

1/10  
SAT

2/8  
SUN

2026

# 冬のさくら

キャンペーン

第17回  
さくら咲くやまがた



山形市のお広報大使  
はながた  
ベニchan



## 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!

### 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.

### 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).

ススク  
SUKSK



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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 Domyoji Tempura," and "Cherry Trout Saikyo-yaki."

¥4,500  
11:30 - 14:00  
Sat. Jan10 - Sat. Feb28  
Closed on Weds



## 2 Yamagata Grand Hotel

### LA SEINE

023-641-2611

#### 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. Jan10 - Sun. Feb8  
Closed on Mons & Fris



## 3 Yamagata Kokusai Hottel

### GLORIOUS

023-633-1313

#### 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 aurora sauce, garnished with cherry shrimp (2)Lightly poached shrimp with cherry blossom petals and lily root.

W-days ¥1,800  
Sats & Suns ¥2,100  
11:30 - 14:00 Clsd:Mons & Fris  
Sat. Jan10 - Sun. Feb8



## 4 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. Jan10 - Sun. Feb8  
Closed: Mons (If Mon is a national holiday, Tue)



### BUBULA.

023-679-5103

#### Sakura Blossom

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

¥1,200 w/drink  
11:00 - 17:00  
Sat. Jan10 - Sun. Feb8  
Closed on Weds



### 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.

Free  
10:00 - 13:00  
Sat. Jan10



## 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. Jan13 - Fri. Feb6  
Clsd: Weds, Sats, Suns



## 6 Mizunomachiya Nanokamachi Gotenzeki

### CLASSIC CAFÉ

023-666-3131

#### 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. Jan10 - Sun. Feb8  
Closed on Mondays



## 7 Yamagata Nanokamachi Washington Hotel

### SANJUSANGENDO

023-625-1111

#### Vegetable Tempura and Barley Noodle Sakura Set

¥2,000  
11:30 - 14:00  
Tue. Jan13 - Fri. Feb6  
Closed on Sats and Suns

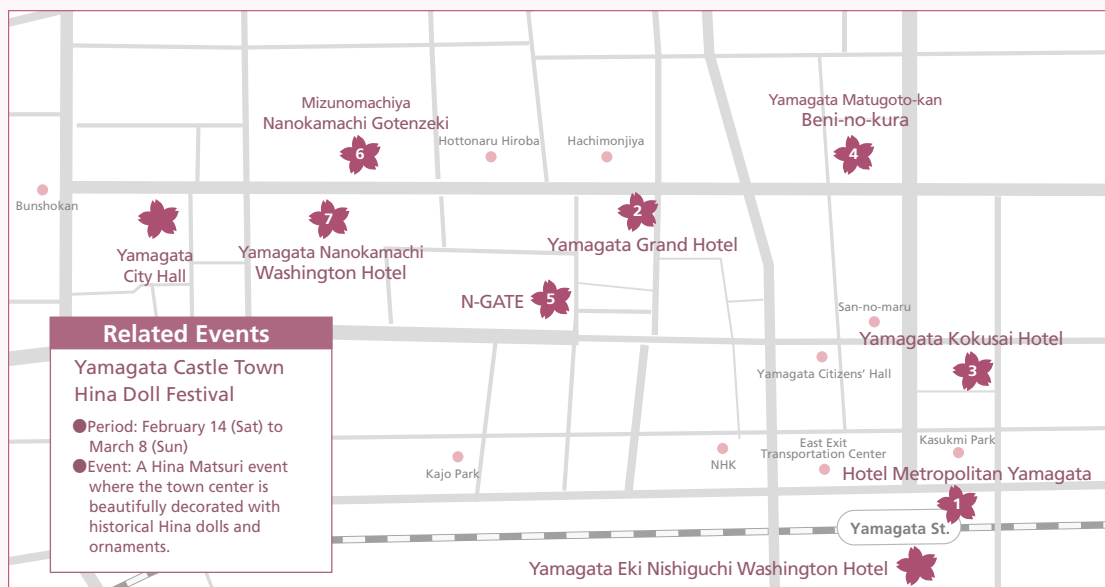


## SAKURA MAP

### Keiozakura Blossom Display

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

### Cherry Blossom Menu Served



#### Related Events

##### Yamagata Castle Town Hina Doll Festival

- Period: February 14 (Sat) to March 8 (Sun)
- Event: A Hina Matsuri event where the town center is beautifully decorated with historical Hina dolls and ornaments.



### [Benichan Bus]

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



Timetable & Map Download [pdf 7.6MB]

