

Omiyage

General explanation of the souvenir/ Omiyage custom. To be used to inform foreign visitors for ALL the shops that sell them.

It is a traditional in Japan to give or send food as souvenirs or gifts to friends and family. In Japanese, these souvenirs are called Omiyage. Giving a special local food is a way to share your trip to Marinetown with those you care about.

Japanese people have a tradition of using Japanese confectionery and mochi (pounded rice) as souvenirs from their trips, gifts for celebrations, and offerings to the gods. You can choose an edible souvenir from many of the shops in marinetown. From flavorful sundried fish to carefully crafts sweets, there are omiyage that will delight everyone on your list. The boxed foods packaging shows how many portions are in the box and a suggested expiration date. This helps you plan which omiyage is best for you needs. If you are visiting friends or family later on your trip, omiyage is a great way to bring a little joy to them when you meet.



1. Isomaru

The shop has a lot of seafood and is very popular as a souvenir shop.

This shop specializes in offering a wide variety of seafood. This includes packaged seafood which can be shipped anywhere in Japan. It is a traditional in Japan to send food as souvenirs or gifts to friends and family. In Japanese, these souvenirs are called Omiyage.

They offer frozen, refrigerated, and room temperature products, and can be delivered by courier anywhere in Japan. (The shop can arrange delivery for a fee.)

We hope you will enjoy the special flavors of treasures of the sea in Japan.



2. Isshin

A branch of a Japanese confectionery shop that was established in Ito city more than 90 years ago.

These unique confections are carefully crafted and have sublime flavors.

These special sweets are made with carefully chosen ingredients to maintain their traditional tastes.

Japanese people have a tradition of using Japanese confectionery and mochi (pounded rice) as souvenirs from their trips, gifts for celebrations, and offerings to the gods.

Why not take home some of these treats to enjoy at home and follow Japanese tradition by gifting some to your friends or family?



3. Sazanka

An outlet of a long-established bakery in Ito.

Every morning, freshly baked bread from the company's bakery is delivered to the Marinetown shop.

Freshly baked in Ito city daily from the best ingredients, these delicious breads are considered a local soul food. Choose some to enjoy later during your travels or create a picnic meal with other Marinetown selections to enjoy outside near along the promenade. You can also enjoy a relaxing hot spring footbath there by the Sunrise Marina.



4. Melrose Market

This store has many delicious boxed sweets that are popular in Izu, as well as jams made with local ingredients. The parent company that runs the store also runs a coffee shop, so their original coffee flavored sweets are unique. There are also miscellaneous goods and clothes in the back of the store.



5. Sabo Izu Shizen Seikatsu

A sister store of Izu Shizen Seikatsu in the Marinetown annex.

In addition to the boxed snacks, the cheese made in their own factory is very popular.

The rice crackers, made by pressing shirasu (baby sardines) without any seasonings, are healthy and delicious snacks. They also have a selection of Japanese teas, and their flavored teas are a great choice even for those who don't like bitter green tea.



6. Dolphin Izu

In addition to the many boxed snacks, they sell "Maruten" brand "Kerimono" (pasteurized fish paste) as takeout. Kerimono is a method of rolling fish paste into balls and steaming or frying them. It is a mild, but delicious flavor. It is also used as an ingredient in "Oden". Japanese people love kerimono, and this shop has made it popular by offering it as takeout so that customers can eat it while walking around. The store also has a selection of unique items such as parody T-shirts, stickers, and key chains.



7. Kaiyu

A popular souvenir shop with a wide selection of boxed snacks.

They have a wide selection of sweets and snacks made with popular local ingredients such as New Summer Orange, strawberry, tea and wasabi. The sweets in Japanese boxed sweets are individually wrapped, so you can share them with your family and friends.

We hope that you will enjoying Izu sweets will be a fond memory of your visit to Marinetown.



8. Wan/sweetizu

This popular store sells meat buns under the brand name Wan, and you can choose from three flavors: pork buns, Matsuzaka beef buns, and sweet bean buns with chestnuts. Meat buns are perfect for takeout and are a favorite food of Japanese people.

It is also a popular sweets store, selling sweets such as tunkalon, a Korean sweet that is a large macaroon, and Mont Blanc made with Japanese chestnuts.



9. ITO MARINESABLE

The sable pastries in retro-style tins are baked in the company's own factory in Ito City.

These sable pastries are the most popular item in the Ito Marine Town online shop. Mari-nyan donuts are sweets with the motif of the main character of Ito Marine Town, and are very popular with children and women. Furthermore, the square cream puffs are not only cute, but also delicious and highly recommended.



