

Sapporo

New Chitose Airport

Noboribetsu

# Treat Yourself to Gourmet & Onsen!

## Explore the Taste of Noboribetsu, Hokkaido!

### Products in Noboribetsu Brand

Surrounded with seas and mountains, Noboribetsu is gifted with fresh tasty food. Products titled of "Noboribetsu Brand" are especially selected and recommended out of all the products from Noboribetsu!



- 01.Enma Ramen
- 02.Rokkaku Natto
- 03.Ao-oni Pilsner
- 04.Aka-oni Red Ale
- 05.Hotate-kun smoked scallop
- 06.Wasabi-zuke pickles
- 07.Noboribetsu Milk
- 08.Noboribetsu Milk Pudding
- 09.Chiffon Cake
- 10.Ranbokke Cod Roe
- 11.Jigokuzuke Octopus
- 12.Kobumaki (kelp-rolled) Natto
- 13.Torori Pudding
- 14.Jigokuzuke Cod Roe
- 15.Fromage Drink
- 16.Wasabi-zuke Natto
- 17.Gekikara- Spicy Natto
- 18."Nobo-ru" Cake Roll
- 19.Kin-oni Pale Ale
- 20.Hyotan Candies
- 21.Venison in Yamato-ni (soy sauce flavor)
- 22.Venison in Miso flavor
- 23.Binosu-Hard Clam (Ginger Soy flavor)
- 24.Venison "Genghis Khan" BBQ
- 25.Venison Hamburg Steak
- 26.Venison in Curry flavor
- 27.Iburi Whey-Fed Pork Sausages (Sun-Dried Salt)
- 28.Noboribetsu Cheese "New Bianca"
- 29.Noboribetsu Milk Castella



Top-quality products with the title of "Noboribetsu Brand" are certified by specialists in terms of ingredients, taste, regionality, hygiene and food safety.

### Local Gourmet Noboribetsu Yakisoba

Restaurants & hotels in Noboribetsu create and serve their original fried noodles. You can enjoy the hot spicy dish nowhere but here in Noboribetsu. It's yummy!



Every shop and restaurant has their original Noboribetsu Yakisoba under three common rules. The visual impacts, the level of spiciness, and ingredients differ from shop to shop.

#### Three Requirements

- ① Use flat noodles with chewy texture made from Hokkaido wheat.
- ② Use the secret sauce on rich sesame flavor and spice.
- ③ Use local ingredients such as seafood, beef, pork, and venison from Noboribetsu or neighbouring areas.

