

SHOPPING

A:Address T:Telephone H:Hours D:Days closed

P21-D-4 Yamaguchiya Liquor Shop

Yamaguchiya, situated on the basement level of S-PAL at Sendai Station, offers a product assortment consisting mainly of local sake brands. In fact, it handles 110 kinds of sakes from nineteen local breweries in Miyagi Prefecture. One of the recommended sake brands is Uragasumizen (¥2,247, including tax). You will find that the store's basement location in the station building makes it very convenient.

- A 1-1 Chuo 1-chome, Aoba-ku, Sendai
- T (022) 264-1651
- H 10:00 A.M.–8:00 P.M.
- D Irregular, New Year's Day



P21-C-4 Junkudo Sendai Store

The Junkudo store, with its vast inventory of 500,000 books, is Tohoku's largest single store space. On the sixth floor, you will find foreign books such as maps and guidebooks. Foreign magazines, paperbacks, and Japanese texts are found on the seventh. Desks and chairs are provided to make your visit comfortable and relaxing. Coffee is available for a nominal charge.

- A E-Beans 6/7F, 1-1 Chuo 4-chome, Aoba-ku, Sendai
- T (022)265-5656
- H 10:00A.M.–8:00P.M.
- D Irregular



P24-A-2 Ishii

Specializing in sweet broiled chestnuts—a popular midday treat—the Ishii store uses quality chestnuts direct from designated growing areas in Hebei Province, China. These delectable chestnuts are then individually inspected at the store before they are broiled to perfection. The chestnuts come in souvenir packs, but you can also buy them in any amount you like.

- A 26-17 Tachi-machi, Aoba-ku, Sendai
- T (022)712-0255
- H 10:00A.M.–7:00P.M.
- D None



P25-D-4 Disney Store, Sendai Toei Plaza Shop

On the first floor, you will find the hottest new items, all in one place. The second floor features a selection of cookies and candies that are hard to find overseas. The store carries a large volume of goods that are unique to Japanese Disney stores, including stuffed animals, household accessories, and foods.

- A 2-10 Ichiban-cho 4-chome, Aoba-ku, Sendai
- T (022)214-3737
- H 10:00A.M.–9:00P.M.
- D None



P20-B-2 New Friend, Aoba Street Shop

Here's a specialty store dedicated to soccer, volleyball, handball, and rugby, with the soccer selection being particularly impressive. The store carries all the top domestic and overseas brand-name shoes, along with a large selection of soccer wear featuring designs from all over the world. Interested in basketball or track and field? New Friend has other stores specializing in these sports, too. Ask for details!

- A 1-7 Chuo 2-chome, Aoba-ku, Sendai
- T (022)224-0941
- H 10:00A.M.–8:00P.M.
- D Irregular (10:00A.M.–7:00P.M. on weekends/holidays)



P23-D-3 Maruzen Sendai Ichiban-cho Shop

The Maruzen store features a large assortment of foreign books, such as magazines, children's picture books, paperbacks, books on Japan, dictionaries, maps, and more. On the second floor, you will find a selection of exquisite Japanese stationary arranged under the theme of "Beautiful Japan".

- A 3-32 Ichiban-cho 2-chome, Aoba-ku, Sendai
- T (022)224-8018
- H 10:00A.M.–7:30P.M.
- D Irregular (10:00A.M.–7:00P.M. on Sundays/holidays)



P21-C-2 Sanrio Sendai Gift Gate

This store is under the direct management of Sanrio, the company world-famous for its Hello Kitty products. The store has the Tohoku region's largest selection of merchandise, including a wide variety of seasonal items along with character-based products you simply won't find outside Japan. Sanrio's original sweets and greeting cards are recommended souvenirs for overseas visitors.

- A 6-1 Chuo 2-chome, Aoba-ku, Sendai
- T (022)223-3335
- H 10:00A.M.–8:00P.M.
- D Irregular



P23-D-3 Ships Sendai Shop

This store is justly famous, having been featured in several Japanese fashion magazines. With "Stylish & Basic" as its principle theme, the store carries products ranging from fashion apparel for women, men, and children to general goods. Ships even offers a variety of imported goods from Europe and the U.S.

