

Enjoy the night  
in Aizu!

# How to spend your evenings in Aizu

4 rules



Aizu Samurai  
若松つつん wakamattsun  
\*Official character of Aizu-Wakamatsu City

How are you enjoying your evenings in Aizu?  
Here, we will introduce some model courses for  
enjoying the evenings in Aizu. Enjoy the fun-filled  
nightlife of the city to the fullest!

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## Experience the streetscape of Aizu

Aizu-Wakamatsu City is a historic town unique to a castle town. You can experience the traditional townscape. Nanokamachi is a popular street among tourists for its retro townscape.

#Town Light-up  
#Nanokamachi  
#Castle Town



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## Cheers with sake!

Aizuwakamatsu City is known as a sake town, with a history of sake dating back more than 300 years. Why not try the marriage of sake with Aizu's local cuisine, "Pickled herring with Japanese pepper" and "Raw horse meat"?

#The best bar hopping  
#Aizu sake  
#Cheers with Aizu sake

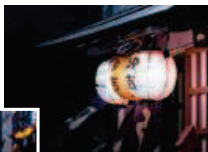


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## Experience a deep night

After a meal at an izakaya, the way connoisseurs spend their time is to go to a snack bar for a drink. In Aizuwakamatsu City, there are even bars with geisha performers! It would be a shame not to try bar hopping.

#The best bar-hopping  
#Higashiyama Geisha Caravan  
#Higashiyama Geisha



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## The ultimate ramen to finish off your meal

The best way to finish off a meal is with ramen. Aizuwakamatsu City is a city with a strong fermentation and brewing culture, and its miso ramen and soy sauce ramen are also exceptional. How about a bowl that will warm your body?

#Fermentation  
and brewing



Enjoy a set of Aizu cuisine and  
sake for 1,000 yen.

For hotel guests  
only

## The ultimate bar crawl

Exclusively for guests staying in Aizu-Wakamatsu City, you can enjoy a set of local cuisine made with Aizu ingredients and delicious local sake from Aizu, a famous sake-producing region, for 1,000 yen (tax included). Enjoy traditional Aizu cuisine at a great price.



How to  
use

- ① Pick up a "Gokujo no Hashigo-zake" leaflet at your accommodation!
- ② Order the Gokujo no Hashigo-zake menu at participating restaurants and get a stamp!
- ③ Get a free gift with 2 stamps!



Event period Until Tuesday, March 31, 2026

### Where to exchange gifts

- Aizu-Wakamatsu Station Tourist Information Center (9:00 a.m. to 5:00 p.m.)
- Tsuruga Castle Tourist Information Center (8:30 a.m. to 5:00 p.m.) etc.

### Important Notice

- One leaflet is valid for one person.
- The contents of the premium bar hopping menu are subject to change.
- Seats may not be available during busy times.

Introducing how to enjoy  
bar hopping

Click here  
for details.



If you're lucky, you might get to meet them!?

## Higashiyama Geigi Caravan

The Higashiyama geisha, whose tradition has been passed down in Aizu, will visit restaurants in the center of Aizuwakamatsu at night! If you are lucky, you may be able to see a dance performance on the spot!

Event period Every Saturday in June, July, September, November, and December of 2025, and January and February of 2026.

\*Scheduled to be held every Saturday except December 27, and January 3.  
\*Please note that the schedule is subject to change due to circumstances.

Place Participating stores in the  
bar hopping event

(Information on participating stores is updated regularly on our website!)

