



## TOTTORI WAGYU BEEF

Tottori's cattle may not necessarily receive extended massages and prolonged pampering, but this is largely because there's no need for it. Surrounded by clean air and infinite green lands and exposed to the pristine waters of Mount Daisen, Tottori's cattle lead a naturally luxurious life in a completely stress-free environment. As a result, Tottori produces Japan's highest quality wagyu beef, exceptionally lean meat, which boasts an impeccable flavor and melt-in-the-mouth texture. Tottori Wagyu is a high-quality wagyu brand of only about 2,000 cattle per year, bred in abundant nature. It is the proud owner of a prestigious champion title, too, after winning the top spot for meat quality at the Japan's 2017 "Wagyu Olympics" (The National

Competitive Exhibition of Wagyu), a nationwide competition held every five years to determine the best beef in the country. Tottori Wagyu's sublime taste derives from its exceptionally high (over 55 percent) concentration of oleic acid, a major component of olive oil that provides a top-quality umami taste and tangible health benefits, including reduced low-density lipoprotein (LDL) cholesterol. Tottori Wagyu can be enjoyed in various culinary styles — from tender steaks to *yakiniku* grilled meat to *sukiyaki* and *shabu shabu* simmered and hot pot style. A trademark of Tottori, the Tottori Wagyu Beef is an ultimate culinary pleasure, one that no beef lover should miss.





## ALL ROADS LEAD TO MOUNT DAISEN

"Daisen san no okage." It is all because of Mount Daisen.

Standing at the height of 1,709 meters and revered as the highest, most sacred mountain in Japan's Chugoku region, Mount Daisen has long been worshiped as a sacred home of gods. It is home to the holy Daisenji Temple, a 1300-year-old Buddhist temple overseeing the base of the mountain and is part of the Daisen-Oki National Park. Its beautiful landscapes have earned it a substantial presence on the list of Japan's 100 famous mountains.

For the people of Tottori, Mount Daisen's majestic presence, spiritual symbolism and profound relationship with their day-to-day lives far exceeds the role of a natural landmark. Here, the locals strongly believe that the mountain had blessed their lives with fewer natural disasters, abundant natural resources, farm produce, livestock, and the region's famous crystal-clean mineral water, that altogether sustain their longevity, livelihood, health and wealth. Thanks to this belief, today, the mountain's abundant pure nature has inspired the region's most prominent festivals, local attractions and products that continue to be loved by locals and tourists alike.

Mount Daisen, beautiful in all seasons, is also a popular tourist destination for red foliage viewing in autumn and skiing and snowshoeing in winter.





## FOLLOW THE FLAME

You can feel the heat before you see it as you make your way up the mountain toward the shrine. The presence of other participants is comforting and the darkness gradually turns to light as more people draw close. It is the beginning of summer and everyone has gathered at Mount Daisen for the annual Summer Opening Festival, a two-day traditional event marking the opening of the climbing season. Held in the first weekend of June, the event begins with a Shinto ceremony called "Natsu Yama Biraki" (the opening of the mountain in summer) where participants climb to the mountain summit to perform a purification ceremony at Ogamiyama Shrine to ask for safety and protection during the season. The festival's highlight is the Parade of Torch, where 2,000 people carry torches from the shrine down the mountain.



### DAISEN SPRINGS

Deep forests and untouched grounds, clean mountain rivers and fresh mountain breeze. Aside from pleasing the eye with its ever-changing beauty throughout seasons, Mount Daisen is also the source of Tottori's purest mineral water. These pure waters are used in the making and growing of most of the region's best known produce, including rice, sake, meat, vegetables and fruits.

The secret to Mount Daisen's pure water lies in its untouched deep and vast beech forest. Revered as a sacred mountain since ancient times, climbing Mount Daisen was restricted up until the Meiji Era in the late 19th Century. Largely thanks to this, the mountain has been preserved untouched by the human hand. Mount Daisen's mineral water is abundant in sodium, calcium and iron ion among numerous other essential minerals and is one of Japan's most sought after mineral water brands. And where there is good water, there is good food — and drinks.

## SAKE GROUNDS

With access to pure water from Mount Daisen and clean air from the Sea of Japan, Tottori is blessed as one of the country's best regions for the production of Japanese sake, whose prime ingredients are rice and water. Home to over a dozen prominent breweries scattered throughout the prefecture, Tottori proudly stands behind some of Japan's signature sake labels: *Chiyomusubi* from Sakaiminato City, *Hiokizakura* from Tottori City, *Suwaizumi* from the town of Chizu, or *Furei* from Hokuei Town. The prefecture further exclusively cultivates the special sake rice "Goriki," used in many of its labels. A sip of any of those will help you understand the meaning of the old Japanese saying, "Where there is good water, there is good sake."



## UMETSU SHUZO

Settled in Tottori since 1865 is Umetsu Shuzo, a family-run sake brewery in Hokuei Town. Today, owned by Fuminori Umetsu, the sixth-generation sake master from the Umetsu family, the brewery, at a glance, looks like a small wooden house, but a quick step into its entrance makes you realize you're at the right place for buying and tasting sake or touring the brewery. The Umetsu brand is known for producing its liquor entirely by hand. The wooden brewery has many rooms, each dedicated to a precise step in making the labels — from mixing the rice and adding the mold, to mixing and fermenting, to distilling, pressing and storing. Umetsu relies on the slow-brew traditional fermentation method, known as *kimoto*, that uses only the power of natural lactic acid bacteria. The result is a deep, complex taste of several unique in taste signature labels, including the most popular *Furei* (or "Hurrah!"), a *junmai* label, brewed using only rice, water and *koji* yeast; *Sakyu Nagaimo Shochu*, a shochu, distilled liquor, and *Nokyo Ume*, plum wine made of the giant Nokyo plums only available in the area. Rich in taste and culture, the Umetsu Shuzo sake brands are a sip into perfection.





**DAISEN G BEER:  
FROM BARLEY TO HOP**

Serving local tables and bars since 1997, Daisen G Beer brewery was launched by local sake manufacturer, Kumezakura Sake Brewery, in a spur of an experience aiming to prove that if a prefecture has all the factors it needs to produce delicious sake, it can also make a world-class beer. The experiment proved on point and now, over two decades later, Daisen G Beer's two main problems are securing enough seats for the dozens of customers coming for the beer at the company restaurant Gambarius, and picking a creative label for its ever-expanding lineup of signature and seasonal brews. It's not an exaggeration to say that Daisen G Beer has completely changed Tottori's drinking scene.

Much of this is thanks to Daisen G Beer's head brewer, Hideki "Hide" Iwata, a man who lives for the brew and brews for a living. A man of science (with a degree in applied microbiology), Hide became interested in joining Kumezakura Sake Brewery after rumor reached his ears that the company

was to start making local beer — something unheard of before in the region. The novelty of the idea triggered him to invest his knowledge into the unknown and eventually help launch Daisen G Beer after graduating from college.

Using Mount Daisen's clear spring water when brewing and its mineral-rich black, fertile soil called "kuroboku," to produce crops, several of Daisen G Beer's seasonal lables are made of original barley (Daisen Gold), hop (Weihen Hop), and, in some labels such as the Daisen G Yago, Yamadanishiki, a type of rice used in the making of high-quality sake. Since its founding, Daisen G Beer has evolved to produce four signature labels, the classic Weizen (a winner of the 2016 International Beer Cup), Pale Ale and Stout, in addition to a range of limited editions and seasonal bottles. In 2019, the brewery produced the Daruma Ale in collaboration with Kaike Onsen, the resort's first original brew.