

Home of
Aji Fry

Matsuura
Aji Fry
Guide

アジフライ
の
聖地
長崎松浦



meets!
まつら

MATSUURA
NAGASAKI
2022 FEB.28



What is “AJI” ?

Aji is a common sight on Japanese dinner tables, and along with saba, is the most common fish in Japanese seafood cuisine. How good aji fry tastes all depends on the quality of the aji!

Aji (Japanese jack mackerel) form shoals in coastal regions from Kyushu to Hokkaido and inhabit areas throughout Japan at depths ranging from less than 2m in harbors to 150m at sea. Aji are in season almost year-round somewhere in Japan as their spawning seasons differ by region. However, aji are caught in large numbers from late March to August as this is when their fat stores are at their highest.

Incidentally, aji is written “鰯” in kanji. This is a combination of the radicals “魚 (sakana),” meaning fish, and “参 (san),”

which refers to March in the old Japanese calendar (May in the Gregorian calendar). One theory is that “参” was given to aji because this is when it comes into season. On the other hand, the neo-Confucian scholar Hakuseki Arai said that “Aji gets its name comes from its good taste” (“Aji” also means taste in Japanese). Or is it the case that because “aji” tastes so good Japanese people have enjoyed it since the Jomon period, and we give up! “参った! (maitta)” or surrender! “降参! (kōsan)” to its wonderful taste?



Aji “鰯” | Actinopterygii, perciformes, carangidae

Classification: English name | Japanese jack mackerel

Main nutrients	Vitamin B, vitamin D, calcium, DHA, EPA, protein, potassium, taurine
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In any case, putting the excellent taste of aji aside, what really should be known about aji is the high nutritional value hidden within its modest frame. Even compared to other blue-backed fish such as iwashi (sardine) and saba (mackerel) which are also effective against preventing lifestyle-related diseases, aji's protein content is one of the highest of all fish, at over 20%.



What is “Aji Fry TEISHOKU” ?

A teishoku (set meal) is a typical Japanese style of dining, with rice, soup, pickles, and a side dish all on one tray. Teishoku are an excellent part of Japanese food culture that provide a healthy nutritional balance along with aesthetics that allow you to enjoy dining with all five senses and they even make washing up easier.

◎Tartar sauce

No aji fry teishoku is complete without tartar sauce!

Some people like Worcestershire or soy sauce, but tartar sauce is the traditional way to enjoy aji fry. A rich sauce with onions, pickled cucumber, and boiled egg chopped finely into a mayonnaise base.

◎Aji fry

The “leading role,” occupying center stage

The star of the teishoku, accompanied by cabbage or parsley. A squeeze of lemon brings out the flavor. Aji comes in various shapes depending on the restaurant, such as cut open or filleted.



◎Kobachi (small bowl)

The “key supporting role” essential to teishoku

Side dishes such as pickles and boiled food play key supporting roles. Intriguingly, using food of various colors such as green, red, and yellow guarantees an excellent nutritional balance.

定食

[Aji Fry Teishoku]

Compared to tonkatsu (pork cutlet) and hamburger steak, where the taste explodes with the first bite, aji fry brings a feeling of happiness as its flavors slowly unfold in your mouth. Your heart will flutter when you hear that aji fry is on the menu tonight. That's the true potential of aji fry.

◎Rice

Rice, the mainstay of the teishoku

Since ancient times 2000 years ago, Japanese people have developed a food culture centered on rice. It is a given that the main dish of the teishoku will go well with rice.

◎Soup

The heart of Japanese people, miso soup!

Miso soup is so versatile that it moisturizes the throat during meals and increases the efficiency of digestion and absorption. The universal favorite miso soup represents the spirit of Japanese people and healthy food that is the pride of Japan.

Note: Photos shown are for illustrative purposes only.



This is a true aji fry teishoku!

What is the “HOME OF AJI FRY” ?

