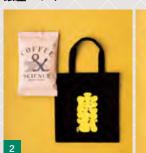
RECOMMENDED VARIETY STORE

Ginza Loft is the place to find the perfect souvenirs. Be sure to visit Ginza Loft to find something uniquely Japanese.

銀座ロフト GINZA LOFT





や特産品、話題の雑貨など国内外の逸品が集結。ギフトにぴったりのアイテムが見つかる。 1.九谷焼の名品をよみがえらせた「ヨシタデザインプランニング」の九谷焼紙皿6枚入り660円 2.1Fにはコーヒー豆ブランド「虎へび珈琲」の常設コーナーが誕生

今年リニューアルした同店のアンテナフロアとなる1階「こみちのえき」には、ご当地菓子

At the antenna shop of the Ginza Loft, Komichinoeki renovated this year on the first floor, local sweets and snacks and other local products, and much-talked about selected items from inside and outside Japan are available. You can find items best suited for your gift. 1.Paper Plate set with Kutani ware printings (6 plates - 660 JPY) from Yoshita Design Planning, which helps give fine Kutani ware art a new lease of life. 2.A coffee bean brand "Torahebi Coffee" is now open at the permanent space on the first floor.

☎03-3562-6210 (representative) ★2-4-6 Ginza, Chuo-ku, Tokyo ⑤11:00~21:00 sun~ 20:00 closed: Irregular holidays

10 アーティゾン美術館

戯画断簡》のノート550円ほか。

Artizon Museum 古代から現代美術まで、多様なジャンル の作品を広々とした展示室で鑑賞できる 美術館。併設ショップには日本画グッズ も豊富。円山応挙《竹に狗子波に鴨図襖》 マスキングテープ(15mm)275円、《鳥獣

Artizon Museum is an art museum where diverse genres of artworks from ancient to contemporary art can be enjoyed in spacious exhibition halls. At the on-site shop, here is also a wide selection of Japanese painting goods, such as Maruyama Okyo's Japanese painting masking tape(15mm) for 275 JPY.

Tokyo © 10:00~18:00(Fridays except holidays~20:00)% Last entry is 30 minutes before closing. closed: mon(In th case of a holidays, the next weekday will be closed.), Also closed during exhibit change periods, New Year holidays.

9

東京鳩居堂 Tokyo Kyukyodo

江戸時代に京都で創業し1880年に銀 座に店を構えた、お香や書画道具の老舗。 季節の柄をあしらったはがきなど、和紙 製品·和小物を多彩に展開。京千代紙を表 紙にしたマル鳩ノート(A5)594円、鳩居 堂レトロふせん385円。

Kyukyodo is a well-established shop Matsuzaki Shoten is a well-established for incense and calligraphic work and Kawara Senbei (tile - shaped sweet painting tools, which opened the shop in cracker) shop. Matsuzaki rouru (385 JPY) Ginza in 1880. Maruhato Notebook with is sweet red bean paste, cream, and rice flour dumplings colored with natural food Kyukyodo's symbol on the Chiyogan (Japanese paper with colored figures) coloring sandwiched with soft Kawara Senbei. An eat-in space is also available in cover (Size A5) (594 JPY) and post-it (385

8

MATSUZAKI SHOTEN

~ほか定番商品にも注目。

瓦煎餅の老舗。松崎ろうる385円は、や

わらかな瓦煎餅にあんこ、クリーム、天然

着色料で色付けした白玉を挟んだ1品。

イートインも可能。富士山などの絵柄が

揃う瓦煎餅・大江戸松崎 三味胴1枚162円

Chuo-ku, Tokyo ©10:00~19:00 closed:none

※12/25 ~ 1月中旬は松崎ろうるの販売休止(Sales of

Matsuzaki rouru are suspended from December 25 to

☎ 03-3571-4429 ★5-7-4 Ginza, Chuo-ku, Tokyo

日本を感じられる食材を使った和菓子などのお菓子はもちろん、歴史ある和 紙舗や伝統を感じられるお香など、日本独自のアイテムに注目。銀座~日本 橋で長く愛される雑貨やおやつをぜひおみやげに

This map focuses on unique Japanese items, including sweets such as Japanese sweets, made from Japanese cultural ingredients as well as historical Japanese paper and incense that gives a sense of tradition. Why don't you choose such goods and sweets long loved in Ginza-Nihonbashi shops for souvenirs.







