

Map No.  
**1**

# EMIFULL MASAKI

(Tsutsui)

EMIFULL, which combines the Japanese word "emi" (smile) and English word "full", is one of the largest shopping malls in Masaki. This shopping mall brings "emi" - a smile - to visitors. You can buy fresh vegetables and fish, local delicacies, dumplings filled with young sardines, as well as warm dishes cooked with sunflower oil at Masaki - mura in the mall.

Map No.
1

# Biotope

(Higashikoizumi)

Biotope is a water garden preserving local creatures and vegetation. It protects native species from invasive ones. The use of insect sprays is prohibited in the park ; even bees and spiders belong to nature.

Link to Website  
Official Website

Map No.

**1**

## Takihime Shrine

(Hama, Shindate)



Located on the jetty at the entrance of Masaki port, it is enshrined atop Mt. Tenpo, and is considered the guardian deity of Otatsuan. At the end of the Heian period, Takihime (Takitsuhime) in Kyoto was exiled and drifted to the shores of Masaki beach where she peddled fish. It is said that this is the origin of Otatsuan.





Link to our  
Official Website

Map No.
2

# Ginou Shrine

(Tsuutsui)

Ginou Sakube was a man who sowed wheat during times of famine to help his townspeople until he himself passed away from starvation (1732). In 1982, the “250th Anniversary of Ginou Sakube” was held, and since then the Giou Festival has been held every year. There are historical remains of the “Ginou Tomb” and a sitting statue of Sakube in the Giou Park.

Official Website

Map No.  

1

## The site of Masaki Castle

(Tsutsui)



It was Kato Yoshiaki that built Masaki castle. In the Battle of Sekigahara he distinguished himself and received a fief of 200,000 koku. He then built Matsuyama castle and moved there. Masaki castle was deserted. Yoshiaki also ordered Adachi Shigenobu to repair the Iyo River and Masaki port.





Link to our  
Official Website

Map No. **1**

# Washogama

(Kitagawara)

Washogama showcases local ceramics on sale including cups, tableware and small objects. Washogama's contemporary adaptation of Tobe ware displays pottery with beautiful monochrome patterns and smooth curved shapes. Their ceramic painting workshop is popular with the locals.

(Appointment only: 089-985-0740)

和利陶器

Map No.  
**2**

# Shiyoia Coast

(Shiyoia)

Shiyoia Coast is a mesmerising sandy coast that faces the Sea of Iyo, and is used for the Hangiri Competition at the Masaki Summer Festival. The beautiful sunset entices you to indulge in the beautiful red sky. Perhaps with a partner. If you're lucky, you may also encounter the daruma - yuhi, a daruma doll shaped sunset.

Link to website  
[Official Website](http://Official Website)

Map No.  
**3**

## Shigenobu River Estuary

(Kitagawara, Shiota)

Shigenobu River Estuary is a paradise for wild birds such as snipes and plovers. You can enjoy bird - watching throughout the year, collect beautiful seashells and stones on the shore, and even encounter bird flocks taking off from the estuary.


[Link to our  
Official Website](#)

Map No.


3



# Tamouhachiman Shrine

(Nishikoizumi)



It is an old shrine with many traditions. Many portable mikoshi shrine are raised and taken out of Tamouhachiman. In 1599, Kato Yoshiaki built a long approach on the west side. It has many remarkable structures such as the old torii on the South side, the main shrine, the washbowl supported by four turtles and the Ema hall.



Map No. **1**

# Ariake Park

(Daima)



At Ariake Park, the rivers have Kumiji, small canals allocated for residents to wash dishes and vegetables as well as to do laundry. During the Obon period, a fire festival and toro - nagashi (floating lanterns on the water) is held. The peaceful bank is partially constructed by stone walls brought from the Masaki Castle Ruins.






Go to spot  
Official Website

Map No.

4

## Kyoushinji Temple

(Daima)



On March 13 after Tamamine 1-sen finishes reading the Sutra of Daihannya, a toshiotoiko (person born on the current zodiac year) chanting a chest containing a sutra around the area while carrying "Daihannya"-. It is said that when you pass under the chest, you will be blessed with the divine help of all the all sutra. If you look at the ceiling of the main shrine, you will find that is covered in herbal pictures.









