



Mie's Ties to Food

# 三重の食結び



# 天照大御神に愛された

かつて、永遠の鎮座の地を求めた天照大御神(あまてらすおおみかみ)は、長い旅の末に伊勢の地を流れる五十鈴川のほとりにたどり着きました。そして、「新鮮な海・山の幸に恵まれた美しい理想郷をついに見つけた、私はここにいたい」と願われたのです。以来、この地は神の住まう永遠の鎮座地であり、日本人の魂のふるさととして愛され続けてきたのです。

In days past, Amaterasu-Omikami, the tutelary deity of the nation and the most important deity of the Shinto religion, concluded her long quest for a place of eternal enshrinement when she arrived on the banks of the Isuzu River in Ise. Declaring that she had discovered a beautiful utopia blessed with fresh bounty of the sea and the mountains, she decided to make this place her home. Since then, Mie has been the eternal dwelling place of the kami, winning the devotion of the Japanese as their spiritual home.



## 【三重の食結び】とは？

三重は長い歴史を持ち、奥深い食文化を持つ「うまし国」。そんな三重と皆様を結ぶことを願い、「三重の食結び」というキーワードをもとに、食文化の数々を紹介していきます。

## What are Mie's ties to food?

Mie, which is called "Umashikuni," or "delicious country," embodies a long-standing history as well as a profound food culture. With a wish for our readers to form some ties to this aspect of Mie, let us shine a light on Mie's food culture with the key phrase of "Mie's Ties to Food."

## 神々の食を支える豊受大御神

天照大御神が鎮座されて約500年後に「御饌都神(みけつつかみ)」として伊勢の地に呼ばれたのが、穀物の神である豊受大御神でした。御饌都神とは、天照大御神にお供えする食事を司る神様で、伊勢神宮の外宮(げくう)に祀られました。以来1500年の間、天照大御神に食事をお供えする「日別朝夕大御饌祭(ひごとあさゆうおおみけさい)」が毎日朝夕の二回、欠かさず執り行われてきました。食事の内容は、ご飯、鰹節、タイ、昆布などの海藻、季節の野菜、果物、塩、水、清酒などをはじめ、和食の原点ともいえる品々がそろっています。

## Toyouke-Omikami: Provider of Sacred Food for the Kami

Approximately 500 years after Amaterasu-Omikami was enshrined in Ise, Toyouke-Omikami, the kami of agriculture, was summoned to the land of Ise as Miketsukami, the deity that provides sacred food to Amaterasu-Omikami. Miketsukami is enshrined in Geku (Toyouke Daijingu Shrine) of Ise Jingu. Over the past 1,500 years, the Higoto Asayu Omikesai, a daily ritual of offering food to Amaterasu-Omikami, has been conducted twice a day in morning and in evening without fail. The food offerings include rice, dried bonito, sea bream, various kinds of seaweed, seasonal vegetables, fruit, salt, water, sake, and other items, an array considered by some to be the origins of Japanese cuisine.

## 祈りの道、熊野古道

伊勢からもう一つの聖地、熊野へ向かう道は、古くから巡礼の道として親しまれてきました。多くの人が踏みしめた「祈りの道」は、1000年以上もの時を超えて人々に守り続けられています。そして、二つの聖地を結ぶこの道は、『紀伊山地の霊場と参詣道』として2004年にユネスコ世界遺産に登録されました。

## Kumano Kodo: Path of Prayer

The path leading from Ise to the holy site of Kumano has been a familiar pilgrimage route since ancient times. Traveled by countless people, this "Path of Prayer" has been preserved for over 1,000 years. In 2004, Kumano Kodo, the path connecting the two holy sites, was registered as a UNESCO World Heritage Site as part of the "Sacred Sites and Pilgrimage Routes in the Kii Mountain Range."



## 受け継がれる御食国の心

恵み多き海に面した志摩は、古の時代から神宮や朝廷に海の幸を届けてきた“御食国(みけつくに)”です。あわびやサザエなどの海産物は当時より都の人々に愛され、日本の豊かな食文化を育んできました。そして、土地の人々は自然を大切にすることでその恵みを受け継いできました。美しくあり続ける志摩の自然とともに、その心は今もしっかりとこの地に根づいています。

### The Inherited Spirit of Miketsu-Kuni

Facing the bountiful ocean, Shima has historically provided offerings of marine products to Jingu and the Imperial Court, earning it the title of “Miketsukuni,” land of divine offerings. Since that time, city dwellers have savored abalone, turban shells, and other seafood, promoting the development of Japan’s rich food culture. The local people too have protected the natural environment, ensuring that its blessings continue to be handed down through the ages. The spirit underlying this relationship with Shima’s nature remains deeply rooted in this region to this day.

## 和食文化の源流の地

温暖で肥沃な平野と豊饒の海を擁する伊勢は、山海の幸に恵まれた「うまし国」。「美しくすばらしい国」という意味も持つこの言葉が表すように、この地は日本ならではの四季の移り変わりを持ち、その美しい自然の中で育まれる四季折々の食材を味わう食文化が脈々と受け継がれています。それは和食という文化の源流にほかなりません。

### Mie, Where Japanese Food Culture Originated

With its temperate climate as well as fertile plains and oceans teeming with life, Ise is known as Umashikuni, a magnificent land blessed with the bounties of the sea and mountains. Befitting this name, the area is home to a distinct Japanese change of seasons and has inherited culinary traditions to savor seasonal ingredients nurtured amid beautiful local surroundings. This tradition is nothing but the very origin of Japanese food culture.

## 自然と共存する海女文化

「海女」とは、あわびやサザエ、海藻などを素潜りで採る女性のこと。志摩地方では1,200年以上前の遺跡から海女漁の道具らしきものが見つかるほど古くから海女漁が盛んでした。また、志摩の海女たちは、漁の期間や採るサイズなど数多くのルールを決め、海の資源を守る取り組みを行ってきました。志摩の海女たちの中には、そうした自然とともに生き、自然を守る文化が生き続けています。

### Ama Culture: Coexisting with Nature

The ama are female divers who collect abalone, turban shells, seaweed, and other seafood without the use of modern diving equipment. Ama diving has flourished in the Shima region since ancient times, demonstrated by the fact that ama fishing tools have been found in ruins dating back over 1,200 years. The ama community in the Shima district have worked to protect the ocean’s resources by establishing a host of rules governing, among other things, the fishing season and size of the fish they catch. A culture of protecting and coexisting with nature is alive to this day among the ama community in Shima.

# 三重の食文化



大矢知そうめん Oyachi Somen Noodles

かつて四日市市の大矢知地区を訪れた旅の僧侶が製法を伝えたといわれるそうめん。冷たい鈴鹿おろしと朝明川の清流などそうめん作りに適した環境の中、熟練の職人の技術により、コシが強く、なめらかな舌触りの一品に仕上げられます。

The method for making these somen noodles is said to have been passed down by a Buddhist monk visiting the Oyachi district in Yokkaichi City. The clear stream of the Asake River and the cold winds blowing down from the Suzuka mountain range create the perfect environment for making noodles. Putting this climate to use, skilled artisans produce delicious noodles that have a smooth, firm texture in the mouth.



蛤料理 Clam Cuisine

旧東海道桑名の宿の一帯の、海の浅瀬、干潟、砂地で獲れ、江戸時代から名物と知られる桑名のハマグリ。その身は大きくて柔らかく、口に含むとほのかな甘みと独特の風味が広がります。ハマグリを煮しめたり、お土産にも最適。

During the Edo period, Kuwana was one of the stops along the Tokaido road, which linked modern-day Tokyo to Kyoto. Kuwana was especially well known for its clams, which were caught in the shallows, tidal flats, and sandy areas along the seacoast. Kuwana hamaguri clams are meaty and soft, and each bite fills the mouth with its unique flavor with a touch of sweetness. Shigureni Hamaguri clams, which have been simmered in a sweet sauce, make a perfect gift.



豆腐田楽 Tofu Dengaku

昔は海の幸が手に入りやすかったため、伊賀地方で貴重なタンパク源として重宝されていた豆腐の田楽。自家製の味噌を玉のように丸めてつるして熟成させ、豆腐に塗って炭火で香ばしく炙ります。

Tofu dengaku was treasured as a valuable source of protein in the Iga region long ago when seafood was difficult to obtain. To make tofu dengaku, homemade miso is shaped into balls and hung outside to mature. Later, squares of tofu are coated with the miso and fragrantly grilled over charcoal.



かたやき Katayaki

長期保存が可能のため、かつては伊賀忍者の携帯食であり、忍菓とも呼ばれるせんべい。ほどよい甘さと芳しい香り、歯応えが楽しめます。原料は小麦粉、砂糖、胡麻などで栄養価も高く、添加物を使用していないので安心して食べられます。

Katayaki rice crackers are also called ninka, or "ninja treats," because the Iga ninja used them as portable provisions that could be stored for a long time. We're sure you'll enjoy these mildly sweet and fragrant crunchy snacks. Made with wheat flour, sugar, and sesame, the crackers are quite nutritious and always safe to eat since no additives are used.