- A 5-5 Ichiban-cho 2-chome, Aoba-ku, Sendai
- T (022)265-0261
- H 11:00A.M.–8:00P.M.
- D None(except year-end/New Years holidays)



P23-C-1 Beams Sendai

A store much-loved by Japan's young generation, Beams presents a stunning array of casual wear, business suits, and accessories for men and women, along with general goods and other small items. The concept is to create a better, more comfortable lifestyle through fashion.

- A 2-1 Kokubun-cho 1-chome, Aoba-ku, Sendai
- T (022)263-2011
- H 11:00A.M.–8:00P.M.
- D None



P23-E-1 Shimanuki

With its wide assortment of traditional arts and folk crafts representing Sendai and the Tohoku region, this store conveys the energy and spirit of Old Japan. Its selection includes traditional Kokeshi dolls, made using techniques handed down through generations, along with modern Kokeshi dolls, Japanese paper and paper products, lacquered toys, and many more. Here is where you will find the souvenir that makes for happy memories. <http://www.shimanuki.co.jp>

- A 1-17 Ichiban-cho 3-chome, Aoba-ku, Sendai
- T (022)223-2370
- H 10:00A.M.–8:00P.M.
- D None (10:30A.M.–7:30P.M. for S-PAL Store)



P23-D-1 Kenzo Paris, Sendai Shop

Kenzo, the most reputable Japanese fashion boutique in Paris, has a shop here in Sendai, where you will find all the special items for which you have been searching. The shop carries its Paris collections and the latest items featured in that location, available in a range of sizes. Only a directly managed store such as this can provide such a remarkable selection of styles and other boutique accessories.

- A 11-6 Ichiban-cho 3-chome, Aoba-ku, Sendai
- T (022)267-7005
- H 11:00A.M.–8:00P.M.
- D Irregular



P23-D-2 Ouchiya

Any woman would love to visit Ouchiya at least once. This is one of the largest ladies' lingerie stores in the Tohoku region, carrying all the most-famous domestic and foreign brand names along with outerwear and accessories. The second floor has thirteen fitting rooms to make your shopping comfortable and convenient.

- A 5-12 Ichiban-cho 3-chome, Aoba-ku, Sendai
- T (022)261-4131
- H 10:30A.M.–8:00P.M.
- D Irregular



Miyagi Produce and Souvenir Display Room

Learn more about the attractions of Miyagi Prefecture through its produce and crafts. Tourist information also available - feel free to call or visit us.



●Hours 8:45 - 16:45
(Closed Saturdays, Sundays and holidays)

Located on 1F of Miyagi Prefectural Office at 3-8-1 Honcho Aoba-ku Sendai, Miyagi
TEL/022-211-2822

Trips Out Of Town



SHICHIGAHAMA

Shichigahama-machi Industry Section, Commerce, Industry & Sightseeing Subsection

5-1 Aza-Ushi Tanibe, Togu, Shichigahama-machi, Miyagi-gun TEL 022-357-2111 FAX 022-357-5744
URL <http://www.tine-i.ne.jp/shichigahama/> E-mail sitimati@alles.or.jp



Shichigahama Kokusaimura (Shichigahama International Village): Shichigahama Kokusaimura (Shichigahama International Village): This facility, with its history as a center of international exchange, plays a key role in the development of modern culture.



Shobuta Beach: Tohoku's first seaside resort, and the third in the entire nation, hosts great numbers of tourists each year.

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P21-C-4 E-Beans

A huge variety of stores offering dining, fashions, sports, books, music, medicines, 100-yen goods, etc., makes for a lively atmosphere in this nine-story building, situated close to the station. Just behind E-Beans you will find a market bustling with eager shoppers. It is a great place to see the variety of fresh foods produced in Miyagi Prefecture.

- A 1-1 Chuo 4-chome, Aoba-ku, Sendai
 T (022)715-5222
 H 10:00A.M.–8:00P.M.
 D Irregular



P21-E-2 Laox Sendai Shop

The famous Laox multimedia discount store is located just a 1-minute walk from the east exit of Sendai Station. From the basement floor up to the fourth floor, the store offers a stunning array of household appliances, PCs, and audiovisual products. Visitors can even take their pick of musical instruments, famous brand-name bags, and designer perfumes. Want to experience the Internet? You can do so here as well, for a minimal charge.

