



Access

By Subway

- 1) Toei Oedo Line Tsukijishijyo Sta. 3 minutes' walk
- 2) Hibiya Line Tsukiji Sta. 3 minutes' walk
- 3) Hibiya Line / Asakusa Line Higashi-ginza Sta. 5 minutes' walk

By Bus

From Tokyo Sta. (Marunouchi South Exit) to "Tsukiji 3-chome"

- 1) Take Toei Bus [#04] bound for "Toyomi Suisan Futo" [豊海水産埠頭]
- 2) Take Toei Bus [#05] bound for "Harumi Futo" [晴海埠頭]

Welcome Message

Tsukiji Outer Market is Japan's "Food Town", where one can encounter all kinds of traditional Japanese foods. A mixture of wholesale and retail shops, along with numerous restaurants, line the streets, and new culinary trends are born here.

Originally Tsukiji Market catered primarily to professionals. That is why items sold there were generally too large for a small family to buy. However, some of the wholesale shops in the market have started retailing high-end merchandise to retail customers and visitors. For example, ready-to-eat sushi meals are now sold in smaller sizes. Even a bite-sized egg roll can be had for those who just want to try it. The following explains how the market has become so well-known and the trends that have shaped how it looks today.

History of Tsukiji

1-Reclaimed Land

The Tokugawa shogunate decided to fill in the coastal area of Edo (Old Tokyo) following the Great Fire of Meireki that devastated the city in 1657. Using advanced civil engineering, the land was reclaimed from Tokyo Bay and named Tsuki-ji (築地), which literally means "constructed land." In the past Tsukiji was very quiet with only shrines and homes for Samurai families. "Namiyoke Inari Jinja (Shrine)" happens to be at the back corner of Tsukiji Market. The name "Namiyoke" literally means "protection from waves," and it has served as a guardian for Tsukiji Market.

2-The Birth of the Fish Market

In 1923, the Great Kanto Earthquake destroyed much of central Tokyo, including the Nihonbashi Fish Market. The fish market was then relocated to the Tsukiji district and began operations in 1935, transforming Tsukiji into a prosperous and bustling town. Some of the buildings in Tsukiji are more than 80 years old. The owners use the first floor for their shops and usually live on the upper floors. The intricate streets are like a maze, so don't get lost.

3-Tsukiji and its Future

As Japan enjoyed robust economic growth in the 1980s, people all over the world began to become interested in Japanese cuisine. As such, for many years Tsukiji Market has been attracting large numbers of visitors from all around the globe. Please note that the Tokyo Central Wholesale Market where fish auctions take place, originally placed in Tsukiji under the Tokyo Municipal Government, has moved to another area within Tokyo. The shops surrounding the Central Wholesale Market have remained in Tsukiji and are referred to as the Tsukiji Outer Market. Tsukiji Outer Market is and will continue to be the best marketplace for customers to buy fresh seafood, vegetables, and Japanese traditional food materials.

Merchandise Let's shop at Tsukiji Market!

Fresh and Frozen Seafood and Processed Fish Products

Tuna 鮪



Many tons of tuna come through the market. Fresh tuna eaten as sashimi (raw fish), "nama-maguro," that can be eaten on the spot, and frozen tuna for preserving are available. There are many specialty stores for tuna that sell not only "oo-toro" (fatty-tuna), "chu-toro" (from the belly area of the tuna), and "akami" (leaner meat from the sides of the tuna), but also rare parts of the tuna, such as "medama" (the eyeballs of the tuna), which are cooked before eating.

Other Fresh Seafood and Shellfish 鮮魚貝類



You can find a wide variety of delicious seasonal catch-of-the-day displayed in the showcases. Frozen crabs, shrimps, and scallops are very popular and available throughout the year.

Himono (Semi-dried fish) 干物



"Himono" is a traditional salting and air-drying process used for long-term preservation of fish. The process helps concentrate the umami flavor or robust tastiness of the fish.

Meat, Poultry and Eggs 肉類・卵



There is more to Tsukiji Market than fish. You also will be able to find beef, pork, chicken, and fresh eggs! Tender, juicy, marbled Japanese beef bearing the names of their origin are showcased along with meat imported from overseas.

Some countries have strict restrictions on bringing meat products into their countries, so please carefully check your local customs regulations before your purchase.

Fruits and Vegetables 青果・薬物



Fresh seasonal fruits and vegetables are available year-round. Some of them are unique to Japan and are used in traditional Japanese cuisine. The fruits and vegetable stands are the first to signal the arrival of a new season.

Since every country has different customs regulations, please carefully check in advance as to what you are allowed to take back home.

Processed Foods

Nerimono and Oden 練製品・おでん



"Nerimono" refers to any food that is cooked using ground fish and seasoning. Some examples of nerimono are Satsuma-agé (pronounced Satsuma ah-gay), kamaboko, chikuwa, hampen, and tsumire. A very popular dish in Japan called

"Oden" is made by adding nerimono to a warm broth. Give nerimono and oden a try, they are sure to delight your palate.