めはり寿司 Mehari-Zushi

高菜を浅漬けにした葉でご飯を包んだ熊野に古くからある伝統食。「目を見開くほど大きな口を開けて食べる」、「目を見張るほどうまい」ことから「めはり寿司」という名になったという説もあります。

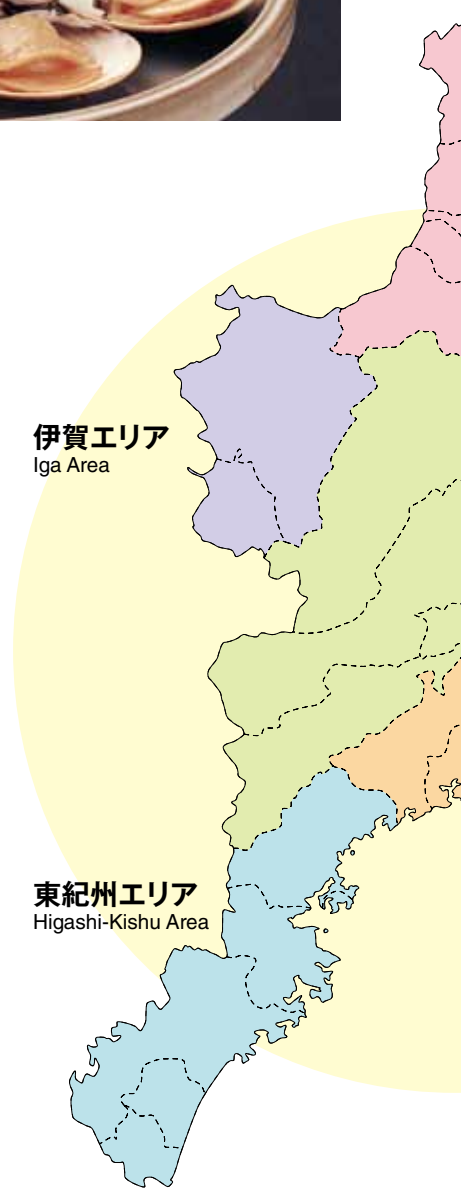
Mehari-zushi is flavored sushi rice wrapped in pickled takana mustard leaves and it is a traditional cuisine from the Kumano region. Mehari means "eyes open wide," so one theory is that you need to open your mouth so wide to eat them that your eyes open wide, too. Another etymology is that they're so delicious that your eyes will open in wonder of its taste.



さんま寿司 Sanma-Zushi

開いて軽く塩漬けにしたサンマを、型に入れた酢飯にのせて作る押し寿司。サンマを背から開くものや、腹から開くものなど、地域によって作り方に違いがあります。多くの地域で薬味に練りからしが使われます。

Sanma-zushi is a pressed sushi made by cutting open Pacific saury, lightly pickling it in salt, and serving it over a molded length of vinegared rice. The fish topping is sliced along the back or the belly, depending on the region. In many areas, the sushi is garnished with mustard.



北勢エリア  
Hokusei Area

中南勢エリア  
Chunansei Area

伊勢志摩エリア  
Ise-Shima Area

中南勢エリア  
Chunansei Area

伊勢志摩エリア  
Ise-Shima Area



### あまご料理

Amago Cuisine

“川魚の女王”と呼ばれるアマゴは、清流でしか育たないため、非常に希少といわれています。アマゴが特産である津市美杉では、独自の製法で、そのおいしさを最大限に味わえるあまご料理が多くそろいます。

The Amago (red-spotted salmon), also known as the “Queen of fresh water fish”, are quite rare because they can only live in clear streams. In Tsu City Misugi Town, where Amago is the local specialty, you can enjoy an array of delicious Amago dishes made by distinct preparation methods.



### うなぎ料理

Eel Cuisine

過去には一人あたりのうなぎの消費量が日本一だったというだけあり、津市民にとってうなぎ料理は身近な存在。市内だけで20軒を超えるうなぎ料理専門店が点在し、各店で焼き方やタレの違いがあるので、食べ比べもおすすめです。

Tsu once had Japan's highest per capita consumption of eel, so the eel cuisine is much-loved among locals. Over 20 eel restaurants are dotted throughout the city, each with its own unique sauce and grilling method. Recommended is to visit several restaurants and compare the different tastes.

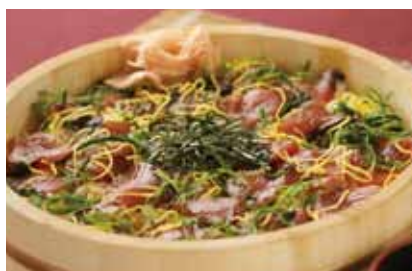


### 伊勢うどん

Ise Udon

たまり醤油に鰹節やいりこ、昆布などの出汁を加えた黒く濃厚なつゆを、太い麺に絡めて食べる伊勢地方伝統のうどん。長時間かけて柔らかくゆで上げられた太麺と、具は刻みねぎだけというシンプルさが特徴です。

Ise udon is a traditional local specialty of thick noodles served in a dark, rich sauce of tamari soy sauce added to a broth of dried bonito, small dried sardines, and kelp. The dish is characterized by its refined simplicity that celebrates the ingredients: thick noodles made soft by being boiled for several hours and served with a simple garnish of chopped green onions.



### てこね寿司

Tekone-Zushi

カツオなどの赤身を醤油に漬け込み、寿司飯と一緒に食べる郷土料理。漁師が仕事の合間にとった食事が起源といわれていますが、大漁などの「ハレの日」を祝う料理としても親しまれてきました。

Tekone-zushi is a type of sushi and a local delicacy made by marinating bonito or other red-fleshed fish in soy sauce and mixing it with sushi rice. Sometimes said to have been originated from a quick meal eaten by fishermen on their boats, this sushi is also a delicacy fondly eaten to celebrate big catches and other happy occasions.



### 伊勢たくあん

Ise Pickled Radish

お伊勢参りの参拝者により伊勢の名物として知られるようになった伊勢たくあん。江戸時代の末期から現在の伊勢市御園町で作られ始めたと言われてます。たくあん用に品種改良された白くて長い御園大根は、食物繊維が多く、たくあんにしたときに歯切れが良いことが特徴。この大根をはさ掛けにして天日に干し、米ぬか・柿の皮・なすの葉など天然素材のみでじっくり発酵・熟成させます。歯ごたえと風味の良さは、かたくなに守り続けてきた伝統製法の賜物です。

Ise pickled radish which came to be known as a special product of Ise by the worshipers of Ise. It is said that it began to be made in the current Ise city Misono town since the end of the Edo period. Misono white radish which has been improved breed for pickled radish has a lot of dietary fiber. It is characterized by good crispness when making pickled radish. This radish is hung high and sun dried, fermented and aged carefully only with natural materials such as rice bran, persimmon peel and leaf of the eggplant. The crispy and flavorfulness is a gift of traditional recipes that have kept them stubbornly.

Mie's Local and Traditional Cuisine

# 三重の伝統食／郷土食

三重県には、伊勢の「伊勢うどん」をはじめ、志摩の「てこね寿司」、東紀州の「さんま寿司」や「めはり寿司」など、地域の食文化の伝統を今に伝える料理が受け継がれています。

Mie Prefecture is home to numerous cuisine backed by a rich local culinary tradition inherited over the years: Ise Udon from Ise, tekone-zushi from Shima, and sanma-zushi and mehari-zushi from Higashi Kishu.

ぶらり味の名店26選

# 三重すし街道

Mie Sushi Kaido (Mie Sushi Road)

いまや世界中にファンを持つ日本が誇る伝統料理「寿司」。伊勢湾から熊野灘までを一本の街道に見立て、三重の北から南まで、個性あふれる名店が地産地消を合言葉に、街道沿いにあるハマグリやアナゴ、松阪牛に伊勢えびなど三重が誇る「うまし国」の特産品を生かした寿司を提供し、「三重」と「寿司」の両方の魅力を伝えています。

Sushi, the pride of traditional Japanese cuisine, now has fans across the world. Likening the coast from Ise Bay to Kumanonada Sea to a road, from north to south unique restaurants serve sushi using Umashikuni specialties along the road such as clams, conger eels, Matsusaka beef and Spiny lobsters on which Mie prides itself, with the catchphrase "local production for local consumption," to convey the attractions of both Mie and sushi.