- A 1-25 Tsutsujigaoka 2-chome, Miyagino-ku, Sendai
 T (022)292-2211
 H 9:30A.M.–9:00P.M.
 D Irregular



P21-E-4 Yodobashi Camera Sendai Shop

The Sendai location of world-famous Yodobashi Camera, located just a minute from the east exit of Sendai Station, carries all the multimedia products one could want. Cameras, PCs, telecommunications apparatus, AV products, household appliances, musical instruments, CDs, MDs, and DVDs are all on display and ready to go. Yodobashi's slogan says it all: "The latest quality products at low prices, with great service!"

- A 3-1 Tsutsujigaoka 1-chome, Miyagino-ku, Sendai
 T (022)295-1010
 H 9:30A.M.–9:00P.M.
 D Irregular



P21-D-4 S-PAL

Within Sendai Station, there is a fashion center lined with shops bearing famous names, and on the basement floor is a dining plaza offering Japanese, Western, and Chinese cuisine, along with fast food. Various local Sendai specialties are available, as well. The second floor is connected directly to the ticket gates for JR lines, while the third floor leads to the Shinkansen bullet trains.

- A 1-1 Chuo 1-chome, Aoba-ku, Sendai
 T (022)267-2111
 H 10:00A.M.–8:00P.M.
 (11:00A.M.–10:00P.M. for restaurants on B1F)
 D Irregular



P21-C-2 Sendai Vivre

You can find Vivre immediately upon exiting the west side of Sendai Station. In fact, this may be the most convenient department store a traveler could hope to find. Just go to the pedestrian deck on the second floor, and the station is directly in front of you. With food, clothing, books, music, it is the perfect place to enjoy some last-minute shopping.

- A 9-33 Chuo 1-chome, Aoba-ku, Sendai
 T (022)261-6111
 H 10:00A.M.–8:00P.M.
 D Irregular



P21-C-3 Juijya

The second floor is popular for its colorful, hip teen clothing, and on the third floor is a UNIQLO shop, home of Japan's most talked-about fashion maker. Level B2F features a discount liquor store selling nationally-known sake brands and wines from world-famous vineyards.

- A 6-1 Chuo 3-chome, Aoba-ku, Sendai
 T (022)266-4321
 H 10:00A.M.–8:00P.M.
 D Irregular



P23-D-2 Fujisaki

The distinguished Fujisaki department store calls Sendai home. This location actually consists of three buildings: in addition to the eight-story main building, you will find the Annex Omachi, featuring shoes and interior items, and Annex Ichiban-cho, with popular Agnes B boutiques. An extensive selection of quality products makes Fujisaki a popular destination.

- A 2-17 Ichiban-cho 3-chome, Aoba-ku, Sendai
 T (022)261-5111
 H 10:00A.M.–7:30P.M.
 (10:00A.M.–7:00P.M. in Jan./Feb.; 11:30A.M.–10:30P.M. for Mori-no-Parque beer restaurant on B1F of Annex Ichiban-cho) D Irregular



P20-A-3 Daiei Sendai Store

Part of Japan's largest supermarket chain, the Sendai Daiei store carries a huge assortment of farm-fresh produce and quality foods, daily commodities, drugs, clothes, cosmetics, electrical appliances, home furnishings, stationery, toys, bicycles, sporting goods, and more. Reasonable prices make Daiei especially popular.

- A 3-6 Chuo 2-chome, Aoba-ku, Sendai
 T (022)261-1251
 H 10:00A.M.–9:00P.M.
 D Irregular



P25-D-4 Forus

All the floors of this fashion building are filled with shops made famous in the fashionable Tokyo districts of Harajuku, Aoyama, and Shibuya, as well as the boutiques of top fashion designers such as Issei Miyake, Kenzo, and Takeo Kikuchi. Bargain sales always draw long lines, which start forming in the early hours of the morning.

- A 11-15 Ichiban-cho 3-chome, Aoba-ku, Sendai
 T (022)264-8111
 H 10:00A.M.–8:00P.M.
 D Irregular



P25-D-2 Mitsukoshi Sendai Store

Ever since its founding in 1673, this venerable department store has maintained a tradition of quality and service. From the world's finest brands to everyday food products, Mitsukoshi's carefully selected items are testament to its excellent reputation.

