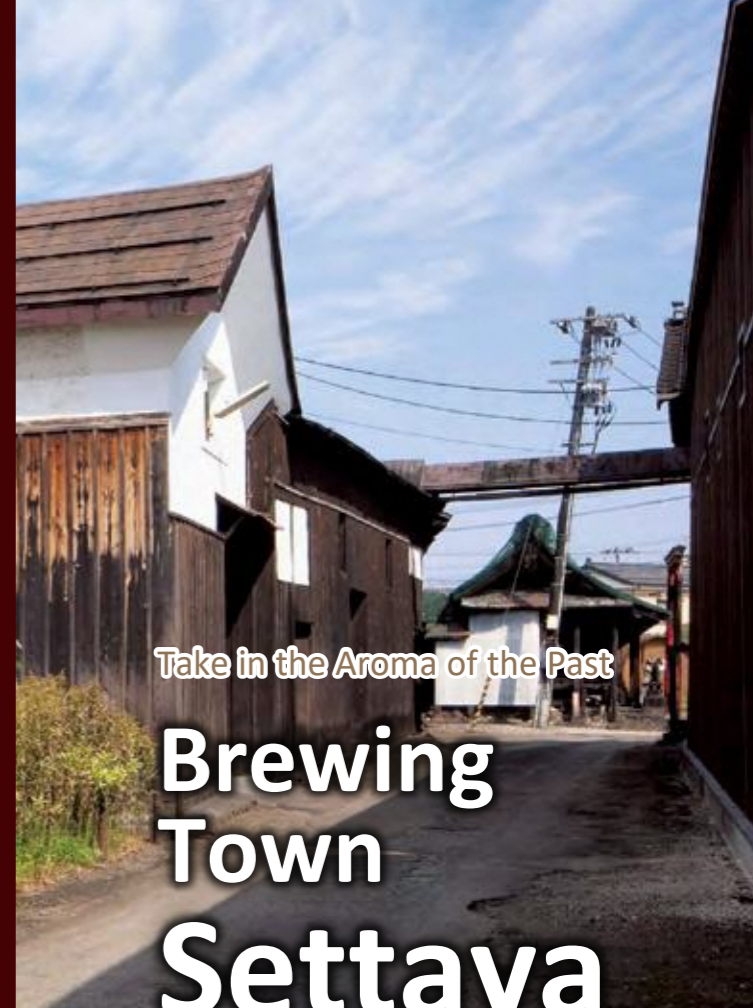


# Welcome! Brewing Town Settaya Map



There are many brewers still around in Settaya that produce sake, miso, and soy sauce. It's a brewing town with an aroma of *koji*. This historic town has many registered tangible cultural properties and historic buildings, such as Old Mikuni Kaido, an ancient highway; Kofukuji, the temple headquarters of the Nagaoka domain during the Boshin War; Historic Kina Saffron Shu Honpo, with the *Kotee-gura* (plaster wall relief storehouse), and more.



## Take in the Aroma of the Past Brewing Town Settaya



Settaya Volunteer Guide Contact Nagaoka Tourism Convention Association  
TEL 0258-32-1187 / FAX 0258-31-1777

\*Parking is limited. Please use public transportation.

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### Historic Kina Saffron Shu Honpo

The writer Hiroshi Aramata introduced the place as the "industrial king's dream house" in his book *Ougon Densetsu (Golden Legend)*. Inside the long stone wall, buildings and gardens built from the Meiji era to the early Showa era are spread out.

The "Industrial King," Nitaro Yoshizawa, poured money he earned from the production and sales of his saffron liquor into building a unique "Nitara World" represented by the *kotee-gura* storehouse.

A long-standing conservation movement paid off, and the Honpo is about to be transformed into an attractive tourist facility and local treasure.

Closed: Tuesdays (Some holidays excepted)

Dining area closed Tuesdays and Wednesdays

phone: 0258-86-8545



### Miso Hoshi Roku

The *dozo*, a traditional style Japanese storehouse, was taken over and relocated from the Hoshino Main Store in 1897. It is still used as a miso storehouse to this day. Hoshi Roku miso was featured in the long-running Japanese cooking manga *Oishinbo*. It is made the old-fashioned way with select ingredients, and the taste and color of miso deepen with age. Two-year and three-year aged miso are both available at the store.

Closed: Sundays

phone: 0258-32-6206 <http://www.hoshi6.com/>

### Settaya Park

The landmark of this park is the unique toilet which was inspired by the *shikomi-oke*, a preparation tub for Japanese sake and soy sauce making. The information board in the park explains the history of Settaya. In the back, there is a large ginkgo tree and a memorial monument inscribed with calligraphy attributed to Fleet Admiral Isoroku Yamamoto, lauding loyalty and strength in the face of adversity.



