

熱海土産鑑

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Illustrated Guide to Atami Souvenirs

LUSCA
ラスカ熱海

湘南ステーションビル株式会社 ラスカ熱海

〒413-0011 静岡県熱海市田原本町11-1
TEL.0557-81-0900 www.lusca.co.jp/atami/



kamatsuruhimonoten / tokuzoumaru / izu-kishshou
kishi-asajirou / awokinohimonohonten
suzuhirokamaboko / zushuuyamakichi
kameya / ekibenya / kashiho-mase / sekishuuan
wagashi-murakami / izu-muranoeki
atami-maruten / kaiyuu / atami collection-a-plus
atami-konnyakushabon / hamamonyou
seijouishii / welcia / la-beaute-shonan
cando / new-days / izutarou / gomihacchin
izuchuu-banbanshokudo / bakery&table
pastayaicchoume / masecafe
dejikyuu-bbq-terrace / beck's-coffee-shop



LUSCA
ラスカ熱海

Famous Products – Local Specialties – Special Products

Choose from a wealth of souvenirs to help you enjoy vivid memories of your trip to Atami.

Atami Hot Springs, Japan's leading hot spring village.

Since long ago, hot springs have flowed from within the ocean, and because the ocean in the area was warm, the area was originally called "Atsumigasaki" (literally, the "Peninsula of Hot Ocean Water").

It was said that soon after establishing the Edo shogunate, Tokugawa Iyasu made a sojourn of seven days to bathe in the hot springs.

After that, the Atami Hot Springs were "gifted" to Edo Castle as a famous hot spring village serving the Tokugawa family.

So, though it was a hot spring resort town, Atami was "presented" as a "gift."

The delicious cuisine of the town... The "fruits of the earth"... The skills of the craftsmen...

We present a catalog with a line up of every type of "souvenir" to enhance your memories of your trip to Atami.

Reward your loved ones, and yourself, with some of these outstanding souvenirs.





A fine product, the pride of the Kamaturu Himono shop, simply releases the flavor of ingredients using 150-year old traditional salt-curing techniques.



Anchovies

1 container 972 yen (tax inclusive)

Kamaturu Himono shop

1F / Dried Fish Specialty Store (Souvenirs)
TEL.0557-81-1990
Opening Times: 9:00 - 20:00



Carrying on the traditions of five generations, the fifth generation owner travels to the market every morning and buys only the seafood he is convinced is suitable after examining it with his own eyes. Veteran craftsmen clean and prepare the seafood by hand and deliver the dried seafood without any additives. While the Kamaturu Himono shop protects these traditions, on the other hand they also create innovative products without being restrained by the confines of tradition. And thus was born their highly popular "Anchovies" product. Utilizing salting techniques from the Edo era, they transform anchovies, indispensable in pasta, pizza, and other types of Italian dishes into an outstanding non-additive product by curing fresh "Anchovies" caught in Sagami Bay using only sun-dried salt and organic olive oil to retain their fresh taste. With the appeal of its clam flavor, unique to domestically produced anchovies, the product can also be used extensively in Japanese cuisine, chopping it up into fine pieces and putting it onto top of onion slices and cold tofu. Coming in a stylish bottle, it is easy to use small quantities at home. It is delivered in cases, making it great as a gift item. It is an A-PLUS certified product.



You can enjoy at home simmered Kinmedai, a typical fish found in Izu,seasoned the way leading fishermen chefs do.



Carrying on the sentiments of Suzuki Tomekichi, the founder who was the head of a group of fishermen and lived only for fishing, Tokuzoumaru pursues the "Traditional Flavors of Izu" which places importance on its food always being fresh and hearty. Aside from Tokuzoumaru, where you eat seafood and local cuisine, it is recommended that you also get traditional boiled fish which you can enjoy at home at Kaisenya, the direct sales shop for Izumiyage Tokuzoumaru. Among the products, the "Kinmedai Ryoushi-ni (Simmered splendid alfonfino)" is hand made from specially selected splendid alfonfino with excellent fatty portions and taste by seafood chefs at the company's own seafood factory. It is already cooked, so you can enjoy the genuine taste simply by heating it up.



