

San-in



Matsue Castle



Izumo Grand Shrine



Oki Islands



Sand Dune in Tottori

About San-in Region

Facing Japan Sea in north and having mountain range in south, San-in region is blessed with great nature. One of our main attractivenesses is marine products, such as snow crabs and Nodoguro. However, there are also delicious agricultural products and sake, made from excellent water which comes from mountain of southern area. San-in food culture was born in such a great

Data on the San-in Region

Area : 10,215km²

Population : 1,240,428 (Including both prefectures Oct 2018)

Food Characters in the San-in Region

●Fish&Fishery Products :

Facing Japan sea, San-in region is rich in seafood. Especially, snow crabs and Nodoguro are famous. Using special storage technologies such as "Hyo-on", which is locally developed technology and "CAS", our seafood can keep its freshness and deliciousness even when its exported. Of course, there are also many processed and cooked fishery products.

●Japanese sake and other alcoholic beverages :

There are 16 breweries in Tottori and 30 in Shimane. San-in can be considered to be the birthplace of sake for its long and important history, which dates back to the time of mythology.

●Agricultural products :

We have many Japanese traditional agricultural and processed products. For example, rice, soba(buckwheat noodles), soy sauce, miso, tea, wasabi, yuzu, etc. We also have many organic items. Some manufacturers have over 100-year history, passing down their traditional way of making for generations.

●Dairy products :

Both prefectures are long renowned for their excellent beef, and produce high-quality signature-breed beef.



Snow crabs and other seafood



Sake



Sushi aging with "Hyo-on" technology



Wagyu

A Variety of Specialties in San-in Region (Candidate Exhibits)

Tea



Matsue, called "Little Kyoto" has developed its tea culture. We have green tea, matcha and also a variety of Japanese herb teas. And Several tea related sweets are available.

Sweets



Shimane where tea culture is a part of life for locals has many traditional Japanese cakes and sweets. Tottori has lots of confectionaries making not only western confections but also Japanese traditional ones.

Soba Noodles



Izumo soba is different from other soba. It has rich nutrients, strong aroma, pleasant texture and dark color. The characteristics are resulted from whole buckwheat grains. The Health-conscious must love it!

Rice



"Nita-mai", brand rice in Shimane, is as highly evaluated as Uonuma rice in Niigata. Shimane is renowned its high-quality and stable production. You can meet different types of rice, in tastes and textures!

Sake&Fruit Wine



Shimane is the birthplace of Sake. The nature of San-in produces better rice for Sake and water. Izumo toji, a skilled brewer, makes Excellent sake with them. Not only Junmai or Ginjo, a variety of Sake is available: Sparkling, Cloudy, Long-aged sake and Plum or Yuzu Wine using sake.

Wasabi



High-quality wasabi can only be grown in beautiful and clean nature. The harvesting history of Wasabi in San-in is long. Hikimi-Wasabi is one of the three famous Wasabi. Shimane is the 5th wasabi producer. Not just spicy, they have fresh sweetness.

Fruits&Fruit Products



Tottori is the 5th pear producer. Many pear items are produced. Shimane has the 1st largest cultivation area of Saijo persimmon (Kaki). Persimmon products such as Dried Persimmon are elaborated in great nature.

Fish&Fishery Products Fish cakes



The sea of San-in is famous for its cold, fresh and nutrient-rich water so that feeds various excellent quality fishes. Sakaiminato port is the 5th fishing port. Shimane is the top for Freshwater clam catch. We have a wide range of items: fresh fish, dried fish, processed fish.

Fish cakes



Seafood rich in San-in contributes a wide range of fish cakes. Tottori is famous for "Tofu Chikuwa" prepared by mixing tofu and minced fish. It is low in calories and recommended for health-conscious people.

Seasonings



We have a lot of Japanese traditional seasonings to match various dishes. E.g. Soy sauce: Tamari, Smoked, Yuzu-flavored, Organic...and so on.