

## An Extraordinary Experience in the "Land of Fruits and Serenity"

Niki Town's tagline is "The Land of Fruits and Serenity." It reflects the seasonal variety of fruits and agricultural products and the tranquil beauty of its picturesque landscapes. In recent years, more visitors than ever have come to experience the unique charm of our town. What feels like an ordinary part of daily life for us is often described as extraordinary by our visitors. Since becoming mayor in 2013, I have been working to provide a valuable experience for our visitors.

I have implemented initiatives to further develop our agricultural potential, including efforts to enhance the wine industry, ensuring our town continues to thrive. From the hilltops and mountains, the view of Niki's expansive agricultural landscapes is truly captivating. Visitors can enjoy fruit picking, winery tours, and beautiful scenery. We warmly invite you to experience everything Niki has to offer.

## The Niki of Today

Niki Town has long utilized its ideal climate and location to produce a wide variety of fruits. Among these, cherries stand out as the most prominent crop, boasting the highest cultivation area and production volume in Hokkaido. They are also a popular gift choice in Japan's hometown tax donation system. Recently, we have branded our Shine Muscat grapes under the name "La  $\cdot$  La  $\cdot$  shine." As the northernmost Shine Muscat production area in Japan, Niki is making exciting progress in this field.

Mayor of Niki

The advanced cultivation techniques developed through our fruit farming have also been applied to growing cherry tomatoes. With the highest production volume in Hokkaido, Niki is recognized as one of Japan's leading producers.

Since being designated as the Niki Wine Special Zone in 2017, our wine industry has flourished, with new wineries and vineyards emerging. These establishments collaborate to host events, helping Niki grow as a unique wine-producing region.

## History of Niki Town

- 1879 Niki Takeyoshi settles in Niki Village from Tokushima's Awa Province
- 1880 Niki village becomes officially established
- Apple cultivation begins in Niki; rice farming begins in Oe Village
- 902 Niki, Oe, and Sando Villages merge to form Oe Village
- Oe Village is renamed Niki and designated as a town
- 968 Grape cultivation for winemaking begins
- Niki signs a sister-town agreement with Kawashima Town in Tokushim (now Yoshinogawa City)
- .984 Commencement of the 1st Cherry Festival
- 87 Sun Sports Land Niki (now Consadole Niki Park) opens
- 001 🛉 Fruit Park Niki opens
- Niki Wine Special Zone designated as a Cabinet Office Special Reform Zone

#### Becoming a Must-Visit Destination

The section of the Shiribeshi Expressway connecting Niki Interchange to Yoichi Interchange opened in 2025 and the Hokkaido Shinkansen is expected to extend to Sapporo in the near future. Working together with neighboring municipalities like Otaru, Yoichi, and Niseko, we are striving to create an attractive region that welcomes both domestic and international visitors.



#### Access

#### By Public Transit

#### JR Train

- •New Chitose Airport to Niki Station (approx. 2h)
- •Sapporo Station to Niki Station (approx. 1h 20m)
- Otaru Station to Niki Station (approx. 30m)

#### By Bus

- •Highway buses available from New Chitose Airport to Sapporo Station (approx. 80 minutes)
- •Sapporo to Niki (approx. 2h)
- •Otaru to Niki (approx. 40m)
- •From Sapporo or Otaru, please use the Hokkaido Chuo Bus, Iwanai Express, or Niseko Express bus services.

#### By Car

#### Using Expressways

- •New Chitose Airport to Niki (approx. 1h 30m)
- •Sapporo to Niki (approx. 1h 10m)
- •Otaru to Niki (approx. 40m)

#### Shrine

#### Niki Shrine

Known as the "Wine Shrine," Niki Shrine is a local power spot featuring wine barrels donated by local wineries, wine-themed stone lanterns, and a purification fountain designed to resemble wine bottlesperfectly reflecting the character of Niki. The shrine's original wine-themed lucky charms are also very popular.