Kinmedai Ryoushi-ni (Simmered Splendid alfonfino)

2 slices 1,641 yen (tax inclusive)

Tokuzoumaru

1F / Shimmered fish/marinated fish (Souvenirs)
TEL.0557-81-1930
Opening Times: 9:00 - 20:00



"Deep-fried" cooking condenses the bounties from the sea giving birth to the company's motto since its establishment: "We want customers to eat great tasting cuisine."



When it comes to "horse mackerel," the fish is full of DHA and EPA which is considered to be good for the brain and blood, and as other health benefits, recently it is said that it is expected to be effective in dieting. "Karaage (deep-fried) Horse Mackerel" is an easy way to enjoy mackerel and is very popular in Atami. It is fried crispy and dry in canola oil and every part of it, from head to tail, is eaten. This is an outstanding product which has won the Gold Prize and Top Gold Prize of the Karaage Grand Prix. It is delicious even when served cold, but is even tastier when heated using an oven or fish grill.



Deep-fried Horse Mackerel (salted)

1 skewer
180 yen (tax inclusive)

Izu Kisshow

1F / Deep-fried Horse Mackerel (Takeout)
TEL.0557-81-2030
Opening Times: 9:00 - 20:00



This is indeed genuine “Takuan Pickles”, a superb product that took 3 years to create and uses dried Chinese radish, salt, and rice bran as raw ingredients.



Nanao Takuan pickles Asajirouzuke

1 package 1,620 yen (tax inclusive)

Kishi Asajirou Retail Shop

1F / Pickled Vegetables (Souvenirs)
TEL.0557-81-2772
Opening Times: 9:00 - 20:00

Have you ever eaten genuine takuan? Takuan of long ago did not use any food additives or artificial coloring and was not sweet, releasing its flavor the more you chewed it. Highly reputed among people desiring the genuine article, “Nanao Takuan Asajirouzuke” is made with only dried daikon radish, salt, and rice bran and craftsmen thoroughly pickle each radish in a “Shito” cedar barrel. The radishes are raised with special care on contracted farms in Izu, sun drying for two to three weeks until enough moisture is removed to bind them. They are then put under a heavy rock for three years. After the second summer, when they are eventually exposed to sunlight, they transform into something featuring an indescribable fragrance and rich taste. Each of the fine takuan products is vacuum packed and put on the store shelves. Since they are extremely difficult to mass produce because they are susceptible to the effects of natural conditions, only a limited amount can be sold during the



year and that amount is considered precious. The precious “Nanao Takuan Asajirouzuke” goes great together with rice, but also as an accompaniment to alcoholic beverages, and is recommended as a secret ingredient in cooking to bring out the rich taste of the food.

信

Founded in 1866, the long-established shop is proud of its “dried food items” and is strict about using only light salting and sun drying.



In the belief that “Dried foods are not preserved foods, but perishable foods,” the company uses only carefully selected fresh fish from domestic and coastal waters as ingredients. Utilizing only rock salt and water from Kakida River near Mt.Fuji, selected as among the one hundred exquisite waters of Japan, the fish are pickled for a long period of time in slightly salted broth and then sun dried. Sticking strictly to a production method from long ago and taking the time to slowly sun-dry the mackerel to its core draws out the flavor components and creates a rich taste. This is what lies behind the traditional taste carried on unchanged since the company’s establishment.



Sun-dried Pure Horse Mackerel

1 package 540 yen (tax inclusive)

Aoki Himono Hon-ten

1F / Dried Foods and Rice with Tea (Souvenirs)
TEL.0557-81-3232
Opening Times: 9:00 - 20:00

素

Sliced kamaboko is a highly popular product that allows you to conveniently enjoy the taste produced by a long-established shop in your hotel room or car.



