NIIGATA “SAKE NO JIN” was originally held in 2004 as a 50th Anniversary Celebration of the Niigata Sake Brewers Association. They studied the biggest beer festival, “October Fest” of Germany and used it as reference. Their goal is for people of Niigata prefecture and people from outside of Niigata and abroad to have fun with Niigata sake and local foods. By holding the event annually, Sake no Jin has grown tremendously, and had over 100,000 visitors for the two-day event in 2012. Enjoy over 500 sake from about 90 brewers along with local cuisine. They also have various stage performances and sake seminars. Compared to other prefectures, Niigata Sake Brewers do not hesitate to polish rice. In fact, Niigata has the highest percentage of average rice-milled down ratio in Japan. In order to make Niigata sake, they only use the center core of rice, which contains purer, better starch. Because of this method, the artisanal sake production is small, and they are very particular about their sake quality.

VISIT:
Tokyo • Niigata • Sado Island

TOUR HIGHLIGHTS:
JR Super Express Train Ride • Niigata Furusato Village • Ferry to Sado Island • Tarai-bune Boat Ride Shukunegi • Gold Mine • Senkakuwan Bay Ageshima Museum • Japanese Crested Ibis Conservation Centre Jet Foil to Niigata • Sake No Jin Festival • Northern Culture Museum • JR Super Express Train Imperial Palace • Ameyoko • Asakusa Sensoji Temple • Nakamise Shopping

HANDS-ON EXPERIENCES:
Imayo Tsukasa Sake Brewery with Tasting • Obata Sake Brewery with Tasting • Soba Noodle Making Chinkin (Gold Inlaid Lacquerware) • Senbei (Rice Cracker) Making • Takarayama Sake Brewery with Tasting Kite Making • Fruit Picking • Cave D’occi Winery with Tasting • Sushi Making Class

DON’T MISS A THING!!
WHISPER — Wireless Tour Guide System!
English narration directly to your ear!

ONI-DAIKO — Demon Drums Performance!
2020 SPRING BREAK – NIIGATA “SAKE NO JIN” 17TH ANNUAL SAKE FESTIVAL
PLUS SADO ISLAND DAY-BY-DAY ITINERARY

Day 1: Mon, Mar 9 – HONOLULU – Depart Honolulu via Delta Airlines flt #181 at 10:50 am.

Day 2: Tue, Mar 10 – TOKYO. Arrive Tokyo at 3:35 pm. After entry formalities, transfer by coach to your hotel. Enjoy a Welcome Dinner at the hotel. KEIO PLAZA HOTEL TOKYO (1 Night) (D)

Day 3: Wed, Mar 11 – TOKYO – NIIGATA – SADO ISLAND. After a sumptuous breakfast buffet at hotel, transfer to Tokyo station by coach. Transfer to Niigata by JR Super Express Train Sightseeing in Niigata by coach, visiting Niigata Furusato Village and Imayo Tsukasa Sake Brewery. Transfer to Niigata Port. Ride a Ferry to Sado Island. Arrive in Sado Island and transfer to hotel in Sado. Enjoy a traditional multi-course Kaiseki Dinner, featuring ingredients unique to Sado Island. During dinner, watch a Oni-Daiko (Demon Drums) performance
HOTEL YAHATAKAN (2 Nights) (B, D)

Day 4: Thur, Mar 12 – SADO ISLAND. Full day sightseeing of Sado Island by coach. Start the day with a Tarai-bune Boat Ride. Then visit the charming fishing village of Shukunegi. The entire village is designated as a “National Historic Site.” Take a stroll along the narrow streets of Shukunegi Village to feel the history and experience the living conditions of people living during the Edo period. As this area was previously a trading port for ships going to Edo (Tokyo) and Osaka, many who lived here were ship carpenters and sailors. Here, you will be able to find the popular sanka-ya which is a triangle-shaped house, built to fit the shape of the land available at that period of time. Then tour the Obata Sake Brewery and taste some of their tasty products. Enjoy a special dinner tonight at La Plage restaurant. (B, L, D)

HOTEL NIKKO NIIGATA (4 Nights) (B, L, D)