- A 4-8-15 Ichibancho, Aoba-ku, Sendai
 T (022)225-7111
 H 10:00A.M.–7:30P.M.
 (Basement floors open until 8:00P.M.)
 D None (except New Year's Day)



P25-C-2 141

This fashion center stands on Jozenji-dori Avenue, which is lined with gorgeous zelkova trees. On the fifth floor, you will find L-Park Sendai, a place for active local people: the sixth floor houses a studio and gallery. This building is not just a fashion spot; it is a multifaceted location for visitors and Sendai natives alike.

- A 11-1 Ichiban-cho 4-chome, Aoba-ku, Sendai
 T (022)268-0141
 H 10:00A.M.–8:00P.M.
 (11:00A.M.–9:30P.M. for restaurants on B2F)
 D Irregular



P25-C-3 Shall

Shall is a shopping plaza popular among fashion-conscious junior and senior high-school students. In addition to shops for budget-priced fashionable clothing, this colorful location also features game shops and CD stores, and even a pro shop for snowboarders. For a relaxing massage or tanning treatment, try the fifth floor. The basement-level supermarket can meet all your needs.

- A 4-30 Ichiban-cho 4-chome, Aoba-ku, Sendai
 T (022)265-3810
 H 10:30A.M.–8:00P.M.
 (10:30A.M.–9:00P.M. for Supermarket OK on B1F)
 D Irregular



Office	Address	Telephone number	Hours/Languages
Sendai Tourist Information Center <small>JNTO designated office</small>	〒980-0021 2F JR Sendai Stn. 1-1-1 Chuo Aoba-ku Sendai	022-222-4069	8:30~20:00 ○English only
Sendai International Center Koryu Corner <small>JNTO designated office</small>	〒980-0856 Sendai International Center 1F Aobayama Aoba-ku Sendai	022-265-2471	9:00~20:00(No fixed holidays) ○English only
Matsushima Kaigan Station tourist information office	〒981-0213 7-1 Namiuchihama Matsushima-cho Miyagi-gun	022-354-2263	10:00~17:00 (Varies seasonally) ○English/Korean/Chinese (Pamphlets available in nine languages)

*Please note that foreign language speaking staff may not always be available.

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P21-D-4 Kumagaiya

Sendai *dagashi* are assorted traditional confectioneries that the people of Sendai remember fondly from childhood. The original manufacturing process has been passed down for over 300 years, and its handcrafted sweets are still made one by one. The flavors are simple and homey, recalling the "good old days". The specialties of Kumagaiya are designated nationwide as recommended souvenirs.

- A 1-1 Chuo 1-chome, Aoba-ku, Sendai S-PAL B1F
- T (022)267-4045
- H 10:00A.M.–8:00P.M.
- D Irregular



P20-B-2 Miyoshido

This charming store specializes in Japanese dolls. According to the Japanese calendar of seasonal events, the store displays its exquisite Hina dolls for the Girl's Festival beginning in January through the festival on March 3. Then, the gallant Gogatsu dolls for Boy's Festival are put up for display until May 5. Miyoshido mainly features Hakata dolls throughout the year, and it also offers a selection of dolls suitable for visitors from overseas.

- A 2-29 Chuo 2-chome, Aoba-ku, Sendai
- T (022) 261-2361 H 9:00A.M.–6:30P.M.
- (10:00A.M.–6:30P.M. on Sundays/holidays)
- D Irregular



P22-A-1 Kasho Sanzen

Sendai store renowned throughout Japan for its A delicious cakes and confectionery. Choose from a large assortment of luxurious treats, especially Japanese confections. A particular favorite is Hagii no Tsuki cakes filled with custard cream - the perfect souvenir of Sendai. Available at department stores in the city and at sightseeing locations such as Matsushima.

- A 2-14-18 Omachi Aoba-ku Sendai
- T (022)-263-3000
- H 7:00A.M. - 11:00P.M.
- D 365 days



P23-D-1 Igeta Ichiban-cho Main Store

This is a prestigious seller of Japanese teas and sweets, items essential to the Japanese lifestyle. In addition to high-quality Japanese teas, Igeta also presents Japanese sweets such as Dorachan, Kikufuku, and green tea ice cream. No visit to Japan would be complete without them. Taste and savor Japan.

- A 8-11 Ichiban-cho 3-chome, Aoba-ku, Sendai
- T (022)261-1351
- H 10:00A.M.–7:30P.M.
- D None



P25-C-2 Kikuchi

The Kikuchi stationery store is known for its impressive assortment of supplies for Japanese traditional art, calligraphy, ink painting, and Japanese-style painting, with writing brushes being particularly popular with visitors. Greeting cards made of *washi*, or figured paper, are uniquely Japanese. Their light weight makes them an ideal choice for the souvenir seeker.

