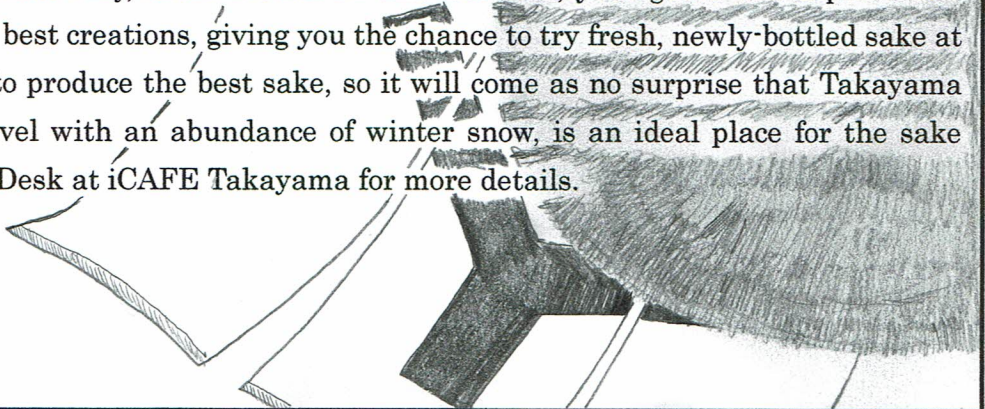
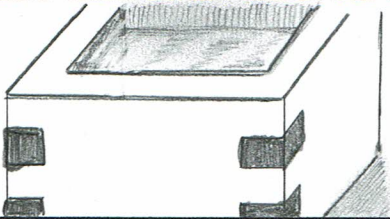


We can't think of a better way to kick off your 2019 than with FRESH SAKE. If you are a sake lover and keen to discover more about it, we have a great opportunity for you! The annual "Sake Brewery Tour" runs from January 18th until March 2nd, with an in-depth presentation taking place at one of 6 sake breweries in Takayama, a town which had as many as 60 breweries back in the day. These 6 breweries show off their sake-making rooms publicly for one week only, each in turn. In this free tour, your guide will explain how sake is made and proudly present the best creations, giving you the chance to try fresh, newly-bottled sake at its finest. Cold climates are reputed to produce the best sake, so it will come as no surprise that Takayama city, located 560 metres above sea level with an abundance of winter snow, is an ideal place for the sake makers' craft. Please ask at our Tour Desk at iCAFÉ Takayama for more details.



NIJUYOKKA-ICHI, a special fair held annually every 24th of January on Honmachi Street has been a winter tradition in Takayama since 1872. Local farmers make handmade crafts such as bamboo hand-baskets, braided hats and wooden pails during the agricultural 'off season' when their fields are covered with powder snow. The fair also features small stalls run by local restaurants and shops, showcasing their products to the public. Even if you can't make this unique annual fair, not to worry; local crafts and food are always waiting to be enjoyed at the morning markets which are open every day! Join our daily Food & Culture Walk for a look behind the scenes of local food culture.



SANTERA MAIRI (Three Temple Visit) in Hida-Furukawa is where the romance of winter finds its fullest expression. When night falls on January 15th, the locals visit the three most important temples of the town, all beautifully decorated with a myriad of snow candles and lanterns, wishing for a good relationship. Since this event started 300 years ago, you can imagine it has witnessed the passage of many happy young couples! A night food market and kimono walking event both contribute to the fun. Go ahead, hit the town! You might even find someone you hit it off with!



*Let's make the most of your Hida trip!*