## Nakagawara



# Nakagawara

## Hyokotan Pond Park

Hyokotan Pond is an important water source of underground water for the Shigenobu River. The park comprises of a beautiful water garden and playground, and is a great spot to rest and relax. It is also fun place to visit with family all throughout the year.








[Link to our Official Website](#)

**MASAKI E~TOKO (Nice Places) MAP**

JAPAN Ehime Prefecture, Iyo-gun, Masaki town

The written numbers are located in this map.

**SHRINE**

- 1 Takihime Shrine
- 2 Ginou Shrine
- 3 Tamouhachiman Shrine
- 4 Takaoshihime Shrine
- 6 Ehimefutana Shrine
- 7 Iyo Shrine

**TEMPLE**

- 4 Kyoushinji Temple
- 8 Seikouin Temple

**NATURE PARK (WATER)**

- 1 Ariake Park
- 2 Hyokotan Pond Park
- 3 Fukutoku - Izumi Park

**NATURE**

- 1 Biotope
- 2 Shiyoa Coast
- 3 Shigenobu River Estuary

**OTHERS**

- 1 The site of Masaki Castle
- 2 Kako - Ohashi Bridge
- 3 Deai Bridge

**CRAFTS/ACTIVITIES**

- 1 Washogama

**SWEETS**

- 1 Akashiya
- 2 Laugh & Rough
- 3 Noka Café Inaya Chaya
- 4 Tamagoya
- 5 Girasole

Scan the QR code

**Contact Us**

- Masaki litoko Mitsuketai  
Representative : Yada Hiroshi  
TEL : 090-7575-0626
- Masaki Town Tourism volunteer guide group  
Representative of "Hangiri" : Maruta Tsutomu  
TEL : 090-2898-8501

# Recommendable Festivals and Events in Masaki Town

Gino Festival

Village Play in Tokumaru

Sunset at Shiya Coast

Masaki Summer Festival

Masaki Summer Festival

April 23

- **Gino Festival**

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August 2

- **Village Play in Tokumaru**

Saturday in the beginning of August

- **Masaki Summer Festival**
- **Hangiri Competition**

Hangiri Competition

Hi-Nagashi  
(fire festival) : welcome and  
sending off fires) in Ariake Park

Jizo (stone statue)  
Festival in Masaki Town

August 14 and 15

- **Hi - Nagashi**  
(fire festival ; welcome  
and sending off fires)  
in Ariake Park

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August 23 and 24

- **Jizo (stone statue)**  
Festival in Masaki Town

Toro - Nagashi  
(Setting Lanterns Adrift)  
in Ariake Park

Autumn Festival

August 25

- **Toro - Nagashi**  
(Setting Lanterns Adrift)  
in Ariake Park

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October 13 to 15

- **Autumn Festival**
  - Mikoshi Hachiwase  
(carrying of portable shrines)  
at Meoto - Bashi (bridge)
  - A dance with a lion's mask
  - Lantern parade etc

Autumn Festival

Autumn Festival

Masaki Cultural Festival

The last weekend of October

- **Masaki Cultural Festival**

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The 2nd weekend of November

- **Tawawa Festival**  
(Industry Festival  
in Masaki Town)

Tawawa Festival  
(Industry Festival in Masaki Town)

# Masaki - Mugi (rye) Gourmet





 : Certified as the store of tasty Gourmet with rye

**Map No. 2** **Chicken Tei** (Kitagawara)

**Takeout of lunch box, bento**

The toriten bento at Chicken Tei is delicious. Toriten is deep - fried chicken battered with local rye (hadakamugi). The tender and spicy fried chicken is absolutely scrumptious!!! Everyone should definitely try it! When you order Toriten bento, say, "Hadakamugi Toriten bento, please!"

