

あわび王国 おおふなと

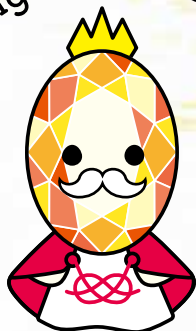
Abalone Kingdom Ofunato

Iwate Prefecture is Japan's top producer of abalone, and Ofunato has long been known as one of its finest abalone regions. Most abalone from Ofunato are Ezo abalone, prized for their firm texture and rich flavor.

Of course, fresh abalone is excellent—but Ofunato is also famous for its dried abalone, "Kanpo", a luxury ingredient recognized as one of the finest in the world. The quality here truly stands out, even within Japan.

Abalone Kingdom Ofunato was created to share the appeal of Ofunato's abalone with more people and to support sustainable community development by making the most of this precious local resource.

Welcome to Abalone
Kingdom Ofunato!



Your Guide

Abalone Kingdom Ofunato
The King : Awappi





Why is Ofunato abalone so special?



Ofunato boasts one of the highest abalone harvests in Japan, with products shipped both domestically and overseas. Dried abalone processed locally—known as “Kippin Abalone”—has been prized for centuries as a premium ingredient in Chinese cuisine. Whether fresh or dried, Ofunato abalone is thick, flavorful, and exceptionally delicious.



How is abalone harvested?



The fishing season and hours are strictly regulated. When the season opens, all boats head out at once. Fishermen look down to the seabed using special viewing boxes and carefully harvest each abalone one by one using a hooked pole.



How do you recommend eating abalone?



- Simply sliced as sashimi
- Shell-grilled, using every part including the liver
- Steamed with sake to lock in flavor
- Butter-grilled and enjoyed whole for a luxurious bite



When is abalone in season?



November to December, during the harvest season, is when abalone is at its best. It's perfect for New Year celebrations and special occasions.

A Seafood Town Blessed by the Rias Coast – Ofunato and the Gifts of the Sea –

Ofunato City lies along the southern coast of Iwate Prefecture, where dramatic rias coastlines of inlets and capes stretch endlessly. This rich coastal environment has made Ofunato a thriving fishing town.

Rocky shorelines support abundant abalone and sea urchins, while calm waters in Ofunato Bay are ideal for oyster, scallop, and sea squirt farming.

Ofunato's Ezo abalone grows where the Oyashio and Kuroshio currents meet, resulting in thick, firm meat.

Abalone harvesting takes place only a few carefully designated days each year, mainly in November and December, under strict fisheries cooperative rules.

Although catches declined sharply after the 1980s, the city has invested in recovery and cultivation facilities.

Today, businesses in Ofunato are leading Japan in land-based abalone farming, exporting fresh and dried abalone worldwide and promoting sustainable local industries.



Yoshihama Chitose Fishing Port (Start of Abalone Season)

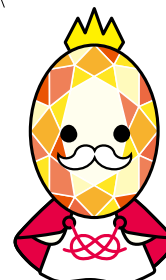
Character Introduction

“Abalone is a Jewel of Love and the Sea”

A mysterious clan that has lived in Ofunato's seas since ancient times, polishing themselves to perfection. They treasure encounters and connections, just like abalone itself.

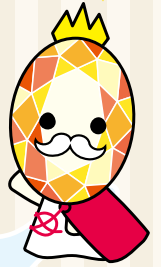
- Name: Awappi
- Hometown: Seafloor of Ofunato Bay, Iwate
- Personality: Loves polishing and refining
- Age: Over 1,000 years old...

“I am Awappi of Abalone Kingdom Ofunato! Allow me to guide you through the world of abalone!”



Abalone Kingdom Ofunato

Route Map & Highlights



⑧ “Never-Give-Up Poplar” Square

Over came 2 tsunamis and is seen as a powerful symbol of resilience.



⑨ Koishihama Station

A lovers' shrine decorated with scallop-shell ema!



⑩ Sanriku Railway

From Ofunato City's Sakari station to Kuji Station, a total of 163km, makes this Japan's longest third-sector railway.

⑦ World Camellia Museum – Goishi

Over 600 different species from 13 different countries can be found in this museum.