April 27, 2019: On this day, Mayor Yoshiyasu Tomoda announced the Matsuura Aji Fry Charter and officially declared Matsuura City the Home of Aji Fry.

Matsuura City that has long boasted Japan's largest catch of aji, is now also emphatically declaring the exceptional taste of Matsuura Aji. The Matsuura Aji Fry impressed the Tokyo foodies and harsh critics of the media to the extent that they said, “this changes the concept of the aji fry.” With assured confidence in the Matsuura Aji Fry, Mayor Tomoda stated, “In fact, it is not only the aji catch that Matsuura City can boast as the best in Japan. Aji can be found all over Japan, but most aji inhabit the Sea of Japan, particularly the Tsushima Current (from

Tsushima through to the East China Sea). Here, there are around 420,000 tons of aji compared to the 40,000 tons of the Pacific Ocean side of Japan, a difference of over ten times. The closest market to this fishing ground is the Matsuura Fish Market. Even experts agree that “The Matsuura coast is the most habitable sea for aji, so how can the aji here not be delicious? Also, Matsuura is the only place in Japan with a monthly aji catch of over 1,000 tons throughout the year! So you can enjoy fresh aji no matter when you visit.” There is good reason why Matsuura calls itself the Home of Aji Fry.



Everyone puts on a serious expression as the auction starts. In front of the unloaded fish, the price is decided between 50 to 60 buyers in an auction method unique to fish markets.



Aji taste their best from spring to summer, but the figures show that Matsuura—the closest fish market to the fishing grounds—that fresh aji is available all year round.



Daring to fry aji so fresh it could be served as sashimi. This ocean bounty is thick, crispy, soft, and juicy.

Matsuura Aji Fry Charter

- We love the Matsuura Aji Fry
- We will use aji landed in Matsuura City or aji caught in the waters around Matsuura City
- We will serve aji that has not been frozen or has been frozen only once
- We will serve Matsuura Aji Fry with the spirit of omotenashi (hospitality)
- We will strive to serve freshly-fried aji fry while it is hot
- We will thoroughly pursue the deliciousness of the Matsuura Aji Fry
- We will widely propagate the deliciousness of the Matsuura Aji Fry
- We will pray for world peace through the promotion of the Matsuura Aji Fry



Mayor of Matsuura,
Yoshiyasu Tomoda



The aji fry has been a part of daily life in Matsuura for such a long time that the owners of long-established restaurants say, “In bygone days Matsuura children would even eat aji fry as a snack.” Here lies another reason why the “Home of Aji Fry” is fitting for Matsuura. The flag logo and Aji Fry T-shirts are also symbols of the Home of Aji Fry.

Island Aji Fry

There are five islands in Matsuura.
Enjoy the delights of the ocean, unique to the islands



01 Izakaya/restaurant

Ikesu Kyoya

▼ Lunch/dinner



Rod-caught aji over 25cm are procured from the daily catch of local fishermen and then fried as soon as they are landed and prepared.

Aji fry teishoku: ¥1,000

2238-9, Shiohamamen, Fukushima
Tel: 0955-47-2031

Open / 11:00 a.m. to Last Order 2:00 p.m.,
5:00 p.m. to Last Order 8:00 p.m. *

Closed / Mon. and other irregular holidays

02 Izakaya/restaurant

Shokujidokoro Kaido

▼ Lunch/dinner



Thick and succulent aji fry made with aji caught fresh from the sea in fixed nets. Aji fry teishoku with a small seafood rice bowl known as "otoko meshi" (¥1,500).

91-7, Kozakimen, Takashima
Tel: 0955-48-2950

Open / 11:00 a.m. to Last Order 1:30 p.m.,
5:00 p.m. to Last Order 9:30 p.m. *

Closed / Wed.

06 Roadside station

Takarajima

▼ Lunch



A takeout store within a roadside station. Try the Aji fry burger (from ¥350, on sale from 10:00 a.m. to 5:00 p.m.) while enjoying the view of the Takashima-Hizen Ohashi Bridge!

