

KENSHIN staff's recommendation

Niigata  
**FOOD**

YORINASE MAP  
English version

**03**

2024-2025

TAKE FREE

# よりになせ マップ



SGM Activities



Niigata  
City

- Niigata 2km Area
- Chuo-Ku Area
- Nishi-Ku Area

Branch managers  
in the areas

## 81 shops listed with service benefits



Niigata 2km Area | Izakaya

### 01 Ekinan glamp

A new restaurant offering a unique town camping experience has opened south of Niigata Station! You can enjoy delicious camping-style meals and drinks inside the restaurant without bringing anything. Come and enjoy this new culinary experience!  
 ●1-1-15, Yoneyama, Chuo-Ku  
 Phone: 025-383-8209

Usage fee: 2,000yen→  
 1,600yen for 2 hours  
 Extension fee: 1,000 yen→  
 800yen for 1 hour



Niigata 2km Area | Japanese cuisine

### 02 Niigata no Toki

This restaurant offers a relaxing atmosphere where you can enjoy delicious dishes made with a variety of Niigata ingredients and local sake.  
 ●1-5-3 Higashi-Odori, Chuo-Ku  
 Phone: 025-248-1310

One free whiskey with  
 soda per group, limited to  
 5 people.



Niigata 2km Area | Korean cuisine

### 03 Korean Cuisine MIMI

A restaurant specializing in Korean cuisine. You can enjoy authentic dishes right here in Niigata. The samgyeopsal grilled on a crystal plate is exquisite! We invite you to come and enjoy it.  
 ●Oya Bldg. 2F, 1-5-14 Higashi-Odori, Chuo-Ku  
 Phone: 025-243-8707

Every group will get a can  
 of MIMI's original "Korean  
 Seaweed" !



YORINASE MAP\_03 >>> 2024-2025

# How to use YORINASE map

## How to find shop information

number [01] Area/ Genre

name of a store [Ekinan glamp]

Introduction address Phone number

Services [Usage fee: 2,000yen→  
1,600yen for 2 hours  
Extension fee: 1,000 yen→  
800yen for 1 hour] Home Page SNS, etc.

## How to access services

There are two approaches to accessing services.

1 Present this booklet at each restaurant or shop.

or

2 Present the YORINASE map screen on the KENSHIN website.



※Information is provided as of November 2024. Shop information and service details are subject to change without notice. Please check with each restaurant or shop before using this service.

※For inquiries about the availability of services, including potential overlaps with other services, please check with each restaurant or shop.

※With the publication of Food YORINASE Map No. 3, the services offered in Food YORINASE Map No. 2 have concluded.

※The service for Food YORINASE Map No. 3 will expire upon the release of Map No. 4 (currently scheduled for fall 2025), unless otherwise stated in the shop introduction column. Please note that the service may be terminated prior to the issuance of Map No. 4 due to circumstances related to the restaurants and shops.

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YORINASE MAP  
English version

03 | 2024-2025

We introduce restaurants and shops  
 in Niigata City recommended by  
 KENSHIN staff as "YORINASE" ※

※YORINASE means "drop by" in Niigata dialect.

The areas in this booklet are divided into the "●Niigata 2km Area", "●Chuo-Ku Area", and "●Nishi-Ku Area".

These restaurants and shops have been thoroughly researched and are strongly recommended by the KENSHIN staff.

Please present this booklet at each restaurant or shop, or show the YORINASE Map screen on the KENSHIN website to enjoy various services.





Niigata 2km Area | Soba

15 **Suzakaya Niigata Ekimae**

You can enjoy Niigata's specialty, Hegi Soba, just a 5-minute walk from Niigata Station. We offer a wide selection of local dishes, such as Noppe, along with locally brewed sake, allowing you to fully experience the flavors of Niigata.
●IMA Bldg.1F to 3F, 1-4-29 Benten, Chuo-Ku
Phone: 025-241-7705

Get 10% off your total at checkout! (excluding banquet courses)



Niigata 2km Area | Barbecue

14 **Aishin Niigata Ekimae**

This yakiniku restaurant offers a wide variety of high-quality meats carefully selected by skilled chefs. There are private booths and a semi-private room with a TV that accommodates up to 10 people, allowing you to enjoy your meal without any worries.
●1-3-23 Benten, Chuo-Ku
Phone: 025-288-5822

Get 10% off your total at checkout!



Niigata 2km Area | Izakaya

13 **Oden-Dokoro Junchan Niigata Ekimae**

This beloved local restaurant has been located in front of Niigata Station for 35 years! Dedicated to handmade dishes created by the chef, you'll be welcomed with warm smiles by the energetic staff at the counter.
●1-3-23 Benten, Chuo-Ku
Phone: 025-244-9068

Get 10% off your total at checkout!



Niigata 2km Area | Izakaya

06 **Echigo Kichibei**

This restaurant, run by a couple, is known for its special atmosphere. The owner, originally from Sado Island, offers dishes that let you "experience Niigata" with local sashimi and seasonal ingredients.
●Ichibankan Bldg.1F, 1-6-19 Higashi-Odori, Chuo-Ku
Phone: 025-244-5575

A small dish will be served to each person in the group.



Niigata 2km Area | Izakaya

05 **Sabatei Higashi-Odori**

It is a popular izakaya where food and drinks are reasonably priced. It is an ideal place for a little drink or the second meeting of a 0th party.
●1F, 1-6-29 Higashi-Odori, Chuo-Ku
Phone: 025-311-5538

Get 10% off your total at checkout!



Niigata 2km Area | Izakaya

04 **Magurotei**

You can savor rare cuts of tuna and a variety of tuna dishes that only a specialized tuna restaurant can offer. We also have seasonal sake that perfectly complements the menu, so we invite you to visit us!
●Oya Bldg. 1F, 1-5-14 Higashi-Odori, Chuo-Ku
Phone: 050-5487-4976

Get 10% off your total at checkout!



Niigata 2km Area | Izakaya

18 **Soi**

Founded 20 years ago, we offer exceptional dishes made with fresh seafood directly from fishermen and seasonal ingredients. Our lively staff will welcome you! The counter seats are always busy every day! Solo diners are also welcome.
●Tokan Mansion 1F, 1-2-6 Bandai, Chuo-Ku
Phone: 025-241-4818

Get 10% off your total at checkout!



