

FROM YAMAGATA TSURUOKA, JAPAN

**TSURUOKA FAIR
IN LONDON 2025**



**@natural natural
(Ealing, Finchley Road)**

RICE, PROCESSED FOODS, JAPANESE TRADITIONAL FOODS ETC.

TSURUOKA FAIR IN LONDON

In Tsuruoka, Yamagata Prefecture, the Shonai Plain spreads to the north, mountainous hills continue from the east to the south, and the west faces the Sea of Japan. It is also a beautiful castle town with the greatest number of Japanese heritage sites in Japan: 'Dewa Sanzan's Journey of Rebirth', 'Samurai Silk', and 'Kitamaebune's Maritime Road'. Tsuruoka's food culture, nurtured by its rich natural environment, has been passed down for hundreds of years, and was the first city in Japan to be certified as a UNESCO Creative City of Gastronomy. The water from the melting snow at the foot of the mountain moistens the earth, and the land is rich in fertile soil, which is why agriculture is thriving and is known as one of Japan's leading rice producing regions. Tsuruoka is also famous for its majestic mountains of Mt. Haguro, Mt. Gassan, and Mt. Yudono, as well as the Sea of Japan, which all change their appearance dramatically in summer and winter. The nostalgic scenery of the village is beautiful throughout the year and there is an abundance of seasonal ingredients available. "Shojin ryori" including those from Dewa Sanzan is known as a food culture unique to Tsuruoka and has valued spiritual culture. We hope that this fair will be an opportunity for everyone to learn about Tsuruoka, which has unique charm in Japan.



Mon - Sat : 9am - 7pm @natural natural
Sun : 10am - 7pm (Held at the same time)

1. Ealing Common Store, London
21 Station Parade, Uxbridge Road, Ealing Common, W5 3LD
2. Finchley Road Store, London
1 Goldhurst Terrace, London, NW6 3HX

EXHIBITOR

DREAMS FARM
KAKUGIN
JUNKA
WASHIDA TAMIZO SHOTEN
INOUE FARM
YAMAZEN FOOD
KUROKAWA MARUISHI FARM
JA SYONAITAGAWA
JAPANESE FOOD WATANABE
SHINANOYA KASHITEN
SYUNSAIBATAKE
ATSUMI FARMLAND PRESERVATION
LITAPLUS (HAGUROYAMABUSHIITAKE FRAM)
SANTYOKU AGRI
HONCHO
SATOKU
RISE IN
YOSOBEI
TSURUOKA BEVERAGE
KUSHIBIKI FEDERATION OF AGRICULTURE AND INDUSTRY
1BLUE
KUBOHATA FARM
HAGURO NOKYO FOOD
DAIFUKUJOH
SUZUKI FARM
KIYOKAWAYA
MINORIYA
MARUYAMA TOKUJIRO

Planning & management : Japan Food Express Ltd, Placidinternational
natural natural Tsuruoka city pointflag neohau LLC



POINTFLAG

neohau

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