■Address: 2-14 Minamimachi, Niki Town, Yoichi District, Hokkaido

Access: A 10-minute walk from JR Niki Station







#### Outdoor

#### **MOUNT NIKI**

Surrounded by the mountains of Niki, Mount Niki is a lush outdoor field where you can enjoy special moments with your loved ones along our theme: With Your Buddy. Adjacent to the Yoichi River and surrounded by stunning nature, it offers fully equipped facilities for both day trips and overnight stays.

■Address: 2-715-1 Oe, Niki Town, Yoichi District

Access: A 20-minute drive from Niki IC



#### Stay at a Kominka Traditional Japanese House

#### Guest House Azuma

This is a private lodging house limited to one group per day surrounded by fruit orchards. Guests have exclusive access to the orchard and terrace deck, making it an ideal spot for larger groups. Relax as if you were at home. Pets are welcome to stay with you.

■Address:
12-32-1 Kitamachi, Niki Town, Yoichi District, Hokkaido 12-32-1 Kitamachi, Niki Town, Yoichi District, Hokkaido

Access: A 5-minute drive from JR Yoichi Station





#### Fruit Picking

#### **Explore Local Orchards**

Fruit production in Niki dates back to the Meiji era. Over the years, advanced cultivation techniques combined with the town's rich natural environment have made it one of Japan's leading fruit-producing regions. There are over 20 tourist orchards in Niki. During the fruit-picking season, visitors can enjoy harvesting cherries, grapes, blueberries, plums, apples, and more.



#### Fruit Theme Park

#### Fruit Park Niki

Fruit Park Niki was created as a place to enjoy the natural bounty and fruits of Niki, a region highly suited to fruit cultivation. The spacious park features Niki's specialty fruits, such as cherries, apples, and grapes, as well as flowers such as lavender and cosmos. It also offers playgrounds, a restaurant, a local specialty shop, and lodging.

16-121 Higashimachi, Niki Town, Yoichi District, Hokkaido

■Access:
A 5-minute drive from JR Niki Station (along Fruit Road)







#### Discover the charms of Niki Town, the "Land of Fruits and Serenity," where you can immerse yourself in nature in a

peaceful rural setting.

