



Quick Japanese Lesson

When you would like to order Toyama Bay sushi.

「Toyama wan zushi wo onegai shimasu.」

When you would like to ask about the toppings on your Toyama Bay sushi.

「Toyama wan zushi no sushi neta wa nan desuka.」

When you would like to ask to switch a sushi topping you do not like for a different one.

「×× wo betsu no neta ni kaete kudasai.」

When you would like to order one piece of sushi.

「×× wo ikkan kudasai.」

When you would like to ask for no wasabi.

「Wasabi wo nuite kudasai.」

When you would like to ask for the check.

「Okanjyo wo onegai shimasu.」

Sushi Q&A

Q1 Do I have to eat sushi with chopsticks?

No, you can eat sushi with chopsticks or with your hands.

Q2 Is there a correct way to dip sushi in soy sauce?

You should generally put soy sauce on the topping side of the sushi. However, this is not practical for some rolls such as salmon roe and sea urchin. In these cases, you should dip on the side or on the rice. Also, sushi such as anago (eel) is already served with sauce, so you do not need to use soy sauce for these.

Q3 What is the gari (pickled ginger) for?

Gari is thinly sliced ginger flavored with sweet vinegar, and is able to freshen up your mouth.

天然の生け簀

富山湾鮎

感動
美味

Nature's Fish Tank

Toyama Bay Sushi

Welcome to Toyama Bay—a treasure trove of seafood—
and enjoy sushi prepared with local ingredients of the season



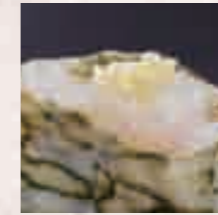


About Toyama Bay Sushi

Description

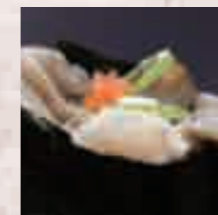
- Set of 10 pieces of sushi
- Prices from 2,000 yen to 3,500 yen (including tax)
- All toppings fresh seafood from Toyama Bay
- Delicious rice grown in Toyama Prefecture
- Served with complimentary local-style soup

* Please note that occasionally local ingredients may not be available in sufficient amounts due to bad weather. The chef will explain the situation to customers and substitute some toppings with those from locations other than Toyama Bay.



Service

- The chef greets all customers with an explanation of in-season ingredients
- Customers who make a reservation at least one day before their visit are offered compliments of the chef (e.g., a single serve dish)



Delicious sushi made
with seasonal local ingredients
is a treat served nowhere outside Toyama.
Delight in Toyama Bay Sushi
straight from nature's fish tank.

Toyama Bay is dubbed “nature’s fish tank” for the short distance between fishing grounds and port. This treasure trove of marine resources is home to both warm-water and cool-water fish, which are hauled to shore fresh. Toyama Bay Sushi prepares these just-caught, delicious ingredients into the finest sushi year round. Only visitors to Toyama can delight in the best sushi—Toyama Bay Sushi.



Secrets of Toyama's tasty sushi

Toyama Bay, nature's fish tank, provides the ideal environment for diverse, delicious fish to grow



Just-caught seafood prepared fresh

Fish served in Toyama are unparalleled in their freshness.

This is because about 80 percent of the catch comes from fixed net fishing. Nets set up along the coast simply wait for fish to swim into them, giving the fish a minimal amount of stress and bringing them to shore alive and full of vitality.

And because the sea floor off the coast of Toyama Bay drops sharply, the fishing grounds are close to port, quite often only 20 minutes or so away. The fish hauled from the nets to the boat are transported to port and delivered to the market fresh, without having a chance to spoil. And so the fish served in Toyama Prefecture are always fresh and delicious.



