

Title

Experience sake, history and culture of over 1,000 years via a trip to Izumo, the birthplace Japanese sake - A tour of sake with the gods

Story



Being as the stage of Kojiki (Records of Ancient Matters), Japan's oldest history book, Izumo is still the place where 8 million gods love and gather even today, with gods' footprints everywhere. In this tour, let's follow in the footsteps of gods and visit the shrines and breweries associated with the mythical sake, with sake sommeliers together.

You can hear stories about the shrine and sake from the priests at Saka Jinja Shrine, with the longest history of sake brewing in Japan, and Mankusen Jinja Shrine, the last stop for the gods.

For lunch, you will enjoy a marriage of Japanese food and sake, which includes Izumo soba, a famous Izumo staple, and sake carefully selected by sake sommeliers. Also don't miss the opportunity to stop by and enjoy sake tasting experience at Asahi-Shuzo Sake Brewery, which produces prime sake while insisting on high level ingredients and quality.



History of the region and experience

About the Myths

October in lunar calendar is generally called 'Kannazuki' (Month without Gods). However, it is called 'Kami-arizuki' (Month with Gods) in Shimane Prefecture since eight million gods all over Japan gather there in the land of Izumo.

The gods discuss issues such as marriage, good harvests and sake brewing of the mortal world.

Various myths are passed on from generation to generation in Izumo region through the oldest history books in Japan, Kojiki and Nihonshoki (Chronicles of Japan), and the history of Shimane is handed down with gods.

Sake plays a major role in the myths of Shimane. Gods brew sake, hold feasts and sometimes use the power of sake to defeat evildoers in the myths.

Asahi-Shuzo Sake Brewery

Founded in 1872 after working as an individually owned business.

Its representative brands include "Juji Asahi", and Yachihoko" which is also the sacred sake of Izumo Taisha Shrine.

Emphasising on natural style, this brewery uses a cellar built in Taisho period(1912-1926) with mud walls with mud walls to brew sake that is close to our daily lives. The brewery is also involved in Kimoto (sake mash produced using a more traditional method) brewing and Matured type aged sake.



Itinerary



Start time	End time	Contents of tour
	9:20	JR Matsue Station
9:20	9:35	Matsue Shinjiko Onsen Station Matsue Shinjiko Onsen Station ~ Ichibataguchi Station
10:30	10:50	Saka Jinja Shrine Ichibataguchi Station ~ Izumotaisha-mae Station
11:50	13:30	Inasa-no-hama Beach Izumo Taisha Shrine
13:35	14:35	Soba Restaurant Tanaka-ya A marriage of Japanese sake and soba Izumotaisha-mae Station ~ Kawato Station ~ Dentetsu Izumo-shi Station
15:20	16:00	Sake tasting experience at Asahi-Shuzou Brewery
16:10	16:40	Mankusen Jinja Shrine
16:50		Izumo-shi Station

— On foot
 — Taxi
 — Ichibata Dentetsu Railway

Route Map



Amazing experiences



Sake tasting experience at Asahi-Shuzou Brewery



Amazing experiences

① Introduction

About Asahi-Shuzou Brewery's Sake

② Taste & compare

③ Taste & compare again at different temperatures

Time required: 30 minutes

Spots to stop by

Saka (Mankusen) Jinja Shrine

With the **longest history of sake brewing** in Japan, Saka Jinja Shrine is **dedicated to the god Kusunokami**.

Kusunokami is said to have been born when Susanoo made a pledge with Amaterasu (the goddess of the sun) on his way to Ne-no-kuni (Land of origin).

He is the god of fire and is sometimes equated with Senju-Kannon (the thousand-armed Avalokiteshvaray) according to Shinto-Buddhist syncretism.

Izumo Taisha Shrine

Izumo Taisha Shrine is dedicated to Okuninushi no Okami, the **god of marriage** and famous for the **myth of the Inaba no Shirousagi (White Hare of Inaba)**.

Okuninushi-no-okami is the god who found the nation after overcoming many difficulties. Izumo Taisha Shrine is believed to be built as a compensation for Kuni-Yuzuri (Transfer of the land) as its origin.

Inasa-no-hama Beach

A beach located on the coast 1km west of Izumo Taisha Shrine and is known for the **myths of Kuni-Yuzuri (Transfer of the land) and Kuni-Biki (Land dragging)**. In summer, the beach is a seaside-resort, where you can enjoy swimming.

Mankusen Jinja Shrine

Mankusen Jinja Shrine is the place of Naorai (feast), where the 8 million gods drink together and set off on their journeys.

Enshrined on the shore of the Hii-Kawa River, **the shrine is the last stop for the gods who gather in Izumo from all over Japan to attend their meeting** during the month of 'Kami-arizuki' (October in the lunar calendar).

Package Description

Facilities	Asahi-Shuzo Sake Brewery		Address	662 Imaichi, Matsue, Shimane			TEL	0853-21-0039	Website	http://jujasahi.co.jp/	
	Wi-Fi	NA	Multilingual support	NA	Reservation	Required	Max reservable number	Up to 4	Cancellation fee	6~4days before→50% 3days before~on the day→100%	
	Restroom	Western style	言語	English / French	Reservation deadline	14 days in advance (MUST)	How to reserve	Mail/online	Payment method	Credit card (payment on the travel day: NA)	
Travel price	¥26,000~		What is not included in the price	<ul style="list-style-type: none"> •Transport after the tour begins •Cost of drinks ordered separately beside the alcohol provided at lunch (if any) 			Note	<ul style="list-style-type: none"> •Min number of participants: 2 •Max number of participants: 4 •Please provide valid ID if you are planing to drink alcohol. •English-speaking guide(s) will accompany you. 			
Contact us	Osewasan Centre	Address	2F Imai Shoten, 63 Tonomachi, Matsue, Shimane				TEL	0852-61-8015 (9:00~18:00)			