





- 3) Hibiya Line / Asakusa Line Higashi-ginza Sta. 5 minutes wall-

By Bus

- From Tokyo Sta. (Marunouchi South Exit) to "Tsukiji 3-chom
- 1) Take Toei Bus [都04] bound for "Toyomi Suisan Futo" [豊海水産埠頭]
- 2) Take Toei Bus [都05] bound for "Harumi Futo" [晴海埠頭]

Welcome to Tsukiji

Tsukiji Market is Japan's "Food Town", where one can encounter all kinds of Japanese traditional 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 used to be the wholesale market for the professionals. That is why items sold there were generally too big for a small family to buy.

However, some of the wholesale shops in the market have started retailing high-end merchandises for ordinary customers. For example, ready-to-eat omelets for sushi are now sold in smaller sizes. Even a bite-sized egg roll can be had for those who just want to try it. Tsukiji Market, primarily catering to the professionals, has recently opened its doors to ordinary customers and visitors.

The following is how the market has become well known and shaped into what it looks now.

History of Tsukiji

1-Reclaimed Land

In 1657, Edo (Old Tokyo) was devastated by the Great Fire of Meireki and the Tokugawa shogunate decided to fill in the coastal area of Edo. Using advanced civil engineering, the land was reclaimed from the Tokyo Bay and named Tsuki-ji (築地), which literally means "constructed land".

The place used to be quiet with only shrines and homes for Samurai families. "Namiyoke Inari Jinja (Shrine)" happens to be at the back corner of Tsukiji Market. Its name "Namiyoke" literally means "protection from waves", and it has served as a guardian for Tsukiji Market.

2-The Birth of the Fish Market

Then 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 its operations in 1935, making Tsukiji 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 a major economic growth in the 1980s, people all over the world became interested in the Japanese cuisine. Tsukiji Market has been attracting visitors from all around the globe.

The Tokyo Central Wholesale Market, originally placed in Tsukiji under the Tokyo Municipal Government, will move to other area in Tokyo, Whatever happens to the circumstance about Tsukiji Market, it is and it will 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 #¢3



Tons of tuna come into the market. Both fresh, as in sashimi (raw fish) and frozen are available: "nama-maguro" or fresh tuna for eating on the spot and frozen tuna for preserving. There are many specialty stores for tuna which sell not only "oo-toro"

(fatty-tuna), "chu-toro" (the belly area of the tuna) and "akami" (the leaner meat from the sides), but also rare parts of the tuna as "medama" (the eyeballs of tuna), which are cooked

Other Fresh Seafood 鮮魚



You can find other delicious seasonal catch of the day in the showcase. Frozen crabs, shrimps, and scallops are very popular and available throughout the year.

N Himono 干物/ひもの



Himono" is a traditional salting and air-drying process used o preserve fish for a long ime. The process helps concentrate the umami flavor r tastiness of the fish.

Meat and Poultry 肉類



There is more to Tsukiji Market than fish-beef, pork, chicken, and fresh eggs! Tender, juicy, marbled beef bearing names of their origin are showcased along with meat from overseas. Some countries have strict restrictions in terms of taking

into country any meat products, please check your local customs regulations before your purchase.

Fruits and Vegetables 青果・妻物



egetables are available vear-round. Some of them are unique to Japan and are used in traditional Japanese cuisine. The fruits and vegetables stands are the first to signal the arrival of

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

Processed Foods

Nerimono and Oden 練製品 / ねりもの・おでん



that is made of cooked. 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

'Nerimono" refers to any food

"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/ちんみ



the Market also cater to high-end, gourmet Japanese restaurants. Delicacies, known in Japan 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!

Pickles 漬物/つけもの



Japanese pickles are called sukemono" 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 picklin

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.

そ Tsukudani 佃煮/つくだに



"Tsukudani" is an excellent way to preserve small fish. shellfish, and seaweed, which s made 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. In Tsukiji Market, many kinds of Tsukudani are sold, so stop by and sample a few!

Tamagoyaki 玉子焼き / たまごやき



Tamagoyaki" is a Japanese omelet made by cooking together layers of egg in a rectangular pan. 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.

Snacks and Sweets 菓子



Package of "Osembei", or rice cracker, dried fruits, and nuts are also popular as asouvenir, for they go well with alcoholic drinks. Traditional confectionaries called "wa-gashi" have been quite popular among workers in Tsukiji Market.

Dried Products

Dried fish 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 / かつおぶし



'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 boiling, smoking, fermenting, and drying. Bonito stopped after the process of smoking

are called "Arabushi" and the ones stopped after the fermenting step are called "Karebushi," Bonito flakes are rich in Vitamin-Bs and inosinic acid, which is a natural source of the umami flavor.

Serains, Cereals and Beans 雑穀・豆



Millet and wheat are popular cereals in Japan. One of the favorite and easiest ways to incorporate cereals in 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 are recognized for their health benefits.

Nori and Ocha 海苔/のり・お茶/おちゃ



'Nori", or Japanese sea vegetables, are 'best friends' with rice as evidenced by sushi rolls and rice ball 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 tea. Unlike oolong tea and black tea, green tea is unfermented tea leaves.

Kitchenware and Cloths





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 ---in every size and color, so to speak; 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 Style Bowls and Dishware 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. A wide selection of beautiful

bowls and dishware in even size, color and seasonawaits you. They will serve as a happy reminder of a wonderful trip to Tsukiji Market!



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 throughout Tsukiji Market.

■ Clothes 衣料品



clothes:aprons.worker's uniforms, T-shirts, "Tenugui", (Japanese cotton towels), rubber boots, and sandals. Those are essential items for workers and professional hoppers at the market.

You will find some special

Things to Eat

Sushi 寿司



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

Raw Fish Donburi 海鮮井



fish at a very reasonable price is to give "Donburi", or in short, Don, 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 guy sitting near you and follow his every move!

one way to enjoy tasty raw

■ Eateries 食事処



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

Shopping at the new wholesale facility called "Tsukiji Uogashi" is limited to those who have permission in advance of 9:00 a.m.

■ 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

代! Services その他



In addition to shops and restaurants, there are hote accommodations and package delivery services (takuhaibin) in the Tsukiji

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 (Chinese)?

A: Some of the people working here can speak English. Drop in at the Information "Plat Tsukiji" for English language assistance. http://www.tsukiji.or.jp/walk/plattsukiji/

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 it 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

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

Q: Is it o.k. to bargain in the Market?

5) Souvenirs to take 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 take what we bought back home?

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.iapanpost.ip/indes en.html

7) Facilities

Q: Is free Wi-Fi available in the Market? A: It is available at the Information "Plat Tsukiji"

Q: Are there any toilets for the handicapped?

the Information "Plat Tsukiji". (6:00 a.m.- 4:00 p.m.)

A: There is one near the Information "Plat Tsukiji"

Q: Are there any coin lockers in the Market?

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.

A: There are some, but only a limited number of lockers for suitcases near

[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. (Yes, they eat fast because they have to go back to work.)

Also, splitting meals is generally a taboo during the busy hours.

In the Chuo-ku, smoking on the streets is prohibited. Just smoke within the designated 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.

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"]

*After 9:00 a.m. the wholesale facility will be open to everyone.

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