

Misodare, the secret sauce that makes it taste so great!

Higashimatsuyama Yakitori is pork, not chicken.

In this town, normally Yakitori is not grilled chicken. Higashimatsuyama Yakitori made from Kashira pork meat. By using charcoal fire, deep flavor of Kashira spreads in your mouth. The more it is chewed, the tastier it becomes. Spring onions on the sticks go well with Kashira so that you can't stop eating them.



Higashimatsuyama, one of the 7 biggest Yakitori town in Japan.

Others are Bibai and Muroran in Hokkaido, Fukushima in Tohoku area, Imabari, Nagato and Kurume in western Japan. Each Yakitori has own characteristics.



The longest Yakitori in the world!

"In May 2016, Society of commerce and industry youth division challenged 25.55m long Yakitori as their 55th anniversary project. They succeeded to grill the world longest Yakitori, which used 40kg Kashira meat and a 26m long bamboo stick."



The secret of deliciousness.

The secret sauce, Misodare determines Higashimatsuyama's originality. Based on white miso (soy bean paste), garlic, chili and various kinds of spices are blended by each restaurant's own recipe. Its hotness emphasizes the taste of meat.



春はうららに 桜も舞って
君と語らう 夢灯路
小道に浮かぶ 赤提灯よ
東松山 やきとりのまち
二人の想い きつと叶うよ
夢のまち
ソレソレソレソレ
やきとり音頭

Higashimatsuyama, Saitama Pref.

YAKITORI

MAP



Rules of Higashimatsuyama Yakitori

- Spread sauce on the sticks.
- Eat straight from the sticks.
- Don't be too noisy!



Higashimatsuyama, Saitama Pref.

YAKITORI

MAP



There are many Yakitori bars/ restaurants in town. Yakitori is tasty and reasonable price. Try as many as you like!



Yakitori bars/restaurants List

| | | | | | |
|---------------|-------------------|------------------|--|--------------------|---|
| 1 居酒屋越前屋 | Izakaya Echizenya | 14 こうやんち分店 | Kouyanchi branch shop | 27 ひびきつつん | Hibikitchen |
| 2 居酒屋きたの | Izakaya Kitano | 15 三金 | Sankin | 28 焼きとり 歌琉多本店 | Yakitori Karuta-honten |
| 3 居酒屋とき | Izakaya Toki | 16 しなの | Shinano | 30 やきとり たかちゃん | Yakitori Takachan |
| 4 居酒屋のんき | Izakaya Nonki | 17 寿光 | Jukou | 31 やきとり武田 | Yakitori Takeda |
| 5 伊田佳 | Idayoshi | 18 新盛 | Shinsei | 32 やきとりひびき庵 高坂駅西口店 | Yakitori Hibiki Takasakaeki-nishiguchiten |
| 6 一丁目 | Ichhome | 19 大盛 | Taisei | 33 やきとり松山 | Yakitori Matsuyama |
| 7 栄楽 | Eiraku | 20 大松屋 | Daimatsuya | 34 焼鳥まるん | Yakitori Maron |
| 8 大島屋 | Oshimaya | 21 たまきや | Tamakiya | 35 やきとり竜馬 | Yakitori Ryoma |
| 9 串串亭 | Kushikushitei | 22 つるや | Tsuruya | 36 やまたけ | Yamatake |
| 10 串よし | Kushiyoshi | 23 鉄人 | Tetsujin | 37 力道 | Rikido |
| 11 桂馬 | Keima | 24 とくのや | Tokunoya | 38 若松屋 | Wakamatsuya |
| 12 桂馬分店やきとり子虎 | Yakitori Kotora | 25 ひびき 東松山駅前本店 | Hibiki Higashimatsuyamaekimae-honten | 39 さかえ | Sakae |
| 13 こうやんち | Kouyanchi | 26 ひびき庵 東松山本店 別館 | Hibiki Higashimatsuyamaekimae-honten annex | 40 やきとり和 | Yakitori Yawara |

Take-out shops

| | |
|----------------|------------------------------|
| A おみやげ焼きとり おおき | Omiyage Yakitori Oki |
| B 串さん亭 | Kushisantei |
| C 三金シルビア店 | Sankin Silpiaten |
| D 花串 | Hanagushi |
| E ひびき | Hibiki |
| F 室田精肉店 | Murota seinikuten |
| H 焼きとり歌琉多 石橋店 | Yakitori Karuta Ishibashiten |
| I 焼きとり歌琉多 加美町店 | Yakitori Karuta Kamichoten |
| J やきとり ばんばん | Yakitori Banban |

For inquiry, please contact Tourism association on 0493-23-3344 and ask for Mrs. Jones or email to hm-kanko@bz03.plala.or.jp