The company was founded in 1865. It started with the production of kamaboko (steamed seasoned fish paste) as a side business while operating a fish store as the head of a group of fishermen. With water and fish best suited for kamaboko, Odawara Kamaboko is said to have further increased word-of-mouth reputation among provincial feudal lords who alternated residences between their own and ones in Edo and were delighted with the product. The product made its appearance in sets with delicious slices 12mm thick that can be conveniently enjoyed in hotel rooms and in cars. In addition to the forever-popular “Itawasa” with kamaboko crisply chilled and eaten with wasabi, it can also be eaten similar to a salad with olive oil. Toothpicks and a napkin are included in the set.



Sliced Itawasa Set

1 package
950 yen (tax included)

Suzuhiro Kamaboko

1F / Kamaboko (Traditional Japanese seafood) (Souvenirs)
TEL.0557-81-1147
Opening Times: 9:00 - 20:00



秘伝

Kinmedai simmered in sweetened soy sauce using a method handed down from long ago in Izu easily becomes delicious by simply heating.



Kinmedai Simmered in Sweetened Soy Sauce

1 fish
760 yen - (tax inclusive)

Zushu Yamakichi

2F / General Souvenirs with a Focus on Marine Products (e.g. Dried Foods)
TEL.0557-81-3660
Opening Times: 9:00 - 20:00

Clad in a bright crimson scales, special features of the Kinmedai (splendid alfonsino) are its pretty gold-colored eyes. Due to its outer appearance, it has been prominently arranged on large platters at celebrations and other gatherings in Izu since long ago and is considered an indispensable dish on auspicious occasions. At "Zushu Yamakichi" operating in Mera, Minami Izu-cho, splendid alfonsinos are simmered in sweetened soy sauce using a secret sauce in a method of cooking dating back to days of old in Izu. About 30 to 40 splendid alfonsinos are put into a pot and simmered carefully so they do not fall apart. Mixing the fat-rich fish with the broth enhances the exquisite taste even further. Refreshing seasoning brings out the taste of the splendid alfonsino. Yamakichi vacuum packs its simmered splendid alfonsinos individually, enabling long-term storage in a refrigerator. Even though each is an entire fish,



they are easy to cook, and they can be thawed and cooked without losing their shape. They can be enjoyed as the main dish on the table and also go well together with the remaining rice and sauce eaten after the meal.

清

Certified by Globally Important Agricultural Heritage Systems, wasabi produced in Izu is considered the highest quality in Japan and comes highly recommended.



In March 2018, "Shizuoka Prefecture Wasabi" was certified as a product with a Globally Important Agricultural Heritage. The traditional farming method used to produce it was developed using only the nutrients found in Wasabi Marsh, known as tatami-ishi (tatami stones), and well water and has attracted attention. Among the products produced is "Izu Wasabi," an outstanding product which has received the highest praise in the marketplace. Its clear pungent taste and intense flavor are exceptional. "Kameya Foods," whose origins are found in the special qualities of the beautiful spring waters of Kakitagawa Yusui-gun, handles only fresh wasabi harvested daily on garden farms and takes wholehearted pride in providing Japan's top brand world-class wasabi daily.



Nama Wasabi

1 stem
600 - 1,220 yen (tax inclusive)

Kameya Foods

1F / Wasabi Company (Souvenirs)
TEL.0557-81-3737
Opening Times: 9:00 - 20:00

旅

Choosing from among all the unique station bentos vividly enhancing the memories of your trip, try the simple taste of "Taimeshi"



Station bentos (boxed meals) represent the important and true pleasures of a trip. One mouthful of a station bento brings back all the wonderful experiences enjoyed during a journey. "Ekibenya" (Station Bento Shop) carries a wide range of station bentos, such as local station bentos specific to Atami and station bentos recommended for particular seasons, vividly enhancing the memories of your trip. Highly recommended among them is "Taimeshi" (rice with minced sea bream) which features a simple taste. With their mild sweetening, old-fashioned flavor, and history dating back 100 years, this is a long-selling item which continues to be popular in the local community.