みやげ -SOUVENIR-



榛原

Haibara

日本橋で200年以上続く老舗の和紙

舗、和紙の質咸と毎縁取りが上品な紅ふ

ちレターセット1716円/青ふちレター

セット3135円や、好きな長さで切れる、

ちいさい蛇腹便箋550円など、モダンで

Haibara is a Japanese paper shop

with more than 200 years of history in

Nihonbashi. There is a full lineup of modern

and easy-to-use items, such as the elegant

Red Border Letter Set (1,716 JPY) and

Blue Border Letter Set (3,135 JPY) with the

texture of Japanese paper and colored

borders, and tiny bellows letterheads that

ku, Tokyo ©10:00~18:30%sat&sun~

使いやすいアイテムも充実。

can be cut to any length.

17:30 closed: holidays



香十 銀座本店

り袋を作る体験なども。

安十桃山時代から続く御香所がルーツ

のお香専門店。衣替え用の『薫衣香』や

名刺サイズの『名私香』など、伝統とカジ

ュアルさが調和する香りの空間に常時約

1000点以上の香りアイテムが並ぶ。香

Koju Ginza



5 QINA&Co. 日本橋店

QINA&Co. 大豆と黒大豆をブレンドし二度焙煎し て作るきな粉と、小豆の選別や炊き方に こだわったあんこのスイーツ専門店。白 いコッペのきな粉パン280円やパイ、ア イスクリームのほか、日持ちする豆菓子 540円~なども豊富に揃う。

QINA&Co. is a sweets shop for sweets Koju is an incense store that has its roots in made of soybean powder, a blend Gokoudokoro (incense department at the Imperial Court) dating back to the Azuchiof twice roasted soybeans and black Momoyama era. It always offers a range of soybeans, and sweet red bean paste with more than a thousand items. You can also well-selected red beans simmered in a participate in experience workshops to special way. The shop sells soybean flour bread for 280JPY and long-lasting bean make a scent bag. sweets starting from 540JPY.

ku, Tokyo (911:00~19:00%Reservation Chuo-ku, Tokyo ©11:00~19:00%sat&sun required for the listening to incense experience &holidays~18:00 closed:fourth Monday

明治時代、文明開化とともに日本のカフェブームの中心となった銀座。当時 オープンした「カフェーパウリスタ」をはじめ、このエリアには巡るだけで日 本の古きよき雰囲気を楽しめる老舗がいっぱい

In the Meiji era, Ginza became the center of Japan's café boom with the cultural enlightenment. Just strolling around the area, you can find many wellestablished cafes where you can enjoy the atmosphere of Japan's good old days, including Café Paulista, which opened at that time.

トリコロール本店 Tricolore honten

今から約90年前に創業。現在の建物 は1982年に完成した3代目。回転扉や 花柄の絨毯など当時の華やかな趣を残 す。ネルドリップで丁寧に淹れたアン ティークブレンドコーヒー 1070円や、 リンゴの皮むきから店内で行う手作り のアップルパイ710円を味わおう。

Ginza Tricolore was established about 90 years ago. The current building completed in 1982. The atmosphere remains gorgeous like that time with the revolving door and flower pattern carpet. Try the antique blended coffee (1,070 JPY) diligently brewed and dripped with a flannel filter and apple pie (710 JPY) homemade from scratch

© 8:00~19:00(18:30L0) closed:tue

u

喫茶ストリーマー Kissa Streame

サードウェーブ系カフェとして人気 のストリーマーコーヒーカンパニーが 昭和48年創業の老舗喫茶を継承。ブレ ンド550円やマッカーサーナポリタン 1000円など王道メニューが揃う。ブ レンドは朝9時までなら何杯でも、以降 も2杯目まで無料なのが嬉しい。

"Kissa" means Japanese old-styled coffee shop. The Streamer Coffee Company, famous as a third wave café, succeeded the café from a well-established café founded in 1973 to open Café Streamer. It serves classic café menu items, such as blended coffee (550 JPY) and Napolitan spaghetti (1,000 JPY). It is great that free refills for the blended coffee are offered until 9 a.m., and the second refill is offered free even after 9 a.m.

