Drinking & Dining

An Izakaya where you can also enjoy Gyu-tan



enu, you can enjoy a variety of delicious foods at Shugoro, and pair them with their vast selection of local sake and genuine shochu. You can get a taste of all of Sendai's delicacies right here at

A-② Shugoro Ichibancho

An Attention to Detail Rivaling that of Specialty Stores

2 ©-3 Shugoro Hanare

This Shugoro is known for thick slices of gyu-tan and a large variety of seafood dishes, as well as a reasonably priced selection of local sakes and shochu from around the country. The restaurant also has spacious kotatsu-style seating where you can stretch your legs and relax while enjoying you



Chargrilled Yakitori and Sake Paradise



Known for their reasonably priced menu, each chargrilled yakitori stick is only 140 yen, while each glass of the 30 different types of local sake from around the ntry is only 300 yen! You can casually rink at the standing-style bar on the first floor, or relax at the table seating on the econd floor. During the winter, you can also enjoy "Sendai Seri Nabe," which is nother Sendai specialty featuring Japanese watercrests!

Kuroobi

A Not-So-Everyday Space for Subculture Enthusiasts

NITENGO

Enjoy subculture dining with ease. Whether it be manga, videogames, doujin, voice actors, or even internet videos, subculture enthusiasts of all kinds gather at this dining bar. Not only do they have the usual beer and sake selection, they also have original cocktails and a wide variety of food on their menu as well.



Reasonable vet Delicious Izakavas



Styles Group Stores 301 8-2 Sanriku Tenkai Ikka...Boldly offering seafood from the world's top fishery. 502 ® - 2 Tsuda Sengyoten... A sake bar featuring the unbeatable collaboration between an Izakaya and a Seafood store. 303 B-2 Osaki Niku Ichiba...Fresh organ meats brought straight from the works. 5 04 ℃-④ Sendai Eki Tenkai...Beautifully arranged robata-style barbeque. 505 ©-4 Seafood & Tapas Fish Bone's Diner. Enjoy shrimp and crab by the BUCKET!

Over 40 Different Whiskeys from Around the World



⑤ ®-③ Beer & Whisky Loquat Located near the JR Sendai Station, the welcoming atmosphere of this bar makes even women feel at ease going inside by themselves. Not only do they carry whiskey from around the world, they also provide local beer, shochu, and fruit sake m around the country. Sparkling wine he glass is also available.

Local Sake Galore

9 ■ ② Sugawara Sake-ten

This small shop has been around since 1895, where you can casually enjoy a large variety of local sakes at their standing bar counter. Their sweet "Ama-uma SAKE" is among their mopopular sakes. And if smoking is your thing, you can also enjoy pipe tobacc and hand-rolled tobaccos here!



Enjoy Crab Cuisine to the Fullest

3 B-2 Sapporo Kani Honke Sendai

Here at Sapporo Kani Honke, fresh crab is brought straight from Hokkaido's Tomakomai Harbor every day. There is nothing quite like fresh snow crab, king crab, and hair crab, which are used in various popular crab dishes such as "Kani-suki," and "Whole-boiled Crab." Other popular dishes on the vast menu include "Crab Sushi Roll" and "Fried Crab Shell Special."



An Izakaya Popular for its Local Cuisine Menu



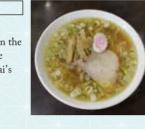
Dining Company Oshika Hanto

After selecting the best from the day's catch, the master chef puts together his prized sashimi sampler The chargrilled kalbi dish made rom Oshika Hanto's own rare sland pigs can only be eaten here. Designed with a modern touch, the nter seats are perfect for couples.

