

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 伊田佳	Idayoshi	17 大松屋	Daimatsuya
2 一丁目	Ichhome	18 たかちゃん	Takachan
3 栄楽	Eiraku	19 つるや	Tsuruya
4 越前屋	Echizenya	20 とくのや	Tokunoya
5 大島屋	Oshimaya	21 のぶよし	Nobuyoshi
6 歌琉多本店	Karuta-honten	22 ひびき(東松山駅前本店)	Hibiki Higashimatsuyamaekimae-honten
7 串串亭	Kushikushitei	23 ひびき庵 高坂駅西口店	Hibikian Takasakaeki-nishiguchiten
8 桂馬	Keima	24 ひびき庵別館東松山駅前3号店	Hibiki bekan Higashimatsuyamaekimae3gouten
9 桂馬分店やきとり子虎	Yakitori Kotora	25 松山	Matsuyama
10 こうやんち	Kouyanchi	26 まろん	Maron
11 さかえ	Sakae	27 や平	Yahei
12 三金	Sankin	28 やまたけ	Yamatake
13 しなの	Shinano	29 和	Yawara
14 寿光	Jukou	30 竜馬	Ryoma
15 新盛	Shinsei	31 若松屋	Wakamatsuya
16 大盛	Taisei		

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 おみやげ焼きとり 花串	Hanagushi
E ばんばん	Banban
F ひびき丸広東松山店	Hibiki
G 室田精肉店	Murota seinikuten

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

