

**IRUMA CITY**  
Saitama, Japan  
Guidebook & Map in English

Discover Iruma City  
Packed with Iruma's charms  
such as nature, history, and culture.

TAKE FREE

## ACCESS MAP



## Getting to Iruma

Journey times are approximate.

By Car	By Train
<p><b>Tokyo IC</b> Approx. 80 km Approx. 1 hr. 20 min.</p> <p><b>Haneda Airport</b> Approx. 90 km Approx. 1 hr. 30 min.</p> <p><b>Narita Airport</b> Approx. 135 km Approx. 2 hrs.</p>	<p><b>Tokyo Metro</b> <b>Saitama Newbus Line</b> Marunouchi Line Approx. 1 hr.</p> <p><b>JR Chuo Line</b> <b>JR Keihin Line</b> Tokyo <b>Hachioji</b> Approx. 1 hr. 40 min.</p> <p><b>JR Line</b> <b>Shin-Akitsu</b> <b>Akitsu</b> <b>Shin-Akitsu</b> <b>Akitsu</b> Omiya Approx. 1 hr. 10 min.</p> <p><b>Saitama Newbus Line</b> <b>Saitama Bus</b> Honkagawa <b>Sayamashi</b> <b>Irumashi</b> Approx. 40 min.</p>

## GUIDEBOOK &amp; MAP

Iruma has a lot to offer  
that will leave  
you hooked.

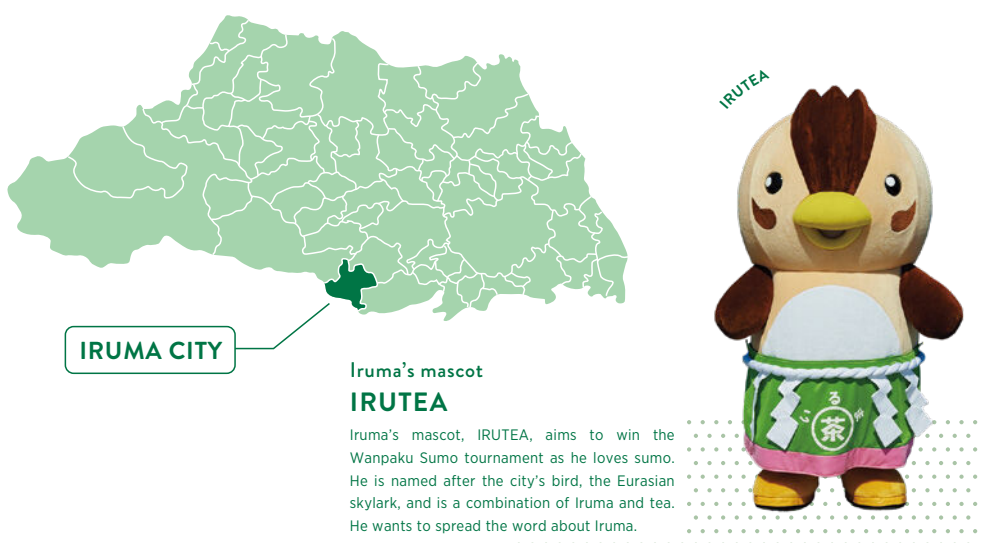
Iruma has many unique attractions, such as a 6 km path that connects to Ome in Tokyo, vast scenery dotted with tea plantations, Kanto's best outlet mall, and Johnson Town, remnants of a rural small town in the U.S. You can reach Iruma's charming attractions in just about an hour from Tokyo's city center.

## ABOUT IRUMA

What is the lush,  
green city of Iruma like?

Iruma is the leading producer of Sayama tea, which is one of the three most famous teas in Japan. It is situated between the Kaji and Sayama Hills, and its landscape with vast tea plantations is incredibly green and attractive. The urban area is home to an outlet mall, Sainomori Iruma Park, and Johnson Town, which was previously a residential quarter for the U.S. military. Visitors can enjoy both nature and city life. This pamphlet showcases Iruma's rich content and history.