JOURNEY











### Craft Beer

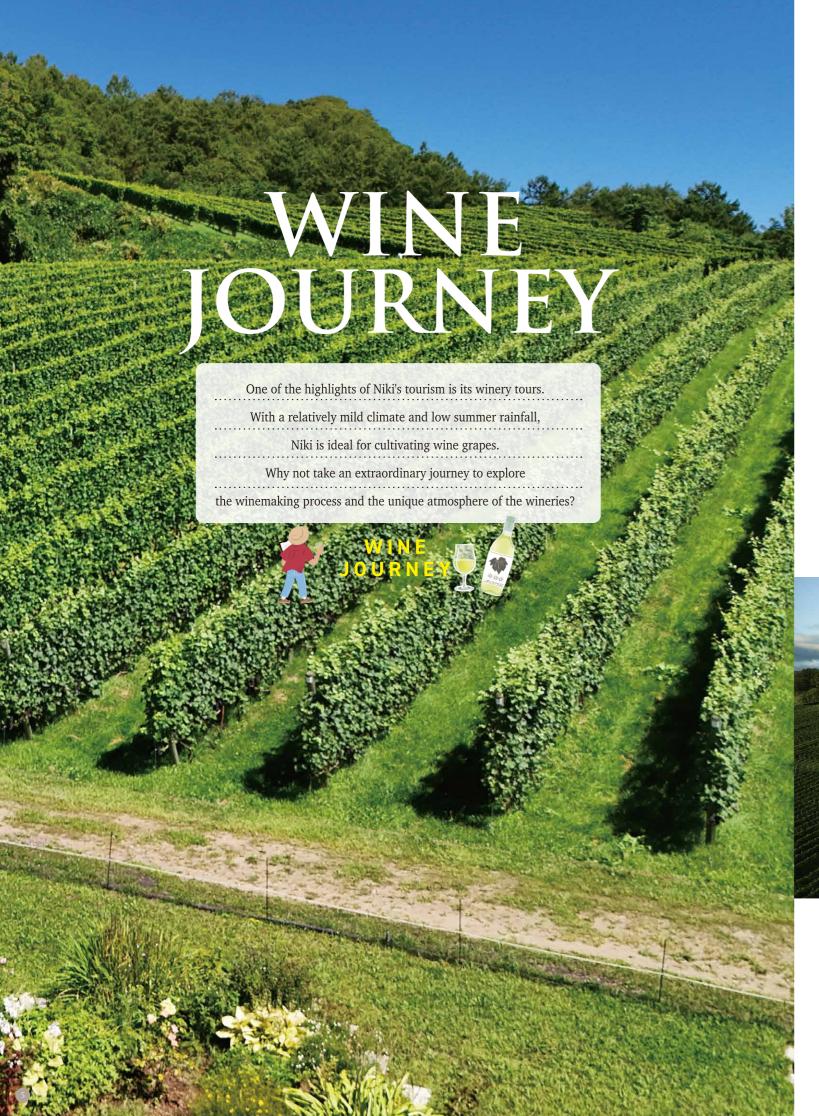
#### NIKIYA

At Nikiya's main store, seasonal fruits and vegetables harvested at their peak are available. Enjoy original dishes, desserts, and craft beer made with locally sourced ingredients. Their fields are the foundation for the many joys that agriculture brings. Be sure to visit and savor the fresh, unique flavors of this region.

■Address: 10-105-4 Minamimachi, Niki Town, Yoichi District, Hokkaido

■Access: A 6-minute drive from the Niki IC along Fruit Road





#### Soba and Japanese Wine in Asahidai, Niki Town

In Asahidai, Niki Town, surrounded by vineyards with a view of Mt. Chohaku, enjoy handmade thin-cut soba made with stone-ground Hokkaido buckwheat flour, prized for its aroma and smooth texture. Pair your meal with local wines or a selection of Japanese wines, offering a perfect combination with the soba.

#### Capturing the Essence of Asahidai's Clear Atmosphere

A white wine primarily composed of Chardonnay and Pinot Gris. Made using wild yeast and the natural power of grapes, it features aromas of green apple, pear, citrus, chamomile-like white flowers, and hints of black sugar, with a subtle bitterness in the finish.



#### Address: 257 Asahidai, Niki Town, Yoichi District, Hokkaido

naritaya









selection of Japanese wines from across the country. Beer, sake, non-alcoholic beer, and soft drinks are also available.





See our wine offerings, partake in tastings, visit the restaurant, stay overnight, or see what kind of day-trip experiences you can book on your next trip.







#### World-Class Winemaking

Opened in July 2019, NIKI Hills Winery is a multi-purpose facility featuring vineyards, a winery, gardens, and accommodations. Aiming to attract visitors from around the world, it produces award-winning wines. Visitors can enjoy winery tours, tastings, and dishes made with local ingredients while taking in stunning views of Niki.

#### Unlocking the Full Potential of Grapes

The flagship of NIKI Hills Winery. It features aromas of green apple and citrus with the clean, refreshing acidity of Hokkaido wines. Perfectly pairs with simple seafood dishes.



#### NIKI Hills Winery

- ■Address: 148-1 Asahidai, Niki Town, Yoichi District, Hokkaido
- Access: A 10-minute drive from JR Niki
- Tours: Available on designated winery tour dates. Please check the website for details.





#### Enjoy the Natural Wines of Niki as Part of Your Everyday Life

HARBIOSE is a coined term combining "harmony" and "symbiosis," reflecting a philosophy of thriving together with nature, the community, and future generations. In 2018, the winery acquired and developed abandoned farmland along the Yoichi River in Asahidai, Niki Town. In 2019, they began planting Pinot Noir and Kerner grape varieties.

#### Aromatic and Gently Sweet

Made from late-harvested grapes from their own vineyard, their wine offers the natural gentle sweetness of grapes with a perfect balance of acidity.