Tasty Fish

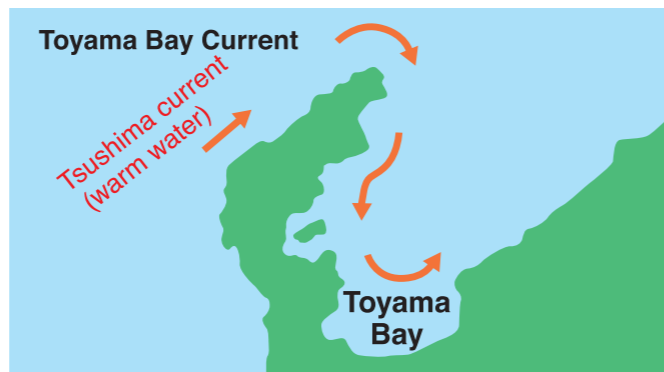
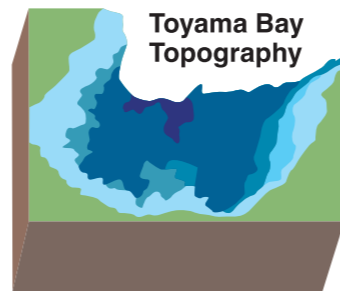
Toyama Bay—a treasure trove of seafood

Those in the know recognize Toyama Bay as a treasure trove of seafood. Of the 800 varieties of fish and shellfish found in the Sea of Japan, 500 are said to live in Toyama Bay, and 200 of those are caught for food.

The key to this abundance of varieties lies in the topography of Toyama Bay.

The seawater around the bay consists of three layers. The surface collects water rich in minerals from the rivers flowing through fertile land.

Below that is warm water from the Tsushima current. And at further depths of 300 meters and more lies the cool water with low salinity unique to the Sea of Japan. That is, Toyama Bay provides a healthy environment both for fish that migrate between warm waters, like the Japanese amberjack, and for deep-water creatures that prefer cool waters, like shrimp and crabs. The sea floor just off the coast of Toyama Bay, which drops sharply to depths of more than 1,000 meters, is called aigame (indigo dye pot) and serves as a particularly ideal habitat for mollusks like the broad velvet shrimp, red snow crab, and Japanese ivory shell. And thanks to this, fishers enjoy a diverse catch and offer a rich variety of ingredients for sushi chefs.



Fixed net fishing (aerial view)

It is no wonder then that this Toyama Bay, which offers fresh fish from the sea immediately offshore, is called "nature's fish tank." All sushi ingredients are tasty, from high-end toppings like the Japanese amberjack and broad velvet shrimp to more common, affordable toppings like squid, horse mackerel, and sardines.



Market with a lineup of fresh marine products



Tasty Water

Rich nature produces delicious water

Toyama is known as a prefecture in which good drinking water gushes out at all times just by turning on the faucet. The quality of water is such that multiple resources are listed in the Japanese environment ministry's "Selected 100 Exquisite and Well-conserved Waters." The 3,000-meter-class Northern Alps and Tateyama mountain range accumulate snow, which melts and provides streams of mineral-rich, cool, clean water year round. The forests of Toyama, which cover some 67 percent of the land, moreover act as a natural dam and collect groundwater, which is recharged, purified, and enriched with minerals over the years, and resurfaces as delicious drinking water.



Rice paddies spanning a rural village

Tasty Rice

Abundant water and fertile land yield delicious rice

Toyama boasts the largest proportion of rice paddies to cultivated land in Japan: an astounding 96 percent. The perennial snow of the Tateyama mountain range melts and flows into the Toyama Plain, quenching the thirst of the paddies with still cool water. As a result, even in the sweltering summer, the rice plants continue to grow vigorously and produce mature grains until just before harvest.

A treasure trove of seafood

Toyama Bay Sushi Seasonal Toppings

Toyama Bay is blessed with rich nature and diverse marine products year round.
 Toyama Bay Sushi prepares these seasonal local ingredients fresh.
 Delight in naturally grown, fresh, in-season seafood, the specialty of Toyama.



Sayori Japanese halfbeak *Sawara* Japanese Spanish mackerel *Masaba* Chub mackerel *Muroaji* Mackerel scad *Shiroebi* (nigiri) Broad velvet shrimp (hand-pressed)



Maaji Japanese horse mackerel *Tobiuo* Flying fish *Madai* (yubiki) Red sea bream (parboiled) *Madai* Red sea bream *Shirogisu* Japanese whiting



Akaika Flying squid *Ishidai* Striped beakfish *Surumeika* Japanese flying squid *Okoze* Stonefish *Kurumaebi* Japanese tiger prawn



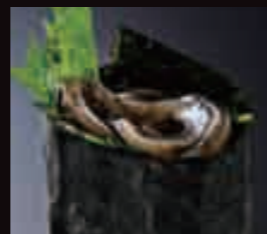
Hotaruika Firefly squid

Schools of firefly squid migrate near the coast to lay eggs from March to early June. Only Toyama serves just-caught, fresh firefly squid.



