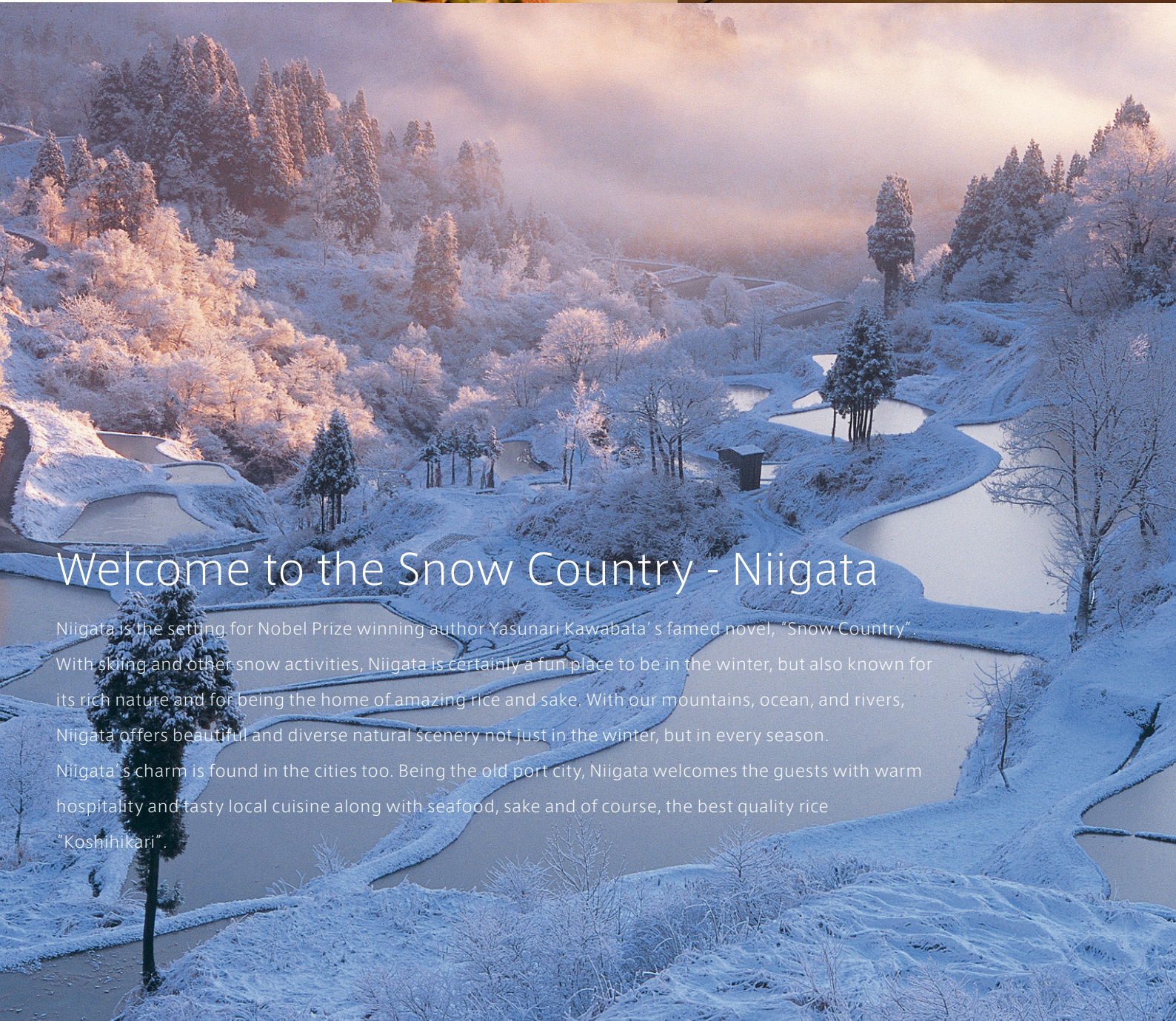


02

Niigata Prefecture



Welcome to the Snow Country - Niigata

Niigata is the setting for Nobel Prize winning author Yasunari Kawabata's famed novel, "Snow Country". With skiing and other snow activities, Niigata is certainly a fun place to be in the winter, but also known for its rich nature and for being the home of amazing rice and sake. With our mountains, ocean, and rivers, Niigata offers beautiful and diverse natural scenery not just in the winter, but in every season. Niigata's charm is found in the cities too. Being the old port city, Niigata welcomes the guests with warm hospitality and tasty local cuisine along with seafood, sake and of course, the best quality rice "Koshihikari".

うまさぎっしり新潟



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