

Roasted green tea
♡ chiffon cake



Matcha ♡ roll cake monaka



Matcha ♡ Soft Serve



Roasted green tea ♡ Soft Serve



Matcha ♡ Soft Serve



Ocha no Furusato
Ujitawara
Map of
Sweets

SPECIAL JAPANESE TEA SWEETS

Chockfull of...

...the choicest tea sweets in town!

Roasted green tea ♡ sherbet



SWEETS
1



On the weekends,
come here for cute sweets!

Ichinosho's Matcha Soft Serve

¥324 (incl. tax)

Full of millstone-ground *matcha* (powdered green tea), Matcha Soft serve is a popular Ichinosho treat. On the weekends they have the Shiawase Yamamori* Matcha Soft serve. It is topped with *oiri*, a traditional Japanese confectionery that brings a smile with its colorfulness, and a slightly sweet Japanese-style marshmallow imprinted with Chappi, the town mascot.

*"Extra serving of happiness"

The word is that

ordering this will bring you happiness

in love!



Shiawase Yamamori Matcha Soft Serve

(¥432, incl. tax; sold only on Sat., Sun., and holidays)

Cakes flavored with *gyokuro* (high-quality green tea) or *hojicha* (roasted green tea), ¥216 each (incl. tax)

How about some Ichinoka *gateau chocolat*, a rich chocolate cake made with specially chosen tea leaves?

There are shelves upon shelves of wooden boxes of tea. The retro shop interior is also appealing.



Ichinosho Kyoeiseicha

0774-88-2707

- 23 Kitadoryama Gonokuchi, Ujitawara-cho
- 10:00 to 18:00 ■ Closed Tuesdays
- Parking for 5 vehicles
- Nearest bus stop: Shimomachi
- <http://ichinosho.jp/>

* Soft Serve served only on Sat., Sun., and holidays from 11/4 to 3/20.



Being freshly made is the key to delicious flavor.

Takada Tsusen's Hojicha Soft Serve

¥320 (incl. tax)

This tea wholesaler, which was established in 1924, makes Soft serve by combining vanilla Soft serve with powdered tea leaves, which are blended after ordering for rich flavor. The powdered tea then sprinkled on top brings out the strong taste of tea. *Hojicha* Soft serve is the most popular.

A *hojicha* latte is also available.

There are benches inside and seats available outside on the Japanese-style terrace.



Takada Tsusen

0774-88-3939

- 45 Nagadori Yuyadani, Ujitawara-cho
- 9:00 to 18:00
- Closed only during the New Year's holidays
- Parking for 12 vehicles
- Nearest bus stop: Ujitawara Yubinkyoku-mae
- <http://chachabin.co.jp/>

SWEETS
3

So rich it's almost
like eating tea...



Hojicha and matcha
— both are delicious!



Soft Serve
SPECIAL JAPANESE
TEA SWEETS

ICE CREAM & SHERBET

A comforting harmony
of bitter and sweet tastes.

Ujichanosato's Matcha Soft Serve

¥260 (incl. tax)

A JA shop directly selling souvenirs from Ujitawara. Matcha Soft serve, which is made using *matcha* sold inside, is a comforting treat, harmonizing the bitterness of tea with sweetness for a refreshing aftertaste. The café space, with its notes of white and green, is a nice place to eat.



JA Agricultural Product Direct Sales Store

0774-88-2629

- 12 Nakabayashi Gonokuchi, Ujitawara-cho
- 9:30 to 16:30
- Closed only during the New Year's holidays
- Parking for 40 vehicles
- Nearest bus stop: Gonokuchi

* Soft Serve is not sold from mid-December to early March.

On the wall is a charming
mosaic of tiles in the colors of tea.



SWEETS
2



The rich color of the tea is proof
that the sherbet is homemade.



A dish of bliss,
in an old Japanese-style house.

Lindenbaum's Hojicha Sherbet and Cake Set

¥900 (incl. tax) *Available only during café hours.

Western dining in an old Japanese-style house that seems like a hideaway. During café hours, afternoons can be spent in elegance enjoying a dish that is like a treasure chest: homemade *hojicha* sherbet, with its refreshing aftertaste, together with seasonal fruit and a Swiss Roll. Another attraction is the organically grown coffee that can be enjoyed by those who order coffee as a set drink. In June, which is firefly season, "Dinner Among the Fireflies" is also offered.