#### DOMAINE HARBIOSE

- ■Address: 306 Asahidai, Niki Town, Yoichi District, Hokkaido
- Tours: Available on designated winery tour dates.
  Please check the website for details.



## Crafting Wines in Harmony with Nature Using High-Quality, Pure Grapes

The vineyard sits at an elevation of 130 to 150 meters on a highland near the Yoichi River, the highest point in Niki. From the vineyard, you can see the townscapes of Niki and Yoichi, Yoichi Bay, and the iconic Cape Shiripa.

## Complex Flavors Combining Fruitiness, Rich Acidity, and Umami This wine features aromas of wafting spices and earthy

notes blended with cinnamon. It has gentle tannins, making it easy to drink, and the umami in the finish is particularly memorable.

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- ■Address: 14-42-10 Higashimachi, Niki Town, Yoichi District, Hokkaido
- Tours: Not available. Please refrain from unauthorized visits or entering the vineyard.





# Spot -07

#### A Major Producer's Vision for the Future of Grape Cultivation

Hokkaido Wine's winemaking techniques are rooted in German winemaking methods, which have been further refined and advanced since the company's founding. At the Shiribeshi Vineyard, grapes are cultivated without herbicides, chemical pesticides, or fertilizers under JAS organic standards. They also incorporate smart agriculture, leading the way in modern winemaking.

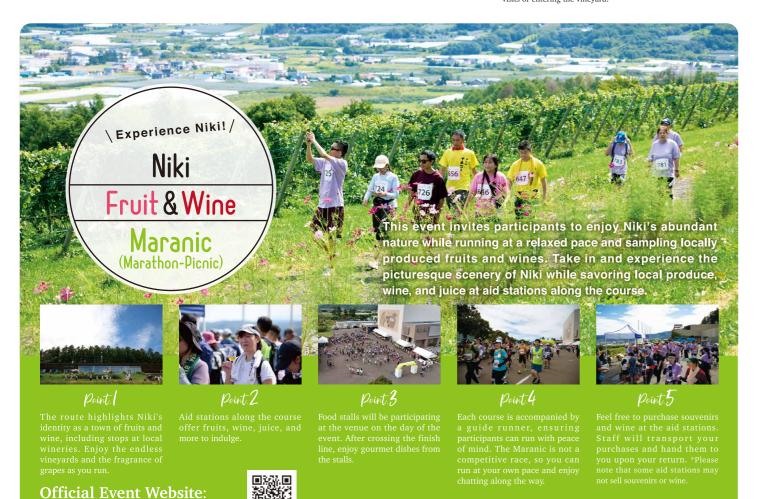
This wine combines grape varieties harvested in Hokkaido, primarily those suited for white wine production.

It is a crisp, dry white wine characterized by a subtle floral aroma and refreshing acidity.



- ■Address: 2 Higashimachi, Niki Town, Yoichi District, Hokkaido
- Tours: Not available. Please refrain from unauthorized visits or entering the vineward











At the Very Berry Farm Restaurant, operated by the same company, enjoy handmade pizzas with house-made yeast and original hamburgers and steaks.

## Living by Our Motto — Nothing Added, Nothing Missing

This is a new winery by Very Berry Farm & Winery Niki, the first winery in Japan to receive organic wine certification. They cultivate wine grapes like Pinot Noir, Pinot Gris, and Gewürztraminer, as well as table grapes such as Niagara and Portland, along with hybrid varieties. All are grown using environmentally friendly organic farming methods based on JAS standards.

#### Depth and Complexity Achieved through Natural Winemaking Methods

Their wines have a velvety texture with a perfect balance of fruitiness, acidity, and tannins. Grapes are grown using eco-friendly farming methods and crafted into wines through natural processes, aiming to create wines everyone can enjoy.



#### Domaine ICHI

- ■Address: 16-118 Higashimachi, Niki Town, Yoichi District, Hokkaido
- Tours: Not available. Future accommodations under consideration.



