

# NPO Shimokawa Tourist Association



## Hand-pulled Udon Festival

Initially, Shimokawa began producing hand-stretched noodles as a way to occupy farmers during the snowy winter months. Now, udon-making has become an important industry for the town, and it can be bought from shops or eaten in many of its restaurants. Shimokawa also boasts an Udon Festival, which will be held for the 14th time in August of 2017. This is a community affair involving performances, free hand-grabbing of dried udon noodles, udon-eating competitions and festival floats.

Schedule: August 26th (SAT) – August 27th (SUN)

Place: Behind the Shimokawa Bus Terminal

26th(SAT)		27th(SUN)	
<b>Noon ~Evening</b>	<b>Market</b> Stalls selling Shimokawa' s hand-pulled Udon noodles/ Delights using local ingredients	<b>Morning ~Afternoon</b>	<b>Market and other workshops</b> Shimokawa' s hand-pulled noodles/ Delights using local ingredients/ Local crafts and specialties
<b>Afternoon</b>	<b>Free hand-grabbing of dried hand-pulled noodles</b> Grab Shimokawa' s hand-pulled noodles with one hand to take home as souvenir (women and children only)	<b>Noon ~Afternoon</b>	<b>Free hand-grabbing of dried hand-pulled noodles</b> Shimokawa' s local delights and crafts/ Grab Shimokawa' s hand-pulled noodles with one hand to take home (women and children only)
<b>Evening</b>	<b>Furusato-Donchan : Festival performances and Mikoshi parad</b> Local men in red traditional cloth underwear roam around carrying a Mikoshi with golden penis and a woman, while the crowd pour water on the party		

\*\*\*\*\* Special Offer \*\*\*\*\*

- A handout of English guide to Shimokawa' s Udon Festival
- For more than 500 yen purchase of meals or regional specialties at the festival, receive a ticket and visit the information center to get a gift of one package of Shimokawa' s hand-pulled udon!