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SAT

2/8
SUN

2026

冬のさくら
キヤンペーん

第17回

さくら咲くやまがた



山形市のお宝広報大使
はながた
ベニちゃん



The Winter Cherry Blossom Campaign

The "Keiozakura" cherry blossom is a popular winter-blooming variety native to Yamagata.

- To introduce "Keiozakura", it will be displayed at various locations in Yamagata City's downtown area.
- We will also be offering cherry blossom-themed menus.
- Why not experience the arrival of spring early?

Opening Event

- Date: Saturday, January 10, 2026, 10:30 AM
- Venue: Yamagata Station East-West Free Passage
- Opening Ceremony
- Keiozakura Blossom Gift (First 150 attendees)

★ Yamagata City's Mascot Character "Hanagata Benichan" will also make an appearance!

Winter Cherry Blossom Stamp Rally

Visit locations displaying Keiozakura blossoms to complete the cherry blossom petal design and win cherry blossom-themed prizes in a lottery! Plus, earn SUKSK points for participating! (SUKSK points are for app participants only; please register in advance via the app.)

- Period: Saturday, January 10, 2026 - Sunday, February 8, 2026
- How to Participate: Collect stamps from participating facilities, fill in the required information, and drop your completed sheet into the entry box (at Az Nanokamachi or Beni no Kura).

SUKSK



★SUKSK points are for app participants only; please register in advance via the app.



Benichan Quiz

- Period: Saturday, January 10, 2026 – Sunday, February 8, 2026
- Description: Participate in the quiz using the special entry form. Winners will be selected by lottery from the correct answers to receive Benichan merchandise!
- How to apply: Fill out the entry form available at participating facilities and place it in the entry box.

Organizer: Winter Cherry Blossom Campaign Executive Committee (Member Hotels of the Yamagata City Hotel Association [Yamagata Grand Hotel, Hotel Metropolitan Yamagata, Yamagata Nanokamachi Washington Hotel, Yamagata Eki Nishiguchi Washington Hotel, Yamagata Kokusai Hotel], Yamagata Marugoto-kan Beni-no-kura, Mizunomachiya Nanokamachi Gotenzeki, Nanokamachi Shopping St. Promotion Association, Yamagata City)

Sponsor: Yamagata Prefecture, Yamagata City Tourism Association

Inquiry: Yamagata Kokusai Hotel 023-633-1313
Yamagata City Commerce, Industry, and Tourism Department
Yamagata Brand Promotion Division 023-641-1212



Enjoy Sakura-themed Menus

Participating restaurants are offering limited-time "Sakura" menus themed around "cherry blossoms" and "spring."

We are conducting a survey for customers who dine with us.

We will hold a draw to give away vouchers and other prizes to selected respondents!

*Photos are for illustrative purposes only.

*Tax included



1 Hotel Metropolitan Yamagata

MOGAMITEI 023-628-1188

Cherry Blossom Bamboo Basket Meal
A meal brimming with seasonal flavors.
Savor this early taste of Yamagata spring,
featuring dishes like "Spring Dawn Tofu"
inspired by Keiozakura blossoms, "Shonai
Sea Bream Domoyoji Tempura," and
"Cherry Trout Saikyo-yaki."

¥4,500
11:30 – 14:00
Sat. Jan 10 – Sat. Feb 28
Closed on Weds



2 Yamagata Grand Hotel

LA SEINE

Sakura Panna Cotta

This dessert is part of
our lunch buffet. Enjoy
this spring-inspired
sakura-flavored treat.

¥ Adults ¥2,000
Kids ¥1,000
11:30 – 14:00
Sat. Jan 10 – Sun. Feb 8
Closed on Mons & Fris

023-641-2611



3 Yamagata Kokusai Hottel

GLORIOUS

Lunch Buffet

Enjoy our popular lunch buffet featuring cherry
blossom-inspired dishes. (1)Chawanmushi,
steamed egg custard, with cherry shrimp
(2)White fish mousse with aurore sauce,
garnished with cherry shrimp (3)Lightly poached
shrimp with cherry blossom petals and lily root.

¥ W-days ¥1,800
Sats & Suns ¥2,100
11:30 – 14:00 Cld: Mons & Fris
Sat. Jan 10 – Sun. Feb 8



Yamagata Marugoto-kan Beni-no-kura

SANBYAKUBOU 023-622-6965

Sakura Shrimp Tempura Soba

A set meal featuring
sakura shrimp tempura
and warm soba noodles.
Enjoy an early taste of
spring.



