

# THE STUDY OF ISE

SPRING • SUMMER • AUTUMN • WINTER



EXPLORE THE CITY OF  
SPIRITUALITY

# Introduction

In the midst of Shinto pilgrimage grounds, Ise is one of Japan's prominent natural and cultural treasures. Although Ise is known for its spiritual jewel, the famous Ise Jingu, which is considered to be the most important Shinto shrine in Japan, there are many other secrets that only the curious can uncover. Here, every street corner, every shrine, every festival, every restaurant, every store will transport you to another time filled with spirituality. Spiritual Ise, gastronomic Ise, artisanal Ise... Throughout the seasons and encounters, let us reveal the wonders of Ise to you.

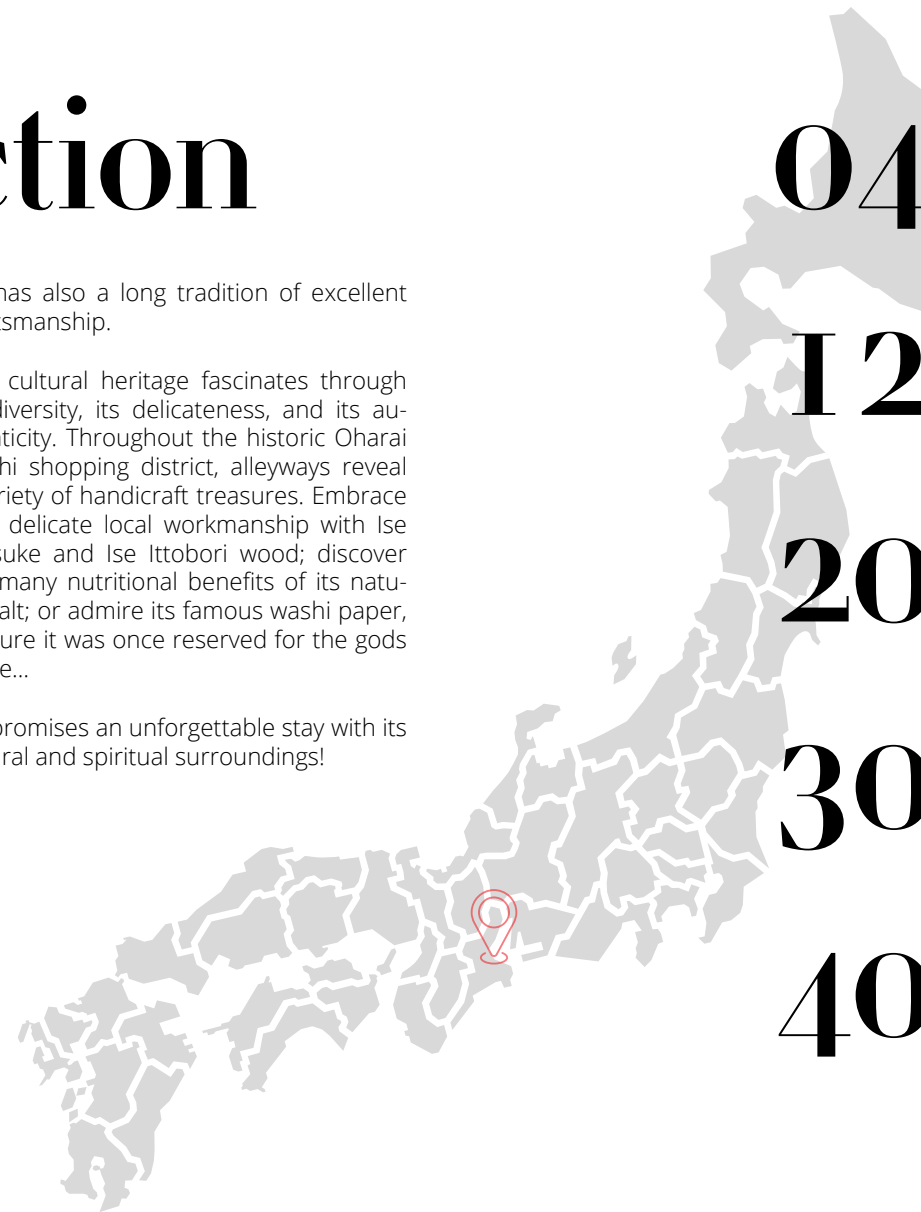
Throughout the trip, you will follow us in a spiritual stroll through the myriad of shrines and the wonderful seasonal festivals of Ise. No empty stomach will be left after this spiritual food! With culinary specialties as simple as they are delicious, Gastronomic Ise will entice you to try Ise Udon, the best oysters and lobsters in Japan, and Mochi for a sweet treat.