## From Le Reve ("dream") to Bless

#### A Wine Connecting People

A winery offering exceptional wines that harmonize Hokkaido's natural environment with meticulous craftsmanship. In December 2023, the winery changed its name from Le Reve Winery to Domaine Bless. They craft wines using a wide variety of high-quality grapes harvested from their own vineyards, situated in ideal conditions for fruit cultivation.

#### A Robust Wine Rich in Umami and Fruit Essence

The wine features a harmonious blend of roasted aromas and honeyed apple-like scents, creating a rich, full-bodied taste. They emphasize natural yeast fermentation and uncompromising winemaking methods.

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#### Domaine Bless

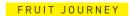
- Address: 303 Asahidai, Niki Town, Yoichi
- ■Access: A 4-minute drive from JR Niki Station
- Tours: Available on designated winery tour dates. Please check the website for details.







Asahidai, located on the left bank of the Yoichi River in western Hokkaido, has a long history of fruit cultivation. This winery exists in harmony with the lush forests and river surrounding it.



## Recommended Tastes of Niki

Known as the town of fruits and serenity, Niki boasts an array of seasonal delights.

Here are some stars of Niki's orchards:



#### Cherries

A symbol of Niki, cherries reach their peak in July. These ruby-red, heart-shaped treasures bring a cheerful glow to the entire town. Perfect as a souvenir or gift, Niki's cherries are a must-try.

#### Popular Varieties of Cherries

Satonishiki, Nanyo, Benishuho



#### Grapes

Come autumn, over ten varieties of perfectly ripened grapes await. Among them, Shine Muscat reigns supreme with its rich sweetness and refreshing aroma that fills your senses with every bite.

#### Popular Varieties of Grapes

Campbell, Niagara, Shine Muscat



#### Apples

In autumn, the apple orchards of Niki paint the landscape with striking contrasts of red and green. With over a century of apple-growing tradition, Niki's apples are a refined taste of history.

#### Popular Varieties of Apples

Jonagold, Tsugaru, Akane



#### Prunes

Prunes, often used as ingredients in jams and dried fruit, are known as miracle fruits for their exceptional nutritional value. Enjoy the sweetness and generous size of Niki's prunes for yourself.

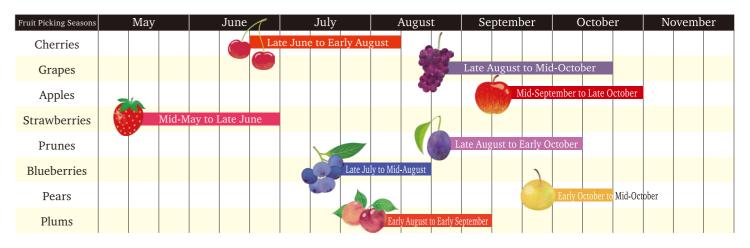
#### Popular Varieties of Prupes

Sun Prune, Purple Eye, President

#### -Fruit Picking

In Niki, you can enjoy picking a variety of fruits according to the season.

Make sure to come at the best time to pick your favorite fruit!



#### Other Harvests



#### Rice Mid-September to Mid-October

Grown in the fertile soils of the basin and nourished by the pristine waters of the Yoichi River, Niki's rice has earned high praise, even being served in ANA Group's international business class meals in 2018.



#### Cherry Tomatoes

Tomatoes Mid-June to Late October
As Hokkaido's top producer of

cherry tomatoes, Niki's sweet and tangy pickings are a cornerstone of its agriculture and have gained nationwide acclaim.

