







# Spectacular Views in Echizen Ono

## 1 Echizen Ono Castle/ Castle in the Sky

Echizen Ono Castle was built around 1575. Under the right conditions from autumn to spring, a fog can cover the town to make the castle float in the sky.  
 3-109 Shiro-machi, Ono ☎(0779)66-0234 Hours: 9:00 a.m. to 5:00 p.m.  
 (Open until 4:00 p.m. Oct. & Nov.)  
 Closed: Dec. 1st to Mar. 31st Fee: Adults ¥200, Kids Free

## 3 Shichiken Street in Winter

During the city's major winter event called "Echizen Ono Winter Story," Shichiken Street is lined with snow lanterns to create a dreamy scene.  
 Central Ono, Shichiken Street to Yui Station, "Manabi no Sato Meirin"  
 Date: Feb. 3rd & 4th  
 Contact: Echizen Ono Winter Story Executive Committee ☎(0779)65-5521

## 5 Fukui Green Power Ono Power Station

In the middle of a field, this is Fukui Prefecture's sole woody biomass power plant. At night, it has bright lights that make it popular with photographers.  
 41-2 Nanaita, Ono  
 ☎(0779)64-5801  
[www.kobelco-eco.co.jp/fgp](http://www.kobelco-eco.co.jp/fgp)

## 7 Rokuroshi Stargazing

The Rokuroshi area's skies have been designated as Japan's No. 1 for stargazing. At the Fukui Nature Conservation Center, you can observe the cosmos through one of Japan's major telescopes.  
 169-11-2 Minami-rokuroshi, Ono Contact: Fukui Nature Conservation Center  
 ☎(0779)67-1655 Open: Sat. 7:00 p.m. to 9 p.m. Fee: Free Closed: Jan. & Feb. <http://fncc.pref.fukui.lg.jp>

## 9 Kuzuryu JR Line

This train line runs from JR Fukui Station to central Ono and goes on to the Lake Kuzuryu area. Enjoy views of the beautiful landscapes and gorge along Kuzuryu River.  
 Between JR Echizen Ono Station and JR Kuzuryuko Station  
 Train travel time: About 30 mins to 1 hour  
 Fee: Adults ¥410, Kids ¥200

## 11 Shinokura Shrine

In the pond next to the main shrine, there is a spring called "Shinokura Eye Medicine" believed to be good for your eyes.  
 42-5 Shinokura, Ono ☎(0779)65-1455  
 Fee: Free Hours: 9:00 a.m. to 5:00 p.m.  
<http://shinokura.net>

## 2 Ryo-en Tree Illumination

A Japanese zelkova tree and cryptomeria tree over 100 years old grow from the same roots. It is believed that touching the trees will help you find true love.  
 Kasuga Shrine, 1-2-5 Kasuga, Ono Contact: Ono City Tourism Association  
 ☎(0779)65-5521 Hours: 5:00 p.m. to 10:00 p.m.  
 Open: Oct. & Nov. Fee: Free [www.ryouennoki.com](http://www.ryouennoki.com)

## 4 Rokuroshi Pasture

A serene highland area with pastoral landscapes. Enjoy thick soft serve made with milk from the dairy cattle grazing in the pasture.  
 Minami-rokuroshi, Ono  
 Contact: Ono City Tourism Association ☎(0779)65-5521

## 6 Kurodani Avalanche Barrier

A giant concrete wall in the mountains for protection against snowy avalanches. It is 15.5 meters high 300 meters long. The wall also has 15 relief artworks.  
 Shimokurodani, Ono  
 Contact: Ono City Koyama Kominkan ☎(0779)66-2468

## 8 Karikomi Pond

With the surrounding trees and mountains reflected on the water, the pond is wondrous. One of Ono's most famous spots for autumn leaves.  
 Kamiuchinami, Ono Contact: Ono City Tourism Promotion Section  
 ☎(0779)66-1111  
 \*Not accessible during winter (Late Nov. to mid-May) since the road is closed.

## 10 Teramachi Avenue

This street was built as a special district of the castle town over 400 years ago. With almost 20 Buddhist temples lining the street, the area looks dignified.  
 Nishiki-machi, Ono  
 Contact: Ono City Tourism Association ☎(0779)65-5521

## 12 Hokyoji Temple

With a history of over 700 years, Hokyoji Temple is only second to Eiheiiji Temple for training Soto Zen priests. Even today, priests train at this temple.  
 1-2 Hokyoji, Ono ☎(0779)65-8833  
 Closed: From mid-Dec. to mid-Jan. (Inquire for visiting)  
 Fee: Free <http://hokyoji.jp>









# Tastes of Ono

Blessed with abundant natural features, you cannot talk about Echizen Ono without mentioning its gourmet food. Its water supply, similarly blessed, has also been selected as one of Japan's hundred best natural water sources. Here is some of the regional cuisine that makes best use of the area's plentiful ingredients and its blessings of water, as well as local dishes particularly beloved by residents.

