

天然の生け簀

富山湾鮭



HANDBOOK

# Toyama Bay Sushi

天然の生け簀「富山湾鮭」ハンドブック





# Toyama Bay Sushi

Toyama is well known for its bounty of incredibly fresh and delicious seafood. You will be amazed at its taste and quality!

Toyama Bay's fishing grounds are extremely close to the ports. Its wide variety of fish makes it possible for local sushi chefs to serve 10 different types of seasonal sushi made from freshly caught seafood, any given day of the year. A fine dining experience unique in Japan brought to you by Toyama Bay's special characteristics.

## Toyama Bay Sushi Set

**¥2,500 - ¥3,850**  
(Fee setting/Tax included)

• 10 pieces of assorted sushi served with local-style soup.

- All items are fresh seafood from Toyama Bay
- Locally produced rice

Make a reservation at least one day in advance to receive a special offer. Offers vary by restaurant.

## The secrets of Toyama Bay Sushi's fine quality

The natural fish tank created by Toyama Bay is the ideal environment for a variety of delicious fish.

### Wide variety of fish



Toyama Bay is a treasure trove of fish resources, especially due to the melted snow that pours into the sea from the 3,000-meter high Tateyama mountain range. From 800 species of fish and shellfish that live in the Sea of Japan, 500 species live in Toyama Bay and 200 of them are caught for food. Toyama Bay Sushi uses only seasonal seafood caught in Toyama Bay.

### Freshness of the fish



Fish served in Toyama is exceptionally fresh. Due to the steep slope of the ocean floor, the bay quickly becomes very deep, allowing for easy access to fishing grounds, which are 20 minutes away from the ports. It is no wonder that Toyama Bay is often called "nature's fish tank," as it offers fresh fish caught in the sea just off the coast.

### Tasty rice grown with clear water



Toyama is a prefecture known for its clean and delicious tap water. The water quality in Toyama is so high, that the Ministry of the Environment has selected some of its water resources at the "100 Exquisite and Well-conserved Waters." The snowfall from the 3,000-meter peaks of the Northern Alps and Tateyama Range provide clean, pure and mineral-rich fresh water throughout the year. As a result, Toyama produces delicious rice.



※Photos are for reference only.  
The sushi items vary depending on the season and restaurants.

# IKKON-SET

This great value set includes tasty sushi made with local fish, and delicious local sake, complemented with appetizers representative of Toyama. Toyama is blessed with clean, high-quality water and produces delicious rice. That is why Toyama's sake has a refreshing taste and is highly regarded across the country. Sake and seafood are a perfect combination that brings out the best in each other.



# MOTENASHI

By reservation only

This is served Kaiseki style, a traditional Japanese multi-course haute cuisine. Chefs highly experienced in local traditions have invented techniques to create a variety of unique dishes to bring out the best taste of the seasonal ingredients. Savor a full course with fresh seasonal seafood for an exceptional experience. Possible only in Toyama.



**IKKON Set** Toyama seafood paired with local sake

**¥5,500**  
(Tax included)

- Toyama Bay Sushi, 5 pieces (with soup)
- Assorted local seasonal sashimi
- Local Toyama sake (180 ml)
- Appetizers representative of Toyama

**MOTENASHI** An exquisite full course

**¥6,600 - ¥11,000**  
(Fee setting/Tax included)

- Toyama Bay Sushi, 10 pieces (with soup)
- Local seasonal sashimi and daily specials
- ※Advance reservation is required

※Photo is for reference only. The sushi items vary depending on the season and restaurants.

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# Let's try Toyama Bay Sushi!

Follow these steps to order your perfect Toyama Bay Sushi!  
You can point at your selection to communicate with the chef and the staff.



**STEP 1** Choose the menu. (富山湾鮓には3つのメニューがあります)  
Each menu is introduced on the previous pages.

**Toyama Bay Sushi** / 富山湾鮓 **¥2,500 - ¥3,850**  
Toyama Bay Sushi, 10 pieces (with soup) (Fee setting/Tax included)

**IKKON Set** / 一献セット **¥5,500**  
Toyama seafood paired with local sake (Tax included)

**MOTENASHI** / 饗 (もてなし) **¥6,600 - ¥11,000**  
An exquisite full course ※Advance reservation is required (Fee setting/Tax included)

**STEP 2** Let the chef know your food allergies. (アレルギーの確認です)  
The chef will replace the items that you are allergic to.  
Some restaurants might not be able to meet your requirements.