Niigata 2km Area | Izakaya

17 **Bandaigrill Galveston by Soi**

Enjoy sweeping views of Bandai and Galveston Avenue through the restaurant's spacious windows! We offer private counter seating and warmly welcomes solo diners, with a great atmosphere to enjoy.
●2F, 2-3-23 Benten, Chuo-Ku
Phone: 025-288-6940

Get 10% off your total at checkout!



Niigata 2km Area | Chinese cuisine

16 **Enishi China**

We offer a full range of banquet plans, featuring authentic Chinese cuisine! Please enjoy our exceptional Chinese dishes paired with our signature whiskey with soda, and experience Enishi - a mysterious force that connects people.
●2-2-3 Higashi-Odori, Chuo-Ku
Phone: 025-383-8080

One free whiskey with soda (Jim Beam) for everyone in the group.



Niigata 2km Area | Izakaya

09 **Koba**

In a calm and relaxing atmosphere, the proprietress serves delicious dishes. It's a cozy restaurant where you can unwind and warm both your body and soul.
●13-6 Minami Bandai-cho, Chuo-Ku
Phone: 025-241-6593

A complimentary appetizer for everyone in the group!



Niigata 2km Area | Izakaya

08 **Isoghachi**

2 minute walk from Niigata Station. We recommend our fresh and hearty sashimi along with the famous Yotsuba Pork "YASUDA KAWARA YAKI"! Additionally, we always have 30 varieties of seasonal local sake available!
●Kikuchi Daiichi Bldg. 3F, 3-1-21 Benten, Chuo-Ku
Phone: 025-240-7258

500 yen discount for "YASUDA KAWARA YAKI"



Niigata 2km Area | Izakaya

07 **GoHachi**

3-minute walk from Bandai Exit of Niigata Station. You can experience seasonal ingredients and local sake from Niigata and Sado Island! You can also enjoy dishes and local sake pairing.
●Daichi Bldg. 1-7-1 Higashi-Odori, Chuo-Ku
Phone: 025-288-7258

500 yen discount on a plate of GoHachi carpaccio!



Niigata City Center Development "Niigata 2km"
What is Niigata 2km Area?
The urban axis connecting Niigata Station, Bandai, Bandaijima, and Furumachi stretches nearly 2 kilometers long. The area around this urban axis is named "Niigata 2km" to help citizens feel more connected to Niigata's urban development and foster excitement and anticipation.
Niigata 2km News
This is a media site introducing various initiatives for the "Niigata 2km" city center development.



Niigata 2km Area | Cafes

19 **COFFEE & RESTAURANT GALVESTON CLUB**

A café with a great atmosphere, perfect for working or hosting private parties. Enjoy a variety of genreless dishes, original non-alcoholic beverages, and a selection of 50 types of whiskey.
●Coop Nomura Bandai 1F, 1-2-3 Bandai, Chuo-Ku
Phone: 025-385-6303

Get 10% off your total at checkout!



Niigata 2km Area | Izakaya

12 **Sake Restaurant Sakura**

2-minute walk from Bandai Exit of Niigata Station. The comforting atmosphere created by home-cooked meals and conversations with the owner across the counter will surely enchant you.
●1F, 1-3-5 Benten, Chuo-Ku
Phone: 025-244-3961

Get 10% off your total at checkout!



Niigata 2km Area | American pub

11 **Buttons and Ribbons**

2-minute walk from Bandai Exit of Niigata Station. Enjoy drinks and singing with your friends at this lively American pub! Head up the stairs to find a wonderful space... You'll be greeted by our warm and friendly staff.
●2F, 1-3-5 Benten, Chuo-Ku
Phone: 025-245-2520

500 yen discount for everyone in your group!



Niigata 2km Area | Western cuisine

10 **Fagotto**

Our signature menu features a variety of dishes, including the popular ajillo, and a selection of well-crafted course meals! Feel free to indulge in the delightful pairing of seasonal ingredients with our selection of special wines.
●1-3-1 Benten, Chuo-Ku
Phone: 025-288-5066

One complimentary dish for the group!





Niigata 2km Area | Japanese cuisine

31

### □ Kappo Yahiko

Enjoy the seasonal delicacies and flavors of Niigata's local cuisine. A la carte dishes that make the most of seasonal ingredients and chef's choice are very popular.  
● 1396,9-Bancho,Higashibori-Dori, Chuo-Ku  
Phone: 025-222-6208

One free ochoshi (sake pourer) per person!



Niigata 2km Area | Japanese cuisine

30

### □ Kappo Daizen

Enjoy the bounty of the Sea of Japan in the privacy of our rooms, featuring seasonal ingredients, seafood, and local dishes. Additionally, we offer a sake tasting set that allows you to explore and compare various types of locally brewed sake.  
● 1386,9-Bancho,Higashibori-mae-Dori, Chuo-Ku  
Phone: 025-228-1916

Get a complimentary drink with any order of 5,500 yen (excluding tax) or more.



Niigata 2km Area | Fresh Fish

29

### □ Sakurada Sengyoten

Our top recommendation is "freshness". We are committed to offering local, natural products that showcase the beauty of each season. Additionally, the variety of fish available is also a major attraction! We invite you to visit us.  
● 1823,11-Bancho,Honcho-Dori, Chuo-Ku  
Phone: 025-223-0396

Customers who spend over 1,000 yen (excluding tax) will receive a complimentary gift.



Niigata 2km Area | Izakaya

22

### □ Kinone

We offer a wide selection of local Niigata sake, along with our famous 'fried natto' and other seasonal ingredients. Starting in October, enjoy our delicious hot pots!  
● 2-9-6 Higashi-Odori, Chuo-Ku  
Phone: 025-244-0928

Everyone in the group gets one free draft beer!



Niigata 2km Area | Chinese cuisine

21

### □ Chinese Bal Koki

A Chinese bar where you can enjoy authentic Chinese cuisine in a stylish space. Various courses are available, and the restaurant is a place where you can relax and enjoy yourself.  
● Tanaka Bldg.1F, 2-4-22 Hgashi-Odori, Chuo-Ku  
Phone: 025-290-7729

Each member of the group will receive a complimentary cup of oolong or jasmine tea.