## SAITAMA PREFECTURE



## IRUMA CITY GUIDEBOOK &amp; MAP INDEX

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| 02 Johnson Town<br>Enjoy eating and shopping while soaking up the American ambience | 07 Sightseeing Map<br>Bird's-eye view of Iruma's charms   |
| 03 Outlet Mall<br>Explore the outlet mall   | 08 Events<br>Three unique events  |
| 04 Cultural Legacies<br>Learn about the 70 tangible and intangible cultural assets  | 09 Recommended Routes<br>Exploring Iruma is fun no matter who you go with                       |
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## CONTACT US

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## 01 Sayama Tea

*It's all about the flavour*

## Sayama Tea's Production Center.

Sun-drying  
makes the tea refreshing

## 01 Onishi-En

Fukumori, a variety promoted by the prefecture, is sundried for six hours to bring out its aroma and give it the freshness of new-season tea.

Aromatic tea made  
the traditional way



## 06 Masuda-En Honten

The tea leaves are traditionally dried at 130°C, resulting in a yellowish hue. It has a smooth flavor that pairs well with yohan.

## 05 Tanaka Seicha-En

Yusoku used in this tea is grown using only organic fertilisers and without pesticides, making its subtle and gentle sweetness a delightful drink for everyone.

A famous song goes: "Shizuoka for color, Uji for aroma, and Sayama for flavor." Sayama tea is the collective name for the tea produced in Saitama and northwestern Tokyo. Iruma is the leading producer of the tea, with approximately 100 tea estates, primarily located in the Kaneko district of the city.

Discover the perfect Sayama tea flavor from different estates to accompany your blissful experience.

The well-balanced blend is  
perfect for first timers

## 02 Yamakyu Nakajima-En

The estate's most popular Superior Sencha. It is a popular choice for both personal use and gift-giving, thanks to its well-balanced aroma and flavor.

For those who prefer  
a clean flavor

## 03 Morita-En

Shop staff will recommend leaves based on your preference. "Morita no Tsuyu" has a mild aroma, refreshing taste, and well-balanced astringency.

## The taste varies from estate to estate!

Tea estates in Iruma practice an integrated approach to tea production, processing, and sales, known as "own-estate, own-production, own-sale". Although each tea estate shares the Sayama hitei (final drying) process to bring out the tea's rich aroma and sweetness, they offer a unique flavor profile. In this comparison, we sampled teas in the standard ¥1,000/100g range.

Enjoy its subtle sweetness



A brew the whole family  
can enjoy

## 04 Matoba-En

We tasted their Premium Sencha. It consists only of the first tea harvest, providing a smooth taste without any harshness or bitterness. It is recommended to brew it lukewarm at approximately 70°C.

## 01

Awarded 8 Times for His  
Hand-rolling Technique.



## Onishi-En

The 14th-generation successor won the top prize in Japan eight times at the National Hand-Rolled Tea Fair. Although their mission is to preserve the tradition of tea-making, they also aim to create tea that can be enjoyed in everyday life. The estate offers a variety of original products, each accompanied by detailed descriptions to guide customers in finding the perfect tea for their taste.

## MAP 01

## 02

The estate preserves Sayama tea  
traditions, prioritizing steaming.



## Yamakyu Nakajima-En

The proprietor is also a passionate advocate for tea. He teaches kids how to brew a cup of tea. He is always striving to create a relaxing cup of tea. Factory and tea estate tours are available with advance notice.

## MAP 02

## 03

The 97-year-old Estate  
Offers a Variety of Gift Sets.



## Morita-En

They offer a variety of teas at different price points, with a focus on the Fukumori variety. One of their classic options is the Morita no Tsuyu. Additionally, they have gift sets available for the include tea and various Japanese and Western confections, such as yohan (bean jelly), to cater to different occasions.

## MAP 03

## 04

An innovative tea estate  
focused on the future of tea.



## Matoba-En

Founded in 1945, the fourth-generation heir, who is determined to create an engaging tea estate, is constantly undertaking ambitious projects such as collaborating with local students to develop special tea and producing tea while from processed tea leaves. The tea varieties cultivated are Sayama-Kari, Chumidori, and Yamamori.

## MAP 04

## 05

A tea estate from the mid-Edo  
era, redefining tea's potential.



## Tanaka Seicha-En

The estate has been pesticide and chemical fertilizer-free since 2016. Currently, it is gaining a lot of attention for collaborating with various companies, universities, and musicians to develop new products. The estate also produces black tea using the Yabukita variety, with a supported overseas.

