

AYAGAWA



Take a Slow-Paced Trip
Starting from a Retro Station



Peaceful Scenery
in Every Season



綾川町ゆる旅

Hometown of
Sanuki Udon



Tourist guide



"Tasty udon? You should go to ### in Ayagawa!"

If you ask a Sanuki native who loves to talk about udon,

You're sure to receive an answer like this.

("###" varies from person to person, however.)

A long line of customers in front of a small restaurant,

Surrounded by fields, looking like an ordinary house.

They all line up in search of the "perfect bowl of udon".

So, to find your own favorite bowl of noodles,

Let's set off on a Sanuki udon "pilgrimage"!

From Kukai to Chisen: The Origin Story of "Sanuki Udon"

"Sanuki udon" noodles are said to have originated from wheat flour noodles called "hoton" or "konton", made by a method brought home by the monk Kobo Daishi, also known as Kukai, (born in Zentsuji City, Kagawa Prefecture) on his return from Tang Dynasty China in 804. Kukai had a nephew, a man named Chisen, born in Takinomiya in present-day Ayagawa Town. He became Kukai's student, and excelled, becoming a high priest. Chisen was taught the secret of how to make "hoton", and when he returned to his hometown, he kneaded noodles from flour by himself for his parents to eat. Wheat had been cultivated in this area since the Yayoi period, and the popularity of "hoton" rapidly spread, soon becoming a fixture. This story has been passed down locally, and it is believed that Ayagawa Town is the original hometown of Sanuki udon noodles.

"Chisen",
the forefather
of udon ▶



Born in Ayagawa: What is "Sanuki no Yume"?

Nowadays, most of the wheat flour used to make udon in Japan is produced in Australia. But Sanuki used to be a wheat-producing area. That's why, motivated by the strong desires of Sanuki natives to make Sanuki udon with Sanuki-grown wheat, "Sanuki no Yume 2000" ("Sanuki's Dream") wheat was developed at Kagawa Prefecture Agricultural Experiment Station in 2000. In 2009, the improved-quality cultivar "Sanuki no Yume 2009" was created. Udon made with this rare flour, cultivated almost solely in Kagawa Prefecture, can be eaten only at a limited selection of restaurants. If you find it, be sure to taste it!



Hot noodles topped
with raw egg:
Ayagawa's original
"Kamatama Udon"

/Tasty!/\

FIND YOUR FAVORITE NOODLES IN THE
"HOMETOWN OF SANUKI UDON"

Pure Bliss:
The Sanuki Udon
"Pilgrimage"

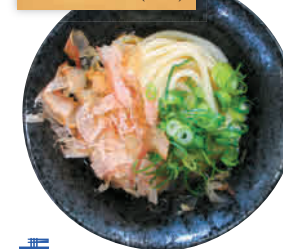
Self-Order Udon Manners

Easy!

Take a bowl containing your preferred number of "tama" (noodle servings) from the ordering counter at the entrance to the restaurant. Next, heat the noodles by submerging in hot water, then choose your desired side dishes such as tempura or onigiri, and pay at the register. Add seasonings (chopped cibol, ginger, tempura flakes, etc.), pour in "dashi" (soup), choose a seat, and enjoy! When you've finished, take your own bowls and cutlery to the return point.

* The sequence of ordering and payment may differ between restaurants.

Bukkake Udon (Cold)

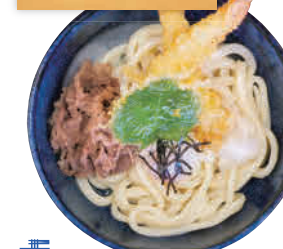


1

Kodawari Menya Ryonan-ten

Address: Ko 503-1 Ono, Ayagawa Town
Tel: 087-876-5750
Open: 6:30—15:00
Closed: Jan. 1, Every 3rd Wed.

"Sorane" Bukkake Udon



2

Sanuki Menkobo "Sorane"

Address: 1722-3 Takinomiya, Ayagawa Town
Tel: 087-813-6639
Open:
Udon: 11:00—14:00, 18:00—20:00 (Wed.—Fri.)
Soba: 11:00—13:00 (Tue. twice a month),
18:00—20:00 (Sat. & Sun.)
Close: Every Mon. & Tue.