# 三重の道は餅街道

Mie's Path is a Path of Mochi

Yasunagamochi



Nagamochi



Sekinoto



Shiratama



Keiran



Sawamochi



Matsukasamochi



Okinmochi



Henbamochi



Kamiyomochi



Iwatomochi



Akafukumochi



Taikoshussemochi



Nikenchayamochi



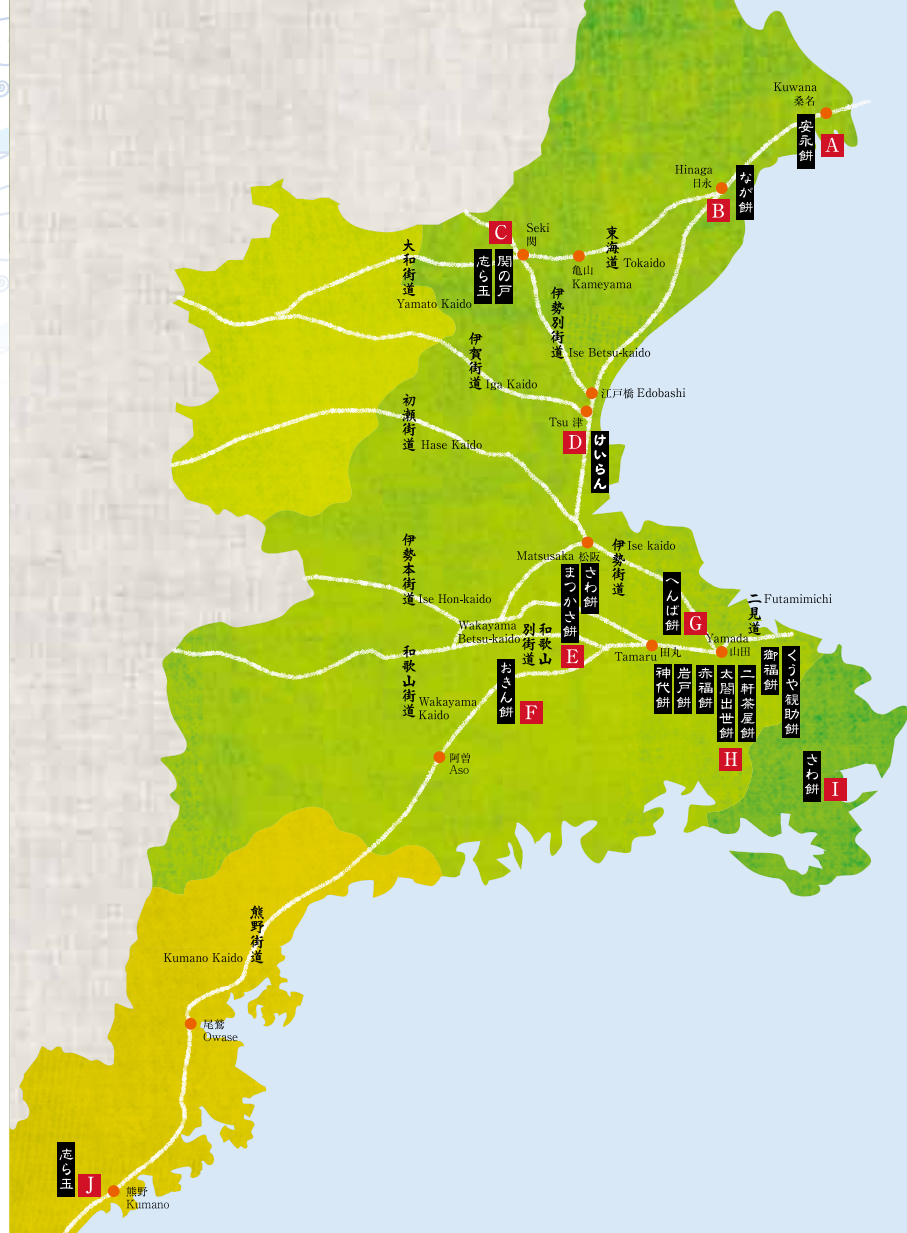
Ofukumochi



Kuuya kansuke mochi



Shiratama



古くから伊勢神宮を目指して旅する多くの人々で賑わった伊勢街道。桑名から津、松阪を経て伊勢へ向かう街道沿いには旅人たちのための茶店が立ち並び、そこでは個性豊かな名物餅が数多く生まれました。その種類の豊富さは旅人をして「餅街道」と言わしめるほど。その伝統と味は現代にも受け継がれています。

Since long ago, the Ise pilgrimage route has bustled with travelers heading to Jingu. The main road, which went from Kuwana through Tsu and Matsusaki to Ise, was lined with teahouses for travelers. In these shops, many special and unique types of mochi (rice cake) were born. There were so many kinds that travelers dubbed the road the "path of mochi." The traditions and flavors of those shops have survived until today.

Matsusaka Beef

美食家をうならす極上の味わい  
Exquisite Taste that Impresses the Most Discerning Connoisseur

# 松阪牛



## 世界に誇る肉の芸術品

松阪牛は、指定エリア内で長期肥育された、出産経験のない黒毛和種の雌牛を、独自の個体管理システムにより厳しく管理し飼育したものです。肥育農家によっては、食欲増進のため牛にビールを飲ませたり、牛の体への入念なマッサージを欠かさないなど、まさに手塩にかけて育て上げた“肉の芸術品”です。松阪牛の脂の融点は驚くほど低く、手のひらで溶け出すほど。その結晶であるきめ細やかな霜降りが、濃厚でまろやかな極上の味わいを引き出します。

## World-Class Works of Art

Matsusaka beef is produced from Japanese Black Wagyu heifers that are fattened in designated areas for long periods of time. The cows are strictly monitored and bred using a unique individual management system. Depending on the farm, the cows are fed beer to stimulate their appetites, carefully massaged and groomed, and raised lavishly and with great care—until they can practically be considered works of art. The fat in Matsusaka beef has an astonishingly low melting point, so the beef can actually start melting in the palm of your hand. The result is a finely marbled beef with a rich yet mellow superb taste.

Matsusaka Beef



Japanese Spiny Lobster

豊かな海からの贈り物  
Gifts from the Bounteous Ocean

## 伊勢えび



## 地域で守り続ける「宝物」

岩礁が多く、貝やウニなど伊勢えびにとって餌となる生き物が豊富な熊野灘。その荒波にもまれて育った伊勢えびの引き締まった身は、刺身でいただくと弾力のある食感と上品な甘みが口いっぱいに広がります。また、伊勢えびはその勇ましく美しい姿や、

他のえびと比べ長生きであることから長寿のシンボルとされ、古くから神事や祝い事には欠かせない食材となっています。三重県では禁漁期間や体長制限などを設け、安定した漁獲が続くよう地域で伊勢えび漁を守る取り組みを行っています。

## A Treasure Protected by the Local Community

With its many reefs, the Kumano Sea is teeming with shellfish, sea urchins, and other creatures that lobsters prey upon. Spiny lobsters grow up being buffeted by the rough waves, so their flesh becomes firm and when eaten raw as sashimi, the meat has a springy texture and refined sweetness that fills the mouth with each bite.

The lobster's beautiful and gallant appearance and relatively long lifespan have made it a symbol of long life. Since long ago, it has been an indispensable ingredient in religious rituals and on auspicious occasions. Mie Prefecture has put restrictions on the fishing period and lobster length in order to maintain a stable lobster population and to protect the local lobster industry.

## Japan's Spiny Lobster



## Iga Beef

# 伊賀牛

Genuine Flavor Passed Down for Generations

長年受け継がれる本物の味

### 地元で愛される美味

寒暖差の大きい気候で、清らかな水が流れる土地が適するとされる肉牛の肥育。盆地に位置しその両方を兼ね備える伊賀地方は、良質な牛の産地として古くから知られています。生産者が丹精込めて育てた伊賀牛は約80%が地元で消費され、伊賀地方以外ではなかなか味わえない逸品。霜降りのまろやかさと赤身が持つうまみの絶妙なバランスがもたらす芳醇な香りと味わいがその魅力です。戦国時代、伊賀忍者が牛の干肉を携帯保存食としていたとされ、それが伊賀牛のルーツともいわれています。



### A Delicacy Loved by the Locals

Areas with wide ranges of temperature and plenty of clean water are considered ideal for raising beef cattle. Iga, which is located in a basin, fulfills both of these conditions, and has long been known as a production center for fine-quality cattle. Approximately 80% of the painstakingly produced Iga beef is consumed in the local area, making it a delicacy not easily acquired outside Iga. The appeal of Iga beef is in the robust aroma and taste created from the exquisite balance of marbling and the taste of the red meat. Iga beef is believed to have its origins in the Warring States period (1467-1568), when Iga ninja used dried beef as preserved food and for portable provisions.

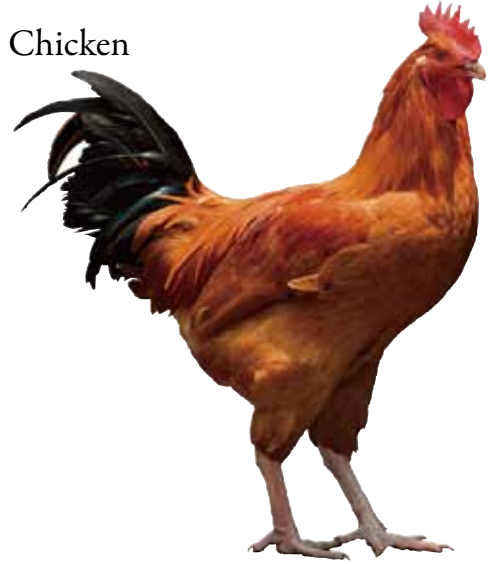


## Kumano Chicken

# 熊野地鶏

Nature's Crowning Achievement

大自然の恵みが育んだ傑作



### 料理人を魅了する極上の肉質

「日本一おいしい高級地鶏を作ろう」という目標を掲げ、三重県畜産研究所が開発した熊野地鶏は、異なる品種を掛け合わせてそれぞれの特徴を生かしたブランド鶏です。ストレスを与えない広々とした開放鶏舎で飼われ、飼料には抗生物質を一切含まない安全性の高いものに、日本の棚田百選に選ばれた地元産の米などを加えたものを使用。まさに地元の自然の恵みをいっぱいを受けて育てられています。地鶏本来のコクと風味に加え、絶妙な歯応えを持ち、一流のシェフや数々の名店、食通たちの舌を魅了しています。

### Fine Quality Meat that has Enthralled Top Chefs

With the goal of producing Japan's most delicious, high-grade chicken, the Mie Prefecture Livestock Research Institute developed the Kumano chicken, a hybrid that combined the best qualities of other birds. The chickens are given stress-free open spaces to roam, and are fed highly safe antibiotic-free feed, supplemented with local rice from a paddy selected as one of the 100 Best Rice Terraces in Japan. They are indeed raised enjoying the blessings of their natural surroundings. As a result, Kumano chicken has an exquisite suppleness and rich flavor that has enthralled top chefs, restaurants, and food connoisseurs.