## Ono-zen

¥1,800  
(Order 3 days beforehand for confirmation)

Carefully selected Ono-sourced ingredients—including soba noodles with grated radish, rice, fish and vegetables—go into the making of this regional dish, even down to the seasonings. During summer, grilled mackerel is a regional specialty.



**Uomasca Cafe**  
9-10 Meirin-cho, Ono  
☎(0779)66-2745  
FAX: (0779)66-2765  
uomascafe@gmail.com  
Open: 10:00 a.m. to 6:00 p.m. (5:00 p.m. last order), Lunch from 11:30 a.m.  
Closed: Tue. & 1st, 3rd, 5th Sun. of each month  
www.facebook.com/UomascaCafe



### Oroshi-soba ¥500

A soba town, Ono soba noodles with grated radish are made using Ono's natural water, as well as locally produced buckwheat flour. The handmade noodles are characteristically sweet and chewy.

### Oshozu

3-8 Izumi-cho, Ono ☎(0779)66-2595  
Open: 11:00 a.m. to 2:00 p.m., 5:30 p.m. to 8:00 a.m.  
(Last entry 10:00 p.m., last order 11:00 p.m.)  
(Sun.: Closes 10:30 p.m., last entry 9:00 p.m., last order 10:00 p.m.)  
Closed: Wed. & 3rd night on Sun. of each month  
www.meisui-teuchisoba-oshozu.com

### Ramen ¥650

The ramen is the flagship menu item at Ono Shokudo, approaching the 90th anniversary of its establishment. The bonito-based soup has long been popular for its simple, nostalgic flavor.

### Ono Shokudo

3-9 Kaname-cho, Ono ☎(0779)66-2619  
Open: 11:00 a.m. to 2:00 p.m., 5:00 p.m. to 9:00 p.m.  
Closed: Wed.



### Chicken Curry ¥800

Chicken curry, popular locally, can be eaten at a jazz cafe. Genuine Indian spices and the flavor of slowly simmered roux form an exquisite balance.

### wahanpi

8-17 Motomachi, Ono  
☎(0779)64-4320  
Open: 11:30 a.m. to 10:00 p.m. (Last order 9:00 p.m., open until 2:00 p.m. on Sun.)  
Closed: Thu.



### Curry Seasoned Fried Rice ¥700

Famed as the most delicious local dish, curry fried rice has a simple flavor and just the right amount of spice to make it addicting.

### Tomitaya

1-4-17 Kasuga, Ono ☎(0779)66-2948  
Open: 11:00 a.m. to 7:20 p.m. Closed: Fri.

### Sauce Katsu-don Pork Outlet Bowl ¥800

Sauce katsu-don is a regional dish of Fukui Prefecture. The strength of the sauce katsu-don from Miyoshino lies in the crispy and tender pork cutlets, which are thinly sliced and stacked like a millefeuille.

### Miyoshino

1409 Wakasugi-cho, Ono  
☎(0779)66-3282  
Open: 12:00 p.m. to last order 2:00 p.m., 5:00 p.m. to last order 8:00 p.m.  
Closed: 6th, 16th, 26th of each month

# Food Feasts

## Local Food with Great Flavor

In the prosperous fall and winter seasons, there are many events held where you can eat local food made with seasonal local ingredients. Stop by when touring Echizen Ono to experience authentic local tastes.

### Wine Festival

Oct. 8th Sun. & 9th Mon.

In a local winery, you can try valuable "baby wine" that is just at the beginning of the wine preparation process, and also have a grape pressing experience.

Place: Hakusan Winery (2-24 Ochiai, Ono)  
Contact: ☎(0779)67-1111

### Echizen Ono Industry & Food Fair

Oct. 21st Sat. & 22nd Sun. 9-4PM

Local commercial and industrial businesses bring their products to display and sell. There are also food stands where you can try Ono autumn foods, and the city's industries and foods are gathered together.

Place: Yuitopia(1-19 Tenzin-cho, Ono) & parking of Ono City Hall (1-1 Tenzin-cho, Ono) Contact: Ono Chamber of Commerce ☎(0779)66-1230

### Top Morning Market Products Festival

Oct. 28th Sat. & 29th Sun.

All the vendors from Shichiken Asaichi, a morning market with 400 years of history and tradition, set up shop for this festival. Local specialties and famous products, mainly agricultural products, are available for immediate purchase.