The four seasons provide a great opportunity to explore Ise's fauna and flora in its magnificent natural setting.

Ise has also a long tradition of excellent craftsmanship.

This cultural heritage fascinates through its diversity, its delicateness, and its authenticity. Throughout the historic Oharai machi shopping district, alleyways reveal a variety of handicraft treasures. Embrace Ise's delicate local workmanship with Ise Netsuke and Ise Ittobori wood; discover the many nutritional benefits of its natural salt; or admire its famous washi paper, so pure it was once reserved for the gods alone...

Ise promises an unforgettable stay with its natural and spiritual surroundings!



**04 Spring** Rebirth of nature, cherry blossom petal rain, Shinto festivals and culinary delights... Be prepared to have the spring sun reveal Ise's many wonders.

**12 Summer** Dressed in purple, the city of Ise is a cool natural setting ideal for hot summer days. Land art and summer Wagashi (Japanese traditional sweets) are waiting for you!

**20 Autumn** The myriad temples of Ise Jingu covered with red leaves is a sight not to be missed! Come and celebrate momijigari in Ise and stroll through the alleys of the traditional neighborhoods which will offer you delicious autumnal specialties.

**30 Winter** Ise is festive! Ise warmly welcomes you in winter to celebrate the new year and admire the most beautiful sunrises in Japan. Come and warm up in the warm city of Ise by tasting delicious specialties such as the gourmet Ise Udon or the comforting Ise Nabe! A must-try.

**40 Craftmanship** Discover Ise's local craftsmanship thanks to Ise Netsuke and Ise Ittobori wood; learn about the many nutritional benefits of its natural salt; or admire its famous washi paper... The traditional crafts of Ise will amaze you with their richness!

# SPRING THE BEAUTY OF LANDSCAPE

*Spring is here! The air temperature goes up allowing Japan's islands to display brighter shades of colors. As each region offers its own seasonal highlights, now may be the perfect time to discover the true taste of Japan! So, get off the beaten track and start exploring cities outside of Tokyo and Kyoto. Be prepared to have the spring sun reveal Ise's many wonders.*

Known as the “season of love”, spring bears a special meaning in Ise Town. Please meet its landmark lovers: the “Wedded Rocks” (Meoto Iwa). The two facing rocks are located in the Ise bay washed by the Pacific Ocean. They embody a mythological couple that gave way to a myriad of Shinto deities thousands of years ago. The larger rock represents the male God Izanagi, while the smaller rock represents the female Goddess Izanami. A sacred rope of braided rice straw called shimenawa links the two rocks at their top, symbolically uniting them as a couple. The Shimenawa rope needs to be changed every year to counteract the effect of weathering. This is done following an ancient ritual which you can admire during the spring. After consecrating a new rope in the Futami Okitama shrine, which is located on the seashore, a group of men carry the rope to the beach on their shoulders. At low tide, they are finally able to safely step into the ocean and reach the rocks where they lift the new shimenawa up. If you can, we recommend you watch the sun rise between the two lover-rocks. It's such a magical scene- and you can only witness it in the late spring, in June. An unforgettable experience to share with your better half or to enjoy on your own!

夫婦岩

“WEDDED ROCKS” (MEOTO IWA)

THE MOST FAMOUS PAIR OF WEDDED ROCKS AT FUTAMI OKITAMA SHRINE IN FUTAMI-URA, THE COAST FROM ISE.



## BE PREPARED TO HAVE THE SPRING SUN REVEAL ISE'S MANY WONDERS

You might wonder why all participants in the shimenawa ceremony wear a white jacket stamped with a recognizable red sun. The well-known pattern, also found in Japan's national flag, symbolizes Amaterasu-Omikami, the Sun Goddess who appears to be Izanagi's daughter ("the big rock!"). Kept in Ise Jingu's great sanctuary is a mirror which is believed to be one of the Three Sacred Treasures of Japan given by Amaterasu-Omikami to the Japanese imperial lineage.