# Kumano Chicken



## Nanki Mandarin Oranges

# 南紀みかん

### 愛情をこめた栽培方法

熊野灘に流れ込む黒潮がもたらす温暖な気候と、南紀に降りそそぐ太陽の恵みが、甘みと酸味のバランスがいい濃厚な味わいのミカンを育ててくれます。甘さと酸味の基準をクリアした南紀みかんだけが三重ブランドとして認定されており、そうして作られたミカンには生産者の愛情もたっぷり詰まっています。



### Cultivated with Love

Plentiful sunshine and a temperate climate from the Kuroshio Current flowing into the Kumano Sea help to produce flavorful mandarin oranges with a perfect balance of sweetness and acidity. Only Nanki mandarin oranges that clear strict standards for sweetness and acidity are certified as Mie Brand. To achieve this goal, growers put a lot of love into their mandarin oranges.

Fruit with the Sweetness of the Sun

甘みにこだわると太陽の果実

Nanki Mandarin Oranges



## Hijiki Seaweed

# ひじき

土地の個性がもたらす高い品質  
High Quality Brought Out from the Distinctive Local Character



### うまみと栄養を逃さない独自の技術

志摩地域は全国でも有数の天然ひじきの産地。志摩産ひじきは、養分を多く含む河川水と黒潮が混じり合う海水環境のおかげで栄養価が豊富で、他県産と比べて一本一本が長く太く、中まで身が詰まっています。春、自生している岩場で採取され、天日干しされた後、その多くは伊勢地域で加工されますが、ゆでるのではなく、伝統的な蒸し加工がなされます。そのため、栄養分が溶けだしにくく、本来の濃厚な風味が感じられます。

### Original Techniques for Preserving Nutrition and Taste

The Shima area is one of Japan's leading producers of Hijiki seaweed, an edible brown algae. Shima Hijiki is extremely nutritious as a result of being harvested in the ocean where the Kuroshio Current mixes with nutrient-rich river water. Its stalks are thicker, longer, and have more texture than those of Hijiki seaweed from other prefectures. In the spring, Hijiki is collected from rocks along the coast where it grows wild. After being dried in the sun, most of the Hijiki seaweed is sent to factories in Ise, where it is processed using a unique traditional steaming process instead of boiling. This process helps to retain the nutrients and Hijiki's natural robust flavor.



## Matoya Oyster

# 的矢かき

豊饒な海が生み出す滋味  
A Delicacy Born of the Fertile Sea

### 高級食材を生む独自の製法

「的矢かき」は山の養分をたっぷり含んだ川の水が流れ込む矢湾で養殖されるマガキのこと。的矢湾はマガキの餌となるプランクトンが豊富なため、通常2~3年かかる大きさまでわずか1年で育ち、そのふっくらした柔らかな身には、濃厚な甘みがあります。また、生で食べられるようにするための浄化方法には、マガキが体内の海水を吐き捨てる18時間以上もの間、紫外線殺菌した海水で飼育する滅菌方法が用いられています。



### Unique Production for the Source of Culinary Delight

Matoya oysters are cultivated in Matoya Bay, which is fed by the nutrient-rich rivers that flow down from the mountains. The bay is rich in the plankton upon which Pacific oysters feed, so the oysters take one year to reach a size that usually takes two or three. The soft, fluffy meat has a rich sweetness. So that the oysters can be safely eaten raw, they are cleansed in seawater that has been sterilized with ultraviolet rays for 18 hours or longer until all the seawater in their bodies are expelled.

## Abalone

# あわび

海女の手で守り続けられる伝統の名品  
A Traditional Delicacy Protected by the Ama



### 栄養豊かな海で育つ「貝の王様」

日本の海女漁発祥の地といわれる鳥羽・志摩地域では、あわびの生息に適した岩礁域が多く点在し、1000年以上前から海女によるあわび漁が営まれています。山の養分を含んだ川の水が流れ込む伊勢湾と温暖な黒潮が混じり合う栄養豊かなこの地域の海は、海藻類がよく育ち、それを食べて育つあわびにとっては最高のすみか。そのため、三重のあわびは肉厚でほどよい弾力があり、格別なうまみを誇ります。海女たちは採る時期や大きさなどを厳しく自ら制限しており、その資源を地域ぐるみで守っています。

### The King of Shellfish Raised in Fertile Waters

The Toba-Shima region, which is said to be the birthplace of ama diving, is dotted with reefs that create the perfect ocean habitat for abalone, for which the ama have been diving for over 1,000 years. The local ocean, where Ise Bay is fed by nutrient-rich mountain streams and the warm Kuroshio Current, is extremely fertile, making it the perfect home for abalone, which feed on the abundant algae. All the more reason, Mie abalone are meaty, pleasantly chewy, and boast a unique flavor. The ama community strictly limits the length of the diving season and the size of abalone that can be caught in order to protect the natural resources of the entire area.

## Kuwana's Clam

桑名のはまぐり  
海・山・川の自然の恵みと  
漁師の想いの結晶  
Natural blessings of seas, mountains, and rivers and crystals of fishermen's thoughts

### 海の至宝

長野や岐阜の山々から豊かな水を運びながら、県境を流れる木曾三川。この河口付近の干潟と呼ばれる浅瀬が桑名のはまぐりの産地です。東海道中膝栗毛でも紹介され、古くから全国に名を馳せる地域の名産品として知られています。一時は漁獲量が激減しましたが、種苗生産や干潟の復活などの努力により見事回復しました。甘みと旨みをぎゅっと閉じ込めた身は、海・山・川の自然の恵みと漁師の想いの結晶です。

### The treasure of the sea

Kisosansen which flows rich water from the mountains of Nagano and Gifu and flows through the prefectural border. A shallow called a mudflat near this estuary is the origin of Kuwana's clam. It was introduced in the Toukaidoucyuu hizakurige, it is known as a famous product of the area famous all over the country for a long time. At one time the catch volume drastically declined, but it recovered amazingly thanks to efforts such as seedling production and mudflat revival. The body of the shell that confined sweetness and taste tightly is natural blessings of seas, mountains, and rivers and crystals of fishermen's thoughts.



## Rock Oyster

# 岩がき

美しい海が育んだ濃厚な味わい

A Robust Taste Raised in a Beautiful Ocean

### 豊かな海ゆえに実現した品質

岩がきは冬が旬のマガキとは違い、旬は夏。マガキよりもかなり大きく食べ応えがあり、クリーミーな味わいが特徴です。本来は外洋の海底に生息している岩がきですが、鳥羽・志摩の海が持つ自然の恵みを生かし、種ガキをプランクトンが多い場所につけて育てることにより養殖が可能に。成長も早く、殻が薄く身が大きい上質な岩がきが養殖できるメリットもあります。また、紫外線殺菌した海水による浄化に加え、出荷時には真水浸透圧処理を施し、より安心して食べられるよう配慮しています。



### Distinctive Quality Made Possible by Nutrient-Rich Waters

Rock Oysters are in season in summer, unlike Pacific oysters, which are in season in winter. Considerably larger than Pacific oysters, these delicious oysters are characterized by their creamy taste. In nature, Rock Oysters normally live on the ocean floor far from shore, but cultivation has been made possible by suspending seed oysters in areas off the Toba-Shima coast, where plankton are abundant. The oysters grow quickly, have thin shells, and are quite meaty, making them well worth cultivating. To keep them absolutely safe to eat, the oysters are cleansed in seawater that has been sterilized with ultraviolet rays, and then given a fresh water osmotic pressure treatment at the time of shipping.



## Anori Blowfish

# あのりふぐ

地元が誇る天然のうまみ

The Natural Taste that the Locals Prides Themselves On



### 海の恵みがもたらす絶妙な味わい

「あのりふぐ」とは、熊野灘から伊勢湾、遠州灘で漁獲される体重700g以上の天然のトラフグのこと。栄養豊かな伊勢湾で生まれ育ち、流れの速い黒潮で揉まれたトラフグはしっかりと歯応えと、噛むほどにあふれ出す甘みとうまみが特徴です。釣り上げてすぐに、トラフグ同士が噛み合って体を傷つけないように、下あごの歯を切り取るなど丁寧扱われます。三重県では愛知県や静岡県と協力し、操業期間や漁法、規定に満たない体重のトラフグは再放流するなどの自主規制を設けるとともに、稚魚の放流を続けています。



### An Exquisite Taste from the Blessings of the Sea

Anori blowfish are tiger blowfish weighing over 700 grams that are caught in ocean areas from the Kumano Sea to the Ise Bay and the Sea of Enshu. Born and raised in the nutrient-rich Ise Bay, where they must survive in the fast-flowing Kuroshio Current, Anori fugu are characterized by their firmness and their mouth-watering sweet taste. After they're caught, the tiger blowfish have their lower teeth carefully cut, so that they don't harm one another. Mie cooperates with Aichi and Shizuoka in following self-imposed restrictions on the fishing periods and methods, and in requiring the release of tiger blowfish under a certain weight. They also continue to release young blowfish into the wild to keep the population viable.