10. Asagiri Milk

This popular shop offers soft serve ice cream made with milk from the Asagiri Plateau in Shizuoka Prefecture.

This rich soft serve ice cream is very popular, and many Japanese tourists return often to enjoy it. Other sweets such as smoothies, sundaes, and cheesecakes are also available on the menu. You can take out your sweets, so enjoy some of them outside or take them with you as you travel.



11. Izu chuu

Ito City is located on the coast and is famous for its locally caught fish and seafood.

This Ito city based shop is run by a company where fish are processed and dried in the sun the traditional way. This brings out the best flavors of the fish. In addition to dried fish, there is a wide selection of vacuum-packed cooked fish, dried foods, seasonings, and sweets made from processed seafood. Horse mackerel, squid, mackerel, and golden-eyed snapper are local specialties. They offer frozen, refrigerated and room temperature products, and can send them by courier anywhere in Japan.



12. Gion

A long-established bento (take-out) shop in Ito City that has been in business for over 70 years. The most popular item on the menu is inari sushi. Inari sushi is a Japanese comfort food that has been around since the Edo period. Inari tofu is a Japanese dish made with tofu that has been deep-fried in a light batter and then simmered in a sweet sauce. It is often served as part of a bento box lunch or as an appetizer. (Inari tofu is made by first frying the tofu in a light batter, then simmering it in a sweet sauce made with mirin, sugar, and soy sauce. The dish is named after Inari, the Shinto god of rice.)



13. Izu Baum(Baumkuchen cake)

The back of the store is a factory where they sell freshly baked baumkuchen in cups. When you put the still steaming baumkuchen in your mouth, a sweet aroma and taste will be a real treat. They also use Izu salt as a secret ingredient and they sell other Baumkuchen cake made with local ingredients.



14. Izu Kougen Pudding

A pudding made carefully in-house in Ito City.

It comes in a special jar and is very popular on social media. There are more than 10 varieties in the lineup, so it's fun to find your favorite flavor. Consider buying some pudding to take to the second floor terrace to enjoy with a high view of the sea.



15. Shiawase ni naru Ice cream

The translated name of the store is "Ice cream that makes you happy when you eat it while looking at the sea." There are so many flavors, and some are only available seasonally. The "Guri Tea Flavor," a specialty of Ito, is one of the most popular. It offers a perfect balance of subtle bitterness and the sweetness of ice cream. Japanese people love ice cream and we encourage you to enjoy special Japanese flavors that are only available here.



16. Izu Shizen Seikatsu

A store run by a company that owns a craft beer brewery in Ito City. They have a selection of original craft beers to suit various tastes. In addition, the Japanese liquor section has a wide selection of adult beverages such as sake, shochu, and plum wine. In addition, the company operates a spa in Ito City, so they also have a wide selection of bath goods. They also sell popular boxed sweets, ingredients that go well with rice and pasta, and instant dashi (soup stock) that makes it easy to make delicious Japanese food.



17. Izu Marusu

A sushi restaurant run by a company that has a brokerage license to buy fish from Ito Port. The chefs make fresh and delicious sushi. The sushi bar (pressed sushi) made with Izu's specialty, golden-eyed snapper, is an original menu item and is very popular. In addition to sushi, they also have a menu of skewered and grilled fish and vegetables, so you can enjoy Japanese food with beer and alcohol. There is a terrace seat outside the restaurant, so you can eat sushi while feeling the pleasant sea breeze.



18. Soba Dining Raku

A restaurant that serves soba, udon and rice bowls. It is open from 9am, and its most popular dish is the fried shrimp tempura from Yui, Shizuoka.

The restaurant is spacious, and there are counter seats where you can eat while looking out at the sea.

It is a self-service restaurant where you pay first, so you order and pay first, then you will be given a numbered ticket used to pick up your meal later. Your number will be called when your freshly cooked meal is ready.

Condiments such as green onions and tempura flakes are on the counter on the opposite side, and you can add as many as you like by self-service.

When it is busy, we recommend that you secure a seat before ordering.



19. Ramen Janmarin

This is a ramen restaurant that is loved by both foreigners and Japanese people.

They have pork bone, miso, and soy sauce flavors, and they also have seafood ramen that is unique to Ito. They also have a children's menu, so it is recommended for families.