### Koshi no Murasaki

Koshi no Murasaki has been making soy sauce for nearly 190 years, starting from the Edo period. The company building, now registered as a tangible cultural property, was completed in 1877. The building is still in good condition and won the first cityscape award of Nagaoka City. It is located where the Old Mikuni Kaido (ancient highway) intersects with the road to the mountain. The landmark *jizo* statue always watches over people going down the road with a gentle smile. A brewery tour is available with advance reservations. Closed: Saturdays, Sundays and national holidays  
phone: 0258-32-0159 <http://www.koshi-no-murasaki.co.jp/>



### Kofukuji Temple

During the Boshin War, *Nagaoka-han* (Nagaoka Domain) placed their headquarters at this temple and attacked the *Shin Seifu-gun* (new government army) to regain the *Enoki Touge* (an important mountain pass), which they had lost after the *Ojiya Dampan* (Ojiya negotiation).

### Old Mikuni Kaido

This ancient highway weaves through the breweries and the aroma of brewing floats in the air. The highway is affectionately called "Old Mikuni Kaido" or "Tonosama Kaido" (Road of Lords) by locals.



### Settaya, Historic Town

Most of the Nagaoka city area was burned down during WWII, but Settaya made it out of the disaster. Thanks to this, the buildings that were related to brewing from the Meiji and Taisho periods remain to this day and the landscape has a sense of nostalgia. It is said that Settaya prospered as a highway and port town by the Shinano River. It is now widely accepted that Settaya's name was derived from the word *setta-ya*, a simple accommodation for medieval warriors and monks.

During the Edo period, Settaya was incorporated into the territory of Ueno Kan-eiji Temple, where loose regulations and favorable local conditions led to a concentration of miso, soy sauce, and sake brewers.

Five brewers continue to manufacture there to this day.

The best way to enjoy this town is to take a stroll and enjoy the aroma of koji and soy sauce.

Feel the warmth of history and enjoy Settaya.

### Takashi Akiyama Poster Museum, Nagaoka

Exhibits display works by Akiyama Takashi from the local community. Special exhibitions and museum university events are also occasionally held.

Open: Friday through Sunday (Closed Monday through Thursday)

Closed for winter (November through March)

Reservations are required.

phone: 0258-39-1233 <http://apm-nagaoka.com/>



### Yoshinogawa Sake Museum Jyo-gura

Enjoy classic and limited-edition sake from Yoshinogawa at the SAKE Bar, learn about history and the sake making process through informative panels and displays, shop at the gift shop, and more.



### Hoshino Main Store

Founded in 1846. Hoshino Main Store has been producing miso and soy sauce since the Edo era, under the trademark *Yamahoshi-san*, and has been highly praised at national competitions over the years. The storehouse on the premises is a three-story storehouse, which is rare in Niigata Prefecture. Soy sauce tasting is available in the store attached to the office. In addition to miso and soy sauce, *kagura nanban* (local spicy pepper) miso, *tsukemono* (Japanese pickles), and other items are available as well.

Closed: Saturdays, Sundays, and national holidays. (Please contact for store holidays.)

phone: 0258-33-1530 <http://hoshino-honten.jp/>



### Takekoma Inari

This *inari* (Shinto fox spirit) was brought to this area in 1889 by Nitaro Yoshizawa and the owner of Koshi no Murasaki at the time. This *inari* is unique because it depicts an adorable parent and child pair.

The place is well admired as an auspicious location for the god of good harvest, thriving business, and safe childbirth.



### Yoshinogawa

Founded in 1548, this sake brewery is the oldest in Niigata Prefecture and has lasted for over 470 years thanks to high quality groundwater and other optimal conditions for sake brewing. They modernized quickly, and in the postwar years they have taken on several challenges with the aim of combining technological innovations for sake brewing with traditional techniques. They have taken the initiative in Japan for developing equipment for mass production of *koji*, and have made large-scale preparation possible.

At the same time, they have refined skills based on the conviction that "the basics of sake brewing exist in the *ginjo* style production" and have repeatedly won awards at various review meetings.

The historic storehouse or "jyo-gura" on the premises, which was built in 1923, has been reformed to create Jyo-gura, a tourist spot where fans of Yoshinogawa from far and wide can connect with each other.

Closed: Saturdays, Sundays, and national holidays (Yoshinogawa) Tuesdays/New Year season (Jyo-gura)

phone: 0258-35-3000 (Yoshinogawa) 0258-77-9910 (Jyo-gura)

<https://yosinogawa.co.jp/>



### Hasegawa Shuzo

Founded in 1842. The brick building facing the street is a *koji* room built during the Taisho period (1912-1926). The main house was built in 1886 and renovated in 1924. The house is used as an office today. It is said that the Hasegawa family's origin is from *Shinshu* (present-day Nagano Prefecture), and there is a branch of the famous Suwa Shrine on the west side of the storehouse.

Closed: Saturdays, Sundays, and national holidays

(Brewery tour is not available but sake retail on site is possible)

phone: 0258-32-0270

<http://www.sekkobai.ecnet.jp/>