Taimeshi

1 box
830 yen (tax inclusive)

Ekibenya

1F / Boxed Lunches
TEL.0557-81-0160
Opening Times: 9:00 - 20:00



Fragrant, rich-tasting baked sweets with ample sweet white bean paste and walnuts is a well-established representative brand of famous confectionery and is celebrating its 50th anniversary.



Izu-no-Odoriko
1 box (10 pieces)
1,080 yen (tax inclusive)

Kashiho MASE

1F / Japanese Confectionery (Souvenirs)
TEL.0557-81-1717
Opening Times: 9:00 - 20:00

There is an expression, "Edo, Kyoto, Osaka, Ajiro." These were strategic locations for marine traffic during the Edo era, and from this it can be understood that Ajiro in the city of Atami has been a center of culture since long ago. Established in 1872 in Ajiro, the "Kashiho MASE" (MASE Confectionery Shop) began making Japanese confectionery using sugar, which was just starting to be in general distribution, before anyone else and its products spread throughout Japan as Izu souvenirs. Among its products is "Izu-no-Odoriko" appearing in 1966 which became a representative brand of famous confectionery which is celebrating its 50th anniversary since its release. The product was created taking its name from the title of a story, "Izu-no-Odoriko" (The Dancing Girl of Izu), by Yasunari Kawabata, who won the Nobel Prize for Literature. The shop pays close attention to the quality of its sweet bean paste and is very



strict about crafting them by hand. In order to make natural good quality water even more delicious, it passes it through its original water-processing machine. It is able to make baked buns filled with bean paste by fermenting overnight short-bread dough, made from a base of butter, wheat flour, sugar and eggs, in keeping with its policy using local ingredients as much as possible. This is then filled with sweet white bean paste and walnuts. The product bears an adorable pattern of small drums used by the dancing girl.

濃

Showcasing New Summer Orange tarts, the refreshing Baked Cheese Cake has become even more delicious.



"Sekishuan" finds its origins steeped in history when ships transported stones quarried in the mountains of Izu. It is a specialty confectionery shop which provides the bounties produced in the mild climate of Izu. "Mikan-no-Hana-saku-oka" (Hill of Tangerine Blossoms) is a product popular all year long. It is a rich baked cheese cake which uses New Summer Orange tarts, a specialty product of Izu, and features a refreshing flavor and fragrance. A cheese tart with a mild mouthfeel which is also delicious chilled, New Summer Orange's refreshing taste is highly regarded among all ages.



Mikan-no-Hana-saku-oka (Baked Cheese Cake)
1 bag (4 pieces)
866 yen (tax inclusive)

Sekishuan

1F / Japanese and Western Confectionery (Souvenirs)
TEL.0557-82-6200
Opening Times: 9:00 - 20:00

風

Steamed yeast bun with a refined taste and moist chewy texture also features a nostalgic flavor which can be enjoyed today and continues to be popular in Atami.



Established in 1911, "Wagashi Murakami" (Murakami Japanese Confectionery) is a long-established shop which has sold only confectionery in the Kanazawa area of Ishikawa Prefecture and reflects the philosophy of "Do all the common tasks properly" without cutting corners and taking the easy way out. The Murakami way of making confectionery starts with selecting adzuki beans. "Amanogawa Manju" (manju being a steamed yeast bun with a filling) is a type of elegant-tasting Joyo Manju made by lightly wrapping Murakami traditional red beans which feature the taste of adzuki beans in a thinly-cut moist and chewy skin with grated Chinese yam added. In May 1983 it was presented to the Emperor Showa who enjoyed it.



Amanogawa Manju
1 box (6 buns)
1,134 yen (tax inclusive)

Wagashi MURAKAMI

1F / Japanese Confectionery (Souvenirs)
TEL.0557-81-2202
Opening Times: 9:00 - 20:00



Made by kneading
“parched-barley flour,”
thought to bring good luck,
Atami’s new special product
features a refreshing smoothness.