Anori Blowfish

# 米 Rice



## 豊かな自然が育む三重県の米

三重県は全国有数の「コシヒカリ」の産地で、県産コシヒカリは「三重コシ」と呼ばれ全国的に愛されています。中でも気候や土壌条件に恵まれている伊賀地域のコシヒカリは、「伊賀米」として国内で最高の評価を受けています。

また、近年、プレミアムブランド米として生産販売を始めた「結びの神」は、三重県で育成された「三重23号」の中でも、栽培方法、品質など一定の基準を満たしたお米です。大きくてしっかりとした米粒は、炊き上がりがふっくら美しく、噛みしめるほどに甘みが広がります。おむすび専門店や有名寿司店において好評を博していることはもちろん、リゾットなどさまざまな料理にも合う米としてホテルや飲食店などで広く利用されています。

※「結びの神」の名前の由来：現代社会では、食、地域社会、自然などと、人との間で「つながり」が薄れていると言われていて、みんなで囲む食卓が「人と人を結びつける」場になり、いろいろな出会いや縁が生まれるように、「つながり」への気持ちも込めて命名しました。

## Mie Rice, Product of the Rich Natural Environment

Mie Prefecture is one of Japan's leading producing areas of koshihikari rice. The koshihikari rice grown here is affectionately known throughout Japan as Mie-Koshi. Koshihikari rice from the Iga region, where the climate and soil conditions are particularly favorable, has been given the highest rating under the name Iga Rice. Musubi-no-Kami, a premium brand of rice grown and sold in recent years, is a Mie 23 variety of rice cultivated in the prefecture that meets specific standards for cultivation method, quality, etc. It features large, firm grains, a wonderfully fluffy texture when cooked, and a flavor that gets sweeter as you chew. Not only is it popular among rice ball shops and famous sushi restaurants, but it is also widely used in hotels and restaurants for making risotto and various other rice-based dishes.

\*Origin of the name Musubi-no-Kami (God of Marriage): Our ties to food, local community, nature and each other are said to be weakening in modern society. This rice was so named out of a desire to strengthen these ties, making the dining table around which we gather a place that binds us together and generating a variety of encounters and connections.

# 日本酒 Sake

## 美酒を生む理由がそろった三重県

日本酒は米を発酵させて造った醸造酒で、日本の伝統的なアルコール飲料です。三重県の蔵元が造った日本酒は「全国新酒鑑評会」をはじめとしたコンテストで好成績を収め、三重県の日本酒のおいしさが注目を浴びています。そのおいしさの理由は「土地に根付いた豊かな食文化」、「気候と風土」、「清浄な湧水」、「高品質な酒米」にあり、それらをもとに各蔵元では高品質でさまざまな料理に合う多様な日本酒を醸しています。

### その① 土地に根付いた豊かな食文化

三重県は「松阪牛」「伊勢えび」「的矢かき」「あわび」などの豊かな食材に恵まれています。県内の蔵元は、そういった海・山の高級食材や、それらを使った料理に合う高品質な日本酒を研究開発し、食文化に貢献してきました。今では和食はもちろん洋食や中華料理にも合う日本酒が醸造されています。

### Reason 1: Rich food culture rooted in the locality

Mie is blessed with a rich variety of foods such as Matsusaka beef, Spiny lobsters, Matoya oysters, and abalone. Its breweries have developed fine-quality sake that goes well with these finest ingredients and dishes made with them, contributing to the region's food culture. Today, Mie's breweries proudly produce sake that not only accompanies well with Japanese cuisine but also with Western and Chinese cuisine.

### その③ 清浄な湧水

三重県の西部にある紀伊山地は日本で一、二の多雨地帯であり、その豊富な伏流水から生まれた宮川、櫛田川などの水は清冽な軟水です。特に宮川の源流水は、全国一級河川水質検査で日本一にも選ばれました。また、各山系の麓からも清冽な伏流水が湧き出しています。それらの水質も軟水が多く、軟水を使用した日本酒造りは発酵がゆっくり進むため、きめ細やかでまろやかな味わいの高級酒を醸することができます。



### Reason 3: Clear spring water

The Kii Mountains in the west of Mie Prefecture are one of the rainiest regions in Japan. Rivers such as the Miya River and Kushida River are sourced from this abundant underground water which is clear and soft. The headwaters of the Miya River in particular were selected as the best of any Class A river in Japan. Springs are also found in the foothills of the mountain systems and the water from most of these springs is soft. Soft water slows the fermentation process, resulting in high-quality sake with a smooth, mellow taste.

## Mie, Where the Conditions are Right for Excellent Sake

Sake is Japan's traditional alcoholic beverage made of fermented rice. The sake produced in Mie's breweries always performs well in the Annual Japan Sake Awards and other contests, and its delicious taste is gaining increasing attention. The reasons why it tastes so delicious are Mie's rich food culture rooted in the locality, its climate, clear spring water, and high-quality sake rice. Based on these factors, the breweries produce a variety of high-quality sake that complements well with all kinds of cuisine.



### その② 気候と風土

四季折々の季節の変化がはっきりとした三重県の気候と風土も美酒を生む大きな要因です。特に冬の寒さが酒造りに重要で、どの蔵元も冬期には気温が摂氏0度前後になります。この自然環境は吟醸酒などの高品質な酒造りに適しています。

### Reason 2: Climate

With four distinct seasons, Mie's climate is a major factor in the production of excellent sake. The cold winters in particular are essential for sake brewing, with temperatures dropping to around 0°C in the breweries in winter. This natural environment is ideal for making ginjoshu and other superior quality sake.

### その④ 高品質な酒米

最良の酒造好適米として有名な「山田錦」は、伊賀地方を中心に多く栽培され、他にも「五百万石」、「伊勢錦」などさまざまな酒米が県内各地で栽培されています。また、三重県が開発した新しい酒造好適米「神の穂(かみのほ)」からは、うまみのあるやさしい味わいの日本酒ができます。これらの高品質な酒米が芳醇な味わいの日本酒に生まれ変わります。

### Reason 4: Fine sake rice

Yamadanishiki rice, which is grown mainly in the Iga region, is well known as the best rice for making sake. Other brands such as Gohyakumangoku and Isenishiki are also grown in the prefecture. Sake brewed from Kaminoho, a new variety of sake rice developed in Mie, has a rich, smooth taste. These fine sake rice varieties are reborn as rich, full-bodied sake.

Ise Tea

# 伊勢茶

心和む薫り高さ逸品

三重県は、お茶の生産量全国第3位のお茶どころ。県内で生産されたお茶はすべて「伊勢茶」と呼ばれていますが、生産地域によってその特色は異なります。大きく分けると北勢地域は、上品な薫りと豊かなうまみの「かぶせ茶」、南勢地域は、濃厚な味と薫りの「深蒸し煎茶」が主流となっています。味の傾向は違いますが、どちらも薫り高さ一級品です。

Superb tea with a soothing aroma

Mie is the third largest tea producer in Japan. All the tea produced in the prefecture is called Ise Tea, but its characteristics differ depending on the region where it is grown. Generally, the predominant variety in the Hokusei region is Kabuse Tea which features an elegant fragrance and rich flavor, while the predominant variety in the Nansei region is Fukamushi Tea which features a full-bodied flavor and aroma. The flavors are different, but they are both top-class aromatic teas.

# Tea

Fukamushi Tea

# 深蒸し煎茶

濃厚な味と薫り

三重県南勢地域で生産が盛んな「深蒸し煎茶」は、製茶時に一般的な煎茶より蒸し時間を長く取り深いコクを出すのが特徴。熟練した職人が指先に触れる茶葉の感覚や、その年の気候を考慮しつつ蒸していきます。濃厚な味と薫りを持ち、茶葉本来の深いコクを贅沢に楽しめるお茶です。

Full-bodied and fragrant

Fukamushi Tea is grown mainly in the Nansei region of the prefecture. It is characterized by a deep flavor, derived from being steamed longer in the manufacturing process than regular green tea. Skilled tea makers fine-tune the steaming time with a touch of the leaves, while allowing for the weather in that particular year. The tea has a rich, full-bodied flavor and fragrance that lets you savor the essential flavor of the tea leaves.