Hours : 8:30am~1:00pm / Closed : Sunday & public holidays  
 Located in 76 Kitagawara Masaki Town  
 Phone number (089)-984-9521

**Map No. 3** **My Kimchi & Korean Deli HANARI** (Tsutsui)

**A takeout shop of Korean Food**

This is a takeout shop for kimchi and Korean food, e. HANARI's spicy Korean paste samjang made from rye (hadakamugi) is delicious. They also serve a delicious rice paper named "Yuzucha magdeleine". Try some! You won't regret it!

Hours : 11:00am~7:00pm / Closed : Tuesday  
 Located in 685-5 Tsutsui Masaki Town  
 Phone number (089)-984-7630

**Map No. 4** **Masaki Gyoza** (Tsutsui)

**Direct sales store**

This is a take - home - only, ready to fry style gyoza (pot stickers) shop. There are two types of pork filling, vegetable or miso flavor. The combination of the crispy wrapping and juicy miso flavored filling of the miso gyoza is remarkable. The recipe was made with local meats and vegetables, and the chefs pour their heart and soul into the gyoza.

Hours : Tue-Fri 10:00am~5:00pm / Sat-Sun 10:00am~6:00pm  
 Closed : Monday  
 Located in 876-11 Tsutsui Masaki Town  
 Phone number (089)-909-6920

<h2>Let's Experience</h2> <h1>E~KOTO!!</h1> <p>(Good things to do)</p> <p>※ Contact and reservation are required in advance.</p>		<h3>Zen Meditation, <u>Tsuru Copying</u></h3> 		<h3><u>Surra Copying</u></h3> 		<h3><u>Gardening</u></h3> 		<h3><u>Hockey</u></h3> 		<h3><u>Stained Glass</u></h3> 	
<h3>Seikouin Temple</h3> <p>TEL (089) 984-1617</p>		<h3>Kyoushinja Temple</h3> <p>TEL (089) 984-1467</p>		<h3>Takenaka - Engeli</h3> <p>(more than 15 people) TEL (089) 984-7382 (Corbett is required in Japanese)</p>		<h3>Nasaki Town National Sports Festival Memorial Hockey Park</h3> <p>TEL (089) 985-4142</p>		<h3>Oriens Kobo</h3> <p>TEL (089) 984-9813</p>			

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<h2>Let's Visit</h2> <h1>E~TOKO!!</h1> <p>(Nice places)</p> <p>※ Contact and reservation are required in advance.</p>		<h3><u>Tobei-yaki</u></h3> 		<h3><u>Small Articles of Noh Mask and Silk Crepe</u></h3> 		<h3><u>Washigoma Dried Young Sardines</u></h3> 		<h3><u>Garden of Flowers - Treas etc.</u></h3> 	
<h3>Washigoma</h3> <p>TEL (099) 956-7748</p>		<h3>Mr. and Mrs. Ochi</h3> <p>(Mr. Ochi makes Noh masks and Mrs. Ochi makes small articles with silk crepe) TEL (099) 985-4480</p>		<h3>Kuroda Kaisan</h3> <p>TEL (099)-9536-2114</p>		<h3>Fun-garden</h3> <p>TEL (099)-955-8211</p>			



**Masashige Hadakamugui**

# Hadaka - Mugi (rye) Sweets

: Certificated as the store of tasty sweets with rye



**Masashige Hadakamugui**

Map No. 1

## Akashiya

(Tsutsui)






Takoyaki (Octopus balls)

A snack stand at the Masaki Mura entrance. The stand offers hot takoyaki (bite-sized savory pancakes with octopus) and obanyaki (pancakes with sweet bean paste filling). In summer time, shaved ice is added onto the menu. Local rye (hadakamugi) flour and vegetables are mixed into the takoyaki dough.

Hours: 8:30am-6:00pm / Closed : Irregular holidays

Located in 850 Tsutsui Masaki Town

Phone number 090-7622-0280

Map No. 2

## Patisserie Laugh & Rough

(Tsutsui)






A pastry shop

Laugh & Rough's pastries are made from carefully selected ingredients such as fresh eggs, wheat, butter and fruit.