Niigata 2km Area | Bakery

20

### □ Je suis OWL the Bakery

This charming small bakery offers over 70 varieties of artisanal bread, centered around our concept of happiness and a full stomach, making your daily life beautiful and fun!  
● Bandai City Bus Center Bldg.1F, 1-6-1 Bandai, Chuo-Ku  
Phone: 025-250-5851

One complimentary cup of coffee (hot or iced) for those displaying the YORINASE Map!



Niigata 2km Area | Chinese cuisine

34

### □ Chinese cuisine Tougarashi

Opened in April 2023, it is a hideaway restaurant. Enjoy our Chinese dishes made with a bounty of seasonal local vegetables. We also serve a variety of Shaoxing wine. Please call us when you visit!  
● 1531,9-Bancho,Nishiborimae-Dori, Chuo-Ku  
Phone: 090-6685-1093

A complimentary drink with any order.



Niigata 2km Area | Western cuisine

33

### □ Hoshi no furu yoru ni

This is a wine bar with an attached bakery. We offer freshly baked bread almost every day. Though there are only eight counter seats, you can enjoy a variety of dishes across different genres.  
● Premier Furumachi 1F-B, 1480-1, 9-Bancho, Furumachi-Dori, Chuo-Ku

One complimentary glass of the day's signature wine for each person!



Niigata 2km Area | Sushi

32

### □ Sushi Akari

We want everyone to enjoy sushi easily, so we offer it starting from a single piece. A la carte dishes and sake from outside the prefecture are also available, so please come and visit us!  
● 1726,10-Bancho,Furumachi-Dori, Chuo-Ku  
Phone: 025-311-4886

One free draft beer or soft drink for each person.



Niigata 2km Area | Pastries and Breads

25

### □ FOFO donut OWL the Bakery

The new concept shop of OWL the Bakery. In our antique-style shop, you'll find a delightful selection of carefully curated breads and over 30 types of donuts, sure to bring you happiness.  
● Pier Bandai, 2-11 Bandajjima, Chuo-Ku  
Phone: 025-250-1488

Get 5% off your total at checkout! (Cannot be combined with other coupons.)



Niigata 2km Area | Ramen

24

### □ Kinshaitai & Menya Tabukin Ryuto bridge Minami

"Kinshaitai", which has been in business for 40 years, and "Menya Tabukin", known for its extensive menu, have collaborated for the first time! This restaurant is dedicated to the pursuit of deliciousness.  
● 4-23 Sanwa-Cho, Chuo-Ku  
Phone: 025-246-2525

Order any noodle dish and receive a complimentary flavored egg!



Niigata 2km Area | Japanese cuisine

23

### □ Kappo Hirai

The seafood menu features a variety of dishes, including hearty sashimi, grilled silverfish, tangy spicy vinegar-marinated horse mackerel, crispy deep-fried flatfish, and such.  
● 5-2-6 Bandai, Chuo-Ku  
Phone: 025-243-2971

A complimentary appetizer for everyone in the group!



Niigata 2km Area | Japanese cuisine

37

### □ Japanese Cuisine Rikiya

Since the days when the wind gently swayed the curtains in Niigata's moat, this restaurant has quietly nestled in a back alley. Here, you can enjoy seasonal Japanese dishes, including oden, unagi (grilled eel), local sake, and Wappa Meshi.  
● 1011-2,7-Bancho,Furumachi-Dori, Chuo-Ku  
Phone: 025-222-3773

A plate of oden is offered to customers who spend over 10,000 yen (excluding tax) on unagi dishes.



Niigata 2km Area | Izakaya

36

### □ Izakaya Kobachan

We are a cozy, reasonably priced izakaya serving primarily local food and sake. With a wide variety of rare local sake, we are dedicated to promoting the rich culinary culture of Niigata.  
● 1364-1,8-Bancho,Honcho-Dori, Chuo-Ku  
Phone: 025-222-7683

One complimentary dish for everyone in the group!



Niigata 2km Area | Izakaya

35

### □ Moyai again

The restaurant's concept is 'Cozy,' featuring the friendly owner's creative seasonal dishes that are very popular. The self-service banquet on the second floor, designed for private use, has also gained much acclaim.  
● 1581-18,8-Bancho,Nishibori-Dori, Chuo-Ku  
Phone: 050-8884-2690

20% discount for those making reservations of self-service banquet with 4 or more guests on the second floor.



Niigata 2km Area | Ramen

28

### □ Shrimp Ramen Restaurant Ebisu Deluxe

This luxurious shrimp ramen is made with a rich broth that uses whole southern shrimp, including the heads and shells. The noodles are homemade and crafted with domestically produced wheat. Our most popular dish is the shrimp soy sauce ramen.  
● Fujii Mansion 1F,2337-1 Nishi-Umayajima-Cho, Chuo-Ku  
Phone: 025-378-4471

Free large serving for anyone who shows the YORINASE map.



Niigata 2km Area | Chinese cuisine

27

### □ Chinese Restaurant Komatsuya

A beloved local Chinese restaurant that has been serving the community for over 50 years. Coffee is included with all dishes, and discounted set menus are also available!  
● 2080,Nino-Cho,Ishizuecho-Dori, Chuo-Ku  
Phone: 025-228-3025

50 yen discount for those who order a set menu



Niigata 2km Area | Western cuisine

26

### □ Buffet Restaurant Tsubaki Hotel Okura Niigata

With its outstanding location, you can savor your meal while enjoying the picturesque Shinano River and the seasonal charm of Yasuragi Tei. Our all-you-can-eat buffet includes delectable monthly desserts by the hotel's patissier and dishes crafted by a talented French chef.  
● 6-53 Kawabata-Cho, Chuo-Ku  
Phone: 025-224-6167

Get 5% off your total at checkout!





Niigata 2km Area | Soba

### □ Sarashina Soba

We offer Niigata's famous Hegi Soba, along with udon and rice dishes. Since our founding in 1957, we have preserved the same flavor and dedication to quality.

- 1055, 6-Bancho, Higashibori-mae-Dori, Chuo-Ku  
Phone: 025-223-3508

A complimentary shrimp tempura for diners



Niigata 2km Area | Chinese cuisine

### □ Horyu

A Chinese restaurant located in the Umi Shopping Center, in Honcho. The chef's top recommendation, Shanghai Yakisoba, is a must-try from the wide variety of dishes. Be sure to stop by and enjoy the flavors.