☎ none ★4-9 Kobunacho, Nihonbashi, Chuo-





銀座ウエスト本店

文人たちも通った清楚で凛とした店

Ginza West has neat and clean, and dignified, salon atmosphere, which the literati visited. With the desire to have people enjoy themselves thoroughly in such an atmosphere, the café serve hand-dripped coffee or tea with unlimited refills for 1,100 JPY. You might also want to enjoy a relaxing time there with a café-limited mille-feuille (550 JPY) and the café's specialty, cream puffs.



カフェーパウリスタ 銀座本店

Cafe Paulista Ginza

喫茶 -CAFE-

創業は明治時代。日本ではまだ珍し かったコーヒーのおいしさを広め、喫 茶店文化の礎を築いた。農薬不使用の 完熟豆を使う定番の森のコーヒー 770 円やオペラ1340円(ドリンク付)など約 10種揃うホームメイドケーキをいただ きながら長い歴史に思いをはせたい。 Café Paulista, established in the Meiii

era, spread the delights of coffee, which had still been rare at that time in Japan, and established the basis of the café culture in Japan. You can enjoy the classic coffee (Morino Coffee - 770 JPY) made from chemical-free fully ripe coffee beans with one of the ter varieties of homemade cakes, including Opéra (1,340 JPY including coffee)

☎ 03-3572-6160 ★1F Nagasaki Center Building 8-9 Ginza, Chuo-ku, Tokyo \$\infty\$ 9:00~20:00 sur &holidays11:30~19:00 closed:none

2

Ginza West

内は、サロンのような趣。そんな空間 での時間をじっくり堪能してほしい と、ハンドドリップのコーヒー 1100円 や紅茶はおかわり自由。喫茶限定のミ ルフィーユ550円や名物のシュークリ ームなどをお供にゆったり過ごして。

(-) 9·00~22·00(21·30|0) sat & sun & holidays 11·00 ~20:00(19:30L0) closed:none





What's "YORIMICHI"?



丸の内ハウス@新丸の内ビルディング Marunouchi House @ Shin-Marunouchi Building



1·2.メキシコ料理店「Molé TAQUERIA Y BAR」のランチメニュー、ザ・モーレ1300円は豚のス パイスマリネなど個性豊かなタコス4種セット 3.テラス席は美しい夜景も楽しめる 1.2. "Molé TAQUERIA Y BAR" Mexican restaurant's lunch menu, The Molé 1,300 JPY, is a set of four tacos that includes spiced marinated pork 3. Terrace seating also offers beautiful night views

東京駅前の商業ビル、新丸の内ビルディング(通称 新丸ビル)は昨年で開業15周年。こ れを記念し、7階の飲食フロア「丸の内ハウス」が今春大リニューアル。"街のゲストハウ ス"をテーマにタコス店やカフェなど新たに5店舗がオープンし、全11店舗に、誰もが 利用できるテラス度もブラッシュアップ、テラス度には、丸の内ハウス内の各飲食店で 購入したテラス用料理ならなんでも持ち込みOK。どんなシーンでも充実した時間を 過ごせる空間へぜひ足を運んで、

It has been 15 years last year since the commercial building in front of Tokyo Station, Shin Marunouchi Building (known as Shin-marubiru) was established. To celebrate this, the restaurant floor on the seventh floor of Shin-marubiru, Marunouchi House, was largely renovated in this spring. New five restaurants including tacos restaurant and café opened under a theme of "a Guesthouse of the City" and 11 restaurants are now available. The floor was renewed by newly installing wide sofa, table, and counter seats on the terrace which is available to anyone. It is also great that you can bring any meals for the terrace purchased at any shops and restaurants in Marunouchi House. It is a great spot to spend quality time in any occasions such as lunch with friends with a view of Tokyo Station and the Imperial Palace, or dinner alone with a

