



KURASHIKI

# ALL WELCOME! 「KOJIMA BLUE」

Welcome to Kurashiki! Kojima is the world-renowned "Denim Capital" of Japan.  
Amongst the rich nature and history of the Seto Inland Sea,  
we offer unique experiences and delicious local food with Halal and Vegan options.

2  
Recommended  
Itineraries



10:00 AM - 1:00 PM

Enjoy the best of both: Kojima blue denim and delicious local food.

## Model Course 1

### 1 Betty Smith Jeans Museum & Village



A complete denim experience, at Japan's oldest denim factory! The space features a Jeans Museum, an Experience Factory where you can customize jeans with your choice of trims, an Order Salon for tailoring a one-of-a-kind pair, and the Betty's Store.

### 2 KOJIMA'S UDON (Matsukaseimen)

KAMATAMA  
RA-YU UDON W



حلال  
HALAL  
FOOD

Coming in  
March 2026!



Kojima developed its own unique udon culture right across the water from Sanuki. Matsukaseimen, a local noodle factory, welcomes a diverse range of guests by offering Halal-friendly menu items made without pork or alcohol.

**C** Location: 2-1063-3 Kojima-kamincho, Kurashiki City Seating: 40 seats  
Hours: Lunch 11:30 AM - 1:30 PM Closed: Tuesdays and Sundays

\*Please note: We are not Halal certified. \*Food truck catering is available (Please contact us for details).



Scan for KOJIMA'S UDON RESTAURANT info!

\*Some restaurants do not accommodate special dietary needs.

## Model Course 2

### 1 Kojima Jeans Street



Winner of the "COOL JAPAN AWARD 2025." A wide variety of unique shops offer an extensive selection of jeans and denim products. In addition to the tourist information center, you will find "Denim Lodge & Nest"—a guesthouse and tourist lounge available for prayer and meditation.

### 2 KOJIMA'S SALT RAMEN (Soup Bar 8 by Setoiro)

Vegan Soy Milk  
Dandan Ramen



VEGAN  
MENU



KOJIMA'S SALT RAMEN, made with local salt, is the newest local specialty. Soup Bar 8 by Setoiro offers a fully Vegan menu that uses no animal-derived ingredients.

**D** Location: 1-6-1 Kojima-ajino, Kurashiki City Seating: Up to 20 people (Standing room available) Hours: Mon-Fri: 11:00 AM - 3:00 PM Sat, Sun & Holidays: 11:00 AM - 8:00 PM Closed: Irregular holidays (Please check our official Instagram for updates)

\*Please note: This product contains alcohol. \*We are not Vegan certified. \*Other Vegan options are available, including plain bagels and vegetable curry. \*Halal-friendly rice bowls are coming in February 2026!

Scan for KOJIMA'S SALT RAMEN restaurant info!

\*Some restaurants do not accommodate special dietary needs.



Also  
Recommended

E

Nozaki's  
Historical Residence  
Experience History and Tradition

The NOZAKI HISTORICAL RESIDENCE tells the history of Kojima's thriving salt industry. Tour the historic estate and even try making your own salt! (Reservation Required). It is a cultural experience that everyone can enjoy!



After 1:00 PM

Immerse yourself in nature and culture amidst the beautiful blue of the Seto Inland Sea.