1636, Aouramen, Takashima
Tel: 0955-48-3535

Open / 8:30 a.m. to 6:00 p.m.
Closed / No holidays

07 Hotel

Ryokan Takashima Center

▼ Lunch



A hotel frequented by anglers who come here to enjoy the pufferfish cuisine. The most popular dish, the aji fry meal with pickled sea bream (¥2,000), is only available at lunch.

1894-2, Nakadorimen, Takashima
Tel: 0955-41-5011

Open / 11:00 a.m. to 2:00 p.m.
Closed / Irregular holidays

08 Izakaya/restaurant

Kaisen Maruko

▼ Lunch/dinner



A Japanese restaurant managed by a young fisherman. The hearty aji fry teishoku contains a generous helping of six aji fry for only ¥1,000, including tax!

741-19, Aouramen, Takashima
Tel: 0955-25-9113

Open / 11:00 a.m. to Last Order 2:00 p.m.,
5:00 p.m. to Last Order 9:30 p.m.

Closed / Irregular holidays

03 Izakaya/restaurant

Kaijyoyatai Sangenya

▼ Lunch/dinner



A restaurant floating on the sea. The aji fry teishoku (¥935) uses fresh aji caught the same morning and is only available in limited quantities.

Aouramen, Takashima
Tel: 0955-48-3251

Open / 11:00 a.m. to 5:00 p.m.
(If reserved, Last Order 8:00 p.m.)

Closed / Thu.

04 Hotel

Ryotei Yoshinoya

▼ Lunch/dinner (reservation required)



A hotel famous for pufferfish and tuna. The aji fry meal (¥2,000) includes sashimi, kobachi, homemade godofu (a kind of tofu containing Japanese arrowroot), and ohagi.

649, Aouramen, Takashima
Tel: 0955-48-2030

Open / 11:30 a.m. to 2:00 p.m.
Closed / Irregular holidays

05 Hotel

Miyazaki Ryokan

▼ Lunch/dinner (reservation required)



A welcoming hotel run by a friendly husband and wife. The aji fry teishoku is served in the guest room at lunch (from ¥1,100). Takeout possible!

643-3, Aouramen, Takashima
Tel: 0955-48-2709

Open / Lunch available for reserved hours,
Dinner is for lodgers only

Closed / Irregular holidays

Fish Market Aji Fry

You can find the closest aji fry to the sea inside the Matsuura Fish Market!

09 Canteen/restaurant

Uoichi Shokudo

▼ Lunch



The aji fry teishoku (¥750) is made under the motto of "serve fresh," "serve three (or two large) aji fry," and "send diners home sated."

695, Shimomen, Tsukinokawa
Tel: 0956-59-6544

Open / 5:00 a.m. to 1:00 p.m.
(Available in limited quantity for Aji fry and Sashimi) Closed / Sat. and the Fish Market's closed days

10 Canteen/restaurant

Taiyo Restaurant Toki

▼ Lunch



The reputed Toki Aji (only available from April to August) is delicious. The Toki Aji teishoku (¥1,400) is a double dish that's half aji fry and half aji sashimi!

695, Shimomen, Tsukinokawa
Tel: 0956-59-6544

Open / 10:30 a.m. to Last Order 1:30 p.m.
(Available in limited quantity for Aji fry and Sashimi) Closed / Sat. and the Fish Market's closed days

11 Fresh fish/processed food store

Tokiichiba

▼ Lunch



A store that sells processed goods and fresh fish landed at Matsuura Fish Market at great prices. This is the place for freshly fried aji fry! (from ¥150)

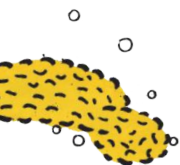
695, Shimomen, Tsukinokawa
Tel: 0956-72-2495

Open / 9:00 a.m. to 2:00 p.m. *
Closed / Sat. and the Fish Market's closed days

* Business hours may differ depending on the day of the week or at night.

