

Explore, shop and taste!

# “Pantry” of the Tokai area — A market that attracts professionals to buy tasty ingredients

The Yanagibashi Central Market is located in the center of Nagoya, which is one of the few cities in Japan that has such a big market in the downtown area. It is located in the office district where many people work. Fresh ingredients are delivered early in the morning, and many market staff and buyers gather. After the market hours, tables and chairs are put out in the passageways to encourage many people to enjoy the market cuisine.

## Attractive features of Yanagibashi based on interviews with market workers



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### 1 Fresh and delicious ingredients from around Japan and overseas

The Yanagibashi Central Market is known as the “pantry” of the Tokai area, and features branded ingredients from around Japan and overseas. It offers tasty imported ingredients in addition to an extensive range of local ingredients. Quality local ingredients are delivered from nearby Ise Bay and Mikawa Bay, as well as leading producing areas, including Mie, Gifu, Nagano, and Shizuoka Prefectures. There are many restaurants in the market area serving popular market cuisine using plenty of ingredients from the market.



“The fish is freshly caught, so the freshness is second to none. The Yanagibashi market sells only the finest fish of the day.” (Mr. Kiyokazu Inukai of Uokatsu) MAP 11

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### 2 Visitors can buy the freshest, high-quality ingredients, which are prized by the pros!



Every morning, the Yanagibashi Central Market attracts professional cooks from restaurants, who use the freshest, high-quality ingredients, in the three prefectures of the Tokai area. This private market welcomes both visitors and professionals. Here, rare and premium ingredients served at Western- and Japanese-style restaurants can be purchased in small quantities.

“The market is most crowded during the big sale at the end of the year. Many visitors compete to get premium ingredients at a discount. This is the winter tradition at Yanagibashi.” (Ms. Aki Mito of Meisoku) MAP 12



## Tips for visiting the market

- 🐟 The best time is after 8:00 a.m. or on Saturday.
- 🐟 Ask about recommended ingredients.
- 🐟 The market is place where professionals work – please give them priority.
- 🐟 Be careful of the vehicles and other people.

Also check the promotional videos.



“Let’s visit the Yanagibashi Central Market ♪” (in Japanese)

The videos explain the attractions of the market, touring and shopping methods, and recommended cooking methods.

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### 3 Shop staff recommend the best products to visitors

At the market, most items on display don’t have tags. If interested, simply ask the staff, and they’ll recommend what’s best that day.



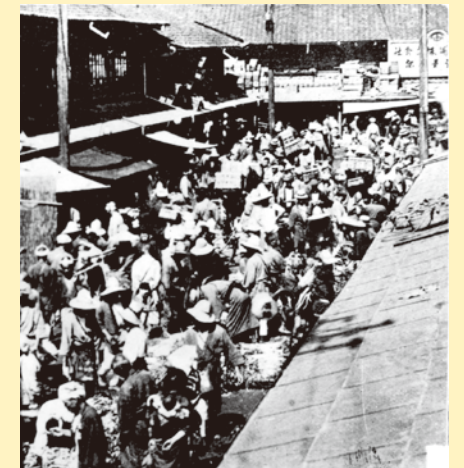
“Don’t hesitate to ask what we recommend. We also gut and slice the fish.” (Mr. Takanori Suzuki of Ichisuzu) MAP 13

## History of Yanagibashi Central Market

### Many shops and people clustered together and the place turned into a market.

The Yanagibashi Central Market dates back to the late Meiji period (1868–1912) when wholesale stores of miscellaneous goods established by different proprietors in the area were brought together.

As symbolized by the slogan “100 Years of Providing Fresh Fish,” the market has a history of about 100 years. At present, the market has about 130 shops, and is one of the few markets in Japan located in a downtown area. Yanagibashi attracts throngs of people as one of the largest private central markets in Japan.



Collection of the Tsuruma Central Library, City of Nagoya

A day in the market

4:00~



Auctioned fish is delivered.

6:00~



Buyers gather, bringing the market to life.

8:00~



Visitors also come for shopping.

10:00~



Retail shops start to close.

12:00~



Courtesy: Jizakana Shokudo TERUTERU MAP 3

Lunch dishes are highly popular.

18:00~



Courtesy: Dome MAP 14

At night, people enjoy good food and drink.