing, the Japan Coast Guard, the Defense Forces, and the marine parks.

**38 Tsukuden Tanakaya D-7**  
Ever since its establishment on Tsukudajima Island during the late Edo period, Tanakaya has been making tsukudani (fish and other ingredients seasoned mainly with soy sauce and sugar) simmered in our secret "sauce" that has been passed down from 190 years since our establishment and/or other ingredients adding to it.

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Enjoy the fabulous tsukudani (fish and other ingredients seasoned mainly with soy sauce and sugar) simmered in our secret "sauce" that has been passed down from 190 years since our establishment and/or other ingredients adding to it.

**40 Onoyashonten G-6**  
Since its founding under the name Shin-edozome, the company has been providing high-quality products ever since our establishment. Kinkame brand silk threads, in particular, are one of our signature products that are highly loved by all, from regular consumers to professional sewers.

**41 Rienzome Todaya Shoten D-3**  
Our yukata and towels are dyed by the chosen technique, which is a traditional craft. The towels come in several hand-dyed patterns, including the Edo-craft. The beautiful colors and the desirable texture owe to the fact that the fabric is hand-dyed by skilled craftsmen. We also take pride in the high quality of the bleached cotton cloths that we weave ourselves.

**42 Onoyashonten G-6**  
Since its founding under the name Shin-edozome, the company has been providing high-quality products ever since our establishment. Kinkame brand silk threads, in particular, are one of our signature products that are highly loved by all, from regular consumers to professional sewers.

**43 Chikusen G-4**  
Since its founding in the Tenpo era, we have been engaged in both the production and sale of high-quality products, including yukata. Guided by its long-held philosophy, Chikusen's dyed reflects refined elegance, we continue to present its creators to the world.

**44 Onoyashonten G-6**  
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TAYA established in 1905, is a men's clothing store located in Ginza, the mecca of commissioner shopping in Tokyo. Among the many original products, TAYA has a fine reputation for its original selection of neckties and shirts. Considering more than 120 years of history and tradition, TAYA will continue to progress as part of the fabric of Ginza's fashion culture.

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**49 Ginza Takagen B-6**  
Takagen was established in Ginza in 1882 as the first store in Japan specializing in walking sticks and western-style umbrellas. Ever since, we have been offering high-quality products using carefully selected materials. Each piece is designed not only as a Ninben amabi, but also as a refined fashion accessory.

**50 Iseyoshi A-7**  
Established 140 years ago, Iseyoshi offers authentic Japanese accessories that feature traditional craftsmanship while also featuring a wide range of original designs.

**51 Mori Budogu G-3**  
The company pursues the production of classic yet innovative kendo-gu. We have been engaged in both the production and sale of high-quality products, including kendo-gu. Guided by its long-held philosophy, Mori Budogu's kendo-gu reflects refined elegance, we continue to present its creators to the world.

**52 Mori Budogu G-3**  
The company pursues the production of classic yet innovative kendo-gu. We have been engaged in both the production and sale of high-quality products, including kendo-gu. Guided by its long-held philosophy, Mori Budogu's kendo-gu reflects refined elegance, we continue to present its creators to the world.

**53 Edoya G-3**  
You will be able to feel the difference with our focus on threads, in particular, are one of our signature products that are highly loved by all, from regular consumers to professional sewers.

**54 MUCCO D-2**  
We wish you to look round our specialties, fashionable Handbags and Wallets.

**55 Classics the Small Luxury D-4**  
The "CLASSIC the Small Luxury" handbags are made of the finest materials such as Seno, imported Cotton and linen.

**56 Ubukeya D-3**  
We were established in 1753. The name Ubukeya comes from the fact that our knives can shave, scissors can cut, and tweezers can pluck every day (Ubu = downy hair).

**57 Marine shop Onzamarinet G-7**  
Founded in 1822 in Hatozakicho, Nihonbashi, the company originally supplied equipment and materials for Takase neobanks during Japan's river shipping era. Today, TANAKA Sangyo provides marine machinery and materials for shipping, fishing, the Japan Coast Guard, the Defense Forces, and the marine parks.

**58 Tsukuden Tanakaya D-7**  
Ever since its establishment on Tsukudajima Island during the late Edo period, Tanakaya has been making tsukudani (fish and other ingredients seasoned mainly with soy sauce and sugar) simmered in our secret "sauce" that has been passed down from 190 years since our establishment and/or other ingredients adding to it.

**59 Tsukudani Tenyusu D-7**  
Enjoy the fabulous tsukudani (fish and other ingredients seasoned mainly with soy sauce and sugar) simmered in our secret "sauce" that has been passed down from 190 years since our establishment and/or other ingredients adding to it.