Driving Zone Aji Fry

Unique aji fry outlets
you will want to stop at
while enjoying a drive
along the coastline.



12 Canteen/restaurant

Umi No Sato Shokudo

▼ Lunch



The aji, rice, vegetables, and even the pickles, are all locally sourced from Matsuura! Enjoy free extra helpings of rice and miso soup with your aji fry teishoku (¥700).

2009-323, Kitamen, Imafuku
Tel: 0956-74-0780
Open / 11:00 a.m. to 2:00 p.m.
Closed / December 29th to January 5th

13 Hotel

Matsukawayu Ryokan

▼ Lunch/dinner



A hotel next to the docks with sea-view rooms. An aji fry teishoku (¥1,500) with sashimi made with only rod-caught aji. Reservations are required and must be made one day in advance.

533, Uramen, Imafuku
Tel: 0956-74-0009
Open / 12:00 p.m. to 2:00 p.m., 6:00 p.m. to 8:00 p.m.
Closed / Mon. and Tue.

Downtown Aji Fry

Passionate store owners
will offer you a warm
welcome in downtown
Matsuura City.



17 Izakaya/restaurant

Ikesu Koryouri Miyuki

▼ Dinner



Aji fry made with aji that is prepared straight after your order; a firm favorite for over 30 years. Filleting the aji into three pieces is how it's done at Miyuki. From ¥660 a la carte.

1038-5, Uramen, Shisa
Tel: 0956-72-4258
Open / 5:00 p.m. to Last Order 9:30 p.m.
Closed / Sun. and Mon. of Public Holidays

18 Izakaya/restaurant

Izakaya Obachanchi

▼ Lunch/dinner



Regulars often come in and occupy the counter seats to partake of the landlady's inexpensive but delicious food at this very cozy izakaya. Aji fry a la carte (¥550).

1292-1, Uramen, Shisa
Tel: 0956-72-1333
Open / 11:30 a.m. to Last Order 1:30 p.m., 5:00 p.m. to Last Order 9:30 p.m.
Closed / Mon. and the second Sun. of the month

14 Convenience store

Daily Yamazaki

Matsuura Kojima ▼ Lunch/dinner



A five-minute walk from the Matsuura Fish Market. Aji fry made with aji straight from the Fish Market is available for takeout and makes a perfect snack for driving! (¥98 per aji fry, half / filet)

877, Shimomen, Tsukinokawa
Tel: 0956-72-0635
Open / 6:00 a.m. to midnight
Closed / No holidays

15 Canteen/restaurant

Ajiyoshi Kiraku

▼ Lunch/dinner (reservation required)



The owner is an avid angler, and their signature rod-caught aji is served here. The rod-caught aji fry teishoku is served for a generous ¥1,180 with fresh sashimi, etc.

1-11, Higashimen, Imafuku
Tel: 0956-74-0361
Open / 11:00 a.m. to Last Order 2:30 p.m.*
Closed / Tue. and irregular holidays

16 Izakaya/restaurant

Zizakaya Iwasa

▼ Dinner



An izakaya in an old Japanese-style house run by owners that have been friends since kindergarten. Aji fry that is crispy on the outside and flaky on the inside served from ¥400 per fish. Dinner service only.

102, Shimomen, Tsukinokawa
Tel: 0956-72-0255
Open / 6:00 p.m. to 10:00 p.m.
Closed / Sun. and Mon.

19 Izakaya/restaurant

Meshiya Kappo Sakae

▼ Lunch/dinner



Only the freshest 500g aji is served here to satisfy hungry diners. Experience aji fry so big you can barely pick them up with chopsticks! Aji fry teishoku (¥1,200 incl. tax).