☎03-5218-5100(call center) ★Shinmaru Building 7F, 1-5-1 Marunouchi, Chiyoda-ku, Tokyo (Varies by store closed:none

RECOMMENDED **SHOPPING CENTER**

On the food and beverage floor of the newest commercial facility, you can enjoy all the tastes of famous restaurants from all over Japan!

ヤエパブ@東京ミッドタウン八重洲 Yaesu Public (YaePub) @ Tokyo Midtown Yaesu



1.「立喰酒場 金獅子」は大阪で人気の立ち飲み店 2.国内外のクラフトビールが少量から楽し めるビールバー「KATARATAS YAESU」 3.有名店がリレー形式で出店する「POPUPラーメン」 1. "Tachigui Sakaba Kinjishi" is a popular standing bar in Osaka 2. Beer bar "KATARATAS YAESU" where you can enjoy small quantities of domestic and international craft beer 3. "POPUP Ramen" where famous restaurants open in relay style

東京駅前にオープンした街の新たな機能を担う複合施設「東京ミッドタウン八重洲」。商 業ゾーンには、ジャパンブランド57店舗が集結。注目は2階のパブリックスペース「ヤエスパ ブリック(通称ヤエパブ)」、"人と場所、文化が重なる新しい八重洲の公共スペース"をコンセ プトに、観光客など来訪者や近隣で働く人が食事や買い物、ちょっとした休憩など、思い思い に過ごせる空間が広がる。11ある店舗は不定期に入れ替わるため、いつ訪れても新鮮。

Tokyo Midtown Yaesu plays a new role of the city providing a primary school and parenting support facility inside the multi-complex facility containing offices, commercial facilities, hotel, and bus terminal, utilizing the best location as a gateway of Tokyo. In the commercial zone 57 Japanese brand stores are gathered including u shops and restaurants some of which entered first time in Tokyo. One of the highprofile sports is the public space "Yaesu Public (known as YaePub)" opened on the second floor. The space provides a space where visitors including tourists and people working at nearby offices can spend their time as they like for such as dining, shopping, or short breaks, under the theme of new public space in Yaesu where people, places and cultures overlap each other. As some shops are replaced on an irregular basis, you

コートヤード・マリオット銀座東武ホテル

15 RISTASIX

今秋、リニューアルしたホテルのメ インダイニング。メニューには定番の 洋食に加え、多国籍の食材や調理法を 駆使した料理が揃う。昭和通りに面し たガラス張りの店内は開放感にあふ れ、肩ひじ張らずくつろげるのも嬉し い。ランチプレート2700円~。

RISTASIX is the main dining restaurant of Courtvard by Marriott Tokyo Ginza renovated in this autumn. In addition to standard Western dishes, the menu includes dishes that make full use of international ingredients and cooking methods. It is great that the glasswalled restaurant space on Showa-doi street provides a sense of openness and customers can fully relax themselves. The lunch plate starts from 2,700 JPY.

☎03-3546-8985 ★6-14-10 Ginza, Chuid ku, Tokyo (96:30~10:30 11:30~17:30 17:30~22:00 (21:00L0) closed:none



ロイヤルパークホテル Royal Park Hotel

16

鉄板焼 すみだ Teppan-yaki Sumida

東京の景色を眼下に望む眺めの中、 和牛や魚介類を熟練したシェフの鮮や かな手さばきとともに堪能できる。ラ イブ感あふれる鉄板焼を五感で楽しん で。目の前で調理される趣向を凝らし たコース料理も季節ごとに用意。ラン チセット5692円~(平日限定価格)。