Is there a better season than spring to convey the rebirth of nature? Long-awaited cherry blossoms can be contemplated during ohanami, a most loved end-of-winter celebration. You'll marvel at the contrasting emerald green displayed by cypress and cedar trees and the sakuras (cherry blossoms) soft pink. If you'd like to see the sakura petals fluttering down we could recommend the Cherry Tree Park of the former Bunko Toyomiyazaki Academic Library, located at the gates of the Geku Outer Shrine. It is one of the top must-sees in town! Let's also mention the festival held at Isuzu River from the end of March to the beginning of April, offering romantic strolls along the cobbled banks. One of the highlights of this festival is the enchanting illuminations around the cherry trees, shining in the night.

*Last but not least, we should mention the kagura masked ritual dances performed during the Haru no kagurasai festival at Ise jingu shrine. On this special occasion, among other things, you'll be able to watch young girls in lovely butterfly costumes dancing to honor protective deities and celebrate nature's spring awakening.*



おはらい町  
OHARAI-MACHI STREET

THE STREET OFFERS FOOD AND DRINK, SPECIALTY FOOD STORES, ARTS AND CRAFTS SHOPS, AND CULTURAL EXPERIENCES TO VISITORS.





# Taste of ISE

## Sweet...

The typical cherry blossom pink color is also showcased in Ise's culinary specialties. Don't be shy! Try the delicious Kuya Chaya Mochis. They are delicate-pink rice cakes with a melting red bean paste (azuki) core. A treat for the eyes and the taste buds!

## ... and tradition

Plus, you'll be eating these delights in an atypical setting: charming Okage-Yokocho area, filled with old traditional wooden houses that welcome craft shops and food stalls. Under the mild spring sun of Ise, a timeless and magical place, experience a gourmet break that will take you back to ancient-time Japan.

# SUMMER

## THE INDIGO WALK

### THE NATURE OF COLORS

ENJOY THE COLORS OF ISE: WE'LL SHOW YOU WHERE TO FIND DEEP PURPLES, REFRESHING BLUES, GEM-LIKE GREENS, AND SUNNY YELLOWS DURING YOUR WARM-WEATHER TRIP TO ISE.

The summertime brings a magnificent cameo of indigo colors to Ise. The spring rains of sakura petals give way to hydrangeas, beautiful flowers with blue, pink or purple petals, called ajsai in Japanese, meaning "collection of blue".

Hydrangeas bloom in June, symbolizing the arrival of rainy season and the beginning of summer, alongside Iris flowers, which also produce white and purple petals.

It's an ideal time for a romantic and melancholy walk on Ise: the watercolor landscape of Magatama Ike Bridge on the banks of Sengukan is a perfect setting for a stroll with your lover. The indigo flowers will delight couples who can then refresh themselves by strolling through the beautiful romantic Futami Shobu forest where iris flowers shine alongside hydrangeas.

The typical blue-purple palette is also showcased in Ise's wagashi. Visit Fujiyasogetsudo, a century-old pastry shop offering wagashi in vibrant summer colors. Believing that "Japanese confectionery is a culture that brings comfort and sweetness to life", this Japanese confectionery makes sweets with sincerity every day, paying attention to colour, shape and taste.

*Continuing our agrarian stroll, let's visit Mount Asama, with the stunning Buddhist temple Kongoshoji. Surrounded by a vast forest, and covered with lotus in summer, the Kongoshoji is the perfect place for anyone seeking a bit of spirituality (and coolness!). At the entrance, a stone staircase encircled with moss and dominated by a Niomon gate, introduces you to the splendid pond lined with colorful lotuses where lovely koi carp gracefully undulate. You can also admire a beautiful vermilion half-moon bridge. The same red color covers the main pavilion dedicated to the bodhisattva Kokuzo wearing a gem to grant wishes.*

*Now that we have been suspended in time, let's take a little speed to admire the Ise landscapes by making use of the comfort of the train. As well as enjoying the summer blossoms, you can also appreciate the beauty of the rice fields surrounding Ise.*





## STUNNING BEAUTY OF THE LOTUSES AT THE KONGOSHOJI TEMPLE

On the temple's peaceful pond in summer, pink lotuses, a symbol of purity in Japan, emerge from sleep in the early morning. Embrace the moment and take your time.





You will be able to better understand the significance of rice in June, during the Omita festival - the Rice Planting Festival - taking place at Sarutahiko Shrine. In this ceremony, sacred dances are performed by people in traditional costumes. They transplant rice into the Ise Shrine rice field, reflecting actual summertime agricultural techniques that still prevail in the rice-paddies surrounding the town.

