

Welcome Message

Tsukiji Outer Market is Japan's "Food Town", where you 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 here 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

The next column 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 devasted 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 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.

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 became interested in Japanese cuisine. As such, for many years Tsukiji Market has been attracting large numbers of visitors from all around the globe.

tastiness of the fish

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.

Hints for Shopping at Tsukiji

Business hours 9:00a.m. - 2:00p.m. Many shops are closed on Sundays, Wednesdays and National

Languages
Some of the people working here can speak English. Drop in at "Plat Tsukiji" Tsukiji Information Counter for English assistance.

Currency and Credit Cards

Regarding Credit Cards, it depends on the shop whether they accept it or not. So please ask them first before making a purchase. Most of the shops accept Japanese Yen only. There are some currency exchange machines inside the Market.

BargainingNo negotiation can be accepted. The Market is basically for wholesale. When it's a purchase for business, exchange name cards first for further contacts.

Souvenirs to Take Back Home

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

It all depends on what your purchase is and where to ship it. Please ask at the tax

Free Wi-fi is available at "Plat Tsukiji" Information counter,

Toilets for Handicapped There is one near "Plat Tsukiji" Information counter.

There are some, but only a limited number of lockers for suitcases near "Plat Tsukiji" Information counter. The building is open from 6:00a.m. to 4:00p.m. Please make sure to pick up your baggage before 4:00 p.m. because the building closes at 4:00 p.m.

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 Arigato, Thank you, when someone helps you. Saying Konichiwa, Hello on your visit to a shop also helps

Plat Tsukiji, Tsukiji Information Counter

There is an Information counter located on Namiyoke Dori. If you need any assistance or have questions, please visit Plat Tsukiji. We are very happy to help you. There are complimentary maps and brochures available at the counter,





Merchandise Let's shop at Tsukiji Market!

Fresh and Frozen Seafood and Processed Fish Products





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, Tuna "akami" (teaner meat from the slides of the tuna), which are cooked before eating.



Fresh Seafood and Shellfish

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.

施文 Dried Bonito

Flakes





Meat, Poultry and

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. Some countries have strict restrictions on bringing meat products into

their countries, so please carefully check your local customs regulations before your purchase.

Eggs

"Katsuobushi" 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 oiling, 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.

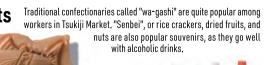


tion with Katsuobushi when you make "Dashi," Dashi is the most important part of Japanese cuisine, There are variety of Kombu available at our market. There are also dried fish, dried abalone, dried sea cucumbers, dried shiitake among other ingrediencies. They all help to make the taste of Japanese

You will find various kinds of heans: azuki snyheans hlack beans, white kidney beans, and are popular cereals in Japan.

much more, Millet and wheat

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.) Both cereals and beans are





Processed Foods

bring colors to your table by trying out new seasonings today.



Fruits and Vegetables

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



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).



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!

Processed Foods

and Oden 👺

"Nerimono" refers to any that is cooked using ground fish and

seasoning. Some examples of nerimono are Satsuma-agé, 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.

"Tsukudani" is an excellent way to preserve small fish, shellfish, and seaweed, which are

Sukudani has been loved by the Japanese as a perfect side dish since the time of Edo period.

prepared by simmering the ingredients in soy sauce, mirin, and sugar. Due to its rich flavor,



此 Tsukudani

📈 (Japanese preserved food)

Many kinds of Tsukudani are sold in Tsukiji Market,

Delicacies [Chinmi]

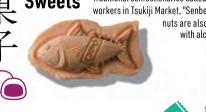
Wholesale stores in the Market also cater to high-end, gourmet Japanese restaurants. Delicacies, known in Japanese as "chinmi," are eadily available here. The three best known hinmi are salt pickled sea urchin roe (uni), alt pickled mullet roe(karasumi), and pickled sea cucumber innards (konowata). Yes, they can be rather expensive but well worth the price for the epicurean in you!





本任 Grains, Cereals ● and Beans

high in fiber and nutrition, and recognized for their health benefits.



加食 Seasonings and

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



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.



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 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





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.



beauty of paper and wood. Japan is a culture of "origami" - the art of paper folding. This art leading to unique and beautiful ways of wrapping and packaging. Many paper and wood products

can be found at Tsukiji Market.

such as wooden chopsticks, colorful place mats, and plates







Coffee and Snacks 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 Japan's culinary center









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



In Chuo-city, smoking on the street is prohibited. Limit any smoking to within designated smoking area.

Rules
Tsukiji Outer Market is a working market. Please be respectful to those retailers and buyers and follow the rules below when you wonder around the market.

Do not eat while you are strolling. Please stay at the shop until you finish your food. There are some areas

with benches and tables. Please go there to eat what

you bought. Also, it is not allowed to eat in Uogashi Wholesale Area.

Shopping at "Uogashi" wholesale area Shopping at our wholesale area prior to 9:00 a.m. is limited for professional buyers. Tourists are welcomed

If you are not buying at the shop, you should step aside and give the way to buyers. Also, do not block the aisle

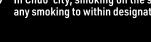
Most of the retailers have NO PHOTO and NO MOVIE

Do not touch the food at retailers especially fresh fish,

by stopping and talking in the middle of aisles.

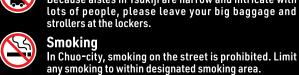
Eating Area

Buyers First



Do not touch the food

vegetables and fruits.





Japanese-style 物 Pickles 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.







"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.