**Kuromugi
Manju**
1 box (6 buns)
580 yen (tax inclusive)

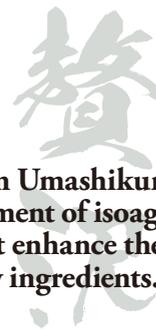
Izu muranoeki

1F / Local Specialities (Souvenirs)
TEL.0557-81-0051
Opening Times: 9:00 - 20:00

This is a new special product created in Atami, said to be the birthplace of Onsen Manju. It kneads “parched-barley flour,” an Atami good luck food, in a dough which uses ample amounts of specially-made brown syrup produced from domestic brown sugar. Parched-barley flour is flour which has been parched and then ground and is used as a special offering to the gods at the Kinomiya Shrine in Atami. It is said that if parched-barley flour sprinkled by Sarutahiko-no-Mikoto, a guide for the gods, at the festivals held regularly each summer falls on your body it will benefit you by driving away disaster and giving you a healthy life expectancy. The company received the cooperation of the chief priest at the Kinomiya Shrine and has commercialized the food. The red bean paste uses strained bean paste made from domestic adzuki beans which have a vibrant and refreshing taste and pleasant texture. The paste is slowly steamed at a low tempera-



ture, and the gentle glutinous mouthfeel, the fragrance of the parched-barley flour, and the fresh delicious taste the smoothness of strained bean paste weaves throughout are very popular. The traditions and good luck benefits of the parched-barley flour carefully protected by the townspeople since long ago will add to the memories of your trip. And, of course, the product goes well with coffee, not to mention Japanese tea.



Gifts from Umashikuni,
an assortment of isoage featuring
tastes that enhance the flavor
of the raw ingredients.

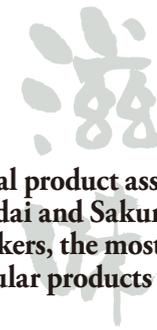


“Atami Marutenn” continues to provide isoage fried seafood and is very strict about taste under the concept of making full use of raw ingredients to create beautiful products. Their popular “Tsudoi” is an extravagant set of hiraten (fried in a flat shape) composed of mixed seafood and vegetable tempura, shrimp and onions, buttered potatoes, chopped burdock root cooked in sugar and soy sauce, onions, bamboo shoots, and two pieces of tough shell adductor muscle. Tsudoi’s hiraten is somewhat smaller than an ordinary hiraten and easy to eat. One pack is packed full of Marutenn deliciousness with plenty of volume and perfect as a snack to go with alcoholic beverages, a mid-afternoon snack, and a side dish for rice.



Atami Marutenn

1F / Fish Meat and Boiled Fish-paste Products (Takeout)
TEL.0557-81-2424
Opening Times: 9:00 - 20:00



An original product assortment
of Kinmedai and Sakura Shrimp
Rice Crackers, the most and second
most popular products at Kaiyuu.



In addition to a number of famous confectionary products using raw ingredients produced in Izu as their main ingredients, “Kaiyuu” also carries a wealth of souvenir products from various locations in Shizuoka Prefecture. The one product that all the Kaiyuu staff recommends is “Kinmedai (splendid alfonsino) and Sakura Shrimp Crackers.” This an original product which features an assortment of two types of delicious rice crackers which are the most and second-most popular products at Kaiyuu. It comes in a delightful pack which allows customers to enjoy two types of flavors in one box. The rich mouthfeel where the taste of the cracker is enhanced the more they are chewed and their fragrant scent conjuring up images of the ocean are most fitting for an Atami souvenir.



Kaiyuu

2F / Local Specialities (Souvenirs)
TEL.0557-81-3110
Opening Times: 9:00 - 20:00



元

The crispy texture of Daiichiro's "Fried Wonton," eaten along with a secret sweet and sour sauce, can be highly addictive.