Place: Shichiken Street (Motomachi, Ono) Contact: Echizen Ono Shichiken Asaichi Promotion Committee ☎(0779)69-9520

### Kuzuryu Autumn Leaves Festival

Oct. 28th Sat. & 29th Sun.

Held in the Lake Kuzuryu area, selected as one of Japan's 100 most famous autumn leaf viewing spots. Specialty products and fresh vegetables harvested in Ono, such as maitake mushrooms, are available for purchase.

Place: Kuzuryu Kokumin Kyuuyouchi (14-3 Kakuno, Ono)  
Contact: Kuzuryu Festival Executive Committee ☎(0779)78-2111

### Echizen Ono Little Kyoto Products Goban Festival

Nov. 4th Sat. & 5th Sun.

Famous specialty products from so-called "little Kyoto" regions all around Japan are lined up along Goban Street.

Place: Goban Street (Meirin-cho, Ono)  
Contact: Goban Commercial Area Promotion Committee ☎(0779)66-5597

### New Soba Festival

Nov. 18th Sat. & 19th Sun.

Try new "Ono native soba," which has been highly praised all around Japan. You can also see soba noodles being made by hand.

Place: Parking of Ono City Hall (1-1 Tenzin-cho, Ono)  
Contact: Ono City Agricultural and Rural Promotion Division ☎(0779)66-1111

### Echizen Ono Winter Story

Feb. 3rd Sat. & 4th Sun.

Snow lanterns light up the castle town, bathing the ground around them in a whimsical atmosphere. Fireworks are launched under the night sky with Ono Castle in the background.

Place: Around Shichiken Street (Motomachi, Ono) & Yui Station (3-37 Meirin-cho, Ono) Contact: Echizen Ono Winter Story Executive Committee ☎(0779)65-5521

### Taste of Home Story/ Decchi Yokan Festival

Feb. 3rd Sat. & 4th Sun.

A huge gathering of shops selling "decchi yokan," a famous Ono dessert available only in winter. Try different tastes and textures at the various shops.

Place: Yui Station (3-37 Meirin-cho, Ono)  
Contact: Echizen Ono Machinaka Koryu Center Multipurpose Hall ☎(0779)66-1230

# Best Local Friendly Spots

It is said that there are many good-natured people in Ono. Travelers are sure to meet many wonderful people by visiting the spots which these locals frequent. There are plenty of great places for visiting during the day, as well as in the morning and night!



This building is an essential spot for enjoying nightlife in Ono! Inside are eight different shops, including snack bars, where you can sip on your favorite drink while enjoying a chat with the bar's mama bartender or singing karaoke.

**Machiaisitsu Building**  
17-2 Takasago-cho, Ono Open: Around 7:00 p.m. (Open hours depend on each shops)



At this kimono fabric store, customers can try on a kimono or yukata and try their hand at making their own 10cm long kumihimo braided cord.

**Kaseya Kimono Store**  
6-5 Hiyoshi-cho, Ono ☎(0779)66-2671  
Open: 10:00 a.m. to 6:00 p.m. Closed: Irregularly  
Price: Dressing Kimono ¥5,000 and up, Making kumihimo braided cord ¥1,000 Reservations: Reservations required by 14 days beforehand by phone call. Kimono and yukata rentals can be discussed (Requires an extra fee).



A traditional morning market with over 400 years of history. Produce raised by the diligent efforts of the farmers here is lined up on the street.

**Shichiken Morning Market**  
Date: Late Mar. to Dec. 31st 7:00 a.m. to around 11:00 a.m.  
Place: Shichiken Street (Motomachi, Ono)  
Contact: Echizen Ono Shichiken Morning Market Promotion Council ☎(0779)69-9520



This temple was built over 150 years ago so that devotees could receive the same blessing as they would from the Shikoku 88-Temple Pilgrimage without the need to go all the way to Shikoku.

**Kurodani Kannon**  
18-52 Simokurodani, Ono ☎(0779)66-0325 (Zazen meditation & sutra copying requires reservations by phone call) Open: 5:00 a.m. to 6:00 p.m. (6:00 a.m. to 4:00 p.m. during winter)  
http://kurotanikannon.main.jp

# Echizen Ono Inn Guide

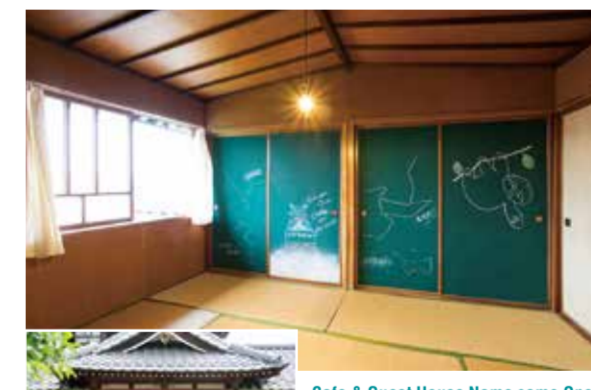
Visitors to the area can find perfect lodgings from a wide selection of establishments, including a traditional Japanese house which have been remodeled into a guesthouse, hotels with hot springs attached, or a farming guesthouse located in the midst of rustic woodland area.