Location Details



Sanriku Railway



MCT Ofunato Course



Craftsmanship

① Kesen-maru

A replica of an Edo-period trading ship once used to transport luxury goods such as dried abalone, sea cucumber, and shark fin to Nagasaki for export to China. Built in 1992, it showcases traditional shipbuilding techniques and maritime history.



Memories

② OFUNAPORT

Built as a symbol of recovery after the Great East Japan Earthquake. Normally a tourism and community hub, it also functions as an emergency evacuation site. Don't miss the abalone photo spot!

Photospot



Hero

③ Sukesaburo Mizukami Statue

A local pioneer who promoted sustainable abalone fishing and laid the foundation for “cultivated fisheries.” His efforts helped protect abalone resources and strengthen the community.



Scenic Spot

④ Anatooshi Iso

One of Ofunato's most impressive natural landmarks. Three massive sea arches carved by waves create a breathtaking view. A gazebo lets visitors relax and enjoy the sound of the ocean.



Tourism

⑤ Goishi Coast

A nationally designated scenic and natural monument, part of Sanriku Fukko National Park and the Michinoku Coastal Trail. Enjoy diverse coastal scenery and seasonal flowers along well-maintained walking paths.



Souvenirs

⑥ Roadside Station Sanriku

Fresh local seafood, processed foods, vegetables, sweets, and even Japan's first persimmon soft-serve ice cream.



Abalone Chazuke



Senshuan

12-9 Kimachi, Sakari-cho,
Ofunato City, Iwate

Tel 0192-26-3043

Hours 11:00~14:00, 18:00~20:00

Closed Irregular

Parking 4 cars

Abalone Pasta ~Course Menu~



¥3,690 (tax incl.)

Porco Rosso

10-1 Sakari-cho, Ofunato City, Iwate

Tel 0192-26-0801

Hours 11:30~15:00 (Lo14:00)

18:00~23:00

(Evening Reservation Required)

Closed Tuesday

Parking 4 cars



A Look Kingdom's

Delicious to Eat

Abalone Special

Sake Steamed Abalone with Liver Sauce



¥7,000 (tax incl.)
- Course Menu

Sushi & Seasonal Cuisine Sasaki

7-7-2110 Chayamae, Ofunato-cho, Ofunato City, Iwate

Tel 0192-26-3719

Hours 11:30~13:30

(Weekends and national holidays 11:30~14:00)

17:00~22:00 (Lo21:30)

Closed Monday

Parking 70 cars (shared)



Abalone Rice Mix (Processed Product)



¥2,250
(tax incl.)
- 3 servings

Miyoshi Seimen

7-1-1 Dai, Ofunato-cho, Ofunato City, Iwate

Tel 0192-22-7601

Hours 11:00~14:00

Closed Tuesday (May change if holiday)

Parking 10 cars

Available: Sold in-store



Three Traditional Tawaramono Abalone Dishes



For overnight guests only
/Reservation required

Ofunato Onsen

29-1 Marumori, Ofunato-cho, Ofunato City, Iwate

Inquiry contact@oofunato-onsen.com

Check-in From 15:00

Check-out Until 10:00



Special Shellfish Broth Ramen (Salt / Soy Sauce)



Kaidashi Ramen Kurofune SECOND

3-2-2140 Chayamae, Ofunato-cho, Ofunato City, Iwate

Tel 0192-47-5665

Hours 11:00~15:00 (Lo14:45)

17:30~20:45

Closed Monday

Parking 70 cars (shared)



Abalone Curry (Processed Product)



¥2,970
(tax incl.)

Café de Curry Kojika

23-1 Nonoda, Ofunato-cho, Ofunato City, Iwate

Tel 0192-47-4777

Hours 11:00~14:30, 17:30~20:00

Closed Monday

Parking 10 cars

Available: Retort-pack abalone curry sold in-store



Seafood Rice Bowl "Tokimeki"



Limited to
10 servings per day

Umi no Sachi Furumai Center

3-6 Sasazaki, Ofunato-cho, Ofunato City, Iwate

Tel 0192-22-8310

Hours 11:00~19:00 (Lo18:00)

Retail Sales 7:30~18:00

Closed Wednesday

Parking 20 cars (Up to 4 Large Buses)



★ Kindly note that prices are subject to change without notice.

★ Please check the QR codes for details

at the Kitchen



Beautiful to See

Kingdom alties

Sanriku Jade Abalone
× **iriser -awase-**
(Processed Goods)



Accessories made from small abalone shells

Genshouei Kita-Nihon Suisan Co., Ltd.