## MAP 05

## 06

The tearoom above the shop  
has a homely ambience.



## Masuda-En Honten

Tearoom Sakura, currently under renovation, offers lunch made with seasonal local ingredients. The owners' son plays a central role in promoting the Yamakura variety of black tea grown at the family-run tea estate.

## MAP 06

## Chanowa Tea Estate Terrace

Tea plantations all around!

Spend time in the tea plantations  
at your own pace.

You can relax on a terrace surrounded by tea plantations and enjoy Sayama tea and confections. Reservations are required for 90-minute seating. The menu includes meals with gelato or a tea taster to compare teas from different regions in Japan. Light meals are able to be brought to enjoy your experience. Price starts at ¥3,000 per person (by reservation only) \*Seat allocation depends on what you order.



Get a Chanowa picnic with tea leaves, a teapot, and hot water. Borrow cushions and tables to laze around if the weather is good.

## 02 Johnson Town

*Is this the U.S. or Saitama?!*

Experience an American  
Ambience with English Signs  
and Whitewashed Houses.

1 Enjoy vibrant tropical cuisine  
at a traditional U.S. military house.



## Mellow Food Cafe

The owner's family hand-revived the old house cafe using reclaimed lumber from U.S. military homes. The owner, a food specialist, serves Hawaiian and ethnic food as well as a cafe menu. Dishes include garlic shrimp for ¥1,300 and pork chops for ¥880.

2 Enjoy U.S. beef steak with gusto  
at the American-style diner.



## EAST CONTENTS CAFE

Enjoy a delicious American beef brisket steak with a soy-based sauce that has a punchy garlic flavor. This satisfying 200g steak is served with rice, soup, and a soft drink during lunch hours. Bring your party along, as they are welcome on the terrace. The menu also features an East Beef Steak for ¥1,750.

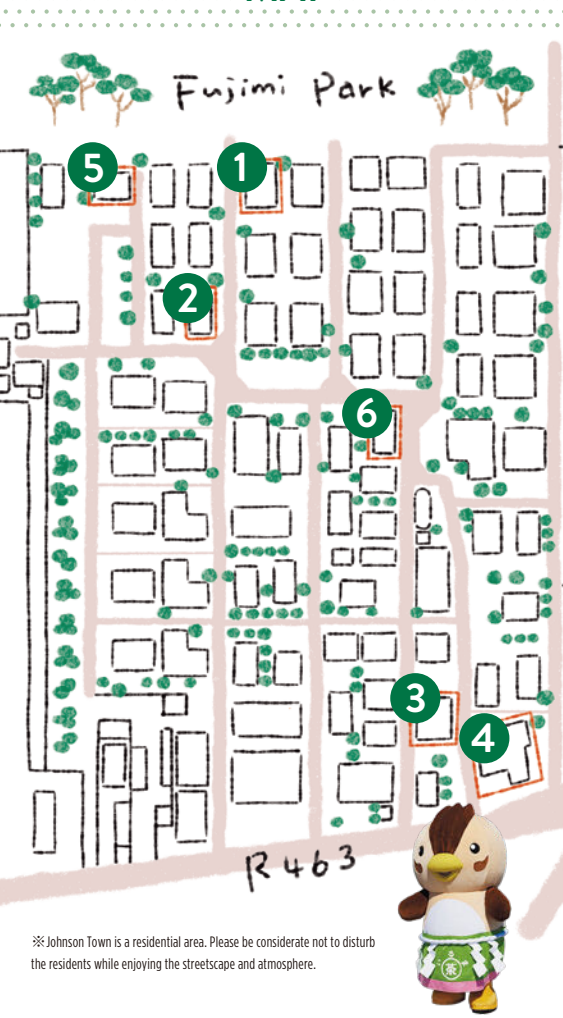
3 Enjoy genuine curries with a roux  
crafted from vegetables and spices.



## Curry Fugumitsudo

Curries made with house-made roux, free from all oil and flour, have a light texture while still allowing the flavors of the vegetables and spices to shine through. They are authentic and include a choice of meat (chicken, pork, or beef) and about 10 kinds of deep-fried vegetables. Seasonal fried vegetable curries start from ¥1,250.

