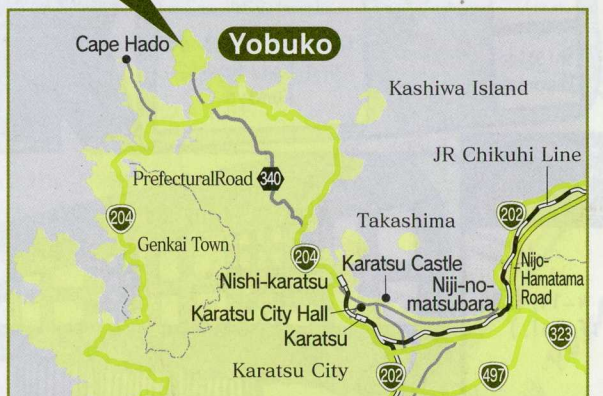
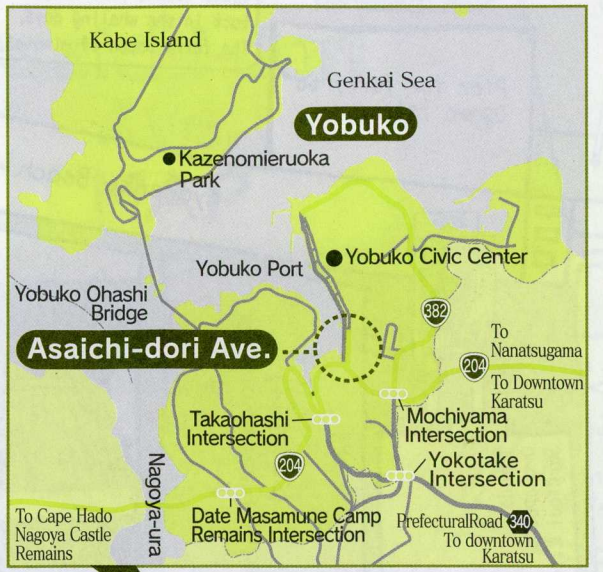


Karatsu City Yobuko Morning Market Map

Come visit!

Always popular, Asaichi-dori Ave.!



Address Matsuura-cho Shopping Street ("Asaichi-dori Ave."), Yobuko, Yobuko-cho, Karatsu City, Saga Prefecture
 Inquiries
 ● Yobuko Tourist Information Center TEL.0955-82-3426
 ● Industry Section, Yobuko Civic Center TEL.0955-53-7165



Open every day

©7:30~12:00 (Closed on Jan. 1)

Tips for Enjoying the Morning Market

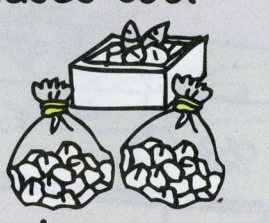
Free parking

Morning Market and shopping street customers can use the free parking lot located just beyond the billboard at the western entrance. (29 spaces; no oversized vehicles) If the free lot is full, or you're driving an oversized vehicle, you can use the paid municipal parking lot just two minutes' walk away.



Buy ice to keep your purchases cool

Need a styrofoam cooler? No problem! For a few hundred yen, you can buy them at the fish shops and dried fish shops.



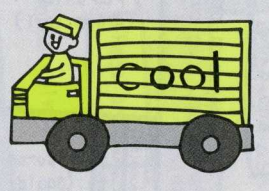
Don't miss the shopping street!

The Asaichi-dori Ave. shopping street has everything you need. Some of the shops offer access to Kaigan-dori Ave., and the vendors offer a wide and varied range of goods from miso soup set meals to clothing and shoes.



Courier service

The Morning Market and the shops offer a joint courier service so you can send products purchased from multiple shops back home in one box. The rates are the same at every shop, so you can shop—and ship—with peace of mind.



Can't wait to eat?

Take the seafood you buy on the first floor of the fish market to the second floor to eat it on the spot. Whether you're eating squid, turban shells, abalone or other fresh delights, the staff can prepare it for you immediately.



For a more leisurely visit ...

Come see us on a weekday when it is less crowded. You can chat with the vendors and shop at your own pace. Just remember: more products are available earlier in the morning.



Remember basic etiquette

Goods in the Morning Market are already reasonably priced, so it is considered bad form to haggle too much. If you engage the vendors in a little banter, they might even give you a free sample.