71-4 Ishihama, Ryouri, Sanriku-cho, Ofunato City, Iwate

Tel 0192-42-3056

Hours Weekday 8:00~17:00
Saturday 8:00~12:00

Closed Sunday



Sanriku Iron Abalone
(Processed Product)

Easy Iron Supplement



Kumagai Iron Works Co., Ltd.

13 Daimyojin, Ryouri, Sanriku-cho, Ofunato City, Iwate

Tel 0192-42-3076

Hours 9:00~17:00

Closed Sat./Sun./Holidays



Premium Seafood Kaiseki Course



For overnight guests only/
Reservation required

Ofunato Goishi-Villa "Umi Sanpo"

46-1 Oomamezawa, Massaki-cho, Ofunato City, Iwate

Tel 0192-29-3170

Check-in From 15:00

Check-out Until 10:00



"Abalone no Sei"
(Processed Product)



¥1,620
(tax incl.)
100 ml

Nomura Kaisan Co., Ltd.

136-1 Shizu, Ryouri, Sanriku-cho, Ofunato City, Iwate

Tel 0192-42-2233

Hours Weekday 8:00~17:00
Sunday 8:00~12:00

Closed Saturday & holidays



Steamed Abalone with Sake



For overnight guests only/
Reservation required

Koyokan – A Relaxing Inn on the Sanriku Coast

95 Shirahama, Ryouri, Sanriku-cho, Ofunato City, Iwate

Tel 0192-42-2650 9:00~20:00

Check-in From 15:00 (to 20:00)

Check-out Until 10:00



Seasoned Simmered Abalone
(Processed Product)



Tamura Abalone Farm – Sanriku Branch

10 Tomari, Ryouri, Sanriku-cho, Ofunato City, Iwate

Tel 0192-44-3118

Hours 9:00~16:00

Closed Irregular



Kita-Nihon Suisan Lecture, Tour & Experience Programs

① Lecture & Facility Tour 60min./¥2,200 (tax incl.)

Lecture: "Recovery from the Great East Japan Earthquake and the Large-Scale Forest Fire in Ofunato City" (Approx. 40min, indoors) +
Tour of abalone farming facilities & forest fire site (Approx. 20min, outdoors)

② Lecture, Tour & Hands-on Experience 90min./¥3,300 (tax incl.)

Lecture above (60min.) + Strap-making experience using shells from disaster-affected jade abalone (30min.)

- ※ Each participant can make and take home one strap
- ※ Content and duration can be adjusted depending on the group
- ※ Capacity: ① Up to 30 people ② Up to 18 people per session



Application



**SANRIKU
TOURS**



Sanriku Tours (Iwate Kaihatsu Sangyo Co., Ltd.)

TEL: 0192-27-1114 • FAX: 0192-27-2231 <https://sanrikutours.com/>

on each shop and business.





The Kingdom's Master Artisans



Nomura
Kaisan

Minister
Nomura



Building on time-honored techniques, he began producing dried abalone in the Heisei era. Highly active in product development and makes full use of the abalone—especially the liver.



Founded about 20 years ago by Seiichi Nomura (born 1941) with the goal of creating “dried abalone worthy of the world,” Nomura Kaisan manages the entire process from abalone cultivation to final production.

While preserving traditional methods, the company continues to pursue the highest quality. After the Great East Japan Earthquake, Nomura Kaisan launched collaborative research focusing on the abalone liver and developed “Abalone no Sei,” a liver-based soy sauce that won the Minister of Agriculture, Forestry and Fisheries Award. By creating products that utilize every part of the abalone—meat, liver, and shell—the company is taking on the challenge of building a sustainable local industry.

Tamura Abalone
Farm

Minister
Mitsui



Purchases premium-quality abalone from the Sanriku coast. Carefully selects each one for either fresh consumption or dried abalone, and distributes them nationwide.



The business began as a traveling trade, with the founder carrying live abalone to Tokyo from the company’s headquarters in Onjuku, Chiba Prefecture. During Japan’s period of rapid economic growth, the company expanded its operations as a fresh abalone dealer and later focused on dried abalone production to secure high-quality raw materials.