Kabuse Tea

# かぶせ茶

上品な薫りと豊かなうまみ

三重県北勢地域は、「かぶせ茶」の生産量で日本一を誇る土地。かぶせ茶とは、茶葉を収穫する前に茶の木に覆いを一定期間かけ、直射日光を遮って栽培したお茶のこと。遮光して育てることで渋みが抑えられ、上品な薫りと豊かなうまみが生まれます。その色や風味は、環境や遮光率、遮光期間によって微妙に変化します。その繊細な個性を作り出すため、農家は一年を通して厳密な栽培管理を行います。

Refined fragrance and rich flavor

The Hokusei region of the prefecture is Japan's top producer of Kabuse Tea. Kabuse Tea is tea that has been cultivated by covering the tea bushes to shade them from direct sunlight for a certain length of time before the leaves are harvested. This method produces a refined fragrance and a rich, mellow flavor. The color and taste change subtly depending on the environment, the amount of shade and the length of time in the shade. To produce such delicate characteristics, the cultivation process must be tightly controlled by the tea farmers throughout the year.



Tuna

# マグロ

The ultimate in red meat, product of expert skills  
**こだわりの技術が生きる至極の赤**



## 神聖な海で育つ上質な身質

三重県では、遠洋マグロ漁業ではメバチマグロ、近海マグロ漁業ではビンナガマグロが、そして国内の最北東に位置する養殖漁場では養殖クロマグロとさまざまなマグロが水揚げされています。漁師も生産者もそれぞれが鮮度保持や品質管理の技術にこだわりを持っているため、身質の良いマグロが県内から数多く出荷されています。



## High-quality red meat raised in the sanctity of the ocean

Various kinds of tuna are landed in Mie Prefecture, from big-eyed tuna caught out in the open sea to albacore tuna caught in closer waters and Pacific bluefin tuna raised in breeding areas located in the far northeast of Japan. Both the fishermen and the producers are committed to maintaining the freshness of the fish and implement quality control techniques to ensure that the tuna shipped from the prefecture is of the highest quality.

Sea Lettuce

“Salad of the sea”  
brimming with the fresh smell of the ocean  
**磯の香り豊かな海のサラダ**

# 青さのり

## 噛むほどに広がる磯の香り

栄養豊かな河川水と黒潮由来の温暖な海水が混ざり合う伊勢湾から熊野灘の間で養殖が盛んに行われており、三重県は全国一の青さのりの生産量を誇ります。また、海面いっぱいに緑色が広がる青さのりの養殖風景は、志摩地域の冬の風物詩となっています。波の穏やかな内湾で手間ひまかけて育てられる青さのりは、深みのある美しい緑色となり、心地よい歯応えと豊かな磯の香りを楽しむことができます。



Red Sea Bream

# マダイ

三重の海が育んだ魚の王様  
King of Fish raised in Mie's ocean

## ハレの席の縁起物

魚の王様と称されるマダイは、古くから結婚式や子どもの成長祝いなどハレの席には欠かせない縁起物として重宝されてきました。マダイは一年中漁獲されますが、産卵期を迎える春は栄養を体に蓄えるため、最も脂がのり、特においしいといわれています。三重県では天然のマダイは熊野灘を中心に水揚げされますが、中でも伊勢湾口で一本釣りされるマダイは、速い潮流にもまれ、特に引き締まった身質となっています。また三重県ではマダイの養殖も盛んで、近年、技術が進歩して天然魚に匹敵する身質や体色のマダイを生産できるようになっています。

## Bringer of good luck on celebratory occasions

Known as the King of Fish, the red sea bream has long been prized as a bringer of good luck and is essential at weddings, children's festivals and other celebrations. Red sea bream are caught throughout the year, but it is said that they taste best in spring when they accumulate fat and nutrients in preparation for the breeding season. In Mie, wild sea bream are caught mainly in the Kumanonada Sea, but the flesh of the sea bream caught by single-line fishing at the mouth of Ise Bay is especially firm due to the rapid currents among which the fish live. Red sea bream farming has also been thriving in Mie, so much so that farmed red sea bream that parallels the quality and color of the natural ones can now be farmed with its progressive technology.

## The aroma of the ocean fills your mouth as you savor

Mie is the largest producer of sea lettuce in Japan. Cultivation of sea lettuce flourishes between the mouth of Ise Bay and Kumanonada Sea where the nutrient-rich river waters mingle with the warm sea waters of the Kuroshio Current. The sight of the surface of the sea covered in green sea lettuce is a sign that winter has come to the Shima region. Sea lettuce is cultivated with time and care among the gentle waves in the bay, turning a beautiful deep green color as it grows and delivering a pleasing texture and tantalizing aroma of the ocean.



Tomatoes

# トマト



## 甘さと酸味が絶妙なバランス

「安全で、おいしいものを提供したい」という思いから病気や害虫を防ぐトマトに最適な栽培環境を実現しています。そんな生産者の知恵と努力が生んだ、甘さと酸味のほどよいバランスが味わえます。

A perfect balance of sweetness and acidity

The optimal cultivation environment for tomatoes that guards against disease and pests was achieved from a desire to provide safe and delicious food. The know-how and efforts of the producers have produced a superb balance of sweetness and acidity.

Tomatoes

Nabana

# なばな

## 生産量日本一

なばなは、菜種の花が咲く前の若葉のことで、三重県は日本一の生産量を誇ります。ビタミンを豊富に含む野菜です。

Japan's top producer

Nabana refers to the young leaves that appear before the rapeseed plant flowers. Mie takes pride in being the top producer of this vitamin-rich vegetable.



Strawberries

# イチゴ



## 芳醇で上品な香りが魅力

三重県農業研究所が長い年月をかけて開発したイチゴの新品種は、粒が大きくてジューシーかつ酸味の少ない爽やかな甘さ、そして芳醇な香りが最大の魅力。「かおり野」という名前は、その上品な香りに由来しています。

An inviting fragrance that is rich and elegant

Kaorino is a new variety of strawberry developed by Mie Prefecture Agricultural Research Institute over a long period of time. Its key features are large fruit, low acidity and juicy, refreshing sweetness, as well as a rich fragrance. The name comes from its refined fragrance ("kaori" in Japanese).

Strawberries

Maekawa-Jiro Persimmons

# 前川次郎

## 歯応えのある食感が人気

前川次郎は、三重県多気町で発見された甘柿の品種です。ほぼ正方形をした角ばった形と、しっかりした歯応え、豊かな甘さが特徴です。

Popular for their crisp, crunchy texture

Maekawa-Jiro is a variety of sweet persimmon discovered in Taki, a town in Mie Prefecture. It features an almost square shape, firm texture and sweet flavor.

Maekawa-Jiro Persimmons



# 食空間を彩る匠の技

## Yokkaichi Banko-Yaki

Masterpieces created by tradition and innovation

伝統と革新が作りだす名品

# 四日市萬古焼

250年以上の歴史を持つ焼き物「四日市萬古焼」。作品が長く愛されるよう願いを込めて「萬古(ばんこ)」と名づけられました。日本の冬の食卓に欠かせない鍋料理に使われる土鍋では、国内で高いシェアを誇っています。土鍋は本来、急加熱、急冷却といった急激な温度変化には弱いのですが、その弱点を克服するために四日市萬古焼は、原料にベタライト鉱石を加え、耐火性と耐久性を飛躍的に向上させています。四日市萬古焼の土鍋には、伝統と革新の技が息づいているのです。

Yokkaichi Banko-yaki is a traditional craft with a history of more than 250 years. The name Banko, which means eternity, derives from a desire that the ceramics be passed down over generations for eternity. Yokkaichi Banko-yaki accounts for the top share of the clay pots that are a common feature of Japanese dining tables in winter. Clay pots are, by nature, sensitive to sudden temperature changes caused by rapid heating and cooling. To overcome this weakness, Yokkaichi Banko-yaki adds petalite to the raw materials, dramatically improving heat resistance and durability. Yokkaichi Banko-yaki clay pots are the embodiment of traditional and innovative technologies.



## Iga Yaki

Unique textures beloved of tea ceremony masters

茶人に愛された独特の風合い

# 伊賀焼

ごつごつとした豪快な風合いが特徴といわれる「伊賀焼」。そのルーツは、1300年ほど前にさかのぼります。17世紀、茶道が盛んになると無駄のない質実剛健な作りが多くの茶人に愛されるようになり、伊賀焼の名が世に広まりました。伊賀焼の原料は、400万年前琵琶湖の底だった地層から採取される粘土で、多孔質で熱に強い特徴があります。使う人の手によくなじみ、人々の日常の中で今日まで愛されてきた伊賀焼は、その独特の魅力ある味わいを現代に受け継いでいます。

Iga-yaki is characterized by its rough and bold textures. Its roots go back about 1,300 years. During the 17th century, with the flourishing of the tea ceremony, its simple, yet refined bold and expressive style came to be admired by many tea masters and its fame spread. The raw material of Iga-yaki is porous, heat-resistant clay taken from the layer that formed the bottom of Lake Biwa four million years ago. Iga-yaki is popular today for its practicality and pleasant texture. It is a craft that has passed down uniquely attractive charms to the present day.