- Umi Shopping Center, 1114-1, 6-Bancho, Honcho-Dori, Chuo-Ku  
Phone: 025-229-3028

We offer a ¥50 discount voucher for your next visit to our restaurant.



Niigata 2km Area | Japanese cuisine

### □ Don'ya Ishii

In early summer, we offer a soy sauce marinated rice bowl with fresh squid. In mid summer, we offer a full-flavored tomato Burmese soup, cold outlets, and chilled Inariwa udon. In autumn, enjoy a salmon roe rice bowl. We also have a "Japanese hot pot set" for home cooking.

- Umi Shopping Center, 1114-1, 6-Bancho, Honcho-Dori, Chuo-Ku  
Phone: 025-224-0920

We will give you a ¥50 discount voucher for your next use on set meals or rice bowls.



Niigata 2km Area | Korean cuisine

### □ Tanpopo Shokudo

You can enjoy authentic Korean flavors at an affordable price. We recommend the seafood green onion chijimi, which is packed with ingredients and has a chewy texture that's irresistible.

- 1060-2, 6-Bancho, Higashibori-mae-Dori, Chuo-Ku  
Phone: 025-229-1417

Enjoy tea leaves of "Ama-dokoro" at home as a gift!



Niigata 2km Area | Japanese sweets

### □ Maruya Honten

Founded in 1878, this shop focuses on making sweets with local ingredients from Niigata, based on the concept of "Turning the Blessings of Nature from Echigo into Famous Sweets." We hope you enjoy the flavors of Niigata!

- 1038, 6-Bancho, Higashibori-Dori, Chuo-Ku  
Phone: 025-229-3335

Get 10% off your total purchase! (Honten only)  
※ Excludes some products



Niigata 2km Area | Chinese cuisine

### □ Chinese Kitchen Furumachi Manpuku

We have relocated from Nishi-Ku. We offer authentic Chinese cuisine, focusing on Cantonese dishes, at reasonable prices. We look forward to welcoming you to our new location!

- 1-C, Rondobell Furumachi 6-bancho, 982-1 Furumachi-dori 6-bancho, Chuo-Ku, Niigata-shi, Niigata  
Phone: 070-1287-3588

A complimentary cup of oolong tea for each member of the group during lunchtime.



Niigata 2km Area | Izakaya

### □ Bistrot Shusai Ito

The most popular dish is the creamy omelette rice! We also accept private party bookings for small to medium groups. With a reservation, the chef can prepare any dish, whether Japanese, Western, or Chinese!

- 737-6, 4-Bancho, Nishiborimae-Dori, Chuo-Ku  
Phone: 090-9424-4368

A complimentary drink with any order.



Niigata 2km Area | Japanese cuisine

### □ Kappo Okada

This restaurant values the moments when people come together. It uses seasonal ingredients to create comforting meals. Enjoy the best hospitality we can offer right now.

- 276, 4-Bancho, Honcho-Dori, Chuo-Ku  
\*The entrance is on the Higashibori-Dori side.  
Phone: 025-228-1234

A ¥100 discount on the Reiva Lunch for those who make a reservation by the day before! (Applicable to the entire group)



Niigata 2km Area | Western cuisine

### □ BISTRO MARQUE

It's been 10 years since we opened in Higashibori, offering casual French cuisine with a focus on bouillabaisse! Please stop by and enjoy!

- Tokan Mansion Higashibori 1F, 417-1, 5-Bancho, Higashiborimae-Dori, Chuo-Ku  
Phone: 025-201-9507

A complimentary drink for those who reserve dinner.



Niigata 2km Area | Seafood and side dishes

### □ Niigata Ishiyama

This seafood shop is perfect for those who want to indulge a little while focusing on flavor. It's also great for those who want to give something special to their loved ones.

- Ninjo-Yokocho 1118, 6-Bancho, 1118 Honcho-Dori, Chuo-Ku  
Phone: 025-222-8568

Receive one piece of Kombu roll as a gift with purchases of ¥2,000 (tax included) or more.



Niigata 2km Area | Ramen

### □ Ramen, gyoza, dandan noodle Ebisutei

Niigata's only restaurant offers more than 15 types of dandan noodle, each made with care and confidence. Each dish is crafted without compromise. We also have a wide variety of Chinese noodles, rice dishes, gyoza, and appetizers.

- Honcho Bldg 1F, 1129-2, 6-Bancho, Honcho-Dori, Chuo-Ku  
Phone: 025-225-1039

Free large serving for anyone who shows the YORINASE map.



Niigata 2km Area | Ramen

### □ Mixed noodle, Gyoza, Almond pudding parfait KING NOODLE

"Sousaku Chuka Kōmachi" has transformed into a specialty mixed noodle shop. We use homemade noodles to create a variety of unique mixed noodle dishes. You can also enjoy "Ra-Nomi", which means drinking while having ramen.

- 1059-3, 6-Bancho, Higashiborimae-Dori, Chuo-Ku  
Phone: 025-222-2936

A small almond tofu will be served to each person in the group.

Niigata City Official Travel Guide

新潟市公式観光情報サイト  
旅のしおり

Packed with sightseeing tips and useful information about Niigata City! Grab a Yorinase Map and take a stroll through the city.

Niigata City Tourism

Tabino shiori Instagram



Chuo-Ku Area | Tonjiru shop

### □ Furumachi Penguin Shouten

A hearty tonjiru filled with the delicious flavors of seasonal ingredients. Be sure to try our penguin-themed sweets and our gentle "Sake Kasu" drinks!

- 513-4 Ichibanbori-Dori-Cho, Chuo-Ku  
Phone: 080-3313-2233

Everyone in the group receives a complimentary soft drink (up to a maximum of four guests).



Chuo-Ku Area | Japanese sweets

### □ Hyakkaen

Since its founding in 1882, we have been dedicated to making sweets with sincerity. Recently, our creative yokan has gained popularity and has been featured in various media outlets.

- 1-321 Eisho-Dori, Chuo-Ku  
Phone: 025-222-4055

Get 5% off your total purchase!



Niigata 2km Area | Fresh fish

### □ Furukawa Sengyo

This is a seafood shop at Honcho Ichiba. You can enjoy fresh seafood and local sake from Sado, Niigata, right here.