On each officially designated harvest day, abalone are inspected one by one on-site and sorted for fresh or dried use before being shipped both domestically and overseas. Through its Sanriku branch, the company also supports local high school training programs and tourism initiatives, sharing the appeal of Ofunato abalone with a wider audience.

Kita-Nihon
Suisan

Minister
Furukawa



Using freshly drawn seawater—just as in natural coastal environments—and paying close attention to every detail, they operates the abalone aquaculture with great care.



The company suffered devastating damage in the large-scale forest fire in Ofunato City, but with widespread support, it is steadily working toward resuming shipments within three years. At one of Japan’s largest land-based aquaculture facilities, Kita-Nihon Suisan developed the “Sanriku Jade Abalone” brand, achieving a major shift from “harvesting abalone” to “growing abalone.” However, the fire destroyed the facilities and claimed approximately 2.5 million farmed abalone. In response, the company is pursuing recovery through crowdfunding and the sale of processed products made from abalone shells, continuing its efforts to rebuild and innovate.

A Local Hero Who Took
“Kippin Dried Abalone”
to the World

The Visionary Decision of Sukesaburo Mizukami

Sukesaburo Mizukami (1864–1922) was a pioneer of Japan’s deep-sea fishing industry and a key figure in the management of abalone resources and coastal community development.

In the 1880s, overfishing along the Kesen coast led to smaller abalone and declining stocks, causing instability in fishermen’s livelihoods. Deeply concerned, Mizukami took decisive action in 1903 as a board member of the Yoshihama Fisheries Cooperative, enforcing a ban on harvesting abalone under 9 cm in length and shortening the fishing season. Despite strong opposition, his measures proved that sufficient catches could still be secured in a short period. He later partnered with Kuranosuke Hirata of Okirai Village to carry out breeding programs in shared coastal waters, covering costs and compensation himself. These efforts successfully balanced resource recovery with increased harvests. Mizukami’s initiatives spread nationwide and became the foundation of today’s sustainable abalone fisheries.





Created by the members of the 2024 Academic Year – Iwate Prefectural Ofunato Higashi High School Department of Food Culture, 3rd Year “Food Challenge” Course (Project-Based Learning)

We Made These Recipes!



We present abalone recipes created by students of the Department of Food Culture at Ofunato Higashi High School.

“Toshiru Shell Grill,” long enjoyed as a fishermen’s home-style dish along the local coast, is a traditional regional food recognized by the Agency for Cultural Affairs as a “100-Year Food.” The students learned this recipe directly from local residents through hands-on cooking classes.

The “Grilled Rice Ball with Toshiru Soy Sauce” was newly developed by the students to make it easy to enjoy the rich flavor of abalone.

All of these dishes can be made using commercially available ingredients – please try them at home.



Toshiru Shell Grill

Recipe ideas created by students of the Department of Food Culture, Ofunato Higashi High School

Grilled Rice Ball with Toshiru Soy Sauce



Abalone Yakisoba



Toshiru Shell Grill

Ingredients (1 serving)

Abalone shell	1
Daikon radish	50g
Miso	10g
Abalone liver (toshiru)	160g
Soy sauce	1tsp
Sake	1tsp
Mirin	1tsp
Sugar	slightly more than 1tsp
Salted butter	8g

Instructions

1. Boil the abalone shell for about 10 minutes to sterilize it.
2. Pack miso into the shell’s holes.
3. Julienne the daikon, boil for 2 minutes, then drain.
4. Remove sand from the abalone liver.
5. Finely chop the white part of the liver.
6. Place the daikon, dark part of the liver, and seasonings into the shell.
7. Bake in the oven for 10 minutes.
8. Once bubbling, stir and add butter.
9. Add the chopped white liver and bake for 1 mon.

Grilled Rice Ball with Toshiru Soy Sauce

Ingredients (1 serving)

Rice	1 rice ball
Shiso leaves	a small amount
A: “Abalone no Sei” (abalone liver soy sauce)	tsp
Miso	1/2tsp
Mirin	1/2tsp
Shichimi chili pepper	to taste

Instructions

1. Mix finely shredded shiso leaves into the rice and form a rice ball.
 2. Grill in a frying pan until the surface is lightly crisped.
 3. Brush with the mixed **A sauce** and grill until fragrant.
- © Can also be made using a toaster oven.
※ “Abalone no Sei” is available from Nomura Kaisan Co., Ltd.