Maiwashi Japanese sardine

Toyama Bay sardines are exquisite for they are served fresh, immediately after catching. The prefecture's Himi iwashi dried sardines are famous nationwide.



Ika kurozukuri Squid in ink



Kohada Young gizzard shad



Honmaguro (Kuromaguro) Kuromaguro Pacific bluefin tuna

Pacific bluefin tuna travel the Sea of Japan and arrive at Toyama Bay in summer, to be served as a popular delicacy. The deep red slices with streaks of quality fat are a true luxury.



Shiroebi Broad velvet shrimp

The broad velvet shrimp is dubbed the "jewel of Toyama" for the beauty of its transparent pink coloring. Only in Toyama is this mollusk caught in larger volumes as fishing techniques advance.



Chabachime Rockfish *Kajikimaguro* Marlin



Madara Pacific cod *Kurumadai* Japanese bigeye



Koshoudai Crescent sweetlips *Ishimochi* White croaker



Mejimaguro Young Pacific bluefin tuna



Hirame Olive flounder



Kamasu Barracuda



Kurosoi Jacopever



Saba (shimesaba) Mackerel (marinated)



Madako Common octopus



Yanagibachime Goldeye rockfish



Iwagaki Iwagaki oyster



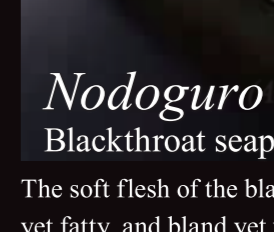
Baigai (Oecchubai) Oecchubai Japanese ivory shell



Akadai Red porgy



Kintokidai Red bigeye



Nodoguro (Akamutsu) Blackthroat seaperch (Rosy sea bass)

The soft flesh of the blackthroat seaperch is a white yet fatty, and bland yet with a hint of sweetness.



Shirosabafugu Green rough-backed puffer



Kajika Japanese fluvial sculpin



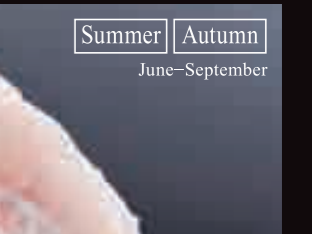
Mizudako Giant Pacific octopus



Kuromutsu Bluefish



Kurodai Black porgy



Soibachime Fox jacopever



Autumn Winter Spring
September-May

Beni-zuwaigani Red snow crab

The red snow crab is an iconic winter delicacy of Toyama. The soft meat consisting of fine fibers is delicately sweet.



Autumn Winter
September-February
(in season winter)

Amaebi Pink shrimp

Toyama's pink shrimp has a distinct sweetness that melts in the mouth and tomalley with a punch. It is in season from late autumn to winter, but the summer catch is tasty too.



Kijiebi Coonstripe shrimp



Kouika Cuttlefish



Engawa Fluke fin



Yagara Cornetfish



Hirame(kobujime) Olive flounder (with kelp)



Ankimo Monkfish liver



Katsuo Skipjack tuna



Kaki Oyster



Autumn Winter
November-December

Mejimaguro (chutoro)
Young Pacific bluefin tuna (medium fatty)

Young Pacific bluefin tuna are called meji. In the cold months, these special meji have a moderate amount of sweet fat all over, which blends with the flavor of the red flesh and makes for a soft texture.



Spring Summer
Autumn Winter
Year round

Baigai (Kagabai)
Kagabai Japanese ivory shell

The Baigai has a firm texture and unique sweetness that spreads throughout the mouth. Enjoy with the ocean-scented entrails.



Ebimiso Shrimp tomalley



Kaiwari Horse kingfish



Tachiuo Largehead hairtail



Suzuki Japanese sea bass



Suzuki(kobujime) Japanese sea bass (with kelp)



Hon-zuwaigani Snow crab



Buri Japanese amberjack



Winter
November-February

Buritoro Fatty Japanese amberjack

The Japanese amberjack that migrate to Toyama in winter are nice and round, and contain the maximum amount of fat. The texture and flavor of the flesh make this fish the king of Toyama Bay Sushi.