All-Star Line-up Beloved by Natives of "Udon" Prefecture!

Kake Udon



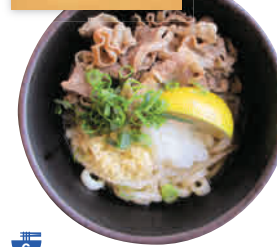
Includes
noodle
offcuts!

3

Udon Station Ayagawa

Address: 1578 Takinomiya, Ayagawa Town
(inside Roadside Station Takinomiya)
Tel: 087-813-7037
Open:
9:00—15:00 (Mon.—Sat.)
9:00—16:00 (Sun., Holidays)
Closed: Every Tue. (Open if Holiday), Dec. 31

Meat Bukkake Udon



6

Kagawaya Honten Ayagawa-ten

Address: 810-1 Kayahara, Ayagawa Town
Tel: 087-876-3329
Open: 10:00—15:00
Closed: Every Wed. & Thu.

Coffee Udon

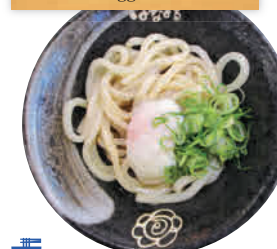


4

Udon Kissa "Start"

Address: 297-141 Takinomiya, Ayagawa Town
Tel: 087-876-3038
Open: 7:30—15:00 (Last orders: 14:30)
Closed: Every Mon. & Tue.

Soft-Boiled Egg Bukkake Udon

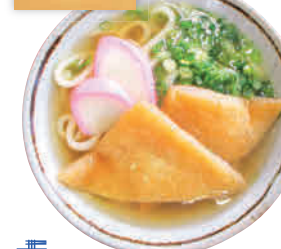


7

Hanamaru Udon AEON Mall Ayagawa-ten

Address: 822-1-3F Kayahara, Ayagawa Town
Tel: 087-876-8870
Open: 10:00—21:00 (Last orders: 20:45)
Closed: Open year-round

Kitsune Udon



5

Maruzen

Address: 450-3 Takinomiya, Ayagawa Town
Tel: 087-876-0359
Open: 11:00—14:00
Closed: Every Sat. & Sun., Holidays

Kake Udon



8

Handmade Udon "Tamura"

Address: 1090-3 Sue, Ayagawa Town
Tel: 087-876-0922
Open: 9:00—13:00
Closed: Every Sun., Holidays

* Opening hours and closed days may be subject to change. For details, please confirm with restaurants directly.

AYAGAWA UDON RESTAURANT TOUR

Meat & Egg Bukkake Udon

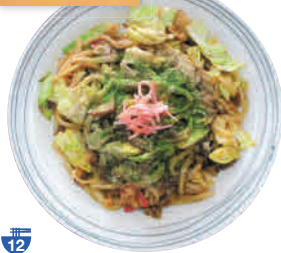


9

Self-Udon Tamayoshi Honten

Address: 2743-1 Sue, Ayagawa Town
Tel: 087-876-5688
Open: 10:00—18:00
Closed: Jan. 1 only

Stir-Fried Udon

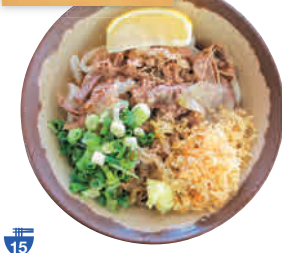


12

Ando Udon

Address: 695-1 Hayuka-kami, Ayagawa Town
Tel: 087-878-1822
Open: 9:30—15:00
Closed: Every Thu. (Closed Fri. if Thu. is a holiday)

Meat Bukkake Udon

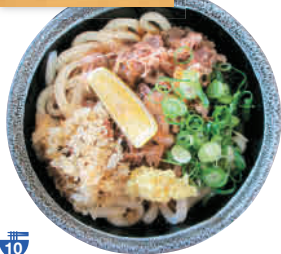


15

Yamada Udon

Address: 3216-1 Yamada-shimo, Ayagawa Town
Tel: 087-878-3457
Open: 9:30—14:00
Closed: Every Tue.

Meat Bukkake Udon



10

Authentic Handmade Udon Self-Service "Hayuka"

Address: 2222-5 Hayuka-shimo, Ayagawa Town
Tel: 087-876-5377
Open: 10:00—15:30
Closed: Every Mon.