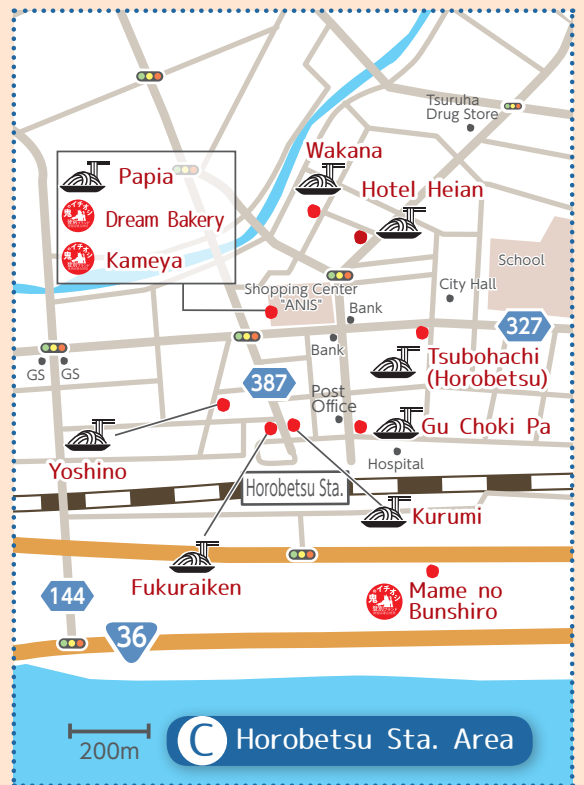
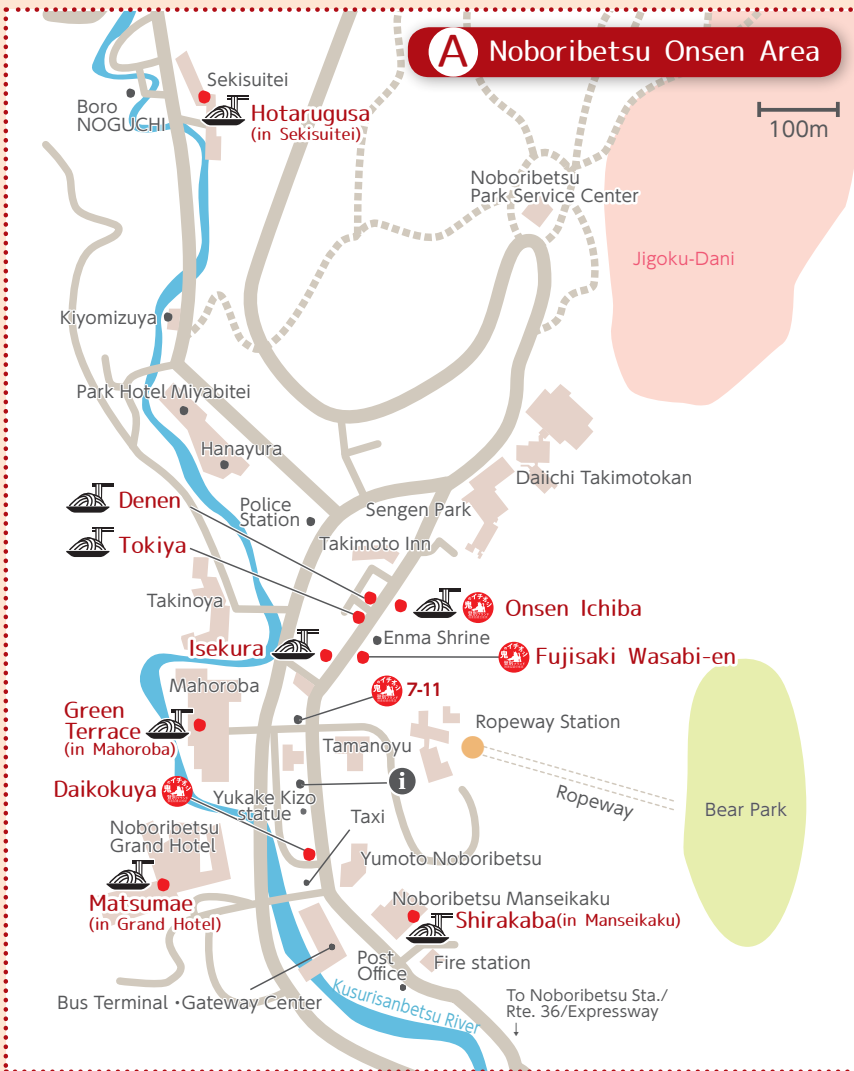
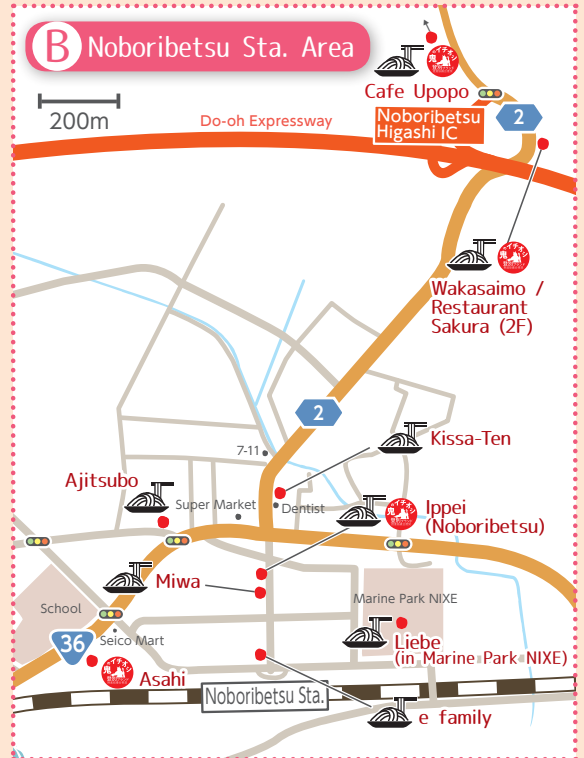
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# Where to Find the Taste of Noboribetsu



Get more info!



Where to buy Noboribetsu Brand products



Where to eat/buy Noboribetsu Yakisoba