Houbou Red gurnard



Nama shirasu Raw whitebait



Karei Righteye flounder



Winter
December-February

Shirako (Madara)
Milt (Pacific cod)

The male Pacific cod caught in Toyama Bay in winter are filled with milt, which can only be enjoyed at their freshest.



Gandoburi Young Japanese amberjack



Nama hon-zuwaigani Raw snow crab



Gameebi Mantis shrimp



Ikura Salmon roe



Kanagashira Red-whiskered bulbul



Akagarei Flathead flounder



Chikamekintoki Longfin bigeye



Autumn

September-November

Fukuragi Young Japanese amberjack

The fukuragi, whose kanji characters mean "fish that brings luck," is a common fish loved by Toyama residents. The growth stages of the Japanese amberjack are, from youngest to most mature, kozukura, fukuragi, gando, and buri.



Autumn Winter Spring

October-May (in season winter)

Toyama-ebi Coonstripe shrimp

The Toyama-ebi is more commonly known as botan-ebi in Japan's northern island of Hokkaido and central region of Kanto. It has a just the right texture, neither too soft nor too firm, on top of a rich sweetness and flavor.



Winter

November-January

Koubakogani Female snow crab

Though small in size, the female snow crab has a delicious texture that comes from both the immature ova in the shell and the fertilized egg in the stomach.



Ikageso Squid legs



Aoriika Bigfin reef squid



Winter

December-March

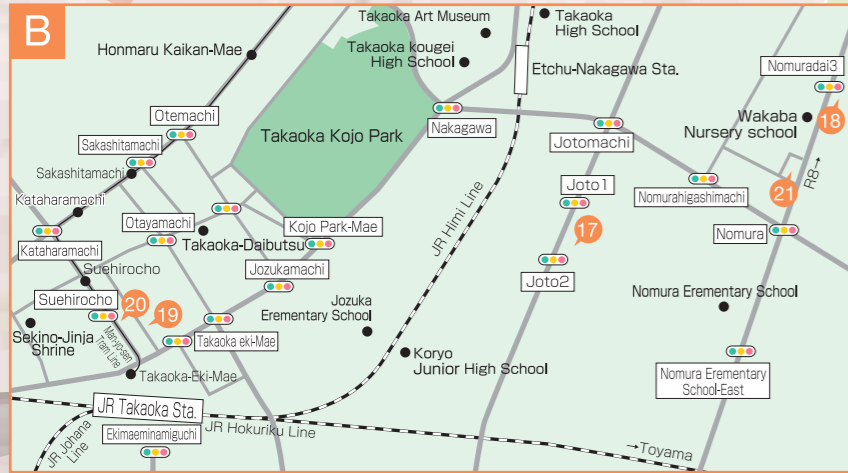
Kawahagi (Umazurahagi)
Thread-sail filefish (Black scraper)

The beautifully transparent white flesh of the thread-sail filefish has a bland, simple flavor; its liver contains a lot of fat for a rich sweetness.