# Iga Yaki



## Owase Wappa

良質な檜で作る伝統品  
Traditional crafts made with quality Japanese cypress

# 尾鷲わっぱ

尾鷲わっぱは尾鷲地域の良質な檜を使用した漆器で、17世紀頃から作られています。中に入れた食品が冷めにくく湿気を吸うので腐りにくいことから、弁当箱として多くの人に愛用されてきました。水に浸けて柔らかくした檜材を曲げ、継ぎ目を桜の皮で閉じ、漆を塗るなど、完成までに要する工程は実に45工程。そのすべてが手作業で行われ、伝統の手法が守り続けられています。使い込むほどに色彩と木目の模様的美しさが深みを増し、使う人を魅了してやみません。

Originating in the 17th century, Owase Wappa is lacquerware made with quality Japanese cypress grown in the Owase region. Owase Wappa boxes were commonly used as bento boxes as they keep food warm and absorb the moisture that makes food go bad. The Japanese cypress wood is soaked in water to make it pliable, then it is bent into shape and joined using cherry tree bark. Finally, the lacquer finish is applied. In fact, the manufacturing process consists of as many as 45 stages which are all performed by hand, ensuring the continuity of this traditional craft. The beauty of the color and the wood grain increases with use, adding to its captivating appeal.



## Ise Shunkei

暮らしに息づく工芸品  
Craft products that are part of our lives

# 伊勢春慶

伊勢春慶は伊勢の伝統的な漆器で、重箱、膳、盆などが多く作られています。16世紀頃から作られ始め、17世紀に入ると伊勢は漆器の一大産地として全国に知られるようになりました。檜の一枚板を組み合わせた丈夫な作りで、柿渋を下塗りし、その上に透明の漆を塗って仕上げます。このため漆塗りの下に木目が透けて見えるなど、素材の美しさを生かしていることが大きな特徴です。

Ise Shunkei, traditional Ise lacquerware, is noted for its nests of boxes, small individual dining tables and trays. The craft originated during the 16th century, and by the 17th century Ise was known throughout Japan as a major lacquerware production area. Sturdily made from a single plank of Japanese cypress wood, persimmon tannin is applied as an undercoat and then a final coat of transparent lacquer is applied on top. As a result, the wood grain is visible through the lacquer, a key feature of a craft that exploits the beauty of the materials.

## Kuwana Hamono

日本刀作りの技を生かした刃物  
Cutlery made with techniques used in Japanese sword-making

# 桑名刃物

14世紀頃から日本刀の名工を多く輩出した桑名は、19世紀頃になると包丁やハサミなどの暮らしの中で使われる刃物類の産地となりました。伝統的な日本刀の製造技術を応用した刃物は大変切れ味が良く、現在まで全国的に高く評価され続けています。

From around the 14th century Kuwana turned out many master swordsmiths and by the 19th century it had become a production area for knives, scissors and other cutting tools used in daily life. Cutlery that has been crafted with traditional sword-making techniques has a very sharp cutting edge and continues to be highly valued all over the country to this day.



Miso / Soy Sauce

## 味噌 醤油

醸造に適した気候風土

An Ideal Climate for Brewing

澄んだ水ときれいな空気、伊勢湾からの潮風、四季折々の気候と適度な寒暖差など、味噌や醤油の醸造に適した気候風土を持つ三重県。県内の醸造所の多くは、磨き抜かれた手作りの技を今に受け継ぎ、昔ながらの木桶で発酵させるなど、時間をかけて丹念に伝統の味を守り続けています。人の手によって丁寧に作られた味噌や醤油は格別のうまみと独特の香りを持ち、地元の人に愛されてきました。

With its clean water and air, gentle breezes from Ise Bay, seasonal climate, and moderate temperature changes, Mie Prefecture is an ideal location for brewing miso and soy sauce. Most factories in the prefecture still use the perfected traditional techniques they have inherited, such as patiently allowing the mixtures to ferment in wooden barrels, in order to carefully preserve the traditional flavors. Miso and soy sauce made carefully by hand has the exceptional taste and unique aroma still loved by the locals.



A Food Manufacturing Industry with a Time-Honored History

三重には、創業100年を越えて味噌や醤油といった日本の伝統的な食品を製造し続ける企業が数多くあります。これらの企業は味と技術を大切に守りながらも、日々挑戦を続けています。

Vinegar

## 酢

やさしい香りとまろやかなコク

A Pleasant Aroma and Mellow Body

三重県には、今も変わることなく木桶を使い、長い年月をかけてじっくりと自然発酵・熟成させて酢を作り続ける蔵があります。原材料にこだわり、米は契約農家が無農薬栽培した玄米を使用。麹付けからもろみまで、一貫して手作りの製法を守り続けています。このように伝統的な醸造工程で作られた酢は、鼻につんとこないやわらかで落ち着いた香りと、まろやかなコクのある味わいを持つのが特長です。

Mie Prefecture still has brewers that make vinegar in the traditional way, using wooden barrels to allow the vinegar to ferment and mature slowly over many years. These brewers are extremely selective in choosing the rice to be used to make their vinegar, and only use unpolished rice grown by contracted farmers who don't use agricultural chemicals. From the initial malting to the refining of the mash mixture, the vinegar is handmade through the entire manufacturing process. Vinegar made using the traditional brewing process is characterized by an unobtrusive, pleasant aroma and a mellow body.



Mie Prefecture has numerous companies that have been manufacturing traditional Japanese foods such as miso and soy sauce for over a hundred years. These companies continue to innovate while preserving the traditional flavors and production techniques inherited over the generations.

Salt

## 塩

神宮に奉納される神聖な逸品

The Sacred Masterpiece Offered at Jingu

古代から伊勢神宮に奉納する御塩作りが行われている二見。この地には純国産の自然海塩を作る工房があります。豊富に含まれるミネラルとほのかに感じられる甘みが特徴のこの塩。原料は伊勢神宮の森から流れる伏流水と、海水が交わる神前海岸で汲み上げた海水のみ。添加物はもちろん、にがりさえ一切使用しません。鉄釜と薪で2日間炊き上げた塩には、まっすぐ製品と向き合う職人の精神と神への祈りが宿っています。

Futami has been making the sacred salt used for offerings at Jingu since ancient times and the area is home to shops that make pure Japanese salt using natural seawater. The salt is characterized by its abundant minerals and a subtle touch of sweetness. The only seawater used for making the salt is drawn off the Kozaki coast, where the ground water flowing from the forests of Jingu enters the sea. No additives or nigari coagulants are used. The seawater is boiled in iron pots over firewood for two days until only salt remains. In that salt dwells a prayer to the gods and the spirit of the artisans involved in its production.





Food of Mie Prefecture Portal Site

# 三重の食結び

「三重の食」ポータルサイトのご案内



三重の食結び



<http://www.shoku.pref.mie.lg.jp/>



## 【三重の食結び】とは？

三重は長い歴史を持つ「うまし国」。そんな三重と皆様を結ぶことを願い、「三重の食結び」というキーワードのもと、三重の多様な食の魅力を紹介していきます。

## What Are Mie's Ties To Food?

Mie, which is called "Umashikuni", or Delicious Country, embodies a long-standing history as well as a profound food culture. With a wish for our readers to form some ties to this aspect of Mie, let us shine a light on Mie's food culture with the keyword "Mie's Ties to Food".

※すべて英語・簡体字・繁体字の翻訳があります。

## 特集記事 一例です。 Featured Article (An example)

三重県在住の地元を熟知したライターが、三重県のまだ知られていない本物の食の魅力の記事としてお伝えしています。食材だけでなく、食文化や新しい取組などをご紹介します。ぜひお楽しみください。

Residing in Mie Prefecture and steeped in local culture, our writer will present articles showcasing the appeal of as yet undiscovered authentic local cuisine. Not only the food, but food culture and new trends will be featured as well. Please enjoy!



ここ来ないと食べられない、漁師まちで愛される海老の味。

If you don't come here, you can't eat it; the flavor of prawns beloved in fishing villages.

記事はホームページでご覧ください。



三重ブランド  
認定品

人と自然の力。  
海と大地と太陽と—  
三重の自然は優しい「力」です。  
その「力」を引き出すのは、  
秀れた人の技。  
出会いが奇跡を生みました。

## 人と自然の力 三重ブランド

三重ブランド



<http://www.miebrand.jp/>



三重県では、豊かな自然・伝統など地域の特性を生かした生産物のなかから、特に優れた県産品と生産者を三重ブランドとして認定しています。

認定に際しては、「三重ブランド認定委員会」が、「自然を生かす技術(人と自然の力)」をコンセプトに、5つの認定基準に照らして厳しく審査を行っています。

また、事業者と県産品をセットで認定することで責任の所在をはっきりさせ、信頼性を確保しています。

MIE BRAND is a certification granted to outstanding products and producers with special characteristics that reflect Mie Prefecture's abundant nature and rich traditions.

The concept of MIE BRAND is "The Art of Nature – Humans unleashing the potential of nature." The "MIE BRAND Certification Committee" evaluates applications according to this concept and five strict criteria.

By certifying the producer as well as the product as a set, responsibilities are made clear and reliability is ensured.



## みえを語る逸品 みえセレクション

みえセレクション



<http://www.pref.mie.lg.jp/CHISANM/HP/mieselection/>  
ホームページからパンフレットをダウンロードできます。



## 選ぶ、贈る。こだわりぎゅっと。

※選定品の一例です。

Select and Give. High committed.

贈り物や普段の食卓に、みえセレクションの選択肢を。

三重県では、特徴ある優れた産品をみえセレクションとしています。こだわりがぎゅっと詰まったオリジナリティあふれるおいしいみえをぜひご堪能ください。

Mie Selection for gifts and for daily meals.