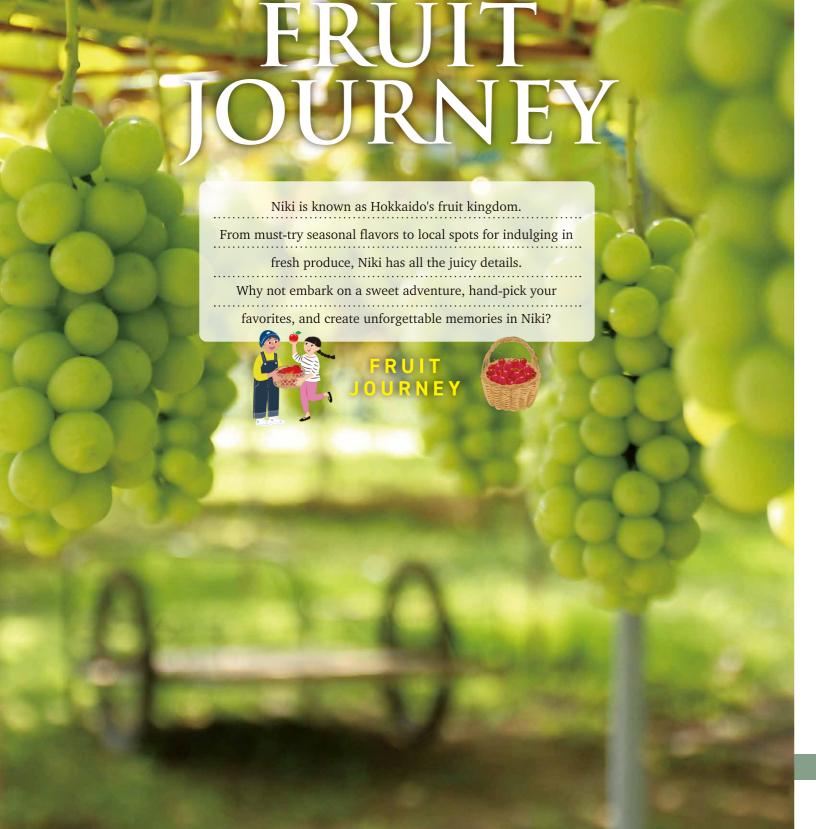


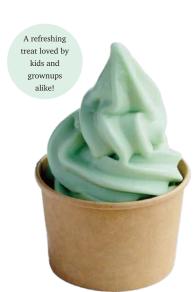
#### Niki's Furusato Nozei (Hometown Tax Program)

Contributors to Niki Town's Furusato Nozei program will receive Niki's specialty products as a token of appreciation. Contributions are used to support initiatives that directly improve the lives of Niki's residents. For details on how to apply and the use of funds, please visit the town's official website.









#### Grape Soft Serve from Kinoko Okoku

The Grape Soft Serve is refreshingly light, almost like eating real fruit. Made with Niagara grapes grown in Niki, this staff-recommended treat is a must-try. Other flavors include Cherry Soft Serve featuring Niki-grown Suimon cherries. Only available at Kinoko Okoku Niki

#### Kinoko Okoku Niki Shop

- ■Address: 1-930 Oe, Niki, Yoichi District, Hokkaido
- Access: A 9-minute drive from JR Niki Station





#### Apple Chiffon Cake from Petit domaine Niki

This chiffon cake, made with canola oil and no additives, features the fresh juice of Niki-grown apples for a refreshing finish. The milk chiffon cake made with Kurashima Milk is also highly recommended.

#### Fruit labo Petit domaine Niki (inside Kinoko Okoku)

- Address: 1-930 Oe, Niki, Yoichi District, Hokkaido
- Access: A 9-minute drive from JR Niki Station



Made with plenty of local and

ingredients



Hokkaido h Grade Foods Certified in 2018

FRUIT JOURNEY

Shops to Indulge in Fruits

Here are some delightful spots to enjoy the fresh, sweet flavors of Niki's finest produce!

#### Juice & Jam from Very Berry Farm Ueda

Enjoy rich blueberry juice made from fully ripened, organically grown blueberries, or try the whiskey-infused "grown-up" jams packed with fruity goodness, unique to Niki.

#### Available at Fruit Park Niki

- Address: 16-121 Higashimachi, Niki Town,
- ■Access: A 5-minute drive from JR Niki Station



#### Sweets from nikicafe

This container café offers a variety of sweets made with Niki's specialty fruits. Loved by both tourists and locals, it's a great place to savor the best of Niki's produce.