- Umi Shopping Center, 1114-1, 6-Bancho, Honcho-Dori, Chuo-Ku  
Phone: 025-223-2966

Customers dining in can receive a two-hour free parking voucher for our partnered parking lot.



Niigata 2km Area | Fresh fish

### □ Suzuki Sengyo

At Honcho Ichiba, fresh seafood bowls and sashimi sets are available from 9 a.m. You can also order Niigata sake.

- Umi Shopping Center, 1114-1, 6-Bancho, Honcho-Dori, Chuo-Ku  
Phone: 025-228-9675

Get a ¥100 discount (tax included) with your order of a rice bowl or set meal.



Niigata 2km Area | Bean snacks

### □ Peanut specialty shop Kasahara Mamenten

We are a long-established peanut specialty shop with over 90 years of history, located in Ninjo-Yokocho. We offer more than 600 varieties. In addition to peanuts, we also have a wide selection of snacks. We invite you to visit us.

- Ninjo-Yokocho 1202, 6-Bancho, Kamikawamae-Dori, Chuo-Ku  
Phone: 025-223-4640

Receive one bag of crispy rice crackers as a complimentary gift with purchases of ¥1,000 (tax included) or more.





Chuo-Ku Area | Ramen

### 66 Kyushuramen Kinshaitei Kenchomae

When it comes to tonkotsu ramen in Niigata, Kinjyaitai is a pioneer. We also recommend our great-value set meals available on weekdays from 11 a.m. to 3 p.m. Be sure to give them a try!  
● 2-8-16 Minami-Dekijima, Chuo-Ku  
Phone: 025-281-0350

Order any noodle dish and receive a complimentary flavored egg!



Chuo-Ku Area | Japanese cuisine

### 65 Kamado

We use Koshihikari rice from Imamuro and spring water from Gosen City to cook our rice in a traditional stove, and we prepare charcoal-grilled dishes using carefully selected ingredients. Experience the delightful synergy of flavors!  
● 2-7-18 Dekijima, Chuo-Ku  
Phone: 025-278-3777

A small dish will be served to each person in the group.



Chuo-Ku Area | Korean cuisine

### 64 Tarei

This Korean restaurant offers dishes tailored to Japanese tastes. It is widely loved by locals in Niigata as well as visitors from outside the prefecture. The stone pot bibimbab and samgyetang are exceptional!  
● 4-2-20 Kamiomi, Chuo-Ku  
Phone: 025-284-8261

A complimentary cup of oolong tea for those who present the Yorinese Map!



Chuo-Ku Area | Yakiniku

### 57 Korean Yakiniku Seoul 18 Go

We offer great deals on dishes like samgyeopsal and exquisite black wagyu beef. Our number one favorite menu guarantees both flavor and ample servings!  
● 1-16-15 Horinouchi-Minami, Bente, Chuo-Ku  
Phone: 025-247-4775

A plate of domestic beef short ribs as a gift! (One plate per group)



Chuo-Ku Area | Bakery

### 56 Swan Bakery & Cafe Niigata

We work towards creating a society where people with and without disabilities can work and live together. Every morning, we prepare freshly baked bread and welcome you warmly!  
● First Class Kandoji 1F, 1-1-18 Kandoji, Chuo-Ku  
Phone: 025-248-7777

A complimentary cup of our signature Swan Original Coffee is offered to those who purchase bread.



Chuo-Ku Area | Izakaya

### 55 Kocchan Sakaba

Our daily special menu offers seasonal ingredients and fresh fish sourced that day. Our restaurant is popular with families, offering a special value course for children and a warm, welcoming atmosphere.  
● Nakazen Heights 1F, 2-13-2, Horinouchi, Chuo-Ku  
Phone: 025-383-6565

You can enjoy an additional hour of all-you-can-drink for free with the 2-hour plan.



Nishi-Ku Area | Japanese cuisine

### 69 Shikisai Kawakami

You can use private rooms of different sizes for memorial services, celebratory meals, or gatherings with friends. In addition to seasonal kaiseki cuisine, our popular Tarekatsu set is also highly recommended.  
● 483-1 Teraji, Nishi-Ku  
Phone: 025-378-6941

Everyone in the group receives a soboro (one each) during lunch or a draft beer or soft drink (one each) during dinner.



Nishi-Ku Area | Japanese cuisine

### 68 Shakariki

In a traditional Japanese setting, you can enjoy expertly crafted sushi and seasonal creative dishes. Our daily lunch specials, based on that day's fresh ingredients, are also popular.  
● 1316 Heijima, Nishi-Ku  
Phone: 025-266-7892

A complimentary drink with your meal during lunchtime.



Chuo-Ku Area | Izakaya

### 67 Sumibiya Taka

We take pride in our yakitori made with fresh, domestically sourced chicken. We also offer takeout, so you can enjoy our delicious yakitori at home.  
● 1-116 Sekiyahonson-Cho, Chuo-Ku  
Phone: 025-231-6761

For groups that spend over ¥2,000 (including tax), receive a complimentary selection of 7 yakitori (limited to one per group).



Chuo-Ku Area | Soba

### 60 Shinsarashina Hakusan'Ura

We serve unique soba noodles featuring funori (seaweed). We offer seasonal limited-time menus and lunch options, allowing you to enjoy soba throughout the year!  
● 1-394 Hakusan'ura, Chuo-Ku  
Phone: 025-266-2202

One complimentary dessert for everyone in the group!



Chuo-Ku Area | Gelato

### 59 Gelateria Popolo

You can enjoy fresh gelato made from carefully selected ingredients. Tasting gelato while enjoying the breeze from the Sea of Japan is an extraordinary experience.  
● 1-5939-37 Suido-Cho, Chuo-Ku  
Phone: 025-223-6676

You can order a triple scoop for the price of a double, with the YORINASE Map presented (valid until January 31, 2025).



Chuo-Ku Area | Ramen

### 58 Toyano Ya

The recommended dish from the owner, who was born in Hokkaido, is the number one favorite: "Special Miso Ramen"! There are also plenty of other options on the menu, including the rich "Guts Miso" with back fat. There are also plenty of other options on the menu, including the "Guts Miso" with rich pork fat and the chewy "Mixed Noodles." With a variety of rice dishes available, you're sure to leave fully satisfied!  
● MID GARDEN Horinouchi, 3-1-13, Horinouchi-Minami, Chuo-Ku  
Phone: 080-8068-8480

Free large serving for anyone who shows the YORINASE map.