When the restaurant is busy, please print your name and number of guests on the waiting list and wait outside the restaurant for your name to be called. You order at your table, and when you're done eating, please return your bowl to the counter near the register and please pay after that.



20. Izu Hamayaki Honpo

There is an aquarium at the entrance with live fish and shellfish. There is a stove on the table, so you can enjoy seafood Japanese BBQ style.

If you need instructions on how to grill, there are instructions written in English. Please keep children safe from the hot grill.

We also accept requests from customers who do not want to grill themselves but would like the chef to grill the food and bring it to them.

There are many menus using fresh seafood such as scallops, squid, horse mackerel, golden-eyed snapper, turban shell, and abalone. The seafood key chains of wax food samples sold next to the cash register are also unique, popular items.



21. Izuchu banban dining

This restaurant is run by a long-established dried fish shop on the first floor. The restaurant's popular menu is set meals using delicious seafood. There are tatami-style seats inside, and seats where you can eat while looking at the sea. They have a variety of popular menus using Izu specialties such as boiled golden-eyed snapper and fried horse mackerel. They also have a children's menu, so it is popular with families.



22. Izukougen beer restraint

The signature dish at this restaurant is the "Fisherman's Zuke Bowl," a mountain of raw fish (sashimi) marinated in a special sauce and served on top of rice. It really is huge, so you may want to share one with a friend! In addition to a wide variety of delicious Japanese dishes, Italian dishes such as pizza and pasta made with local ingredients are also popular.

The company that runs the restaurant is a craft beer manufacturer, and many customers visit enjoy the unique taste of these fine craft beers. The terrace seats allow you to feel the sea breeze and enjoy your meal in comfort. The restaurant is open until 9:00 p.m., making it the last restaurant to close at Marinetown. (Last orders at 8:30, last entry at 8:00)



23. Restaurant at the spa/hotspring/onsen

This restaurant is located inside the day spa facility. If you are only coming for a meal, there is no entrance fee.

Please take off your shoes at the entrance, put them in the shoe locker, and leave the key at the front desk. Please tell us that you are only coming for a meal. The restaurant is on the second floor.

You can choose between table seats and tatami mat seats, and orders are made at the ticket machine. Please take the receipt from the ticket machine and wait at your seat for your number to be called. Then pick up your meal and exchange the ticket.



24. Tourist Information Center

Free brochures for Ito City's tourist spots are available, some are in English. Discount tickets for popular Izu tourist facilities are also available.

In addition, we accept "Hometown Tax Payments", which is a great deal for people working in Japan. On days when English-speaking staff are available, we also provide English support.

If you have any problems, such as lost property, lost children, wheelchair rentals, or need the first aid room, please contact the Tourist Information Center staff.



25. Yumin Hook Pleasure boat

One of two sightseeing boats at the Sunshine Marina.

Departures every 40 minutes from 9:10 am to 3:10 pm.

Enjoy a 45-minute pleasure boat cruise.

Staff cannot provide guidance in English, but you can enjoy a fun time watching the fish in the sea through the window from the boat and going up to the deck to feed the seagulls.

The cruises may be canceled due to bad weather or sea conditions, so please check the operation status on-site or on the website.



26. Haruhira Maru Pleasure boat

One of two sightseeing boats at the Sunshine Marina. The boat is shaped like a dolphin.

It departs every 40 minutes from 9:40am to 3:40pm.

Enjoy a 45-minute sightseeing boat cruise.

The staff cannot speak English, but you can enjoy watching the fish in the sea through the window from the boat and going up to the deck to feed the seagulls.

The boat may be canceled due to bad weather or sea conditions, so please check the operation status on-site or on the website.



27. Seaside Spa Asahi no Yu

A day-trip hot spring facility. The hot spring uses natural hot spring water. We are sorry, but people with health conditions cannot enter. This is too vague. For example: The hot springs water is very hot, *Temperatures may exceed 40C/104F) and the floors may be slippery and you may fall. If you are elderly or have blood pressure issues or other serious health risks, you should refrain from entering the hot springs facility. The admission fee is 1,000 yen per adult on weekdays and 1,500 yen on weekends and during peak seasons.

The large public bath has two indoor baths, one aroma bath, one open-air bath, and one sauna.

There is also a private bath (additional charge) that is popular with families.

The building also has a restaurant, coin-operated massage machines, and a rest area equipped with hammocks where you can read manga (Japanese comics) for free.

Massage, beauty treatments, and exfoliation services are available; please inquire at the front desk if you are interested.

Open from 5am until 9pm, with last entry at 8:30pm.