Delicacies [Chinmi] 珍味



(karasumi), and pickled sea cucumber innards (konowata). Yes, they can be rather expensive but well worth the price for the epicurean in you!

Japanese-style Pickles 漬物



Japanese pickles are called "tsukemono" and are the perfect accompaniment to a bowl of rice. Some examples of pickled vegetables are daikon radishes, turnips, cucumbers, eggplants, and burdock roots. There are several different pickling

processes including salt, miso (soybean paste), soy sauce, vinegar, rice bran, and sake kasu (sake lees). You may be pleasantly surprised by the sheer variety, and the vivid colors of these delectable side dishes.

Tsukudani (Japanese preserved food) 佃煮



"Tsukudani" is an excellent way to preserve small fish, shellfish, and seaweed, which are prepared by simmering the ingredients in soy sauce, mirin, and sugar. Due to its rich flavor, Tsukudani has been loved by the Japanese as a perfect side dish since the time of Edo period. Many kinds of Tsukudani are sold in Tsukiji Market.

Tamagoyaki 玉子焼き



"Tamagoyaki" is a Japanese omelet made by cooking thin layers of scrambled eggs in a rectangular pan and folding many layers together into a block shape. Sweet tamagoyaki is used for sushi and as delightful morsels in bento boxes. There are several specialty stores in Tsukiji Market, so make sure to give them a try. Tamagoyaki will keep for several days when refrigerated, so please remember to keep it cold.

Seasonings and Processed Foods 食料品・加工品



A variety of seasonings and processed foods line the shelves of the Japanese markets. Chinese, Western, and ethnic seasonings and processed foods are available in household size and bulk restaurant size. Spice up your life and bring

colors to your table by trying out new seasonings today.

Snacks and Sweets 菓子



"Senbei," or rice crackers, dried fruits, and nuts are also popular souvenirs, as they go well with alcoholic drinks. Traditional confectioneries called "wa-gashi" are quite popular among workers in Tsukiji Market.

Dried Products

Dried Seafoods 乾物



Dried fish have been exported to China for a few hundred years, making their way into Chinese cuisine. Even now, dried salmon, scallops, and squids are popular overseas.

Dried Bonito Flakes 鰹節



"Katsuo-bushi" is dried bonito flakes used to make "dashi" (clear fish stock) which is the most essential ingredient in Japanese cuisine. Bonito go through a rigorous process of boiling, smoking, fermenting, and drying until it is as hard as a piece of wood. Thin flakes are cut from the dried Bonito using a plane. Smoked Bonito are called "Arabushi," while fermented Bonito are called "Karebushi." Bonito flakes are rich in Vitamin-Bs and inosinic acid which is a natural source of the umami flavor.

Grains, Cereals and Beans 雑穀・豆



Millet and wheat are popular cereals in Japan. One favorite and easy way to incorporate cereals into your diet is to mix them with rice, and let the rice cooker do the job! (Stovetop cooking will work just as well.) You will also find various kinds of beans: azuki, soybeans,

black beans, white kidney beans, and much more. Both cereals and beans are high in fiber and nutrition, and recognized for their health benefits.

Seaweed (Nori) and Green Tea (Ocha) 海苔・お茶



"Nori," or Japanese sea vegetables, is 'a best friends' with rice as evidenced by sushi rolls and rice balls called "onigiri." Nori is a sea vegetable that has been laid out in the sun in thin sheets to dry. It is a necessary staple to the Japanese diet along with

"Ocha," or Japanese green tea. Unlike oolong tea and black tea, green tea is unfermented tea leaves. "Kambutsu," or dried products, refers to beans, seaweed, etc. All of these products make excellent souvenir gifts.

Kitchenware and Cloths

Cooking Utensils and Kitchenware 調理道具・厨房



For centuries the Japanese have been using natural materials such as wood and bamboo for making cooking utensils. The look is simple, yet they are really strong, long-lasting, and easy to hold and use. The market retails both traditional

Japanese kitchenware and trendy, innovative utensils.

Knives 刃物



The most essential tool of any cook is by far a knife. There are many kinds of knives available at Tsukiji Market: ones to fillet large fish such as tuna, ones to fillet smaller fish such as mackerels and flounders, ones for sashimi, and many other specialty and household knives.

The shine and gleam from the professional chefs' knives reflect the pride in their work. When proper care is taken, these knives will last for decades.

Japanese Tableware 食器類



Just as kimono accentuates the beauty of a woman, Japanese bowls and dishware play a major role in enhancing the presentation of a meal. There is an emphasis on "pleasing the eye before the palate," and the Japanese have elevated this concept to an art form. A wide selection of beautiful bowls and dishware in every size, color and seasonal patterns awaits you.