#### nikicafe

- ■Address: 3-2-1 Kitamachi, Niki Town, Yoichi District,
- Access: A 6-minute walk from JR Niki Station

#### Sweets from Sweets Shop Shirousa

Seasonal parfaits made with fruits like strawberries, cherries, and blueberries from their own farm, with Shine Muscat grapes from local growers, paired with their original soft-serve ice cream.

#### Sweets Shop Shirousa

- Address: 10-21 Nishimachi, Niki Town Yoichi District, Hokkaido
- Access: A 3-minute drive from JR Niki Stati









Enjoy Niki's natural foods without additives

#### Juice & Jam from JA Shin-Otaru

Their additive-free, all-natural straight juice and handmade jams preserve the fresh flavor of raw fruits, making perfect souvenirs.

Available at Niki Tourism Management Center

- ■Address: 8-17 Kitamachi, Niki Town, Yoichi District
- ■Access: A 3-minute drive from JR Niki Station



FRUIT JOURNEY

#### **Collaborative** Souvenirs Featuring Niki's Fruits

Introducing sweets created in collaboration between Niki, Hokkaido's fruit paradise, and morimoto Co., Ltd., which delivers Hokkaido-made products across Japan.



#### Cherry Jewelry Rouge



#### Bright Red Jelly Full of Sunshine



#### Grape Jelly Full of Sunshine

#### Cherry Pie from NIKI Fruit Factory

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りんご

仁木町

Inside the flaky pie crust is a cherry filling made with Niki-grown cherries. One bite fills your mouth with a blissful sweet and tangy flavor, showcasing the richness of the fruit.







## Experiences & Accommodation in Niki



#### Experience Consadole Niki Park

Consadole Niki Park features park golf, tennis and basketball courts, a playground, barbecue facilities, and more. It's a great spot for all ages, from kids to seniors.



#### Experience Nociw Outdoor Park

A campsite surrounded by lush mountains and rivers. On clear nights, enjoy stargazing to the sound of the river, soaking in the serene, timeless charm of the countryside.



#### Experience Niki Town Ski Resort

A ski resort adjacent to Consadole Niki Park, featuring gentle slopes for beginners and intermediate skiers. Loved by tourists and local families alike, it offers spacious parking and night skiing facilities.



## Experience Fruit Park Niki (Roller Slide)

The 153-meter-long roller slide offers thrilling rides with views of local orchards and Yoichi Bay. Fun for the whole



#### nodation Fruit Park Niki Cottage

These open-plan cottages, located within Fruit Park Niki, feature spacious terraces and high ceilings. Perfect for families or large groups that want an entire building to themselves.



## Just a 2-minute walk from a 🔳 🖼 🔳

convenience store, this bright, unmanned container hotel is a safe and enjoyable option for all travelers, including families or groups of women.



A charming guesthouse in the town of fruit. With plenty of rooms, it's comfortable for large groups. Open for reservations from December to March.





# Shops & Events to Enjoy Wine, Fruits, and More



#### seaz bran

A bakery dedicated to spreading smiles with safe and wholesome bread. Their soft, fluffy bread pairs perfectly with jams made from Niki-grown fruits.



#### Gourmet Kinoko Okoku Niki Shop

A treasure trove of souvenirs and flavors unique to Niki, the town of fruits. Popular with locals and busy with tourists seeing the sights, this spot offers over 1,000 types of souvenirs, delicious meals, and more.





#### very Berry Café (inside Fruit Park Niki)

An open terrace café with panoramic views of Niki. Enjoy a relaxing meal featuring handcrafted dishes, like a spice-forward curry and homemade desserts. Their lunch buffet is a big hit.



#### Gourmet NiquisMiquis

A restaurant inspired by the idea of "bringing delicious food and fun places to Niki. "It serves Spanish-Basque-inspired cuisine made with Shiribeshi ingredients and is popular with locals and tourists. Enjoy Niki wine and specialty







#### Event Cherry Festival

Hokkaido's top cherry festival, attracting over 10,000 attendees. Highlights include food stalls, exhibitions and sales of cherry products, and the popular cherry pit spitting contest, combining food, sightseeing, and fun.