Nishi-Ku Area | Barbecue

### 72 Gatsu

A traditional and popular yakiniku restaurant. You can also enjoy offal and Motsunabe (beef or pork offal hot pot). With all-you-can-eat and all-you-can-drink options, as well as course meals, it's perfect for a lively meal with friends!  
● 1-5-5 Teraomae-Dori, Nishi-Ku  
Phone: 025-201-7781

You'll receive one generous serving of "Tonchan-Yaki," cooked directly on the hot plate, for the entire group!



Nishi-Ku Area | Ramen

### 71 Imura

We aim to be a beloved ramen shop in the community, approaching our 20th anniversary soon. Our menu features a wide range of options, from light to rich flavors, and we use homemade noodles that pair perfectly with our broth.  
● 16-20 Terao Asahi-Dori, Nishi-Ku  
Phone: 025-234-4430

One free topping or free upgrade to a large portion.

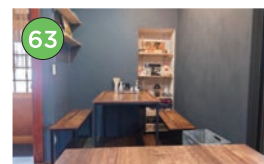


Nishi-Ku Area | Pastry

### 70 Petit Fours Kobari

This patisserie is run by an owner who teaches at a confectionery school. His recommendation, filled with smiles, is the strawberry shortcake. Enjoy the local flavors that have been cherished for many years.  
● 6-18-17 Kobari, Nishi-Ku  
Phone: 025-267-8023

A complimentary baked good for those who present the YORINASE Map.



Chuo-Ku Area | Izakaya

### 63 Marukaya

We have renovated to celebrate our 30th anniversary, creating a calm and inviting atmosphere. You can enjoy "yakitori" to the fullest here. Our recommendations are the liver and the unique chicken cheese.  
● 1-3-2 Kamiomi, Chuo-Ku  
Phone: 025-281-0098

Get 10% off your total at checkout!



Chuo-Ku Area | Restaurant

### 62 Ikedaya Shokudo

A long-established diner in front of Hakusan Station. Two sisters will greet you. Their warm personalities are reflected in the comforting flavors that satisfy you.  
● 2-646 Hakusan'ura, Chuo-Ku  
Phone: 025-267-6220

A complimentary dessert for all customers who visit.



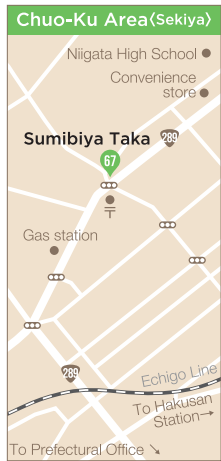
Chuo-Ku Area | Japanese sweets

### 61 Yoshisen Gakkochi

We are a popular Japanese sweets shop loved by students. Our recommendation is the pumpkin manju! Even if you don't like sweets, you'll be satisfied, so please come by!  
● 528, 3-Bancho, Gakkochi-Dori, Chuo-Ku  
Phone: 025-266-0040

A complimentary skewer of dango with a purchase of ¥2,000 (tax included) or more.





Nishi-Ku Area | Izakaya

Domaya

This izakaya along the Obori-Kansen offers carefully prepared Kamameshi. Enjoy delicious food and drinks for a great time, and be sure to finish with our kamameshi! Our lunch service is also very popular.  
 ●1-14-2 Sakai-Higashi, Nishi-Ku  
 Phone: 025-211-8788

A complimentary drink for everyone in the group ordering alcohol (up to four guests).



Nishi-Ku Area | Ramen

Tenshimbo

Our miso ramen made with carefully crafted homemade miso is popular. The menu mainly features miso ramen, with three varieties: regular miso, rich miso, and spicy miso.  
 ●1-6-15 Sakai-Higashi, Nishi-Ku  
 Phone: 025-231-0007

¥100 off ※Valid for use with meals of ¥600 or more per person (up to 4 people).



Nishi-Ku Area | Izakaya

Yakitori Senmon Kushitatsu

We are a yakitori specialty shop that focuses on expertly grilled skewers over charcoal. In addition to yakitori, we offer a variety of menu options, including Kamameshi. Our takeout menu is also extensive, allowing you to enjoy the restaurant's flavors at home.  
 ●1-6-18 Sakai-Higashi, Nishi-Ku  
 Phone: 025-211-4320

10% off your total for dinner or yakitori takeout!

Nishi-Ku Area (Kobari/Terao)



Nishi-Ku Area | Pastry

Cafe & Chocolate Micicoco

We offer homemade chocolates and seasonal baked goods. You can enjoy a variety of chocolates that highlight the diverse flavors of cacao beans.  
 ●3-8-32 Terao-Higashi, Nishi-Ku  
 Phone: 025-311-1119

A complimentary drink (up to ¥500, excluding tax) for purchases of ¥1,000 (excluding tax) or more.



Nishi-Ku Area | Japanese cuisine

Fukuman

A renowned Japanese restaurant along the Obori-Kansen! We offer a variety of local sake from Niigata. Our lunch sets are also very popular, so we hope you'll visit us!  
 ●2-1-25 Terao-Higashi, Nishi-Ku  
 Phone: 025-269-3300

A complimentary dish (chef's choice) for groups ordering alcohol.



Nishi-Ku Area | Soba

Soba Days

Enjoying a quick drink before having soba is becoming increasingly popular. In particular, shochu mixed with soba-yu is a specialty unique to soba shops! You can keep your bottles here or take them home.  
 ●Fukuda Bldg. 1F, 10-33 Terao, Nishi-Ku  
 Phone: 025-378-0706

¥1,000 off shochu bottles.



Nishi-Ku Area (Niigata University)



Nishi-Ku Area (Shin Dori)



Nishi-Ku Area (Terao)



Nishi-Ku Area | Izakaya

Niwa Torinosuke Niigata Daigakumae Ten

Authentic charcoal-grilled yakitori and creative a la carte dishes are incredibly popular! We offer an extensive variety of menu options. When you're in the mood for delicious yakitori, head to "Niwa-Torinosuke."  
 ●1-7802-12-2 Daigaku-Minami, Nishi-Ku  
 Phone: 025-201-6280

A complimentary serving of "Karage" for everyone in the group that reserves the all-you-can-drink option in advance. ※Please let us know if you wish to use this campaign when booking your reservation.