Lindenbaum

0774-88-2647

- 1 Kaminishitani yuyadani, Ujitawara-cho
- Lunch: 11:00 to 15:00 (last order: 14:30) / Café: 14:30 to 17:00 / Dinner: 17:00 to 21:00 (last order: 20:30)
- *To enjoy the café, please contact us prior to your visit.
- *Dinner by reservation only.
- Closed Tuesdays ■ Parking for 15 vehicles
- Nearest bus stop: Yuyadani

SWEETS
4

SPECIAL JAPANESE TEA SWEETS

SWEETS
5

The secret ingredient?

Thick custard cream.



Also recommended:

Matcha-Topped

Vanilla Ice Cream Made from

Raw Milk, ¥250 (incl. tax)



BaVato

0774-88-2110

62 Honmachi Gonokuchi, Ujitawara-cho

10:00 to 19:00 Closed Wednesdays

No parking

Nearest bus stop: Gonokuchi

<https://www.bavato1875.com/>

A bewitching crispy and light texture...

BaVato's

Heart-Shaped Wafer Sandwich Filled with Matcha Swiss Roll

¥250 (incl. tax)

This long-standing Japanese and Western confectionery shop is noted for its popular Matcha Swiss Roll. It is made with powdered green tea produced in Ujitawara, and the sponge cake is moist and feather-light. It can be bought as a sandwich inbetween crisp and light wafers, with a custard cream filling. With its pleasing texture, this new sensation in sweets can be enjoyed on the shop's benches or while walking around.

Satisfying Fluffy Cake

Cherry's

Hojicha Chiffon Cake

¥400 (with set drink, ¥550; tax included for both)

A homey café with a readily visible tea field, enveloped in the warmth of trees. The subtly sweet Hojicha Chiffon Cake, contains locally grown and strictly selected *hojicha*. Just a taste fills one with a light, happy feeling.



Cherry

0774-99-8700

33 Nakabayashi Gonokuchi,

Ujitawara-cho

8:30 to 18:00 Closed Mondays

Parking for 15 vehicles

Nearest bus stop: Gonokuchi

The delicious aroma
of hojicha.



Ice cream or
whipped cream makes
the perfect match!

SWEETS
6

Dreamy comfort,
right to the bottom of the glass

Kitaniyama's

Matcha Parfait

¥550 (incl. tax)

Includes *matcha* Castella (sponge cake), along with homemade *matcha* jello, *tsubuan* (mashed sweet bean paste) and rice flour dumplings in two different colors. Undereath the *matcha* Soft serve is vanilla ice cream, corn flakes, and brown-sugar agar topped with black honey.

The parfait is packed with the sweetness particular to this long-established tea field and a deliciousness impossible to tire of. Your spoon won't stop until it reaches the bottom of the dish.



There's more here
than meets the eye!

SWEETS
7



Ocha-no-Sato Kitaniyama

0774-88-2218

8 Yasunba Iwayama, Ujitawara-cho

10:00 to 17:00

Closed Wednesdays

Parking for 30 vehicles

Nearest bus stop: Otonoyamaguchi

<https://www.kitani-s.com/>

Enjoy the heart-shaped wafers.

Limited to 20 a day,

"A Plate of Sweets to Love"

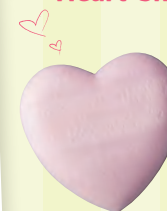
(¥650, incl. tax) is a special menu item on the Map of Sweets.



INFORMATION

We hope you are looking forward to
the items available for a limited time only.

We are now holding an event
featuring sweets in which
Heart-Shaped Wafers are used.



For a limited time, the shops appearing here will be developing new sweets using heart-shaped wafers and providing free toppings with Soft serve. Please present this magazine when confirming service details with each shop.

*Applicable until the end of Sept. 2018.

New as of
June 2018

A new spot,
in the place green tea originated from.

Soen Koyuan Yantan

At the entrance of Yuyadani (Yantan), a Japan Heritage site with a townscape of old and tea fields, a retro exchange facility was created by renovating the remains of a tea factory. Please enjoy the heartwarming hospitality as you unwind and relax fully.