Day 6: Sat, Mar 14 – NIIGATA. After breakfast at hotel, walk over to the Convention Center and enjoy a full day of sake tasting at the Sake No Jin Festival. Niigata specialty foods are available for purchase along with unlimited sake tasting. This evening enjoy a buffet dinner at the hotel. (B, D)

Day 7: Sun, Mar 15 – NIIGATA. This morning visit the Northern Culture Museum which originally served as a mansion of Ito Bunkichi, who lived in the Edo Period (1603–1868) and was one of the greatest landowners in Japan. Nowadays, the museum houses calligraphy and ceramics, lacquer ware and documents related to Ito’s family history. You can also visit the garden, it is a “walking” garden with a big pond. Enjoy chinkin (gold inlaid lacquerware) — a most rewarding experience. Next we learn how to make senbei (rice cracker) making. We return to the Sake No Jin Festival in the afternoon. This evening along with dinner, we are entertained by an authentic Geiko. Dancing, singing and playing fun games! (B, D)

Day 8: Mon, Mar 16 – NIIGATA. After breakfast, tour the Takarayama Sake Brewery and sample a few of their tasty products. Then learn how to make a kite. Pick some fruits. Then tour the Cave Doci Winery with a tasting. Return to the hotel. The remainder of the day is at your leisure. (B, L)

Day 9: Tue, Mar 17 – NIIGATA – TOKYO. Transfer to the Niigata Train Station and depart on a JR Super Express Train for Tokyo. Upon arrival in Tokyo, transfer to the hotel in the center of Shinjuku, the hub of shopping and restaurants in Tokyo. The remainder of the day is at your leisure.
KEIO PLAZA HOTEL TOKYO (2 Nights) (B)

Day 10: Wed, Mar 18 – TOKYO. Day at Leisure. Enjoy shopping and dining in the bustling Shinjuku area. (B)

Day 11: Thur, Mar 19 – TOKYO – HONOLULU. After a sumptuous buffet breakfast embark on a full day of discovery! Start the day with a stop at the Imperial Palace. Today’s highlight will be a hands-on sushi making session, which will yield your delicious lunch. After lunch visit Ameyoko, a busy market street along the Yamanote Line tracks between Okachimachi and Ueno Stations. The name “Ameyoko” is a short form for “Ameya Yokocho” (candy store alley), as candies were traditionally sold there. Alternatively, “Amé” also stands for “American”, because a lot of American products used to be available there when the street was the site of a black market in the years following World War II. Today, various products such as clothes, bags, cosmetics, fresh fish, dried food and spices are sold along Ameyoko. Lastly, visit Asakusa, the center of Tokyo’s shitamachi (literally “low city”), one of Tokyo’s districts, where an atmosphere of the Tokyo of past decades survives. Asakusa’s main attraction is Sensoji, a very popular Buddhist temple, built in the 7th century. The temple is approached via the Nakamise, a shopping street that has been providing temple visitors with a variety of traditional local snacks and tourist souvenirs for centuries. Transfer to the airport for the flight home. Depart Tokyo on Delta Airlines flt #180 at 8:45 pm and arrive Honolulu at 8:30 am the same day. Aloha and Welcome Home! (B, L)

Hurry, Don’t Miss Out! Call Today!!

Fares are per person, USD based on double occupancy and INCLUDE ALL AIRLINE TAXES AND FEES. Airline fuel supplements, taxes and fees are subject to change and tour member is responsible for any increases. Some airline-imposed personal charges, including but not limited to baggage, priority boarding and special seating, may apply. For details visit www.tripadvisor.com/ Airlines. After initial deposit, a $75 per person Non-Stop Travel's complete Air and Land Package is required. Group departures may be cancelled, if there are less than 24 tour members. Final Payment to NST for “non-cruise line” Air and Land Package must be made by Money Order or Personal Check. NST does not guarantee that all tour members will fly together with Four Manager. Tour Manager assignments, number of meals offered on tour, tour price, discount, and the “final” tour itinerary are subject to change with/without notice. NST reserves the right to correct errors or omissions including but not limited to, fares, fees and surcharges at any time. Deposit: $500 per person. Final Payment Due: 10/31/19.

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03/01/19