

Reasons to visit Nonoichi “Hokkoku Kaido”

If you love sake... come taste the local sake “Shojo”

Once a renowned sake produced at Kita Family House half a century ago, Shojo has been revived using the surviving yeast from the house, as well as “gohyakumangoku” rice from Nonoichi’s rice fields and subterranean water from the foot of Mt.Hakusan. The sweet, yet refreshing taste is perfect for any dish. Please have a taste at the café in Local Museum Nono.

For purchase, please visit the Local Museum NoNo or the Tourism and Local Products Association (Camino).

📄 Course Guide : ①,③,④

If you like history...pay a visit to Nunoichi Shrine

Nunoichi Shrine is associated with the Togashi Clan that once ruled the Kaga Province, and well-known for the Kabuki play “Kanjincho”. A stone monument called “Benkei’s power stone”, supposedly thrown all the way from Togashi Clan’s mansion, remains in the precincts of the shrine. Fugakudo’s “Monaka Kanjincho” shaped after Benkei’s scroll is also popular as a lucky charm for overcoming difficulties.

📄 Course Guide : ②,⑤

If you love photography... wander along the beautiful streets

Nonoichi prospered as the first lodging town on the Hokkoku Kaido highway that connected Kanazawa to Kyoto. Many of the buildings along Honmachi Dori still retain the vestiges of ancient times.

📄 Course Guide : ②,③,④

NONOICHI A Little Trip to 野々市 Hokkoku Kaido ちょっとひと足 北国街道の旅

30mins

Bus/Train ride
from Kanazawa
Station

📄 Course Guide included
(3hr return trip from Kanazawa St.)



Access

Train

(JR・Hokuriku Railway)

◎ Kanazawa Sta. (金沢駅)

IR Ishikawa Railway Line
to Fukui (福井) / Komatsu (小松)

● Nishi-Kanazawa Sta.
(西金沢駅) ※Transfer

Hokuriku Railway (Ishikawa Line)
to Tsurugi (鶴来)

◎ Nonoichi Kodaimae Sta.
(野々市工大前駅)

📄 Nonoichi Chuo
(野々市中央)



7min



5mins

📄

◎ Kanazawa Sta. (金沢駅)

Kanazawa Sta.
East Gate
(金沢駅東口)
No.11 Bus Stop

3 mins

● Nishi-Kanazawa sta.
(西金沢駅)

● Omicho
Ichiba
(近江町市場)

● Oyama Jinja Shrine
(尾山神社)

● Korinbo
(香林坊)

📄 Hokutetsu Bus --->
to Chiyono New Town (千代野ニュータウン)
/ Terai Chuo (寺井中央)
/ Matto Sta. North Gate (松任駅北口)

◎ Nonoichi Kodaimae Sta.
(野々市工大前駅)

Nonoichi Tourism and Local Products Association (Camino)
☎076-248-7332 📍 Honmachi 2-1-20, Nonoichi, Ishikawa



Course Guide Start from here

① Nonoichi Chuo Bus Stop

Look for the camellia monument. It was selected for the Ishikawa Hyakumangoku Cultural Festival "100 Artworks I found"



② Nonoichi Kodaimae Sta.

The stone monument marks the historical site of the mansion of the Togashi Clan, who used to rule the Kaga Province.



③ Nunoichi Shrine

Dedicated to "Sumiyoshi Sanjin" (the three Shinto deities of the sea), this shrine is believed to be established by the Togashi Clan of the Kaga Province.

Have a look at the monument inscribed with a poem composed by Shogoin Doko when he stopped by Nonoichi, and the statue of the guardian dog standing on its front legs.

The magnificent ginkgo tree that towers over the precincts of the shrine is estimated to be 500 years old.



④ Kita Family House (Designated National Important Cultural Property)

A refined wooden structure that retains the architectural beauty of traditional Japanese house from the Edo period. It was also a sake brewery that produced various kinds of renowned sake such as "Shojo" for over 100 years. Enjoy the view of an open tatami room with a beautifully patterned hearth and an elegant garden.

