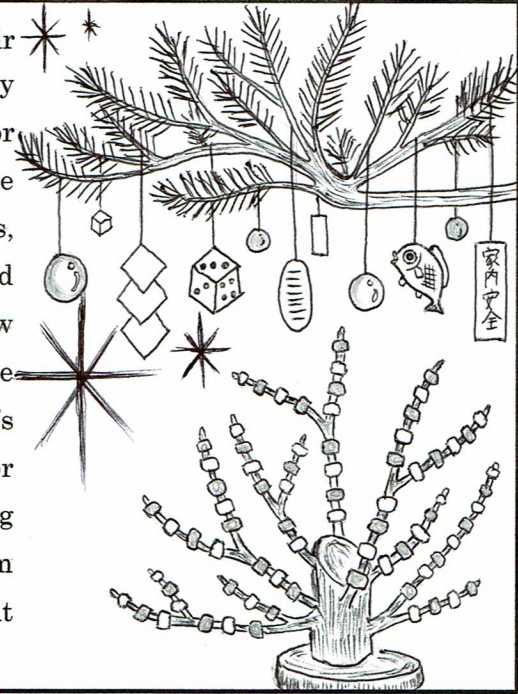
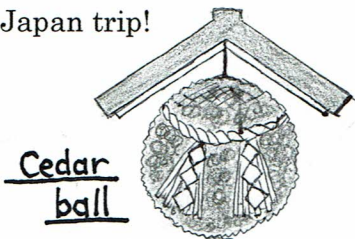


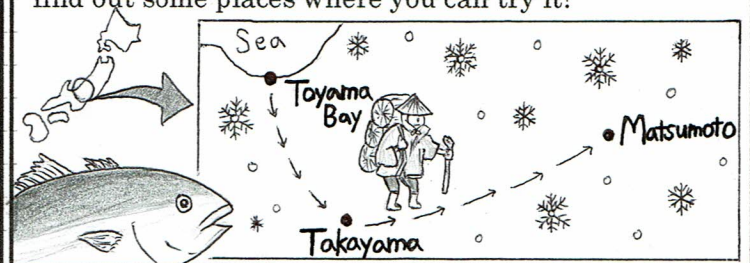
THE NEW YEAR'S CELEBRATION is an important family affair to the Japanese, spending time at home with their families. We prepare many things to celebrate the coming year by making gorgeous food called Osechi for New Year's Day, and cleaning up and decorating the houses. Hida people traditionally eat Osechi on New Year's "Eve", and prepare 2 local decorations, hana-mochi and pine trees. Hana-mochi is a flowering tree made of pink and white rice cakes. Since there are not many colorful flowers to rejoice New Year's Day as Hida is heavily covered with snow, hana-mochi can spice up the home decor. The rice cakes can be fried and eaten as rice crackers on the Doll's festival in March. Pine trees are known as Japanese typical decorations for New Year's Day. However, the Hida locals take it to another level by decorating it with ornaments looking like a Christmas wreath, and hanging them from the ceilings or on the walls. You will probably see the lovely decorations at many places in the town as well as on cars!



SAKE BREWING SEASON is announced by "Sugidama". It is a cedar ball hanged at the entrance of a sake brewery to indicate that new sake has just been made from rice harvested this fall. The change of its green color to brown shows the maturation process of sake. Our tour, Sake Brewery Visit & Japanese Tapas Cooking, starting from 1st December, is the best way to learn about sake and local food. You will discover the wonder of sake at a famous brewery and make 3 local tapas which perfectly match with sake. We will guarantee that it will be a highlight of your Japan trip!



THE YELLOWTAIL HIGHWAY, a road from Toyama Bay to Shinshu through Hida, has been essential for the Hida locals to access fish in the winter. Yellowtails are called "Shusseu", which literally means promotion fish, whose name changes as they grow as if they were being promoted and highly priced. It comes from the custom of Samurai and scholars changing their names as they got promoted. The flavorful and fatty yellowtail has been a signature of the New Year feast in Hida. Visit our tour desk and find out some places where you can try it!



Let's make the most of your Hida trip!