"Avec" (Udon + Soba)



13

Ikeuchi Udon-ten

Address: 470 Ushikawa, Ayagawa Town
Tel: 087-878-0139
Open: 7:00— (Until noodles run out)
Closed: Every Mon. & Fri.

Meat Udon



16

Oka Seimensho

Address: Ko 1949-8 Yamada-kami, Ayagawa Town
Tel: 087-878-1780
Open: 10:00—14:00
Closed: Every Sun. & Tue

Poached Egg Udon



11

Yamagoe Udon

Address: 602-2 Hayuka-kami, Ayagawa Town
Tel: 087-878-0420
Open: 9:00—13:30
Closed: Every Sun. & Wed.

Kake Udon (with Squid Leg Tempura)



14

Mikakuen

Address: 2482-1 Yamada-shimo, Ayagawa Town
Tel: 087-878-2080
Open: 6:30—14:00
Closed: Every Sun. & Thu.

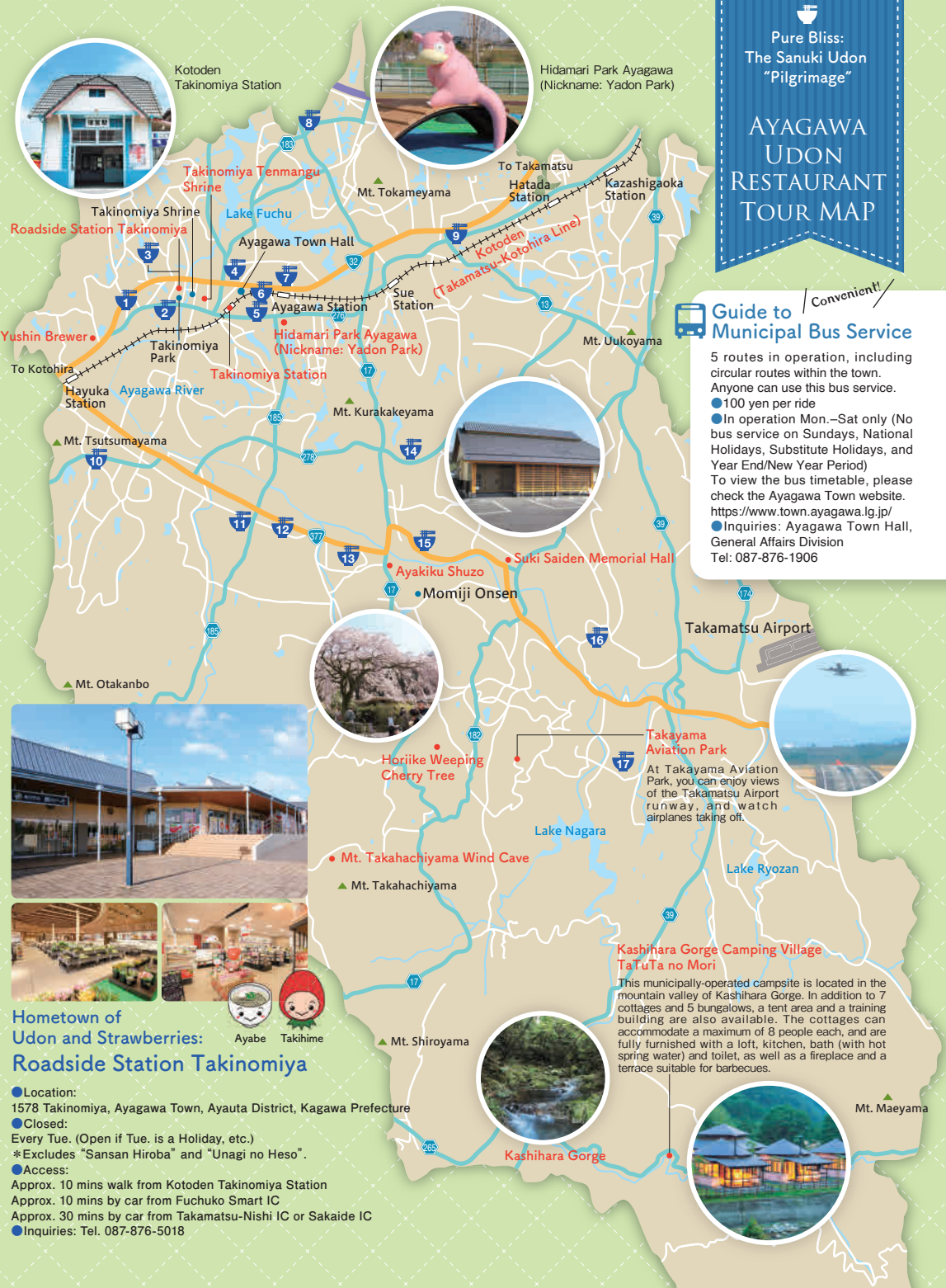
Soy Sauce Udon



17

Inamoku

Address: 1421-3 Sogisho-nishi, Ayagawa Town
Tel: 087-814-4154
Open: 10:30—14:00 (Closes when noodles run out)
Closed: Every Thu., Every 2nd Wed.





Compare the Tastes of Rice Brands and Local Rice Sanuki Rice

In Kagawa Prefecture, it is well-known that "the rice in Ayagawa town is delicious". Among the rice grown here, "Oidemai", cultivated at the Kagawa Prefecture Agricultural Experiment Station in Ayagawa, was the first Shikoku variety to receive "Special A" at the "Rice Taste Ranking". This rice was first experimentally grown in Ayagawa, and many producers in the town have become experts in its cultivation, known as "Oidemai Masters".



Oidemai

Not Only Udon: Ayagawa Soba Buckwheat Flour

Ayauta Nambu Agricultural Promotion Public Corporation tackles buckwheat (soba) cultivation, which is relatively low-maintenance, as effective utilization of unused farmland. Cultivated without pesticides in principle, the harvested unpolished buckwheat is stone-ground into flour by a contractor in Nagano Prefecture. This buckwheat flour is sold as "Ayagawa Sobako", and is also supplied to a noodle manufacturer, where it is processed into "Ayagawa Soba" noodles. You can also enjoy "Ayagawa Soba" at "Sanuki Udon Station Ayagawa", located inside Takinomiya Roadside Station.



MORE THAN JUST UDON!
THE DISTINCTIVE
FLAVORS OF AYAGAWA



Watch Veteran Brewers at Work Ayakiku Shuzo Co., Ltd