【Open】9:00 ~ 17:00

【Closed】Monday (or the following day if Monday is a public holiday), Year-end and New Year holidays

【Admission fee】400 Yen / 200 Yen (child)



Let's head to Camino, the hub of your trip

Start here if you are driving or taking a taxi

① Tourism and Local Products Association (inside Camino)

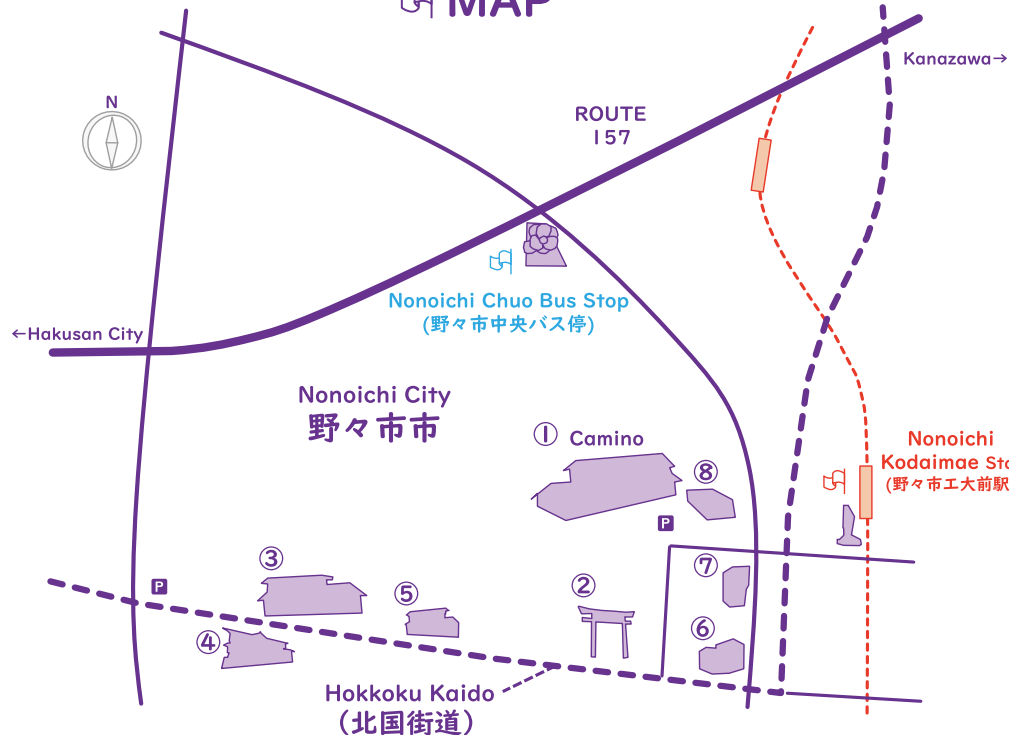
Restrooms and nursing room available. Perfect for a break. You can also rent a bicycle (200 Yen/2 hours).

【Opening hours】9:00 ~ 17:00

【Closed】Monday, Year-end and New Year holidays, public holidays



MAP



Food / Souvenir / Nonoichi Brand Certified Product

④ Local Museum NoNo



Take a break at the "Soba Café" in a traditional house.

【Open】10:00 ~ 16:00

【Closed】Monday, Following days of public holidays, Year-end and New Year holidays

【Admission fee】Free

⑤ Fugakudo



The most popular sweet, "Monaka Kanjincho" that looks like Benkei's scroll is a good-luck charm. The cake is filled with green tea bean paste and walnuts.

【Open】10:00 ~ 16:00

【Closed】Mon, Sat, Sun

⑥ Isoya Confectionery



The renowned "Tsubaki Manju" has sweet red bean paste wrapped in delicious dough kneaded with yam.

【Open】7:30~19:00 (~18:00 on public holidays)

【Closed】Sunday

⑦ Kaneko Yuinohin Shop



"Mizuhiki" accessories made by skilled artisans. Recommended are those in the shape of camellia, the official city flower.

【Open】09:00 ~ 18:00

(10:00 ~ 16:00 on Sundays)

【Closed】Tuesday, public holidays

⑧ I NO I NONOICHI (next to Camino)

A whole collection of Nonoichi souvenirs! Please drop in for shopping, as well as for dining at the café. There is a kids-friendly space for dining with children.



【Open】9:00 ~ 20:00

【Closed】Monday (or the following business day if Monday is a public holiday), Year-end and New Year holidays

※ "Shojo" sake is available for purchase at the ① Tourism and Local Products Association.



Please return from Nonoichi Chuo (bound for Kanazawa Sta.) / Nonoichi Kodaimae (bound for Nomachi)