**60 HOTEL KAZUSAYA G-3**  
Since the opening of the Hotel Kazusaya in 1891 at Nihonbashi in Tokyo, it has been offering safe, clean and comfortable service as tradition. We have been making it a motto to extend our guests "Warm and relaxing hospitality." Although it is comparatively a small hotel, we are proud of creating a family-like atmosphere which is not found in larger establishments. Rebuilt and reopened in July 2020.

**61 Okamotoya Elkichi Shoten/OKANAGA CO., LTD. D-2**  
Founded in 1884, Okanaga is a long-established sake wholesaler and a leading member of the Japan Prestige Sake Association. The company promotes sake culture in Japan and abroad through the distribution of high-quality regional brews. Its directly operated shop, Okamotoya Elkichi Shoten, features a kakuuchi-style standing bar where customers can purchase sake and enjoy it on the spot, along with delicacies from across Japan.

**62 Sukiyakini ISEJU D-3**  
Iseju is a sukiyaki restaurant established in 1869. Since its founding, we have preserved its traditional methods, including hand-cut meat, a closely guarded sukiyaki stock recipe, and charcoal-heated hot pots. Our homemade beef buns (beef cooked mainly in soy sauce and sugar) also has a loyal following owing to its unchanged taste. These techniques and flavors continue to be carefully passed down.

**63 Confectionery - Miharado Honten D-4**  
We are dedicated to preserving the taste of our confectioneries that feature the sweet bean paste that we make ourselves using red beans from Hokkaido. Popular products include Monaka and Daifuku, which we have carried over since our establishment. We also offer salted rice crackers, which we added to our lineup in the Showa period. It is also our signature product.

**64 Poutry Restaurant Tamahide D-4**  
We have been upholding the Japanese food culture for over 250 years since the Edo period through continuous self-improvement. The sukiyaki stock, which features the superior flavor of soy sauce and the refined aroma of sweet rice wine, is one of our signature products. We also offer the taste of the mid-Edo period to the Meiji period.

**65 NINGYOCHO - SHIGEMORI D-4**  
Except for the decrease in the variety that we offer, our products have not changed from when we started this business. Since our products do not contain any unnecessary substances, you can eat them with a clear conscience. That is, it is a thick layer of sponge cake enveloping an abundance of sweet red bean paste.

**66 Home-Roasted Green Tea - Morinoen D-4**  
We have been focusing on roasted green tea for over 100 years. We roast our own tea leaves every day here in NINGYOCHO. We offer roasted green tea that you will be tempted to drink every day with a taste that remains unchanged from 1914.

**67 Marine shop Onzamarinet G-7**  
Founded in 1822 in Hatozakicho, Nihonbashi, the company originally supplied equipment and materials for Takase neobanks during Japan's river shipping era. Today, TANAKA Sangyo provides marine machinery and materials for shipping, fishing, the Japan Coast Guard, the Defense Forces, and the marine parks.

**68 Tsukuden Tanakaya D-7**  
Ever since its establishment on Tsukudajima Island during the late Edo period, Tanakaya has been making tsukudani (fish and other ingredients seasoned mainly with soy sauce and sugar) simmered in our secret "sauce" that has been passed down from 190 years since our establishment and/or other ingredients adding to it.

**69 Tsukudani Tenyusu D-7**  
Enjoy the fabulous tsukudani (fish and other ingredients seasoned mainly with soy sauce and sugar) simmered in our secret "sauce" that has been passed down from 190 years since our establishment and/or other ingredients adding to it.

**70 Nakamura Katsuji B-6**  
We are working daily to ensure the theme of "live-creating does not go out." We also hope to familiarize the younger people with type printing.

**71 NINGYOCHO Imahan Sozai Main Branch D-4**  
The shop's signature sukiyaki croquettes and menchi katsu (minced meat cutlets) are especially popular as grab-and-go snacks. For a full meal, the sukiyaki bento made with premium Japanese Kurage Wagyu beef is a highly recommended.

**72 Souhonten D-4**  
We still make in-house our signature product, the traditional way. We continue to place importance on doing everything from dishes strongly seasoned with soy sauce and sugar to those minimally seasoned to highlight the natural flavors of the ingredients. We also have a tea room on the third floor (available for private use, subject to discussion of terms).

**73 Taiyaki Yanagiya D-4**  
We make our sweet bean paste and gently creaming red beans from Hokkaido into jelly that are plump and tender, then kneading them with carefully refined sugar. We use this freshly prepared bean paste to bring out the natural flavor of the azuki beans. The Taiyaki skin, an indispensable supporting player, is kept delicately thin.