The sake brewer "Ayakiku" has a long history, first established in 1790. Its brewery cellars, built over the first half of the twentieth century and designated as a Prefectural Tangible Cultural Property, are still in use today. The brewery contains a well, said to have never dried up since Ayakiku was founded, flowing with soft water perfectly suited to sake brewing. The rice used for brewing is also selected from local producers. The "Oseto" sake rice variety, as well as Kagawa Prefecture's original "Oidemai" cultivar, are used here. With over 80 percent of production output actually consumed within Kagawa Prefecture, this is truly a "local sake of Sanuki". Recommended as the ideal souvenir for fans of Japanese sake.

- Access: Approx. 10 mins by car from Kotoden Sue Station
- Brewery tours available year-round
(Free of charge, reservation required *Limited capacity)
- Inquiries: Tel. 087-878-2222

High-Quality Water and Rice Make a Place with Delicious Sake Ayagawa Sake Brewery Tour



The "Kunishige Series", named for Honorary Chief Brewer Hiroaki Kunishige, who was selected as a "Contemporary Master Craftsman"



Visitors can taste samples and purchase bottles.
In addition to sake, shochu and umeshu liquors are also available.

The Pride and Joy of Continued Tradition
Welcome to Ayagawa's Festive Events!



Takinomiya Nenbutsu Odori Dance

(Nationally-Designated Important Intangible Folk Cultural Property)

This Shinto ritual to give thanks to Sugawara no Michizane and pray for an abundant harvest has continued for over a thousand years. It originated in the year 888, when Sugawara was the governor of Sanuki Province. A complete lack of rainfall had brought the terror of a great famine. To save his people from suffering, Sugawara climbed Mount Shirogama and fasted and prayed there for seven days and seven nights. His prayers were answered, and rain came at last, continuing for three days and three nights. The overjoyed people gathered at the present-day Takinomiya Shrine, where they were said to have danced in gratitude to the gods and Sugawara.