**Crustaceans**  
甲殻類

**Mollusks**  
貝、イカ、タコ

**Fish Roe**  
魚卵

**Eggs**  
卵

**Soy**  
大豆

**Sesame**  
ゴマ

**Other**  
その他

**None**  
アレルギーはありません

**STEP 3** Let the chef know your preference for wasabi. (わさびの有無の確認です)  
Wasabi, also known as Japanese horseradish. A delicately spicy green paste that is often put in between the topping and the rice in sushi.  
Please tell the staff if you don't want any wasabi in your sushi.

**Yes, wasabi please.**  
わさびを入れてください。



**No wasabi, thank you.**  
わさびは抜いてください。

**STEP 4** Eat sushi like a pro! (富山湾鮓をおいしく食べてください!)

By saying "Itadakimasu" before you start digging in and "Gochisousama" after finishing your meal, you are expressing appreciation towards food (including food producers, chef and waiter) as an important part of Japanese food culture. You can eat your sushi with either chopsticks or your hands.

Before meals

**Itadakimasu!**  
いただきます!

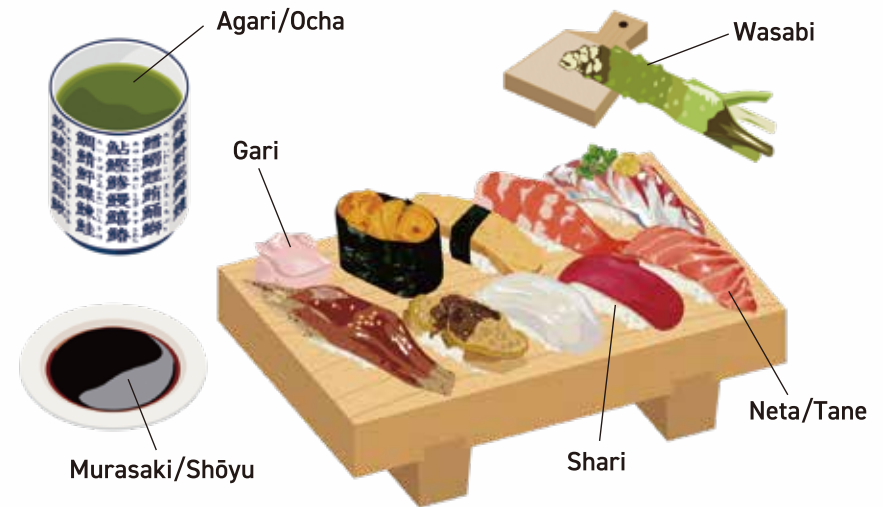
After meals

**Gochisousama!**  
ごちそうさま!

**STEP 5** Ask for more... (追加注文するときは...)

You can try to communicate with the chef or waiter by using these phrases and vocabulary.

\_\_\_\_\_ o kudasai / \_\_\_\_\_ をください  
May I have some more \_\_\_\_\_, please?



**Wasabi** Japanese horseradish.

**Shari** Sushi rice.

**Agari/Ocha** Sugarless Japanese green tea.

**Neta/Tane** Sushi topping.

**Gari** Pickled ginger.  
Nibble a piece of ginger between pieces of sushi as a palate cleanser.

**Murasaki/Shōyu** Soy sauce. Dip a bit of the fish side in soy sauce.  
Avoid putting wasabi or dropping sushi rice into your soy sauce.



**A Treasure Trove of Fresh Seafood**

# Toyama Bay Sushi Seasonal Items

Blessed with a rich natural environment, Toyama Bay is home to a wide variety of seafood that can be caught throughout the year. Toyama Bay Sushi uses only these local products. Please enjoy the fresh, seasonal seafood only available in Toyama.



... Cooked



... Common allergens

Spring  
Summer  
Autumn (early)

Apr. - Sep.



