



## Yamagata Marugoto-kan Beni-no-Kura

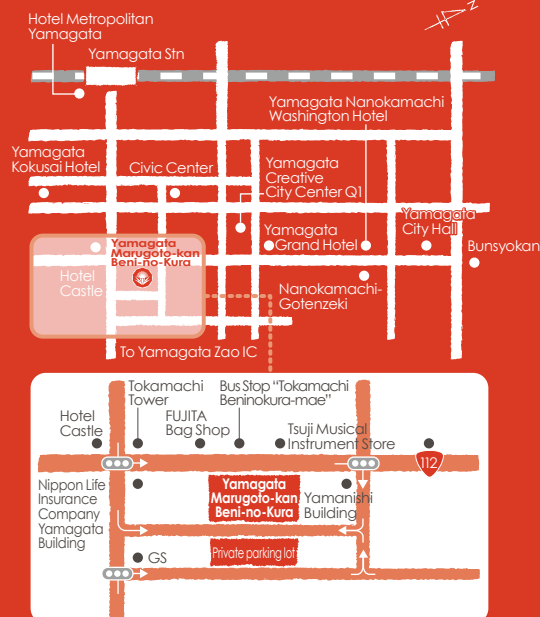


### Yamagata Marugoto-kan Beni-no-Kura

2-1-8 Tokamachi, Yamagata City, Yamagata Prefecture  
990-0031  
TEL.023-679-5101 (front desk)  
URL. <https://www.beninokura.com/>  
Established by Yamagata city  
Managed and operated by: Yamagata City Urban Development Corporation, General Incorporated Foundation  
Closed January 1st (Each individual store or restaurant has its own regular days off.)



#### MAP



#### ACCESS

- From JR Yamagata Stn  
By Foot: 10 min  
By Bus: Get off at the "Tokamachi Beninokura-mae" bus stop  
\*YAMAGATA community Bus is convenient.
- From Yamagata Zao interchange  
By Car: 10 min  
\*If you come by car, please use our east side private parking lot (free of charge).

## Yamagata Marugoto-kan Beni-no-Kura Information

The castle town of Yamagata was developed through the trade of safflowers. Storehouses used by safflower trade still remains in the town as a proof of its prosperity in Edo period. We renovated these storehouses based on the idea of creating new value, using advantage of the history and the culture of Yamagata city. "Yamagata Marugoto-kan Beni-no-kura" is a center of communication for citizens of Yamagata city and tourists. Please experience specialties of Yamagata city, such as its rich dietary culture.

Storehouses in "Beni-no-kura" was owned by a major safflower merchant, Hasegawa family. The site consists of five storehouses and a main house. We aim to revitalize the downtown of Yamagata city, making this site a center of communication which has a function of selling traditional crafts and agricultural products in season, and organizing special events.



### Farmer's market "Oishisa Chokubaijo"

We sell fresh local vegetable and fruits produced in a careful manner by local farmers. You will also find traditional vegetable which farmers in Yamagata preserved its seed from generation to generation.

- Open  
Summer hours: April 1 - October 31, 9:30 am to 6:30 pm  
Winter hours: November 1 - March 31, 9:30 am to 5:30 pm
- TEL 023-616-8001
- Closed: December 31 - January 4



### Tourist information center "Machi-naka joho kan"

We give useful tourist information and exhibit Yamagata's special goods and products.

