

Miyagi Products Plaza Information



The Miyagi Products Plaza is an operation centre (antenna shop) that provides information about speciality local products of Miyagi Prefecture and tourism in the region to people living in and around Tokyo.

On the first floor, recommended products from Miyagi Prefecture are showcased and sold, products made by local companies are test-marketed and sales events where people from companies in Miyagi Prefecture and its municipalities are there to interact with customers are carried out.

On the second floor there is locally brewed sake and traditional craft products as well as a corner with information about seasonal tourism and events in Miyagi Prefecture.

■ In Store



1. Speciality Products Sales corner, Event Sales corner

All kinds of speciality products from Miyagi Prefecture such as processed fishery products, processed agricultural products, rice and sweets.

2. Miyagi Rice corner

You can purchase the outstanding “Hitomebore” and “Sasanishiki” varieties of rice, grown extensively in Miyagi Prefecture here.

3. Food and Drink corner

Sendai is famous for its beef tongue and here you can enjoy the real thing.

4. Miyagi Sake corner

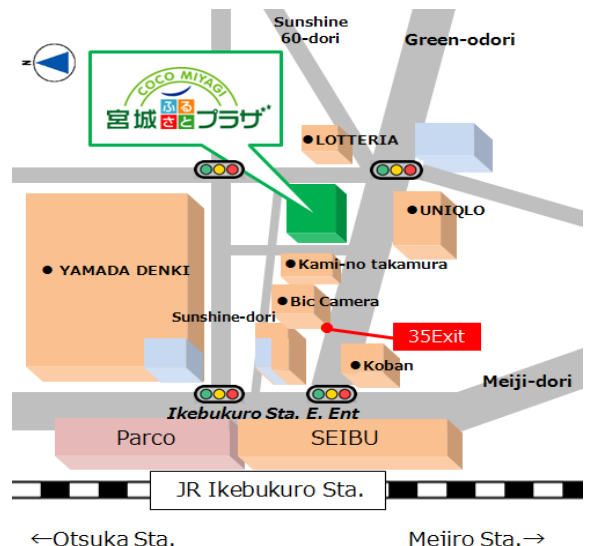
Focused mainly on the Junmai-shu (no added brewing alcohol or sugar) variety of sake, there are many varieties of high quality, locally brewed sake here.

5. Traditional Crafts/Speciality Sales corner

Here there is a variety of outstanding traditional craft products from Miyagi such as Kokeshi dolls and Ogatsusuzuri (inkstone) to buy.

6. Tourism/Information corner

You can find out all about Miyagi Prefecture here, including information on tourism.



Recommended Speciality Products from Miyagi

Sasakamaboko

Sasakamaboko is made from patiently minced white fish that has been flavoured, shaped into a bamboo leaf and grilled.

Sasakamaboko began life as preserved food made from the large amount of kichiji rockfish caught off the coast of Miyagi, minced by hand and then grilled.



Miyagi Rice

Miyagi Prefecture is a rice-cultivating area representative of Japan. The "Hitomebore" and "Sasanishiki" varieties are particularly famous.



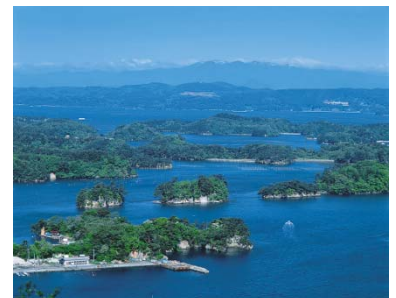
"Zunda" paste

"Zunda" paste is made in Miyagi from mashed green soy beans. The paste is a vivid green colour and the natural fragrance is pleasant.



Profile of Miyagi Prefecture

Miyagi Prefecture is located 300km away from Tokyo in the centre of the North-eastern region of Japan. The Miyagi Prefectural office is located in Sendai City which is latitude 38° N and longitude 141° E, the same as major cities throughout the world such as San Francisco and Athens. On the east, Miyagi faces the Pacific Ocean and is abundant with fishing grounds and many scenic tourist destinations such as Matsushima, one of three most scenic spots in Japan. To the west, there are the mountains of Zao, Funagata and Kurikoma whose scenery changes with the seasons and in the central area the grain producing regions and the Sendai Plains stretch out in all directions. The ocean, mountains, rivers and plains exist in harmony with one another and create a natural environment which is both rich and comfortable.



Matsushima

Spring



Sakura cherry blossoms and Zao (Ogawaramachi)

Summer



Sendai Tanabata (Sendai City)

Autumn



Naruko Gorge (Osaki City)

Winter



Starlight Paigent (Sendai City)