



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 just want to try it. 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 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. "Namiyoko Jinja (Shrine)" happens to be at the back corner of Tsukiji Market. The name "Namiyoko" 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



鮪 Tuna

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.

鮮魚貝類 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.



干物 Himono (Semi-dried fish)

"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

肉・卵 Meat, Poultry and Eggs

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.



青果・妻物 Fruits and Vegetables



Things to Eat

寿司 Sushi



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).

海鮮丼 Sashimi Rice Bowl

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

Nerimono and Oden

"Nerimono" refers to any that is cooked using ground fish and seasoning. Some examples of nerimono are Satsuma-age, 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.



珍味 Delicacies (Chinmi)

Wholesale stores in the Market also cater to high-end, gourmet Japanese restaurants. Delicacies, known in Japanese as "chinmi," are readily available here. The three best known chinmi are salt pickled sea urchin roe (uni), salt 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!

佃煮 Tsukudani (Japanese preserved food)

"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.



漬物 Japanese-style 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.

鰹節 Dried Bonito Flakes

"Katsubonshi" 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 "Arubushi," 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.

玉子焼き Tamagoyaki

"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.

乾物 Dried Seafoods

"Kombu" is dried kelp, and it makes great combination with Katsubonshi 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 ingredients. They all help to make the taste of Japanese cuisine nicer and deeper.

雑穀・豆 Grains, Cereals and Beans

You will find various kinds of beans: azuki, soybeans, black beans, white kidney beans, and much more. 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.) Both cereals and beans are high in fiber and nutrition, and recognized for their health benefits.

菓子 Sweets

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

加食料品 Seasonings and Processed Foods

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.

Kitchenware and Cloths

調理道具・厨房 調理道具・厨房

Cooking Utensils and Kitchenware
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.

食器類 Japanese Tableware

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

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.

包用品 Clothes

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

食事処 Eateries

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.

軽食・喫茶 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 experience the hustle and bustle of Japan's culinary center.

その他 Services

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



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

- Eating Area**
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 after 9:00 a.m.
- Buyers First**
If you are not buying at the shop, you should step aside and give the way to buyers. Also, do not block the aisle by stopping and talking in the middle of aisles.
- Photo**
Most of the retailers have NO PHOTO and NO MOVIE policy.
- Do not touch the food**
Do not touch the food at retailers especially fresh fish, vegetables and fruits.
- Big Baggage and Strollers**
Because aisles in Tsukiji are narrow and intricate with lots of people, please leave your big baggage and strollers at the lockers.
- Smoking**
In Chuo-city, smoking on the street is prohibited. Limit any smoking to within designated smoking area.