1175, Uramen, Shisa
Tel: 0956-59-8531
Open / 11:30 a.m. to 2:00 p.m., 5:00 p.m. to Last Order 9:00 p.m.
Closed / Tue.

20 Izakaya/restaurant

Shokumi Sakedokoro Ajisai

▼ Lunch/dinner



The cheese mixed into the batter of the aji fry kicks up the taste by several notches! Aji fry teishoku (¥1,280), assortment of 3 or 5 kinds of sashimi (¥750 or ¥1,250 respectively), including fresh fish caught on the day.

1311-1, Uramen, Shisa
Tel: 0956-72-2955
Open / 11:30 a.m. to Last Order 1:30 p.m., 5:30 p.m. to Last Order 9:00 p.m.
Closed / Irregular holidays

21 Canteen/restaurant

Restaurant Matsuhana

▼ Lunch/dinner



The aji fry meal (¥1,800) delights diners here with local Takashima bluefin tuna and tempura made from vegetables locally grown in Matsuura. An aji fry teishoku costs ¥1,100.

1782-1, Uramen, Shisa
Tel: 0956-72-5000
Open / 11:30 a.m. to Last Order 2:00 p.m., 5:00 p.m. to Last Order 9:30 p.m.
Closed / No holidays

* Business hours may differ depending on the day of the week or at night.

22 Izakaya/restaurant

Teppan Izakaya Tonbo

▼ Lunch/dinner



The signature dish is the Aji Fry Toasted Sandwich (Y600) painstakingly made with an irresistible combination of homemade tartar sauce and mozzarella cheese that tickle the taste buds.

1170-1, Uramen, Shisa
Tel: 0956-72-3030
Open / 11:30 a.m. to 1:30 p.m., 5:30 p.m. to 10:30 p.m.
(At dinner, only a la carte available)
Closed / Sun.

23 Cafe

Matsuo Nouen+Coffee

▼ Lunch



A stylish cafe located at the center of the shopping street. On offer here is the homemade aji fry sandwich (Y550) with the mouth-watering aji fry placed between flaky rye buns.

1252, Uramen, Shisa
Tel: 0956-72-0267
Open / 11:30 a.m. to 6:10 p.m. *
Closed / Wed.

24 Izakaya/restaurant

Koryoriya Ichigo-Ichie

▼ Dinner



Large or regular size aji are left overnight for the flavors to fully mature and are then served up as tasty, thick fillets. This produces an attractively uncompromising, artisanal aji fry (Y660).

1337-2, Uramen, Shisa
Tel: 0956-72-3005
Open / 5:30 p.m. to Last Order 11:00 p.m.
Closed / Sun.

28 Canteen/restaurant

Joyful Matsuura

▼ Lunch/dinner



An aji fry teishoku (Y724) created through collaboration between a family restaurant chain store and local students from Matsuura High School. A la carte (Y614).

372-1, Satomen, Shisa
Tel: 0956-27-9099
Open / 8:00 a.m. to Last Order 12:30 a.m.
Closed / No holidays

29 Izakaya/restaurant

Gohan To Osake Kunugi

▼ Dinner



The head chef is a tempura chef who worked in a famous Tokyo hotel for 23 years. Their signature aji fry (Y640) is crispy on the outside and soft inside!

1511-11, Uramen, Shisa
Tel: 0956-72-4795
Open / 6:00 p.m. to Last Order 10:00 p.m.
Closed / Sun.

30 Izakaya/restaurant

Banshakuya

▼ Dinner



A homely izakaya nestled in the back streets where single diners can relax in an easy-going atmosphere. Fluffy Aji Fry Teishoku (Y730).

1236-8, Uramen, Shisa
Tel: 0956-72-3335
Open / 6:00 p.m. to Last Order 11:00 p.m.
Closed / Mon. and the first and third Sun. of the month

25 Izakaya/restaurant

Izakaya Kya

▼ Dinner



An izakaya popular with locals that prepares meals scrupulously, serving only 180g to 250g aji and using specially ordered bread crumbs. Aji fry (Y660).