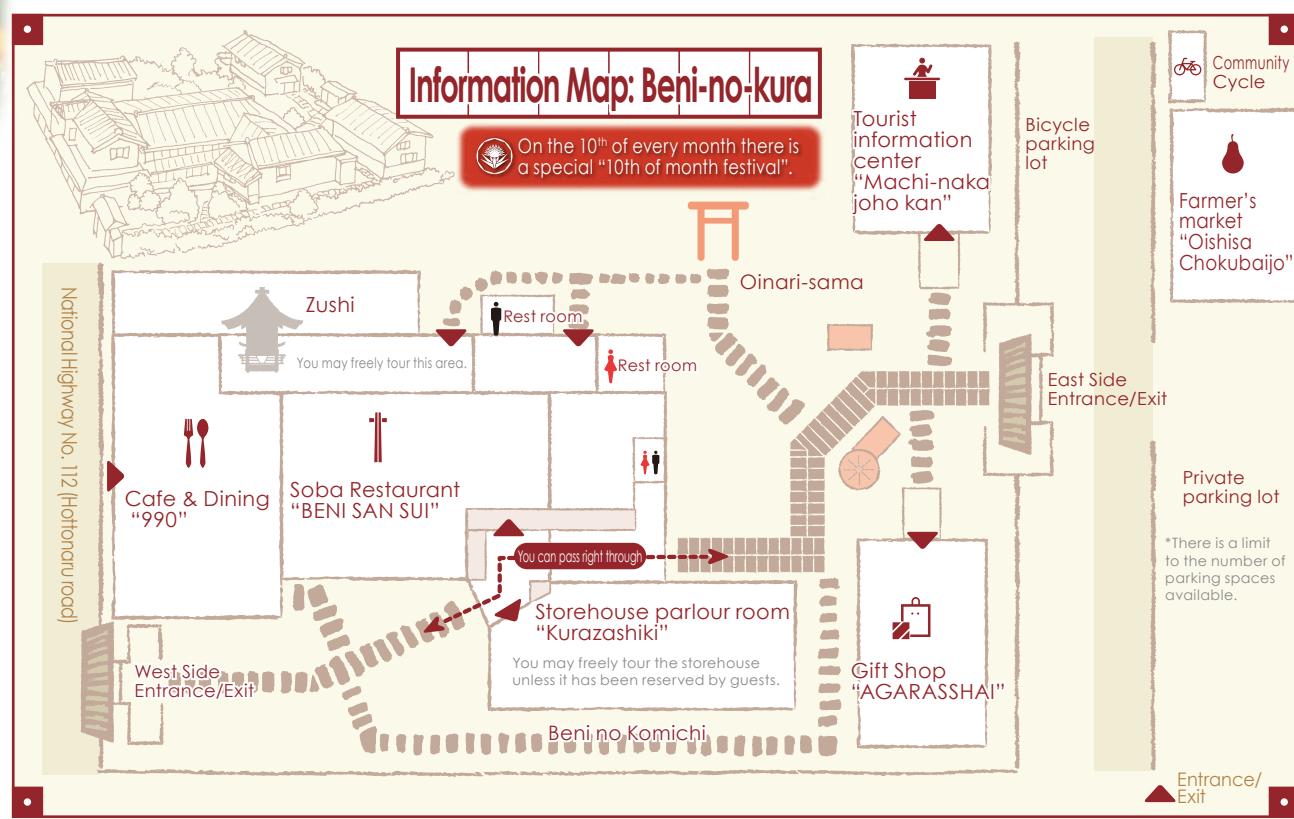
- Open 10:00 am to 6:00 pm
- TEL 023-679-5101 ●Closed 1/1 - 1/3



### Gift Shop "AGARASSHAI"

We sell traditional crafts and products which are shaped by culture and tradition of Yamagata city to tourists from all over Japan. We also sell original products which you can buy only here.

- Open 10:00 am to 6:00 pm
- TEL 023-679-5104 ●Closed 1/1 - 1/3



### Cafe & Dining "990"

We serve European cuisine and desserts in retro storehouse. You can enjoy a taste of fusion of French food with locally produced vegetable and fruits in Yamagata. We take a reservation for banquets, celebration, and memorial gathering.

- Lunch & Café Time: 11:00 am - 3:30 pm (last order at 2:30 pm)
- \* Closed for break: 4:00 pm - 5:00 pm
- Dinner: 5:30 pm - 9:00 pm (last order at 8:30 pm)
- (Friday, Saturday, day before a holiday: 5:30 pm - 10:00 pm, last order at 9:30 pm)
- TEL 023-679-5103
- Closed Wednesday (if we are open on a holiday, we will be closed on another day instead); closed 1/1 - 1/3



### Soba Restaurant "BENI SAN SUI"

"Freshly ground, freshly kneaded, freshly boiled," our buckwheat soba noodles are super fresh in three ways. Enjoy the tasty food to your heart's content and experience firsthand "Yamagata, the buckwheat soba country." We also serve seasonal cuisine of Yamagata passed on from generation to generation. Larger groups can use our storehouse parlour room. \*We take reservations for banquets, celebrations, and memorial gatherings.

- Mornings: 11:00 am - 3:00 pm (last order at 2:30 pm) \* Closed for break: 4:00 pm - 5:00 pm
- Afternoons: 5:00 pm - 9:00 pm (last order at 8:30 pm)
- TEL 023-679-5102
- Closed Monday (if we are open on a holiday, we will be closed on another day instead); closed 1/1 - 1/3



Casually exploring the local streets.  
New discoveries, precious moments.  
In passing, stepping inside to take a look.  
A special time in a cozy place!