Wrappings and Packaging Goods 包装用品



The Japanese have long appreciated the beauty of paper and wood. Japan is a culture of "origami"-- the art of paper folding. This art has percolated into everyday life leading to unique and beautiful ways of wrapping and packaging. Many paper and

wood products such as wooden chopsticks, colorful place mats, and plates can be found at Tsukiji Market.

Clothes 衣料品



You will find some special clothes: aprons, worker's uniforms, T-shirts, "Tenugui" (Japanese cotton towels), rubber boots, and sandals. These are essential items for workers and professionals shopping at the market.

Things to Eat

Sushi 寿司



Tsukiji Market is home to many sushi shops and restaurants. There are several traditional sushi restaurants serving sashimi (raw fish) and sushi (raw fish over rice).

Sashimi Rice Bowl 海鮮丼



One way to enjoy tasty raw fish at a very reasonable price is to give "Donburi," or "Don" in short, a try. Sashimi Don consists of a bowl of hot cooked rice with raw fish of your choice. When in doubt as to what to do, just watch the person sitting near you and follow their every move!

Eateries 食事処



You can enjoy a wide variety of popular and traditional Japanese food to choose from ramen, soba and udon, tempura, and "unagi," or eels. Most eateries open for early birds and for both shoppers and workers in the market. That is why such eateries are

relatively casual in style and reasonable.

Tea Rooms and Coffee Shops 軽食・喫茶



Take a break from shopping and sightseeing by stepping into a tea room or a coffee shop. After you catch your breath, walk through the crowds and experience the hustle and bustle of Japan's culinary center.

Services その他



In addition to shops and restaurants, there are hotel accommodations and package delivery services (takuhaihin) available in the Tsukiji district.

Hints for Shopping at Tsukiji Market

1) Business Hours

Q: When and what time of the day is the best to visit the Market?
A: 9:00a.m. - 2:00p.m. Many shops are closed on Sundays and on some Wednesdays.

2) Languages

Q: Do workers and local people speak English?
A: Some of the people working here can speak English. Drop in at the Information "Plat Tsukiji" Information Center for English language assistance.
<http://www.tsukiji.or.jp/walk/plattskujii/>

3) Currency and Credit Cards

Q: Do they accept any kind of money and credit cards at Tsukiji Market?
A: Regarding credit cards, it depends on each shop whether they accept it or not. So please ask whether they accept credit cards at each shop before making a purchase. Most of the shops accept Japanese yen only and there is no money exchange counter inside the Market. Better change your currency to JPY ahead of time.

4) Bargaining

Q: Is it o.k. to bargain in the Market?
A: No. The Market is basically for wholesale. No negotiation can be accepted. When it's a purchase for business, exchange name cards first for further contracts.

5) Souvenirs to Take Back Home

Q: Is it possible to take what we bought back home?
A: Since every country has different customs regulations, please check in advance as to what you are allowed to take back home.

6) Shipping Overseas

Q: Is it possible to ship what we bought to our country?
A: It all depends what your purchase is and how and where to mail it. Please go to the post office for further information.
https://www.post.japanpost.jp/index_en.html

7) Facilities

Q: Is free Wi-Fi available in the Market?
A: It is available at the "Plat Tsukiji" Information Center.
Q: Are there any toilets for the handicapped?
A: There is one near the "Plat Tsukiji" Information Center.
Q: Are there any coin lockers in the Market?
A: There are some, but only a limited number of lockers for suitcases near the "Plat Tsukiji" Information Center. (6:00 a.m. - 4:00 p.m.)

8) Communication

Q: How to express "Thank you?"
A: People in the market are usually nice, friendly, and polite. When the act is reciprocated, you will be greatly appreciated. So please remember to say thank you—"Arigatou!" when someone helps you.

Rules

[At Restaurants]

Restaurants in Tsukiji Market tend to be small with limited seating. Sometimes lines form outside. Depending on the time of day, you may have to keep up with the eating pace of the locals in order to free up seats for waiting customers. (Yes, they eat fast because they have to go back to work.) Also, splitting meals is generally a taboo during the busy hours.

[Smoking]

In Chuo-ku, smoking on the streets is prohibited. Limit any smoking to within designated smoking areas with ashtrays.

[Big Baggages and Strollers]

The streets are narrow and intricate with lots of people. Please come to the Market without big items like suitcases and large belongings and strollers.

[What to Wear]
At Tsukiji Market, the floors are often wet and slippery, and bikes and carts are going here and there, so make sure to come with your safe shoes that covers your toes. No high-heeled shoes and sandals.

[About "Tsukiji Uogashi"]

Shopping at the new wholesale facility called "Tsukiji Uogashi" prior to 9:00a.m. is limited to those who have received advance permission. "After 9:00 a.m. the wholesale facility is open to everyone.

Tsukiji Outer Market MAP

Harumi-dori Ave.

Namiyoke-dori Ave.

P Tsukijigawa 1st Parking Lot