¥1,600
11:00 – 15:00
Sat. Jan 10 – Sun. Feb 8
Closed: Mons (if Mon is a national holiday, Tue)

BUBULA.

Sakura Blossom

A Japanese-style parfait
topped with cherry jelly,
sweet red bean paste, and
mochi balls, fragranced
with cherry blossom.

¥1,200 w/drink
11:00 – 17:00
Sat. Jan 10 – Sun. Feb 8
Closed on Weds

023-679-5103



MACHINAKA JOHOKAN 023-679-5101

January's Tokaichi [First Market]

The lion head, which eats away
misfortune and invites happiness,
welcomes you. Since ancient
times, having your head bitten
by the lion is said to ward off evil
spirits and bring good fortune.



5 N-GATE

PONT TREE CAFÉ

**Matcha Steamed Bread and
Sakura Soy Milk Amazake Set**

A set of Japanese sweets
and drinks inspired by
cherry blossoms.



¥500
11:30 – 14:30
Tue. Jan 13 – Fri. Feb 6
Cld: Weds, Sats, Suns



6 Mizunomachiya Nanokamachi Gotenzeki

CLASSIC CAFÉ

Fresh-Squeezed Sakura Mont Blanc

Our popular fresh-squeezed
Mont Blanc is adorned with
strawberry chocolate pieces
like cherry blossoms, creating
a spring-inspired treat.

¥600
11:30 – 16:00
Sat. Jan 10 – Sun. Feb 8
Closed on Mondays

023-666-3131



7 Yamagata Nanokamachi Washington Hotel

SANJUSANGENDO 023-625-1111

**Vegetable Tempura
and Barley Noodle
Sakura Set**



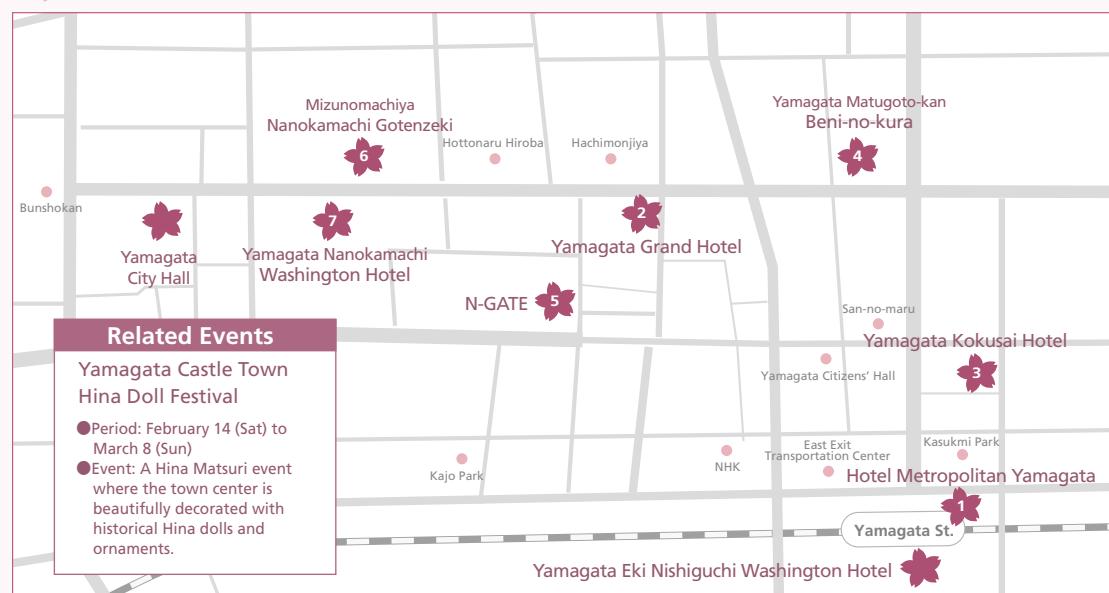
¥2,000
11:30 – 14:00
Tue. Jan 13 – Fri. Feb 6
Closed on Sats and Suns

SAKURA MAP

Keiozakura Blossom Display

*Display period may change depending on cherry blossom blooming season.

Cherry Blossom Menu Served



(Benichan Bus)

A daily loop bus service.
Please use it for convenient
and eco-friendly travel
around town.



Timetable & Map Download
[pdf 7.6MB]