Famous Atami Product Founder's Fried Wonton

1 box (7 dumplings)
550 yen (tax inclusive)
1 box (14 dumplings)
850 yen (tax inclusive)

ATAMI COLLECTION A-PLUS

1F / Atami Brand Certified Products (Souvenirs)
TEL.0557-81-0411
Opening Times: 9:00 - 20:00

Atami is also a town of Chinese food. It is thought that is because when hotel guests became tired of hotel food, they went out and looked for Chinese food. "Ozeki" was established in 1933 and eventually was re-modeled and opened at its current location in 1957 as the "Daiichiro" Chinese restaurant. It is a well-known establishment, frequented even today by many cultured people and actors. Among its menu selections is "Founder's Fried Wonton," created by the founder as the restaurant's signature dish, which has been on the menu for 50 odd years and is an exquisite dish which has continued to be popular even to today. The wonton wrapper is kneaded using water from melted snow on Mt. Fuji which contains a wealth of minerals and then fried at a high temperature to create a unique crispy texture. Adding the sweet and sour sauce served on the side enhances its fragrance and makes one even more



addicted to it. In 2018, the dish was certified as a "Atami Brand A-PLUS" menu item as a new atami souvenir. Since it stays fresh for a long time, it is recommended as a mid-afternoon snack, snack to go with alcoholic beverages, and party food. It is said that it is made into its peculiar round shape to resist cracking and chipping so that it could be used as a souvenir product.

美

Soap made from natural ingredients blended with gold foil and hot spring water makes your skin moist and resilient.



This is soap with a 100-year history produced domestically by hand in the company's own factory. Made using only natural ingredients, "Atami Konnyaku Shabon" soap features a beautiful color and pleasant fragrance and was born from a curiosity as to what if the wobbly texture of konnyaku (jellied yam cake) could be imparted to soap. Among the products is "Atami Konnyaku Shabon Gold foil," an extravagant soap product made from a blend of gold foil and hot spring water. Not only does it have a gorgeous outer appearance, the skin can be expected to turn moist and resilient and it projects the scent of Japanese cypress allowing for the sensation of taking a forest bath to be enjoyed.



Atami Konnyaku Shabon Gold foil

1 bar
1,550 yen (tax inclusive)

Atami Konnyaku shabon

2F / Cosmetics and Konjac Soap (Souvenirs)
TEL.0120-808-469
Opening Times: 9:00 - 20:00

限

Hand towel book with a design limited to the Atami shop packs the memories of your trip to Atami into a single hand towel.



Originally opened in Shizuoka Prefecture, "Hamamonyo" developed its own Yokohama traditional "textile printing" technology and conducts all of its own product planning, manufacturing, and sales, as well as proposes new designs depicting the four seasons. Popular among its products is its picture scroll-like "Tenugui-Bon (Hand Towel Book)" which makes a hand towel foldable like a book and can be closed using a string. The product can be used and enjoyed as a book and as a hand towel. At the Atami shop, hand towel books displaying illustrations of a cute Mame-Shiba (small Shiba Inu) dog strolling through the Kinomiya Shrine and Atami Plum Orchard are recommended. There are also limited-edition products that can only be purchased at the shop, such as hand towels depicting objects being dried and drawstring purses.



Tenugui-Bon (Hand Towel Book) Mame-Shiba Dog Atami Stroll

1 towel
1,080 yen (tax inclusive)

HAMAMONYO

2F / Japanese Hand Towels and General Goods (Souvenirs)
TEL.0557-81-2122
Opening Times: 9:00 - 20:00

An array of famous establishments offering delicious cuisine and beautiful products make shopping on your trip even more fun.

Still providing genuine tastes 90 odd years after its establishment as a “shop which lives up to customers’ expectations.”

It's been 90 odd years since its founding in 1927 as a grocery store in Seijo in Setagaya-ku, Tokyo. “Seijo Ishii” offers a unique selection of merchandise which reflects particular attention to delicious flavor and quality, brought together by buyers who travel from sources throughout Japan to those in countries around the world. Many products are available only here. In particular, most of the wines are imported by the supermarket itself. In addition, the shop has taken every effort to avoid using additives in its homemade side dishes and desserts prepared by hand, a large number of which cater to users who “want to conveniently enjoy genuine taste.”



Seijo Ishii

1F / Groceries
TEL.0557-81-2910
Opening hours: 9:00-21:00

Offering warm support every day to the health and peace of mind of the townspeople through an abundant product lineup and special expertise.