Continue our journey into the rice fields of Ise with the amazing Tambo art, the art of rice fields. It consists of transforming rice fields into giant works of art. This is done by drawing a canvas on the ground and planting different varieties of rice to give the work its different colors. Get ready for an open-air museum like no other!

You will be dazzled and thrilled by summer in Ise!

猿田彦神社御田植祭  
**RICE PLANTING FESTIVAL AT SARUTAHIKO SHRINE**

A TRADITIONAL SHINTO RITE IS HELD ANNUALLY IN ACCORDANCE WITH ANCIENT TRADITION ON MAY 5TH.



“AMAZING TRADITIONAL EXPERIENCE TO SEE IN A SHRINE, MIXING NATURE AND SPIRITUALITY”



# Colors of Night

When night is coming...

When fresh air is coming, let's explore Ise through the amazing palette of colors that sweeps across the region at night. It's sometimes brighter than the daytime! When the sun goes down, the city is transformed under the bright glow of the neon lights of the Izakayas, a friendly place to immerse yourself in the night culture of Ise.

Relax and enjoy! There's nothing more enjoyable than a delicious evening at one of Ise's Izakaya, where you can enjoy delicious sea bream with eggplant dengaku (a sauce containing miso, sake, mirin, and sugar). Each dish was washed down with a glass of sake made with the rice of Ise. Ise at night is beautiful!

# AUTUMN INTERLUDE UNDER ISE'S RED SKY

*Autumn is here. The trees change and take on golden, orange and red colors. Leaves come off the branches and fly to the ground, covering it with a moist and fragrant carpet. Come to Ise to celebrate momijigari, literally "the hunt for red leaves"!*

Adorned with red-orange colors, woods, parks and green spaces of Ise become a challenge for a total change of scenery. This natural phenomenon, called *kôyô* (literally "red leaf" in Japanese), has a very special feeling in Ise, a moment of contemplation, as if suspended in time, which refers as much to Buddhist spirituality - the reddening of leaves reminds us of the ephemerality of life - as to Shinto beliefs - for which nature is inhabited by divine forces that manifest themselves to Man. Also, the Ise Jingu sanctuary is a perfect natural setting to admire the kaleidoscope of autumnal shades of Ise. As the leaves float on the water, golden reflections of the fiery red carp swirl on the surface. You can admire them in peace from the Ujibashi bridge of the inner sanctuary overlooking the Isuzu River. Water is divine in Ise. Its purity assures the inhabitants of abundant harvests and spiritual protection. At Ise Jingu shrine, the traditional method of purifying yourself is by the riverbed of the sacred Isuzu River and using its water to undo yourself of the unnatural world.

After experiencing the *epsrit* of the water of Ise, don't miss a short trip to the Ise skyroad to see the beautiful countryside. Among the species participating in this beautiful natural picture, you will see in particular the Japanese maple (foliage varying in shades from light orange to purple/red) and the ginkgo biloba or *ichô* (toothed yellow or golden leaf).



Let's continue our walk in Okage-Yokocho, right next to Ise Jingu Shrine, where it is good to stroll; many restaurants and stores follow one another and allow you to discover the local cuisine while buying omiyage (souvenirs). Let yourself be tempted by one of the pretty little dog sculptures on sale in the shops after biting into the purple pastry, the akafuku mochi, a speciality of Ise. In the Edo period, when people could not afford to make the pilgrimage, they were known to send their dog instead. Okage-inu became Ise's popular symbol.

## TAKE A WALK DOWN THE STREET OF THE OLD ISE TO FEEL THE SPIRIT OF EDO





Let's continue our walk in an atypical setting: the charming district of Kawasaki, located along the Seta River which crosses the center of Ise, made up of traditional wooden houses renovated into handcraft stores, culinary stalls, cafes and other restaurants.