- A 10-18 Ichiban-cho 4-chome, Aoba-ku, Sendai
- T (022)222-7511
- H 9:00A.M.–8:00P.M.
- D Irregular



P23-D-1 Kanezaki

This is Miyagi Prefecture's best-selling maker of *sasa-kamaboko*, or fish-paste cake in a bamboo-leaf shape. This particular dish is known as a healthy food, since it's rich in protein yet low in calories. It makes an excellent souvenir, too. This store's featured special—*Tairyō bata*—will fill you up like nothing else can. Assorted sets are available from ¥1,000.

- A 5-16 Ichiban-cho 3-chome, Aoba-ku, Sendai
- T (022) 265-4531
- H 9:00 A.M.–7:00P.M. on weekdays
- D None



P22-B-1 Shiromatsu Bansui-dori Store

Shiromatsu enjoys national renown for its Japanese traditional sweets, called monaka (bean-jam-filled wafers) and yokan (sweetened gelatin). In addition to the first-floor store, there's the Furusato on the second floor, where one can enjoy a light meal and selection of sweets, an art gallery on the third, and a Japanese pottery art salon on the fourth. It all adds up to a memorable visit.

- A 8-11 Kokubun-cho 1-chome, Aoba-ku, Sendai
- T (022)261-9031
- H 9:00A.M.–7:30 P.M.
- D New Year's Day



P21-C-4 Animate Sendai

Looking for Japanese comic books or cartoon-character goods? Well, this is the place for you. The Animate store also carries a big selection of CDs, videos, DVDs, and game software. You will not have any trouble finding materials for cartooning either. Notebooks, trading cards, and posters are among the favorite souvenir choices.

- A 8-5 Chuo 3-chome, Aoba-ku, Sendai
- T (022)264-0437
- H 10:00A.M.–7:00P.M.
- D None (except New Years Day)



P25-D-4 Asakyu

Asakyu, a specialty shop specializing in bags and shoes, carries a selection of bags that can go with a kimono as well as a modern outfit. Some are perfect for parties, with their exquisite Japanese-style colorations, while others are more casual for everyday use. Try a pair of *zori*, traditional sandals. They are not only comfortable but also make excellent souvenirs, as well.

- A 2-14 Ichiban-cho 4-chome, Aoba-ku, Sendai
- T (022) 222-5344
- H 10:00 A.M.–7:00 P.M.
- D None



P20-B-4 Sasanao Minamimachi-Dori Shop

The taste of *sasa-kamaboko*—or fish-paste cake in a bamboo-leaf shape—is a Miyagi delicacy that varies in character from store to store. This store's specials are carefully produced *tenohira-kamaboko* (a palm-sized fish-paste cake) and *otofu-kamaboko*, which contains tofu. The deliciousness of every dish is guaranteed, and the assortments priced at ¥2,000 to ¥3,000 are quite popular.

- A 10-24 Chuo 3-chome, Aoba-ku, Sendai
- T (022)266-5270
- H 9:00A.M.–7:00P.M.
- (9:00A.M.–6:00P.M. on Sundays/holidays)
- D New Year's Day



P23-E-1 Diso&Aoyama 100Yen Shop

How amazing it is to find such a huge variety of household goods, interior, cosmetics, batteries, calculators, stationery, foods, and many more all for only ¥100 each, in a single store! It is a great place to replace things you have used up during your travels, along with a few choice souvenirs. Japanese folk crafts, kites, yo-yos, masks and fans make perfect choices.

- A 6-7 Ichiban-cho 3-chome, Aoba-ku, Sendai
- T (022)722-6520
- H 10:00A.M.–9:00P.M.
- D None



P21-D-3 Ams Seibu

Featuring nearly 100 stores and shops operated by well-known domestic and overseas brands—including Ralph Lauren, J. Press, Takeo Kikuchi and more—this fashion center is extremely popular with young people. On the basement level you'll find the world-famous Muji store and a variety of snack shops, while the eighth floor has a number of quality restaurants.

- A 10-10 Chuo 1-chome, Aoba-ku, Sendai
- T (022)264-0111
- H 10:30A.M.–8:30P.M.
- (varies according to the season)
- D None