“Welcia” aspires to be the leading drug store in Japan in both name and in reality, under its corporate philosophy of “Providing customers an abundant social life and healthy lifestyle.” It supports the tourist resort of Atami as a pharmacy which brings convenience and peace of mind to customers every day. In addition, as an infrastructure for the super-aging society, it operates its pharmacy taking pride in its expertise and abundant range of products for preventative medicine, medical treatment, and caregiving and contributing to the local community through convenience and medical treatment. It is also actively involved in activities contributing to the community.



Welcia

2F / Drug Store TEL.0557-81-0089 Opening hours: 9:00-20:00
[Dispensary] TEL.0557-81-0170 Opening hours: 10:00-19:00
*Holidays: Sundays and public holidays

Say goodbye to your midriff bulge! “Concentrated” Yacon Mulberry Leaf Tea

“La Beaute Shonan” produces its “Concentrated” Yacon Mulberry Leaf Tea entirely in house. Packaged in sticks containing concentrated powder from the popular healthy root “yacon” and the healthy ingredient “mulberry,” a wide range of consumers from children to the elderly can love drinking the tea. Drinking one stick before meals will gently moderate post-meal blood sugar levels, making every day a healthy day. It can also be effective in dieting and can be used also by those concerned about constipation and their waistline.

La Beaute Shonan

2F / Cosmetics Store
TEL.0557-81-1118
Opening hours: 9:00-20:00



“Concentrated” Yacon Mulberry Leaf Tea

1 box
3,979 yen (tax inclusive)



“Japanese Spirit Nippon” Series hugely popular among foreign visitors.

This is a 100-yen shop with the new slogan of “Make a discovery every day.” Popular among foreigners to the tourist resort of Atami looking for “Japanese souvenirs!” is the “Japanese Spirit Nippon” Series. This includes rice bowls, stationary, socks, and other goods reflecting such motifs as Kyoto, sushi, sumo wrestlers, Mt. Fuji, and rice balls. *Please be aware that there are some popular items which are in limited supply.

Can Do

3F / 100-Yen Shop
TEL.0557-81-0810
Opening hours: 9:00-20:00



Japanese Spirit Nippon Series

1 box
108 yen (tax inclusive)



Using only citrus fruit produced in Izu and sufficiently warmed by the rays of the sun.

“Izu Citrus Jelly” from a very popular convenience store. Izu Peninsula can produce delicious citrus fruit since throughout the year it has a mild climate and long daylight hours, as well as slopes with good water drainage and low rainfall. The product uses natural-tasting domestic unrefined sugar and beet sugar, with absolutely no food coloring or flavoring, to allow the citrus flavor to be enjoyed directly. It is hardened using agar, not gelatin, which further projects its delicious taste.

New Days

1F / Convenience Store
TEL.0557-81-2020 Opening hours: 6:30-21:45



Izu Citrus Jelly

1 piece
360 yen (tax inclusive)



Cafe & Restaurant

Warm hospitality featuring a relaxing setting and delicious taste.

Sushi Shop Rice Bowl Topped with Seafood



IZUTARO

3F / Seafood, Sushi, Local Sakes and Rice Bowls
TEL.0557-81-1855 Opening hours: 11:00 - 21:30 (Last order 21:00) 66 seats

2,280 yen
(tax inclusive)

A sushi shop where you can eat delicious local Izu fish, from hand-formed nigirizushi to rice bowls with food toppings and set meals. It ships ingredients from where they are produced and is under the direct management of a broker, so it can make rice bowls topped with sashimi and other seafood. It also offers various kinds of local saké, as well as Honkaku Shochu.

Hamamatsu Gyoza and Ramen Set



GOMIHATTIN

3F / Chinese Food Family Restaurant
TEL.0557-81-1313 Opening hours: 11:00 - 21:30 (Last order 21:00) 54 seats

1,069 yen
(tax inclusive)

This stomach-filling set allows you to savor "crispy brown" Hamamatsu Gyoza dumplings with the same taste as when the shop was founded and can be enjoyed together with ramen noodles and rice. The selection of ramen noodle dishes starts with shoyu soy bean sauce, miso fermented soy bean paste, and tonkotsu pork bone.

