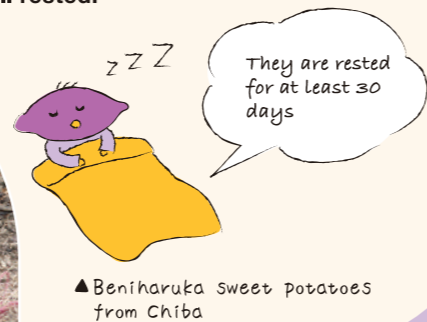


Let it rest to grow juicier and sweeter?!

The secret of sweet potatoes



Chiba Prefecture mainly produces three varieties of sweet potatoes: Beniazuma, Beniharuka, and Silk Sweet. Each variety has different cooking methods and varying flavors, but of these, the Beniharuka variety is most often used for roasted sweet potatoes, and in Chiba, the rule is to store them carefully for at least 30 days before shipping! "Resting" them in storage like this greatly increases the sweetness of Beniharuka sweet potatoes, imparting a sweet, deep, and sophisticated flavor. Try Beniharuka sweet potatoes from Chiba that have been well rested!



▲ Beniharuka sweet potatoes from Chiba

Dining / Shopping

22 Roadside Station Kurimoto Benikomachi-no-Sato

道の駅 くりもと 紅小町の郷

This is a roadside station in Katori City, not far from Narita Airport. The only place you'll find a variety of sweet potato products made from the special Benikomachi sweet potato, including original desserts and Japanese sake. You'll find restaurants where you can enjoy dishes made with local ingredients, as well as eat-on-the-spot items such as soft serve ice cream and candied sweet potatoes, so it's perfect for taking a break.

Roadside Station
Kurimoto Benikomachi-no-Sato
PR character
Kuri-chan



1372-1 Sawa, Katori-shi, Chiba
Map ▶ P.22
HP <http://www.benikomachi.jp/>
☎ +81-478-70-5151
📍 Narita Airport (20 min by car)
🕒 9:00 am~6:00 pm
📌 Closed From Dec. 31 to Jan. 3 (year end & New Year holidays)
📶 Yes 📶 No



Bite-sized, perfect as a snack

Sweet Potato Petit Donuts
500 yen (incl. tax)



Smooth texture /
Sweet Potato Jam
480 yen (incl. tax)



Candied Sweet Potato
300 yen (incl. tax)



Uses 100% local Benikomachi sweet potatoes

Benikomachi Sweet Potato Shochu Liquor 720ml
1,571 yen (incl. tax)



Roasted Sweet Potato Yakan Sweets
250 yen (incl. tax)

Sweet potato souvenir items

OMG

The sweetness of the potatoes is remarkably delicious

Sweet Potato Roll Cake
1,630 yen (incl. tax)



The faint lingering aroma of roasted sweet potato /
Roasted Sweet Potato Yakan Sweets 480 yen (incl. tax)



Sweet Potato Soft Serve
300 yen (incl. tax)

Dining / Shopping

23 CAFE NETAIMO

CAFE NETAIMO

A cafe operated by Shibayama Farm, which manufactures various desserts using NETAIMO sweet potatoes matured at low temperatures using a unique storage method. Sweet potatoes stored at low temperatures for a long time are amazingly sweet! The Imoppucino roasted sweet potato shake, which uses generous amounts of NETAIMO, is a signature item. Warm roasted sweet potato drinks are also available in winter. Sweet potato desserts also make perfect souvenir gifts.

I-499-1 Sawara, Katori-shi, Chiba Map ▶ P.22
HP <https://netaimo.com/>
📍 JR Sawara Station (10-min walk)
🕒 10:00 am~5:00 pm
📌 Closed Mondays
📶 Yes 📶 No



HOSHIIMO



2



3



4

1. Preserved Sweet Potato 390 yen (incl. tax)
2. Sweet Potato Chips 290 yen (incl. tax)
3. Candied Sweet Potato Strips 290 yen (incl. tax)
4. Imoppucino 500 yen (incl. tax)

A simple treat with crisp texture, with the sweet flavor of sweet potatoes that fills the mouth. Unique flavors such as seasoned seaweed, hot pepper, and cinnamon also available!

Dining

24 1K good neighbors POTATO & CAFÉ

1K good neighbors POTATO & CAFÉ

A cute standalone cafe that cultivates a field of sweet potatoes on its grounds. Smooth in texture and with sophisticated natural sweetness, each variety of sweet potato dessert boasts its own unique flavor. Try and compare different flavors! On the drinks menu, enjoy a latte made using Beniharuka sweet potatoes!

2452-1 Sawa, Katori-shi, Chiba Map ▶ P.22
📍 @1kgoodneighbors ☎ +81-70-4081-1010
📍 Narita Airport (20 min by car)
🕒 11:30 am~5:30 pm 📌 Closed Fridays 📶 Yes 📶 Yes



Prepared simply to bring out the natural excellence of the ingredients.

Sweet Potato Latte
486 yen (incl. tax)

Try original sweet potato drinks that can only be tasted here, carefully prepared using Chiba ingredients.



Sweet Potato Desserts (Beniharuka, Beniazuma, Benikomachi)
280 yen each (incl. tax)

Shopping

25 Goro's Stone-Roasted Sweet Potatoes

五郎の石焼き芋

A mobile food truck that sells stone-roasted sweet potatoes and operates around the cities of Inzai and Shiroy in Chiba. Carefully roasted by a true stone roasting master and dripping with sweetness, these are definitely worth a try! Perfect fluffy stone-roasted potatoes are exceptional when eaten outside in the cold winter air. Check the whereabouts of the truck via social media to find it!!

Operates around the Chiba New Town area Map ▶ P.22
📍 @56yaki_imo56 ☎ +81-476-37-5605
📍 Check its whereabouts via social media!
🕒 Approx. 2:30 pm~7:00 pm
📌 Closed Irregular holidays (mid-Apr. to mid-Nov. is off season)
📶 No 📶 No



Instagram Twitter



These natural sweet potatoes are slowly and carefully stone-roasted to make them as sweet as possible, using only the natural sweetness of sweet potatoes without using any sugar.

Goro's Stone-Roasted Sweet Potatoes 300~500 yen (incl. tax)