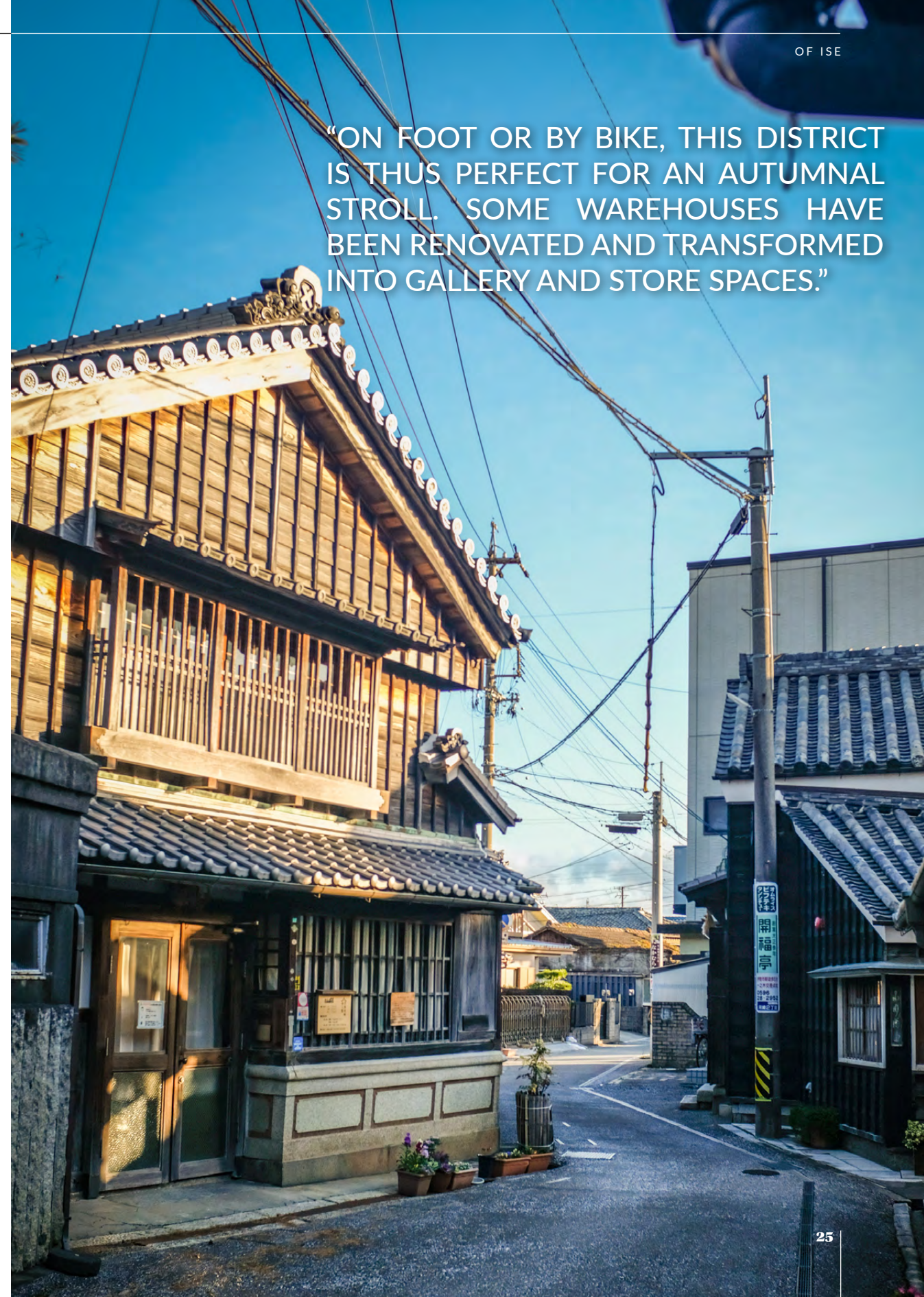
The area enjoyed a period of great prosperity during the Edo period (1603-1868): its privileged location along the Seta River and its proximity to the Ise Jingu Shrine made Kawasaki an important commercial hub. At that time, kilos of goods - mainly rice, sake, sugar and salt - were delivered daily by boat and then unloaded directly into the warehouses lined up along the river bank. Kawasaki became known as the "kitchen of Ise".

The district still retains its unique appearance: you can stroll along the streets lined with buildings in the kiritsuma/tsuma-iri style, characteristic of Ise-Kawasaki with its triangular roof gables and onigawara (literally "tile demon") which adorn temples and shrines.

#### 伊勢河崎商人館

#### ISEKAWASAKI MERCHANT MUSEUM

THE MUSEUM HAS AN ARCHIVE BUILDING CONTAINING MATERIALS ABOUT THE AREA'S HISTORY AND CULTURE, A RECEPTION ROOM PRESERVING VESTIGES OF THE PAST, A GARDEN, AND A TEA ROOM.