Go here for
tourist
information:



Soen Koyuan Yantan

0774-46-8864

21 Obana Yuyadani, Ujitawara-cho

10:00 to 17:00

Tourist information, food and drink, and

cultural experiences (weekends only)

Closed Wednesdays and Thursdays

Parking available

Nearest bus stop: Yuyadani

<https://www.ujitawara-kyoto.com/>

UJITAWARA TOWN MAP

Ujitawara-cho is the birthplace of green tea, for which the manufacturing method was discovered in the Edo Period. Even now tea fields spread across the town, which is famous for its tea leaves and tea sweets.

Tour buses convenient for getting around town are in service.

For details, go here.



- Supermarket
- Convenience store
- Financial institution
- Photo spot
- Bus stop



Ocha-no-Sato Kitaniyama
お茶の郷 木谷山



Okuyama Exchange Center (Fossil Park)



Koka and Shigaraki



Old plum tree



Shoujuin Temple



Ohtaki waterfall



Nagatani Soen Seika

Yuyadani (Sat., Sun., and holidays only)

Ujitawara Industrial Park

Ujitawara Yubinkyoku-mae (Sat., Sun., and holidays only)

Kogyo-Danchi-Guchi

Ryokuenzaka

Ujitawara Shogakko [Elementary School]

Ujitawara Elementary School

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

Ujitawara Shogakko [Elementary School]

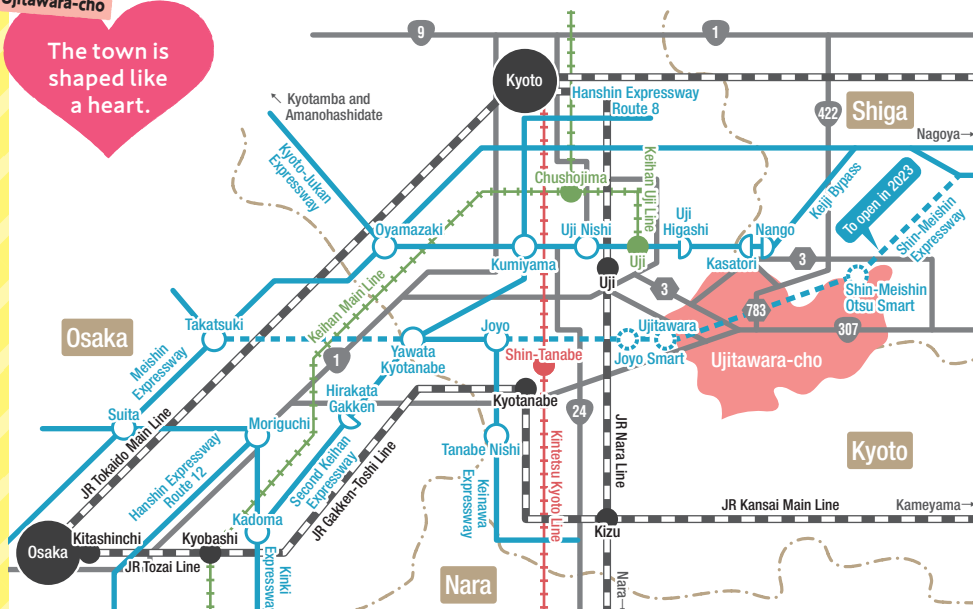


A Town with Heart

Access to Ujitawara-cho

Ujitawara-cho

The town is shaped like a heart.



Railways and Buses

● Kintetsu

Shin-Tanabe Station

● JR

Uji Station

● JR

Kyotanabe Station

● Keihan

Uji Station

By Kyoto Keihan Bus bound for Ichu-mae, Ryokuenzaka, or Kogyo Danchi: Around 30 min.

Ujitawara-cho



By car *using expressways

● From Kyoto City ➡ Around 50 min.

● From Osaka City ➡ Around 60 min.



Instagram

Hashtag campaign

#ujitawaraofheart

Post on Instagram using this hashtag!

Tell everyone what you found that's good in Ujitawara, "A Town with Heart. ♥"

Discover the ♥ in Ujitawara Town