Christmas tree

Every year between mid-November and Christmas, a 5 m tree is erected in Ikoi no Hiroba Plaza. In true Yobuko style, the decorations are dried squid and mackerel. (Don't worry; they're vacuum sealed!) During the season, the tree is lit up at night, and each visitor can take home one of the dried seafood decorations as a present! New "decorations" are added daily.



What's for sale?

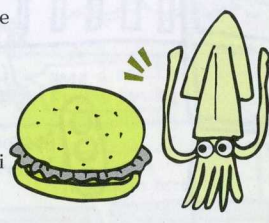
Dried fish

The morning market is well known for dried fish. Horse mackerel and barracuda are available almost year-round, and depending on the season, you may also find sardines, mackerel, Spanish mackerel and Japanese halfbeak. The sakura-boshi, dried fish flavored with a blend of mirin and soy sauce, is a popular item, and each shop has its own secret recipe.



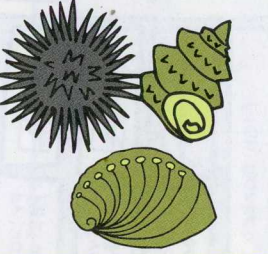
Squid burgers

In a town famous for its squid, the squid burger—with a patty made from fresh, minced squid—is the new kid on the block. They are sold from a food truck parked along Asaichi-dori Ave. You can also stop by Manbo's Asaichi-dori Ave. shop to try their new squid burger.



Sea urchin, turban shell and more!

Sea urchin, turban shell, abalone and other seafood hand-caught by free divers are both fresh and reasonably priced. Sea urchin can be purchased live or bottled.



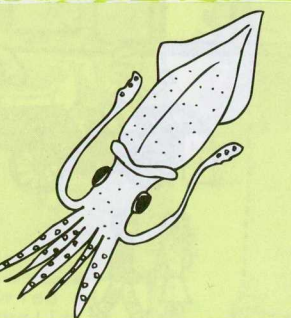
Squid dried overnight

Throughout Yobuko you will see squid air drying on racks. Squid dried overnight, or ichiya-boshi, are lightly seared to bring out the natural flavor which mingles with the ever so slight aroma of the sea for a memorable treat.



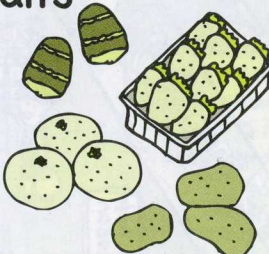
Live squid

Swordtip and many other kinds of squid are landed at Yobuko Port year-round. Stroll through the Morning Market to see all the freshly-caught squid. Delicious no matter how you eat it—raw, as tempura, or boiled!



Vegetables, fruits and flowers

Although Yobuko is best known for its seafood, local farmers' produce, including the sweet summer mikan from Kabe Island, are also popular. At the Morning Market, you can enjoy buying direct from the growers.



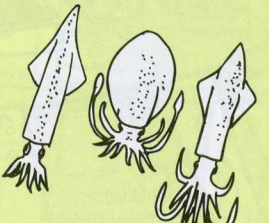
Fresh fish and seasonal marine products

Throughout the year, fishermen land sea bream, amberjack and other fresh fish from the Genkai Sea. But Yobuko is also rich in other rare seasonal marine products, like Ecklonia cava (edible algae) and Japanese goose barnacles. The women in the shops can tell you how to prepare these delights.



Squid, glorious squid!

There are roughly 450 types of squid throughout the world. The major types used in Yobuko's famous live squid sashimi are swordtip squid and bigfin reef squid. There are many other delicious types of squid you can enjoy throughout the year.



Yobuko Morning Market Asaichi-dori Ave. MAP

Every morning at 7:30, the Morning Market springs into action with the sound of the vendors hawking their wares. Freshly caught seafood and freshly picked produce are lined up in front of each shop as locals and tourists alike mingle and enjoy shopping together. The market is said to trace its roots back to the Edo era when Yobuko was a bustling whaling port. Farmers from the outskirts of town would bring their wares to the port to barter for whale meat and fresh fish.

Important Cultural Property of Saga Prefecture
Nakao Mansion (famous whaler)
 Open: 9:00-17:00
 Admission: Adults ¥210
 Children (ages 4-14) ¥100
 Closed: Wed. (next day if hol.)
 12/24-1/3
 Tel: 0955-82-0309

● Important Cultural Property of Saga Prefecture
 Nakao Mansion (famous whaler)
 Remains of the mansion of the Nakao family who made their fortunes whaling on Ogawa Island in the Edo era.

AM8:00~PM6:00