Himi



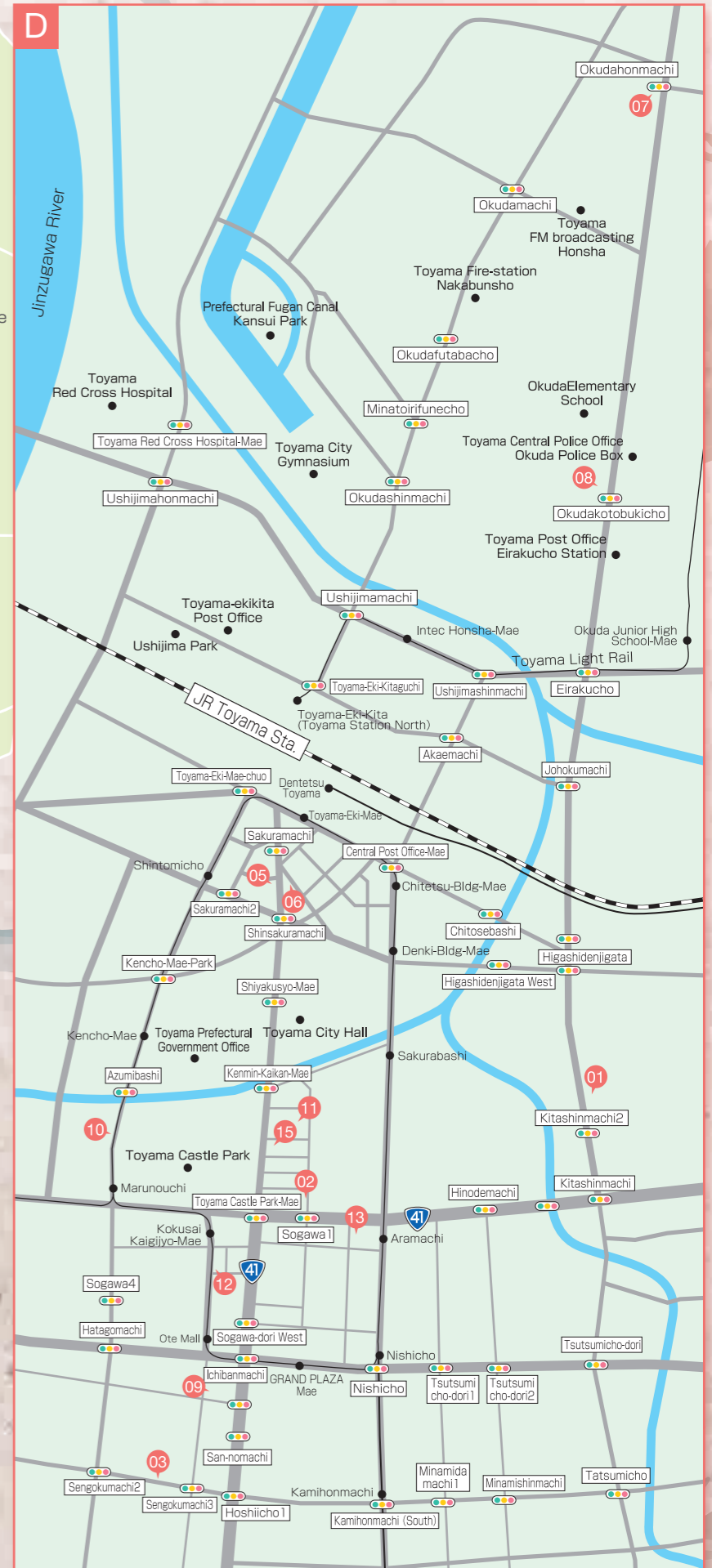
Takaoka



Imizu



Toyama



No.	Store Name	Address
01	Ayumizushi-honke	1-2-30, Kitashinmachi, Toyama City, Toyama, 930-0023 ☎ 076-433-5066
02	Sushidokoro[Sasaki]	1-6-11, Sogawa, Toyama City, Toyama, 930-0083 ☎ 076-431-6788
03	Isozushi	3-4-8, Sengokumachi, Toyama City, Toyama, 930-0066 ☎ 076-423-6690
04	Sakaezushi	30-6, Shinjomachi, Toyama City, Toyama, 930-0992 ☎ 076-424-4513
05	Ayumizushi-bunke	2-2-7, Sakuramachi, Toyama City, Toyama, 930-0003 ☎ 076-432-3850
06	Mikizushi-honten	1-7-5, Sakuramachi, Toyama City, Toyama, 930-0003 ☎ 076-432-7201
07	Jyanomezushi	2-10, Okudahonmachi, Toyama City, Toyama, 930-0819 ☎ 076-431-7722
08	Sushiei-okudaten	6-3-134, Okudakotobukicho, Toyama City, Toyama, 930-0852 ☎ 076-432-8457
09	Sushimasa	4-29, Ichibanmachi, Toyama City, Toyama, 930-0061 ☎ 076-421-3860
10	Minozushi	1-5-8, Marunouchi, Toyama City, Toyama, 930-0085 ☎ 076-433-3034
11	Ikizushi	10-10, Sakuragicho, Toyama City, Toyama, 930-0082 ☎ 076-441-7188
12	Syaraku	5-13, Otemachi, Toyama City, Toyama, 930-0084 ☎ 076-491-0700
13	Ippeizushi-honten	2-3-17, Sogawa, Toyama City, Toyama, 930-0083 ☎ 076-421-1458
14	Kinryuzushi	41-39-16, Kitadai, Toyama City, Toyama, 930-0103 ☎ 076-434-1718
15	Sakaezushi-Kokichi	11-3, Sakuragicho, Toyama City, Toyama, 930-0082 ☎ 076-433-2639
16	Mikidazushi	30-1, Yokatanibanmachi, Toyama City, Toyama, 930-2255 ☎ 076-435-2253
17	Mikizushi	1-9-32, Joto, Takaoka City, Toyama, 933-0041 ☎ 0766-25-1051
18	Sakurazushi	1255, Nomura, Takaoka City, Toyama, 933-0014 ☎ 0766-28-1076
19	Sushikin	50-13, Suehirocho, Takaoka City, Toyama, 933-0023 ☎ 0766-23-5781
20	Ginzushi-suehiroten	1014, Suehirocho, Takaoka City, Toyama, 933-0023 ☎ 0766-24-6004
21	Katakago	725-3, Nomura, Takaoka City, Toyama, 933-0014 ☎ 0766-21-3824
22	Sakaezushi	25-2, Rokke, Takaoka City, Toyama, 933-0321 ☎ 0766-31-1059
23	Suehiro-yataten	6-10, Fushikiyata, Takaoka City, Toyama, 933-1123 ☎ 0766-44-4023