Popular ramen shop of all time

Ekimae Taiyoro

Close from the Sendai station, this Chinese restaurant has been popular for many years in the shopping district. You can enjoy not only the most popular wonton noodle, but also Sendai's famous mapo-yakisoba (fried noodle with mapo-tofu) inside this retro-style restaurant reminiscent of the Showa era



Savor Fresh Seafood and Surround Yourself with "Wa"



Send your palette onto a gourmet adventure with seasonal ingredients and delicious fruits of the Sanriku Sea. You can also relax in a traditional Japanese atmosphere with private seating while you njoy your meal. Both private kotatsu-style seats and private table seats are available, so that handicapped guests

N-② Washoku Hana Jozenji dori

Delicacies

Japanese Traditional Sweets in Elegance

12 B-2 Hiko-ichi

Although this establishment was once a traditional Japanese restaurant, this sweets shop retains its quiet, atmospheric elegance. All of what is considered the pillar of Japanese sweets, such as red bean paste and brown sugar syrup, are made rom scratch. From "oshiruko" to "okowa," from parfaits to ramen noodles, their vast and reasonably priced menu covers a whole array of sweets and cuisine.



Experience what's in season through Sendai's food culture



Known among Sendai locals as "Sendai's Kitchen", Sendai Asaichi is also a famous spot to visit among courists from all over the country. Fresh seasonal vegetables and seafood line the street, as well as freshly made side ishes to enjoy at home, making for an inexpected spectacle right inside this market street. And during Sendai's Tanabata Festival, the unique Tanabata lecorations are also a must-see!

The Sweets are also Amazing!

© © Ocha no Igeta Ichibancho

The tea grown in the tea plantations of Shizuoka prefecture is very flavorful. And in order to enjoy that same rich flavor all year around, the tea is preserved carefully in strict conditions, and is later heated using a special technique called "Hi-Ire." Not only do they showcase a variety of different teas, they also have delicious sweets featuring the harmonious combination of matcha cream and red bean paste. We also recommend their soft-serve ice-cream!



LUPICIA

Welcome to the Tea Specialty Store!

LUPICIA

From Japanese teas, oolong teas, seasonal black teas, to flavor teas, this global tea store boasts an annual selection of over 400 different types of teas. There are even limited edition teas that are only available in Sendai. Sampling is also available, so you can rest assured that you will find the perfect tea for you or your loved ones.



An Original Matcha that is Out of this World

[®]
[®]

Taishoen

Given its name from the head of the school of tea-making, Taishoen's specially made matcha is a completely original product. They also have a eautiful selection of Japanese-style variety goods, from cloth-made items to paper-made items. The cat-print merchandise are especially popular

The Birthplace of Sendai Delicacy "Sasa-Kamaboko"

© © 3 Abe Kamaboko-ten Honten

Known as where the shape and name of "sasa-kamaboko" originated, Abe Kamaboko-ten is a nationally renowned shop. From the original "sasa-kamaboko," to the "hyotan age" on a stick, to the cream cheese filled "cheese ball," the shop is now full of Sendai specialties! They also have seasonal limite edition products that you can't miss!



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INFORMATION

DESK

Q - SENDAI Tourist Information Desk



Misc.

A Shiseido • Dicila Specialty Shop

® ® · ② Cosme Salon Miraku

Makeup is not the only thing you can find here at this cosmetics store. Skin checkups and skincare treatments are among the many services Cosme Salon Miraku has to offer, from ultrasonic facials to "Clé de Peau Beauté" and "Dicila" esthetic treatments. Get your hands on all of your beauty essentials right here!



Be Healed by Adorable Cats

Neko Café · Tenshi no Konekoneko

From mixed cats, to Persians nians, Maine Coons, and more, over 20 adorable cats will welcome you once you step into the café. Run by a veterinary hospital, you can rest assured that they are well taken care of. A 30 minute course is 600 yen on weekdays.



An Urban Development Hub in Downtown Sendai

 B-③ Machikuru Sendai To liven up the central shopping

districts within the city, Machikuru Sendai acts as an event organizer, as well as an information provider for all things related to these shopping districts. Inside the building where they are located, is the "TRY6 Challenge Shop&Café," a space provided by this organization for those striving to become business owners. "SENDAI free Wi-Fi" is provided



Step into the World of Ghibli!

