





Title		Shodoshima Island: the heart of Japanese soy sauce culture and folk art		Region : Shodoshima, Kagawa Prefecture	
Overview	Take a look at the different aspects of this island: from its food culture to its unusual art museum		Available Languages	Available Languages	■Japanese■English□Chinese□Other
	This large island in the Seto Inland Sea is home to many producers of diverse culinary products, from soy sauce to olive oil and somen noodles. Experience soy sauce production by visiting a century-old soy sauce artisan laboratory as well as by having a local lunch featuring a lecture –including tasting session– about the world of soy sauce. Visit the “yokai” art museum and learn more about these imaginary creatures that are part of the ancient Japanese folklore and have been made a work of art by some local artists.			Support material available in foreign languages	■Yes／□No
Unique Selling Points	I .Meet the world of “yokai” through a unique art museum		General information	Guide/Interpreter	■Yes／□No
	The yokai art museum is a vast collection of art works featuring yokai – imaginary creatures typical of Japanese ancient folklore that can be considered scary but harmless monsters or spirits. This niche aspect of Japanese culture is actually very much connected with Japanese philosophy and spirituality and there is lots to be learnt at this museum, where a fun audioguide even makes these imaginary creatures become your guides.	Guide information		Shodoshima Tourist Guides	
Unique Selling Points	II .A lecture on soy sauce including tasting session		Participation requirements	Cancellation policy	•Participants must be able to walk for a few hours •Soy sauce factory visit requirement: do not eat natto on the day of the tour!
	At a local restaurant, enjoy a specifically created menu using the many local products of the Shodoshima island. During lunch, get to know more about the long history of soy sauce production on the island. At the same time, try different types of soy sauce to understand the differences and the best pairings with each food.				
Unique Selling Points	III .Visit a soy sauce craftsman		Notes	In case of bad weather, emergency, delay or no show	Depending on the weather, the actual itinerary may change.  •In case of no show, the tour wil automatically be cancelled with full cancellation charge after 15 minutes from the planned starting time •In case the tour must be cancelled because of force majeure events, guests will be contacted by the morning of the day the tour is scheduled
	One of the most representative Japanese products, soy sauce has a long history and its production has changed through the centuries. Only a few places in Japan still follow the ancient production method, utilizing wooden barrels sometimes as old as 150 years. A great insight into the history of this island.				
Itinerary	Starting times differ depending on ferry to Shodoshima. Upon arrival in Shodoshima, visit the yokai art museum. Later, transfer to restaurant. Transfer to soy sauce. Return		Insurance included	Inventory	■Yes／□No
Reservation Information	■Tour availability		Min/Max participants	Contact and booking information	Shodoshima Tourism Association: 0879-82-1775
	■Starting times				
Reservation Information	Year-round. Not available on Mondays and Tuesdays		10:00am, cutomizable	Support hours	9:00～17:00
	■Tour duration				
Reservation Information	6 hours		1-9 participants Inquire for larger groups	Email address	pr@shodoshima.or.jp
<Meeting point and access>	■Access		Pricing information	Price, nett – incl. consumption tax	Contact us for pricing
	60 min ferry from Takamatsu port. 35 min by fast ferry. 70 min ferry from Okayama port.				
<Meeting point and access>	■Meeting Place		Options	The above price includes:	Yokai Art Museum entrance tickets, private taxi transportation, Lunch, Soy sauce lecture, soy sauce souvenir, soy sauce factory visit, guide
	■Tonosho Tourist Center 6191010 Ko, Tonosho-cho, Shozu-gun, Kagawa Prefecture TEL:0879-62-1666				
			The above price does NOT include:	Transportation to Shodoshima	