No.	Store Name	Address
24	Sushitake	8-8, Tatemachi, Imizu City, Toyama, 934-0013 ☎ 0766-82-3329
25	Chikarazushi	3-3, Tatemachi, Imizu City, Toyama, 934-0013 ☎ 0766-82-2561
26	Katsuhiruzushi	339-4, Horioka Funumyojin, Imizu City, Toyama, 933-0224 ☎ 0766-86-1828
27	Sushi-Edoichi	7-1, Tomei Shichiken, Imizu City, Toyama, 933-0236 ☎ 0766-86-2558
28	Ishimatsusushi	12-17, Nakashinmachi, Imizu City, Toyama, 934-0027 ☎ 0766-84-7555
29	Sasasushi	16-5, Chuomachi, Imizu City, Toyama, 934-0012 ☎ 0766-84-1100
30	Hidezushi	10-23, Chuomachi, Imizu City, Toyama, 934-0012 ☎ 0766-84-2769
31	Isomasazushi	16-6, Zenkoji, Imizu City, Toyama, 934-0005 ☎ 0766-82-5670
32	Naniwasushi	13-15, Nishishinmachi, Imizu City, Toyama, 934-0004 ☎ 0766-82-6800
33	Hakamazushi	1-19-46, Shoseimachi, Imizu City, Toyama, 934-0001 ☎ 0766-82-2531
34	Akai	911, Teratsukahara, Imizu City, Toyama, 934-0056 ☎ 0766-84-2834
35	Kiyozushi	10-10, Minatomachi, Imizu City, Toyama, 934-0002 ☎ 0766-84-0151
36	Sushitomo	2950-32, Futakuchi, Imizu City, Toyama, 939-0234 ☎ 0766-62-1793
37	Sushiyoshi	185-1, Shimotako, Himi City, Toyama, 935-0036 ☎ 0766-91-4080
38	Kawaki	2-1, Honmachi, Himi City, Toyama, 935-0016 ☎ 0766-74-5555
39	Kiyomizu	8-22, Chuomachi, Himi City, Toyama, 935-0011 ☎ 0766-72-2511
40	Tachibanazushi	11-1-11, Honmachi, Himi City, Toyama, 935-0016 ☎ 0766-74-4888
41	Fukusushi	1878, Sewamachi, Namerikawa City, Toyama, 936-0063 ☎ 076-475-2244
42	Manryo	1-15-2, Syakado, Uozu City, Toyama, 937-0067 ☎ 0765-24-7796
43	Tasukezushi	10-14, Ekimaeshinmachi, Uozu City, Toyama, 937-0051 ☎ 0765-24-7357
44	Sushi-Hyoutan	416, Tomari, Asahi Town, Simonikawa-gun, Toyama, 939-0741 ☎ 0765-82-0380
45	Kozushi	205, Johana, Nanto City, Toyama, 939-1861 ☎ 0763-62-0127