## JOHNSON TOWN MAP



Over 100 varieties of chewy rice flour  
bread are baked every morning!



## Koigakubo

This bakery specializes in freshly baked Japanese rice flour bread, side dishes, and sweet treats for both dine-in and takeout options. The gluten shop offers a rotating selection of 12 handmade flavors that change with the seasons.

5 An artistic space of folds and  
light created by unique technology.



## miura-art Art Gallery BIWAPO

Yamiko Biwa is a renowned artist whose gallery is famous for her work based on Miura folding, a special type of geometrical folding. The gallery is also popular for its light object "umbra" and Miura-folding workshops for children.

6 Offering a wide variety of furniture  
with enduring designs.



## Kurashino Kaguten

The space offers a range of furniture from downy items that are not limited by current trends or fads. Their concept revolves around providing customers with quality pieces that can be developed for many years to come. They mainly focus on Kurashino and Tendo Nishiki products. They offer originally designed rugs starting at ¥2,550.

## 05 Pottering

*A leisurely bicycle ride  
without  
any rush or urgency*

Potter about to  
Enjoy Nature and the City

Pottering is becoming increasingly popular. Iruma is an excellent destination for a relaxing bicycle tour, given its moderately hilly terrain, unique tea plantation areas in the Kaneko region, outlet mall, and scenic town. Take a break, enjoy a meal, and explore the sights at your own pace.

The key is to avoid trying too hard

## 5 Pottering Tips

1. Know yourself and your mental state and go for it. (Never overdo it.)
2. Ride, feeling the breeze of Iruma all over your body. (Tea plantations, hills, along the Iruma River... it feels great.)
3. Remember to take breaks regularly. (There are plenty of places to rest, including cafes, restaurants, and parks.)
4. Whether riding solo or in a group, it is important to follow the rules. (Ride with caution on main roads.)
5. When you feel refreshed, give your best shot again tomorrow. (Clear your mind, work, and study.)

## What is Pottering?

There is no clear definition, but generally, it refers to leisurely cycling around the city without over-exerting oneself. The popularity of this sport lies in its simplicity, which aligns with leisurely values. It can be taken up on a whim and doesn't require specialized bikes or clothing.

## Bike Station ~ IRUMA BIKE TRIP ~

Rest spots for cyclists in the city can be used while sightseeing. These spots have bike stands made from locally sourced, SDGs-compliant timber. They offer free rental of tools and air pumps, along with bike sightseeing maps, making them a reliable ally for cyclists. \*To be available from April 2024



## 06 Food

*Let's try everything  
Iruma has to offer!*

From Long-established  
Restaurants to Local Delicacies

## 和

## JAPANESE

## Musashino Udon Gamushara

This udon restaurant is set up for the hands-on Musashino udon noodles. The noodles are made from a blend of two types of flour produced in Saitama Prefecture and served with a rich meat broth. Up to the noodles in the broth made from miso and bonito and served it often. Don't forget to try the tempura made from vegetables produced by the owner's family. Prices start from ¥720 for udon with meat broth and ¥550 for asorted tempura.

## MAP 27

Home-style handmade udon  
with just the right bite.

## Tomon

Experience delicious local cuisine made with fresh ingredients sourced by the owner. The menu changes seasonally, featuring wild vegetables in the spring, river fish in the summer, mushrooms in autumn, and game in winter. The restaurant is especially popular on weekends when wild vegetables and mushrooms are in season. Advance reservations are essential. Set menus start from ¥1,720 and courses from ¥5,500.

## MAP 28

Explore seasonal dishes crafted  
from natural ingredients.

## Chadokoro Issen

Tea is gaining popularity not only as a beverage but also as a food ingredient due to its health benefits. This restaurant is situated within the Iruma City Museum ALIT and offers a range of tea-based dishes, such as carpaccio, potato salad and deep-fried toasts mixed with Sayama tea. They have some sencha and matcha tea sets with fresh vegetables. The price for the assortment bowls start from ¥1,300, and the sencha set costs ¥750.

## MAP 29

Enjoy a healthy meal with  
edible Sayama tea.

