

Snow Crab



The sunrise of Toyama Bay

Crab traps, the common method of catching snow crabs, were originally invented by a Uozu local. It is no exaggeration to say that the ability to eat delicious snow crab around the world is in part thanks to the city of Uozu. And the crabs here in Uozu City are, of course, delicious.

Black scraper



A Winter Favorite in Uozu

This fish is distinguishable by its black markings. This fish has beautiful white flesh that has a wonderful texture similar to that of pufferfish; it is very popular. In particular, black scraper sashimi with fish liver soy sauce, made with rich fish livers, is wonderful. Fish caught around February that are longer than 25 centimeters are sold under the brand name Kisaragi Oh.

Genge (Eelpout)



Genge are rich in collagen.

Genge are deep-sea fish that live in Toyama Bay. While they look a little grotesque, covered completely in something akin to gelatin, they have an elegant, fatty flavor. Rich in collagen, these fish have a fluffy texture when made into tempura or when deep-fried. They are delicious, making them very popular in restaurants in Uozu City.

Hotaru Ika (Firefly Squid)



The edible, tasty secret of Toyama Bay

Firefly squid, famous for their blue-white glow in the sea, are not only edible but also tasty. Generally, they are eaten as sashimi or dressed with vinegar and miso, but processed products are also popular. Pickled squid and fermented squid mixed with squid ink offer rich flavors and are perfect as appetizers to go with drinks. These also go exceptionally well with rice and are popular as souvenirs.

Bai-meshi (Sea Snail Rice)



A wonderful local dish from Uozu

The bai sea snail, or Japanese Babylon, found in Uozu is cooked together with rice to create bai-meshi. This wonderful local food from Uozu City has won the grand prize at the National Seafood Gourmet Competition. This dish has an elegant flavor that is full of juicy sea snails. It is a must-try for visitors to Uozu City.

Kobujime (Kelp-Marinated Sashimi)



A traditional local cuisine that locks in umami flavor

Kombu Shime is a local traditional favorite. Sashimi is always great, but marinating it in kelp enriches the flavors. Generally, marlin is sandwiched between the kelp, but seafood such as shrimp, squid, and oysters are also used. Locals also use mountain vegetables and so on.

Kamaboko (Fish Cakes)



A soul food for the people of Toyama Prefecture

Saiku Kamaboko, a fish cake shaped like a sea bream, is famous nationwide. They are gifts used in celebrations such as weddings, making them very popular as souvenirs as well. Various types are sold throughout the city that differ in their ingredients and shapes.

Local Sake (Hokuyo)



A local favorite created used Uozu's wonderful Umai Mizu water

Hokuyo, made using Uozu's wonderful Umai Mizu water and carefully selected brewer's rice, is a dry, refreshing local sake. It goes well with the seafood of Uozu, and it is a favorite at local restaurants and homes.

Apples



Uozu apples for those in the know

Uozu City is said to be located at the southern end of Japan's apple producing areas, so apples grown here can grow on trees about four weeks longer than other areas. This means the apples are harvested when they are fully ripe, giving them a high sugar content. Kazumi apples, in particular, were recognized as a regional brand by the Japan Patent Office in 2008.

Pears



Very popular ripe pears

Uozu City is a traditional pear producing area with a history going back about 140 years. The soft, sweet fruit grown here are highly regarded even within the prefecture. They are popular as souvenirs and gifts. Carefully selected ripe pears are sold at the sites of production, meaning the pears available locally are even sweeter than those found in regular stores.

Grapes



Fresh grapes available at storefronts

Uozu City is the largest grape region in Toyama Prefecture. The clean water and rich natural conditions of the land here mean vines in Uozu bear large, sweet grapes. Most are sold directly by producers. Local producers will often pick desired varieties then and there, so visitors have the chance to taste the freshest of grapes.

Uozu no Umai Mizu (Tasty Water in Uozu)



An assured quality and taste

A natural mineral water sourced from the groundwater created in the rich natural environments of the Tateyama Mountain Range. This clear, high-quality soft water has won the Monde Selection's Grand Gold Award. It is rated according to global standards as a safe, reliable, and delicious water.

Uozu Osakana Land (Wholesale Fish Market) [B-4]



A fish landing facility supporting the dinner tables of Uozu

A facility handling marine products operated by the Uozu Fishery Cooperative, Uozu Osakana Land introduces the newest advanced health and safety equipment in Japan to protect the safety and security of Uozu's wonderful marine products. The market is recognizable by its light blue color that reflects in Toyama Bay. Locals know the market by its nickname Osakana Land.

Uozu Morning Market [B-4]



The kitchen of Uozu, offering everything imaginable

From fruits of the sea to fruits of the land, this market offers a wide variety of fresh local products. With the ability to talk to high-spirited producers while buying Uozu products, this market is always busy with customers.

●Date: Every 2nd and 4th Sunday 6:00-9:30
Venue: Umi no Eki Shinkiro

Mira-Marche (Souvenir Shop) [C-4]



Recognizable by its large sign featuring Mira-tan, the mirage mascot

This is a specialty store and place to rest inside the Ainokaze Toyama Railway Uozu Station. Inside there is also a cafe space offering drinks and so on, making this a great spot to relax and purchase souvenirs before getting on a train.

●TEL: 0765 (32) 3907 Open: 7:00-19:00 Closed: Open throughout the year

Kakinoki-Wari (Restaurant Area) [C-4]



The food center of eastern Toyama Prefecture

Kakinoki-Wari is the nickname for the area of restaurants in front of Uozu Station. This central area of restaurants in Uozu City is said to have the largest proportion of restaurants by population in Japan. It is a popular area not only with locals but also neighboring areas and visitors from outside the prefecture. Visitors who find themselves in Kakinoki-Wari can enjoy all of Uozu's local products, including fruits of the sea and fruits of the land.