325-1, Satomen, Shisa
Tel: 0956-72-5260
Open / 5:30 p.m. to Last Order 10:00 p.m.
Closed / Sun. and Public Holidays

26 Izakaya/restaurant

Ikesu Kappo Hana

▼ Dinner



Here you can also enjoy other Matsuura brand fish such as Toki Saba (mackerel) and pufferfish. Aji fry is available as a teishoku (Y1,430) as well as takeout.

1515, Uramen, Shisa
Tel: 0956-72-5587
Open / 11:00 a.m. to Last Order 1:30 p.m., 5:00 p.m. to Last Order 9:00 p.m.
Closed / Mon.

27 Izakaya/restaurant

Izakaya Miyabi

▼ Lunch/dinner



Live aji are taken from the fish tank directly before your eyes, then prepared and fried on the spot. Best described as light and tender! Aji fry teishoku (Y1,000).

1528, Uramen, Shisa
Tel: 0956-72-3844
Open / 11:00 a.m. to 10:00 p.m.
Closed / Sun.

31 Canteen/restaurant

PASTA and PIZZA GIFT

▼ Lunch/dinner



A restaurant popular for its authentic pasta and stone-baked pizza. The Italian aji fry sandwich (Y600) finished with Italian sauce and melted cheddar cheese is a delicacy!

1620-1, Uramen, Shisa
Tel: 0956-72-5558
Open / 11:00 a.m. to Last Order 2:30 p.m., 5:30 p.m. to Last Order 9:00 p.m.
Closed / Wed. dinner and Thu.

32 Izakaya/restaurant

Unagi Kappo Nagomi

▼ Lunch/dinner



Aji fry made by a Japanese restaurant that specializes in unagi (eel) cuisine. The Aji Fry Meal (Y1,800) with half aji sashimi and half aji fry highlights the craftsmanship of unagi restaurant chefs.

1313, Uramen, Shisa
Tel: 0956-72-0263
Open / 11:30 a.m. to 2:00 p.m., 5:30 p.m. to 9:30 p.m.
Closed / Sun.

Matsuura Aji Fry available at chain stores!

33 Canteen/restaurant

Restaurant Shoya, Matsuura

▼ Lunch/dinner



A chain restaurant that has been in business for 50 years has now started to offer Matsuura Aji Fry as their signature dish! Try the Matsuura Aji Fry Teishoku (Y1,012).

877, Shimomen, Tsukinokawa
Tel: 050-8883-5798
Open / 11:00 a.m. to Last Order 9:00 p.m. *
Closed / Only January 1st

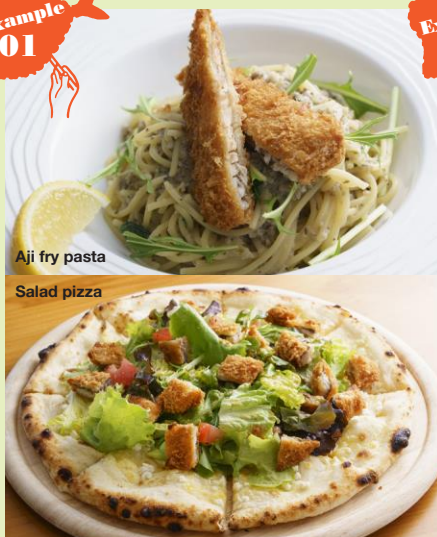
* Business hours may differ depending on the day of the week or at night.

HOME OF AJI FRY × A GLOBAL TASTE

Recently Japanese fried food such as tempura, tonkatsu (pork cutlet), and karaage (Japanese fried chicken) has captured the hearts of foreign tourists. With the conviction that aji fry is equal or even superior to these fried dishes, we have prepared aji fry recipes aiming for the aji fry to take its place amongst the A-list of Japanese cuisine!