"ON FOOT OR BY BIKE, THIS DISTRICT IS THUS PERFECT FOR AN AUTUMNAL STROLL. SOME WAREHOUSES HAVE BEEN RENOVATED AND TRANSFORMED INTO GALLERY AND STORE SPACES."



There is no doubt these few errands have whetted your appetite... Don't hesitate any longer, we have found the restaurant you need for a gourmet lunch: the Daiki restaurant where you will enjoy deliciously iodized seafood and sushi. Don't be shy and try without hesitation the "Ise Ebi Teishoku" (lobster dish) or the "Awabi Teishoku" (abalone dish). To quench your thirst, we recommend their sake "Fukura-Suzume" chilled.

You may have satisfied your appetite with this gourmet break, but what about your thirst for discovery? We have the solution: visit the Merchants' Museum, located in an old sake store. You can learn about the history of Ise through unusual objects and documents: don't miss the original examples of the oldest paper money in Japan, the Yamada Hagaki or the surprising Mitsuya Ciders presented, a very sweet soft drink first made in 1909. The museum also organizes temporary exhibitions: don't hesitate to check their events program!





# Autumn Festivals

Warmth...

Don't miss the rice harvest festival (Hatsuhobiki) in Ise! The festival celebrates the new harvest following the traditions of the Ise people.

During this festival the first rice is offered to the Ise shrine. In the Okabiki procession, people of Ise pull large wheeled carts decorated with rice sheaves and piled high with bales of rice, joining in the labourers' chant of "En-yaa!" they sang as they took this year's first rice to the Ise Jingu to offer to the kami.

... and joy

The Hatsuhobiki would have been created to transmit the ritual of "o shiraishi mochi gyoji", which allows the selection of the white stones that will cover the ground of the Ise Shrine, as well as the ritual of transporting wood to the main shrines of Gueku and Naiku for their ceremonial construction. It is a powerful and grand festival, reflecting the spirit of the city's residents, who live alongside the Ise Jingu.

# WINTER

## THE COLD & THE BEAUTY

### TIME OF CELEBRATIONS

LET THE WARMTH OF THE PEOPLE  
OF ISE AND THEIR UNFORGETTABLE  
FESTIVALS WARM YOU UP!

Rare and delicate frost flowers are in bloom on the landscape. As the soft winter sun streaks the bucolic landscape of Ise, winter has arrived and is gradually taking over the city like a festive and invigorating breath!

In Ise in winter, you can experience some of the most beautiful sunrises in Japan.

With your hat and scarf as your companions, don't miss the spectacle offered by the love rocks, Meoto Iwa. At dawn, as the sky turns white and the stars fade and fade away one by one, surprising flakes of pink clouds float by and a soft clarity envelops you. The fresh morning glow then gives way to the blazing red of the sun that takes over the heights of the Ise sky.

During the cold months, you can also admire the beauty of the nightfall on our lovers: at the winter solstice, the moon is enthroned between the rocks and distils its melancholy.

Another spectacle attracts the curious at this time of the year: the courageous who face the winter cold of the ocean in December on the occasion of the Oshimenawa Hari Shinji festival, during which the sacred shimenawa rope of Meoto Iwa is replaced.

*We warmly recommend two other sunrises.*

*Let's start with a small tour to the Ise Jingu which is open all day long for the festivals. In winter only, the sunrise offers a seasonal spectacle not to be missed which you can contemplate just above the torii in front of the Ujibashi bridge.*

*Finally, venture to the top of Mount Asama via the Ise-Shima Skyline. Exceptionally open on the night of oshōgatsu, the New Year, this scenic road, which connects the cities of Ise and Toba through a mountainous landscape, is the meeting point for many Japanese to contemplate the first sunrise of the year (hatsuhinode). How about sending your greetings? At the observatory on the top of Mount Asama, there is a mailbox called the tenku-no-post, "the post in the sky". A nice way to wish your loved ones a happy new year!*





Let's continue our winter walk in Okage-Yokocho. You have to taste the Toji Itoko ni, a squash and red bean stew, very greedy, served free of charge at the Okage-Yokocho and which ensures a good health for the year.

*On the occasion of the New Year, Okage-Yokocho also proposes a festive market during which you will be able to enjoy many activities such as shimenawa (sacred rope) making workshops or a mochi making contest. You can also do some nice shopping for the New Year. A wonderful traditional Ise wooden sculpture is for example available for purchase. The perfect souvenir from the region!*



### 宇治橋 UJIBASHI BRIDGE

THE FAMOUS CYPRESS BRIDGE MARKS THE ENTRANCE TO THE MAGICAL WORLD OF ISE. IT IS RITUALLY REBUILT EVERY 20 YEARS.