With a spectacular view of Tokyo below you can enjoy carefully selected Wagyu beef and seafood prepared by the skillful chef. Enjoy teppanyaki with a live feel with all five senses. Depending on the season, we also offer elaborate course meals that are prepared right in front of you. Lunch courses start at 5,692 JPY. (Weekday price only)

2-1-1 Kakigara-cho, Nihonbashi, Chuo ku, Tokyo ©11:30~14:30(14:00L0) %weekend & holidays~15:00(14:30L0) 17:30~21:30(21:00L0) closed:tue





洋食や和食の名店&老舗が多いのもこのエリアの特徴。見事な手さばきを 目前で堪能できたり、料理人との交流も味わい深いスポットをめざそう。日 本ならではのお酒、コスパ抜群の使い勝手◎な店もチェック!

This area is characterized by many famous and long-established Western and Japanese restaurants. You can enjoy the beautiful dexterity of the chefs and experience profound interactions with them. Check out the shops that offer alcohol unique to Japan and excellent value for money!

13

平和どぶろく兜町醸造所 Heiwadoburoku Kabuto-cho Brewery

1928年創業の老舗蔵元「平和酒造」 による醸造所。提供するのは水と米、 米麹を合わせて作られる日本の伝統的 なお酒 "どぶろく"(プレーン500円~)。 日本酒の祖先ともいえるお酒で、もろ みをこさない製法ゆえ、お米が持つ本 来の豊かさが口内に広がる。

As a traditional brewery, Heiwa Brewery was established in 1928. What they mainly provide is the traditional Japanese sake called Doburoku (plain:500 JPY-) made of water, rice, and malted rice. Doburoku can be said to be the root of Japanese sake and gives the original rich and soft flavor of rice as it doesn't filter the fermentation mash (Moromi) in the production process.

ku, Tokyo ⊕13:00 ~ 22:30 %sat12:00 ~ sun & Last day of consecutive holidays12:00 \sim 21:00 closed: none

14

銀座バール・デルソーレ 2Due GINZA BAR DEL SOLE 2DUE

本場イタリアさながらの空間で多彩 な楽しみ方ができるバール。平日限定 のバール定食ランチはサラダやハーフ パスタ、本日のメイン料理・付け合わせな どがセットで1350円とコスパ抜群。イ タリアエスプレッソ協会認定の豆・ミラ ーニを使った本格エスプレッソもぜひ。

A bar where you can enjoy a variety of ways in a space just like authentic Italy. The bar set lunch, which is only available on weekdays, is a set that includes salad, half pasta, today's main dish and side dishes, and is an excellent value at 1,350 JPY. We also offer authentic espresso made with Milani beans certified by the Italian Espresso Association

Ginza, Chuo-ku, Tokyo () 11:00~23:00(lunch 15:00L0,food&cafe22:00L0, alcohol& dolce22:30L0) closed: Irregular holidays



ごはん -LUNCH & DINNER-

11

日本橋ゆかり Nihonbashi Yukar

1935年創業、3代にわたり宮内庁 出入りを許された名門和食店。京都の 名店で修業を重ねた3代目の喜三夫さ んは海外でも和食を発信し、TVやYou Tubeなどメディアでもおなじみ。全国 から厳選する食材を才気あふれる料理

に仕立てる。お昼のゆかり御膳4950円。 Nihonbashi Yukari established in 1935 is a fine Japanese restaurant permitted to enter the Imperial Household Agency for three generations. The third generation Kimio Nonaga, who underwent extensive training at fine restaurants in Kyoto distributes information about Japanese food to overseas and is familiar to media including TV and You Tube. He turns ingredients which are selected across apan to brilliant dishes. Yukari Lunch is served at 4.950 JPY.