Nishi-Ku Area | Japanese cuisine

Minatoya

This is a casual Japanese restaurant that you can easily drop by. This restaurant offers handmade dishes prepared with fresh seasonal fish, vegetables, and locally sourced meats. With both large and small private rooms, it's perfect for families to enjoy a comfortable dining experience.  
 ●3-1-8 Shin-Dori-Minami, Nishi-Ku  
 Phone: 025-260-2900

A complimentary drink for everyone in the group.



Nishi-Ku Area | Japanese cuisine

Ajidokoro Masui

This restaurant offers handmade, unpretentious dishes made with delicious ingredients. Enjoy homemade dishes, regional specialties, and delightful sake.  
 ●5-8-16 Terao-Kami, Nishi-Ku  
 Phone: 025-269-4228

A complimentary dish for everyone in the group!

# Niigata 2km Share Cycle

Available 24/7 with cashless payments

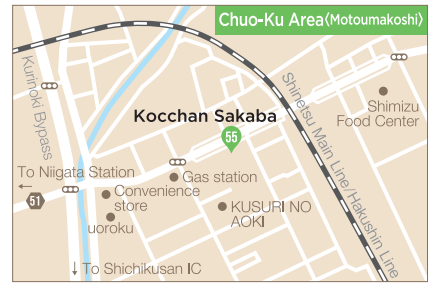
This is an electric-assist bicycle sharing service that uses a smartphone app. You can rent a bike within the Niigata 2km area and return it to any port, not just where you picked it up.



**30 minutes / ¥165**  
**Maximum daily extension fee: ¥2,035**

Port (bicycle parking station)

As of November 1, 2024



**Niigata 2km Area & The surrounding area**  
 ※The pink area is roughly the "Niigata 2km" area.







Toyano Branch | Yamagata

Niigata's specialty ramen is amazing! You'll find your favorite bowl, whether it's ginger soy sauce, rich miso, or a fatty broth!



Head Office Sales Department | Makisaka

Sado Island, a UNESCO World Heritage site, is rich in nature and offers delicious seafood. It's also a highly recommended tourist destination.

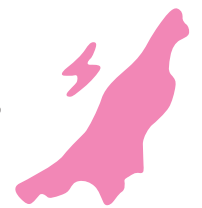


Terao Branch | Sato

I recommend trying rice crackers. Senbei and okaki made from Niigata rice are all truly delicious!

RECOMMENDED FROM NIIGATA!

# KENSHIN staff members introduce / Recommendations for Niigata!



To help more people discover the various attractions of Niigata, we conducted interviews themed around the recommendations from KENSHIN staff about all things Niigata.



Kobari Branch | Nagano

Enjoy the flavors of Niigata through the Yorinase Map filled with seasonal gourmet delights!



Niigata Ekimae Branch | Maruyama

Niigata is known for its delicious seafood and rice! There are so many great restaurants that I want to eat there every week.



Toyano Branch | Sato

Tai Chazuke varies by restaurant, changing the flavor. Try different versions!



Niigata Ekimae Branch | Saito

The sweet and chewy Koshihikari rice pairs perfectly with Niigata's delicious food!



Kobari Branch | Ishizuka

Niigata has delicious fruits, especially Le Lectier pears, which are sweet and fragrant.



Toyano Branch | Hada

Niigata has a rich food culture, with many delicious items such as ramen, sushi, sake, and edamame!



Higashibori Branch | Fukiyama

Per Bandai has a wide variety of delicious local products from Niigata, including fresh fish, vegetables, rice, and sake. There are also plenty of dining options available.



Toyano Branch | Yamazaki

I recommend sasa-dango! The bamboo leaf fragrance and the sweet red bean paste pair perfectly, and you can eat as many as you like!



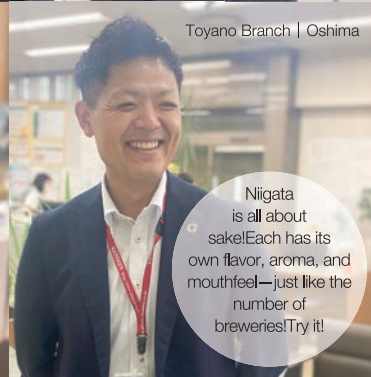
Terao Higashi Branch | Yajima

I recommend Shirone's white peaches. They are very juicy and once you try them, you'll want more!



Head Office Sales Department | Shiya

Niigata's edamame is exceptional. It's served in large amounts, and once you start eating, you can't stop!



Toyano Branch | Oshima

Niigata is all about sake! Each has its own flavor, aroma, and mouthfeel—just like the number of breweries! Try it!



Niigata Ekimae Branch | Kanda

The Niigata Festival is a traditional event in which Kenshin participates in the folk song parade every year. We hope you come and join us!



Toyano Branch | Toyama

Onigiri is a great choice. There are so many delicious fillings that it's hard to choose!



Terao Higashi Branch | Saiki

Niigata is known for its miso ramen. There are many restaurants worth waiting in line for, and I always end up eating too much!



Kobari Branch | Miyakawa

The view from Bandai Bridge changes with the seasons. It is especially beautiful during cherry blossom season.



Niigata Ekimae Branch | Tanaka

I recommend Toyosaka tomatoes. They are as sweet and juicy as fruit, and you can eat as many as you like.



Terao East Branch | Wada

Marinepia Nihonkai displays about 600 species of marine life. The dolphin show features exciting jumps.