## WHEN THE SPIRITS OF THE FOREST CALL YOU FOR A NEW ADVENTURE

After this little tour in the winter market of Okage Yokocho, what could be better than a little sport?

Every year, in December, a marathon is organized, the Ise woods trail run, in the heart of the Ise forest. Over 20 kilometers you can discover the fauna and flora of the region and experience a friendly and nature-friendly event!



An unforgettable festival: dancing, lively music, bonfires, human warmth and good spirits. The Okashira shinji festival has all the ingredients for a warm winter!

*In February, don't miss the Okashira Shinji Festival in the Takabuku district. Here you can see a dance performance by two young men wearing lion masks and accompanied by a group of musicians. The heavy costume includes a black or red mask representing the head of an imaginary creature resembling a lion, topped with antlers, the whole weighing between fifteen and thirty kilos. This dance is accompanied by the sound of drums and folk songs. It is a fiery celebration and involves magical activities associated with birth. The performance takes place inside the shrine and is then taken out into the community to prevent the spread of infectious diseases and to fight off evil spirits.*





# Warm's of Winter

## After the effort...the comfort!

It is impossible to spend a winter in Japan without tasting the national stew, the Nabe! We recommend a gourmet stop at Uokan restaurant, a local institution founded in 1922. You will be able to taste a surprising Nabe only served in winter: the Botan Nabe, a stew of wild boar meat cooked in a delicious miso sauce. It will warm you up and make you feel refreshed to continue your winter peregrination under the fresh and invigorating air of Ise!

Another must-try dish of the region will warm you up for sure: the famous Ise Udon. But what makes Ise Udon such a tasty dish? A typical bowl of Ise-Udon is as simple as it can be, consisting of soft-boiled Udon noodles, which are boiled for more than an hour to the iconic soft texture, soy-based sweet and savoury sauce, chopped green onions. With its simple preparation and lightness, Ise-Udon will make a perfect snack after a walk in Ise.

# ISE CRAFTSMANSHIP, AN EXCEPTIONAL CULTURAL HERITAGE

BECAUSE ISE IS A CAPITAL OF HANDICRAFTS, WE VISITED MANY MASTER CRAFTSMEN: WASHI PAPER, NETSUKE AND ITTBORI WOODWORK, OR SEA SALT...ISE'S HANDICRAFTS WILL HAVE - ALMOST - NO SECRET FOR YOU!



## 伊勢和紙 - 大豊和紙工業 Ise Washi - TAIHOU Washi Kougyou

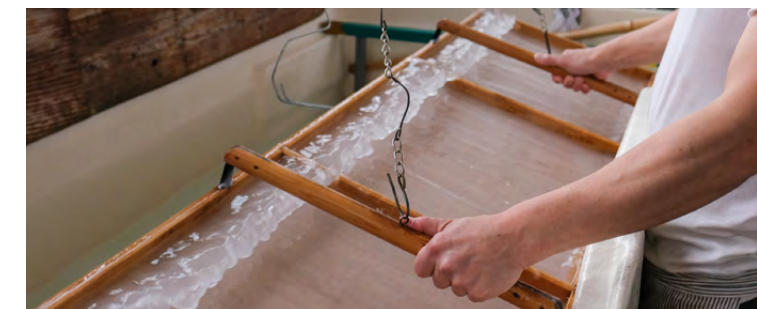
Founded in 1899, Taihou Wasi Kougyou produces a unique paper called "IseWashi", which is recognized as a "traditional craft of Mie Prefecture".

Today's IseWashi - "Japanese paper of Ise" - has been made for nearly 150 years, using long fibers of paper-mulberry bark intertwined, sieved in water and then dried.

A distinct characteristic of Ise washi is its manufacturing method: it is made from Kouzo (paper-mulberry), but also from Mitumata (Oriental paperbush) and/or Basewo (Musa), and is manufactured in accordance with the Ise-jingū shrine's directives to ensure that the paper is of the utmost purity, so it can be used as the shrine's support ofuda, in other words the shrine's sacred talismans.