Example
01



Aji fry pasta

Salad pizza

Italian-style aji fry!

○Aji fry pasta ○Salad pizza

The pasta where the aroma of four varieties of mushrooms blends perfectly with anchovy sauce is generously topped with a whole aji fry! The salad pizza comes with two finely chopped aji fry. Aji fry goes perfectly with stone-baked fluffy pizza dough with ricotta and parmesan cheese.

Try here! PASTA and PIZZA GIFT (P.12)

Example
02



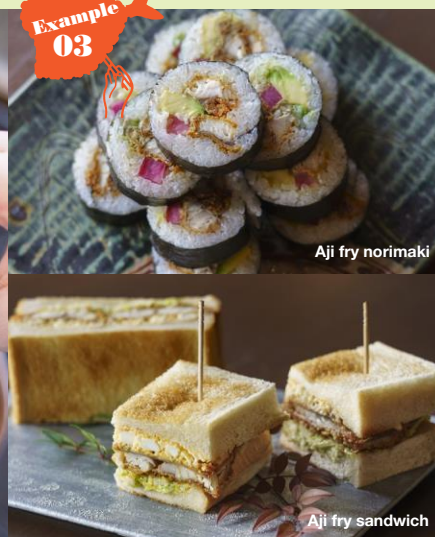
Aji fry, made into onigiri!

○Aji fry onigirazu (rice sandwich)

An attempt made to fuse aji fry and the Japanese soul food onigiri, so that people can also enjoy aji fry in their own countries. An innovative shape that can be easily eaten using one hand. The sauce goes well with hijiki and mashed potato, giving it a flavor and appearance inspired by the sea town, Matsuura.

Try here! Restaurant Matsuhana (P.10)

Example
03



Aji fry norimaki

Aji fry sandwich

A Japanese-Western fusion aji fry!

○Aji fry norimaki ○Sandwich

The scent of the sea contained within norimaki. With avocado seasoned with soy sauce, typical Japanese spice—wasabi, and colorful watermelon radish (in winter only), the fragrance of aji fry and sauce superbly complement this Japanese flavor. The sandwich has three rich layers of tartar sauce packed with boiled egg, coleslaw salad, and aji fry.

Try here! Ryotei Yoshinoya (P.07)

Catch, prepare, and fry aji on a ship!

Matsuura Aji Fry Experience



A group that plans and operates several “real-deal” experience-based tourism packages with opportunities to interact with local people, such as homestay, fishing, and nature experiences. Reservations are currently being taken for the “Aji Fry Boat Tour: Catch, Prepare, and Fry!” where you can sample a true taste of “Matsuura, the Home of Aji Fry.”



ENGLISH



JAPANESE

For inquiries:
General Incorporated
Matsuura-Tou Tourism
Exchange Association
601, Tashiromen,
Mikuriya
Tel: 0956-41-7171



Matsuura Aji Fry Walk & Eat Map

33
Stores

In Matsuura,
it's Aji Fry
for breakfast, lunch, and dinner!
33 carefully selected stores
that are more than worth
the trip to Matsuura!



Downtown Area



Visit Matsuura in Nagasaki!

The Home of Aji Fry is only 90 mins
by car from Fukuoka!

(Takashima: 90 mins, Fukushima: 70 mins)
* Train or bus: 155 mins or more

Please note!

The holidays of the stores stated in
this guide are subject to change. We
recommend you phone in advance to
confirm the holidays before visiting.

For inquiries:

General Incorporated
Matsuura Tourism and
Local Products Association
Tel: 0956-76-8822
(Registered with the Nagasaki
Prefecture multi-language call center)

Fish Market Area



Matsuura Fish Market (direct sales store)

Matsuura boasts Japan's largest aji
catch. The entire process from landing
to shipping is conducted inside the
facility, shutting out seabirds and
outside air. It's Japan's first advanced
sanitary closed-type facility!

Driving Area