In modern times, three of the eleven dance groups within Ayagawa Town perform the dance every year. In addition, every five years, all eleven groups dance together in the "So-Odori".

- Date: 4th Sunday in August
- Venue: Takinomiya Shrine, Takinomiya Tenmangu Shrine
- Inquiries: Ayagawa Town Board of Education, Lifelong Learning Division
Tel. 087-876-1180



Ryonan Parent-Child Lion Dance

(Kagawa Prefecture-Designated Intangible Folk Cultural Property)

This Lion Dance performed by two groups, the Nakasuji group and the Yatsubo group, is the autumn festival of two shrines, held annually in October. Ayagawa's parent-and-child dance is rare among Lion Dances across Japan, and is the only one to be traditionally passed down in Kagawa Prefecture. With elements that convey the parent lion's gentle and occasionally strict raising of the lion cub, as well as both lions happily playing together, this Lion Dance is worth seeing for its expression of the love between parent and child in the form of dancing lions.

- Kasuga Shrine/
Access: Approx. 20 mins by car from Kotoden Kazashigaoka Station
Date: 1st Saturday & Sunday in October
Hatada Hachiman Shrine/
Access: Approx. 10 mins by car from Kotoden Kazashigaoka Station
Date: 3rd Saturday & Sunday in October
- Inquiries: Ayagawa Town Board of Education, Lifelong Learning Division
Tel. 087-876-1180



Suki Saiden Rice-Planting Festival

"Saiden" refers to a rice field where rice used in the Daijosa, the Emperor's enthronement rite, is cultivated. Two places from across Japan, named "Suki" and "Yuki", are chosen as Saiden. Yamada Village in Ayauta District (present-day Yamada-kami, Ayagawa Town) was chosen as the Suki Saiden for the enthronement of Emperor Taisho. To commemorate this event, the Rice-Planting Festival is held every year in June. The sight of Saotome (rice-planting maidens) lining up to plant rice can be seen as a signifier of the start of summer in Ayagawa. At the nearby Ayagawa Town Suki Saiden Memorial Hall, photographs and film footage of the Daijosa Suki Saiden after Emperor Taisho's enthronement are exhibited. History and rice-farming traditions are passed down to future generations here.

- Date: Sunday, Mid-June
- Venue: In front of Suki Saiden Monument
- Inquiries: Ayagawa Town Hall, Ayakami Branch
Tel. 087-878-2211

Event Calendar

Ayagawa Event Information

April, 4th Sunday	Usokae Ritual & Kenmenshiki Ceremony (Takinomiya Tenmangu Shrine)
Mid-June, Sunday	Suki Saiden Rice-Planting Festival (in front of Suki Saiden Monument)
August, 4th Sunday	Takinomiya Nenbutsu Odori Dance (Takinomiya Shrine, Takinomiya Tenmangu Shrine)
September	Ayagawa Summer Festival (Ayagawa Town Fureai Undo Park)
October	Autumn Festivals at various shrines in Ayagawa Mikagura Festival (Omiya Hachimangu Shrine)
1st Saturday & Sunday	Ryonan Parent-Child Lion Dance (Kasuga Shrine)
3rd Saturday & Sunday	Ryonan Parent-Child Lion Dance (Hatada Hachiman Shrine)
November	Town Culture Festival Agriculture Festival (Ayagawa Town Sogo Undo Park)
January 25	Ohatsu Tenjin Festival (Takinomiya Tenmangu Shrine)
February, 1st	Plum Blossom Festival (Takinomiya Tenmangu Shrine)



Inquiries

Ayagawa Town Hall, Economic Affairs Division

299 Takinomiya, Ayagawa Town, Ayauta District,
Kagawa Prefecture 761-2392
Tel: 087-876-5282 Fax: 087-876-3120

<https://www.town.ayagawa.lg.jp/>

ayagawa town



Easy access by QR code



Access
(By Car)

- Approx. 10 mins from Fuchuko Smart IC (restricted to ETC cars, etc.)
- Approx. 20 mins from Takamatsu-Nishi IC
- Approx. 30 mins from Sakaide IC
- Approx. 20 mins from Takamatsu Airport
- Approx. 30 mins from Central Takamatsu via National Route 32 bound for Kochi
- Approx. 20 mins from Central Kotohira via National Route 32 bound for Takamatsu