*By combining age-old craft with modern technology, Taihou Wasi Kougyou now provides washi suitable for inkjet printings along with calligraphy or drawing paper.*

*Taihou Wasi Kougyou's premises can be visited. In addition to the shop explaining the history of the company and the paper-making process, the exhibition gallery showing how IseWashi is used, can be visited when it is opened.*



## 伊勢根付彫刻館 Ise Netsuke Choukoku Kan

Ise Netsuke, recognized as a “traditional craft of Mie Prefecture”, consists of the carving of a very small decorative wooden object.

The Netsuke is a traditional Japanese clothing accessory, in a country where the national costume - the kimono - did not have a pocket! A small wooden box that could hold small everyday objects was hung from one's belt, with a Netsuke as a counterweight.

There is a great thematic variety of Netsuke, as well as a wide range of materials (wood, deer horn, bone, ivory...). The Ise Netsuke differs from the others by using very precious wood, which is only collected on Mount Asama in Ise. It is a boxwood resistant to the cold at high altitude, growing very slowly in poor soil.

The Netsuke of Ise take different forms (animals, plants, masks...), but as for the Ise Ittobori, it seems that the proximity of the Ise-jingū sanctuary has influenced the representations.

*They are often declined as animals of the Chinese zodiac, deities of happiness or... frogs! A very old motif since Netsuke were among the favorite souvenirs brought back home by pilgrims coming to the Ise shrine. Buying a frog Netsuke was a good way to return home safely.*

*The city of Ise has a museum entirely dedicated to its Netsuke: the Ise Netsuke Choukokukan, located in the Ueji district. Its director, Tadamine Nakagawa, is a master craftsman sculptor, specializing in Ise Netsuke which he has been practicing for over 40 years. The museum displays about 80 works of the master, and details the various stages of Netsuke making.*



## 伊勢一刀彫 - 岸川行輝 Ise Ittobori Sculpture - Yukiteru KISHIKAWA

Ise Ittobori (literally “one-knife carving”), recognized as a “traditional handicraft of Mie Prefecture,” is a particular type of wood carving, especially practiced in Ise. The “Ise Ittobori” style is said to have been created by the carpenters of the Ise shrine - ritually destroyed and rebuilt every 20 years for nearly 1,300 years - who used the wood scraps to make small lucky charms. The characters carved in the Ittobori style have remained linked to good fortune, deities and animals of the Chinese zodiac. This can be seen in the creations of Ittobori master craftsman Yukiteru Kishikawa. Among the subjects most treated by the master, we can find Chinese zodiac signs! Indeed, this one is associated with the Shinto shrine of Ise, the rooster being considered as a divine messenger of the Sun Goddess Amaterasu-Omikami.

*We can also meet frogs, kaeru in Japanese. This term also means “to come back”, the Japanese see in the frog a charm able to make you come back home without any trouble.*

*The rough, unpolished faceted workmanship of the Ittobori may surprise you, but as the name suggests, the genius of this craft is to bring a character to life with a single bold stroke of the blade.*

*Master Kishikawa's creations are available at Ise Miyachu's main store, located in the Okamoto district of Ise.*



## 岩戸の塩工房 Iwato Salt Factory

Iwato Salt Factory (Iwato no shio kobo) is a natural sea salt for domestic use, without any additives, using only sea water as raw material. It is traditional in Japan to offer salt along with rice and water to Shinto deities. Mishio (imperial salt) is not only used as an offering to the gods, it is also an indispensable purifying salt that is sprinkled before ceremonies and festivals. In addition to its ritual use, there is a belief in Japanese mythology that it can purify the body. Like Ise Salt, which contains many sea nutrients and minerals that are very beneficial to health.

Drawn at high tide from Futami-ura, at the entrance to Ise Bay, this sea water filtered by sandbanks has the particularity of mixing with fresh mountain water. The artisans then extract the salt by a traditional process, consisting of pouring the sea water into a metal cauldron heated with wood for 15 to 20 hours.

*Founded in 2020 by Ryota Momoki, Iwato Salt Factory actually began its history much earlier, when around 1996, when the mother of Mr. Momoki, who runs the family inn Iwatokan, started making salt from the seawater of Futamiura to improve the physical condition of the family who was sick. The discovery of the beneficial properties of this salt was therefore a matter of chance! You can discover all the products of Iwato Salt Factory on its website or in direct sale right next to the workshop.*



# THE STUDY OF ISE

DISCOVER THE SPIRITUALITY  
OF JAPAN

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G O K A N