Abalone Yakisoba

Ingredients (3 servings)

Abalone Yakisoba noodles (thick)	510g (170g×3 packs)
Water	as needed
Lard	10g
Salted kelp	18g
A: Abalone no Sei (Nomura Kaisan)	6g
Toshiru (abalone liver)	5g
Kelp soy sauce	20ml
Shaoxing wine	15ml
Hiratake mushrooms (torn into strips)	60g
Mixed cut vegetables	1 pack (350g)
Salt & pepper	to taste
Pickled red ginger	2g
Dried abalone flakes or bonito flakes	a small amount

Instructions

1. Heat a griddle or pan and sauté hiratake mushrooms with salt and pepper.
2. Add noodles and vegetables, loosen them, then add water with salted kelp and toshiru; stir-fry.
3. Add seasoning mixture (abalone no sei and kelp soy sauce), then adjust flavor with Shaoxing wine.
4. Serve with flakes and pickled red ginger on top.

*What Is “Toshiru”?

Toshiru refers to the liver of the abalone. Fresh abalone liver is prized for its rich umami and distinctive flavor, traditionally enjoyed as sashimi or lightly steamed with sake.

While the name may vary by region, toshiru is an essential part that enhances the overall flavor of abalone. When heated, it develops a pleasant bitterness and is often cooked with miso or sake, making it a favorite among connoisseurs.



What Is “100-Year Food”?

A certification program by the Agency for Cultural Affairs that aims to preserve food cultures passed down through generations and carry them forward for the next 100 years.

Toshiru Shell Grill was certified in the 2024 academic year.

Ofunato is Full of Events!

Spring

Until mid-March ... Sanriku Ofunato Camellia Festival
 May 3 ~ 4 Goishi Coast Tourism Festival

Summer

Early-Mid July Ofunato Pacific Saury Grilling Master Certification Exam
 Late July KESEN ROCK FESTIVAL
 Early August Sanriku Ofunato Summer Festival
 August 6 ~ 7 Sakari Town Lantern Tanabata Festival

Autumn

Mid-October Ofunato City Industrial Festival

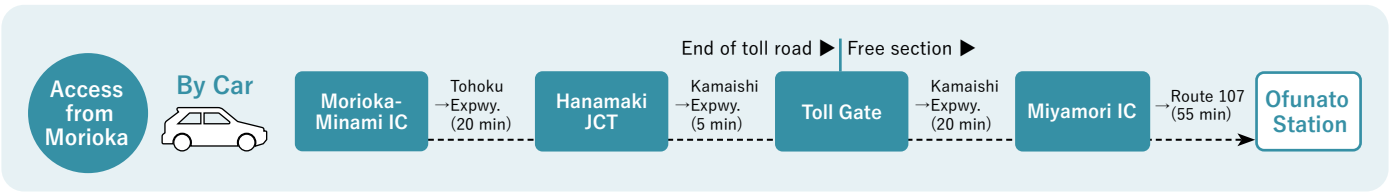
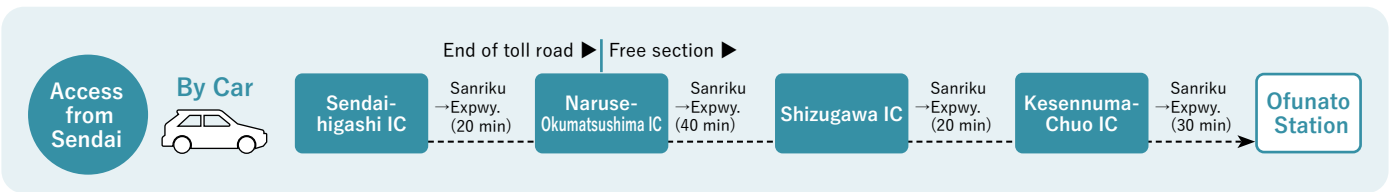
Winter

Early December ... Ofunato Light Festival (Illuminations)
 Late December ... Ofunato Fresh Seafood Direct Market Festival

Find more information HERE! ↓



Goishi Coast · Anatoshi



Bringing Ofunato Abalone to All of Japan!
 We share the latest information about abalone!

Please follow us on Instagram!



Follow via QR code !



Abalone Kingdom Ofunato