## 洋

## WESTERN STYLE

## Restaurant Tajima

The rich, meaty burger steak is served with a sauce that has been replenished since the restaurant's inception. Residents of Iruma, spanning three generations, use each type of food that has become incredibly popular. The price for adding carpaccio and cheese on top is very reasonable, only ¥800. The dish of the weekend menu is a burger steak available for ¥880.

## MAP 30

A burger steak loved by the local  
community for over 50 years.

## Hazama Diner

Indulge in delicious steaks and burger steaks made from Iruma's premium beef brand, Sai no Yamanashi beef. The beef is known for its lean meat, which is both flavorful and light. The vegetables and eggs used for pancakes are also locally sourced from Iruma. Sai no Yamanashi Beef Steak costs ¥1,800.

## MAP 31

Pasta or pizza today? Choosing is  
the fun of Italian cuisine.

## Katsura no Sato Luccicare

Experience the authentic taste of Italy with our snow-baked pizza in a tea club setting that boasts a view of the Iruma River. The restaurant is popular for its wide variety of meat course menus. The starting price for lunch courses is ¥2,800.

## MAP 32

## Sakurayama Observation Deck (Kaji Hills)

The Sakurayama Observation Deck is situated at the top of a 150-meter staircase and boasts a magnificent 360° panoramic view. From the deck, you can see the beautiful mountains of Ohtama and Chichibu and, to the south, the lush green tea plantations. There is also a playground and a playground with wooden equipment in the vicinity.

## MAP 25

Cherry Trees along  
the Iruma Riverside

A line of cherry blossom trees extends for about 500 meters along the left bank of the Iruma River upstream from the Kaji Bridge in the city. Visitors can enjoy cycling amidst the light pink cherry blossoms planted on both sides of the Iruma River walk. The view is selected as one of the best scenic spots in Iruma.

## MAP 26

Why not take a break at Iruma  
citizens' favourite park?

## Sainomori Iruma Park

The park, managed by the prefecture, features lawns and a 880-acre covered around two large ponds, making it a perfect spot for a break during pottering. The Kubota Hiroba is a great place for families with small children to play on the playground equipment. Free admission.

## MAP 22

Iruma City Cultural  
Creation Atelier Amigo

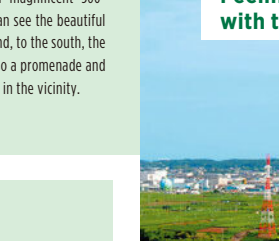
The Saitama Prefectural Institute Industry Testing Station now serves as a cultural facility with an eye-catching saw-toothed roof throughout the year, visitors can enjoy music and art events as well as weaving and dyeing experiences that bring to life Iruma's history, which developed alongside the textile industry. Admission is free, but activities are not included in the admission fee.

## MAP 24

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## MAP 25

Feeling accomplished rejuvenates,  
with tea fields below!Bike station  
cycle hub

## MAP 23

## 03 Outlet Mall

*One of the largest  
in Kanto*

Explore the Mitsui Outlet Park Iruma!



The range includes both essentials  
and bargains, guaranteed to delight!

## MAP 15

If you've travelled to Iruma, Mitsui Outlet Park Iruma is a must-visit. There are many things to discover, including fashion, the 700-seat food court, and culinary delights! Spend an entire day or make several visits to explore the mall's many surprises.



## Ramen Yoshikawa

The outlet's exclusive menu features the Special Miso Ramen and Nagoya Katsudon Chicken Ramen to delight Yoshikawa fans. It is a great choice for families as they also offer children's ramen for ¥600, alongside their special birthday ramen for ¥700.

## MAP 25

## 18% Steakhouse

A popular spot to easily enjoy the flavors of the famous Japanese 18% Steakhouse & Bar. The steak uses US-sourced lean meat to savor the true taste of beef. Exclusive dishes include hand-breaded beef hamburgers and curry. Available sat-sun steak 20% for 2,055 yen and more.

## MAP 16

## Li'l Donuts &amp; Crepe

Freshly fried doughnuts are small in size and come in flavors for sharing, while a variety of crepes with a sticky texture and edible sweetness are also available. The doughnuts and crepes are made with Hokkaido wheat and organic soy milk. They're delicious even when cold. Doughnuts start at ¥450, crepes at ¥400.

## MAP 27