### 3 Washuzan Hill



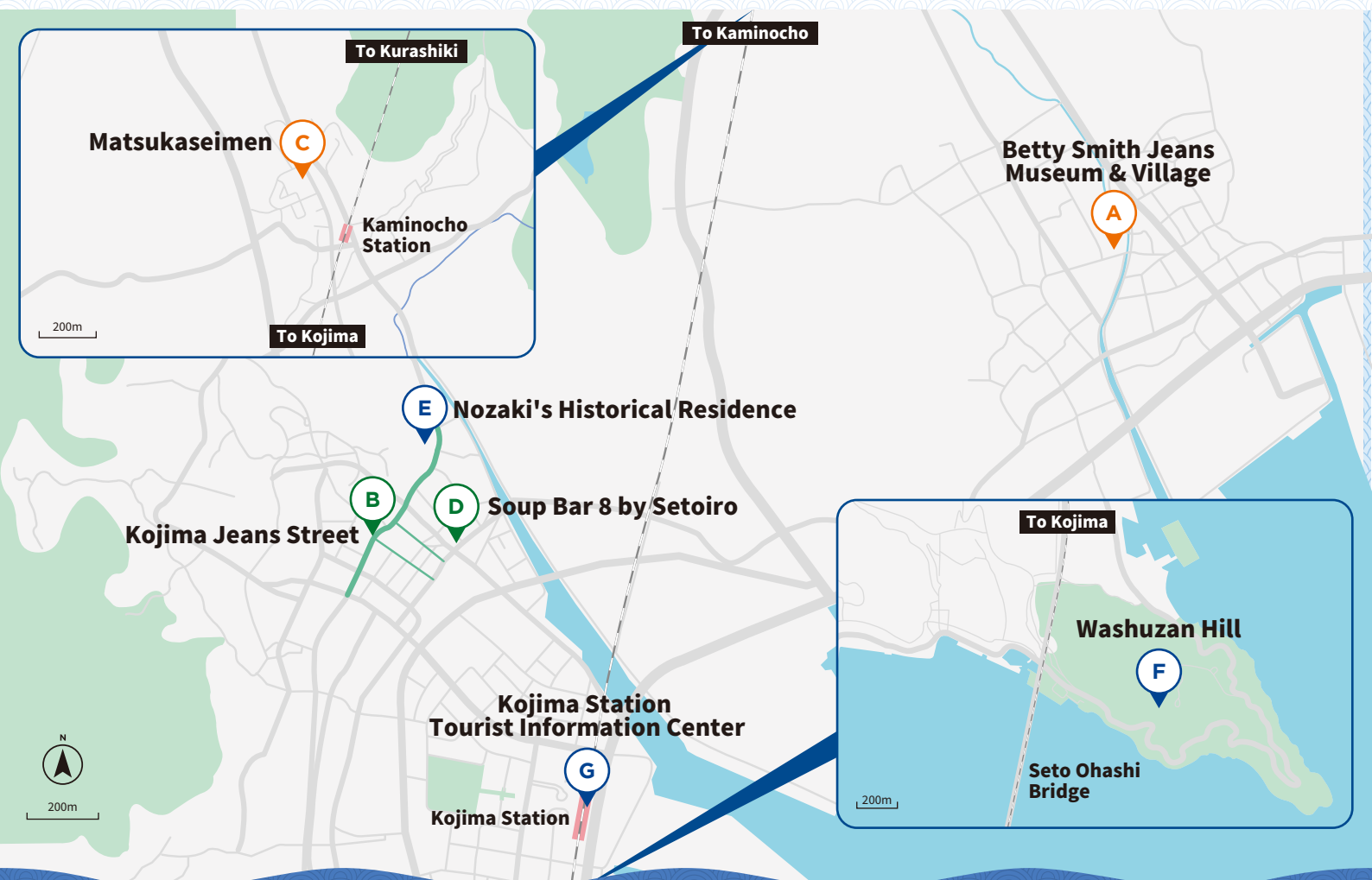
Washuzan Hill is a famous scenic spot known for its stunning views of the Seto Ohashi Bridge and the beautiful islands of the Seto Inland Sea. At the WASHUZAN REST HOUSE, shop for high-quality textile products, enjoy Vegan-friendly menu options, and make use of the dedicated Quiet Room for prayer and meditation. The Washuzan Visitor Center offers Indigo Dyeing experiences (Reservation Required), for a full experience of both nature and culture.

Peace of  
Mind for  
Your Journey

#### Kojima Station Tourist Information Center

JR Kojima Station is decorated with denim icons throughout the station. A space for prayer and meditation is also available for use (Saturdays, Sundays, and Holidays only).

Hours: 9:00 AM – 5:30 PM (Closed: December 29 – January 3)



You can find  
All Welcome stores in Kurashiki here!



Kurashiki Visitors & Convention Bureau  
Email: [info@kankou-kurashiki.jp](mailto:info@kankou-kurashiki.jp)  
Planning and Production: Kurashiki City MICE Promotion Office