Recommendations : "Tsuutsuno Wasanbon Roll" / Local rye (hadakamugi) baked doughnut.

Hours: 10:00am-7:00pm / Closed : Monday and the 1st Thursday

Located in 876-12 Tsutsui Masaki Town

Phone number (089)-985-3366

**Map No. 3**

### Noka Café Inaya Chaya

(Higashikoizumi)



はたか草の  
おいしい  
おやつ  
販売中

**Cake sweets**

You can try ohagi sweet cakes made from anko bean paste (Japanese traditional jam) as well as amazake (a sweet drink made from fermented rice) and cookies made from the local rye. Inaya's special coffee is delicious too! If you're lucky, you might also have a chance to see a kingfisher.

Hours : 10:00am-6:00pm / Closed : Saturday, Sunday, Monday, Tuesday  
 Located in 132 Higashikoizumi Masaki Town  
 Phone number 090-1581-7211

**Map No. 4**

### Tamagoya

(Shussaku)



はたか草の  
おいしい  
おやつ  
販売中

**A cute pastry shop**

Tamagoya is a 6 - minute walk from JR Kitaiyo Station. It is recommended to try their "sonomama cookies & rusk", which are cooked with local rye (hadakamugi). The custard cream used in their cream puddings are also fresh. (The cream is not put in until an order is made)

Hours : 10:00am-6:00pm / Closed : Wednesday  
 Located in 553-5 Shussaku Masaki Town  
 Phone number (089)-984-2491

Map No.  
**5**

## Italian stand girasole

(Tsuruyoshi)






**Italian restaurant & café**

This Italian cafe uses freshly picked vegetables from the morning to make pizza and other Italian food.

One of their most popular delicacies is their "yaki pudding" (baked custard) Made with local rye (hadakamugi).....

Hours : 8:00am-4:00pm / Last order : 3:00pm  
 Closed : Thursday  
 Located in 820-1 Tsuruyoshi Masaki Town  
 Phone number (089)-994-5298

はだか麦の  
おいしい  
やき  
プリン

Map No.
5

# Pain Maison (bakery shop)

(Nakagawara)

Pain Maison is a local bakery known for its fancy exterior. It is near Hyokotan Pond Park and located on an agricultural road spanning through rice fields alongside Shigenobu River. The bakery's stone oven is used to make their famous stail bread, which is exceptionally popular with the locals. Their sales even compare to those of top bakeries within Japan.

[link to our Official Website](http://www.painmaison.jp/)

Map No. 5

# Takaoshihime Shrine

(Tokumaru)

This shrine is the only shrine in Japan that carries a midwife god. Many come to the shrine to pray for a healthy baby. At the back of the hall of worship, there is a "Renri branch" where two camphor trees branches connect to one another. It is a power spot to pray for a harmonious marriage.

Map No.  
6

## Himefutana Shrine

(Shussaku)

㊦

It burned down in the war of Keicho 5 (1600) and was moved to its current location where it sits alongside the Prefectural Road 16. The shrine has a memorial tower of Hirawaka Sakon, a large camphor tree that is a grandchild of the camphor trees used to build Matsuyama Castle, and holds shrine treasures such as an arigata style stone sword and yayoi style large earthenware pot.





Link to Web  
Official Website

Map No.

7

# Iyo Shrine

(Kanzaki)



The structure and five tier stone tower of this shrine are magnificent spectacles to behold. The roof of the shrine is an Irimoyazukuri style building with a Chidori hafu gable plate and Kara hafu gable plate. The sculpture in the hall of worship is a masterpiece made by the carpenter Choshu. The five tier stone tower is a work of the Kamakura period, and lies under the large camphor tree of "Irazu forest".



P



Link to  
Official Website

Map No.