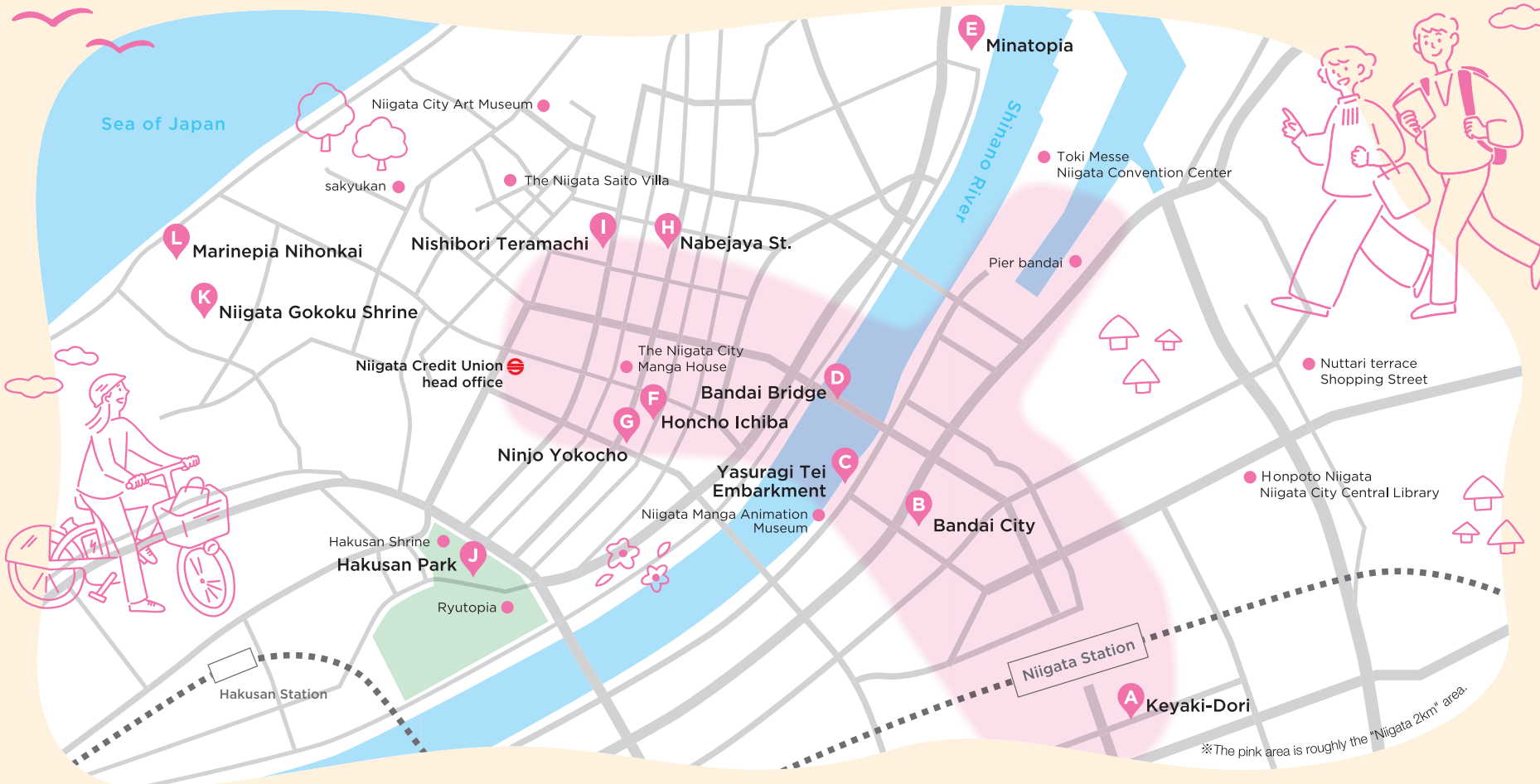


Head Office Sales Department | Ishizone

Pons-hukan at Niigata Station offers a sake tasting area. You can enjoy tasting various sake from Niigata Prefecture.

# Niigata 2km area Walking Map

Explore by share bike or on foot



※The pink area is roughly the "Niigata 2km" area.

The Niigata 2km area connects Niigata Station, Bandai, and Furumachi. It has attractive tourist spots and commercial facilities, making it perfect for a stroll. Why not take the YORINASE Map and casually stroll around Niigata to enjoy delicious food and the cityscape?

• For details about the share cycle, please refer to page 14.

## Niigata

has plenty of delicious food!



**J Hakusan Park**  
A park rich in greenery next to Niigata's main shrine, Hakusan Shrine.



**I Nishibori Teramachi**  
Nishibori Street features an impressive row of temples.



**D Bandai Bridge**  
A symbol of Niigata City, also designated as an Important Cultural Property.



**C Yasuragi Tei Embarkment**  
A relaxing spot along the Shinano River, and it's perfect for a walk!



**B Bandai City**  
This area is filled with various commercial facilities, including fashion and gourmet shops.



**A Keyaki-Dori**  
It's a street lined with restaurants along the keyaki tree avenue.



**L Marinepia Nihonkai**  
This aquarium is one of the largest on the Sea of Japan side.



**K Niigata Gokoku Shrine**  
It is a beautiful shrine with a wooden corridor made of hinoki that surrounds the precincts.



**H Nabejaya St.**  
This is a charming cobblestone street lined with long-established Ryotei and Kappo (traditional Japanese restaurants).



**G Ninjo Yokocho**  
There are small shops lined up along the about 160 meters of Niitsuya-Koji.



**F Honcho Ichiba**  
A food market for the people of Niigata, offering seasonal vegetables and fresh seafood.



**E Minatopia**  
A museum of Niigata, the historic port town, located by the Shinano River.

Branches in  
Chuo-Ku and Nishi-Ku

- Sales department in Head Office
- Higashibori Branch
- Niigata Ekimae Branch
- Kobari Branch
- Terao Branch
- Toyano Branch
- Dekijima Branch
- Terao Higashi Branch



100 Year Story of  
Niigata Greenery  
**Corporate Forestation**



On March 21, 2023, we started the “KENSHIN Forest” project as part of our SDG and SGM activities, in collaboration with both public and private sectors, including Niigata City and the “100-Year Story of Niigata Greenery Promotion Committee” . The project takes place in a section of Niigata City's Nishikaigan Park (owned by the city).

In this activity, we plant black pine trees, which will help sustain forest conservation efforts and lay the foundation for a scenic coastal forest that the public can enjoy for years to come.

The 5,190 m<sup>2</sup> site is divided into five sections, with 100 trees planted each year from 2023 to 2028. This will be followed by five years of forest maintenance, bringing the total project duration to 10 years.

**KENSHIN actively supports  
local community revitalization efforts.**

# SGM Activities

Solution Activities

Community Contribution Activities

To actively and systematically promote regional development in line with the government's “Comprehensive Strategy for the Creation of New Towns, New Jobs, and New Ideas” , we have established the “Regional Development Promotion Office” . Under this office, we have implemented activities through the “Small Group Management (SGM)” system, which divides branches into ten groups for each region within the prefecture.