Hotaruika  
Firefly squid



Surumeika  
Japanese flying squid



Kohada  
Young gizzard shad



Baigai (Oecchubai)  
Japanese ivory shell



Saba (Shimesaba)  
Mackerel (marinated)



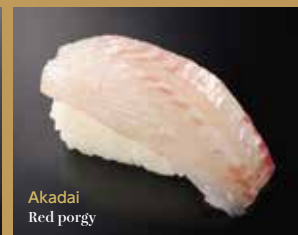
Kajika  
Japanese fluvial sculpin



Okoze  
Stonefish



Mejimaguro  
Young Pacific bluefin tuna



Akadai  
Red porgy



Kurodai  
Black porgy



Soibachime  
Fox jacopever



Sayori  
Japanese halfbeak



Shiroebi (nigiri)  
Broad glass shrimp



Madai  
Red sea bream



Sazae  
Turban shell



Honmaguro (Kuromaguro)  
Kuromaguro Pacific bluefin tuna



Kintokidai  
Red bigeye



Ishimochi  
White croaker



Madako  
Common octopus



Sawara  
Japanese Spanish mackerel



Maaaji  
Japanese horse mackerel



Shirogisu  
Japanese whiting



Hiramasa  
King Fish



Kuromutsu  
Bluefish



Kurosoi  
Jacopever



Nodoguro (Akamutsu)  
Blackthroat seaperch (Rosy sea bass)



Shirosabafugu  
Green rough-backed puffer



Maiwashi  
Japanese sardine



Tobiuo  
Flying fish



Akaika  
Flying squid



Iwagaki  
Iwagaki oyster



Kamasu  
Barracuda



Chabachime  
Rockfish



Muroaji  
Mackerel scad



Madai (yubiki)  
Red sea bream (parboiled)



Ishidai  
Striped beakfish



Mizudako  
Giant Pacific octopus



Hirame  
Olive flounder



Kajikimaguro  
Marlin



Shiroebi  
Broad glass shrimp

Autumn  
 Winter  
 Spring (early)

Sep. - Apr.



Beni-zuwaigani  
 Red snow crab



Hon-zuwaigani  
 Snow crab



Katsuo  
 Skipjack tuna



Buri  
 Japanese amberjack



Kampachi  
 Greater amberjack



Medai  
 Japanese butterfish



Toyama-ebi  
 Coonstripe shrimp



Chikamekintoki  
 Longlin bigeye



Houbou  
 Red gurnard



Mebaru  
 Rockfish



Matoudai  
 John Dory



Kijiebi  
 Coonstripe shrimp



Kaiwari  
 Horse kingfish



Suzuki  
 Japanese sea bass



Fukuragi Young  
 Japanese amberjack



Engawa  
 Fluke fin



Nama shirasu  
 Raw whitebait



Kamasu (Aburi)  
 Barracuda (broiled)



Kanmiso  
 Crab tomalley



Makogarei  
 Marbled sole



Gandoburi  
 Young Japanese amberjack



Kanagashira  
 Red-whiskered bulbul



Gameebi  
 Mantis shrimp



Yagara  
 Cornetfish



Shirako (Madara)  
 Milt (Pacific cod)



Koubakogani  
 Female snow crab



Amaebi tamago Gunkan  
 Pink shrimp egg Battleship-rolled



Amaebi  
 Pink shrimp



Kawahagi (Umazurahagi)  
 Thread-sail filefish (Black scraper)



Akagarei  
 Flathead flounder



Ikura  
 Salmon roe



Ankimo  
 Monkfish liver



Karei  
 Righteye flounder



Ebimiso  
 Shrimp tomalley



Tachiuo  
 Largehead hairtail



Suzuki (kobujime)  
 Japanese sea bass (with kelp)



Hirame (kobujime)  
 Olive flounder (with kelp)



Kaki  
 Oyster



Urumeiwashi  
 Round herring



Buritoro  
 Fatty Japanese amberjack

## Access

### Airplane

- Haneda Airport ▶ Toyama Kitokito Airport (55 min)

### Railway

- Tokyo Station ▶ Toyama Station (2 h 8 min)
- Nagoya Station ▶ Toyama Station (3 h 30 min)
- Osaka Station ▶ Toyama Station (3 h 10 min)



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<http://www.toyamawan-sushi.jp/english/>

Check out the latest news on Toyama Bay Sushi here!  
Lots of tasty seasonal information!

- The official site for tourism in Toyama



The official site for tourism in Toyama  
<https://foreign.info-toyama.com/en/>



- For inquiries about Toyama Bay Sushi, please contact

Toyama Bay Sushi Promotion Campaign Office  
Toyama Tourism Organization TEL: 076-441-7722

※Please note that if a restaurant does not have enough fish in stock due to weather conditions, after informing the customer, some of the fish may be substituted with fish from outside Toyama Bay.  
※Photos are for reference only. The set items vary depending on the season and restaurants.  
※Information in this brochure is current as of January 1, 2021.