8

## Seikouin Temple

(Kanzaki)



It is a temple of the Soto Sect (Zen Sect) that was erected as an annex of the Iyo shrine 1200 years ago. The principal god of this historic temple is Juichimen Kanzeon Bosatsu (11 faced Buddhist). Many people visit this spot for Zazenka (Zen meditation), Goeka (Buddhist hymns), and Shakuyoukai (transcribing a sutra) periodically, as well as to see the peony blooms in the temple precincts and participate in the tea ceremonies held in spring.







info 01-824-1100  
Official Website

Map No. **3**

# Fukutoku - Izumi Park

(Kanzaki)

Fukutoku - Izumi Park is popular both for adults and children as a place of relief and recreation. It is the water source of the Koyori River, which supplies water down stream to rice fields. The spring was previously called Odoro - Izumi. In spring, the park is beautifully decorated with cherry blossoms brought in from Otani Pond in Iyo - city.

Official Website

**Map No. 2** **Kako - Ohashi Bridge** 

After passing by Toray Co. and the Masaki Ruins Stone Monument and crossing the Kojyo River, you arrive at the Kako - Ohashi Bridge, which is located near the Matsuyama Airport. Mitsu Town and Takahama Port. Of the five passes at Shigenobu River, it is located near the shortest "Imazu no Watashi" Pass. From it you can see the beautiful sunset of Iyonada and the rising sun of Ishizuchi. The location is also a paradise for migratory birds.



Map No.  
3

## Deai Bridge



The Deai Bridge was the first bridge over the Shigenobu River. As mentioned in Maeda Goken's haiku, "hashinakaba hatenadochirano uguisuka," the middle of the bridge is located on the border between Matsuyama City and Masaki Town. The site is also home to another haiku monument, "Wakayunou Futateninarite Noboriken" by Masaoaka Shiki. At the north foot of the bridge there is a little haiku park.



# There are lots of **E~TOKO** (Nice places) to go and see.

スポーツサイクル専門店

自転車の世界を通じて地球を救う

**ワイズロード松山店**

エミフルMASAKI(1F)

**レンタサイクルも好評です。**

営業時間：9:00~21:00 / 年中無休

**TORAY**

In 1936, Toray Silk Weaving Co.,Ltd., was established thanks to Mr. Takechi Masakazu, the mayor of Masakazu. That year Torayon absorbed and merged the company in 1941 and the company was renamed to Toray in 1959. They produce various synthetic fibers, and are the top sellers of carbon fiber in the world.

**Chirimen Chinmi**

Masaki is well known for its delicious chirimen (dried young sardines). Its scalded ice fish "Shirauo" style chirimen is especially known for its freshness. Masaki is also one of the largest producer of small fish delicacies in Japan.

**Gino Miso**

Gino Miso is a sweet and low salt delicacy made from rye miso while having the original sweetness and richness of koji (malted rice).

**Genkijinmura**

In this facility, you can enjoy various types of baths. Shirayui is a hot bath containing distinctive minerals from activated stone. The medical Chinese herb bath at Genkijinmura is freshly extracted every day. And there also have a sauna and an open - air bath, where you can enjoy viewing the lyonnadai!

**Hours : 10:00am~11:00pm**  
**Last entry time : 10:15pm**  
**Closed : the 3rd Wednesday**

**Oriens Kobo (workshop)**

In Oriens Kobo, there are stained glass exhibition halls, regular classes and a workshop where you can experience making crafts for one or two hours.

Reservation required・Phone number (089)-984-0613

**Hours : 10:00am~12:00am・1:00pm~3:00pm**  
**Closed : Wednesday**

**Café & Dog Run L'ecrin**

L'ecrin is a café where dogs and their owners, or customers who love dogs, can freely drop in and enjoy a dog park café.

**Hours : 10:00am~6:00pm**  
**Closed : Wednesday**

**Seiki**

Kurogoma Kinako Gensotsu Ame; Black sesame and soybeans flour candy (Hadakamugi ; rye gourmet)

**Explanation of markings**

**SHRINE**
**TEMPLE**
**NATURE PARK (WATER)**
**NATURE**
**OTHERS**
**GOURMET**
**CRRAFTS/ACTIVITIES**
**SWEETS**

**TOILETS**
**PARKING**
**PLAYGROUND EQUIPMENT**
**CAFE**
**NIGHT LIGHT**
**JIZO (STONE STATURE)**