Chuo-ku, Tokyo (11:30~14:00 (13:30L0) 17:30~21:30(21:00L0) closed: sun & holidays

12

Nishimura Ginza

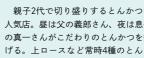
親子2代で切り盛りするとんかつの 人気店。昼は父の義郎さん、夜は息子 の真一さんがこだわりのとんかつを揚 げる。上ロースなど常時4種のとんか つ膳は昼夜同じ価格なのが嬉しい(ロ ースかつ膳1300円~)。セットの酒粕 入り豚汁と茨城県産の白米も美味。

Ginza Nishimura is a famous pork cutlet restaurant in Ginza run by two generations-lunch is served by the father Yoshiro and dinner by the son Shinichi. It is great that the four regular pork cutlet set menus, including premium tenderloin, are served at the same prices both at lunch and dinner time. (Pork Loin Cutlet Set: 1,300 JPY-). The pork miso soup in the set menus is also delicious.

17:30~21:00 closed: sat & sun & holidays



にし邑 銀座



3-12-6 Ginza, Chuo-ku, Tokyo (\$\)11:00\[\sigma 14:30







WHAT KIND OF AREA? **HISTORY & ATMOSPHERE**

江戸時代(1603年~)、日本の道路の起点となった日本橋。現百貨店や江 戸歌舞伎の起こりもこの街で、各所から文化人が集結。日本橋魚河岸は"1 日千両(=1億円以上)が動く"と言われるほど、江戸の中心地となりました。 明治(1868年~)に入ると銀座界隈に電車が走り始め、洋風品物を扱う大商 店が開店、1887年頃には日本橋と並んで銀座が一大ショッピング街に。 新聞社なども周りに集中し、時代の先端をいく街へと変貌を遂げました。 一方、日本橋では明治時代に金融機関が続々設立。1896年には日本銀行が 開業し、日本経済の中枢となっていきます。1923年以降、関東大震災によ り日本橋地区が壊滅した影響で、デパートが一斉に銀座へ進出。カフェ・バ ーなどの人気も相まって、いっそう流行最先端の繁華街へと成長しました。 しかしこうした繁栄も戦時下でなくなり、1945年の東京大空襲で界隈は 瓦礫の街と化します。銀座~日本橋の復興は急ピッチで進められ、2年後 には"中央区"として再編、現在もなお日本の中心として栄え続けています。 戦火や災害に見舞われながらも復興を遂げてきたこの界隈は、最先端の文 化と古きよき日本の魅力、同時に街に根付く底力も感じられる、唯一無二の エリアです。ぜひ、近代建築の宝庫でもある銀座~日本橋を巡り歩き、日本 有数の百貨店や最新の商業施設、粋な個人店をお楽しみください。

Nihonbashi was the starting point of roads in Japan during the Edo period (1603-). The current department store and Edo Kabuki theater were founded here, and cultural figures from all over the country gathered here. The ihonbashi fish market became the center of Edo, where it is said that "1,00 ryo (= over 100 million yen) moves in a day. In the Meiji period (1868-), trains began to run in the Ginza area, and large stores selling Western-style goods opened, making Ginza a major shopping district along with Nihonbashi around 1887. Around 1887, Ginza, along with Nihonbashi, became a major shopping district. Newspaper companies also concentrated around the area, transforming it into a district that was at the forefront of the times. Meanwhile, financial institutions were established in Nihonbashi one after another during the Meiji period (1868-1912), and the Bank of Japan opened in 1896, becoming the center of the Japanese economy. 1923 saw the Great Kanto Earthquake destroying the Nihonbashi district, and department stores moved into Ginza en masse. Combined with the popularity of cafes and bars, Ginza grew even more into a trendy, cutting-edge downtown area. Howeve this prosperity was short-lived during the war, and the Tokyo Air Raid of 1945 reduced the area to rubble. Reconstruction of Ginza and Nihonbashi proceeded at a rapid pace, and two years later the area was reorganized as "Chuo Ward" and continues to flourish as the center of Japan to this day. This neighborhood, which has been rebuilt despite war and disasters, is a one-of-a-kind area with cutting-edge culture and old-world Japanese charm, as well as the underlying strength of the city. We invite you to explore Ginza and Nihonbashi, a treasure trove of modern architecture, and enjoy some of Japan's leading department stores, the latest commercial facilities, and chic individual stores.









Central Tokyo Sights Information

GINZA-NIHONBASHI

YORIMICHI MAP