Mie Selection are the characteristic and excellent products from Mie Prefecture. Please enjoy the highly committed and delicious foods from Mie Prefecture.



まるごと伊勢うどん



あおさのり納豆



平飼いの精卵



的矢かきの  
うま醤油



九鬼 黒ごまラテ



伊勢角屋麦酒  
パールエール



糍ぶりん

骨なし申ひもの

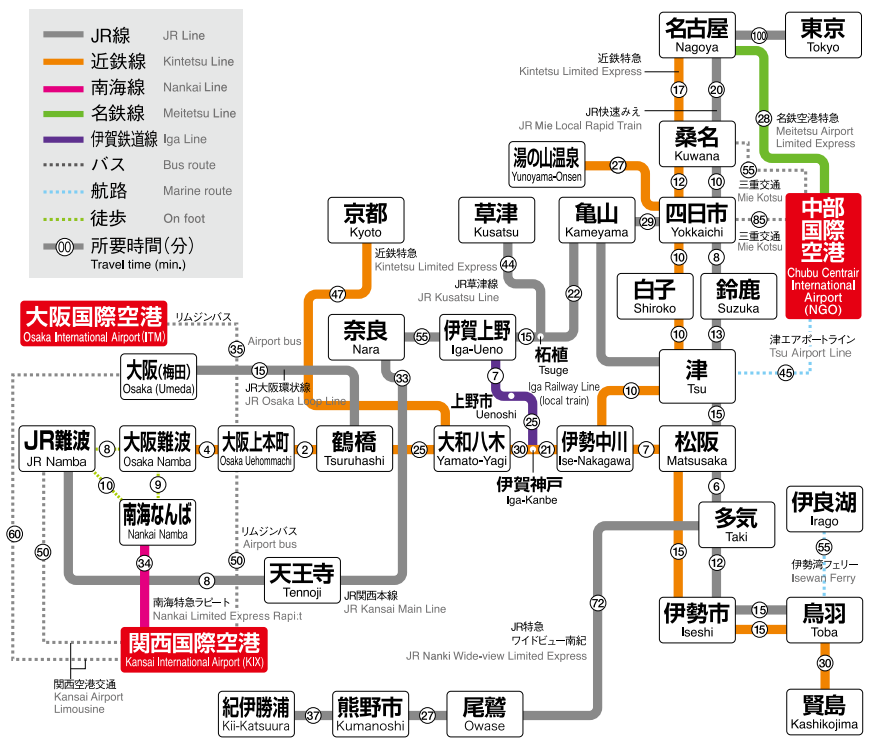
# 三重広域アクセスMAP

Enlarged Map & Transportation Directions of Mie



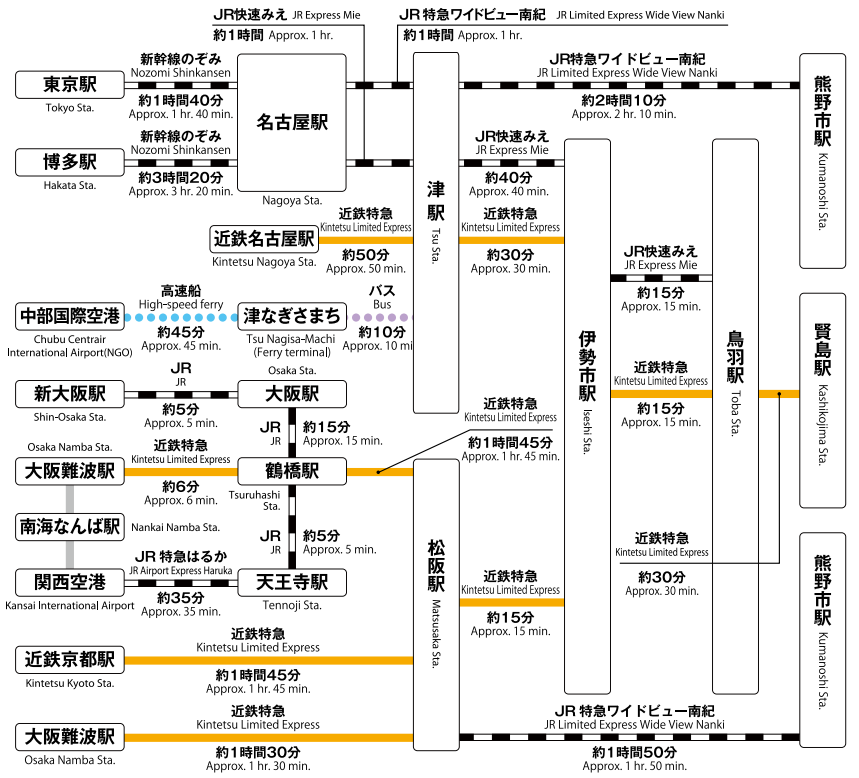
# 三重路線図

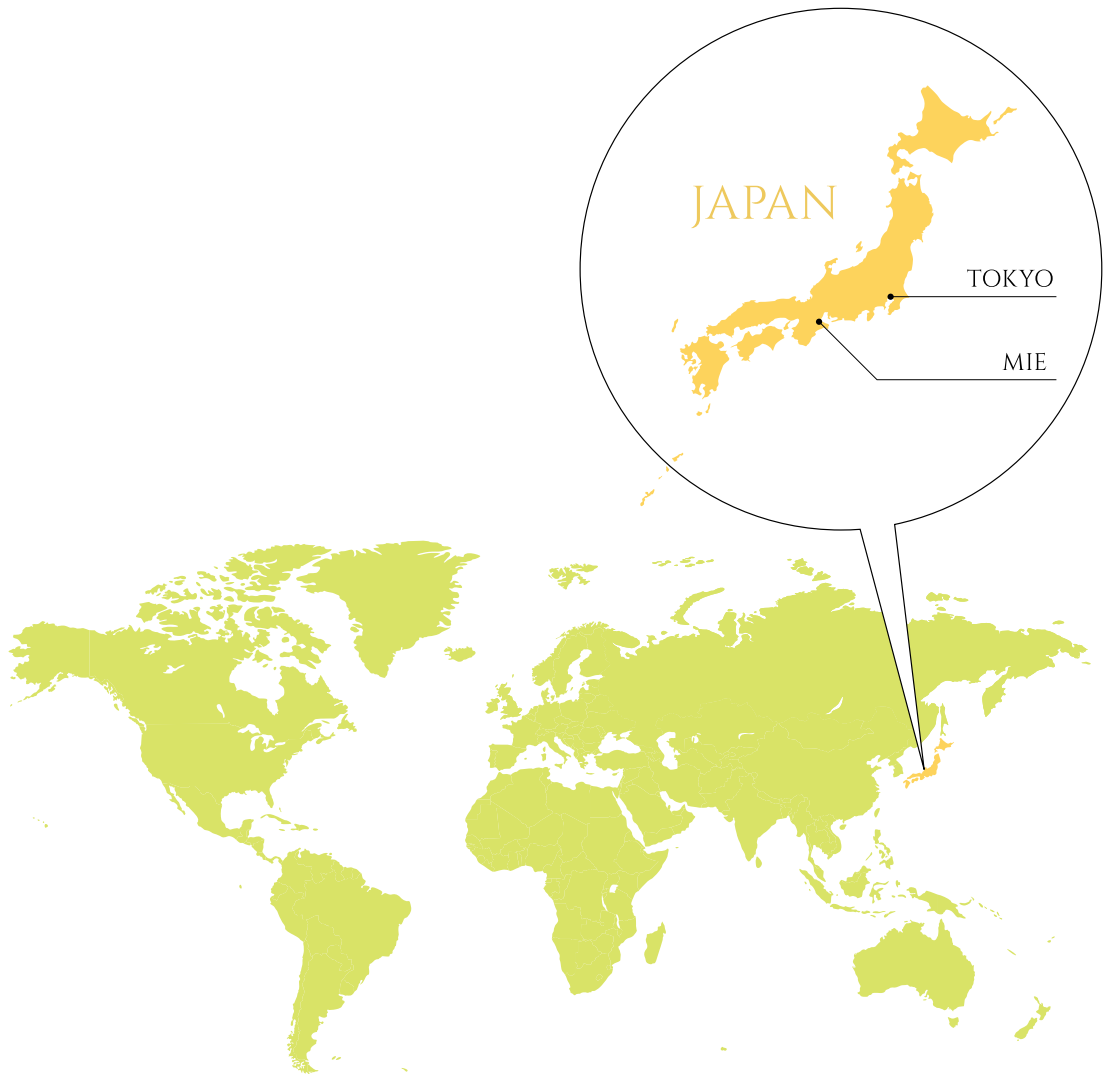
Railway Map of Mie



# 鉄道利用のアクセス

Public transportation directions





## 三重県雇用経済部

### Mie Prefectural Government

Department of Employment and Economic Affairs



三重の食結び

<http://www.shoku.pref.mie.lg.jp/jp/>

三重県津市広明町13番地 TEL(059)224-2458 FAX(059)224-2078 <http://www.pref.mie.lg.jp/>  
13 Komei-cho, Tsu-shi, Mie-ken, JAPAN <http://www.pref.mie.lg.jp/ENGLISH/index.htm>

写真提供=三重県観光連盟

Photos courtesy of Mie Prefectural Tourism Association

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