**74 GENYADANA HAMADAYA D-3**  
Nihonbashi-ningyocho in Tokyo is still strongly reminiscent of the Edo period. Hamadaya opened in 1912 on the site of Genyadaya, which is also known as the setting for a Kabuki play. For more than 100 years since then, we have been treasuring and maintaining our tradition as a Japanese restaurant, preserving our old ways while taking in the new.

**75 Organic Foods - Enchu Shouten D-4**  
This natural foods store is operated by a tsukudani producer founded in 1913. In order to live up to its own traditional soy-simmered tsukudani dishes, the shop offers a wide selection of products, including pesticide-free vegetables, additive-free processed foods, and brewed sake.

**76 Kawashima Kami Ten G-3**  
Established in 1873, Kawashima specializes in Japanese wash paper products. The shop, which is also known as the setting for a Kabuki play, has been adopted into the modern lifestyle based on the concept of "life with wash paper."

**77 Mori Budogu G-3**  
The company pursues the production of classic yet innovative kendo-gu. We have been engaged in both the production and sale of high-quality products, including kendo-gu. Guided by its long-held philosophy, Mori Budogu's kendo-gu reflects refined elegance, we continue to present its creators to the world.

**78 Edoya G-3**  
You will be able to feel the difference with our focus on threads, in particular, are one of our signature products that are highly loved by all, from regular consumers to professional sewers.

**79 Classics the Small Luxury D-4**  
The "CLASSIC the Small Luxury" handbags are made of the finest materials such as Seno, imported Cotton and linen.

**80 Ubukeya D-3**  
We were established in 1753. The name Ubukeya comes from the fact that our knives can shave, scissors can cut, and tweezers can pluck every day (Ubu = downy hair).

**81 Ibasen G-3**  
Ibasen is a long-established store, dating back to 1890, specializing in raku and folding fans. Because we were also in the business of publishing ukuyo during the Edo period, we also carry ukuyo-themed goods.

**82 Kosakai Chemical D-3**  
Now celebrating its 108th anniversary, Kosakai Chemical Industry has long been engaged in pharmaceutical activities aimed at revitalizing the Nihonbashi area and promoting Edo culture. One such initiative is NINGYOCHO Shoakukai, an intimate, salon-style rakugo event held in a relaxed, small-group setting. The performer dynamic storytelling offers a powerful and immersive experience of Edo culture.

**83 Chikusen G-4**  
Since its founding in the Tenpo era, we have been engaged in both the production and sale of high-quality products, including yukata. Guided by its long-held philosophy, Chikusen's dyed reflects refined elegance, we continue to present its creators to the world.

**84 Chikusen G-4**  
Since its founding in the Tenpo era, we have been engaged in both the production and sale of high-quality products, including yukata. Guided by its long-held philosophy, Chikusen's dyed reflects refined elegance, we continue to present its creators to the world.

**85 Chikusen G-4**  
Since its founding in the Tenpo era, we have been engaged in both the production and sale of high-quality products, including yukata. Guided by its long-held philosophy, Chikusen's dyed reflects refined elegance, we continue to present its creators to the world.

**86 Chikusen G-4**  
Since its founding in the Tenpo era, we have been engaged in both the production and sale of high-quality products, including yukata. Guided by its long-held philosophy, Chikusen's dyed reflects refined elegance, we continue to present its creators to the world.

**87 Chikusen G-4**  
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**88 Chikusen G-4**  
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**89 Chikusen G-4**  
Since its founding in the Tenpo era, we have been engaged in both the production and sale of high-quality products, including yukata. Guided by its long-held philosophy, Chikusen's dyed reflects refined elegance, we continue to present its creators to the world.

**90 Chikusen G-4**  
Since its founding in the Tenpo era, we have been engaged in both the production and sale of high-quality products, including yukata. Guided by its long-held philosophy, Chikusen's dyed reflects refined elegance, we continue to present its creators to the world.

**Legend**  
 - Information Center  
 - Food from long-established businesses  
 - Apparel, lifestyle, and learning from long-established businesses  
 \*A notation such as B-3 indicates that the store is located near column D, row 3.

**Chuo City & Long-Established Businesses**  
 You can find them here!  
 Chuo City has been split into five areas to show business locations. The color of the numbers indicates the business category.  
 - Food  
 - Apparel, lifestyle, and learning. Please see the reverse side for details on the businesses, which are identified by the same numbers and colors.  
 - Locate the business of interest on the map for their comments on what they value and what they wish to promote.