1 8-2 Donguri Garden Kyowakoku Sendai Ichibancho Donguri Garden is the only official shop in the Tohoku region selling Studio Ghibli character goods. The large Totoro at the front of the store marks the spot! The store itself is filled to the brim with Ghibli



Bringing Together "Japanese Beauty"



Since the days of Meiji, this shop has showcased "Japanese Beauty" in the center of Sendai. From simple crafts to handmade masterpieces, all goods and merchandise are carefully selected, allowing guests to not only see the techniques passed down from generation to generation, but also feel the beauty that is in legacy.



Speciality Goods



The Cats Beckon You...

Cat Specialty Store Matatabido

A lovely art shop showcasing a unique cat-themed gallery, Matatabi-Do also boasts a large and colorful lineup of cat-themed merchandise, and even provides a rentable workshop space for cat-loving artists! With cat-themed art and merchandise gathered from all over the country, this is a cat-lover's



Kokeshi no Shimanuki

Take one step into this shop, and you will find yourself surrounded with a beautiful lineup of craftwork from the Tohoku region: kokeshi dolls, Tamamushi lacquerware, Sendai tansu chests, seasonal decorations, and more! There is also a kokeshi-painting workshop, where you can choose a kokeshi shape of your choice, paint it, and make your own original kokeshi!

A Stationary Store with a Tanabata Corner

®-② Bungu no Kikuchi Ichibancho

Whether it be plain stationary, Japanese washi paper, or calligraphy materials, you can find them here at Bungu no Kikuchi. And because it's Sendai, you can also find Tanabata related goods! They also have a wide selection of drawing and painting materials, perfect for those who love craft-making. Currently, they are having a sale for masking tape!

キグチ紙・文具・事務教

A Long-beloved Department Store About to Reach its 200th Year of Business



With four total buildings centered around one main building, Fujisaki is the oldest partment store in Sendai. The first floor of each building carries international brands such as Hermes, Louis Vuitton, Burberry, Gucci, and more. At the building, specially trained beauty advisors will assist you with all of your make-up needs. And on the top floor, you can visit the "Ebisu Shrine," where Ebisu, one of the Seven Lucky Gods, is enshrined. Fujisaki also has a duty-free counter, as well as free Wi-Fi for customer use.

A Home Furnishing Shop Full of Modern Furniture © ®-3 Kagu no DAIMARU

With designs that are modern yet uniquely Japanese, you will be able to find kitchen tools, tableware, textiles, and other such products that can only be described as "COOL JAPAN!" here at DAIMARU.



Everyday Needs

A Variety Store with over 120 Years of History

[®] ©-③ Araiwa Honten

From popular gadgets to traditional Japanese-style items, you can enjoy a large selection of kitchen and home-living goods to make your day-to-day life easier! Araiwa also carries clothes, bags, and even useful items for mothers busy with child-rearing. And for the cat lover the "cat corner" is a must-see area!



String Instrument

Studio Watanabe

For Music Lovers A store specializing in violins, violas, cellos, and contrabass, Watanabe not only sells instruments but also provides repair, adjustment, and bow hair replacement services. Their business is well known for being in touch with the hearts of those

An Easily Accessible National Chain Store

⑤ ⓒ ③ AEON Sendai

Located in the center of Sendai, AEON is a 7 minute walk from Sendai Station. Whether it's fashion, living, cosmetics, medicinal supplies, food, or restaurants you can find almost everything you need right here in this one superstore With a number of hotels nearby, AEON makes for a great landmark to find your way.



TRAVEL PASSES

Convenient passes to assist your travels!

SENDAI AREA PASS

Adults (12 years old and over):	Children (6–11 years old):	
¥1,300	¥650	





http://www.sentabi.jp/marugoto/er

Purchase at: JR Sendai Station, Sendai Airport, View Plaza, major travel agencies

For more details

JAPAN RAIL PASS

Type:	Green		Ordinary	
Duration	Adults	Children	Adults	Children
7-day	¥ 44,000	¥ 22,000	¥ 33,000	¥ 16,500
14-day	¥ 71,000	¥ 35,500	¥ 52,000	¥ 26,000
21-day	¥ 90,000	¥ 45,000	¥ 65,000	¥ 32,500



For more details ttp://www.japanrailpass.net/file/trial_basis_en.pdf

Purchase at: JR East Travel Service Center (JR Sendai Station 2F)