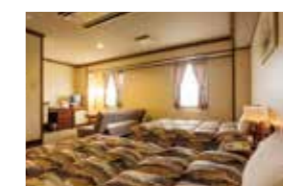
**Tawaraya**  
1-1 Hiyoshi-cho, Ono ☎(0779)66-3807 ¥5,400 and up  
Check-in: 4:00 p.m.; check-out: 10:00 a.m.



**Hotel Furearu Izumi**  
63-2-24 Shimoyama, Ono ☎(0779)78-2536  
info@hotelfurearuzumi.com  
¥6,000 and up Check-in: 3:00 p.m.; check-out: 10:00 a.m. www.hotelfurearuzumi.com



**Cafe & Guest House Name came Ono**  
7-2 Shinokura-cho, Ono ☎(090) 5220-5800  
cafe.namecameono@gmail.com  
¥3,000 and up  
Check-in: 4:00 p.m.; check-out: 10:00 a.m.



**Hotel Sanrea 21**  
6-13 Tsukimi-cho, Ono ☎(0779) 66-1811  
¥6,500 and up  
Check-in: 3:00 p.m.; check-out: 11:00 a.m. The telephone corresponds for 24 hours.



**Nishiki Ryokan**  
5-13 Hiyoshi-cho, Ono ☎(0779)65-2275  
¥5,400 and up  
Check-in: 3:00 p.m.; check-out: 10:00 a.m.

# Popular Souvenirs from Ono

Particularly famous goods from the Echizen Ono area include delicious local sake made from the area's famous spring water and decchi yokan sweets. Visitors can find a number of other charming Ono souvenirs as well, including those made using local produce.

### Local Sake Jellies

¥216 each

Each of these seven varieties of sake treats with gold leaf inside is made with different local sake, making for seven distinct flavors to enjoy. Enjoy the rich aroma of sake.

### Hirose

1-6-13 Kasuga, Ono  
☎(0779)66-2693  
Open: 8:30 a.m. to 7:30 p.m. (Open until 1:00 p.m. on Sun.)  
Closed: After 1:00 p.m. of Sun.



### Fufufu Ono

¥324 and up

New age local sweets and seasonings made with local Ono ingredients. You can find a variety of products as well as anpan, produced as a rare collaboration with nara-zuke pickles!

### Heisei Onoya Yuirakuza

3-28 Meirin-cho, Ono  
☎(0779)69-9200  
Open: 9:00 a.m. to 6:00 p.m.  
Closed: The year-end and New Year's holidays www.h-onoya.co.jp



### Wine

¥3,780

Red wine made using 100% "yama sauvignon" yama-budo grapes from the local winery of the land of dinosaurs, Fukui.

### Hakusan Winery

2-24 Ochiai, Ono ☎(0779)67-1111  
Open: 9:00 a.m. to 5:00 p.m.  
Closed: Sun. & holidays of Jan. to Mar., the year-end & New Year's holidays www.yamabudou.co.jp

### Aobou

¥450 / pack

Aobou, made with sweet red bean paste, brown cane sugar, and kinako (roasted soybean flour), are popular for bringing out the subtle sweetness and soft texture of each ingredient.



### Fukunaga

3-6-18 Kasuga, Ono ☎(0779)66-0068  
Open: 8:00 a.m. to 8:00 p.m.  
Closed: After 1:00 p.m. of Sun.

### Decchi Yokan

¥1,555 (Large) ¥825 (Small) / box  
※Available from early Nov. to late Mar.  
Detch Yokan is the popular winter sweets from Ono, made with red beans, Japan agar and brown cane sugar.

### Minoki

10-23 Meirin-cho, Ono ☎(0779)66-2086  
Open: 8:00 a.m. to 6:30 p.m. (Open until 6:00 p.m. on Sun. & holidays) Closed: Wed. & 3rd Tue. (May open in case of holidays)

### Imo Kashira?

¥1,598

This shochu is made with ample amounts of the brand-name taro roots from the taro growing area of Oku-Echizen known as kashira-imo. Taro root, or sato-imo, is recommended as a good luck souvenir.

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