Ban-Ban Zen



Izuchu BANBAN Syokudo

3F / Japanese Seafood
TEL.0557-81-2880 Opening hours: 11:00 - 21:30 (Last order 21:00) 60 seats

2,106 yen
(tax inclusive)

Sweet and sour simmered Kinmedai (splendid alfonsino) and Kinmedai grilled with Izuchu's original blend of miso bean paste can both be enjoyed in the same meal. This is an extravagant meal served on a lacquer tray with which you can enjoy tempura and sashimi at the same time.

Premium Guricha Tea Bread



Bakery & Table

2F / Bakery & Café
TEL.0557-81-0300 Opening hours: 9:00 - 21:30 (Last order 21:00) 95 seats

518 yen
(tax inclusive)

Premium bread baked plump by kneading ample amounts of "guricha" curly tea, a local specialty of Izu in Shizuoka Prefecture, in dough and adding sour cream butter, fresh cream, and honey.

Onion-Lemon Flavored Scallops and Seasonal Vegetables



Pasta-ya 1-chome

3F / Pasta Specialty Restaurant
TEL.0557-81-2341 Opening hours: 11:00 - 21:30 (Last order 21:00) 52 seats

1,242 yen
(tax inclusive)

This is a dish from Pasta-ya 1-chome, popular because of the particular attention it pays to its fresh pasta and the great taste of its ingredients. It imparts a refreshing lemon flavor into the sweet taste of seasonal vegetables and scallops.

Cream Anmitsu



MASE CAFE

2F / Japanese-style Sweet Café
TEL.0557-81-2626 Opening hours: 10:00 - 21:30 (Last order 21:00) 45 seats

702 yen
(tax inclusive)

Made by putting homemade adzuki bean paste produced in Hokkaido on top of flavorful agar made from agar weed, arranging salted red peas and fruit on it, and topping it off with ice cream.

Seafood Set



DigiQ BBQ Terrace

RF / Barbecue and Grill
TEL.0570-09-0014 Seasonal opening

4,298 yen
(tax inclusive)

Savor a barbecued meal unique to the Atami shop. It is composed of four scallops, four skewers of shrimp 100g, four sazae turban shells, two squids, and popular fish and shellfish which can all be gotten at an affordable price.

Coffee Jelly using Tanna Milk



BECK'S COFFEE SHOP

1F / Café
TEL.0557-81-1201 Opening hours: 7:00 - 21:00 14 seats

340 yen
(tax inclusive)

Using milk from the Tanna Basin, a center for dairy farming which boasts a 130-year history, the soft ice cream is rich and smooth. Enjoy the perfect balance with the bitterness of coffee jelly.

Service

Take advantage of these services to have a great trip here.

At the gateway to Atami, representative of hot spring resort towns in Japan, LUSCA Atami offers warm hospitality through a wide range of services and amenities to enhance your trip.

A helpful spot to obtain travel information for Atami and Izu.



Atami tourist information center

1F / Tourist Information
TEL.0557-81-5297

Helps you plan a trip that will provide lasting memories in your heart through domestic and international travel arrangements.



JTB

Travel Services TEL.0557-81-7158
Opening hours: 9:30-17:30 (Holidays: Thursdays and 12/30-1/3)

Supporting trade, leasing, renovations, and other aspects of resort life.



Royal Resort

3F / Real Estate
TEL. 0557-83-1811 Opening hours: 9:30 - 21:30

Offers a baggage storage service, in addition to ordinary home delivery services.



Yamato Transport

Courier Service and Temporary Baggage Supervision
TEL.0120-01-9625 Opening hours: 9:00 - 18:00

Train and rental car trips. Enjoy driving through Izu.



Eki Rent-A-Car

Car Rental
TEL.0557-82-1382 Opening hours: 8:00 - 20:00

Floor Map

